



# NEWSLETTER

January 2010

VAG proudly announces a Demonstration by

✧ *Carrol Merrick* ✧



Carol Merrick has been an artist and teacher for many years. She studied illustration at Pratt Institute in New York, and in California earned a teaching credential at California State University in Northridge. She has worked with many media from oil to pen and ink, watercolor, acrylic and pastel. Carol became interested in airbrush many years ago after seeing a fellow student at Pierce College bring in a painting with an airbrush background. She signed up for an airbrush class the following September and proceeded to learn all she could about airbrush painting. The many effects achieved using an airbrush, and combining it with pen and ink gave her a new way to express herself.

Carol also works extensively in pastel and has won awards in airbrush, pen and ink, and pastel. She loves teaching and has taught basic art, airbrush and calligraphy to students in Los Angeles and Ventura County. For the past 20 years she has taught Adult Education, and is now looking forward to possibly teaching some workshops.

Her work has been purchased by Ventura Adult School, Cal Lutheran University, Anthony Hopkins and is also in collections in Europe, South America and the United States. Carol will delight us with a interesting demonstration in air brush technique. We encourage all members to join us Sunday January 24 for an interesting and educational demonstration in this media.



## *Next General Meeting*

*Date: Sunday, January 24, 2010*

*Time: 1:00 to 3:30 p.m*

*Place: Encino Community Center 4935 Balboa Blvd. Encino*

*Admission: \$7.00 member \$8.00 Guest*

*! Bring a painting for the Mini Show !*

## *President's Message*

Join us! Our Annual Winter Brunch is coming February 7th, and we have one of the most respected, hottest painters in America as our guest demonstrator. He is none other than Aaron Westerberg, and to watch him paint is a priceless experience. Add to that the sweet fact that we will be dining together at the atmospheric Villa Piacere and you have got a real artist's heaven. This is also a time to mingle and network with your fellow artists. Or, if you prefer, sit back, relax and simply treat yourself and your guest to the elegance you so richly deserve. Our event last year sold out and we had to turn many away, so reserve your seats right now! Here is a tip: reserve well before the January 29 deadline.

Oh, and as for the 2010 Valley Artist Guild year... it will be brilliant.

John Paul Thornton, President, Valley Artists Guild

*John Paul Thornton*

President, Valley Artists Guild.

### **Artists Editorial**

A frequent concern among today's art lovers is the difficulty in discussing, judging, or exhibiting so-called Traditional artwork together with Modern or Abstract work, regardless of the dilemma presented in having to determine into exactly which category a given piece should be included. Paradoxically, this should not be an issue of modern art versus academic art, left versus right, but one of taste and excellence versus ugliness and trivialization.

The traditional disciplines of the arts which include drawing, harmony and counterpoint, proportion, and so on, are not a bunch of dead rules, but a living evolutionary process. The creation of beauty by the artist must always take place through the discovery of order, harmony, etc. in a specific form. While the idea of beauty, of course, may change according to time and circumstances, the value of an accepted canon of beauty is never challenged.

There is no question that much of contemporary art has abdicated its power to encourage and challenge us to a greater sense of ourselves and as a society. Art that does not communicate cannot inspire. Today, much discussion of beauty in art has been perverted through the appropriation of the subject too often neglected by the Humanist and Existential concern for democratic social improvement, a substitution for novelty and freedom of expression at the expense of artistic excellence and rigorous discipline.

Our society seems to be becoming increasingly visually illiterate and imaginatively stagnant, with little comprehension and less concern about the role that art could or should play in our lives and our society. This problem begins with a philosophy that art doesn't seriously matter, that art is an entertaining distraction from more important dimensions of life.

Perception becomes reality when this attitude gives so-called artists the license to be self-indulgent and the public permission to be casual consumers, fostering work that really doesn't matter and couldn't be substantive if called upon.

Norm Beal  
(edited from research)

### Artist's Websites- Six Common Mistakes

An artist's website is a critically important tool. As artists our "product" is simply visual aesthetic. So if the website doesn't support your work visually it's like being served a gourmet meal on a dirty plate.

Here are six common mistakes that I see all too often.

**1. The artist's website is over-designed or not well designed.** It's not clean and simple, so it's competing for attention with the art. It often looks like the artist has either designed their website themselves or they've paid someone, who's technical and can build a website, but isn't a skilled graphic designer. Think about the design, or rather the non-design, of an art gallery or an art museum. Think of the walls. What do you see? Complete minimalism. That's because it works and the rules don't change with the virtual environment.

**2. The boring first person artist's statement.**

I have yet to read an artist's statement on-line that doesn't make me cringe. What is actually interesting about your story as it relates to your work? What have collectors told you? Tell us in the third person so that the reader isn't distracted by a tone of self-involvement. You're speaking to a broad audience so be clear and use language that non-artistic types, patrons, will understand.

**3. There are no prices listed on the artist's website.**

This is a common practice that I do not agree with. What's the big secret!? Like anyone, collectors want to know what it's going to cost them. Don't make it hard on them. Collectors are not all going to call you to get the price. And by hiding the price you're implying that the price is negotiable. And we know [how I feel about discounting art](#).

**4. The artist has a website and not a shopping cart.**

If you only have a website and not a shopping cart you're missing sales. An art consultant once told me that she had no intention of selling art on-line because it's "a high touch, high feel experience". Are you kidding me!? My biggest single transactions have been originals sold on [annrea.com](#).

**5. There's no picture of the artist.**

Collectors want to know the artist. We all like to see who it is we are doing business with. Give your audience that opportunity and show them a picture of yourself. No brooding expressions, sunglasses, or French berets.

**6. Art is displayed but it's "sold".**

What if you walked into a store and you found the perfect dress that you were in love with. You then prepare to pull out your American Express, you look at the price, and it's marked "sold." Ugh! How frustrating would that be? I think that some artists do this to prove that they actually sell their art. If you want to showcase previous work that has sold, put it in a separate archive section.

"Each Monday Ann Rea coaches by phone a selected number of established, part time, and reemerging artists from across the globe, including: painters, mixed media artists, photographers, sculptors, craftsmen, and fashion and interior designers. Selected artists will be profiled in her book on marketing art.

Learn more at: <http://artistswhothrive.com/index.php/get-coached>



# VAG 2009 Fall Exhibit

Due to some computer difficulties that the newsletter Editor faced we apologize for posting the winners of our Fall exhibit so late. However here they are and we enjoyed a wonderful reception with a good turnout.



**Lore Eckelberry**  
"Sad Spider"

Best of Show

**Kenneth Ronney**  
"Epicyclic"

1st Place

**Teri Dryden**  
"When Chaplin Met Van Gogh"

2nd Place

**Anthony Verity**  
"Safari"

3rd Place



## Additional Award Winners for the VAG 2009 Fall Exhibition:

**Donna Geist Buch**  
"Right to Exist"

Merchandise Award: Continental  
Art Supplies

**Dorothy Shepherd**  
"Meditation Mountain"

Merchandise Award: The Canvas  
Peddler

**Marian Fortunati**  
"Calle Dorado"

Merchandise Award: Carter Sexton

**Christine Kaldjian**  
"Mother and Child"

Merchandise Award: Strathmore  
Artist Papers

**Lee Banarer Award**

Valerie Cook – "Water Spirit"

### Honorable Mentions

Carol Merrick – "Back of the Barn"

Fritz Suter – "Temptress"



# Member events and reminders

## UPCOMING VAG EVENTS

### GENERAL MEETING --

Our group meeting this month will be at The Womens Encino Center

### VAG BOARD MEETING --

Board meeting will be at Veronica Stenby's home on Jan 13 at 7:30 pm.

## VAG REMINDERS

### Deadline for submittal of items for the newsletter.

If you wish to share with us news, thoughts, anything that might interest your member friends, please submit it to me by the 20<sup>th</sup> of each month Send to Scott Kiche, [Lunahope2003@yahoo.com](mailto:Lunahope2003@yahoo.com), Or call 818-462-5708

### Board meeting change

The VAG board meeting day has changed from Thursday to the second Wednesday of the month all are welcome to come and join us.

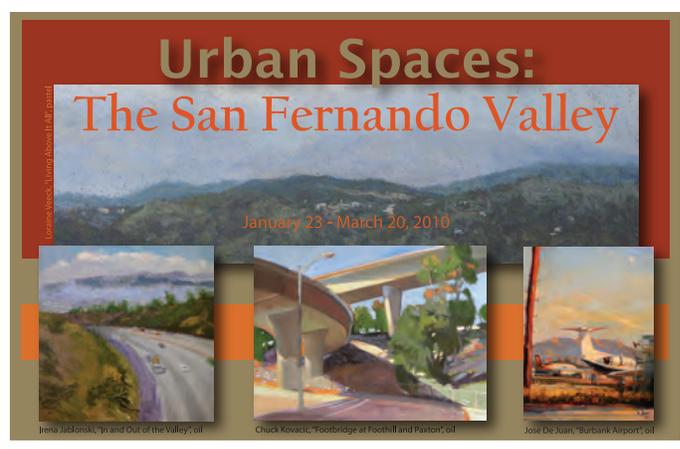
E-mail Scott Kiche at [Lunahope2003@yahoo.com](mailto:Lunahope2003@yahoo.com) or you can contact John Paul at 818-378-8381.

## MEMBER NEWS

**Terry Romero Paul** will be having a solo show at **James Gray Gallery**, Bergamont Station. The exhibit opens January 9, 2010 to February 7, 2010. Opening reception is Saturday, Jan. 9, 6:00 - 9:00

JAMES GRAY  
GALLERY

## Member news



**Beth Summers**

**Marian Fortunati**

**Jennelle Song and**

**Donna Geist Buch**

This Month will be participating in the group exhibit "Urban Spaces"...a show at La Galeria Gitana, 120 N. Maclay Ave. #F January 23 through Mar. 20, 2010....

Reception, Jan. 23, 6 to 10 pm



Gallery Hours: noon - 6 p.m., Tuesday - Saturday  
(or by appointment)

**URBAN SPACES:  
The San Fernando Valley**  
opening reception with the artists  
Saturday, January 23, 2010 6-10 p.m.

## Winter Brunch 2010

**Location** Villa Piacere  
22160 Ventura Blvd,  
Woodland Hills, CA 91364

**Time** 11:30am to 3:30pm

**Date** February 7, 2010

**Menu** The luncheon will be a three course meal. There will be three entrees to choose from. These choices will be posted on our January newsletter.

**Cost** \$37 per person.

Please contact Trice Tolle to make a reservation by **FRIDAY, January 29th, 2010**.  
Make your check out for \$37 or \$74 if you plan to bring a guest.  
We kindly request your reservation payment be made by January 29, 2009, this is the deadline.  
Mail the form below and your reservation check to:

**Trice Tolle**  
Valley Artist Guild  
P.O. Box 16035  
Encino, CA 91416

**Telephone** Trice Tolle at (818) 345-1671 Please speak clearly and slowly.  
**E-Mail** questions to Trice at [Tricetolle@aol.com](mailto:Tricetolle@aol.com)  
Please leave your name if you are bringing a guest(s), and please spell the name.

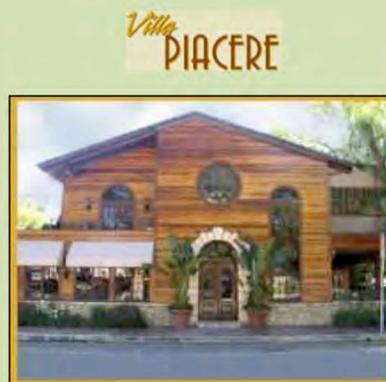
cut here and mail

---

**Member's Name** \_\_\_\_\_

**Guest(s) Name(s)** \_\_\_\_\_

If you are unable to attend after making a reservation, please call Trice before the deadline or you will be held financially responsible for the cost of the luncheon



We will provide members with the winter brunch entree menu option this Friday via email. Members please mail your reservation checks along with the cut out part of the form above. For your convenience we also have a copy of the reservation form posted on our website and is ready for downloading as well. Remember to make your reservation no later than January 29, 2010. If you have any questions please contact vice president Scott Kiche at [lunahope2003@yahoo.com](mailto:lunahope2003@yahoo.com). Thank you.

We are very pleased to announce that for our 2010 Winter Brunch our guest demonstrator will be Aaron Westerberg. We are very excited to have such a talented Artist who was named one of the best 24 artists under 40 by [Artist Magazine](#). In the weeks to come we will provide more info for this very special winter gathering. Please visit Aaron's web site for more on his work.

<http://www.westerberg-fineart.com/>



## A New Start

Welcome members to a New Year and a new start! It is my hope that all of you had a great holiday season and that you enjoyed it in the company of your family and friends. I wanted to share a few words with you.

On new years morning it is my custom to rise up early out of bed before everyone in my family. I buy myself a much needed cup of coffee at 7-eleven and I go for a nice quiet walk at Lake Balboa. It is my way of taking a little time out before I welcome in the new year. As I walked towards an empty bench, my mind began to absorb the serenity and peace of the park. I began to feel that nice soothing sensation we all feel when we are alone in that special place. I began to take careful inventory in my mind from all my doings and events of 2009. Of course it is impossible to remember everything I did, but, I remembered the events that stood out the most. It was indeed a challenging year. Like many Americans the recession effected me and my family as well as countless friends. Banks disappeared businesses closed their doors, so many folks lost their homes. It was a tough year for many. I started feeling a sense of despair, wondering if things will begin to get better or not. However my little morning get away was not just about focusing on the negative. I also gave thought to all the good things I was blessed with in 2009. My health, my family and all of my good friends. I smiled at the accomplishments I was fortunate enough to have achieved and the joy of being able to share those victories with all my loved ones. As I began to put everything in perspective I realized that things were really not that catastrophic after all. Despite everything wrong that was going on around the world, I still painted, I still exhibited my art and occasionally I sold my work. Those were things to be grateful for, and many of you probably found yourself in a similar situation, you still painted, you exhibited and, yes! you sold some work. I have to say that I thought allot about my relationship with VAG that morning. After all, much of my growth as an artist and as an individual in the last couple of years has been largely due to my eight years of being a VAG member. Which posed an interesting question. What does VAG mean to me? When I joined VAG in 2002 it meant a new start. My hope and expectation was that I would never be the same artist again and of course I am happy to say I am not. For many of you I am sure that VAG may mean many things in your life. But as the years rolled by I realized that VAG was more than just another possible exhibiting venue for my work. I was delighted to see that despite the different styles and ideologies VAG is a community of creative minds. Creative minds that no matter what your skill level is or how extensive your exhibiting resume may be, we understand the importance of sharing our work with others. I was inspired to see how despite the challenges of 2009 we came together as a community and supported one another. I am proud to say that VAG is not an organization dictated by one certain style or doctrine. No friends, the only ism we follow is that art is a vital source of importance in our lives and in the lives of others no matter the political or economic climate we live in. We create art because in the very core of our souls we are artists. Thats our calling. "Why on earth did you choose this profession?" I was asked one day. I didn't I replied, it choose me. As I began to make my way back to my car and head back home to face a new year and new challenges, I felt a sense of reassurance and of optimism and I knew I would not be alone in my struggles. Being a part of VAG's growth these last eight years has enriched my life as well as my palette, and, I am honored that I have had, and continue to have the opportunity to share my victories with all of you and you sharing yours with me. No matter what challenges you had to face last year you should take great pride that you stood your ground and after the dust settles you and your passion for your work will still be standing tall and strong. I drove back home feeling pretty good and ready for the new start that this year will bring for me, my family and all my friends. I like to wish all VAG members a prosperous and prolific 2010. May your imagination find no limits only innovation!

Scott Kiche  
VAG Vice President

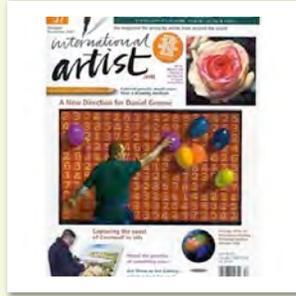
*I will seek elegance rather than luxury, refinement rather than fashion. I will seek to be worthy more than respectable, wealthy and not rich. I will study hard, think quietly, talk gently, and act frankly. I will listen to stars and birds, babes and sages, with an open heart. I will bear all things cheerfully, do all things bravely await occasions and hurry never. In a word I will let the spiritual, unbidden and unconscious grow up through the common.*

**William Ellery Channing**

## ARTIST OPPORTUNITIES

### International Artist Magazine CURRENT ONLINE COMPETITION FLOWERS & GARDENS

Entries Close:  
13 Jan 2010  
Winners Features: IA#72  
April/May 2010



**SALON  
INTERNATIONAL  
2010**

"Salon International 2010" (Posted: 9/15/09) -- The [Greenhouse Gallery of Fine Art](#) in San Antonio, Texas announces a call to artists for an international juried exhibition, April 10 - 30, 2010. \$8,000

Best of Show. Total Package \$30,000. Jury: Greenhouse Gallery Owners. Judge: Everett Raymond Kinstler, N.A., AWS.

**Deadline: Online - Jan. 15; Slide - Jan. 22.**

See prospectus for fee structures. [Download prospectus \(PDF format\)](#) or send SASE to: Salon International 2010 Prospectus, 6496 N. New Braunfels Ave., San Antonio, TX 78209. Questions? Please contact Jason Smith at [salon@greenhousegallery.com](mailto:salon@greenhousegallery.com) or call 800-453-8991.

## VAG BOARD MEMBERS

### President

John Paul Thornton.....818-378-8381

### Vice President

Scott Kiche.....818-462-5708

### Secretary

Norm Beal.....818-344-9241

### Treasurer

Trice Tolle.....818-345-1671

### Communications Chair

Lisa August.....818-882-8517

### Correspondence Chair

Marie Thomas.....818-986-7956

### Membership Chair

Terry Romero Paul.....818-784-4205

### Publicity Chair

Debra Hintz.....818-907-8997

### Program Chair

John Paul Thornton

### Photographer

Veronica Stensby.....818-342-2554

### Historian

Open

### Mailing Chair

open.....

### Exhibit Chair

Donna Geist Buch.....818-998-7904

### VIVA Rep

Norm Beal.....818-344-9241

## Paint out at Topanga State Park



We could not have asked for a more perfect day at our fall paint out in October. Clear skies comfortable weather and the company of of each other made this a very enjoyable and relaxing morning. We would like to thank our guest artist Eric Merrell for joining us and inspiring us with his beautiful landscape paintings.



Would you like to advertise your products or services?  
Through our newsletters you will reach 180 artists and possibly  
their family and friends.  
Its easy and inexpensive.  
Call Trice Tolle at 818-345-1671



FULL SERVICE PHOTO LAB  
TRUSTED BY PROFESSIONALS

Advanced Photo Lab [www.advancedphotolab.net](http://www.advancedphotolab.net)

Paul Moshay      Digital Art Copy  
Giclee Prints

**818-347-4686**

21831 Sherman Way, Canoga Park, CA 91303

### Photography of Art by Avinger Nelson

- Slides and Digital Files for print and internet
- Reasonable rates/Quantity discounts
- Free pickup and delivery in LA County

For prices or a quote contact:  
**HYPERLINK "<mailto:avingernelson@mac.com>"**  
[avingernelson@mac.com](mailto:avingernelson@mac.com)  
(626) 791-9202 or (626) 644-4271

## CONTINENTAL ART SUPPLIES

7041 Reseda Boulevard, Reseda, California 91335  
818-345-1044 Phone • 818-345-0976 FAX  
[www.continentalart.com](http://www.continentalart.com)

Hours:  
Monday - Friday 9:00 am - 7:00 pm  
Saturday 10:00 am - 6:00 pm



MONARCH  
Art & Frame, Inc.

7700 Gloria Avenue Van Nuys, CA 91406  
818-373-6180 800-280-0219 Fax 818-373-6186  
[themonarchcollection.com](http://themonarchcollection.com) [sales@monarchframe.com](mailto:sales@monarchframe.com)

## Giclée Fine Art Prints

*Our package includes:  
Digital Photography & Custom Giclées  
10 years experience  
Personalized one-on-one service  
Archival inks used on archival papers*

**JUDY KOENIG FINE ARTS**  
805-526-9978 [jkoenigart@aol.com](mailto:jkoenigart@aol.com)



VALLEY INSTITUTE OF VISUAL ART

13261 Moorpark Street • Sherman Oaks, CA 91423  
818 / 385-0080 • 818 / 905-7843 FAX  
[www.vivagallery.org](http://www.vivagallery.org)



CHRIS HAUSER  
STORE MANAGER

(323) 877-5050  
(818) 763-5050  
(818) 984-1050  
FAX (818) 763-1034

5308 LAUREL CANYON BLVD., N. HOLLYWOOD, CALIF. 91607  
(BETWEEN MAGNOLIA AND CHANDLER)  
[WWW.CARTERSEXTON.COM](http://WWW.CARTERSEXTON.COM)



Linda Wehrli (818) 766-0614  
[www.pastimes4lifetime.com](http://www.pastimes4lifetime.com)

drawing, painting & calligraphy workshops • private piano lessons

# art&music

Coming in January



## The 15th Annual Los Angeles Art Show returns to the Los Angeles Convention Center and the vibrant, revitalized, downtown district.

Join serious collectors and dedicated art enthusiasts in an exploration of painting, sculpture, works on paper, photography, and video from over 110

galleries, both international and domestic. Discover a superlative collection of over 15,000 works from all genres and periods including Historical, Modern, and Contemporary at this internationally acclaimed event.

### GENERAL SHOW DATES

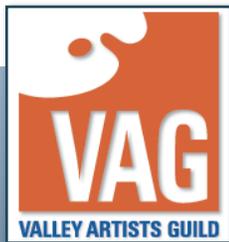
Thursday, January 21, 2010, 11am - 8pm

Friday, January 22, 2010, 11am - 8pm

Saturday, January 23, 2010, 11am - 8pm

Sunday, January 24, 2010, 11am - 5pm

<http://www.laartshow.com/index.html>



P.O Box 16035  
Encino, Ca. 91416-6035  
[www.valleyartistsguild.org](http://www.valleyartistsguild.org)