



ARTalk

A publication of the Simi Valley Art Association

D E C E M B E R 2 0 2 2

Greetings from the SVAA BOARD



Dear Members,

The holidays are here and to celebrate this year, our association will be having our traditional members' Holiday party on Friday December 9th at 6pm. After two years of having the parties on-line, we look forward to having the party in person, at the Rancho Simi Recreation and Park District Activity Center, in their beautiful atrium. It will be a buffet potluck dinner and there will also be a game to exchange gifts. See more information in this newsletter.

Most of our Board Members will continue to hold their positions for next year except for our Vice President, Donna Synder and our Newsletter Coordinator, Victoria Marble. Both Donna and Victoria made their announcements recently. Donna has been on the Board in different roles for the past 14 years. She has elected to take on a different role and will become our Art Show Chairperson. She has been an instrumental part of this association and has always been involved with our Art Shows, so this is a great position for her. We will miss having Victoria on our Board. Over the years she has done great things with our newsletter. Thank you, Donna and Victoria, for all the years as part of the Board for the Simi Valley Art Association. Member and current Special Event Chairperson, Jason Lubas, has been elected as the next Vice President. Board member Persy Evans has been elected as the Newsletter Coordinator. She is also one of our Corresponding Secretaries. Member Linda Clavette Quigley has volunteered to be our new Special Event Coordinator. All new positions will begin January 2023.

We are also moving into the end of the year and membership renewals are due now and no later than January. Please make sure to renew your membership. If you know anyone who wants to become a member, have them contact us.

A few of our board members and Chairpersons participated in representing our association in this year's Simi Valley Cultural Art Center Holiday Craft and Gift Fair held this past Saturday, December 3rd at the Cultural Art Center. It was open to the public, and was a great success. We had a good amount of people interested in finding out more information about SVAA. I was onsite with my easel and painted a scene of Mt. McCoy, a familiar hiking spot in Simi Valley, using pastels. People were drawn in by this and we will definitely do this again in future art events.

Lastly, congratulations to Jason Lubas as Artist of the Month. Jason is a wonderful and creative photographer.

Happy Holidays!

Tom



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Art Technique-

Scratchboarding is a form of direct engraving where the artist scratches off dark ink to reveal a white or colored layer beneath. It originated in the 19th century in Britain and France.

Opportunity

The Simi Elementary PTA is looking for an art instructor/s to come to the school and give a 45 min class art instruction per classroom for a given amount of time. Instructor/s will be paid by the PTA. For those who are interested and would like more information email Deana Valdez - svsycamorepta@gmail.com

SVAA Members' Work

If you have art you would like to share for next month's issue, please don't hesitate to contact Victoria or any of our Board Members.

Congratulations...

Congratulations to our SVAA Member who won for the works in the Thousand Oaks 2022 Members Art Show

- Watercolor- Sheri Jones, 1st Place
 - Oil- Helle Urban, 2nd place
 - Pastel/Graphics- Carmen Lamp, 2nd place
-

Congratulations to Helle Urban On her latest book release

Awesome new just in on 11/20! *Rasmoose the Christmas Moose* was selected as Finalist for American writing awards in three categories:

**Best Children's Picture Book;
Best Cover Design
(Fiction), Best Animals? Pets General.**

Available for the 2022 holiday season! A new children's picture book for 4-9 year-olds: *Rasmoose the Christmas Moose*. This first book in a series tells the story of how a lost, clumsy, insecure young moose makes new friends, learns to face life's challenges, and finds his purpose as Santa's helper, and saves Christmas. Visit www.rasmoosethemoose.com for our interactive website with downloadable games, and original theme song, (by Ebb & Flow), and ordering information.

Written by Helle Brisson (Idyllwild, CA) and illustrated by Helle Urban (Agoura Hills, CA). Available everywhere. For personalized copies, order from:
www.rasmoosethemoose.com
American Writing Awards



Rasmoose the Christmas Moose

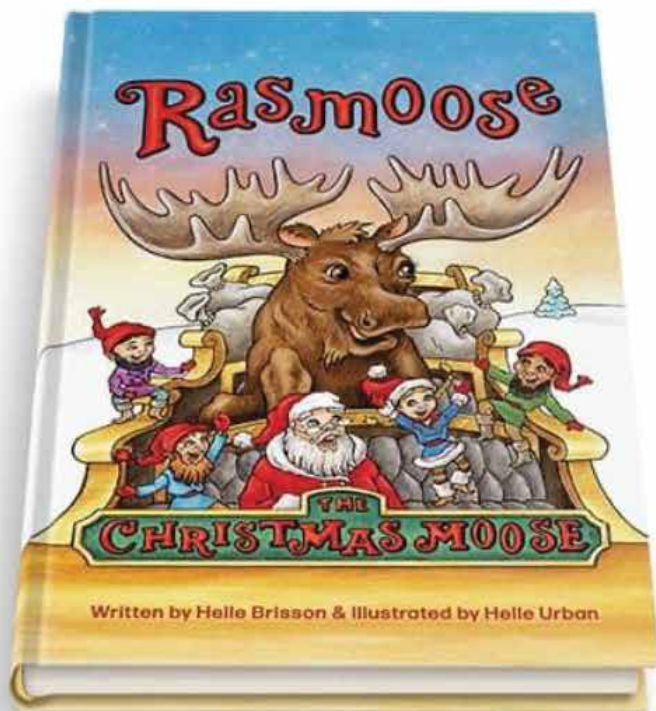
Author: Helle Brisson

Illustrator: Helle Urban

Publisher: HelleBooks LLC

2022 Category Finalist:

- 📖 Best Cover Design – Fiction
- 📖 Children's-Picture Book
- 📖 Animals/Pets General



About the book:

Santa and his elves discover a lost young moose at their North Pole home. What is he doing there? Enjoy this Rasmoose the Moose adventure and learn how Rasmoose becomes the hero who saves Christmas.



Simi Valley Cultural Art center Holiday Craft and Gift fair



Artist of the Month

Jason Lubas

Jason Lubas is a former digital film and animation student with a career background in digital marketing.

"I was brought up in a creative household." His father is a digital artist and award winning photographer. His mother is a talented artist who has created beautiful art in a number of different outlets including illustration, airbrush, acrylics, oils, dyes on silk, sculpture, and more.

As a child, Jason was always drawing on everything. His class assignments were usually covered in doodles. Those doodles were a great way to get extra credit and make up for missing homework assignments. This was also his way of making friends and getting the students sitting next to him to laugh a little.

"I love to use my creative talents to get a positive reaction from others. Smiles are priceless."

Jason started taking animation classes in college and hoped to use his creative talents to entertain the masses. He loved my college animation course and expanded his interests into digital video production.

Jason had about a year left of school when he was in a horrible car accident. He spent close to a month with injuries to his head. Due to his injuries and slow recovery, he dropped out of school and started working in the digital marketing space. He is now buying media and creating ads for Golden Hippo, a large direct to consumer digital marketing company located in Woodland Hills.

It's been about 20 years and the creative bug is biting again. Jason is now more focused on photography, and also starting to draw again and he has also started animating again for fun side projects for his office.

"I hope I can combine what I have been learning in the marketing with my artwork to entertain others and bring smiles to the people in my community."





YOU and YOUR FAMILY ARE INVITED!

A HAPPY HOLIDAY CELEBRATION

When:

Friday December 9th from 6PM to 8:30PM

Where:

**The Rancho Simi Recreation and Park District
Activity Center Atrium
4201 Guardian Street, Simi Valley**

Agenda:

Welcome / Announcements

Dinner

Game

Note:

This is a potluck buffet dinner. Please contact our Hospitality Chairperson Helle Urban at (805) 304-5196 or at ArtByHelle@gmail.com with the buffet item you can bring to the party. Please bring a wrapped game gift (minimum of a \$20) if you plan to participate with the game.



Members who would like to add links to their personal website or upload some art works to our website, contact Terry Walson at trwalson@hotmail.com

MESSAGE FROM OUR WEBMASTER Check out the SVAA website for news on our events, information about our artists and their works, and how to donate or join: <http://www.simivalleyart.org/>.

Library venue

This is a good opportunity to display your art!!! SVAA members interested in participating in the **rotating art exhibit at the Simi Valley Library** should contact the SVAA Board. The next change-out date is Thursday, Dec 15th @ 10am. For further information, please contact our treasurer Terry Walson at trwalson@hotmail.com

SVAA Members: We take pride in our members and by that we want to be able to congratulate and acknowledge you and your achievements in our own little way by including you in our newsletter. Let us know if you got juried in or won an award or if you are having a show or speaking/demo engagement. Email: info@simivalleyart.org. Place "Newsletter Submission" in the Subject line. Newsletter submission must be made by the 20th of the month. Forwarded emails or emails without subject may not all be opened due to internet security reasons and spamming.

SVAA Facebook:

Like us on Facebook. Feel free to comment on our posts or "Share" posts from our Facebook Page timeline to your own timeline or your friends'. You can also Share our posts as a Facebook message. To visit our facebook <http://facebook.com/SVAAINC>.

****Members interested in having photos of your artwork on facebook or website, please contact Terry Walson @trwalson@hotmail.com

MEMBERSHIPS

Membership information can be found online at our website: www.simivalleyart.org

COMMITTEE MEMBERSHIP UPDATE:

Please sign up for the committees. Thanks to all who have signed up and please contact any Board member or Committee chairs for questions.

MORE MEMBERSHIP INFORMATION:

Our fees are \$40.00 for yearly dues with \$20.00 for the second family member. Students are \$20.00 for the year. **Membership dues are non-refundable.** A donation of \$5.00 for members, \$7.00 for non-members and \$3.00 for students (unless accompanied by a paying adult, in which case demo fee is free) will be requested at the door for the quarterly art demonstration and general meeting.

QUOTES:

*"I found I could say things with color and shapes that I couldn't say any other way-
things I had no words for."*

-- Georgia O'Keefe