

The Brushmark

~The monthly newsletter for the Carlsbad Oceanside Art League~

**AUGUST ,
 2011**

Our Location:
 COAL Gallery
 300 Carlsbad Village Drive,
 Suite 101
 Carlsbad Village Faire
 Carlsbad, CA. 92008-2990
 760-434-8497

www.coalartgallery.com
 www.carlsbadinnart.blogspot.com

Hours:
 Sun, Wed, Thurs:
 11am-5pm
 Fri, Sat, 11am-8pm
 During the Open Show, the
 gallery is open Tuesday-
 Sunday from 11:00—
 5:00pm and until 8:00pm on
 Fridays and Saturdays.

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60th OPEN SHOW

TAKE-IN: SATURDAY AND SUNDAY,
July 30-31
10:00am —3:00pm

Judges: John Asaro and Chuck McPherson

Prospectus is available on our website and in the gallery. Please review the prospectus! Rules for the Open are not the same as for the monthly shows!

Reception and Award Ceremony:
Sunday, August 7th, 2011 from 3:00 PM to 5:00 PM
(Awards Ceremony at 4:00 PM)

Show Dates:
(Open daily except Mondays)

Show Opens: Wednesday, August 3rd, 2011

Due to the size of the Open Show, shrink wraps and cards are not accepted during Open take-in. If you have shrink wrap and/or cards coming out in August, please pick them up during take in or immediately afterwards when the gallery re-opens. The Gallery cannot be responsible for work left in the back room — particularly during August! -F. Bonomo, Gallery Director

If you are interested in presenting an art workshop at Calavara Hills or Stage Coach Community Centers between July-November, please contact Mary Anne Bloom, nilssonfinearts@aol.com.

4th Annual Art Festival

Prospectus Available On Line and in the Gallery

Saturday and Sunday of Labor Day Weekend, **September 3-4** opportunities to display, sell and/or demonstrate to community and visitors coming to Carlsbad for the holiday weekend. Each artist will have an assigned space of approximately 4x10 feet on the first level of the Carlsbad Village Mall. Space is limited and assigned in the order that registration forms are received. Registration fee for COAL members is \$10 one day/\$15 for two days. Forms are available at the gallery and on the website. Last year, nearly all our participating artists made sales over the weekend. Questions, concerns, sign ups, contact Felix Bonomo, Gallery Director, (bonomo@sbcglobal.net).

SALES, JUNE SHOW

Lisa Blake
Carol Bonomo
Carl Burns
Joyce Cheney
Julee Jobe
Alan Katof
Doreen Long
Alma Lueschen
Rita Pacheco

Attendance, June Show: 897 visitors! Of these, nearly 15% came during Thursday on the Coast in June.

President's Message, by Charles Dozer

As I write this, all of us are focused on the COAL Open Show. If you haven't already, I hope you will volunteer to assist Mary Anne Bloom and Alan Katof, our Show Co-Directors, in the effort to make this show a huge success! We will not only be celebrating the Open winners, but also the 60th Anniversary of the COAL Organization on August 7—join in the Celebration!

Just the other day, I was in conversation with a medical professional (amateur photographer) and during our conversation learned that he was a collector of bronzes and fine art. So I slid a COAL business card on the desk, and my own card,

and told the story of the COAL Gallery (of which he was not aware). I can assure members that he will be coming to the Gallery shortly, and certainly again during our Open Show. Get the word out! Talk up your participation in your Gallery! Friends, neighbors and relatives know that you are an artist. Let them know where they can see your creativity on display.

And finally, stop by "Thursdays on the Coast" and see what we look like with hundreds of visitors, live music, and surrounded by galleries who are open for you to walk to as well.

Spotlight on the Gallery, by Felix Bonomo, Gallery Director

With the 60th annual open show, I'm sure we have both new members sitting for the first time and also some of our long time members sitting for the first time in a long time. Did you know I also have the opportunity to host the gallery? During the smaller shows when there are holes in the schedule, sometimes I have a *lot* of those opportunities! I wanted to share what I do when I'm hosting to give you suggestions about what to say when you're on duty.

First of all, I greet everybody who enters. I try to smile. I ask if they are local or visitors and if they are visitors, where they're from. Then I go into what my wife calls my "spiel". If they are residents, I ask if they'd like to sign the register and give us their email so we can stay in touch. I mention that we are a non-profit association and

that no one takes salaries for the work we all do for the gallery, and that we raise money for scholarships for local students who plan to study art. The note about scholarships is something our guests seem particularly interested in knowing.

Then I say that we are a little over 200 artists strong, that our show changes every month and is always judged by outside judges, who judge each category and then usually look at the first place winners to decide on the Best of Show. Finally, I point out the Featured Artist display and explain that this artist has been the Best of Show winner and that it is quite an honor to have this private show within a show.

And finally, I offer the guests the opportunity to fill out a People's Choice form if they wish. We've dis-

covered that voting on People's Choice gives the guest the opportunity to view the art on display more closely and to spend more time and care in looking at the pieces. It also gives our artists feedback on their work. Finally, I offer a bookmark "souvenir" of their visit.

I hope you enjoy your time hosting the gallery and getting the opportunity to meet and talk with the visitors who view and purchase our work.

If you are new or returning to hosting, contact the gallery director with any questions or concerns you have. Finally, if you are unable or do not wish to host, we have wonderful substitutes you can call to host on your behalf listed every month on the back of the Brushmark. Give one of them a try!



Newsletter Sponsor:

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.

JULY SHOW: Best of Show: Yoshiko Sugawara

Best of Show: Yoshiko Sugawara, "Northern Pacific", watermedia

WATER MEDIA

1st Frank Glendinning, "Maestro"
 2nd Shirley Shabazian, "Ellen"
 3rd Anita Flagg, "Ocean Harbor Reflections"
 HM: Susan Wood, "Elizabeth's Garden P"

OILS / ACRYLICS

1st Michael Gulewich, "Wine Country"
 2nd Darlene Katz, "La Costa Coast"
 3rd Judy Richardson, "Avocado & Figs"

HM: Rita Pacheco, "Local Heros"

SCULPTURE

Not judged this month

MIXED MEDIA

1st Diane How, "Heart Felt"
 2nd Shirley Calvert, "Poppies of the Field"

3rd Ursula Schroter, "Jungle"

DIGITAL ART

1st Carol Bonomo, "Quinacridone Gold"
 2nd Billie Day, "Coming In"

3rd Larry Larroquette, "San Luis Rey Mission"

HML David Schlegel, "Viaduct XIX"

PHOTOGRAPHY

1st Thomas Smith, "Moonlight

Beach"

2nd Doreen Long, "Women Seeking Meaning"

3rd Sanford Sherman, "Children in Search of a Dream"

HM: Walter Lilly, "Invitation"

PASTEL

1st Joan Grine, "Chaparral and Torrey Pines"

2nd Beulah Yeck Cather, "Trinity Co. Bowerman Barn Pine"

3rd Doris Bertch, "Afternoon Storm Clouds"

HM: Jo-Lind Eckstein, "Quiet Morning at Lake Dixon"

DRAWING/PRINTMAKING

1st Pat Dispenziere, "Straight from the Heart"

2nd Mary Anne Nilsson, "Sweet Dreams"

3rd Elizabeth How, "One Fish, Two Fish..."

HM: Sibylla Voll, "Elements"

People's Choice, June:
 Rikki Reinhold, "Suki in Sunlight"

Membership Report, by Judy Richardson, Director of Membership

COAL welcomes six new or returning members. As of June, we have 203 members.

<u>First Name</u>	<u>Last Name</u>	<u>Status</u>	<u>Medium</u>	<u>Telephone</u>
Lois	Athearn	PRO	W	760-599-4832
Claudeen	Lindsay	AM	OA	760-598-0582
Ivy	Medina	AM	OA	760-727-5943
Edwin	Mraz	AM	PH	760-943-8865
John	Tsumas	PRO	PH	904-303-6768
Bruce	Wickern	AM	W	760-930-4050

Please note: new directories are available in the gallery to members only. Stop by and pick up your copy if you have not already done so – and then clip and include these new members into your directory to keep current!

Artist Recognition

Doris Bertch has both pastels and photographs on exhibit at the Stone Ridge County Club in Poway through October 3.

Felix Bonomo's solo exhibit of 24 images, "Women Hold Up Half the Sky: Women Working in China" will take place at CSU Fullerton from August 24 – September 16. The reception will be held on

August 30 from 3:00 – 5:00pm at the Titan Student Union's Center Gallery.

Bobbi Hirschhoff's name was inadvertently left off the list of COAL Gallery members whose work was in this year's San Diego County Fair. Congratulations, Bobbi!

Vita Sorrentino's painting "Janus Horse" received 2nd place in the annual Master of the Moment Exhibit, East County Art Association. Seven of her paintings are being exhibited at the Stone Ridge Country Club, Poway, until October 3.

From the Treasurer...

Art sales checks to artists for August, that would normally be mailed by September 5th, will be delayed until September 15th. Thank you for your patience and understanding.

—David Seeley

HAVE YOU PUT YOUR ARTIST BIO INTO THE GALLERY'S BOOK YET?

We have been doing our annual housekeeping with the artist bio book and business cards. All current members are entitled to include their artist bio in the gallery book as well as to place their business cards in the holders next to the door as you enter the gallery. If you put your bio in the book, please leave a note in the log so we will know to update the table of contents. Thanks!

Carlsbad Oceanside Art League

300 Carlsbad Village Drive, Suite 101
Carlsbad, CA. 92008-2990

We're on the web!
www.coalartgallery.com

Address label

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.

Sheila Cruz	760-231-8416
Kyung Drury	760-637-6197
Doreen Long	858-487-3672
Shirley Shabazian	760-439-6844
Tom Smith	760-518-7219
Mary Ann Stabile	760-494-8001
Toula Tsafos	818-224-9298

Board of Directors

President: Charles Dozer, 760-753-4784, cdozerphoto@sbcglobal.net

VP & Director of Youth Programs: Diane Adams, 760-757-5368

Secretary: Vacant

Corres. Sec: Louise Kasza, 760-806-4542, lkasza@cox.net

Treasurer & Strategic Planning Chair: David Seeley, 760-431-8959, achildsart@roadrunner.com

Director of Gallery Operations: Felix Bonomo, 619-913-0680, bonomo@sbcglobal.net

Director of Membership: Judy Richardson, 760-433-2258, judyar1943@cox.net

Director of Computer Services: Lee Korich, 858-792-8308, lkorich@san.rr.com

Director for Children's Show: Vacant

Co-Director of Awards Shows: Alan Katof, 760-458-7520, akatof@yahoo.com

Co-Director of Awards Shows: Mary Anne Bloom, 760-720-9559, nilssonfinearts@aol.com

Director of Programs: Karen Crowell, 760-967-9393, kbcrowell@cox.net

Art Mart Co-Chair: Clara Evans, 858-274-5936, eevans6@san.rr.com

Art Mart Co-Chair: Ann Hurd, 760-632-8571, photosbyann@att.net

Hospitality Co-Chairs: Diane How, jdhow@cox.net and Elizabeth How, elizabethhow1935@att.net

Publicity Chair: Judy Richardson, 760-433-2258, judyar1943@cox.net

Brushmark Editor: Carol Bonomo, 760-707-3979, carolbonomo@gmail.com

Calendar of Events

Sat-Sun, July 30-31	Take-In, 60th Annual Open Show 10:00—3:00pm
<u>Tues.</u> , Aug 2	COAL Board Meeting, 5:30pm
Wed., Aug 3 Sun., Aug 7	OPEN SHOW BEGINS Open Reception, 3:00-5:00pm
Mon., Aug 8 Mon., Aug 22	Life Drawing Group, 9:00-12:00 Life Drawing Group, 9:00-12:00
Thurs, Aug 25	Thursday on the Coast, 5:30-8:30pm
Sat-Sun, Sept 3-4	4th Annual Art Festival 10:00-4:00pm
<u>Tues</u> , Sept 6	Take-In, September Show, <i>and</i> collect work from Open Show 10:00—4:00pm