

FALLBROOK ART ASSOCIATION

Bimonthly Newsletter

July/August, 2022

What's Inside

Gallery News-	1
President's Message	1
Summer Potluck	2
Recycle Show Winners	2
June/July Show Winners	2
Spring \$ Show Winners	3
FAA Scholarships	3
S.D. Fair Donor Winners	3
Note to Gallery Sitters	3
Reducing Heat Gain	4
Art Education Value?	4
Hanging Crew Plea	5
Dates to Remember	5
Satisfied Artist's Habits	5



The Gallery Directors' News

Well, it is officially summer. Temperatures are in the 90's. If you have had the pleasure of sitting The Gallery recently, I am sure you know that it gets hot in there. Thanks to our President, Thom, shades are in most of the windows. Pulling them down at night really helps keep it cooler. Susan Frommer is revising our sitter duties/logs for AM and PM. Much thought has gone into planning these duties. Please use them.

Our regular *July/August Ribbon Show* take-in will be on *July 18 from 10:00 AM- 2:00 PM*. A new show-within-a show will join the regular show. The theme for this show will be *Abstract Art*.

As Thom mentioned in his President's letter, FAA is conducting a fund raiser for aid to Ukraine. The take-in for donated Sunflower Art is on *September 19*. We will have a reception for this Fund Raiser October 1. MUSIC – FOOD – WINE will be available. More information to come as we get closer to the event.

Even though it is hot outside, you can still create. Grab your gear and go to the beach and PAINT. It is cooler there with a nice breeze.

PAINT! PAINT! PAINT!

Ruth & Julie 

The most regretful people on earth are those who felt the call to creative work, who felt their own creative power restive and uprising, and gave it neither power or time.

Mary Oliver, artist

President's Message



Fallbrook Art Association (FAA) has several upcoming events at their new Gallery facility. A monthly calendar, entry forms and descriptions of the monthly shows are located at www.fallbrookartassoc.org. These can be downloaded from the FAA

website. While there, you will find information on upcoming events and the regular meetings, demonstrations and workshops which occur monthly except July and August.

During the last few month, we were fortunate to have a Swiss college exchange student named Zana that volunteered to help at the Gallery and the Food Pantry. Her visit was facilitated by Nancy Heins-Glaser and Jean Dooley. Zana is a Psychology major with a goal to be a therapist. She is also interested in helping children with art, and now that she has had the experience here, would like to have children's foreign exchange art projects that we can share internationally.

FAA is sponsoring a "Sunflowers for Ukraine Show" in the fall. This art show will be a fundraiser in support of those affected by the war in Ukraine. The model for this event is the Escondido Art Association's "Sunflowers for Ukraine" show, in which sunflower paintings were donated by artists. To date the show has raised over \$7,000 for World Central Kitchen, an international organization now working in Ukraine to provide fresh meals as well as grocery kits to directly feed refugees of the war.

The Ukraine themed show will be at The Gallery, *September 21 to October 17* and any artist can donate Sunflower Art. *September 19* is take-in for the donated art and we will accept monetary donations as well, so you don't have to be an artist to contribute. We hope FAA will reach out and support the people of Ukraine. The inspiration for this fund raising event came from a new member Elaine Griveas, assisted by Nancy Heins Glaser.

We also received permission to paint sunflowers on the large power box to the right of the Gallery ➡

President's letter, continued

when you come into the parking lot. We hope that this and other "visual stimulus" projects will draw more people into the space. More info will be coming out as things mature.

Your Board is always looking for good ideas from the membership to benefit FAA and the community. So if you suddenly have a brainstorm, let us know, please.

Thank you all for your support, those colors on canvas and creative ideas that keep us all going

Thom 

Summer Potluck Successful

Our end-of-the-art-year summer potluck was a big success. If, for what ever reason, you were unable to attend, know that we missed you. It was a pleasure to be able to sit at the big round tables and just share delicious appetizers, salads, main dishes and decadent desserts while discussing whatever came into our heads at that moment. During regular meeting, workshops and take-in days we seldom have a chance to do this since there is a schdeule to follow and tasks to be accomplished.



Eating and Chatting



The Loaded Table



Note to the wise. Don't miss the next one!



Recycle/ Remake/Redo The Theme of June Show Within a Show at The Gallery

It was so much fun to see all the work submitted for this show. The creativity of the entrants showed no bounds whether it be an old painting redone or a repurposing all sorts of "stuff" into clever art pieces. This type of show is so important in that it forces us to get out of our creative silos and venture into the unknown. One never knows where it will lead and that is a good thing for creative people.

The award winners are:

1st - Barbara Finwall - Song of the Sparrow

2nd - Marsha Gertenbach-Meers - Just a Matter of Time

3rd - Patty Mangels - Agave Tequila

HM - Toni Funaki - Flower Madness

HM - Ann Turley - Old Fence



June/July Ribbon Show Winners

Best of Show - Janice Cipriani Willis- Far Away Look
Oil/Acrylic

1st - Shirley Calvert - Garden Genes

2nd - Diane Jansen - Eucalyptus Stand

3rd - Carol Reardon - Palm Canyon

HM - Patty Allison - Mr. Magnificent

HM - Patty Allison - Stunning

Watercolor

1st - Krentz Johnson - Cottontail Doe

2nd - Ruth Parker - Sunflower

3rd - Penny Fedorchak - My Matilija

HM - Susan Kessinger - Red Light Boat

Photography

1st - Bill Rupp - Cuatro Cactus

2nd - George Compton - Sailors Take Warning

Pastel

1st - Elaine Griveas - Aloe

2nd - Julie Compton - Storm Clouds

3rd - Lisa Martin - Portuguese Lighthouse

HM - Susan Frommer - Fall Along the Rio Grande

Mixed Media

1st - Noel Glasser - The Jade Shadow Puppet

Congratulations all.



Sitter Substitutes

Karen Langer Baker 760-500-0393

Si Osgrove 631-223-9806

Spring Money Show Winners

Best of Show - Hajime Ohno - Walker Twins

1st - Krentz Johnson - Rounding the Point

2nd - Marsha Gertenbach Meers - Concerto for Klimpt in G

3rd - Rosemarie Meis - Remembering Granada

Merit Awards

Sarah Castenada - Golden Meadow

Ray Fedorchak - Snap Shot

Carol Zaleski - Sleeping Trio

Bonnie Rinier - Joe Sleeping

Honorable Mentions

Karen Langer-Baker - Reciprocity

Toni Funaki - Woman in Blue

Noel Glaser - Descanso Morning

Jasmin Funaki - Self in Red

Penny Fedorchak - My Matilija

Al Brandli - California Pepper Impressions



FAA Awards Scholarships

Scholarship Director Karen Langer-Baker announced that FAA awarded two scholarships this year. the two awardees are Jennifer Besne and Carly Hawkins. In addition to cash, each received a one-and-a-half year membership in FAA. Jennifer will be attending college in Hawaii to study art and fashion. Carly will be majoring in art and psychology at CSU-San Marcos.



FAA Sponsors Awards at the San Diego County Fair

Fallbrook Art Association gave two very talented artists Donor Awards at the San Diego County Fair's 2022 Fine Art Competition. Each artist received a cash award plus a one and a half year membership in FAA. William Gullette's oil painting, "California Gold" shown below and.....



Cynthia Roach's watercolor, "Balloon Man" shown below.....



showed the artists' command of their chosen mediums with their vibrant colors, composition and overall technical skill.

Important Notes to Gallery Sitters

As Ruth pointed out in her Gallery news, there are a few additions to the Sitter Logs that are important you know about. I had prepared a new Master for the logs and then inadvertently left my whole FAA bag by my computer so the new logs are not yet tucked into the black procedures binder. Please be sure to note the following and add them to your log.

1. Check ALL windows to make sure they are closed and locked before you leave in the afternoon. Someone might have opened them on the AM shift.

2. Raise the window blinds in the AM and put them back down in the PM.

New logs with the changes will be available as soon as I can get back down to Fallbrook.

In addition to the above here are a couple of other actions to make thing run smoothly:

PLEASE take your personal trash (lunch containers, drinks etc. home with you. DO NOT leave in our Gallery trash cans. When a cash counting form is filled, please look in the file drawer in the office, obtain the Master copy and make a new copy on the copy machine.

You should be aware that MASTER COPIES of our various forms are available either in the office in a file drawer or in the right hand desk drawer. If you need a form (membership, sitter log, AM change count etc.) just look in the files to find the master copy and MAKE A COPY on the copy machine. You could also help by making a few extra while you're at it and put them with the *returned* master copy in the correct hanging file.



Helpful Ideas to Cope With the Changes in the Climate

The following has nothing to do directly with art, but I thought these ideas might be of help to keep you from spending your hard-earned funds on A/C just trying to keep cool, leaving more \$ for ART SUPPLIES, YAY! The climate is changing for the worse even faster than the best researchers predicted and heat and drought are hitting us hard. So, here goes:

What's in your attic? Many homes that were built in the past have little or no insulation. Installing insulation where there is none or beefing up the amount in cases where there is some, will soon payoff the cost in reduced cooling and heating bills. The same goes for your walls.

If you don't already have shade trees planted strategically on the east, south and west facing portions of your home, get busy and plant them. Choose **deciduous** trees so you can get the shade in the summer and the extra heat benefits in the winter. Research those that are drought tolerant and be sure to check their mature size so you don't plant them too close to the walls and create a problem for yourself years later.

If space does not allow for trees, purchase roll down shades made of UV resistant shade cloth and install them on the OUTSIDE over the windows to prevent the penetration of the UV light. Shades inside may create privacy or some form of decoration, but they are virtually useless for controlling excess heat. Once the light is inside, it's INSIDE and will overheat the home. If trees or outside shades are not possible for some reason, then the next best thing you can do for blocking heat penetrating windows is to RE-SCREEN the screens on your operable windows with Solar Screen. This is a do-it-yourself job and not difficult. Solar screen can be purchased by the roll at home improvement stores.

Remove the old screening material (notice how it is installed), save a sample piece of the spline to take with you to the store so you purchase the right diameter new spline roll, and purchase a spline tool to install it. Cut the new screening to size with a little extra width and length to account for the installation, stretch it across the frame and use the spline tool to force the screen into the spline channel. Put the screen back in the window and you will immediately notice an amazing difference in heat gain compared to a window with only insect screen. Need help? Call me.

Susan 

Does an Art Education Matter?

Jason Horejs, owner and creator of two successful galleries, shares one man's opinion.

"Unfortunately, there's no simple answer to the question, "Is an art education worth the investment?" Let me approach it this way – the following list can be advantages to a formal education."

*Technical Training. For some styles, subjects, and media, a formal, academic environment is an efficient, effective way to learn the techniques required to become proficient in creating the work.

*Structured Learning Environment. Some artists are predisposed to learn best in the formal environment that an educational institution will provide. The academic classroom and atelier, along with the relationships built with teachers and fellow students, can nurture learning and development.

*Expansion of Horizons. In addition to learning techniques specific to your style, during a formal academic education, you will likely have the opportunity to try your hands at other media, styles, and techniques. This exploration will broaden your horizons and enrich your understanding of your craft. Art students spend time immersing themselves in art history as well, giving them perspective on their work.

*Credentials. A degree in the arts can help you on many levels, especially if you wish to teach, or take a position in an arts organization.

I also see the downside to pursuing a degree:

*The Cost. Tuition continues to climb, and you can count on a BFA or a BA costing tens of thousands of dollars or more. Unfortunately, according to AOL Finance, a fine arts degree is one of the ten lowest paying college majors.

*The Time. Four years spent in art school creating what someone else is telling you to create, instead of creating what you want, can feel like a waste of time to some artists (an expensive waste of time . . .)

*Stylistic Constraints. I met a gallery owner years ago who said he wouldn't typically represent artists with degrees because he felt they were too uptight in their work. I think he was probably exaggerating his opinion a bit, and I also think that broad prejudices like this are counterproductive, but it does make some sense that some artists who are trained in academia might be more artistically conservative."

Others have commented on the thoughts above.

**As a gallery owner, however, when the question is put to me, the artist is generally wondering ⇨

Art Education, continued

what impact their education level has on my decision whether to represent their work in my gallery.

****The truth is, education has almost no direct impact, though it can have an indirect influence.**

****When I'm evaluating an artist's work for representation, the key factors are the quality and consistency of the work, the personality of the artist, and the artist's track record of sales. I can't remember a time that I asked or thought about the artist's education.**

****With that said, there have certainly been artists that I've selected for the gallery whose work is of the quality that it is because of an academic background. Some artists can only achieve their vision and their artistic destiny by gaining an academic training. For these artists, an art education is a critical means to an end – it can't be an end in and of itself, and an education alone doesn't guarantee artistic or commercial success.**

****There are other artists who will better spend their time gaining their own education in non-traditional ways.**

****One final thought. Of my top ten selling artists, four have degrees in fine art, six do not.**

Well, folks, there you have it. A formal art education may be of benefit or it may not influence success one way or another. I guess the best thing to take from this is to decide where you want to take your art life and what qualifies as "success". What signifies success for one person will not necessarily be considered successful for another. Just as in most things in life, success is in the eyes of the beholder to quote a time-worn aphorism,

Many thanks to Jason Horejs of Xanadu Gallery in Scottsdale, AZ, and to those other gallery owners who responded to his inquiry for insight into their minds.

Help Our Hanging Crew

Our wonderful hanging crew works hard to get all works up quickly and present them in the best possible way. It's a big job. You can help by following the wire guidelines in a previous article and for work requiring glass, if your work is 24" x 30" or larger, use plexiglass. Works should weigh no more than 15 lbs. Some of the pieces we have been getting in are quite heavy and although our hanging crew is as careful as they can be, accidents do happen, and it's very upsetting. That is why we have a waiver to protect our take in and hanging volunteers who do an amazing job every month!

Julie 

Dates to Remember

No regular meetings in July and August

July 11 - Board Meeting at The Gallery - 9:30 AM

July 18 - Take-in for July/Aug. show - 10:00-2:00PM

July 23 - Show Reception - 4:00 - 6:00 PM

Aug. 15 - Board mtng

Aug. 22 - Take-in

Aug 27 - Show Reception

September - Regular meetings resume at Womens Club corner of east and south Mission

Sept 12 - Board mtng.

Sept.17- FAA mtng at Womens Club, 9:30 AM

Sept 19 - Take-in for ribbon show and Sunflower Art

Sept. 24 - Reception for ribbon show

A Few Habits of Highly Satisfied Artists Courtesy of Artists Weekly

Highly Satisfied Artists Make it a Habit

Habit, in the art context, is a great word. It means you are getting to draw or sketch every day. That means, if you are a calendar person, put it on your calendar. If you are a list-taker, this deserves a bullet. If you are a morning person, head to the studio at sun up. However you operate in your life, making your art a habit will leave you a highly satisfied artist.

Highly Satisfied Artists Make it an Occasion

If you love art the way we think you do, make it a party for one or an adventure of a lifetime or at least a weekend getaway. The point is that your art is special, so it is okay to put aside time to make it feel special and that means doing something out of the ordinary with it.

They Challenge Themselves

Do you remember what it was like to learn to tie your shoe? Or ride a bike? Or jump in on double-dutch? All things from our kidhoods for the most part, and yet that sense of accomplishment is one that we remember forever. Challenging ourselves is something we do less and less of as we get older because we think tripping over ourselves and making mistakes isn't what adults do. Wrong. That just means we stop learning. So take on a small, new challenge in your art. Try something complex. Try something new. Try it again and again just like you did when learning to balance on a bike. And then when you've got it, savor the victory!

How lucky we FAA members are that we have special workshops on a regular basis that present us with challenges. And no matter how your work turns out, you have learned something. Just keep creating!

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** _____