



March 2019



A Message From Our President

Have you ever had someone like your art, be excited about it, decide to buy it and then, as they are purchasing it, let you know that they don't think you charge enough for your pieces? I have had that happen, more than once! I must say, when deciding on what to charge for my art, I have found a lot of different advice from experienced artists and dealers, but I still feel unsure.

For this reason, one of the discussions in our upcoming **Art Marketing Workshop** will be about pricing art. I have asked three GVAA artists who have sold their work in a variety of venues and who work in a variety of media to share their work and what has been most successful for them in terms of pricing and selling. The workshop, scheduled for **Saturday, March 30th, 1-3 pm is exclusive for GVAA members only, so if you are interested, please make sure you are up to date with your membership.** Details on the workshop are included further on in the newsletter.

As I researched this topic, I found advice on line that said first of all, it is important to continue to make art no matter what is happening in your life. Make art even when not selling, or not showing, or even when you are dissatisfied with what you are making. If you persevere, you will be happy and eventually will have a breakthrough. I have been there on all the above and I can say from personal experience that perseverance is the name of the game. As Andy Warhol said:

"It does not matter how slowly you go so long as you do not stop."

The other piece of advice I found that made sense to me is that once you are making art regularly, it is important to get it out in front of the art buying public. The more you show, the more people see it and the

more people see it, the more seriously people will take your art and you as an artist. Visibility is important and there are so many venues these days both physically and on line. If you show in a physical

location, the advice is to post notices about the shows on line. Also, let folks know in as many ways as possible, such as by newsletter, emails, postcards etc. that you are showing and invite them to come and see. You never know who might see your art and who else they might tell about it.

Then there is criticism and folks who may not like or value your art. That can happen and it can affect one's confidence as an artist. In this area, once again, I love what Andy Warhol had to say:

"Don't think about making art, just get it done. Let everyone else decide if it's good or bad, whether they love it or hate it. While they are deciding, make even more art."

Of course, a lot of artists just want to create and show and do not care about selling. That is fine too. It really is a personal decision as to whether or not one wants to engage in commerce. I, for one, enjoy the commerce as well as creating art. I would just like to have more certainty on how to effectively price my pieces. I am so grateful to know experienced artists who are willing to share what has worked for them. One of the best benefits of being a member of GVAA is the camaraderie of my fellow artists. Thank you to all of you for what you bring to my life.

Elizabeth

January's People's Choice

First Place:

Bruce Birkland, "Sonoran Satellite", acrylic

Second Place:

Lynn Altschul: "The Wall", photograph

Third Place Tie:

Rosalie Bier, "Chorus Girls", w/c & ink.

Donna Moser, "Morning Clouds, Los Carneros", oil

Juror's Choice for February



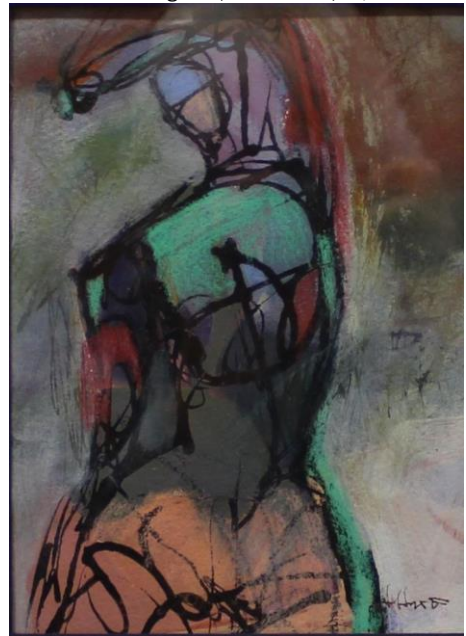
John Frances Avila, "Water Truck", oil



Rick Osgood, Avila Pier, w/c



Anne Chesnut, "Island View", w/c



Holly Hungett, "Dancing the Night Away", mix



Jerilynne Nibbe, "Promontory", woodcut



Elizabeth Flanagan, "Reflections In Blue", acrylic

Workshops

Classes

Events



SANTA BARBARA INTERNATIONAL ORCHID SHOW

The Art Show at the S.B. International Orchid Show will be **Ingathering on Wed, March 13, 10am-1pm**. Go to www.sborchidshow.com for details. Enter online by **March 1** to avoid a late fee or pay \$10 late fee at the ingathering. Juror will be Ray Hunter, the theme will be Orchid. **Take down, Sunday, March 17, 5:15-6pm**. Limitation, 38 inches in any direction. So, start painting beautiful orchids! **Open to all Artists.**

Whistle Stop Art Studios

Whistle Stop Art Studios has three openings that have become available for **Skip Lawrence's** workshop, "**Artistic Exploration**," for the week of **February 25th thru March 1st**. Because it is last minute, tuition can be extended out to **April 1st**. It would be a great opportunity to study with this master teacher and artist. Contact details are ruth@ruthellenhoag.com, or 805-689-0858.

Please com join **Whistle Stop Art Studios** watercolor and acrylic classes with **Ruth Ellen Hoag: Saturdays, 10-1** for all levels of experience, and **1:30 to 4:30** for evolving the basics in techniques and composition. Enrollment is open with class size limited to ten. For more information or to register, please contact ruth@ruthellenhoag.com, or call 805 689-0858.

Martha Shilliday

is offering a weekly watercolor class meeting on **Thursdays** at the Goleta Valley Community Center. Formal lessons with handouts will be provided. Small classes with 12 or less students provide plenty of one-on-one attention. Student skill level should be advanced beginner or above. Classes are between **1:30-4:30 p.m.** You can look at her web site at www.mshilliday.com. If you are interested in the class please either call her at 805-451-8877 or email mshilliday@cox.net.

The Santa Barbara Art Association

invites you to apply for membership (\$25 application fee) **March 25 from 10 - 12** in the Faulkner Gallery go to www.sbartassoc.org to see details on **How to Join** under the Information tab.

Body & Soul

Join Westmont Ridley – Tree Museum of Art for their annual tri-county exhibition with \$3000 in awards. Juror will be Roxanne Sexauer, Professor of Art, CSU. Submissions Accepted by **March 15 - April 15**. Open to residents of Santa Barbara, Ventura and San Luis Obispo Counties. Reception and awards will be held **May 16, 4-6pm**. For details to submit artwork contact: Westmont.edu/juriedshow

Pastel Portrait Art Workshop

SBVA Workshop Thursday - Sunday May 2 - 5 Pastel Portrait Art by Cuong Nyugen 9am – 5pm Limit: 12/12 Contact JanBakerArtist@gmail.com to be placed on the list. With confirmation, you may submit your payment to www.sbvisualartists.com

Gallery Los Olivos will be jurying potential members

who want to exhibit 3-D art displayed on pedestals on **Saturday, March 30**. A confirmed reservation is required, and we encourage interested artists to get in touch soon since we'll be finalizing the applicant list in late February. We invite artists to visit our recently remodeled gallery to assess the venue for their work. Info. www.gallerylosolivos.com/jurying/ and click on Pedestal Jurying.

Paula Gregoire-Jones

is offering a variety of jewelry making classes at the Carpinteria Arts Center including Bead and Wire Crochet on **March 2**, Beginning Stone Wrapping on **April 7** and Cabochon Wrapping on **April 14**. For more information and how to register for these and other classes see her website: www.pgjdesigns.com

Gardens on Hope

are actively looking for donations of paintings from our local art community to fill the halls with recognizable local artists and local scenes that will bring joy and happy memories to our seniors. These works **WILL NOT BE SOLD** but will be donated to hang permanently on the walls of the public areas and corridors for our residents and community to enjoy. For further information please contact Catherine Woodford at cywoodford@gmail.com.

You are invited to the **Rancho Santa Barbara Gallery 333 Spring** show on **February 16**, reception from **2-4 pm**. 20 artists will display their paintings in the RSB Clubhouse thru **June**. Their receptions are fine social events where you will have time to meet accomplished artists and enjoy wine and appetizers. Attila Danila, Suzie LaCabe Rose, Joyce Reinertson and Terre Martin Sanitate are also members of GVAA.

Member's Events and Congratulations



Pamela Benham, "Spring is in the Air", acrylic

Pamela Benham has 2 paintings in the Abstract Open IV at the Channing Peake Gallery thru **February 21**, then the exhibition moves to the Betteravia Gallery thru **April**. She has pieces in the Buenaventura Art Association's 33rd Annual Open Competition, thru **March 2**, in the Wildling Museum of Art thru **March 5**, and in the I Am Me: Artists' Self-Portraits at the Santa Paula Art Museum thru **March 10**. She also is exhibiting in the A.I.R Gallery in Brooklyn, NY thru **March 10** and at the Monmouth Museum, N.J. thru **March 10**.

Terre Martin Sanitate has two paintings on display in the SBAA Quarterly Juried Show at 1919 State Street through **May 11**. **Terre** will have 7 paintings in the Rancho SB Gallery 333 show.

Elizabeth U. Flanagan's piece, "Reflections In Blue" won a juror's choice award in GVAA's February show at the Goleta Library. The show is up through **February 27**. She will also be a featured artist in the March show at Gallery 113, 1114 State St., Unit B. Reception on first **Thursday, March 7, 5-8 pm**. Show up from **March 5-30**.

Judith Villa has 4 paintings on exhibit in The Santa Barbara Visual Artist's Exhibition at the Jewish Community Center, 524 Chapala St. Running **March 3 to April 17**. Opening Reception is **Sunday March 3rd from 2:00 - 4:00 pm**.

Eva Danila signed up with one painting for the Santa Barbara orchid show from **March 15 - March 17**. The title of her painting is "**Orchids in the Rain Forest**".
Goleta Valley Art Association's March 2019 Newsletter

Attila Danila has one painting in the February GVAA show. The title of the painting is "**On to the Last Stretch**". Attila has eight paintings along with one piece of wood carving titled "**Madonna and Child**" and one stone carving titled "**Eskimo**" in the RSB Gallery 333 show from **February 16 to May 30**.

Lynn Humphrey has been invited to exhibit her work at the Inspiration Gallery at 1528 State St. in Santa Barbara. Lynn has 8 paintings in the gallery through the end of **March**.

Robin Gowen will have a show of oils at Sullivan Goss, An American Gallery, 11 E. Anapamu St. which has represented her work since 1996. The show runs from **March thru mid-May**, with the official opening **Thursday, April 4 from 5-8pm**. Please come and share some good company and conversation, plus paintings!

Good news! **Mary Freerick's** second anthology of poetry this time with 6 of her paintings entitled "Cheer for Freedom" has been published and is available on Amazon. She has 3 paintings in the Picasso Blue Period show at the Glen Dallas Gallery and 7 paintings at the J.C.C. She also has 4 paintings at the Veteran's Memorial Building.

Holly Hungett sold 2 watercolor paintings from the recent GVAA Library shows. "**Changes of Seasons**" and "**Simplicity**". She also received a Juror's Choice award in February at the GVAA show.

Ruth Ellen Hoag will be joining the group of artists exhibiting at 10 West Gallery as a guest artist in April. Opening Reception is **Thursday April 4**. Her painting, "**The Stroll**", sold at Sullivan Goss, 100 Grand.



Ruth Ellen Hoag, "The Stroll", acrylic



GUSD Art After School

Our After-School program is going well. In December Caroline Walker did a great art project with poinsettias. In January Jane Sevier and Judy Edmondson shared watercolor techniques with the students and the art was amazing. Photos are included below. The Goleta schools are very appreciative of our contributions and anyone who is interested in being a part of the program should contact Judy Edmondson at edmondso@sbceo.org. No teaching experience is necessary.



Artwork done by the students from the GUSD Art After School program.

Art Marketing Workshop

Have you ever thought about selling your art work? Have you wondered about how to price your work or considered developing products such as cards or books from your art work? If so, you might be interested in hearing from some of GVAA artists who are more experienced in these areas.

Rick Osgood, award winning water color artist, and teacher, who sold four pieces at GVAA's Stow House Art Festival last year, **Paula Gregoire-Jones**, www.pgdesigns.com, mosaic, glass and jewelry artist, and teacher, who regularly sells at Stow House and other festivals, and **Christine Brallier**, www.christinebrallier.com, whose creativity includes drawings, illustrations, paintings, and mosaics. Christine also has an etsy store, and her work has appeared in books as well as public installations. **These three dynamic GVAA artists have teamed up to offer a workshop to share their experiences.** In this 2-hour workshop, they will share their art work, art products and what they have found works best for promoting and marketing their work. **This program is offered to GVAA members exclusively** and will include time to ask questions and share ideas. Date: **Saturday, March 30th, 1-3 pm**. Location: In Santa Barbara. Details available after registration. Cost: \$10 to be paid on day of workshop. To place your name on the list, contact Elizabeth Flanagan: euflanagan@gmail.com.

GVAA CALENDAR IS AVAILABLE on www.tgvaa.org

Goleta Library Ingatherings: 10:30am -1pm, pick up unselected artworks: 2:30 – 4:30pm,
Critique & takedown: 6:15 – 8pm

Wednesday, February 27,
Friday, May 31,
Wednesday, June 26,

Critique
Ingathering
Critique

Goleta Library
Goleta Library
Goleta Library



Mary Freericks, "Theme in Blue", acrylic

**WE HAVE A VARIED AND RICH ART COMMUNITY.
CLICK ON A ADDRESS BELOW:**

**Southern California Artists Painting for the Environment
SCAPE** <http://www.s-c-a-p-e.org/>

Santa Barbara Arts Collaborative
<http://sbartscollaborative.com/>

Santa Barbara Art Association SBAA
<http://sbartassoc.org/>

Abstract Art Collective AAC
<http://abstractartcollective.com/>

The Oak Group
<http://www.oakgroup.org/>

Santa Barbara Print Makers
<http://www.sbprintmakers.com>

PCCA
<https://pccasantabarbara.com>

**Welcome New Members and Update your
Address Book:**

Jodi Miles: miles.jodi@gmail.com

Jean Johnson: jigreetsu@yahoo.com

A Friendly Reminder Don't forget to pay your annual dues of \$25, now past due as of January 1, 2018. Please fill out form on the last page and print. Send payment (with form) to GVAA, P.O. Box 435, Goleta, CA 93116 before the generous grace period ends! Your membership will remain current if your dues are received by 02-28-19

GVAA 2019 OFFICERS

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Director: JUDY EDMONDSON
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Newsletter Editor: KATHY BROWNETT
kbrownettgvaa@gmail.com

If you know of someone in need of encouragement or cheer, please notify our own Sunshine Gal, Janet Hart at hartjanet84@gmail.com



Holly Hungett, "Changes of Seasons", w/c



Terre Martin Sanitate, "Blossomful #1"



Goleta Valley Art Association

Membership Renewal

The Goleta Valley Art Association is an all-volunteer, non-profit organization, which depends upon the willing participation of all our members.

Please check off your interests and skills below to show ways in which you can help GVAA. Feel free to write in any relevant skills not listed below. Thank you!

Ingatherings/Shows

Ingathering

Hanging

Membership

Cashiering

Outdoor shows

Juror Selection

Publicity

Graphic Design

Brochures/Flyers

Photography

Marketing

Press contacts

Technology

Website

Database/e-lists

Newsletter

Education

Workshops

Field trips

Receptions

Please share any comments and suggestions.

Please provide a brief biographical sketch. (Continue on reverse as needed.)

Please renew my membership. A check for my dues is attached.

Name _____ Date _____

Address _____ City/State/Zip _____

Phone(s) _____

Email _____ Website _____

Dues are \$25/year, payable by Feb. 28 to retain membership and to be included in our directory. Dues are pro-rated to \$15 for new members joining after Aug. 1.

Make check payable to "GVAA" and mail to : GVAA, P.O. Box 435, Goleta, CA 93116.