

The Brushmark

-The monthly newsletter for the Carlsbad Oceanside Art League –

MARCH, 2011

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FEATURED ARTIST

Due to the Member Show in March, there is no Featured Artist.

THIS MONTH'S DEMONSTRATION

MARCH DEMONSTRATIONS: Friday, March 11, 1:30 – 3:30pm.

Calavara Hills Community Center

2997 Glasgow Drive, Carlsbad

Monthly demonstrations are made possible, in part, by a grant from the City of Carlsbad Arts Office, and are open to the public.

What a great opportunity our March demonstrations present for you! There are *two* presentations this month, beginning at 1:30:

Michael Seewald will talk about framing your art.

Michael Seewald is a 'semi-native' of the San Diego



area, arriving in 1963 at the age of 11 (via Virginia, then Texas, and then Arizona). He has been creating art his whole life, mentored by his mom who was a painter

(until she had all seven of the boys in his family, he's the oldest). He attended Southwestern College where he studied photo-journalism and transferred to San Diego State University where he got his degree in the same. After college, Seewald sold advertising and photographed their products/stores for the ads, sold furniture and did the same for them, then tended bar in a place where he could hang his photos to decorate the place. When patrons began buying the images he got the idea to open his own gallery ("heck, if drunks

will buy them maybe regular people would too" he's been heard saying), and he did in May of 1983 in 'funky Leucadia'. At first on Hwy 101, and then 20 years later into Bradford's old frame shop on Vulcan, off Leucadia Blvd and the tracks still. He has also operated galleries in La Jolla, Newport Beach and Irvine. Seewald has taken top honors in many



national and international competitions and currently owns and operates the Michael Seewald Gallery at the Del Mar Plaza. He was one of the COAL Gallery's Open Show judges in 2010. You can learn more about him on his website at

www.seewald.com.

Lin Holzinger will talk about marketing your work. Lin enjoyed a lengthy career in sales and marketing where her duties included managing multi-million dollar marketing budgets, local and regional sales teams, creating countless business proposals, marketing plans, feasibility studies, budgets, and

developing imaginative and compelling promotional copy for numerous brochures, print, radio, and television advertisements, etc. for more than 50 hotels and resorts across the U.S. Since 1996, as a marketing communications coach and writer, Lin offers her skills to help raise the profiles and profitability of a wide variety of

organizations such as entrepreneurs, small businesses, chambers of commerce, departments of city government, and cultural arts organizations. Since returning to San Diego, Lin spends much of her free time exploring North County and enthusiastically building her skills in photography and mixed media.

PRESIDENT'S MESSAGE, by Charles Dozer

Of particular notice is the super turnout for the "Black & White Show (within a show)" that was the new gallery offering for February. Works in various media, not just photography as was initially thought, accounted for 50% of the total entries for February. And they, as well as the other works make a fine display indeed! All members should make an effort to see what COAL Gallery looks like this month. The idea came to mind of a couple of your Directors in December and was in place, and was implemented in just that short of a time. What a success for great ideas. It should also be noted that a decision was made to have 1st, 2nd, and 3rd place ribbons, with cash awards at all "Show within a Show" productions

throughout the year! Greater recognition for participating members at COAL. Your Board is always looking for ways to keep the value of membership and the professionalism of your Gallery in the forefront of our agenda. And in this 60th year of the Organization your participation and the growth of our membership is most important.

Of immediate focus is the Membership Show in March! If you would like to give your additional voluntary help with the Gallery take-in effort as well as assisting with our event-focused hospitality needs, please contact me or our Gallery Director, Felix. All your efforts in whatever capacity are greatly appreciated!

SPOTLIGHT ON THE GALLERY, by Felix Bonomo

Although January was a quiet month for sales (as it usually is after the holidays), we still hosted a large amount of traffic through our gallery – over 600 people! And congratulations to our artists who *did*

sell during January: Jo Ann Dearbaugh, Walter Lilly and Ursula Schroter. I hope to see many of you during the March take-in for our annual member show!

ANNOUNCEMENTS

Request from the Treasurer to all Members: If you make a sale of artwork while you are hosting the gallery, one of the more important procedural steps involves removing the entry form (attached to the back or bottom of the artwork) from the artwork and comparing the price on the entry form with the price on the display card posted next to the artwork. Why do we ask you to do this? Over the course of a year we enter from 1,500 to 2,000 artwork entry forms into our computer and mistakes will happen no matter how careful we are. As a result, the price on

the display card is occasionally incorrect. By comparing the price on the entry form with the price on the display card, you are performing a valuable check that will protect both the artist and gallery from a potentially embarrassing and costly error. Additionally, please remember to place the entry form, you removed from the artwork, with the paperwork that goes to the Treasurer. That way, I will be in a position to answer any questions that may arise later regarding the price of the artwork. Thank you for your cooperation. --Dave Seeley, Treasurer

FROM THE BOARD OF DIRECTORS REGARDING THE MEMBER SHOW

The Board of Directors would like to draw your attention to the rules and categories of your art, as well as framing requirements before you enter the Member show. These can be found at the web at http://www.coalartgallery.com/coal_docs/acceptableentriesandartcategories.pdf and are also printed here for your review below:

DEFINITION OF ACCEPTABLE ENTRIES

In keeping with our Articles of Incorporation and long standing focus on Fine Arts, the League accepts only paintings, drawings sculpture, (free-standing and wall-hung), photographs and related fields, suitable for display in the gallery. All wall hung works must be properly framed and ready to hang in accordance with League rules. **Crafts are not accepted for display in the League's gallery or at any League-**

sponsored outdoor shows except when expressly permitted by the Board of Directors.

DEFINITION OF CRAFTS

Crafts are loosely defined as handmade items having utilitarian value. Pottery, jewelry, toys, furniture, decorative arts such as mirrors, picture frames wearable art such as hats, scarves are not accepted in our monthly or annual juried shows. Sculpture is differentiated from crafts in that its only purpose is aesthetic. Sculpture has no utilitarian or functional purpose and is regarded as Fine Art as is Drawing and Painting.

ORIGINALITY

All work submitted must be the artist's own creation and not copied from the work of other artists or cloned from copyrighted material. Class or group work must be the sole creation of the artist with no aid from the instructor or the group other than advice. Classroom work will be accepted in the regular monthly shows at the gallery, but will not be allowed at the Annual Open Juried Show. **The integrity of the art work is the responsibility of the artist.**

CONFLICTS

Occasionally, works straddle a line between arts and craft or between the categories. In such cases, acceptance or rejection will be decided only by the Gallery Director or designated stand-in, the Award Show Director, or the Art Mart Chair at that outdoor venue. Acceptance in our gallery or our shows is not contingent on acceptance in other art groups or art shows. Disputed works may receive temporary acceptance until the Board of Directors reviews the works in question and makes a final decision.

DEFINITIONS OF CATEGORIES

For the purpose of categorizing submissions for hanging and judging, the following rules have been adopted. Works that do not fit these specific categories will not be accepted.

Oils & Acrylics - Original oil and/or acrylic paintings done on canvas or other nonpaper substrate, (e.g. Masonite). Canvas may be gallery wrapped, with the canvas wrapped around the edges. The edges must be painted. If staples show on the stretched canvas, the work must be framed. Glass is never used over the painting.

Water Media - Original watercolors, gouache, and acrylic works done on paper or watercolor canvas, and placed under glass in the manner of a watercolor. Also includes water media employing both regular watercolors and thinned acrylic mixtures.

Pastels – Original works of soft or oil pastel, covering a minimum of 80% of the surface. It will be categorized as Drawing when less than 80% of the surface is covered. Less than 80% will be categorized as Mixed Media when in combination with another

media. (The artist may use watercolor or thinned acrylic as an under painting only.) Work must be under glass and properly framed.

Drawing / Printmaking - Original art works using charcoal, pencil, pen and ink, or other drawing materials or combinations thereof. Printmaking works included are original hand-pulled monotypes, block prints, etchings, engravings, and lithography.

Mixed Media / Collage - Original works employing more than one medium and water media painted over fabrics or other materials to achieve textures and effects. Includes basically flat materials such as rice paper, newspaper, photographs, cloth, string, etc. adhered to a flat surface. When the result becomes three-dimensional, it could be considered a relief sculpture or assemblage and be categorized as sculpture. Mixing two or more media from the same category does not constitute mixed media. Example: watercolor and thinned acrylic. Work done on the computer or photographs altered by painting over it are not categorized as mixed media.

Sculpture – Original three-dimensional artwork. It exists in-the-round and can be seen from all sides. Bas Relief is sculpture that hangs on a wall, usually having one flat side. It is classified as sculpture because it has tactile dimension. Sculpture is defined as a work of art produced by carving, casting, modeling or constructing. Materials used might be traditional such as stone, wood, clay, metal and glass, or less traditional materials such as plastics, paper or cardboard. All sculpture must be original and not cast or created from pre-formed molds or forms. Sculptures cast from the artist's original work must indicate the number (in the edition) and the size of the edition. If it is an unlimited edition it must be marked as such.

Photography - Original prints from either film or digital capture with any camera type or film. Digital photographs must be straight prints using only techniques which replicate what is possible in a traditional darkroom such as burning & dodging, contrast control, color correction, etc. No montages or added elements allowed. Photos must be on photo paper or canvas. Photos on stretched canvas must wrap around the edges or be framed. Photos mounted on a permanent backing such as foam core or gator foam with or without frame and/or glass are acceptable. It is recommended photographs be signed and numbered.

Digital Art - Includes original digital images modified through any creative image making or alternative image printing process. Also included are conceptual, imaginative, surreal, and/or graphic art designs which are the artist's vision and are derived from the artist's original art and software programs. Digital art created with preprogrammed software is

discouraged. Using filters or software alone without involving the creative process is not allowed. Digital images must be signed and numbered.

NOTES REGARDING FRAMING

Works not suitably framed will not be hung in the gallery. Professional quality framing must include wire with taped ends, clean mats and glass or acrylic

and unmarred frames. Saw-tooth hangers are not allowed. Works 24" by 30" or larger must use Plexiglas instead of glass. (The only exception is pastels.) If staples show on stretched canvas, the work must be framed. Otherwise, the edges must be painted. Glass is never used over a painting in the oil & acrylic category.

LAST MONTH'S SHOW WINNERS AND PEOPLE'S CHOICE

BEST OF SHOW: Roberta Henson, digital art, "Sharp Birds"

OILS AND ACRYLICS:

1st Alma Crabtree, "The Door"

2nd Karen Crowell, "Path at Santa Ysabel"

3rd Ruben Luna, "La Mona"

HMs: Marjorie Weaver, "Abandoned Train Station"; Karen Crowell, "Orchids and Lemons"; Lou Kasza, "Storm Watch"

WATER MEDIA:

1st David Banks, "Bones on the Hillside"

2nd Snodgrass Thompson, "Singing the Blues"

3rd Bradley Kaskin, "Neighborhood Guys"

HMs: Ruth Parker, "Winter Beauty"; Catheri Nuanez, "The Young Fishers of Oceanside"; Carl Burns, "Buddies Forever"; Bonnie Gleason, "Change of Seasons"

PASTEL/DRAWING/PRINTMAKING

1st Joan Grine, "Ironwood Tree"

2nd Mary Anne Nilsson, "Oregon Woods"

3rd Joan Grine, "Eucalyptus in the Park"

HMs: Mary Lake, "Model"

MIXED MEDIA:

1st Diane Adams, "Dreamscape!"

2nd Ursula Schroter, "Opened Seed"

3rd David Banks, "20s Thew Power Shovel"

PHOTOGRAPHY:

1st Felix Bonomo, "Clean Sweepers"

2nd Walter Lilly, "Upstanding"

3rd Lee Moler, "Buffalo Chewing Cud"

HMs: Ja'bri Henson, "Exhale Too!"; Ronald Brewer, "Padre's Desk"; Tim Pratt, "Venice"

DIGITAL ART:

1st Judy Skinner, "Flurial"

2nd Marjorie Brewer, "Pete's Gas Station"

3rd Ann Force, "Nymphaeum Landscape"

BLACK AND WHITE, SHOW

1st Elena Wilck, "Josh"

2nd Diane Adams, "Coy Chick"

3rd Pam Benson, "Point Loma Lighthouse"

HMs: Charles Dozer, "First Kiss"; Felix Bonomo, "The Wedding"; Walter Lilly, "Shades of Gray"; Thomas Smith, "They Might Be Giants"; Donald Brokenshire, "The Bridge"; Ruth Parker, "Milking Time"; Bruce Bartells, "Shadows—Moab, Utah"; Roberta Henson, "Bloom"; Ronald Brewer, "Twisted Juniper—Canyonlands"; Bobbi Hirschhoff, "Round and Round in Black and White"

PEOPLE'S CHOICE, JANUARY: A three-way tie!

Ruben Luna, "Musica de Noche"

Donald Pallia, "Carmel Highlands"

Tom Smith, "Light in a Chapel"

MEMBER NOTES, by Judy Richardson

As of January we have **269** members. **TWO** new members signed up in January. Welcome to the following new COAL members.

Nancy Hopfer, PRO, Oil/Acrylic, 949-427-8538

Karen Witmer, Amateur, Oil/Acrylic, 760-436-1828

ARTIST RECOGNITION AND OPPORTUNITIES

Help Wanted! I am looking for an Associate Editor for the Brushmark. The Brushmark is a combination of two functions: gathering the material and producing the newsletter for electronic distribution and mail. The Associate Editor would be

the producer.. The Brushmark is now produced in Word – if you can use Word, you can use this template! If you can use email, you can eblast the newsletter. The Associate Editor position involves about three hours a month. Is this something you

can do for the COAL Gallery? Contact: carolbonomo@gmail.com, your Brushmark Editor.

Josephine Coyle had had four pieces accepted into the upcoming juried show held at Jazzercise corporate offices in Carlsbad. This show will be displayed for 6 months running from January 21st to June 30th, 2011. Her oil pastel "Aah!" took first place at OMA Artist Alliance show at El Corazon Senior Center. This show ran through February 1st, 2011.

Pat Dispenziere's watercolor "Found Treasures" has been juried into the Fallbrook Art Center's 2nd annual Signature American Watercolor Exhibition to be held Feb 6,2011-March 27,2011 at the Fallbrook Art Center,103 South Main St., Fallbrook, CA. Pat also will be displaying several other watercolors in a 3 person show in the Salon Gallery at the same facility at the same time. Pat's watercolor "You've Got Mail" has been juried by Paul Jackson into the Rockies West National exhibition March 1-April 2,2011 at the Western Colorado Center for the Arts in Grand Junction, CO. She now qualifies to become a Signature member of WCWS having been juried into 3 of their national shows the past 3 years.

The 19th Annual **Oceanside Days of Art** takes place April 16-17. Flyers for artist participation are in the work room of the Gallery and applications close on February 28.

Call for Artists, **Thursdays on the Coast**, "The Experience", beginning March 24 through October 27. Concept for TOTC has been changed, and art

will remain for eight months in permanent locations/businesses that remain open seven days a week. Select locations will be publicized and presented as Artists in Residence and have the opportunity to be Featured Monthly Artist representing the Carlsbad Village Association. Prospectus is available via email at ExperienceCarlsbad@hotmail.com or www.cparrotiseart.com. Deadline for email/mail submissions is March 5.

Front Porch Gallery will be holding a juried exhibition and invites artists 18 and over to participate. Open to all media. Size limited to 48" x 72" and 50 pounds. Entries by jpegs on CD must arrive by 4 pm, by March 12 or may be emailed to jweaverling@frontporch.net. Full details at <http://www.frontporchgallery.org/whatsnew.asp>.

St. Mark's Religious Art Festival invites artists to submit to its annual religious art festival. Entries are due March 11-12, and the prospectus can be downloaded from www.stmarksumcsd.org/art-shows.html.

The **Fallbrook Library** is seeking submissions of art for exhibitions at the library for this year. "Wildlife Art" will open April 27, two-dimensional art including photography depicting wildlife around the world, deadline April 1. "America: One Nation, Many Voices" opens June 7, two dimensional paintings that illustrate the multitude of contributions to our national heritage by people of diverse cultures and backgrounds, deadline May 13. For submission information visit www.fallbrooklibraryfriends.org.

CALENDAR FOR NEXT MONTH

Sunday, February 27: Take-In, Member Show, 9:00 – 4:00pm (no early take-in for member show)

Monday, February 28: Board Meeting, 2:00pm (note change of time)

Wednesday, March 2: MEMBER SHOW OPENS

Friday, March 11: Monthly Demo and Meeting, Calavara Community Center, 1:30 – 3:30pm

Sunday, March 13: MEMBER SHOW RECEPTION AND AWARDS CEREMONY, 3:00 – 5:00pm

Monday, March 14: Life Drawing Group, 9:00 – 12:00pm

Monday, March 28: Life drawing Group, 9:00 – 12:00pm

Sunday, April 3: Early Take-In, April Show, 4:00-6:00pm (requires night or weekend hosting)

Monday, April 4: Take-In, April Show, 10:00-4:00pm

Backup Gallery Hosts:

The following members are available to substitute as gallery hosts for \$20 per session.. If you are unable to host, it is your responsibility to contact someone on this list or another member to insure that your commitment is covered.

Paul Brower	858-472-8710
Sheila Cruz	760-231-8416
Kyung Drury	760-637-6197
Doreen Long	858-487-3672
Ethel Nemetz	312-968-4790

Cici Porter	760-433-6536
Shirley Shabazian	760-439-6844
Tom Smith	760-518-7219
Toula Tsafos	818-224-9298

CONTACT INFORMATION

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Check out San Clemente Art Supply for all your art needs and classes! SCAS is a good partner to the artist community and just 35 miles away from the gallery. Check out their offerings and classes at www.scartsupply.com or call the store at 949-369-9304.

Amazon.com – Don't forget! For all your art, books, Kindle, and photographic needs, start at our website www.coalartgallery.com and head to Amazon through our link at the bottom left corner. The gallery receives a small percentage of sales made through our referral link.