



ARIZONA ARTISTS GUILD

Newsletter

January AAG Meeting



Tuesday, February 17, 2015, 7:30-8:30 PM at the AAG building, Jason Horejs will give a presentation on, "The Fine Art of Making a Fine Art Sale".

Wouldn't it be great if art sold itself? If you have tried to sell art, you know it doesn't. Selling art takes effort and skill.

Xanadu Gallery owner Jason Horejs has been in the gallery business for over 20 years and has owned Xanadu Gallery in Scottsdale, AZ since 2001. In his February 17th presentation to the AAG, Horejs will share the selling process he and his staff employ when making a sale. From introductions, to creating a compelling dialogue, to closing a sale and beyond, Horejs will give you concrete, step-by-step instructions that will help you tap and develop your inner salesperson.

As with any other skill, you can increase your sales success by taking a systematic and consistent approach. Horejs' presentation will help you take your art salesmanship to a higher level.

As an artist, you will have many opportunities to sell your art, whether it's directly to a customer at a studio tour or weekend art show, or through a gallery at an opening. Attend the February 17th meeting and learn how to excel at building relationships with potential buyers and closing the sale.

ART SUPPLY EXCHANGE SALE

Ceramic Glazes, Frames, Paint, Paper and more!

Art Supply is open 9 am to noon Mondays and
5 pm to 9 pm AAG Meeting nights

AAG Membership News

AAG welcomes the following new members:

New Members:

Oliver Cotting
Gloria Cuadraz
Kathy Fleming
Ronda Miller
JK O'Riley
Gary Smathers

New Juried Members:

Jean Banbury
Art Smith
Harold Baldwin

Nancy Reyner will present a **FREE** two and a half hour Lecture/Demonstration on **Golden acrylic paints**. New paints, products, techniques and paint colors are covered in this extensive and broad overview. Technical tips, cool tricks! **Free** product samples and information packets are available to all participants, including hand-painted color charts.

The lecture/demo will be held at the Arizona Artists Guild, 18411 N. 7th Ave, Phoenix, AZ, Monday, March 23, 2015, from 9:00 am -11:30 am.

Space is limited, so register today! It's **FREE**. To register: Sign up on AAG website or contact: Pat Scheurich (pat.scheurich@gmail.com) 602-770-1250

How To Become a Juried AAG Member

Article 3, Sec.4 of the Guild By-Laws states that a member shall become a 'Juried Member' when the member's artwork has been accepted in three (3) Guild juried membership shows. It is the responsibility of Associates to maintain a complete record of their acceptance in Guild Shows. The Associate record for juried membership form, page 8 of the by-laws in the membership only section online, may be downloaded. Juried membership forms are also available at the AAG Building. Submit this record to the attention of the membership chair.

AAG is open meeting nights at 5 PM for members and friends to socialize.

Arizona Artists Guild, 18411 N. 7th Ave. Phoenix, Az 85023

www.ArizonaArtistsGuild.org 602-944-9713

Presidents Message

As I mentioned at the last meeting, my term as President is up this May. I view this with both a feeling of relief and regret. The relief is for taking off the mantle of responsibility for the organization, but the regret is for the end of a period when I have been able to make positive contributions to AAG.

I have had the pleasure of presiding over a board of directors, vice presidents and committee chairs who have worked together in harmony in order to make AAG the best arts organization they know. I am proud to be part of the Arizona Artists Guild because it embodies the principles of creativity, support and encouragement that I aspire to in all parts of my life. I have belonged to many other arts organizations over the years, and AAG is the best of those because it supports and encourages artistic exploration of all types, not just painting, ceramics, and photography. Being part of AAG means viewing art not from the standpoint of a set of techniques, materials or processes, but from the standpoint of how to express one's personal perspective so that others may view it and know more.

I have gained much for myself during my tenure as President, but now must step aside so another may bring their vision and energy to the position. The strength of our organization is that one person may not stay as president for too long. The turnover keeps the organization moving forward as one leader can benefit from the previous and add to what has been accomplished by his/her predecessor.

Who the next President might be is unknown at this point, but I am hopeful that someone will take up the mantle and view the position as an opportunity for growth as it has been for me. I will continue working on the board of AAG as past President as part of the board of directors, and in the position of VP of Communications. I look forward to mentoring and helping the new President as needed, as will the rest of the current board.

Sincerely,
David L Bradley

AAG LEADERSHIP TEAM 2014

President

David Bradley (davlbradly@gmail.com)

Secretary

Isolde Davidson (isoldedavidson@yahoo.com)

Treasurer

Tess Scherer (treasurer@ArizonaArtistGuild.net)

Communications

Gary Brown (Vice President for Communications)
(garrybrown_50@msn.com)

Mark Woehrl (Newsletter Editor)
(fstopmark@hotmail.com)

Membership

Laura Cohen-Hogan (Vice President for Membership)
(creativeprojects@earthlink.net)

Facilities

Jim Kinne (Vice President for Facilities)
(jimkinne@cox.net)

Meeting Logistics

Mark Woehrl (Vice President for Meeting Logistics)
(fstopmark@hotmail.com)

Art

Janet Wandrey (Vice President of Art)
(jwandr48@cox.net)

AAG Workshop's

Look for information on the AAG web site and/or pickup a flyer at the AAG building, on the following upcoming workshops.

Jason Horejs

Art Marketing

March 7, 2015, 10AM - 4PM, Saturday

Jo Toye,

Experimental Techniques in Watermedia

April 18, 2015, 9AM - 4PM. Saturday

AAG Sculptors' Group



The AAG Sculptors Group meeting will be held on Tuesday, February 3, 2015 from 7-9 PM, at the AAG building. The speaker

will be Patricia Sannit.

Patricia Sannit has worked for most of her art career as an artist profoundly influenced by human history. She makes art that exhibits a deep understanding of aging objects, rocks, people and cultures. Her work draws from and responds to motifs, patterns, and structure found through history and pre-history that rebound into contemporary art and life. Sannit is a studio artist and educator. She is currently teaching courses at Phoenix College and conducts workshops at her studio and other venues around the country.

ALL AAG MEMBERS are always welcome to attend

Artist of the Month

AAG members are invited to bring their artwork to the monthly meeting to enter Artist of the Month.

A Quote by Paul Cezanne

What is one to think of those fools who tell one that the artist is always subordinate to nature? Art is a harmony parallel with nature.

Art Supplies needed

The AAG art supply store can always use your extra art supplies. The sale of the art supplies helps to support the Guild. Contact: Alice Pelchat at 602-992-4146 or Alicia Plogman at 602-788-4016 if you have donations. You can drop items off at the AAG building or call Alice or Alicia to schedule a pick-up.

AAA News

AZ Art Alliance has relocated to an office/meeting/storage space in Tempe: 2717 W. Southern Ave. Suite 6, Tempe, AZ, 85282. Information and complete directions to this site are available on the Alliance's website, www.azartalliance.com.

There is a new procedure to become juried in the Alliance. This new jury system is posted on the website, www.azartalliance.com/juried.html.

AAA Representative: Kathy Rose

AAG - LIFE DRAWING

OPEN SESSIONS: MEMBERS & NON MEMBERS

\$10.00 DRAWING FEE - NO INSTRUCTION

MODEL RELEASE FORMS AVAILABLE FOR PHOTOGRAPHS -(at model's discretion)

Easels, tables provided or you may bring your own.

Bring supplies and coffee is provided

February & March

ALL TUESDAYS - 9:30 AM - 12:30

LONG POSE

ALL THURSDAYS - 9:30 AM - 12:30

SHORT TO LONG POSES

(except holidays)

Email Josie if you have any questions at

a_joyfulsunrise@yahoo.com

AAG - OPEN STUDIO

AAG OPEN STUDIO: MEMBERS FREE

NON MEMBERS \$10.00 DRAWING FEE

February and March

Mondays 9 AM - 12 (except holidays)

Email Alicia Plogman if you have questions at

aplogman@cox.net

AAG General Meetings Streamlined

The AAG Board has decided to improve the way the General meetings are conducted by streamlining the schedule. Below is the new schedule that will be implemented at our meeting.

5:00 – 5:30 Building open for Members to socialize.

5:30 - 6:30 Pre-meeting Critique sessions for Members only, the public is invited to watch.

6:30 - 7:00 Members socialize, eat snacks, and vote for Artist of the Month

7:00 - 7:20 Business meeting

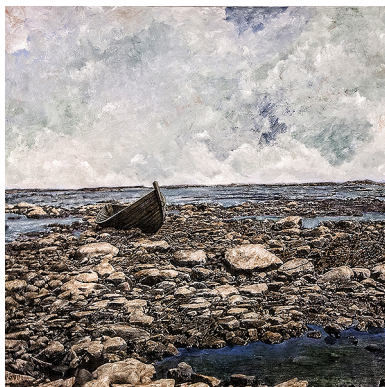
7:30 – 8:30 + Meeting Program featuring Artists/Presenters.

Please help us keep to the schedule so that our featured Artists/Presenters will have time to share their work and knowledge in a more relaxed, welcoming atmosphere. Those members wanting to participate in the Critique need to bring artwork for artistic input. AAG President David Bradley and the evening's presenter will critique the art in a timely fashion. At 6:30 the Critique ends and snacks will be available in the small studio. The business meeting starts at 7:00 with all information on a PowerPoint. Members will see and hear about the latest AAG exhibitions and activities all within a 20 minute timeframe. The featured artists/presenter will start sharply at 7:30 and run till 8:30 and beyond if there are lots of questions.

Artist of the Month



1st Place
Caught in the Act
Sharon Geels



2nd Place
The Patience of Virtue
Art Smith

AAG Community Outreach Fine Art Exhibitions

The Arizona Artists Guild in partnership with the Beatitudes Foundation and the City of Phoenix Parks and Recreation present on-going fine art exhibitions for residents and guests. AAG juried members show at The Beatitudes, located at 1610 W. Glendale Ave, Phoenix every three months, while The City of Phoenix Parks and Recreation exhibit in their Devonshire Gallery at 2802 E. Devonshire Ave., Phoenix every two months. The Current Exhibits include:

Beatitudes – December 3, 2014 through March 4, 2015



Kathy Rose



Vicki Lev -

AAG Calendar Highlights

Mondays: Open Studio

Tuesdays & Thursdays: Life Drawing

Statewide Open Exhibition 2015 Submissions will be accepted January 1st through February 12, 2015.

AAG Monthly Meeting, February 17, 2015

AAG Veteran's Program, February 24, 2015

For details please see the AAG Calendar at (click): <http://arizonaartistsguild.net/calendar/month.php?date=20140201>

Watch for Details

AAG Statewide Juried Exhibition of Fine Art 2015

Devonshire February 1, 2015 through March 31, 2015



Ruth Ann LeFebvre



What to Say

+ AAG Artist Highlight Feature +

AAG's Veteran's Art Program, 1/24/1015

AAG did a collage program which was highly successful and that 14 of our Veteran's attended.



Art Smith brought in examples of his collage work. 2 of the examples were abstract no representational collage's. Mark brought in a collage made of magazine clipped images as an example of a finished work done the way the veteran's would be working. He also brought in a large collage relating to guns that was a cross between a traditional collage and an assemblage that was very 3-dimensional. He also brought in

an assemblage artwork that was made of items collected in the desert. The veterans enjoyed looking at these examples and one of the veterans's even used an idea from the gun collage/assemblage Mark brought in, and created a collage with a rabbit bursting out and off the page.

The following quotes are what the veteran's thought of this project in there own words.



Today's project was fun! Collage is not my comfort zone, artistically, since I tend to "fix things, not tear them up! But this took me out of that box, showing that destruction can lead to construction! Fun and relaxing!

I totally enjoyed today's project (collage). It appealed to me on multiple levels. The creative part of me was slow to come in line. So I used the process time to let myself be mindful and in the moment. The end product I am extremely proud of. This is something I will be able to incorporate into my art.

I really had a great time today. The collage class really was fun and informative. I think I will pursue this form of art a little further.

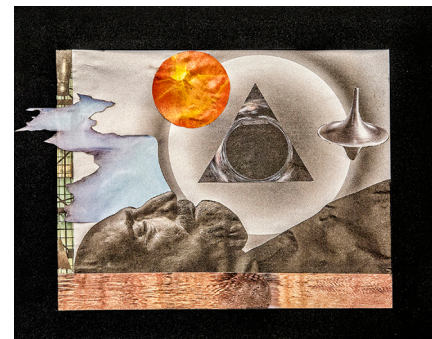
Great class. I learned a lot of cool stuff. And....I had a lot of fun. I'll be making a lot of these (collage) in the future.

Collage class was really fun and entertaining! I will never look at a magazine the same way again.

This was a great experience. I learned a lot about free expression and going, "out of the lines".



There is an old saying, *the proof is in the pudding*. Here are examples of the great, creative collages the Veteran's made.

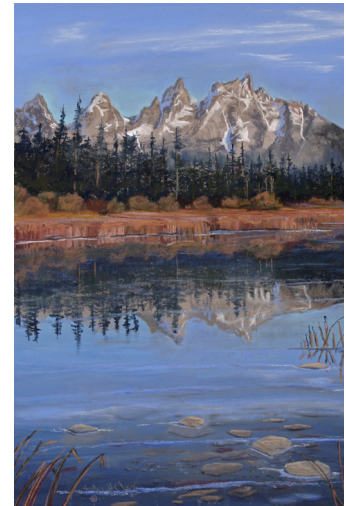


Dynamic Use of Pastels En Plein Air

by Heather H. Coen

Being one of the very few artists that use pastels to paint en plein air art events, competition from the oil painters is stiff. With some thought I eventually found ways to make my pastels sing as loudly as the oils. Having traveled and hiked the Rocky Mountains for years and years, I have a repertoire of scenes that never cease to inspire me and by using the skills I honed in the mountains; I eventually came to place in a number of competitions.

My materials are heavy grit sanded paper, 500 different paint colors of soft pastel sticks and a number of ancillary items. In the case of "Isn't It Grand," I chose a large sheet of 18 by 24-inch paper. The pastel of Pilgrim Creek in Grand Teton National Park has maybe 50 layers of pastels. I blend and use color in layers to give the finished piece a three dimensional effect. As for pastels, I'm totally hooked on the softer, creamier pastels: They tend to layer nicely on gritty papers.



Isn't it Grand by Heather Coen

I begin by putting down dry pastel colors, wetting them with water and painting them with a brush, letting them dry, and then applying dry layers. By wetting the first layer of pastels I create a colored background and develop my composition.

I did thumbnails early on. However, I rarely do that step anymore. When I am outdoors, I may put in a rough drawing, but generally, I find that I can "see" the painting in my mind before I start. In this case, I started this piece in the Park and then added a few highlight layers in my studio at the end. Working from a photo (always keeping in mind that photos don't provide accurate color information) I remember my original color scheme as plein air work always gives true color.

I find that many artists try to render snow as a pure white. Snow is never pure white unless you are standing on top of it and looking straight down. Instead, it picks up all the colors that surround it and actually is mostly grey or blue. It has grey on the fields that face the sun and blue from the shadowed sections. If it is sunrise or sunset you might get some oranges, yellows and purples.

The mirrored image in the Creek was particularly hard to render. One of my adventures produced a great way to easily render a mirrored reflection: I realized that if I took a piece of paper, folded it in half and cut out the mountain silhouette when I unfolded the paper, it included an exact replica of the mirror reflection. The key to getting water reflections is to start with a very dark color underneath. Then, I use the same pastel sticks as I did the actual mountain. The dark under painting will change the color just enough to give life and reality to the reflection. Because the pastels are essentially powder, an eraser wiggled over the surface will add movement to the water.

Using these and other techniques, eventually I came to a point that my pastels were considered as good as the oils used by my competition.

AAG Calendar

Check out the AAG calendar on the AAG web site for all upcoming events. The AAG calendar Web URL is:

<http://arizonaartistsguild.net/calendar/month.php>

Please Support The AAG Scholarship Fund!

www.ArizonaArtistsGuild.org 602-944-9713


ARTISTS INFORMATION


AAG Artists Exhibiting

Isolde Davidson, Glenda Folk, Donald and Barbara Kirschner, Barbara Lacy, Ruth Ann LeFebvre, Constance McBride, Paul Nemiroff, Ann Osgood, Robert Roselli, and Fred Tieken are exhibiting in the Herberger Theater Center's winter art exhibit "*Crumpled, Dented and Crushed*" curated by Laura Cohen-Hogan. The exhibit will be on display from January 9 - March 15, 2015.

Ruth Ann LeFebvre's photograph "*Crossing*" and **Mark Woehrle's** photographs "*The Tower*", "*The Face of It*", and "*Entanglement*", were accepted into the West Valley Arts Council's Photography exhibit, *Visions: The West Valley Through Your Eyes*, running from January 8 - February 9.

"*Systems & Sensations*" is an exhibit of distinctive contemporary art featuring original monoprints by **Sarah Kriehn** and ceramic sculptures by **Tristyn Bustamante**. The exhibit is at the Central Gallery - Burton Barr Library, 1221 N. Central Ave., Phoenix Az 85004. The exhibit runs, January 16 - March 20, 2015, and the Gallery is open Monday - Sunday during library hours. There is an artist's reception on February 6, 2015, 6:30 - 8 PM, with hors d'oeuvres, live music which is open to the public.

Dyanne Fiorucci painting entitled "*Giovanni*" was accepted into an exhibit presented by the Udinotti Museum of Figurative Art. The exhibit runs from March 15 thru August 15th at the Udinotti Museum in Paradise Valley. Dyanne will be presenting a collaboration of work with, AZ photographer, Hank Keneally at On The Edge Gallery in Scottsdale on Feb 12th.

Ruth Ann LeFebvre has an exhibit at Devonshire which runs from Feb 1 - March 31, 2015. There will be a reception for Tuesday, February 24 from 1 - 4 p.m at the Devonshire Gallery, 2802 E. Devonshire Ave. (28th St and Indian School area), Phoenix, AZ.

AGG members were well represented at the 2015 Glendale Juried Fine Art Competition. First Place winners include: **Harold Baldwin**-Sculpture, **Pamela Bleakney**-Drawing, **Maureen McGuire**-Pastel, and **Elizabeth Moore**-Acrylic. Second Place winners include: **Kimberly Harris**-Sculpture, **Arlene Powers**-Drawing, and **Art Smith**-Mixed Media. Honorable Mention winners include: **Kimberly Harris**-Water Color, **Craig Lomas**-Acrylic, **Pamela Root**-Water Color, **Joan Thompson**-Mixed Media, and **Mark Woehrle**-Mixed Media.

-AmazonSmile. This is a relatively new concept created by Amazon. It works exactly like Amazon. If you already purchase through Amazon, please log in through AmazonSmile. Be sure to select Arizona Artists Guild as your charity. A percentage of each purchase will go to AAG. This is a passive way of contributing to the guild. Spread the word, tell your friends.



The Scholarship Program and Fund:

During this past year I have had the honor to work closely with the scholarship committee and some of the recipients. Having that connection has deepened my understanding of the program and its impact. I recently learned that the program was begun in the 1970's and has given in excess of \$115,000 through 2013

This year's goal is to donate \$8000.

There are several ways you can contribute:

- You can give a donation by check or cash. Through PayPal, you can pay by credit card on line through our website. Donations of \$1000 or more creates a scholarship in your name, unless you elect to be anonymous.
- You can participate in the monthly meeting raffle
- You can solicit corporate sponsors
- You can call me to discuss other ideas you may have

Feel free to reach out to me if you would like to donate, with questions or comments.

Tess Mosko Scherer, email me at: Treasurer@ArizonaArtistsGuild.net or call 928-300-7185.



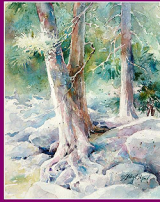
Julie Gilbert Pollard

JulieGilbertPollard@cox.net

www.JulieGilbertPollard.com

classes & workshops • watercolor oil acrylic

- Scottsdale Artists' School, AZ
- Shemer Art Center, AZ
- Find additional workshops at JulieGilbertPollard.com



Best Seller North Light Books: *Brilliant Color*,
Watercolor Unleashed

North Light Videos: 3 *Watercolor Unleashed* and 2 *Acrylic Unleashed*
North Light Shop/ArtistsNetwork.TV

THANK YOU

Thank you [Arizona Art Supply](#) for your donations to AAG. I'd like to encourage our members to support the people who support AAG. Think about [Arizona Art Supply](#) when you need art supplies

Scheduling the AAG Building

If you wish to contact AAG for scheduling meetings, etc. at the AAG Building please email us. The email address is: info@arizonaartistsguild.net

As a suffering creature, I cannot do without something greater than I --- something that is my life---the power to create.

A quote by Vincent van Gogh

**What is AAG's Greatest Resource..... YOU ARE!
Please help AAG grow, become an AAG Volunteer.**



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