

# THE ARTERY

NOVEMBER

THE SLFA NEWSLETTER

2009

## From the Board:

The Christmas Party is set for Monday Dec. 7 at 6:30pm at the Rillito Room at the Tucson Raquet and Fitness Club, 4001 N Country Club Rd. 85716.

Order from the menu, steak, chicken, salmon, pasta, fish & chips et al. Wine/beer bar?? Entrees around \$10. Check out the Menu at:

www.tucsonraquetclub.com

## October Meeting

The meeting was called to order by President, Saltness Parks. Guests, Theola McPherson, Gordon Wilson, and Bette Wilson and new member, **Jackie Hudson** were introduced.

The By-laws and Jury Guidelines were passed by a majority vote of those member present.

See the October ARTery for a copy of the new by-laws or view a copy on-line at the league website at www.slfaaz.com.

Members present voted to proceed with the league becoming an LLC. Cost is approximately \$200-\$300 and is mainly for insurance purposes.

The gift certificate donated each month by the Arizona Art Supply was won by Dianne Davis.

The program was by Gabor Svagrik part owner of the Tucson Art Academy. He brought many of his preliminary field works to display along with information on workshops at the Tucson Art Academy. He demonstrated his plein air

equipment and supplies and then painted a beautiful mountain scene in oil. Thank you for a great demo, Gabor.

## November Meeting

Perdita Andrews will be our program. She was trained in Architectural Drafting and the numerous, required classes in watercolor, drawing, color and design and perspective ultimately led to her passion for painting. Perdita's work has been exhibited in numerous shows and galleries locally and nationally. She is a juried member of the Arizona Watercolor Association, the Collage Association of Southern Arizona, the Santa Cruz Valley Art Association, the Tucson Museum of Art and is a chartered member of the Museum of Women in the Arts in Washington, D.C.

*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

Showing at New Pueblo Medicine in November, **Carol Chambers**; in December, **Francheskaa**; in January 2010, **Phyllis Skriletz**; in February, **Rose Molin**; in March **Nellie Nichols**; in April, **Jan Stace**; in May, **Nina Duckett**; in June, **Nellie Nichols**.

Arthritis Associates will have shows lasting 2 months. It is located at 2102 N Country Club #3, between Grant and Pima. It will hold 11 or 13 pgs: 2 pgs small to med, 7 med to lg and 2 spots for larger (or 4 med sized pgs can be used side-by-side in those 2 areas). Pgs are to be removed and delivered on the first Thursday of the month, 12 - 1 pm. There is an SLFA sign there. Showing at the Arthritis Associates from Oct 18-Dec 17 - **Dianne Davis**; Dec 17-

Feb 17, **Deb Harclerode**; Feb 17-Apr 17, **Phyllis Skriletz**; Apr 17-Jun 16, **Diane Bonaparte**.

Ward 3, 1510 E Grant at Vine (between Tucson and Mountain) will be 2 month shows. It holds 12 paintings. 4 can be large and 8 medium sized or 12 med sized. Call Linda at 791-4711 to arrange time and day of delivery and co-ordinate with the artist already showing there. There is an SLFA sign there. Showing at Ward 3 in Oct-Nov, **Dianne Davis**; in Dec-Jan, **Diane Bonaparte**; in Feb-Mar, **Deb Harclerode**.

**Carol Chambers, Jo Ann Daly, Francheskaa** and **Deanne Thibault** will have art in the Fusion Show with CASA in Green Valley. Fusion will be at the Performing Arts Center Gallery in Green Valley, Oct. 27-Nov. 30.

**Jo Ann Daly, Francheskaa, and Deanne Thibault** will be exhibiting in World Adventures in Watercolor at Toscana Studio and Gallery, 9040 N. Oracle rd Suite A, Oro Valley, AZ 85704 from Oct 24 - Jan 8, 2010

**Gwen Sossong** and Vonda Watson-Bostick are exhibiting at the Ranch House Gallery at Aqua Calienta Park from Oct 29 to Dec 2nd.

**Laura Leighton** will have several pieces in the Holiday Bazaar Show at the Womankraft Gallery and an original "coffee painting" (cum Indian ink) at Womankraft: theme is "Ruins".

**Cal Cook** will be at the "Arts & Crafts Show" at St. Pius X Catholic Church, 1800 N. Camino Pio Decimo at Pima on Nov 14, 9am-4pm and on Nov 15, 8am-1pm.



## INSIDE THIS ISSUE

BRUSH STROKES	1
CALL TO ARTISTS	2
MEET OUT MEMBER	2
BULLETIN BOARD	3

**THE ART SCENE - CALL TO ARTISTS**

**Murphy Gallery** at St. Phillips in the Foothills Episcopal Church, 4440 N. Campbell Ave. - Show Title: Heavenly Art - This show was scheduled before the new jury guidelines and by-laws were voted on in October. Therefore, it will remain under the old guidelines of a Juried Member show. Show starts Jan 9, 2010 with delivery of art on Jan 9, 2010 between 9:00-9:30am. 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. Acantilada, Tucson, AZ 85745. The entry form is part of this months ARTery. The deadline for your entry into the show and your entry into the postcard photo competition is December 11th. Please send your entry for the postcard competition to **Dianne Davis** at [dianne2nz@aol.com](mailto:dianne2nz@aol.com).

Please contact **Dianne Davis** if you have a location for future shows. Everyone needs to help select venues throughout the Metropolitan area.

**BRUSH STROKES, continued**

**Deb Harclerode** has a painting in the SAWG Annual Show at JCC thru Nov. 10.

Nov 2 - Dec 31

**Cal Cook** will be exhibiting in "The Spirit of Giving" TACA show at the Hilton Hotel East, 7600 East Broadway on Dec 5, 10am-4pm.

**Dianne Davis** has had 13 small mixed media pieces accepted by Platform Gallery for their Salon Show in November and December. The gallery is on the corner of 6th St and 6th Av. The reception is Saturday, Nov 21 from 6-9 PM.

**Nancy Stewart** was juried into the Holiday Artisan's Market at the Tubac Center for the Arts. Reception on November 20th from 5-7pm. Show ends January 3, 2010.

**Saltness Parks, Deanna Thibault, Francheska, Ruth Canada, and Tony Peralta** invite you to the TPAC Open Studio Tour on Nov. 14- 15.

**Diana Bonaparte** will be showing at the Unity of Tucson Church for the month of November. 3617 North Camino Blanco. Also, at St Pius X on the 14th and 15th of Nov.

**Gwen Sossong and Dianne Davis** are exhibiting in the Signature Contemporary Artist of Southern Arizona at the Alliance Bank, 4703 E. Camp Lowell, from Oct 15 to Jan 29th. Gallery open for visitors 9 AM - 4 PM, daily M-F. Show ends Feb 1, 2010. Artists' Reception: Thursday, Nov 12, 2009, 5:15-7:00 PM This is an invitation only reception, Please RSVP by Nov 6, 2009, to 784-6021

**Deanna Thibault** is showing at Ventana Medical Center.

**Laura Boles, Becky Neid- effer** and Rebecca Olson are showing at the Tucson Tamale Co., 2545 E. Broadway from

**CLASSES/WORKSHOPS**

**Francheskaa** will be teaching a Watercolor class at Oasis starting Dec 4. Learn how to layer colors, mix values of color, and paint textures in your watercolors. The class will run 9am-3pm for three different weeks. Dec 4,11,18 9am-3pm. Call Oasis to register at 322-5607.

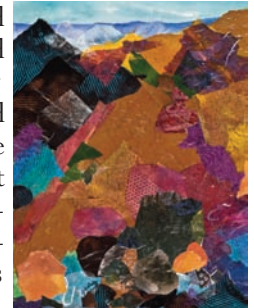
**Meet Our Member**

**Jo Ann Daly**



Before moving to Tucson, I lived in Virginia. I began my art career in Arlington under the direction of Jean Gill, NWS, and Dell Keathley, AWS. I later studied with Gwen Bragg, NWS and AWS.

In Virginia, I was a member of the Art League, the Arlington Artists Alliance, and the Virginia Watercolor Society. I also held signature status in the Shenandoah Valley Watercolor Society. Having participated in numerous notable shows across the state, I was fortunate to win first place at a signature member show of the Shenandoah Valley Watercolor Society and honorable mention in Arlington Artists Alliance member shows.



Boulder Canyon, 12.25" X 16.25 Mixed Media

In Arizona, my work appears in numerous local shows and galleries. I am a juried member of the Southern Arizona Water-

color Guild, Contemporary Artists of Southern Arizona, and the Southwestern League of Fine Arts. I also hold membership at the Tubac Center of the Arts, and the Southern Arizona Arts Guild.

Currently I am a Board member of the Southern Arizona Arts Guild and Co-President of the Contemporary Artists of Southern Arizona.



Mountain View, 11.75" X 15.75", Mixed Media

I feel very fortunate to be a part of the Southern Arizona art community.

Primarily working in water color and mixed media collage, my art reflects a longtime interest in the way color and shape can be used to evoke mood and to capture the beauty of the environment. My passion to bring forth art from real life has taught me to see with new eyes and to appreciate even



Late Afternoon, 13.25" X 16.75, Watercolor

the smallest nuances of nature. My current focus is in learning new techniques and being inspired by the beauty of the high desert.

My experimentation with abstract and nonobjective pieces helps me to challenge my limits and explore the many facets of abstract painting, including nontraditional presentation formats. Nature is my starting place and I am enjoying growing as an artist and keeping the passion of painting alive for me and my viewers.



Last Light, 10" X 14", Watercolor

## 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

## THANK YOU!

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

### State Parks Plein Air Paintout Boyce Thompson Arboretum

Sunday, Nov 29th,  
8am-12on (noon)

Paint during the above  
hours, voting by your fel-  
low artists from noon -  
1:00pm. First three places  
will have their artwork ex-  
hibited at the Mayo Clinic  
in Scottsdale during Jan -  
Feb 2010. Call **Becky  
Neideffer** for further de-  
tails if interested.

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### Market Yourself!

#### Tips for successfully selling your art.

1. Give Back Thru Your Art - Donating your art to charity auctions provides great PR for you and gives you the opportunity to be a part of a good cause.
2. Creating Partnerships - Become involved with organizations and businesses that support your mission. Create a co-promotional relationship for a win-win situation
3. Building Your Mailing List - A great way to get clients to sign up for your mailing list is to hold a weekly or monthly drawing for a piece of your work. This encourages people to sign up and read your emails to see if they've won!

## CALENDAR

- Nov 16 - 6:00-7:00pm - Board meeting at Streams of the Desert Lutheran Church, 5360 E. Pima.
- Nov 16 - 7:00-9:00pm - General meeting at Stream of the Desert Lutheran Church, 5360 E. Pima
- Dec 7 - 6:30pm - Christmas Party  
Rillito Room at the Tucson Raquet and Fitness Club,  
4001 N Country Club Rd.
- Dec 15 - Deadline for Murphy Gallery Show. Please send your entry form along with your entry fee to Dianne Davis, 5562 W. Pla. Acantilada, Tucson, AZ 85745.
- Dec 11 - Deadline for postcard competition for the Murphy Gallery show. Please send file of your photo for the competition to Dianne Davis at dianne2nz@aol.com.
- 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.
- Feb 14 - 3:30-4:00pm - Pickup artwork at Murphy Gallery, 4440 N. Campbell Ave.

### Pricing Your Art: 10 Rules by Alison B. Stanfield – Art Biz Blog

1. Your prices must be consistent. You don't sell work more cheaply from your open studio than at a gallery. You have one price and do not undersell your representatives. If you do, word will get around and no one will be willing to represent you.
2. Start on the low end, while paying yourself enough. You can always raise your prices. It's nearly suicidal to lower your prices and it won't make your current buyers happy at all.
3. Don't forget to pay yourself a wage! This is the most common mistake, I think. Yes, you have to cover overhead and materials, but you also need to be paid for your time.
4. As a general rule, originals sell for more than reproductions and larger works sell for more than smaller works.
5. As a general rule, works with more expensive materials (bronze, precious gems) command higher prices.
6. You have competition. They are not doing the exact same thing you're doing (who is?!), but they're working in the same genre (abstract, local landscape, portraits). And, they're at about the same level as you (beginning, emerging, established). What is their pricing like and are they selling?
7. The faster you work and more prolific you are, the lower your prices--in general!
8. Of course, if you can't produce enough work to keep up with the demand, it's time to raise your prices.
9. Instead of lowering your prices, you're free to offer discounts for friends, family, and your best customers. Call it a discount and write it up as such so they know the true value.
10. When you draw up a contract with a gallery or art consultant (YES! You should have a contract with everyone!), make sure you list your prices as retail prices. That means they should be sold for that amount. If you list them only as wholesale prices, the dealer could sell them for three times as much as you're asking and you get only 1/3 of the sales price. Fair? Hardly. You need to know what your work is selling for. You need to have control of it.



**THE ARTERY**  
SOUTHWESTERN LEAGUE OF FINE ARTS

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

**Newsletter information & roster changes:**

e-mail: [bneidffer@comcast.net](mailto:bneidffer@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: Dec 1st



**Treasurer's Report**

Submitted by Stand-In Treasurer - Laura Boles

	Credits	Debits	Balances
Beginning Balance -4/6/09			\$4150.51
Dues, Petty Cash, Commissions, Jury Fees	\$91.84		
Rent			
Electrical Equipment			
The ARTery/Printing Expenses			
Supplies, Image Statement, Miscellaneous		\$143.83	
Publicity/Program Chairman			
Ending Balance -9/30/09			\$4098.52

**Board Meeting**

The next board meeting will be held on Monday, Nov 16th, 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.