

THE ARTERY

MARCH

THE SLFA NEWSLETTER

2010

From the Board:

Two volunteers are needed - one to be an Assistant on the Hospitality Committee and one to be a greeter at our general meetings. As we all know, family responsibilities and emergencies often keep us from our volunteer positions. Please contact President, **Saltness Parks**, if you are interested in helping on the Hospitality Committee.

The board meets prior to the general meeting each month which prevents our Membership Chair from greeting members and guests upon their arrival. If you can be at the meeting 30 minutes early, please volunteer to meet and greet and help out our membership chair, **Deb Harclerode**.

Thank you to all who helped make the Murphy Gallery show a success! **Marianne Poston**, **Deb Harclerode** and **Gwen Sossong** helped hang the show and it looked great! **Diane Bonaparte**, **Bernita Barfield**, **Carol Chambers** and her husband helped take down the show.

Thanks **Ruth Canada** and **Carol Chambers** for the wonderful refreshment table that they set up and filled up. Well done all and a big thank you to **Dianne Davis** for overseeing everything. The following newly elected board members will take office at the March meeting:
Treasurer: **Laura Boles**
Hospitality: **Deb Harclerode**
Publicity: **Carol Chambers**
Thank you so much for serving.

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

February Meeting

The meeting was called to

order by President, **Saltness Parks**. Guest Mary Ach, Mary Hansen, LeAnn Pendleton and Hattijean Paul introduced. New members **Bonnie Brennan**, **Beverly Knaak**, **Judith Kramer** and **Elaine Pekarske** were welcomed.

Nadia Hlibka demonstrated what she calls her Mixed Media Gel Transfer (with Golden Acrylic Soft Gel). She brought some finished works and postcards so we could get a better idea of what her finished work looks like. You can see more of her work on her web at www.nadahlibka.com. Thank you, Nadia!

March Meeting

Bring your drawing or painting supplies to the general meeting and be prepared for an open studio evening with our guest model, Cecil B. Manuel. Cecil is Native American and will be posing in costume. Cecil makes many of the garments he wears when modeling. Cecil charges \$10 per photograph if anyone would like to take a photograph during the evening.

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
Laura Boles, Treasurer 300-0621
Deb Harclerode, Membership 721-4895
Carol Chambers, Publicity . 749-4234

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

Showing at the Arthritis Associates at 2102 N Country Club #3 from Feb 4-Apr 7, **Phyllis Skriletz**; Apr 7-Jun 3, **Diane Bonaparte**; Jun 3-Aug 7, **Saltness Parks**; Aug 7-Oct 6, **Jan Stace**; Oct 6-Dec 8, **Laura Boles**.

Ward 3, 1510 E Grant at Vine in Feb-Mar, **Deb Harclerode** and **Jack Bybee**; Apr-May, **Rose Molin**; Jun-Jul, **Laura Leighton**; Aug-Sept, **Laura Boles**; Oct-Nov,

Jan Stace; Dec-Jan 11, **Saltness Parks**.

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.

Ruth Canada's "Aristotle" has been juried into the Aqueous show in Tubac TCA thru March 22.

Unity of Tucson's Artist of the Month, "Something About the Southwest" by **Deb Harclerode**. March 7 - 28, 2010;

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.

Brush Strokes, Continued from Page 1

Viewing hours: Sundays - 8:30 am to 12:30 pm; Weekdays - 9 am - 4 pm. Meet the artist on Sundays 10-11 am. Unity of Tucson, 3617 N. Camino Blanco, Tucson, AZ. 85718...520-577-3300

Deb Harclerode and **Jack Bybee** are exhibiting at Ward (Grant/Vine) 3 thru March.

Saltness Parks exhibiting in Silk Gardens, the Clements Center, Unity Church, and will be in the Borrego Springs Art Guild Show in California.

Nina Beland received the Popular Vote Award at the recent Contemporary Artists Signature Show at Alliance Bank. Her work is permanently on display in changing exhibits in the gallery (lobby and halls) of AFS financial Group at 7497 E. Tanque Verde. Nina had three paintings accepted into the two recent juried exhibits at Brandi Fenton Memorial Park and Agua Caliente Ranch House Gallery.

Laura Leighton has a few paintings at WomanKraft in the exhibit "Personal Shrines".

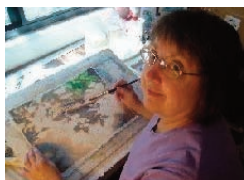
Nellie Nichols, Marianne Poston, and **Laura**

Leighton have an exhibit "Mixed Messages" at the Tucson Tamale Company, 2545 E. Broadway, from March 1 through April 30th.

Diana Bonaparte sold a painting at the Murphy Gallery show.

Jo Ann Daly will have three paintings in the SAAG Visions Show at Brandi Fenton Memorial Park Gallery from Mar 3 - Apr 5. Artists' Reception Mar 13, 1-3PM. Address: 3482 E River Rd. and will have one painting in the SAWG All Member Show, Light and Shadow, at Suite 121 from April 6-29. Artists' Reception Apr 8, 5-8 PM. Address: 5615 E River Rd.

Ruth Canada received an Award of Merit for her self-portrait, Me, Art and Studio Cats, in the juried SAWG signature show at Murphy Gallery, St. Phillip in the Hills. Ruth's painting "Aristole", is juried in the Aqueous National Show in Tubac Center of the Arts thru March 21st. The Bisbee Fine Art Gallery sold two of Ruth Canada's original paintings "Hawkeye" and "Setting Pretty" during February. "Wings of Change" shown at the Agua Caliente Ranch House gallery is going to roost



Meet Our Member

Deb Harclerode

My passion for art began when I was about 6 yrs. old and tried to make paint by mixing things from under the kitchen sink when my mother was not looking. And I lived to tell about it! The experiment failed, but soon after I was given an oil painting kit. An oil painting portrait of my doll was my first piece of art.

Fast forward... My husband and I vacationed in Arizona several times and the love affair with the southwest began. Only weeks after I graduated from college with a BA in art/biology in New Jersey, we moved to Tucson in 1978 where I took craft courses and also furthered my career in lab technology.

After retiring from my full time job, I took a watercolor class, a medium that I had never tried before, with Parks and Recreation.



*Blazing Crown of Glory
16" x 20", Watercolor*

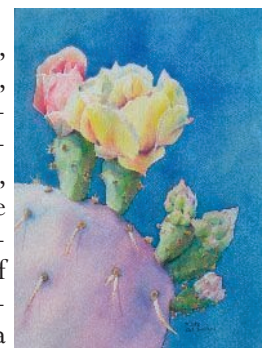
I was hooked. Then, I began taking weekly classes with the talented and most patient Barry Sapp, and some short term classes with other greatly talented local artists.

Most of what I paint is influenced by the beautiful and unique "flavor" of the area. In my representational "intimate



*Century 21
16" X 20", Watercolor*

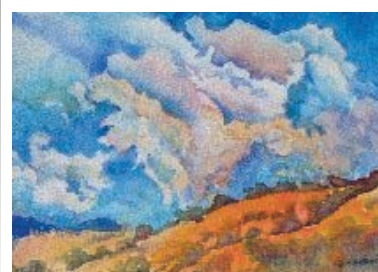
desertscape", as I like to call my paintings, you will find prickly pears, garden gates, chili peppers, agaves, and more. I sometimes tap into visionary imagery and fantasy, or abstract design and collage, depending on which way the artistic muse sways. At the same time, I strive to maintain the transparency and luminescence of watercolors. After all these years, I have finally had that "aha!" moment...art is a journey that does not have an ending. It is a continual learning and experimentation



*The Five of Us
16" X 20", Watercolor*

process." Along this journey I find that my awareness is expanding in what I see in nature's simple pleasures.

I am a juried member of the Southern Arizona Watercolor Guild and the Southwestern League of Fine Arts, and a member of Pima Paint Club.



*On the Road to Patagonia in August
14" X 11", Watercolor*

CLASSES/WORKSHOPS

DESIGNWITH SUCCESS - Francheskaa

4 classes, each class will emphasis the 4 Elements of Design. LINE, TEXTURE, COLOR AND FORM. Improve your drawings and paintings through adding and integrating conscious choices of line, texture, color and form. Each afternoon exercises and demonstrations will be explored in each of the elements. All 4 elements need to be present in your painting. Call the Drawing Studio 620-0947 to register march 3,10,17,24. 1-4 pm

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 Members!

Bonnie Brennan
3565 County Road 207
Durango, CO 81301-7708
886-2639
jbrennan5@hotmail.com

Calendar

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

Continued from the February 2010 Newsletter .

As Seen on TV - Smart marketers also understand a simple principle: It's easier to get noticed when there is less noise. It used to be that you would only see ads for Snuggies and "As seen on TV" items during late-night fringe shows. Today, these advertisers are buying prime-time ads at a lower cost and their sales are soaring, because they are being seen by bigger audiences. More frequency to bigger audiences equals more sales and bigger brand value. So when people foolishly cut back, as they always do, you can take advantage of the absence of competitors. You'll stand out more, which helps speed your brand-building process. Smaller advertisers can stand out because fewer people are advertising.

Applying This to Art - Galleries are typically the best way to sell artwork because of their deep customer relationships and strong sales and promotional efforts. They are, of course, attracted to artists who are working hard at building a name for themselves. Artists tell me they mail hundreds of galleries without a single reply. Why? Because they don't know you. They receive mail and e-mail from numerous artists, but, to get noticed, you need to work the system.

Selling Galleries on You - How can you build a compound marketing plan to brand yourself with galleries? One way is to send thousands of pieces of mail every month for several years. Not only is that expensive and time-consuming, but there is a high probability that the mail goes straight to the recycling bin. One of the best ways to brand your name with galleries is to be seen in the places where they are looking regularly. For instance, Artist Advocate is a quarterly magazine sent to thousands of galleries and filled with profiles of artists that galleries should consider. Your profile can be seen by these galleries issue after issue. Some artists will hear from a gallery or two immediately. Others may need to build their brand before getting chosen. It depends on how well known the artist already is with the galleries. The more they see you, the more they will know your brand as an artist. Once they gain confidence in your work, there is an increased chance they will want to represent your work in their gallery.

Leveraging to Sell More Art - I've been honored to have helped many artists increase their sales by helping them acquire a gallery. Sometimes I've been able to help established big-name artists sign more galleries, and other times I've helped artist get their first or second gallery. I strongly believe that the key to selling art in this economy is to create leverage. The bottom line is that more people selling your art will result in more sales. In theory, if you want to sell twice as much art, you need twice as many galleries.

I wish you great success. It starts with a decision to build your brand as an artist.

Eric Rhoads

Beverly Knaak
11280 E. Broadway Blvd.
Tucson, AZ 85748-6505
885-4273 - 490-6030 Cell
bknaakart@live.com

Judith Kramer
3448 N. Catalina Ave.
Tucson, AZ 85712
881-0639
judithkramer@aol.com

Elaine Pekarske
3312 N. Calle De Beso
Tucson, AZ 85750
290-6041
e.pekarske@comcast.net



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: Apr 7th

Treasurer's Report
 Submitted by Treasurer - Laura Boles

	Credits	Debits	Balances
Beginning Balance -12/30/09			\$3847.08
Dues, Petty Cash, Commissions, Jury Fees			
Rent			
Electrical Equipment			
The ARTery/Printing Expenses			
Supplies, Image Statement, Miscellaneous		\$15.35	
Publicity/Program Chairman			
Ending Balance -1/29/10			\$3831.73

Board Meeting

The next board meeting will be held on Monday, Apr 19th, 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.