

# Arizona Artists Guild Newsletter

October 2006



## Alex Pekela Wins Artist of the Month

Congratulations to award-winning watercolorist **Alex Pekela**, AAG's September Artist of the Month with his painting "Road to Mendocino." Associate member **Sheri Skelton** placed second. This is one of two new additions to guild meetings. Artists' work is voted upon by meeting attendees and receive ribbons. Each month's winner is then eligible for the Artist of the Year award voted on in May. For your opportunity to win, bring a completed, exhibition-ready art work to the October 17 meeting and place it on display.



"Road to Mendocino" by Alex Pekala

## ZooPaint Plein Air Sale on Oct. 21-22

Support AAG members and mingle with art collectors and local artists at the ZooPaint art exhibit and sale on October 21 and 22.

Co-sponsored by the Phoenix Zoo and the Arizona Artists Guild, many of the Guild's finest landscape artists participated in *plein air* painting at the zoo over the last few weeks. See their works on display and perhaps see nature through a new perspective.

ZooPaint 2006 was designed to bring together art lovers, art collectors, and artists themselves for a marathon on painting where the public is encouraged to interact with the artists. Look for fellow AAG members in the bright yellow shirts! Proceeds will benefit the Phoenix Zoo and the Arizona Artists Guild. For more information, visit [www.arizonaartistsguild.net/specialevents.html](http://www.arizonaartistsguild.net/specialevents.html).



## Dick Phillips to Critique at Oct. 17 Meeting

Attend the October meeting and listen to nationally recognized, award-winning artist and teacher **Dick Phillips** who will facilitate the October 17 critique session. Bring a work-in-progress for the 6 p.m. pre-meeting session. The pre-meeting critique session to AAG meetings has not only added excitement but also opened up dialogue among members to provide honest feedback for each painting.

## October Meeting

**Oct. 17, 2006**  
**7 p.m.**

Sunrise United Methodist Church  
19234 N. 7th Avenue  
(Between Union Hills and Loop 101  
on the west side of 7th Ave.)

**Alan Hochman**

### **Developing a Marketing Plan for your Art Business**

Develop the strategy and tactics for making your art business more successful. Develop ideas that you can put into practice and lay the groundwork to further develop and improve your art business.

This is a hands-on, interactive session! Bring a notebook and pencil, along with your marketing questions and your marketing plan if you have one, and expect to have fun! Alan is a dynamic speaker—his workshops fill quickly, so plan to arrive early.

*A marketing and management consultant for ten years, Alan has a Masters in marketing and was VP of sales and marketing for several US and European companies. He has taught graduate marketing courses, as well as numerous marketing seminars for colleges, private groups, and chambers of commerce. Alan started sculpting a number of years ago and has been a full-time, self-supporting artist for the last several years. You can see his art at [www.StoneAndWater.com](http://www.StoneAndWater.com).*

### **"Ceremonial Dance"**



## Board of Directors & Committee Chairs

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judylawsonart@cox.net	
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Judy Schultz	602-938-4127
Ila Humble	928-632-4058
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Taun Olson	480-556-6328
Heather Green	602-430-2390
<i>Strategic Planning Consultant</i>	
Bob Underdown*	480-216-1364

\*Denotes voting Board Members

### Newsletter Submissions

The deadline for newsletter submissions, articles, or advertising, is the 20th of the month preceding the newsletter date. No handwritten or phone submissions please. All submissions are at the discretion of the editor. E-mail submissions to Jill Brownley at [jill.brownley@albertsons.com](mailto:jill.brownley@albertsons.com). Please e-mail address changes to [judylawsonart@cox.net](mailto:judylawsonart@cox.net).

## Message from the

# President

If I've learned anything in the past year as AAG President, it's that "one year is not enough." Ideally, we need to practice "mentorship," so that officers and chairpersons always have an alternate and an advisor—for both continuity and "self-perpetuation" of the AAG.

I'm looking for a **PRESIDENT ELECT** - someone to help build the guild NOW, and then to step in as president by May 2007. Somehow, in the midst of all the FUN activity at our very well-attended Sept. 19 general meeting, I neglected to talk about my need for a president elect! Interested members can contact me at [vlev@aol.com](mailto:vlev@aol.com).

Also on my agenda is the formation of a **COMMUNICATIONS COMMITTEE**. We're looking for several "quick studies" as chairs and co-chair assistants to take over for **Ruth Knowles**, who has done a spectacular job as newsletter editor, Web site management, e-blasts and advertising coordinator. Ruth needs to step down, and without losing momentum, we need to take on the many hats she's worn, plus build on what she's so skillfully accomplished.

Positions and responsibilities of this new committee will include: Newsletter Editor Jill Brownley; Web Oversight/E-blast Coordinator Ruth Knowles; Webmaster Nicole Fascula; as well as open positions for advertising and public relations coordination. Again, interested members can contact me at [vlev@aol.com](mailto:vlev@aol.com).

Why create a Communications Committee NOW? We need to take maximum advantage of the AAG's sponsorship of a Kaleidoscope Horse for its second season. Jan Clare, originator of the Kaleidoscope Horse concept, has arranged for the AAG's "Arizona Art" horse, to be stationed at ZooPaint for the final big sale weekend, Oct. 21 and 22. Many AAG members who helped paint the Arabian horse statue last summer have also participated in ZooPaint. During this, our second season whirling through the media on the tails of Jan Clare's marketing expertise, "Arizona Art" will also join various venues such as the State Fair, Westcor Shopping Malls as well as several road trips. It behooves the AAG to make the most of these, as well as all of our other promotional opportunities.

While I'm on the subject of open positions, I'll add that it would be so nice to find someone to serve as a **GRANT WRITER/FUND-RAISER**, to work with city and state offices of arts and culture as well as with corporate sponsors to help fund AAG outreach projects, our building fund, and operations.

We're extremely pleased that our new Pre-Meeting Critique and "Artist of the Month" format was well-accepted at our Sept. 19 meeting. I look forward to our Oct. 17 meeting, featuring Alan Hochman's presentation on "A Marketing Plan for Your Arts Business"—a timely topic for all of us to consider. I hope to see you there!



**Vicki Lev**

President of Arizona Artists Guild





# Who's showing

# Where...



**Debra Jones'** painting "Doxy" has been chosen to be the promotional art and t-shirt for the San Louis Obispo "Weiner Dog Races" in October. The painting was purchased for an auction item at the event. She is teaching a class on painting animals at the Shemer Art Center for five weeks beginning in November, and her work is being featured as the Grand Prize in The Bulldog Club of Texas and The Brittany Gundog Association.

**Barbara Freedman**, NWS, was juried into Taos National Exhibition of American Watercolor X, opening Sept. 9-Dec. 10 in Taos, NM. She also has two paintings accepted into NAWA Experimental Water Media Exhibition at The Art Barn in Sedona, Ariz., from Oct. 1-14.

Studio VII artists, working in mixed media, watercolor, oil, acrylic and pastel, are just completing a month-long exhibition and sale at Grinders Coffee Company, 17 E. Dunlap, across the street from John C. Lincoln Hospital in Phoenix. Working from traditional to abstract, this AAG group invites viewers to interact with their art. Guild members include **Betsy Aguirre, Diane Bykowski, Shelia Eastman, Sue Hunter, Judy Lawson, Kathy Nardi**, and former Phoenix resident **Joyce Rankin**.

**Cindy Carrillo** has received an invitation to participate in the *Nomades del Artes Plein-Air* Event, hosted by the Sage Gallery in Santa Fe, NM. Participating will be 200 artists: two paintings each, with one year to paint the work. The show will be held in March 2008. To see more of Cindy's work, visit online at [www.cindycarrillo.com](http://www.cindycarrillo.com). Another of Cindy's paintings—"Going Home," a 6" x 8" oil—has been accepted into the "Best and Brightest Juried Art Show and Sale," opening on Oct. 26 during ArtWalk in Scottsdale, hosted by the Scottsdale Artists' School. Cindy received a 2006 Scottsdale Artists' School tuition scholarship of merit to be used for the George Strickland/John Budicin workshop

in December. As an Artist Member of Tucson *Plein-Air* Painters, three pieces of Cindy's work will also be included in the Artist Member Fall Show in Tucson at the Trust Bank. To learn more about this Tucson show, visit online at [www.tpaps.com](http://www.tpaps.com).

Juried member **Gloria Gardner** will be participating in the Equine Artists Guild on-line show "Doc/Monster." Different members participated in painting from a selected set of photos of two members' horses. Check the Equine Artists Guild Web site or *Horses In Art Magazine* for details. Gloria also participated in EAG's group ad in the Sept/Oct issue of *Wildlife Art Magazine*. She is also included on the Web site [equineartguild.com/glowormgl](http://equineartguild.com/glowormgl).

**Joan Thompson** and **Wendy Willis**, AAG printmakers, invite you to the opening reception of the "Clarity and Color" exhibition of hand-pulled prints of The Arizona Print Group, on Friday, Oct. 5, from 6-9 p.m. at the Will McNabb Jewelry Studio, 18 N. Leroux Street in Flagstaff. The exhibit continues through Oct. 31. For more information, visit [www.arizonaprintgroup.com](http://www.arizonaprintgroup.com).

Join sculptor **Kevin Caron** for his show "Wonders & Wings" at Pearson & Company in Scottsdale. It benefits Wild At Heart, a bird rescue organization. Opening evenings Oct. 19 and Oct. 26 also feature Wild At Heart birds and free desserts. Show runs Oct. 19 – Nov. 11. FMI: [www.kevincaron.com/media.cfm](http://www.kevincaron.com/media.cfm) or 602-952-8767.

**Julie Gilbert Pollard** had two paintings accepted in the Society of Master Impressionists national show in Amarillo, one painting accepted in the San Diego Watercolor Society International, and one painting accepted in the Oil Painters of America 2006 Western Regional in Calistoga, Calif.

**Julie Lutz Simmons** was invited by the Transparent Watercolor Society of America to attend the 30th Anniversary Awards Dinner; Celebrate Watercolor 2006, at the Elmhurst Art Museum, Elmhurst, Ill. The thirty winners of the top award, the Skyledge Award, were honored. Her painting, "Cactus Flower" was the 1983 winner.

**Mickey Daniels** had a painting accepted in the Watercolor West XXXVIII Exhibition which will be held at the Brea Civic & Cultural Center in Brea, Calif. The exhibit is from Oct. 14 through Dec. 10.

**Ruth Knowles'** acrylic painting "Change Ahead" has been accepted in the 2006 Painted Desert Art Exhibit at the North Mountain Visitor Center, 12950 N. 7th Street in Phoenix. Fifty artworks comprise this inaugural art show that is set for Oct. 13 to Nov. 15. Opening reception is Friday, Oct. 13, from 4 to 7 p.m.

**Sue Hunter** had paintings accepted in the following juried exhibitions: Oregon Pastel Society, Degas Pastel Society, and Scottsdale Artists' School Best and Brightest.

**Suzanne Tyson's** "Petaled Perch" received an Honorable Mention award at the Central Coast National Fine Art Competition. John Burton was the juror for this art show, which was held at the MBAA Art Gallery in Morro Bay, Calif. "Tiger Swallowtail Butterfly," a watercolor also by Suzanne, was accepted into the SALI National Fine Art Exhibition I. This exhibition was held at the One America Atrium Gallery in downtown Indianapolis, Ind., in September.

**Wendy Willis** is one of six artists receiving a commission from the City of Phoenix to create a piece for the 7th Avenue Streetscape project at Glenrosa. The site has three, two-sided panels each 5'6" x 7'10" where the artwork will be rotated for a period of one year. Installation is scheduled for Nov. 29, 2006.

## Membership News

We are starting the new year with 312 new and renewing members! Keep those renewals coming in, and encourage others to join! Membership forms are available at [www.arizonaartistsguild.org](http://www.arizonaartistsguild.org). I also have them available in Microsoft Word or PDF that I can e-mail as an attachment to anyone interested. Our goal is to end the year with a membership of 500.

The new membership directory and membership cards will be available at the October 17 meeting. Bring your binder so you can insert the new pages. New members...! will have binders for you to pick up at the meeting. Remember, many art supply stores will give a discount to our card-holding members!!

I look forward to seeing you at our meetings!



**Judy Lawson**  
judylawsonart@cox.net

## Welcome!

Welcome **Jill Brownley** as AAG's newest member of the Communications Committee. Enjoy Jill's design and layout expertise in this month's newsletter. Hereafter, Jill will serve as editor (write, edit, publish, proof, and oversee distribution). Please send all newsletter submissions to [jill.brownley@albertsons.com](mailto:jill.brownley@albertsons.com).

Current newsletter editor **Ruth Knowles** will continue to prepare and send e-blasts to member lists plus help coordinate regular AAG Web site updates with Webmaster Nicole Fasula.

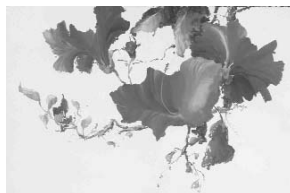
For comments, suggestions, or to volunteer for the new Communications Committee, please contact President **Vicki Lev** at [vlev@aol.com](mailto:vlev@aol.com).

## Diane Maxey Watercolor Workshops

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### 2007

Jan. 16-18 — Sedona, AZ  
Feb. 5 — Sun City, AZ  
March 17 — Shemer — Phoenix, AZ  
March 26-30 — Scottsdale, AZ  
May 14-18 — Johnstown, PA  
June 20-24 — Virginia City, NV  
July 16-20 — Vienna, VA  
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# Upcoming

# Events

## October 2006

### Oct. 7: ZooPaint 2006

9 a.m. - 4 p.m.

### Oct. 14: ZooPaint 2006

9 a.m. - 4 p.m.

### Oct. 17: Guild Meeting

Pre-meeting Critique with **Dick Phillips** at 6 p.m.  
Speaker: Alan Hochman, Marketing Your Art Business

### Oct. 21-22: ZooPaint Exhibition and Sale

9 a.m. - 4 p.m.

### Oct. 24: Sculpture Meeting

7 p.m.

## November 2006

### Nov. 4: Guild School of Art Workshop

"A Mosaic Approach to Pastels" with **Marsha Wright**  
9 a.m. - 4 p.m.

### Nov. 18: Mother Lode Gallery Fall Exhibition and Reception

7 - 9 p.m.

### Nov. 21: Guild Meeting

Pre-meeting Critique with **Darlene Goto** at 6 p.m.  
Guest Speaker: Donna Levine, Abstract Painting

## Bette Wusich-Stofft Donates Oil Painting to AAG

**Bette Wusich-Stofft** has donated an oil painting to commemorate the first AAG meeting building located on the recently-sold property at Fourth Street and Townley in the Sunnyslope area.

This 31" by 34" work will be installed in one of the AAG New Building's glass cases that will house other memorabilia dating back to the Guild's inception in 1928.

When the Guild purchased the Townley Street property in 1968, members met in a small three-room building. This building was subsequently demolished in the mid-1970's to prepare for the construction of a "new" building that we all enjoyed for over 25 years.

Before this small structure was demolished, though, Bette painted an exterior view. Thank you, Bette, for this very thoughtful contribution to the AAG's history.

### Julie Gilbert Pollard is offering the following classes:

Tuesday from 6:30 to 8:30 p.m. at Cynthia's Art Asylum, Union Hills and 12th Street, where each student works on individual projects, getting one-on-one assistance as needed plus demonstrations and critique—water-media and oil. (You can do either or both.)

Shemer Art Center—Watercolor on Watercolor Canvas  
December 9 and 16, 9:00 a.m. to 1:00 p.m. Call 602-262-4727.

You can call Julie at 623-849-2504 for more information on all classes and workshops or e-mail her at [JulieGilbertPollard@cox.net](mailto:JulieGilbertPollard@cox.net) or visit [www.JulieGilbertPollard.com](http://www.JulieGilbertPollard.com).

## Attend the AAG Sculpture Meeting on Tuesday, Oct. 24

Our first speaker this year will be **Hal Stewart** in **Heather Green's Studio** on Oct. 24 at 7 p.m. He will cover the twelve steps to bronze casting, explain his being an artist-in-residence, display his artwork, talk about photographing sculpture, and discuss foundries in Mexico.

Hal is a construction worker-turned-artist. He worked in construction for over 30 years before a friend offered to pay to have his first sculpture cast. In the last few years he has transitioned into a full-time artist. Now in shows all over the Southwest, Hal is making great strides in the local sculpture market. To learn more, visit [www.halstewartbronze.com](http://www.halstewartbronze.com).

Heather Green's Studio is located at 623 East Indian School Road in Phoenix, the old "Artery" building. It is on the SW corner of 7th Street and Indian School across from the VA Medical Center. Parking is in the back of the building.

**Sculpture speakers needed!** We are actively looking for speakers for the AAG Sculptors meeting. If you have suggestions or know of someone that would be a good speaker, please contact AAG Sculpture Chairman Taun Olson at 602-793-3989, [Taun@Ecode.net](mailto:Taun@Ecode.net), or [taun3@cox.net](mailto:taun3@cox.net). We would like to have most of the slots filled in the next few weeks.



Membership Office  
12515 W. Rampart Drive  
Sun City West, AZ 85375

## OPEN HOUSE

**Open your schedule**

*See the art*

**Open your mind &**

*Experience the art*

**Open up the possibilities**

*Create the art*

October 5, 2006  
7:00 p.m. - 9:00 p.m.  
Downtown Scottsdale

Interested in a specific medium?  
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instructor/artists demonstrate in oil,  
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