

Mark Your Calendar

Take-in for May

- **Floor artists:** By appointment only, contact Floor Manager Barb Millé 760.942.3595
Wall artists: Tue. April 24, 2007, 9:30-12 Noon
- **Board Meeting: *Note Location!*** **Mon.**, April 23 2007, 9:30-12 Noon, Off Track Gallery
- **General Meeting: **Sun., May 6, 1:30-2:00pm, Off Track Gallery****
- **Artist's Monthly Reception:** Sun., May 6, 2-4pm Off Track Gallery
- **Encinitas Street Fair:** Sat., April 28 & Sun., April 29, 2007, 9am-5pm.
- **Mother's Day Art Studio & Garden Tour:** Sun., May 13, 2007 10am-4pm.
- **Chris Cozen's Acrylic Workshop:** Sat. June 9, 2007, 10am-4pm.



"Twin Palms" by Yanina Cambareri
Photo by Grace Swanson

Environmental Painters

PAINT OUTS - ALWAYS TUESDAY

April 10 & 17, Guajome Lake, Oceanside. Park, off Rte. 76.

April 24 & May 1, Baticuitos Lagoon, eastern parking lot.

May 8 & 15, Ponto Beach, Carlsbad.

Call Joan Grine 858.481.8783 for more info.

Mother's Day Artists' Studio & Garden Tour

Sunday, May 13 from 10am-4pm
Off Track Gallery Open
8:30am-6:00pm

Cris Weatherby has shifted into over-drive to get all the things done for the Mother's Day Tour that is fast approaching. Posters, tickets, flyers, banner, driving instruction sheet, ads, PR releases all are designed and on their way to publications or printers.

All of the artists who wanted to be on the tour have been placed at host homes and have been notified (we are not accepting any more guest artists). Each host home needs to have a meeting to discuss food and set-up placements with their own groups.

Thank you to the following people who have signed up to be docents: **Harriet Shoup** (who responded immediately – thank you Harriet), **Karen Hart, Walter Lilly, Mark Meader, Janet Lund, Judy Salinsky, Dorene Terryberry** and **Elleblanch Salmi**. We need a total of 14 docents so that means we need a few more. If you are not a host or a guest artist, your name should be on this docent list. To become a docent please contact Patricia Eldon 760.942.9406, pjeldon@sbcglobal.net. Docents receive 2 free tickets to the tour, which may be used before or after their shift. Plus they may put a piece of art in the June Gallery Show at no charge and no extra sitting duties.

To help staff the gallery on this busy day: **Joanne Chambers,**

Laura Lowenstein, and Isabella Breasted. The Gallery will open at 8:30am and stay open until 6pm.

Thank you to **Kathleen McGee** and **Carole Larson** for keeping the website current and getting the Mother's Day Tour information posted. We can now start selling tickets online. This worked very well for us last year. Thank you to **Darlene Katz** for doing double duty: working on the client database for the post cards mailing and for constructing the downloadable pages for each host home to be posted on our Web site.

New Off Track Hours

Gallery hours will slightly change. Fridays and Saturdays we will stay open until 9pm. Sundays from 10am-6pm.



"Winter Grass - Angel's Landing"
by Mark Meader
Photo by Grace Swanson

President's Message

May is a busy month for the guild with our annual Mother's Day Art Studio & Garden Tour. We all need to pull together, help as we can, and enjoy the camaraderie of artists joining together to make our unique event the best it can be. Check out the benefits of helping on page 3.

We had our one-year anniversary salute with champagne at our First Sunday Reception on April 1. Thank you to all who have so tirelessly donated time and energy to make the gallery a success over the last year. We should be very proud of what we've accomplished.

This past year in our current space has been a wonderful growing time. Many things have been tweaked along the way and now we are going to try a new way of taking in art for the walls. I should say it's an old way, as it's the system that was used at the Pannikin and the Leucadia location successfully. We'll now have a Monthly Show in just part of the gallery. The rest of the wall space will be for Wall Renters who will show more art and staff the gallery. Check out the information on pages 4 and 5, which can be conveniently clipped for future reference.

Remember; take in for both the Monthly Show and Wall Renters is the same, on Tues. April 24, 2007 from 9:30am-Noon.

Happy Spring!

Laura Lowenstein

llowenstein@roadrunner.com

Card Rack Members

Did you miss April 1 take-in?

If so your cards have been removed from the paid reserved racks. **New reserve space is available.**

Requirements are:

- \$15.00 for (4) space rental with name: April-August 2007. Make check payable to SDAG.
- Put check in Barb Millé file folder in office and she will place your cards on the rack.
- If you are not currently a wall or floor renter you are required to do one gallery sitting a month.
- Free: spaces for up to 10 cards will be available in Gallery#2 for any member. All cards will be in a mixed format with no name or reserved spaces.
- If you don't participate in either of the above options please pick your cards up by the end of April. They are being stored behind the door in a Bankers Box in Gallery #4, the Oil & Acrylic Gallery. Contact **Barb Mille'**, Card Rack Coordinator with any questions.

Member Announcements

Stan Weber & Char Cee Colosia are being featured during April at the **Off Track Gallery**, 687 S. Coast Hwy. 101, Encinitas. Weber sculpts metal works and Colosia paints in a representational style. 760.942.3636.

April exhibit to feature painting, photography of Isabella Breasted

Local artist Isabella Breasted exhibit her work of photography and painting called "Encinitas: Scenic Moods" at the Encinitas Civic Center Art Gallery in April. A reception will be held on Wed., April 11 from 5 to 7pm at the Civic Center Gallery. The public is invited to attend. The Civic Center Gallery is at 505 S. Vulcan Ave. For more info call 760.633.2746.

A Call to All Artists

Artist **Richard Margolis** will soon be homeless and artless. His art — The Rock 'N' Roll House & place of residence, next to 101 Artist Colony on A St. Alley, will be demolished next month. If you haven't seen the house, do so soon. If you would like to join in on a goodbye party, stop by between 4-7pm on Sunday, April 15, 2007. Show up with a bottle of wine, cheese/ munchies, bring a friend, and celebrate an original piece of art that will soon be destroyed. Fence art and other pieces of the "shrine" will be for sale on Sat. April 14-15. Contact Joan Sebastian for more info: 760.4871644 or **joansebastian@cox.net**

Elaine Harvey will teach *Painting Light*, a watercolor and mixed media workshop at the Studio of Art and Design on April 21 and April 22, 9:30am-3:30. The workshop will explore all facets linking whites and lights in watermedia. The cost is \$180 for both days. Class size is limited, apply early. The workshops will be held at 616 Stevens Ave., Suite C, Solana Beach. Contact the Studio at 858.755.6202 or visit **rikki-studio.com** for more information.

Arts Alive 2007 Banner Auction Sun., May 20, 2007 at 2pm in Cardiff Towne Center. View banners at **www.encinitas101.com**.

101 Artist Colony is leaving its digs by the end of April 2007. Join in for a going out of business sale two weekends on April 14 & 15 and April 21 & 22 from 9am-2pm when everything will be for sale. Art pieces, plants, landscape sculptures, doors, windows and much more. More info at **www.101acevents.com**

Events at the 687 Gallery Building
The Helen Woodward Animal Center's fundraiser of the large Garfield Cat statues will be taking place in our own gallery in the warehouse May 11-18 with an artists' paint out. Artists will be painting their statues in the warehouse. Upon completion, they will be placed at various locations in Encinitas for display.

Off Track Gallery Sales For March

Artist sales in March (through March 18) were recorded at \$1,411. The warmer spring weather is bringing many more visitors to the Gallery. And some of them are buying!

Getting to Know You

Welcome new SDAG member, **Adriana Miranda**. Adriana Miranda was inspired by her artist father to be a painter. Her work in oil is figurative, some canvases are abstract and others romantic fantasy.

Soravia Paintings

Galleria Jan in La Jolla has sold 5 of the Soravia paintings. The Guild receives 50% of the sales and so we received a check for \$937.50. Thank you to **Walter Berk** for his persistent effort.

Thank you!

Jackie Barker has agreed to head up our programs and will be taking ideas for future demos, workshops, critiques and other fun things for our guild members. Please contact her with any ideas. 760.436.6038 or jbark@cox.net. Also thank you to **Alison Christler** for pitching in and helping us find a show judge.

Thank you to **Grace Swanson** for the gallery-wide, monthly wall show system she proposed 1 year ago when we first opened our doors. It has successfully kept art on the walls and the gallery staffed each month. And thank you Grace, for taking the artwork photos for *The Paint Rag* each month. Finally, a big thanks to **Steve Swanson**, Grace's husband, for fixing the "G" on our building Gallery sign.

Results of March People's Choice Award

Winner of the \$25.00 People's Choice gallery gift certificate is **Robin Beattie** from Leucadia.

The people's choice winner for April is **Yanina Cambareri**. Her gorgeous watercolor "Twin Palms" will remain in the gallery for another month above our reception table.

We'll temporarily suspend the People's Choice ballots for the summer.

Golden Paints Workshop

There is still time to sign up for the Golden Paints Workshop.

Chris Cozen will offer an all day workshop titled "**From the Ground Up: Building an Acrylic Background**" on Sat. June 9, 2007 from 10am-4pm to be held at either the gallery warehouse or Grace Swanson's house. (Depends on number attending.) Cost is \$75.00 for members/\$85.00 for nonmembers.

Part one will be mixing and application methods, building with gels & textures. Part two will be putting it to work on a canvas, experimenting with color mixing & prepping boards. And then moving forward with collage or mixed media applications on one board of choice.

All materials will be provided except for two canvases, canvas boards or ampersand boards needed for the afternoon session. Old boards can be used, but will need a couple coats of gesso as a base.

May 25 is the last day to reserve. Please contact Laura Lowenstein for more details or to reserve. lloenstein@roadrunner.com. **Space is limited and pre-payment is required.**

Volunteers Needed

Docents needed for Mother's Day Studio and Garden Tour

We need docents for each of two shifts on Mother's Day at each home on the tour. *Here is what you need to do:*

- Call or e-mail Patricia Eldon at 760.942.9406 or pjeldon@sbcgloal.net
- Attend one docent instruction meeting (to be scheduled)
- You will receive **two free tickets** to tour the other homes before or after your shift begins.
- A special Docent Show at the Gallery during the month of June (that means you get to put a piece of art in the gallery for free with no extra sitting duties).
- **Event Date:** Sun., May 13
Time commitment: Half-day (approx. 3 to 4 hours). You will still have plenty of time to have lunch/breakfast/dinner with mom!
Location: Encinitas area

Other opportunities...

- Special Events/Off Site Chair
- Someone to attend 101 Downtown Leucadia meetings
- Assistant to *The Paint Rag* editor (attend Board Meetings.)



"Cactus at Twilight" by Laura Lowenstein
Photo by Grace Swanson

New Wall Art Policy

The Gallery will try a new way of handling wall art starting with May's take-in on Tues., April 24, 9:30am-12noon

There will be two options:

1. **Monthly Show Wall** which will change each month, just as before and
2. **Wall Renters** for artists wanting to show a body of work that is current and would change every two months. Check out the differences below. **Also see new monthly take-in rules.** To be considered for Wall Renter, please contact **Dot Renshaw, Wall Renters' Chairperson.**

Monthly Show Wall

Chairperson: Wanda Olson
760.753.6807 mshell@znet.com

Benefits:

1. Show wall doesn't staff the gallery.
2. Show wall is judged and awarded ribbons of merit.
3. Best in Show receives a \$25.00 check.
4. Same fee each month for your one painting and add on of a mini painting.
5. You may show 1 additional mini framed work (maximum on diagonal at 17") for only \$5.00 more.
6. All art in the Monthly Show is up for a month and then replaced by new art at the next monthly take-in. (Monthly take-in remains on the last Tuesday of the month from 9:30am-noon.)
7. Art must be no older than 2 years. Art may be repeated after 2 months. Giclee's or prints are permitted if labeled but will not be included in the judging.

Requirements/change:

1. Only one piece of artwork per show, no larger than 56" on the diagonal.
2. You may show an additional mini no larger than 17" on diagonal for additional \$5.00.
3. Price for small/medium piece of 36" on diagonal or under: \$15.00.
4. Price for a large piece of over

36" but no larger than 56": \$20.00.

5. Monthly Show artists would still need to volunteer to help the gallery and guild in some way. Requirements are 3-4 hours a month volunteering for each time you enter the Monthly Show. This can be handled by helping on take-in day, receptions, extra staffing the gallery if you're trained, coordinating events, etc. The duty coordinator will help you sign up for something.
6. When you have a sale, you would pay a 15% commission to the gallery out of your sale. And if the customer is using a credit card, there's a small 5% charged out of your sales, also. (Same as previously on both counts.)

Wall Renters

Chairperson: Dot Renshaw
858.692.6478
dotrenshaw@san.rr.com

Benefits:

1. Wall Renters don't pay a commission on any sales off the wall.
2. Your artwork stays up for 2 months so you only need to do take-in every other month.
3. You hang your own work.
4. You can hang large or small or thickly as long as you follow the rules for hanging.
5. You can hang a framed 8"x10" bio with attached plexi-glass business card holder at your location.
6. You will have your name on the wall. (**Dot** will do uniformed name plates.)
7. You can take out a piece or two overnight/one day when needed for showing a client or for a reception. (Not on Mother's Day.) Can switch out a painting.

Requirements/changes:

1. Wall Renters must staff the gallery. The jurying committee must jury Wall Renters in. (Contact **Dot Renshaw**.)
2. Full Wall Renters must staff 2 times a month. That's 4 times total per 2 month rotation.

3. Half-Wall Renters must staff 3 times in the 2 month rotation period. (1 time each month plus 1 extra shift sometime during the 2 month rotation period.)
4. Because Wall Renters (and floor renters) don't pay commission, they are required to pay the \$5.00 bookkeeping fee for writing a check to pay for any sales at the end of each month. Joanne Chambers, our treasurer, will keep a list of those artists that only want to be paid after a sales amount has reached of \$50.00 rather than the usual \$25.00 limit.
5. Wall Renters (and Floor Renters) are required to take on important jobs to help the gallery and guild.
6. Additionally, full Wall Renters will assist Dot Renshaw with rotation duties 1 time and board meetings 1 time in the year.
7. Wall Renters pay a deposit. Full=\$80.00 and Half=\$40.00 which is refundable with a 2 month written notice of vacating the wall or if it hasn't been used for any missed staffing duties. The deposit is paid at time of contract signing.
8. Rent is \$80.00 for 2 months/full wall and \$40.00 for 2 months/half-wall. Payable at take-in.
9. All Wall Renters must rotate their artwork according to the rotation schedule set up by Dot Renshaw, Wall Renters Chairperson.
10. To be added to a waiting list for future wall rental space, contact Dot Renshaw, Wall Renters Chairperson at 858.692.6478
dotrenshaw@san.rr.com.

Artist Opportunities

Next pickup & drop-off for the BAE Systems Artist Gallery in Escondido is Fri. May 11, 2007, 11am-1pm. No entry fee or commission taken for SDAG members, but if there's a sale, a \$5.00 fee will be charged as the check comes through the gallery. Must have a resale license to participate. See details at the gallery in one of the notebooks at the desk.

Encinitas Street Faire

Sat. & Sun., April 28 & 29 from 9am-5pm. SDAG members may set up for free in the Off Track Gallery parking lot. **Please contact Karen Hart 760.828.8444, kaloha23@hotmail.com** if you would like to participate. There is a large shade structure at the gallery that someone is welcome to use. We also have 2 large A-frame pegboard style easels that could also be used.

Leudadia ArtWalk

Sunday, August 26, 10am-5pm

Again this year SDAG will purchase a space at the group rate. This rate is lower than you would have paid as an individual. If you would like to be put on the list of participants for this event please contact **Laura Lowenstein 760.753.3254**

llowenstein@roadrunner.com



"This Song's For You" by Morgan Janis
Photo by Grace Swanson

Judge for May show is to be announced.

Off Track Gallery Awards April 2007 Judge, Alison Christler

Artist	Title
Best of Show - Best of Show artist receives check for \$25	
Mark Meader	Winter Grass - Angel's Landing (photography)
Oil & Acrylics	
1 st Judy Salinsky	San Dieguito River Trail
Water Media & Pastel	
1 st Harriet Shoup	Breath of Spring
2 nd Sue Kessinger	Ponto Beach
3 rd Laura Lowenstein	Cactus at Twilight
Honorable Mention	
Shirley Pentoney	White Orchids
Photography	
1 st Morgan Janis	This Song's For You
2 nd Agnes Lochte	IX Revolutions
Mix Media	
1 st Artie Mattson	Coastal Commotion
Other Media	
1 st Dot Renshaw	Batiquitos Dawn (pastel)
2 nd Joan Grine	Autumn Sycamores (pastel)



"IX Revolutions" by Agnes Lochte
Photo by Grace Swanson



"Coastal Commotion" by Artie Mattson [SOLD]
Photo by Grace Swanson

New Rules for Monthly Take-in

These instructions are for the monthly wall art only.

- Each artist is limited to 1 piece of art and 1 mini.
 - The art changes each month. When you come to the Gallery on Take-in Day, **Tues., April 24, 9:30am-12noon**, please have your temporary take-in tag and take in sheet (pages 7 & 8 of the PDF file sent along with the Paint Rag or inserted into your *Paint Rag* if mailed to you) filled out.
 - Artwork should have identification on the back.
 - Artwork must be framed unless you use the wrap-around canvas stapled in the back. Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and a well-cut mat.
 - For hanging artwork, use multi-strand wire (a saw-toothed hanger typical of ready-made frames is not acceptable). Attach wire approximately one-quarter of the way down from the top of the frame and make it slack enough to come up to approximately 2" from the top of the frame. Please tape the ends of the wire. Please do not put tape or tubing in the middle of the wire.
 - **If artwork, including frame, measures 17" to 36" on the diagonal, including the frame, the fee is \$15.00 (or \$30.00 with the 3 month deal). If artwork, including frame, measures 36" to 54" on the diagonal, including the frame the fee is \$20.00. You may show 1 additional mini no larger than 17" on the diagonal including the frame for \$5.00. Please measure carefully.**
 - All artwork should be less than two years old.
 - Giclee's are acceptable as long as they are well marked.
 - Do not bring in wet paintings or frames.
 - A 15% commission will be charged on sales from the monthly wall art, plus a small credit card fee if art is purchased with credit card.
- The Take-in committee reserves the right to refuse entries that do not meet gallery standards.*

In this issue:

- ◆ **New Wall Art Policy & Take in Rules**
- ◆ **Mother's Day Tour Around the Corner**

Welcome New SDAG Members

Chester Gould
Adriana Miranda
Mark Meader
Susan Pede

Paint Rag Information

Send relevant information via e-mail to: **Megan Pierson** at 760.944.7956 or meopierson@yahoo.com

Newsletter info due on or before noon, the 28th of each month.

Advertising Rates Members: \$15 for 1/8 page, \$30 for 1/4 page, \$60 for full page. **Non-members** \$30 for 1/8 page, \$60 for 1/4 page, \$120 for full page. Payable to "SDAG" due by 1st of the month.

Membership Info Contact Mary Beck with any address changes, at 760.630.9518 or e-mail changes to: higgbeck@cox.net.

The *Paint Rag* is now delivered via e-mail. Members without e-mail will receive a printed copy via "snail mail".

Paid Sitters available at \$30 per shift:

Joanne Chambers	760.943.0986
Darcie Anderson	760.944.3771
Isabella Breasted	760.436.2091
Barbara Millé	760.942.3595
Laura Lowenstein	760.753.3254
Diane Dudek	760.944.7668
Patricia Eldon	760.942.9406
Doreen Long	858.487.3672
Judianne Shannon	760.753.7088
Grace Swanson	760.942.6109

May 2007

The Paint Rag

San Dieguito Art Guild
& Off Track Gallery
687 South Coast Highway 101
Encinitas CA 92024
760-942-3636
www.offtrackgallery.com

MAY 2007 MONTHLY SHOW

Take-in on **April 24**, 2007

Check # _____

\$ _____

Artist _____ Phone _____

NEW S.D.A.G. MEMBER this month please fill out address and email

Address _____

Email _____ Medium _____

Diag. Measur	OfficeUse Item #	Title of artwork	Medium	Dept.	Vendor ID	Price
		MONTHLY SHOW REGULAR SIZE				\$
		MONTHLY SHOW MINI				\$
		LARGE SHRINK #1				\$
		LARGE SHRINK #2				\$
		SMALLSHRINK #1				\$
		SMALLSHRINK #2				\$
		SMALLSHRINK #3				\$

Your vendor ID is the **first three letters of last name** and **first two letters of first name**

Item # will be given by take-in volunteers on the day of rotation. Dept numbers: **1** = cards, **2** = shrink wrap, **3** = oil/acrylic, **4** = watercolor, **5** = photography, **6** = mixed media, **7** = other media, **8** = jewelry, **9** = glass, **10** = sculpture/ceramics, **11** = textile, **12** = special events, **13** = miscellaneous, **14** = digital art

Job for this month _____

I UNDERSTAND THE SAN DIEGUITO ART GUILD/OFF TRACK GALLERY AND/OR TOY FACTORY 101 ENCINITAS LP ARE NOT INSURED FOR COVERAGE OF ARTWORK AT THE GALLERY AND/OR IN UNSECURED AREAS. THE SAN DIEGUITO ART GUILD/OFF TRACK GALLERY AND/OR TOY FACTORY 101 ENCINITAS LP CAN NOT BE HELD LIABLE FOR LOSS OR DAMAGE TO ANY ARTWORK AT ANY TIME. I WILL PROVIDE MY OWN INSURANCE IF I DEEM IT NECESSARY

_____ **INITIAL HERE.**

I AGREE TO PERMIT MY ART TO BE PHOTOGRAPHED AND USED FOR SDAG

ADVERTISING/P.R. PURPOSES. _____ **INITIAL HERE.**

MONTH:		WALL CYCLE:		MONTH:		WALL CYCLE:	
Diagonal measure				Diagonal measure			
Artist Name				Artist Name			
Title				Title			
Medium				Medium			
Commission (Circle)	15 %	0 % wall renter		Commission (Circle)	15 %	0 % wall renter	
PRICE				PRICE			
MONTH:		WALL CYCLE:		MONTH:		WALL CYCLE:	
Diagonal measure				Diagonal measure			
Artist Name				Artist Name			
Title				Title			
Medium				Medium			
Commission (Circle)	15 %	0 % wall renter		Commission (Circle)	15 %	0 % wall renter	
PRICE				PRICE			
MONTH:		WALL CYCLE:		MONTH:		WALL CYCLE:	
Diagonal measure				Diagonal measure			
Artist Name				Artist Name			
Title				Title			
Medium				Medium			
Commission (Circle)	15 %	0 % wall renter		Commission (Circle)	15 %	0 % wall renter	
PRICE				PRICE			