

FALLBROOK ART ASSOCIATION

Bimonthly Newsletter

January/February 2022

President's Message

Dear Members,

As a New Year begins, there is a change of leadership on the Board of the FAA. After many years of guidance and service to FAA, Ruth Parker and Julie Compton are stepping down and becoming our Gallery Coordinators and Advisors. We are so thankful that Ruth and Julie will still be around to guide us as we take over the reins from these dynamic and hard working ladies. We now have a new Gallery Space/Office waiting for our fabulous art—and a new outlook for our future.

Elizabeth Ward and I, Marian Seiders, have stepped up to take the Vice President and President positions respectively. We are very excited to have this chance to continue and expand the work of the FAA in Fallbrook and into the surrounding communities. We have many ideas for expanding the membership and the impact of the organization to benefit everyone. There will be lots of changes and fun things to look forward to.

Collectively we bring a lot of enthusiasm, organizational skills, business experience, art experience, and a drive to make FAA a presence in Fallbrook, a place that others will want to visit, and an organization that people will want to be a part of. Our personal Goals for FAA this year are: Organization, building our data base, building our volunteer base, expanding publicity and networking, and expanding our fundraising efforts. There is a lot to be done, and we will need everyone's help to accomplish these goals.

We hope you will bring to the organization a willingness to help us make things happen, an understanding of the necessary changes to come, and the excitement necessary to make FAA a force to be reckoned with!! Nothing can happen without our members' support and willingness to help. Here's to the coming year and a dynamic plan for FAA!

Marian 

Volunteers, continued

Ray Fedorchak

Joe Fedorchak

WINDOW DECORATION

Kathy Stradley

Susan Frommer

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Blessings on the Volunteers

Ruth and I want to personally thank all those people who were such a help and support during our four years of presidency. And as you know, many are doing more than one job! It takes a lot of people to make this organization one that has lasted for over 50 years and now has a new Gallery. We look forward to working with the new President and new V.P - Marian Seiders and Elizabeth Ward - who will need all your support as well.

BOARD MEMBERS/DIRECTORS/ CHAIRS

Rosemarie Meis-Secretary/Elections

Diane Jansen-Treasurer/Grants

Susan Frommer - Newsletter Editor/Take In Crew

Patricia Hartman- Website

Carol Reardon-Programs/FAA workshops/Hanging Crew

Thom Lingle-Membership/Hanging Crew

Karen Langer Baker-Scholarships

Toni Funaki-Plein Air Coordinator/Take In Crew

Valerie Jamison-Fall and Spring Shows

Nancy Hines-Glaser- Photographer/Historian

Elizabeth Ward- Communications/Computer Input

Debbie Herbel-Sunshine

Al Brandli- Business Liaison/Funds

Teri Katz-Special Consultant

MONTHLY SHOW TAKE-IN CREW

Carol Hardy

Marilyn Mudd

Kathy Stradley

Patty Mangels

Jill Cole

Marian Seiders

Debbie Johnson

MONTHLY SHOW HANGING CREW

Eileen Pace

Hajime Ohno

Meet Your New FAA President

Marian Seiders was born in Alliance, Nebraska. After High School she attended the University of Hawaii for a short time then moved to Anaheim and attended Long Beach State where she earned her B.A. in Art History. After 21 years as a waitress (be sure to ask her about all the both funny and appalling stories she has to tell about that) she earned her teaching credential at Cal State Dominguez, continued her art education at Harbor College and taught fine arts in Lawndale until her retirement and move to Fallbrook. (Lawndale's, loss, our gain).

Marian is best known to us as a highly creative assemblage artist among her other talents and a member who is always willing to dig in and help out wherever she can. During her teaching years she taught ceramics (hand building), drawing, painting and sculpture.

In the 90s (remember them?), she was the winner of the Scholarship Award from the National Watercolor Society and in 1992 the winner of the the Anaheim Art Association Fall Juried Show.

All through the 2000s she participated in numerous shows and won Best of Show in 2006 at Harbor College's Student Art Show. She is currently represented in Private collections throughout the U.S.

Her preferred medium is acrylic paint and in addition to her assemblage art, she also enjoys altered books, encaustic, ceramics, basket weaving, jewelry..... basically anything interesting in the art-making world.

On a personal note she has a younger brother and sister (sister lives in Fallbrook), speaks fluent Spanish, loves all kinds of music, Bollywood movies (especially musicals), reading daily, plus (of course) pattering/creating in her studio. Oh, and she used to ride horses (both English and Western) and she has three black cats!

So thank you, Marian, for taking on the role of FAA President. We are all looking forward to more learning and more years of art making.



Sitter Substitutes

Karen Langer Baker 760-500-0393
Si Osgrove 631-223-9806

This world is but a canvas to our imagination.

∞ Henry David Thoreau ∞

Oil Painting Onboard for 2022 Inaugural Meeting



Kristen Olson Stone will be our demonstrator for the January 15, 2022 meeting at the Womens Club, corner of W. Mission and S. Mission. Meeting will begin with critique and a short business

meeting followed by a demonstration. After the noon lunch break, a workshop is offered with the demonstrator at a cost of \$35 plus \$5.00 for the room rental. Please sign up in advance with Carol Reardon and, if writing a check, please make the check out to the instructor and give cash for the room.

Kristen has an extensive art background. She says, "My first art teacher was my grandmother, who lived in the Sierra foothills of Northern CA. She was a wonderful artist and we were very close. She gifted me professional artist supplies and 'how-to' art books for every birthday and holiday. She also encouraged me to paint and draw as much as possible and we shared a love of nature and wildlife."

Kristen has a BA in Geography from U. of Maryland which she says has been useful giving her an in-depth understanding of the geology and geography of the landscapes that she loves to paint. She also attended The Art Students League, NYC, The California Art Institute in Los Angeles, Otis Parsons, Los Angeles and Santa Monica College.

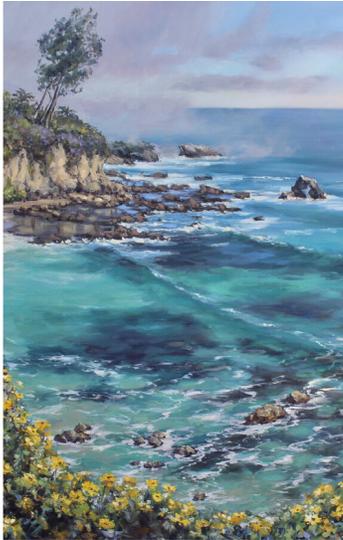
During her time in art school, she continued to expand her representation adding her work to galleries throughout California. Despite this success, she decided to move to the quiet serenity of the Big Island of Hawaii. Through the experience of living with its raw beauty and painting on location there, she was able to immerse herself in a whole new world of intense color and develop a close relationship with mother nature. Later she moved to Oahu where she continued to teach and paint.

After 21 years in Hawaii, she moved back to the mainland ultimately landing on the Newport coast and became the artist in residence at The Tommy Bahama Home Store in Newport Beach. She was invited to be the lead plein air instructor alongside Robert Bateman at the prestigious SKB Foundation yearly workshop in Wyoming.

Kristen has recently had the wonderful experience of living in New Zealand for almost 3 years as an "expat" artist. Beyond all of the beautiful places she has lived

Kristin Olsen, continued

she has traveled extensively, painting in Italy, London, Ukraine, Poland, Alaska, The Cook Islands, New Zealand, Australia, Hong Kong and Southeast Asia. Kristen's artwork has been selected for juried exhibitions; she has received multiple awards.



*Summer Days -
Corona Del Mar*

Kristen's style of painting is a contemporary blend of expressionism, realism and impressionism. When viewed from a close distance, her paintings appear to be a textured mosaic of beautiful color passages, like tiny abstract paintings within the larger work. When viewed from a further distance, the lines, colors and shapes come together to magically reveal a particular subject.



February Meeting to Feature CharCee Colosia and Watercolor



CharCee says, "I am proficient in watercolor, acrylics, oil and pen and ink. I have won awards in Dan Diego County at local galleries and competitions. I have had the opportunity to take classes from many prominent artists such as the late Charles Reid." Her more current interesting classes have been with Creative Art Group and College of Sierra Madre. Recently one of her watercolors won first place at North County Art League judged by Chuck McPherson and honorable mention at another of their shows.

CharCee has honored us by judging some of our shows. She says, "In judging a painting, there are many ways and means that are told throughout the ages. I want to go into a painting, walk around and around and go to a focal point. One has to have faith in one's style."



Meet Your New FAA V.P.

Many of you have already met Elizabeth Ward, our new V.P., because she has been helping FAA for a while. But, I'll be willing to bet you don't know her whole story. Read on and be impressed.

Elizabeth was born in Washington, D.C. and at the age of nine, moved with her parents, two brothers and a sister, to a 182-acre farm outside of Gettysburg, PA. In the summer before her senior year, her mother's sister in Washington D.C. needed help, so the family moved to Bethesda, MD where she graduated from Bethesda Chevy Chase High School. The following year, she enrolled in Montgomery College in Silver Springs, MD and began her journey into business, marketing, and accounting...subjects that served her well.

In the late 70's, while living in Santa Barbara, she answered an ad for a Marketing Product Manager. To her amazement, she received a call to interview for the position at Shiley Laboratories, a medical device manufacturing company based in Irvine. It was the beginning of a fascinating career that provided the opportunity to develop a deep understanding of business, marketing, advertising, manufacturing, and distribution.

Much later, she met her husband, Dwight, moved to Phoenix and became Business Development Manager for Beth Meyer Public Relations and Advertising. This is where she learned how art, writing and design can bring a company, product or service to the forefront of its industry. It was a good fit that brought out her creative side (note: her skills are just the ticket for us.)

Her life changed dramatically after the sudden and tragic death of Dwight, who was a well-liked and well-respected dermatologist in Phoenix. It was a life-changer for her, and a time for soul searching. She left Phoenix, moved back to California and changed everything. At the suggestion of a counselor, she went back to college and began her sojourn into the world of art and graphic design. To her surprise, drawing, composition, painting and graphic design suited her like a glove. After she felt competent enough, she ventured out and found small business clients who needed design and marketing services. To help matters financially, she also worked part-time as assistant to the Director of the Calabasas Chamber of Commerce.

In the late 90's, when she moved to San Diego to be near family, she took more college classes ⇨

Elizabeth Ward, continued

in art and joined the Encinitas Art Guild which ignited her love of drawing, painting and design. The demanding art curriculum at Grossmont and MiraCosta Colleges were excellent training grounds for the development of professional art techniques in oil, pastels, watercolor, pen and ink, and charcoal.

Elizabeth is looking forward to her new role in the Fallbrook Art Association and being part of a great group of fellow artists. And WE are very happy that she joined us in our artistic journeys. She is a tremendous asset to the organization.



December Ribbon Show Winners

Best of Show - Janice Cipriani-Willis - Lemon Lady Water Media

- 1st - Ray Fedorchak - Colorful Koi
- 2nd - Patty Mangels - White Flowers
- 3rd - Shirley Calvert - Plum Platter
- HM - Patty Mangels - Endless Summer Surfers

Acrylic /Oil

- 1st - Krentz Johnson -Pavilion Stroll
- 2nd - Eric Johansen - Reliance Church
- 3rd - Noel Glasser - Paella Man of Rancho Santa Fe
- HM - Rosemarie Meis - Peaceful Swim
- HM - Carol Reardon - Roseland

Pastel

- 1st - Julie Compton - The Bixby
- 2nd - Ray Fedorchak - Chamisa
- 3rd - Susan Frommer - Tunas - Nature's Harvest

Photography

- 1st - George Compton - Med. Lighthouse

Mixed Media

- 1st - Marsha Gertenbach Meers - Just Thinking About It
- HM - Susan Frommer - BeLeaf

Sculpture

- 1st. - Marian Seiders- Toucan Queen

Calling all FAA Members.....
Please remember to make some bookmarks to be given away at our grand opening. Try to make 10 if you can. Any medium, any colors, any technique. They will be mini-art pieces that people can treasure.

It's Renewal Time.....
If you have not done so already, please renew your membership in FAA either by filling out and sending in the membership form on page 6 or bringing it to the January 15 meeting. Also, time to renew The Gallery membership as well. We are so fortunate to have found a new location, so please support it.

FAA Member Patrick Murphy Lost to Us

Patrick Murphy joined FAA several years ago and absolutely wowed us with his painstakingly and beautifully crafted 3-dimensional work. Despite his diagnosis of Parkinson's, he refused to let it stop him from creating. Patrick was born in San Bernardino in 1942, and died from a fall on December 16, 2020. His wife, Sandi Kimmell, and his children were by his side.

Patrick made friends wherever he went. He was a magnet for kids. Because of his ever-present, cheery smile and short white beard, he resembled Santa on vacation, and he collected smiles and waves from children of all ages wherever he went. He was also more in touch with his own "inner child" than most adults, and could be seen straightening up stuffed animals in stores, talking to them as he rearranged their accommodations. Of course, he had a few of his own... In fact, Kermit the Frog was his best friend, often saying things Patrick could not.

Patrick was the head of Patrick Murphy Advertising, a successful agency in San Diego, garnered him many industry awards. He wrote, produced and directed hundreds of commercials for financial institutions, high tech companies and medical products. He was responsible for introducing ATMs, WiFi, tympanic thermometers and dozens of other products and services, and gained a reputation for being a new product launch expert.

His daughter Melissa says, "Nothing I can say can do him justice, but I am going to give you a small snippet of the type of person he was/IS: Sweet, kind, hard-working, ambitious, courageous, so creative that there weren't enough hours in the day to support his creativity, a "bottom line" type of guy, practical, a wonderful father, an adoring grandpa, a loyal friend, a teacher, a coach, a loving husband, a caring son, a problem solver, sensitive, sentimental, street smart, clever, a business man, a chameleon, spiritual, my Santa who made Christmas magical for me every year, a leader, a man who believed in "Refuse Defeat!," a fighter, proponent of justice, patriotic, tough, an artist, entrepreneur, inventor, an idea man, caregiver, a man who believed that nothing was impossible...and for him, nothing was."

Patrick gave a TED talk on how his Parkinson's diagnosis turned into fine art. You can watch his inspiring talk online at <https://www.youtube.com/watch?v=M-Fqr879TYws>.



Inaugural Events at The Gallery a Success

On December 4&5, members rolled out the welcome mat for a Holiday Bazaar to begin to introduce the community to the fact we have moved. Several members displayed wares suitable for gifts or for personal purchases, all priced under \$100. Considering the short notice, we had a reasonable turnout of the public.

Our Holiday Potluck on December 10 was extra special since it took place in the New Gallery. There was plenty of room for all the tables and chairs and we set up eating space on both levels. The front desk was cleared and became the serving table, drinks were arranged on a table outside the door.

For any who were unable to attend for whatever reason, we missed you. We had an abundance of good food (members are good cooks!), drink, good cheer and good conversation all topped off after eating with a holiday sing along led by Susan & Saul Frommer, Jack Ragland (with his wonderful baritone) and eventually joined by Carol Reardon and Marilee Ragland. After two holidays of not being able to gather, it was a real treat to get back together again.



Some Guidelines for the January Meeting and Workshop

With the emergence of yet another Covid variant which seems particularly transmissible in its ability to spread rapidly, and out of a justified abundance of caution, if you plan to attend our first meeting of the New Year on January 15 or take the workshop after, we respectfully request that you be **fully vaccinated (and ideally boosted) and wear a mask indoors.**

Most of us are of a “certain age”, some are immunocompromised or have other health issues, so it is up to all of us to keep each other safe so we can continue to meet, engage in our art creations and have a successful 2022.

Thank you in advance for your cooperation.



**Art, freedom and creativity will change
society faster than politics.**

≈Victor Pinchuk ≈

Thoughts on Displaying Art

Having spent over twenty years in the gallery business, I have come to believe that the careful display of artwork is critical to generating sales. This is only logical – we are all in the business of helping people see art in its best light (both literally and figuratively). A viewer’s ability to experience new art in an inviting setting will have a huge impact on that viewer’s interest in purchasing the piece. It is also important to remember that (when) we are asking a high price for the artwork we are selling, the venue where the work is shown should be commensurate with the suggested value of the work.

Space

One of the most important factors to displaying art well is *space*. I have found that it is important to give artwork room to breathe...and to give the viewer room to step back.

Often, I encounter a tension between the desire to give art *space* and the desire to show as much work as possible. This tension is understandable; after all, one of the most valuable commodities I have in the gallery is *space*. Retail gallery space is expensive, and every square inch of wall and floor space is valuable. It is natural to feel that the wider the range of work we show, the more likely you are to be showing something that will catch an art buyer’s fancy. It’s not hard, therefore, to understand why some galleries and artists will fill walls from floor to ceiling with art.

The problem with the “pack it in” approach is that it *becomes difficult for the viewer to focus on any one particular piece*. A packed wall becomes a patchwork quilt of color and texture, and it can be very difficult for the potential buyer to distinguish individual details and see a work for its own merits.

I would rather display less art and sell more, than display more art and sell less. To give the work *space*, I typically hang artwork so that the center of the artwork is at 60” from the floor – close to the average eye level. Whenever possible I separate artwork by at least 6-8”, and a minimum of 4” though I may go a little less for a grouping of smaller pieces.

I try to allow a minimum of 5’ of space in front of a piece of artwork where a viewer can step up to examine the detail, and then step back to see the work from some distance. I give even more space for large or important works.

Thank you to Jason Horejs of Xanadu Gallery in Scottsdale, AZ for this important advice.



FALLBROOK ART ASSOCIATION
P. O. BOX 382
FALLBROOK, CA 92088 - 0382

ADDRESS SERVICE REQUESTED

FAA Membership Application

Membership period is from January 1 through December 31 each year.

Make checks payable to : Fallbrook Art Association

Mail to: P.O. Box 382, Fallbrook, CA 90288-0382

First name _____ **Last Name** _____

Address (FULL) _____

E-mail _____

Phone(s) _____

FAA is a Non-Profit run by volunteers. Would you be willing to volunteer your services in some way? Please check spaces below to indicate your area of interest.

Board of Directors Position _____ **Programs/Workshop assistance** _____

Art Show Preparation and Coordination _____ **Other** _____

Check type of membership, status (new or renew), Check ___ or Cash ___

Individual - \$75 _____ **New** _____ **Renew** _____

Family - (Two adults and dependent children under 21 living at same address) - \$95 ___ **New** ___ **Renew** ___

Student (with ID) - \$10 _____ **New** _____ **Renew** _____

Sponsorship for 10 months - \$200 + Membership _____ **New** _____ **Renew** _____

Signature _____ **Date** _____