



ARTalk

A monthly publication of the Simi Valley Art Association

OCTOBER 2012

President's Message



Those who were not able to attend the September demo missed a very informative and interesting session. We thank Cheryl Polakow-Knight for the evening and everyone who came! Anne Cannata won the raffle prize, a non-glare glass frame donated by (George) Holmes Art Center.

In a few weeks, we will hold our Annual Open Juried Show, our biggest scholarship fundraiser and last major event of the year. It would be great if more members can help with publicity and other tasks associated with the show. Special thanks to the Board and the

other members who worked on the initial publicity and planning over the summer. It is not too late to help: sign ups are available at the gallery for any of the activities: Take-In (Friday, Oct 12, 4-7PM); Set Up/Hanging (Saturday, Oct. 13, 12:30-4:30 PM or TBD); and Take-Down (Thurs & Fri, Nov 1&2, 3-7PM) and gallery sitting (Oct 16 - Oct 31).

SVAA will provide the light refreshments for the reception on Sunday, Oct. 21 (2:30-5 PM). Member artists are only requested to bring their favorite wine or beverage for the guests. The show is open to both members and non-members. Please refer to the prospectus on this newsletter and the web site. Johanna Spinks and Dan LaVigne will be our show jurors.

As the year draws to a close, the Board is happy to report that we have been able to get our tax-exempt status restored as a non-profit 501c (3) corporation and obtained both Federal and State Letters of Good Standing. These artifacts have allowed us to obtain renewal of the city solicitations permit in September so we can now resume local business and sponsor solicitations. We will send a copy of the permit and letter of solicitation in a separate correspondence to members.

Please mark your calendars for this year's new holiday gathering date and venue: Thursday, Dec. 13 at the SVAA Gallery, Simi Town Center. Elections will also be held on this evening. In the meantime, we look forward to this month's exciting demo: the Magic of Digital Art and Photography with our very own Ron Regalado.

Bessie Jacinto

Executive Board

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ART DEMOS at a GLANCE

Oct. 19, Ron Regalado, The Magic of Digital Art/Photography

Nov. 16, Rose McCaughey, Printmaking

Dec. 13 (Thursday, SVAA Art Gallery), Magoo Valencia, watercolor landscape & portrait; SVAA Holiday Gathering and Elections (Venue: Simi Town Center Art Gallery, 1555 Town Center Way, #540, Simi Valley)

For further info call Bessie Jacinto, 805-583-3690 or email at bjacinto@bjacinto.com.

All demos 3rd Friday of the month, 7pm. Simi Valley Library Community Rm. at 2969 Tapo Canyon Rd except this December.

7:00 pm on **Friday, October 19, 2012**, at the
Simi Valley Public Library Community Room.

For further info contact Bessie at 805-583-3690

R O N R E G A L A D O

Ron Regalado is a fine art photo illustrator who specializes in the surf culture.

By using a variety of computer techniques, Ron is able to create an impressionistic look to his prints. In keeping with the surf theme, he enjoys photographing surfing events, classic woodie cars, and beach landscapes. Because he's a surfer, he analyzes beach locations a little differently. Ron is always looking to capture the personality of the town or area that he photographs.

Additionally, he is an Art Director at the Walt Disney Company. On May 1st,

Ron enjoyed his twenty-third anniversary with the company.

Ron attended Valley College, California State University Northridge and California State University Long Beach with an emphasis in Graphic Design. He showcases

his work throughout the Southern California area, and is a proud member

of the Simi Valley Art Association and the Longboard Collector Club. He lives

in Simi Valley with his wife and two children, and does commissioned work

in both graphic design and photography. Please visit his website

at Surfphoto51.com



Ron with Pelican Friends



Balboa Bus



Kelly's Wild Ride



Heading To Blacks



No Limits

All images © Ron Regalado PhotoGraphics



GALLERY NEWS

From Gallery Coordinator: Michelle McGrath 805-526-6897
email mcmichelleart@roadrunner.com

Fall is finally here and in October we will hold our biggest show of the year in the SVAA's Gallery. The Open Juried Show will run from October 16-31 here at the Simi Valley Town Center and we are expecting outstanding artwork for the event for all to view and purchase. We will be open Tuesday thru Sunday (weekdays 2-6, Saturday 10-6, Sunday 11-6) during the show. It is going to be a lovely show. Stop by the reception on October 21, 2:30-5 to savor new works and meet many of the Artists.

A big thank you to our team oriented SVAA gallery volunteers who are willing to go the extra mile to fill in for one another when needed. Without all of you, the SVAA'S Gallery wouldn't be the success it is today. You are much appreciated. Also we are very thankful for our space here at the Simi Valley Town Center. Our regular hours are we're open on weekends Saturday 10-6 and Sunday 11-6, come by and visit us.

Thank you, Michelle

Reminder:

Gallery space requires sitting the gallery as well as being an active member in the association. Everyone needs to do their part, so that the gallery does not become a burden for a few, but a pleasure for all.



www.simivalleyart.org From our webmaster, Barbara Burde:

Please visit our website often. We are constantly making changes and improvements! Information and entry forms for our annual juried show are now available on the Events page. Jennie has been doing a super job in creating pages that profile our members and their art from the SVAA Artists page.

Our website is an opportunity for those members who do not have their own websites to have their art and information on the Internet. For information on how to do this, e-mail the Webmaster (Barbara Burde) at hhkid76-wm@yahoo.com.



Congratulations...

Boi Sibug - Won 1st-Place & Popular Choice, Filipina, Pastel at Torrance Artists Guild Monthly Competition, September 11, 2012.

Pong Apinyavat won 3rd Place in the Ventura County Fair's Professional watercolor division. Among the 119 out of 250 entries juried into the show were paintings by Don Ferre and Pat Duggan. Congrats to Pat and Pong for also selling a painting each!

Anthony Verity showed 10 of his paintings and sculptures at a successful September show at the La Galeria Gitana.

Kudos to the great SVAA member showing at the September Thousand Oaks Art Festival: Pat Duggan, Meli Calkins, Anthony Verity, Rose McCaughey, Michelle Daniel, Rosina Paluzzi, Michelle McGrath, Donna Snyder, Kim Price, and Pong Apinyavat, who garnered First Place for his exhibit.

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. Email: svaaprints@gmail.com. Place "Newsletter Submission" in the Subject line. Forwarded emails or emails without subject may not all be opened due to internet security reasons and spamming.

September Demo with Guest Artist Cheryl Knight



MINI-GALLERY

Don Ferré, our Mini-Gallery Committee Chair, will help set up a members' art display at the monthly general meetings. Featured artists can bring bio to display with 3-4 art pieces on easels or stands. We have sold paintings at general meetings so please avail of this opportunity. This is also important for showcasing SVAA talent to the public. To sign up, please contact Don Ferre at 805-750-2703.

OPPORTUNITIES FOR SVAA ARTISTS

Art festival on Nov. 17th, SV Cultural Arts Center (SVCAC). Show your work in booths, do chalk drawings on the ground in the parking area and/or do painting/art demos. Join on a first-come, first-served basis. If interested, please call the center soon at 583-7905, and ask for Bets, who is in charge of the festival.

LOCAL ART HAPPENINGS

Helene Jukoff will demonstrate acrylic painting with a knife at the October 15th meeting of the Santa Clarita Artists' Association (SCAA). The public is invited. SCAA meets at 6:30 pm at Barnes and Noble, 23630 Valencia Boulevard. Come early, standing room only at 6:30. See www.SantaClaritaArtists.org.

SYLVIA WHITE, OF SYLVIA WHITE GALLERIES will speak on Business Marketing for Artist, Professionalism Practices, Gallery Relations and other related topics at the Thousand Oaks Community Gallery, Thurs, Oct 18, 7-8:30 PM. TOAA members admitted free of charge; non-members charged \$10 at the door. The gallery is located at 2331-A Borchard Rd, Newbury Park, CA 91320.

"Talbot, Crowe & Ford": Gary Talbot brings his photography, Judith Crowe her pastels & acrylics & Sandra Sue Ford her watercolors for this three weekend exhibit. Camarillo Art Center, 3150 Ponderosa Camarillo, CA. November 3 & 4, 10 & 11, 17 & 18, 2012. Gallery Hours: 1pm - 4pm. Small paintings suitable for holiday gift giving will be featured.

The Ventura Harvest Festival Art & Craft Show. Three fabulous days of fun, food, entertainment and one-of-a-kind handmade arts and crafts. Hundreds of artisans featuring truly unique product from eye catching jewelry, colorful glassware and ceramics, hand-woven and embellished clothing, photography, specialty foods and much more. Food, Music, and Fun! October 5-7, 2012 at Seaside Park at the Ventura County Fair Grounds. For more info visit harvestfestival.com or email harvest@weshows.com.

The Fifth Annual "Art About Agriculture" Exhibit at the Santa Paula Art Museum and the Museum of Ventura County Agriculture Museum. "Art About Agriculture" is an agricultural themed art exhibit with \$500 in prizes which will be held November 10, 2012 through March 17, 2013 at the Santa Paula Art Museum, 117 N. 10th Street, and at the Museum of Ventura County Agriculture Museum at 926 Railroad Avenue in historic downtown Santa Paula. The purpose of the exhibit is to promote Art About Agriculture by exploring all of the facets of agriculture from workers to water, from machinery to soil and to the food that goes on our plates. For information on how to enter visit the Santa Paula Art Museum web site and download the Call to Artists. Link to information: http://www.santapaulaartmuseum.org/art_about_ag.html. Art About Agriculture will feature art by over 50 artists working in both two and three dimensional media who create art that in some way draws its inspiration from our agricultural heritage and/or contempo-

rary agriculture. That inspiration includes, but is not limited to, depictions of rural life and landscapes, farm animals, farm products, rural life. Art that in a more abstract way deals with issues and ideas related to agriculture is also displayed.

Moorpark Arts Festival 2013 - Call for entries: Featured Artist. Moorpark is calling for submissions to be the "Featured Artist" for their 2013 Arts Festival, Saturday, April 27th, 2013. Interested artists should submit 10 color jpeg images via e-mail or CD. All images should be available for display on the day of the festival. Submit a list, in order, of the .jpg artwork with description of each piece - title, size, medium, date. Also, artists should submit a resume and SASE for return of any submissions. This is open to all Ventura and West L.A. county artists. Artwork must be appropriate for general public viewing. Submissions due by January 4th, 2013. Send to: Recreation Division, City of Moorpark, 799 Moorpark Ave., Moorpark, CA 93021, Attn: Dylan Gunning. e-mail to Dgunning@ci.moorpark.ca.us. For more information, call Dylan Gunning @ 805-517-6300 or visit <http://moorparkartsfestival.com/>. Artists not selected as "featured" can apply to exhibit at the event during a later general call for artists.

RANCHO SIMI RECREATION & PARK DISTRICT 4th ANNUAL SNOWFEST
The Rancho Simi Recreation and Park District is holding SnowFest on Sunday, November 4th, 2012 from 10:00 am to 4:00 pm at Rancho Madera Community Park in Wood Ranch, Simi Valley. ART AND CRAFT VENDORS : All items must be handmade and sold in person by the artist. Consultants from authorized businesses may also sell products, please inquire as to availability as only one representative from each company will be accepted. You will be assigned a space of approximately 10 feet by 10 feet and you will need to provide your own canopy, tables, display racks and chairs. All tents and canopies must be flame retardant. There is no shade on site. You will NOT be allowed to drive to your site. If you are a first time vendor to the SnowFest event you must submit a photograph (black & white or color) of a sample of the work you intend to sell. Photo does not need to show all items. The photo will not be returned unless you enclose a self-addressed, stamped envelope with your completed application form. Art and Craft vendor space fee is \$80 for "Simi Valley RESIDENT" and \$95 for "NON Resident". This is a "non-refundable" fee to cover staff and publicity costs. Vendors are responsible for their own decision to set up or not to set up their booth. Website: <http://www.rsrpd.org/rec/events/events.html> Vendor application http://www.rsrpd.org/rec/events/2012_snowfestvendorapp.pdf

MEMBERSHIP INFORMATION

MEMBERSHIP UPDATE from Barbara Castillo:
Welcome to our new members and those who have renewed! Please keep me informed of email updates and phone numbers changes.

2012 COMMITTEE MEMBERSHIP UPDATE:

Sign-ups in progress – Thanks to all who have signed up and please contact any Board member or Committee chairs for questions.

MORE MEMBERSHIP INFORMATION:

Our fees are \$35.00 for yearly dues with \$15.00 for the second family member. Students will remain at \$15.00 for the year with a \$3.00 demo fee unless, accompanied by a paying adult - then they get in for free. Membership dues are non-refundable. A donation of \$5.00 for members and \$7.00 for non-members is requested at the door for the monthly art demonstration and general meeting at the Simi Valley Public Library Community Room. Membership form is now available for download at our SVAA website (<http://www.simivalleyart.org/membership.html>).

MAGAZINE/BOOK/MATERIALS FUNDRAISER

Do you have any old art books or magazines that you have read or no longer need? Or how about art materials that you know you won't use? Please bring them to our monthly meetings. We will have a table set up where members and guests can "buy" them for a donation. Clean out that clutter!

BOARD MEETINGS: Members are welcome to attend the monthly board meetings every 2nd Tuesday of the month at the Simi Town Center Art Gallery at 6:30 PM. Please call any board member to confirm in case of any reschedules or agenda suggestions.

SVAA Website: To visit, go to:

<http://www.simivalleyart.org/>. There you can find information about our past, current and upcoming events, demos and meetings, guest demo artists, event calendar and schedules, members list, members' artwork, event photos, and other information you might need regarding our organization.

SVAA Facebook, Twitter, and LinkedIn: Like us on Facebook and follow us on Twitter to stay up to date on the latest news from our organization. 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. Connect with SVAA on LinkedIn and join our SVAA group. To visit our facebook page go to: <http://facebook.com/SVAAINC>. Follow SVAA on twitter:

@SVAAINC. Search for Simi Valley Art Association Inc under Groups on Linked In.

2012 SVAA Committees: (Sign-ups still needed for open spots)

- **Hospitality/Reception (includes Gallery Receptions)** - Chair: Donna Snyder, Terry Walson, Betty Evans, Catherine Gould, Tony Snyder, Karen Barnes, Teresa Nelesen
- **Annual Scholarship Event** - Chair: Michelle Daniel, Steve Parr, Alice Profitt, Barbara Castillo, Teresa Nelesen.
- **Annual Open Juried Show** - Chair: **(OPEN)** Bob Bladow, Miriam Thorin, Anthony Verity.
- **Annual People's Choice Members Show** - Chair: Barbara Castillo, Carlene Robertson.
- **Plein Air/Paint Out (2x a year)** - Chair: **(OPEN)** Pat Duggan, Sherri Trout.
- **Fundraising/ Solicitations** - Chair: **(OPEN)**, Michelle Daniel, Pong Apinyavat, Lisa August.
- **Website** - Chair: Barbara Burde, Ron Regalado, Brett Higgins.
- **Mini-Gallery (general meetings)** - Chair: Don Ferre.
- **Telephone Coordinator** - Virginia Clancy.
- **Strathearn Show** - Chair: Anne Cannata, Ruth Marple.
- **Town Center Gallery** - Coordinator: Michelle McGrath, Rose McCaughey, Steve Parr, David Sgambellone, Frank McGrath.
- **Publicity: Chairperson and members (OPEN)**
- **Program Coordinator (program planning and coordination with guest demo artists and speakers): OPEN**
- **Newsletter** - Boi Sibug, Jennie Robin

Newsletter submissions must be made by the 20th of the month to our Newsletter Coordinator Jennie Robin via email: svaaprints@gmail.com. Place "Newsletter Submission" in the Subject line. Forwarded emails or emails without subject may not all be opened due to internet security reasons and spamming

"The essence of all beautiful art, all great art, is gratitude."
- Friedrich Nietzsche

"A guilty conscience needs to confess. A work of art is a confession." - Albert Camus

...es
and over 300 chess sets
collected from
all over the Earth and
all periods of history
November 2-28, 2009
1555 Simi Valley Town Center Way
Simi Valley, CA 93065
Tel: 805-583-3690
www.simivalleyart.org



ART SHOW 2012 OPEN JURIED

OCTOBER 16-31, 2012
Simi Valley Town Center, Store #540
1555 Simi Valley Town Center Way,
Simi Valley, CA 93065

The public is invited to the opening reception at the Simi Town Center Art Gallery on Sunday, Oct. 21, between 2:30 and 5:00. Awards Ceremony at 3:30pm.

Artists: Please bring your entries to the Gallery on Friday, Oct. 12, 4-7pm for the following categories: Oil/Acrylic, Watercolor, Pastel/Drawing, Photography/Digital Art and Mixed Media.

JUDGES: Dan LaVigne and Johanna Spinks



2012 SVAA OPEN JURIED ART SHOW

www.simivalleyart.org

OCTOBER 16 – OCTOBER 31, 2012

SVAA Art Gallery
Simi Valley Town Center, Store #540
1555 Town Center Way
Simi Valley, CA 93065

JUDGES: Dan LaVigne and Johanna Spinks

Opening reception will be in the SVAA Gallery on Sunday, Oct. 21, between 2:30 and 5:00. Awards Ceremony at 3:30pm.

AWARDS *One cash award per artist

- BEST OF SHOW - \$300
- FIRST PLACE - \$150 per category
- SECOND PLACE - \$100 per category
- THIRD PLACE - \$50 per category
- HONORABLE MENTION

CATEGORIES

- OIL / ACRYLIC
- WATERCOLOR
- PASTEL / DRAWING
- PHOTOGRAPHY / DIGITAL ART
- MIXED MEDIA

SPECIFICATIONS

- Recent artwork (nothing prior to 2005).
- Dry, properly framed and wired. No saw-tooth hangers.
- No artwork previously shown at any SVAA show.
- Original work (no reproductions).
- Nothing larger than 38 x 36 (portrait orientation), as there is limited hanging space.
- Only family-friendly artwork will be accepted.
- NON-COMPLIANCE of these rules may disqualify entry.
- ANY ARTWORK SOLD, SUBJECT TO 10% COMMISSION TO SVAA.
- Simi Valley Art Association Inc. reserves the right to photograph entries for the purposes of documentation, education and publicity.

ENTRY FEE AND SUBMISSIONS:

- Maximum of 3 entries per artist
- Members: \$25 for first, \$10 for each additional entry; Non-members: \$30 for first, \$10 for each additional entry
- Please make checks payable to SVAA.
- Enter fee is non-refundable.

ENTRY INFORMATION:

- Mailed entry forms should be received no later than Oct. 10. Address them to:
Donna Snyder - 6161 Birch St., Simi Valley, CA 93063

OR dropped off with artwork for judging on Friday, Oct. 12, at the SVAA Gallery between 4 pm and 7 pm.

- Please pick-up work not selected to hang in show on Thursday, Oct. 18 & Friday, Oct. 19 from 2:00 to 6:00 PM. There is limited storage in the gallery.
- Take Down/Pick-Up of entries will be on Thurs, Nov. 1 & Fri Nov 2 between 3:00 and 7:00.

ENTRY CHECK LIST

- Application/Entry Form
- Entry Fee

CONTACTS: Bessie Jacinto (805) 583-3690 or
Donna Snyder (805) 527-6797

IMPORTANT DATES

- Oct 10 Wednesday Mailed Entry Form and Fee must be received by this date
- Oct 12 Friday - Take-In (4-7pm)
- Oct 15 Monday - Non-Acceptance notifications
- Oct 16 Tuesday - Show opens to the public

Gallery Hours:

Tues. thru Fri. To Be Announced
Saturday 10am - 6pm
Sunday 11am - 6pm

- Oct 21 Sunday - Reception (2:30-5pm) and Award Ceremony (3:30pm)
- Oct 31 Wednesday - Show closes
- Nov 1 Thursday- Take Down (3-7pm)
- Nov 1 Thursday & Nov 2 Friday - Pick Up Work (3-7pm)

SVAA 2012 JURIED ART SHOW ENTRY FORM

CUT AND ATTACH TO BACK OF ARTWORK

NAME: _____

ADDRESS: _____

PHONE: _____

	TITLE	CATEGORY / PRICE
# 1	_____	_____
# 2	_____	_____
# 3	_____	_____

ARTIST'S CERTIFICATION: I hereby certify that each artwork listed is my original work and not a reproduction, copy, class work, tracing, or other work identified as ineligible. I understand that any misrepresentations of eligibility and conditions will result in immediate disqualification from the show. Any forfeited award money will be donated to the SVAA Scholarship Fund. I understand and agree that I am entering my work and participating in this event voluntarily and at my own risk. I understand that I must provide insurance, if I desire, to protect my work against damage, theft, or loss of the work I enter. I hereby release the SVAA, its members, board and exhibit committee or agents, the Simi Town Center Mall, and the City of Simi Valley or its agents from claims, liabilities, damages, theft, or the loss that may arise from my participation in this event. I understand the SVAA retains the right to use photos taken during activities for publicity purposes. I understand that as a condition of entry, I must help with sitting the gallery during exhibit hours. (Sign up sheet available at take-in.)

Artist's Signature:

Date:

ENTRY #1

Name

Address

Phone

Member

Non-member

Category

Title

ENTRY #2

Name

Address

Phone

Member

Non-member

Category

Title

ENTRY #3

Name

Address

Phone

Member

Non-member

Category

Title