



ALLIANCE NEWS

September 2011

Alliance of California Artists
PO Box 821
Clovis, CA 93613
www.allianceofcaliforniaartists.com
Toll Free 877-384-7852

ACA Presents an Art Demonstration by
Kathleen Mattox, Marketing
Saturday, September 10th at 1 PM
Krazan and Associates, 215 W. Dakota, Clovis

Demonstrations

2011

Sept

Kathleen Mattox
Marketing

Nov

Ma Ly
Oil

Feb

Albert VanTroba

Kathleen Mattox is a local artist from Sanger, California. Most of her works begin with watercolor and then go on to incorporate other media. Wanting her works to be fun for herself and her viewers, she is not afraid to experiment and "play" as she explores new subjects, ideas, and processes. Her subject matter tends to be impressionistic, expressionistic, and/or abstract rather than realistic. Kathleen's works can currently be seen at the Circle Gallery (Madera



County Arts Council) in Madera, Timberline Gallery in Oakhurst, The Art Stand Gallery in Minkler (east of Sanger and north of Reedley) and the Pepper Tree Gallery at Shaw and Marks in Fresno. Kathleen is a charter member, signature member, and current secretary of the Alliance of California Artists. She also belongs to the California Watercolor Association.

A relatively "fast" and quite prolific painter, Kathleen rather quickly became overwhelmed by the number of paintings she has produced since 2000. In her efforts to find good homes for some of her paintings, she began to learn about effective marketing techniques and practices. Sharing those ideas with others interested in doing the same thing will be the focus for her presentation at the September 10th ACA meeting. Whether or not you are seeking to sell your old and/or new paintings, there will be valuable information to be learned about choosing subject matter, the organization and storage of materials and art work, and the development and maintenance of desktop publishing materials and records important to working artists. Come prepared to learn a lot, participate, and share your best ideas with others!

Board meetings

Tuesday before General Meeting
(September 6th at 6:30 P.M.)

3947 E. Rialto Ave., Fresno

Next General Meeting

Second Saturday of Month
(September 10th at 1:00 P.M.)

Location:

Krazan and Associates

215 W. Dakota, Clovis

For more information

Bea Prince 559-227-1319

or 559-451-6977

Bev Elrod 559-298-5661

Message from our President Bea Prince

Greetings to ALL! It would be nice to have the time to hear what all of you have done to enjoy the summer months of July and August! Does it seem a long time since we last met on June 11? We've had a LONG break and for me a very appreciated one. A workshop on the Central Coast in mid-July provided valuable instruction from an internationally known pastelist. It's important to all of us to take advantage of these rare opportunities when we can. This brings me to reminding you of the workshop which will be offered in November. Rose and Sue, our workshop chairpersons, in searching for the very best, discovered that a cancellation in Mike Bailey's schedule, allowed the dates of Nov. 11, 12 and 13th to be available. Bailey is presently President of the National Watercolor Society and well respected among his peers and booked well ahead. Sue and Rose wanted ACA members to have opportunity to attend this workshop which will offer much more than "how to paint watercolors." Don't miss it!

Our happy summer break was interrupted by the sad news of the untimely death of one of our long time Signature members, Chris Malicoat. Chris made large contributions to ACA with helpful workshops and entering his masterful paintings in our shows, always coming away with awards. We shall greatly miss Chris Malicoat.

THIS IS IMPORTANT; Due to the lateness of getting the 2011 Roster in your hands, the ACA Board decided that the best way to get it to everyone as quickly as possible would be send it to you via email. For those of you who are not on the internet, you will receive your copy at the September 10th general meeting. For those who have received the Roster via email, may we ask you to bring it with you to the September 10th meeting. All members will then be given opportunity to make any corrections/additions, if needed, following your name. Your cooperation will be greatly appreciated. .

One last thing! It's exciting to produce good artwork. It's also exciting when someone likes our work enough to pay hard earned cash for it. To help us know how to market our work for greater sales, don't fail to mark SEPTEMBER 10th on your calendar. Our own KATHLEEN MATTOX will provide valuable information on how to generate sales, networking, how to get name recognition, etc., etc. Don't miss it.

Can't wait to hear about all the masterpieces you created during the summer....see you at Krazan's on Sept. 10th. Bea

2011 Officers

President: Bea Prince 227-1319
 Vice President: Diane Breuer 274-1270
 Secretary: Kathleen Mattox 876-1540
 Treasurer: Joann Hill 217-7813
 Director of Exhibits: Valerie Greene 431-0440
 ACA Voice Mail: Toll Free 877-384-7852

TIP Line

Many of us who do not have a large, perfectly lighted studio often use the smaller, "extra" bedroom for our painting studio. We all know how important it is to stand back and view a piece of art and get a view from a few or several feet away. Sometimes our small room makes it difficult to step back (or it hurts to keep getting up and down. Ouch!). A useful item to have in your studio is a door "peephole" which can be purchased for a nominal cost at any hardware store. Using this viewer, the art piece appears far away, but it's still right in front of you. Seeing your piece through this device quickly points up any corrections that need to be made.

Downtown ACA Art Window

Change Day WEDNESDAY September 7 11:00am to 1:00pm
 "AUTUMN COLOR" Is the theme for the Sept-Oct. display. Large pieces attract attention, but the smaller work is SELLING! Yeah! It would be wonderful to have a very full display, and be great to work at finding a show off place for many of your beautiful efforts. Linda and I hope to see you downtown on the 7th. Or send a little something with a friend!

Our November-December effort will have a Holiday Theme. I would like to have a banner stating "The PERFECT GIFT is "ORIGINAL ART!" Is there a creative VOLUNTEER that could print that up for the window?? Ideas are always welcome. Patricia 226-4758, patriaciaselin@att.net.

It may still be summer, but it is never too early to share with you that ACA is hosting this years holiday party on Saturday December 10th at the Stonebridge Clubhouse located at Marks and Herndon. So please mark your calendars for a very special festive event. More details about this celebration will be shared at the September Meeting.

Hello all! I will have a one man show at the Tulare County Historical Museum in Tulare beginning September 15th and running through October. The reception is Thursday September 15 from 5 to 7pm and will feature approximately 40 paintings. Hope to see you there!

All the best, **Bob Goetting**

First and foremost, THANK YOU to all the artists (and hubbies) that spent their Saturday helping with the receiving of the ACA Member Show that was held at Krazan's & Associates. Also - THANK YOU to all the artists that continue to support our shows by entering. We had a couple of new members who entered their very first show! Woohoo to Carole Johnson and Sarah Griffith for entering and being accepted. And congrats to Patricia Selin for Best of show with "Birds of a Feather"!

Sandy Kowallis juried in 50 pieces out of 53 entries. She also gave a critique on each piece noting strengths and weaknesses. One of the perks of assisting with a show is being able to watch the judging and learning what is important in a great painting.

THANK YOU also to Myrna Axt who was the Show Chair and did a great job of running the show and learning the ropes.

I want to remind artists to PLEASE READ and abide by the Rules of Exhibit. There is nothing more heart wrenching than having to turn a piece away because the paint is still wet or it's not in presentable, sellable condition. Thanks again and see you on Saturday!

Valerie Greene, Artist
ACA Director of Exhibits

Just wanted you to know that I finally!!! launched my new website for my art work. So please check it out when you have a moment. There is a combination of old and new work on the site and I hope to update it as I go along... hope you find something you like :)

<http://janetempelart.com>

email: janetempelart@gmail.com

Thank you for taking the time to look. And of course I welcome your thoughts and feedback...

Janet Rempel (alias "Muff" to many)

Studio 74 will feature the art of **Marilyn Torchin** during the month of September starting with the September 1st Arthrop Reception from 5-8pm.

ACA members Betty Berk and Val Dann along with Marcy Toon Ruona and Patricia Sabatier, known as The Kitchen Table Artists will also be exhibiting their work for the first time. So please make Studio 74 one of your Arthrop Stops - 1274 N. Van Ness Avenue www.studio-74.org

MEMBERSHIP SHOW

(10 points)

June 13 - August 3, 2011

Krazan & Associates

AWARD WINNERS

--BEST OF SHOW--

PATRICIA SELIN

"Birds of a Feather" mixed media

ABSTRACT/NON-OBJECTIVE

1st Place Patricia Selin, "Amethyst Adventure"

2nd Place Kathleen Mattox*, "Thursday's Child"

MIXED MEDIA

1st Place Kathleen Mattox*, "Rose Window"

2nd Place Linda Lloyd Pitts, "Leaving Again"

3rd Place Joan Constable*, "Highland Heather"

1st HM Hazel Antaramian-Hofman, "East Meets West and West Meets East"

PASTEL

1st Place Roberta Davis*, "Enamelware"

2nd Place Kay Owens*, "Blooming Cactus"

3rd Place LaVone Sterling, "Holding Tigger"

1st HM LaVone Sterling, "A Voice in the Jungle"

OIL/ACRYLIC

1st Place Maxine Fargason*, "Agapanthus"

2nd Place Carol Yavasile*, "Bucky Gene"

3rd Place Carol Yavasile*, "Italian Carousel"

1st HM Sue Porter*, "Frankwood Landscape"

2nd HM Valerie Greene*, "Callas"

WATERCOLOR

1st Place Dorothy Buller*, "Big Sur"

2nd Place Terrie Sorensen, "Montmartre"

3rd Place Janet Rempel*, "Mission Carmel"

1st HM Lola Nelson*, "Morning Exercise"

2nd HM Terrie Sorensen, "Bountiful Harvest"

3rd HM Maxine Fargason*, "The Haystack"

I won "**Best of Show**" at the **Yosemite Western Artists' Competition**. Here is the link:

<http://sierramountainview.com/2011/05/best-of-show-oil-jerome-grimmer/>

Betty Berk

IN MEMORY OF....

■ **CHRIS MALICOAT**, September 1, 1951 – July 26, 2011. Chris was a Signature Member of ACA for many years. We shall sorely miss him.

■ **Monte Loyd**, husband of former ACA Show Chairperson Cris Loyd, passed away this past Thursday evening, August 18, 2011

ACA Gallery at Sierra Vista Mall.

ACA will be removing our artwork from the Sierra Vista Mall on Aug. 25 from 5-6 pm. The mall has leased our space and has asked that we remove our artwork at this time. Roberta

Sierra Art Trails, coming up on the last day of September and the first 2 days of October in the mountain communities north of Fresno.



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P O Box 821
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DATED MATERIAL



Visit us on the web at:
www.allianceofcaliforniaartists.com

Where you can download show information and prospectus or find information regarding other art activities going on in the area. Send Diane Breuer your art website link and she will put the link to your website onto the ACA website. For more information for the ACA website, you may contact:

Diane Breuer at 274-1270
Or Email
aca@allianceofcaliforniaartists.com.

To submit information to the Alliance News

Member's information for publication should be for accomplishments achieved in the field of art such as magazine articles, acceptance in art shows, or awards. Send written information (please, no phone calls) no later than the 20th of each month to:

Ed Souza
2714 Bellaire Ave.
Clovis CA, 93611
Or Email
newsletter@allianceofcaliforniaartists.com

Information will be included depending on content
and space available.

Membership Dues .

Dues are \$40.00/yr. Make payment to:
ACA (Alliance of California Artists)
PO Box 821 Clovis, CA 93613
or bring your payment to the next
General Meeting
If you have any questions regarding
membership please call Linda Stewart at
559-313-1687

Name _____

Address _____

City _____ State _____ ZIP _____

Telephone Day/Evening _____

Email Address _____

Website _____

Check here if you would like your name and/or
Website on the ACA Website.

Volunteers needed for following positions:

- Food and Receptions
- Downtown Gallery
- Setting up/Tearing Down of Monthly Meetings
- Mailing of Newsletter