

# THE ARTERY

JANUARY

THE SLFA NEWSLETTER

2010

## From the President:

SLFA needs new shows. A few old stand-bys have been lost. We need to search for more. Every member can help. You don't need to have a "portfolio", a contract, or a title - just plant a seed. Talk it up.

If you see a place that might be a possibility - mention it to them. It doesn't have to be the manager, just chat about it to anyone who will listen. Ask questions that can't be answered with "no". Not, "would you like to have an art show?" Of course they will say "no". It is an easy word. Instead say something like, "This would be a perfect place for an art show. What kind of art do you like?" Plant the seed. Next time you or another member says something, the seed grows. Finally someone will harvest a show. When you glean a bit of information, of who, when, or where to call for a show, give the info to a board member, or come to a board meeting. Marketing artwork is basically building relationships. They

grow. But, the seed has to be planted first.

A purse sized portfolio is a great conversation starter. Carry it with you, and whip it out at the least provocation. Hand out business cards.

J. Jason Horejs, owner of Xanadu Gallery, says that an artist needs to spend 10% of the time marketing artwork. Do you?

There are many excellent marketing books and seminars. So many, and so thorough, that the thought of marketing your artwork can seem overwhelming. So let's sneak up on it. Selling a gizmo or gadget is easy. Talk about the features and benefits, and close the sale. Fine art, by definition, has no function - other than to make you feel some emotion. Marketing your artwork means marketing yourself. Self promotion can feel like bragging. We learned not to do that, at our Mother's knee. But, if you don't believe in your talent, you can't expect others to value it. Even if your painting comes from deep within your soul, and you feel

naked hyping it, the art is a product. It just feels like - you are selling your children. That's why it is easier to talk about the possibility of a group show than to promote your own work. Promote our group of talented artists. Plant seeds.

Today I stopped by Brandi Fenton Park just to plant a seed for a SLFA show. They said to call back after May. When I got home there was an e-mail waiting, asking if October was OK. So SLFA has a new show to hang on Oct. 6 and take down Nov. 1.

**Saltness Parks, President**

**Doors prizes** given at the Christmas dinner went to: Rose Molin -\$25 gift certificate from Sarnoff's Cheryl Bullard -\$25 gift certificate from Arizona Art Supply.

## January Meeting

The League's annual members painting competition will be held at the January meeting. The theme this year is All Native American. Prizes awarded. Don't miss the fun!

*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 Oct 17-Dec3 - **Dianne Davis**; Dec 3- Feb 4, **Deb Harclerode**; Feb 4-Apr 7, **Phyllis Skriletz**; Apr 7-Jun 3, **Diane Bonaparte**.

Ward 3, 1510 E Grant at Vine in Oct-Nov, **Dianne Davis**; in Dec-Jan, **Diane Bonaparte**; in Feb-Mar, **Deb Harclerode**.

**Gwen Sossong, Dianne Davis, and Ruth Canada** are exhibiting in the Signature Contemporary Artist of Southern Arizona at the Alliance Bank, 4703 E. Camp Lowell, from Oct 15 to Feb 1. Dianne has sold one painting in the first month of the show. Gallery open for visitors 9 AM - 4 PM, daily M-F.

Las Tres Profesoras Exhibition **Deanna Thibault, Francheska, Lisa Mishler**---Dec. 18-Feb 1, 2010 at Green Valley Performing Arts- Reception Friday Jan 8, 2010 4-7pm.

**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.

**Bernita Barfield** sold her painting SpaTime on the opening day of the 40th Annual Mountain Oyster Club Western Art Show and Sale. Also Purcell Gallery in Tubac just sold one of her paintings over the holidays.

**Jan Stace** sold a commission in acrylic of Strasbourg in Dec.

Brush Strokes  
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**THE ART SCENE - CALL TO ARTISTS**

**Murphy Gallery** at St. Phillips in the Foothills Episcopal Church, 4440 N. Campbell Ave. - Show Title: Heavenly Art - Show ends Feb 14, 2010 with pickup of art on Feb 14 from 3:30-4:00pm. A Meet the Artist reception is Sunday, Jan 10, 2010 from 2:00-4:00pm. Show contact is **Dianne Davis**, 743-4238, 5562 W. Pla. Acan-tilada, Tucson, AZ 85745. 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.

**Brush Strokes, Continued from Page 1**

**Gwen Sossong** sold two collages at the Ranch House Gallery during her two-woman exhibit during November.

**Ruth Canada's** recent Open Studio Tour included 18 artist's works. About 150 visitors came during the two days. Many cards, prints, glass and originals were sold. Ruth also had a collage painting juried into the CASA Green Valley Performing Arts Center.

**Laura Leighton** sold a print at WomanKraft in December. **Laura Leighton** and **Nellie Nichols** will be exhibiting UNITY GALLERY at Unity of Tucson Church, 3617 N. Camino Blanco S of River between Swan & Craycroft. Go in through the bookstore and the woman will open the door to the Sanctuary (Gallery).

**VISITING HOURS:** January 3 through 31 from 8:30 a.m. to 12:30 p.m. on Sundays Weekdays: 9 - 4 p.m. Opening: January 3, 2010 from 10:00 a.m. to 11:00 a.m.

**Laura Leighton** and **Nellie Nichols** will be exhibiting at Tucson Tamale Co in March. A look at various ways or approaches to creating a painting. By Marion Boddy-Evans,

**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.



**CLASSES/WORKSHOPS**

**Francheskaa** will be teaching an Abstract/Collage Workshop at Toscana Gallery - Oro Valley. January 22 Friday 6-9pm and all day 9am-3pm sat and sun Jan 23,24, 2010. \$150 Anyone interested can call Linda Ahearn 575-1445 or Francheskaa 777-6725 Also teaching Abstract Painting - Thursdays starting JAN 21 and Beginning Watercolor- Friday JAN 22. 9-TO NOON. CALL Oasis to register 322-5607.

From **Deanna Thibault** - Happy Holidays to all and Hope your Art all starts selling. If you need any art advice or answers to questions about art, I will give to each of you 1/2 hour of my time, I don't have all of the answers but will try. Its a 2010 idea I have to try to help others. Call or email or set an appointment. 907-6108 thibault4art@earthlink.net

**Saltness Parks** will be doing an oil portrait demonstration, from life, for the Pima Painter's Club the 22nd of January.



**Meet Our Member**

**Nina Duckett**

My original name was Ninoska Cuadra and my country of origin is Nicaragua, Central America. However, I grew up in San Francisco, California from the age of 10 years old till I got married in 1968 to my husband, Ralph Duckett. Now, I'm simply Nina Duckett. Since then my husband and I have lived in Hawaii, Massachusetts, Oceanside, California and the last eight years half the time in Phoenix and the other half in Tucson.



*Dulce*  
16" X 20", Acrylic

My interest in acrylics began while I was taking a course in Real Estate ap-



*Rosa's Cantina*  
30" X 24", Acrylic

proximately 6 years ago. I decided that an art class would be relaxing and found a wonderful teacher by the name of Margie Boyer who taught beginners acrylic painting at a Michael's in Paradise Valley. I studied with Margie for three years and she has become my mentor and my friend.

I am a juried member of SLFA and PPC as well as the Arizona Art Alliance, the Paradise Valley Art League and most recently became a

member of the Market Place downtown. I have participated in various juried art shows in Phoenix as well as Tucson and have done demonstrations in both cities as well. My favorite way to express my art is through colorful renditions of Mexican and South-western motifs, everything Tucsonan and portrait painting is also a favorite venue.



*Jirasoles*  
24" X 36", Acrylic



*Luminarias*  
26" X 48", Acrylic

I am currently showing at Centro Cultural de Las Americas at 40 W. Broadway, Galleria CALI at 825 E. University Blvd. and at Buhardilla Home Design at 2360 E. Broadway, and at Tombstone Boarding House Bed and Breakfast Inn.

# 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 dependant on framing needed

## Thank You!

A Special Thank You to Arizona Art Supply for contributing a \$25.00 gift certificate each month for our general meeting.

# Calendar

- Jan 9 - 9:00-9:30am - Deliver artwork to Murphy Gallery, 4440 N. Campbell Ave.
- Jan 10 - 2:00-4:00pm - Reception at Murphy Gallery, St. Phillips in the Foothills Episcopal Church, 4440 N. Campbell Ave.
- Jan 18 - 6:00-7:00pm - Board meeting at Streams of the Desert Lutheran Church, 5360 E. Pima.
- Jan 18 - 7:00-9:00pm - General meeting at Streams of the Desert Lutheran Church, 5360 E. Pima. Annual members competition - theme *All Native American*.
- Feb 14 - 3:30-4:00pm - Pickup artwork at Murphy Gallery, 4440 N. Campbell Ave.
- 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.

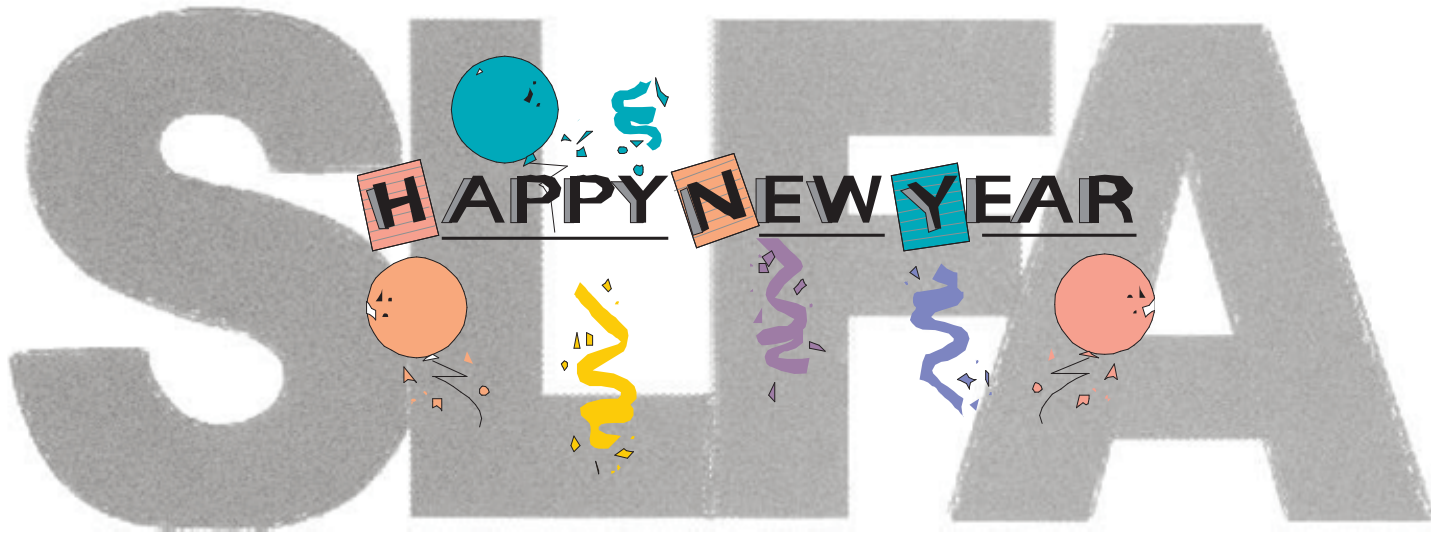
A Gallery without Walls – Margaret Danielak

Selling Art in Alternative Venues

List of things you can do to avoid shooting yourself in the foot:

- Show your best work. . . .all the time.
- Always be prepared with a business card, brochure and portfolio.
- Enter both local and national competitions.
- Have excellent photos and digital images of all your work.
- Put competitive prices on your work, including having a range of prices on the pieces you sell.
- Check in regularly with your rep, gallery, or dealer. Find out what is and is not selling.
- Continue to keep current regarding the art market.
- Maintain good records of your sales.
- Stay in touch with people, especially your collectors.
- Learn how to market your work.
- Accept credit cards.
- Be prepared for exhibited booked far in advance.
- Respect what others are doing to promote your work.
- Show up on time for meetings and receptions.
- Put great titles on your work.
- Have a clean, neat presentation.
- Don't push religion or politics in your marketing materials or at your reception.
- Don't be jealous of other artists. Find out what makes them successful, and then do that.
- Do not turn a reception into a party or family reunion. The people representing you are not paying for you to party with your friends. They are paying for the special opportunity to discuss your work with collectors.
- Don't be desperate. Desperation doesn't help art sales. Take on a part-time job if money is that much of an issue for you. Try to make that job art-related..teaching, museum work, etc. . . .so you can develop clients.

Procure a web presence – Even if you only have one page of work on the Internet with your contact information and a couple of samples of your work exhibited, do it! It is very important in this day and age. You won't really look like you are in business and actively selling your work if you don't have a web presence.



**THE ARTERY**  
SOUTHWESTERN LEAGUE OF FINE ARTS

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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: Feb 3rd**

Treasurer's Report			
Submitted by Treasurer - Laura Boles			
	Credits	Debits	Balances
Beginning Balance -10/1/09			\$4098.52
Dues, Petty Cash, Commissions, Jury Fees	\$150.00		
Rent			
Electrical Equipment			
The ARTery/Printing Expenses		\$165.93	
Supplies, Image Statement, Miscellaneous		\$32.51	
Publicity/Program Chairman		\$100.00	
Ending Balance -11/30/09			\$3950.08

**Board Meeting**

The next board meeting will be held on Monday, Feb 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.