

THE ARTERY

FEBRUARY

THE SLFA NEWSLETTER

2010

From the Board:

We have a non-driver that needs a ride to our meetings. Her address is 6465 Santa Aurelia. If anyone can help out, please contact Deb Harclerode - 721-4895.

Board positions to be filled this year are Treasurer, Membership and Publicity. We will only remain strong if we all give of our time and effort. The Nominating Committee is working on a slate of candidates. If it is your turn to give back to the club, and you are able to serve, please call Gwen Sossong, the Chair of the Nominating Committee. 326-6450 Nominations can be made from the floor at the February meeting.

A roster booklet will be published in September. Please submit one entry of your artwork for the cover contest by April 19th. A winner will be voted on by the membership at the May general meeting. Digital files can be sent by email to bneideffer@comcast.net. Please send photos to Becky

Neideffer, 5226W. Nighthawk Way, Tucson, AZ 85742 or bring in person to the April general meeting. Please include the title, size and medium of the art.

A booklet of work by the membership is being created for presenting to venues for exhibitions and shows. Please send a digital file of one piece of your artwork for the booklet by February 15th. Digital files can be sent by email to bneideffer@comcast.net. Please send photos to Becky Neideffer, 5226W. Nighthawk Way, Tucson, AZ 85742 or bring in person to the February general meeting. Please include the title, size and medium.

January Meeting

Saltness Parks, President, opened the meeting and introduced three guests - Elaine Pekarske, Bonnie Brennan, and Joe Beland. **Jack Bybee**, was welcomed as our newest member.

Our winners from the Membership Competition at the January general meeting were:

1st - Ruth Cananda - \$75 gift certificate to Sarnoff's;
2nd - Becky Neideffer - \$50 gift certificate to Sarnoff's;
3rd - Nina Beland - \$50 gift certificate from The Drawing Studio; Honorable Mention - Marion MacMonagle - Two tickets to the Museum of Art; Honorable Mention - Deb Harclerode - Four tickets to the Sonoran Desert Museum. Thank you, everyone, for participating. Door prize went to guest, Bonne Brennan for \$25 from the Arizona Art Supply.

A special Thank You to Sarnoff's Art Supply, The Museum of Art, The Sonoran-Desert Museum, the Arizona Art Supply and The Drawing Studio for your generosity in supplying great awards and prizes for our competition and meeting.

February Meeting

Nadia Hlibka will be demonstrating what she calls her Mixed Media Gel Transfer (with Golden Acrylic Soft Gel)

The ARTery is the monthly publication of the Southwestern League of Fine Arts, an organization dedicated to the artist, whether professional or emerging. Members meet on the 3rd Monday of each month at the Streams in the Desert Lutheran Church, 5360 E. Pima, at 7:00 pm., unless otherwise informed.



Executive Board

Saltness Parks, President....	777-5144
Becky Neideffer, Vice President.	237-6386
Cheryl Bullard, Secretary	770-1103
Kaydie Smith, Treasurer	325-2873
Deb Harclerode, Membership	721-4895
Laura Boles, Publicity	300-0621

Committee Chairpersons

Program: Laura Leighton	881-4408
Show: Dianne Davis ...	743-4238
& Laura Boles.....	300-0621
& Nellie Nichols.....	577-7225
Jury: Carol Chambers ...	425-1797
Phone: Jan Stace..	881-7663
Hospitality: Nina Duckett.....	270-4794
ARTery: Becky Neideffer...	237-6386

BRUSH STROKES

New Pueblo Medicine has decided to end their relationship with SLFA. If you have any questions, please contact **Rose Molin**.

Showing at the Arthritis Associates at 2102 N Country Club #3 from Feb 4-Apr 7, **Phyllis Skriletz**; Apr 7-Jun 3, **Diane Bonaparte**.

Ward 3, 1510 E Grant at Vine in Feb-Mar, **Deb Harclerode** and **Jack Bybee**.

Ruth Canada's painting "My

Neighbor's Egg" is juried into the Arizona Edges at the Tubac Center of the Arts exhibition Jan. 8 ~ Feb. 14, 2010.

Laura Leighton, Nellie Nichols, and Marianne Poston will be exhibiting at Tucson Tamale Co in March.

Laura Boles and **Becky Neideffer** are exhibiting at the Mayo Clinic, 13400 East Shea Blvd, Scottsdale, in the Arizona State Parks Plein Air Show from January 21 - March 26.

Bernita Barfield is a juried

exhibitor at the The Empire Ranch 100 Art Show and Sale at the Northern Trust Bank, 3450 E. Sunrise in Tucson, January 15th through March 12th. The show is limited to 100 pieces and over 600 pieces of art were submitted from around the country. The show can also be viewed on line at www.empireranchfoundation.org

Laura Leighton sold a print at the Unity of Tucson Church show.

Brush Strokes
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THE ART SCENE - CALL TO ARTISTS

Juried show at **Brandi Fenton Memorial Park Gallery**, 3482 East River Road. Delivery of art on Oct 6, 2010 and pickup on Nov 1, 2010. Check the ARTERY for more details on this show as we get closer to show date.

Please be looking for a great place to exhibit our art. If you know of a location, please call Dianne Davis at 743-4238 or drop her an email at dianne2nz@aol.com.

Brush Strokes, Continued from Page 1

Rose Molin's painting was chosen for the SAWG 2011 Calendar and the painting also sold.

Rose Molin is exhibiting at SAAVI with All Creatures Great and Small from Jan 7 - Feb 26. Gallery hours are M-F 9am-4pm., 3767 E. Grant Rd.

Jack Bybee secured a commission for oil on canvas from a recent exhibit at Unity of Tucson Church.

Carol Chambers is exhibiting at the Ranch House Art Gallery at Aqua Calienta Park, 12325 E. Roger Rd., with the Contemporary Artists of Southern Arizona from January 23 - March 3. Gallery is open Wed - Sun 10am - 3pm.

Saltness Parks is exhibiting at Silk Gardens, 4145 E. Grant Rd., during February.

Saltness Parks, Helen Mazziotta, Roger Maller, Amelia Galloway, Nina Duckett and Jack Bybee are exhibiting in the Pima Painters Club "Without Boundaries" exhibit at Unity of Tucson during the month of

Feb. The February issue of Western Art Collector contains a show preview of "Western Round-Up," a solo show of recent works by **Barry Sapp** at Jane Hamilton Fine Art's new gallery located at 2890 E. Skyline Dr., Suite 180. The show runs from February 19th to March 1st. The reception is Friday February 19th from 5PM to 8PM, and is open to the public. Included in the preview was an interview with Barry describing the direction of his recent work and photos of three paintings from the show.

Ruth Canada's "Aristotle" has been juried into the Aqueous show in Tubac TCA thru March 22. Reception is Feb. 19, 5-7. , the SAWG Signature show at Murphy Gallery thru March 4 and Art collectors purchased "Wings of Change" and is allowing it to be displayed at the Agua Caliente Ranch House Gallery thru Mar. 3.

Deb Harclerode will be exhibiting at Unity of Tucson during the month of March.

CLASSES/WORKSHOPS

Francheskaa's Teaching Schedule: Call OASIS 322-5627 to register for #410 CREATEYOURSTYLE, Thursdays 9-10 Trinity Church 4th St and University. Mar 4-April 23.

#507 PAINTING WITH WATERCOLOR, #507 Beginners . (Same place) Mar 19-April 23.

Call PIMA 206-4500 to register for ABSTRACT/COLORAGE PAINTING in Green Valley, Mar 2, 30, April 27, 8:30am -4:30pm all day.

CALLIGRAPHY begins in March, call for dates. Taught in Tucson.



Meet Our Member

Cheryl Bullard

As a young woman, I enjoyed creating all types of arts and crafts for myself, family and friends. I also took various classes in oil painting, fabric sculpture, clay and ceramics. Down through the years I took up photography and took many pictures with my 35mm camera (now use a digital camera) and put together many custom scrap-books of travels and family.

In 1990 I made a job transfer from Yuma to Tucson (worked for the Arizona Dept of Transportation) and that's where I started focusing more intently on art. My first home in Tucson was located on the northwest side and had such a great view of Pusch Ridge and the Catalina's that it inspired me to paint them. I started art classes with Geneva Brittain who lived close by in 1992, and that rekindled my interest in oil painting. After that many classes of 'Art for Personal Development' and a Drawing Class were taken down through the years at Pima College under various art instructors. I displayed some of my works at the downtown campus of Pima College.



Murphy's Park
11" X 14", Oil

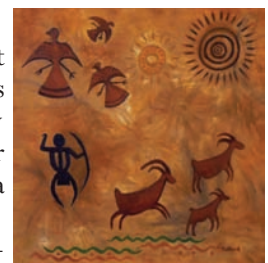
After my retirement from the Arizona Dept of Transportation in 2005 I had more time to paint and produced many more works. Favorite subjects are southwest landscapes but I feel I can learn and grown by painting all type of subjects. I love the beauty of cactus especially when blooming and have started painting these quite often.

During this time I attended group open studio oil painting sessions with Mac Mackenzie and continue weekly sessions with him.

In 2007 at the urging of a fellow artist friend, I decided to venture into pastels and started classes under Dale and Peggy Allen at Oasis and later Fran Odum at her gallery. I found pastels a wonderful media for producing portrait and wildlife art. I especially enjoy open studios with its casual atmosphere and where I can interact with other artist and learn from them. I



Plecito Downtown
11" X 14", Pastel



Southwest Petroglyphs
12" X 12", Oil

enjoy creating works of art and sharing them with others, I have sold some of my works to friends. I joined the SLFA in hopes of getting more exposure and displaying my works in commercial establishments and galleries. I work mainly from photographs that have been taken on trips and outings. I enjoy working in oil and pastels's equally and work in each media every week.



Pink Boots
11" X 14", Oil

Bulletin Board!!!

Need Supplies!!!

Bill and Karen Bowe
owners of:

The Poster Warehouse
3601 E. Broadway, Tucson
520-795-1963

Framed to Perfection
7645 N. Oracle, Oro Valley

25% off all custom
framing and 25% off of all
framing supplies including
mats and moulding.
Moulding starting as low as
\$1.00 a ft.

Arizona Art Supply
4343 N. Oracle Rd, Suite P
520-388-5555
20% discount to members

Henry Sarnoff, owner of:
Sarnoff's Artist Materials
2504 N. Campbell, Tucson
520-795-1229
20% discount to members

Cheap Joe's Art Stuff
www.cheapjoes.com

Dick Blick
www.dickblick.com

American Frame
Art Group Code: A365
(See Ad)

J & R Framing Gallery
6460 North Oracle
Tucson, AZ 85704
297-7457
20%-40% Discount
Amount of Discount de-
pendant on framing needed

Welcome New Member!

Jack Bybee
1718 E. Speedway,
Suite 271
Tucson, AZ 85719
artstudio.jb@gmail.com

Calendar

Feb 15 - 6:00-7:00pm - Board meeting at Streams of the Desert Lutheran Church, 5360 E. Pima.

Feb 15 - 7:00-9:00pm - General meeting at Streams of the Desert Lutheran Church, 5360 E. Pima.

Mar 15 - 6:00-7:00pm - Board meeting at Streams of the Desert Lutheran Church, 5360 E. Pima.

Mar 15 - 7:00-9:00pm - General meeting at Streams of the Desert Lutheran Church, 5360 E. Pima.

Compound Marketing: -The Power of Repetition for Selling Art A Message on Art Marketing from B. Eric Rhoads

Wealth experts tell us that the way to get rich is to take advantage of compound interest. The theory is that earned interest earns more interest and accumulates rapidly. It's worth studying. But for marketing purposes, the way to get rich is to understand the value of compound marketing -- the cumulative effect of exposure™.

When you see a television ad over and over and over, it's because smart marketers understand that one message is not enough, nor is two, nor three. They pound their message over and over, hundreds of times. While some may tire of it, others are just noticing it for the first time. Studies show that action rarely occurs until a person has seen the message 7-10 times (and it may take hundreds of impressions over many months for one person to see it that many times). Marketers understand that the result of advertising is multiplied, just like compound interest. This is true with ANY form of visibility -- advertising, PR efforts, blog entries, Facebook entries, Twitter, etc. -- if it's reaching your desired audience.

Building a Brand Is Like Constructing a Skyscraper - I look at compound marketing like building a skyscraper. When you start, no one knows who you are. You dig a hole in the ground, then build a flat foundation. Each day your building grows a little higher, but you still cannot be seen amid the taller buildings. You construct the first floor, then the second. You keep building higher until you start getting noticed. Soon you're taller than some of the other buildings, then taller than most. Suddenly you stand out above all the buildings. After a long branding effort, you become an icon like the Sears Tower.

Artists as Big Brands - Norman Rockwell, Andrew Wyeth, Jeff Koons, Ansel Adams, and Damien Hirst are brands that tower over most artists. How did they build their brands? Exposure. Lots and lots and lots of continuous exposure over long periods of time. Rockwell was an illustrator who received weekly Saturday Evening Post exposure for decades. Hirst and Koons had campaigns orchestrated by agents and galleries. In most cases, great artist brands are a result of great marketers who happen to be artists. Artists like Hirst understand the value of shock marketing and controversy; their messages are passed along by people who are discussing the artist's bold moves. Of course it helps if you're a great artist, but history has proven that many greats were substandard artists (at least in the eyes of some) who became top brands through compound marketing.

One Is the Loneliest Number - People who run one ad or one press release in hopes of instant success are shocked to learn they achieved very little. People who soar have built one impression upon another and celebrate the cumulative impact of exposure. Maintaining constant visibility is as critical as paying the monthly water bill.

Out of Sight, Out of Mind - What if you added a few stories on to your building and then, a couple of years later, times got bad. What if you decided it would be too costly to maintain those floors and had them removed? It sounds ridiculous, but this happens in lean times -- people start tearing down the brands they have spent years building because they fail to maintain their presence. Unless your brand has achieved superstar status, you rapidly lose stature when you become invisible for any period of time. Even a top-tier artist or gallery will tell you that their biggest fear is being forgotten, so they work very hard at staying top-of-mind.

(See the conclusion of this article in the March 2010 ARTERY)

SLFA



5226 W. Nighthawk Way
 Tucson, AZ 85742
 bneideffer@comcast.net

Newsletter information & roster changes:

e-mail: bneideffer@comcast.net
 phone: 237-6386

Mail: Becky Neideffer
 5226 W. Nighthawk Way
 Tucson, AZ 85742

Please send info of interest to the group— upcoming shows, what you're doing, & letters to the editor.

Next ARTery Deadline: Mar 3rd



Treasurer's Report

Submitted by Treasurer - Laura Boles

	Credits	Debits	Balances
Beginning Balance -11/30/09			\$3950.08
Dues, Petty Cash, Commissions, Jury Fees			
Rent			
Electrical Equipment			
The ARTery/Printing Expenses			
Supplies, Image Statement, Miscellaneous		\$53.00	
Publicity/Program Chairman		\$50.00	
Ending Balance -12/31/09			\$3847.08

Board Meeting

The next board meeting will be held on Monday, Mar 15th, at 6:00 pm at Streams of the Desert Lutheran Church, 5360 E. Pima preceding the general meeting. Any SLFA member may attend with prior notice. If you have items for the Board's agenda, please notify the SLFA president beforehand.