

APRIL 2017



### A MESSAGE FROM OUR PRESIDENT

**“It was a dark and stormy night...”** Ok, I’m exaggerating, but not by much. For days, before, as we prepared for our **Art Marketing Workshop**, scheduled for Sat., Feb.18,1-3 pm the skies were pouring down, and the wind was howling. On Friday, there was

a deluge and one was being predicted for the next day too. Trees were down, roads were flooded, it was dangerous to drive. Should we cancel or not? We prayed, we hoped, we crossed our collective fingers, we e-mailed each other furiously. Finally, we decided to go forward, knowing we could cancel up to an hour before and let everyone know. Miraculously, the skies cleared and the sun came out just prior to 1 pm. We had a wonderful workshop. 17 GVAA members attended the program and gave rave reviews to our presenters. **Anne Anderson, Heidi Bratt, Carol Dixon and Holly Hungett** generously shared their experiences of creating art, as well as cards and other products from their art. They also talked about packaging, pricing, sales outlets and much more. It was informal and there was ample time for attendees to ask questions and share knowledge and information. We also had prepared an extensive hand-out to give to attendees. All the money collected goes to support our GUSD Art After School Program. **We called it a win-win-win.**

While preparing for the workshop in the weeks before, marketing opportunities started to appear as if by magic.

**First**, Hannah Beth Jackson's office contacted me to ask if any of our artists would be interested in submitting their art for consideration to represent our district in the

**California State Senate Contemporary Art Collection.** We sent this opportunity in an email blast to our members. More details are included in this newsletter.

**Next**, the **Goleta Gazette**, a widely-distributed e-zine, invited GVAA members to send in a few jpegs of their work along with a short bio. From time to time, Allen Feld, Publisher, will choose a different artist to highlight as Artisan of the Week. More details follow a few pages on.


**Then**, within a week of the Art Marketing Workshop, **Distinctive Art Gallery** at **1331 State Street** invited the artists of GVAA to have a show in April. Our Board was happy to say yes to this opportunity. A flurry of activity ensued. We e-blasted our members three times inviting everyone to submit their art for consideration. Many GVAA artists have indicated interest. From the submissions, the director of the Gallery will choose which art to put in the show. **The reception is on 1<sup>st</sup> Thursday, April 6, 5-8 pm. Please invite all your friends and neighbors.**

I don't know if the focus on developing our Art Marketing Workshop resulted in all these opportunities coming our way, or if it was serendipity. The New Oxford American Dictionary defines **focus as: the center of interest or activity: also, an act of concentrating interest or activity on something.** The same reference defines **serendipity as: the occurrence and development of events by chance in a happy or beneficial way.** Maybe it was a combination of both. By focusing on marketing our art, several events came our way that will benefit us as artists and maybe make us happier. In any event, the sun is shining and everything is green and beautiful. That alone makes me happy.

Elizabeth



## Upcoming Events & Opportunities

*The*  
**GOLETA**  **GAZETTE**  
powered by INDEPENDENT.COM

Artists in the **Goleta Valley Art Association** are invited to have their work featured in the **GOLETA GAZETTE**, a bi-weekly on-line publication. You can send jpegs of your work with a very short write-up to Allen Feld [afeld22@aol.com](mailto:afeld22@aol.com) Contact Allen to receive your free online subscription.

**Ruth Ellen Hoag** classes at **Whistle Stop Art Studios**, 220 W. Canon Perdido, Suite D, continue with on-going classes: **Saturdays 10:00-1:00** open to all levels of watercolor and acrylic artists. And **Saturday's 1:30 to 4:30** geared to beginning and newer students of watercolor. **WSAS's** small classes provide each student with individualized instruction and coaching in esthetics and techniques of watercolor and acrylic painting.

Dear **SKETCHERS**, In April we have a super opportunity to go to a private residence of one of our GVAA members, **Colleen J.** Her garden has 25 rose bushes that will be in bloom as well as a KOI pond many cactus and succulent plants as well as other lovely sights to draw. We will meet at our regular time on **Sunday April 9 1-3pm**. I am purposely not including her address since this is posted on our website. **Her address will be included later in our email blast.** Bring the usual sketch-out materials: sketch books, pens/pencils, sketch chair, umbrella, hats etc., and participate in this fun opportunity to sketch in a group! All skill levels are welcome. Questions? **Email Holly** at [hollyh@sbceo.org](mailto:hollyh@sbceo.org). or **call 805-705-4367** if you need info the day of the event.

**DISTINCTIVE** 1331 State Street, presents **Spring Fling** a group exhibition by the artists of the **Goleta Valley ART GALLERY Art Association** with sculptures by members of the Santa Barbara Sculptors' Guild. Reception is **1<sup>st</sup> Thursday, April 6, 5-8 pm**. The deadline for submissions was **March 15<sup>th</sup>**. **The gallery is also looking for Jewelry Artists** who do not have to be members of GVAA. Contact **Letitia Haynes**, Director at: [distinctiveartgallery@yahoo.com](mailto:distinctiveartgallery@yahoo.com), 805/845-4833. Thank you to all who submitted your art for consideration!

**California State Senate** is looking for art that best represents our district to show in Sacramento. This art should depict either social issues or scenes from our district. All media is to be considered. **The chosen work would hang in the California State Senate Contemporary Art Collection from May 2017 through September 2018. Deadline Entry has passed.** The work will also be featured in the **Exhibit Catalogue**. Please send 3-5 jpegs of your work for consideration: [Daniella.MikhaelFard@sen.ca.gov](mailto:Daniella.MikhaelFard@sen.ca.gov). Her additional contact information is: **Daniella Mikhael-Fard**, Legislative Intern, Office of Senator Hannah-Beth Jackson, SD 19, 222 E. Carrillo St., Suite 309, Santa Barbara, CA 93101, (805) 965-0862 (Office)

**GVAA members are invited** to show with **SBAA** members up to **three pieces** of art in the **six month long non-juried show** at the **HUTTON FOUNDATION**, 1528 Chapala Street. The walls will be repainted so that affects the earlier published dates for the takedown and ingathering. **Takedown** old show: **Saturday, April 8 from 10 - 12 (all pieces must be collected)** Ingathering for new show: **Saturday, April 22 from 10 - 12.**



Goleta Valley Art Association

## GVAA Workshops

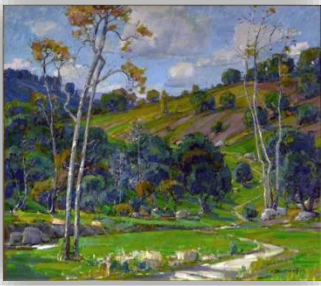
### FUN WITH YOUR IPAD

INTRODUCTION TO IPAD SKETCHING ON TAYASUI SKETCHES PRO APP. WITH HOLLY HUNGETT

It is quick, easy, fun, sketching. No hassle sketching on the road or in the car or at home.

iPad workshop is on **Saturday April 29 1:00-3:00pm at Goleta. Location TBA.** \$10 per person paid on the day of the event. Limit 10 participants.

**IN THE WORKSHOP YOU WILL LEARN HOW TO:** navigate basic tools and preferences in the app; import a photo from your photo library to work from; allow "Sketches" to import & connect with photos; sketching tools; how to change opacity and size of mark; laying and customize your palette and saving your work .



**KARL DEMPWOLF** teaches a three day plein air workshop for oil and acrylic painters, **March 31 - April 2, 2017** in Santa Barbara. Karl Dempwolf is a Lifetime Achievement recipient and a Signature Member of the California Art Club, where he lectures on the California Impressionist movement from the late 1890's to the present. Karl's attention to teaching and his passion for the environment are legendary. Dempwolf's work is consistently displayed in prominent galleries and in numerous group and solo exhibits. Hours: **9 am to 4 pm. Maximum of 12 students. Cost: \$350 SCAPE Members; \$410 Non- Members**  
**Registration cutoff: March 15** <http://www.s-c-a-p-e.org/about-3-1/>

**The Santa Barbara Art Association** invites all artists to apply for membership on **Monday, March 27 from 10am – 12:30pm** at the **Faulkner Gallery**, 40 E. Anapamu St. in the central library. For details, please visit our website [www.SBartassoc.org](http://www.SBartassoc.org) and select How to Join under the **INFORMATION tab**, contact us by email at [SBAAdata@aol.com](mailto:SBAAdata@aol.com) or call (805) 963-1026.



### A Very Big Thank You!!!

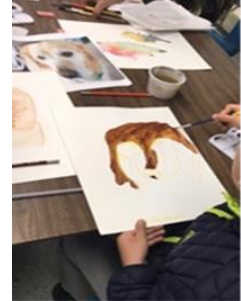
**To Anne Anderson, Heidi Bratt, Carol Dixon and Holly Hungett** who teamed up to offer the Art Marketing Workshop. The deluge stopped and the sun came out just so they could generously share their art work, art products and tips on promoting and marketing art. 17 lucky GVAA members participated and gave rave reviews!!!



## GUSD Art After School

**Sue Whisenand**, GVAA Artist and former Principal, returned to **Kellogg Elementary School** in February to lead the students in an **Art After School** lesson. Kindergarten through grade five students created dog portraits from photo images. They made quick sketches, practiced finding value ranges, played with watercolor pencils, watercolor techniques and drew with Micron pens. A light pad allowed discovery of key lines from the photos to create original drawings.

**Thank you Sue!!!** Several other GVAA Artists have expressed interest in teaching an **Art After School** lesson in the near future. This newsletter will provide a write up and photos of the lessons. Please contact **Judy Edmondson** at [edmondso@sbceo.org](mailto:edmondso@sbceo.org) if you are interested in teaching a lesson or for more information.



**April's Juror Chris Chapman** was born in 1950 in Pasadena, & trained at the U.of Oregon & UCSB. She has taught landscape painting in SBCC; & the exacting art of botanical illustration at the Wildling Museum, Los Olivos, Ca., & at SB Botanic Garden. Chris Chapman's California landscapes are forthright & honest. Chris spent her childhood exploring the foothills and orchards on horseback. While most of her *plein air* work centres on her SB home grounds, Chris ranges farther afield, collecting plants for her botanical work, thus engaging in a closer encounter with the landscape. Chris is a member of the Oak Group, (as was the late Glenna Hartmann) - a SB based group of landscape painters formed in 1986, it has raised well over a million dollars to preserve endangered environments & her work is included in a feature about the Oak Group in *American Artist Plein Air Issue*, Fall 2011. She is an Honorary Lifetime Member of the *SBAA*, a Signature Member of the *Pastel Society of America*, & member of *American Society of Botanical Artists*. **Medium:** Pastel, w/c, **Subjects:** Landscape; Botanical illustration, **Style:** Representational.

## GVAA CALENDAR IS AVAILABLE on [www.tgvaa.org](http://www.tgvaa.org)

Goleta Library Ingatherings: **10:10am -1pm**, pick up unselected artworks: **3 – 5 pm**,  
Critique & takedown: **6:15 – 8 pm**,

Friday, April 7,	Ingathering	Goleta Library
Saturday, April 8, 1-3pm	Framing Basics Workshop	TBA
Saturday, April 8, 10am-12pm	Takedown	Hutton, SB
Sunday, April 9, 1-3pm	Sketchout	Colleen J's house TBA
Wednesday, April 26,	Chris Chapman Critique/Takedown	Goleta Library
Saturday, April 29, 1-3pm	Ipad Workshop	TBA



## Member's Events Good News Congratulations

**Eva Danila & Attila Danila** exhibiting in gallery 333 Rancho Santa Barbara Mobile home park clubhouse. 333 Old Mill Road from **Feb. 11 – May 31**. **Eva** is one of the featured artist of the March in Gallery 113 Mezzanine/Wall A until **11th of April**. **Attila** will be the artist of the month in Gallery 113.

**Lynn Humphrey** sold two paintings this month; "**Seaside Reflections After Picard**" and "**Awakening**". Both have new homes in the Santa Barbara area.

**Pamela Benham's** painting **Untitled SBT 38** was accepted by juror David Limrite to be in "Brushstrokes 2017" at the San Luis Obispo Museum of



Art, **May 19 - July 2**. Reception: Saturday, **May 20, 3-5p**. **Pamela's** solo exhibition "**Painting in Three Movements**" will be in the Faulkner West Gallery, Apr. 3r-29. There are two receptions: First Thurs., Apr. 6, 5-8pm, and Fri., Apr. 7, 5:30-7p.

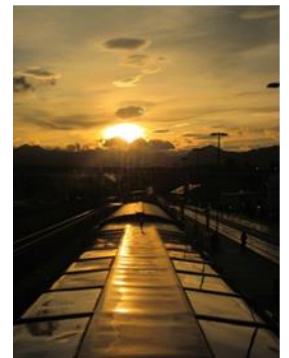
**Karen Schroeder** has a show of acrylic paintings titled, "**Take Me Away**", on the small image wall at Gallery 113, in Santa Barbara. She hopes to see you First Thurs. The painting will be up until **Apr. 29**.



**Jerilynne Nibbe** had three pieces accepted in Santa Barbara Printmakers' show at the JCC. The show runs until **May 18**.

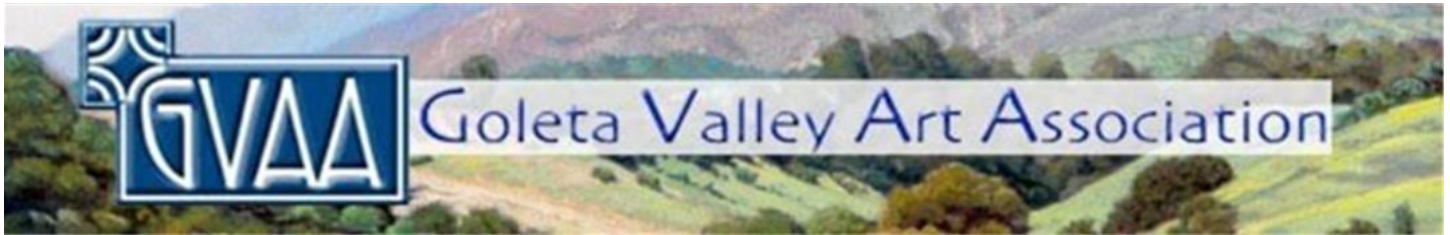
**Loren Nibbe** had two of his clayprints accepted Santa Barbara Printmakers' show at the JCC. The show runs until **May 18**.

**Elizabeth U. Flanagan** received a **Juror's Choice award** for her piece, "**The Jester**" in the **GVAAG Feb.** show at the Goleta Library. "**The Jester**" was also included in a notice in the **Goleta Gazette**, an **e-zine** with a wide distribution, where Elizabeth was honored as **Artisan of the Week**. She has two pieces, "**I Have Decided To Stick With Love**" and "**Honest Abe We Need You Now**" at Gallery 113 in La Arcada Court through **Apr. 2**. She has a photograph, "**Break of Day**" in the juried show "**Nocturnes & Sunrises**" at the Carpinteria Art Center Gallery through **Apr.10**.



### People's Choice Awards for February

1	Anne Chesnut	"Sea & Swell"	Acrylic
2	Cheryl Guthrie	"She Hears the Cries"	Acrylic
2	Judy Nienow	"Down from Montmartre"	Oil
3	Will Cunningham	"Fureur De Guerre"	Oil
3	Sarah Carr	"Sundown, Devereux"	Acrylic
3	John Williams	"Garden Stroll"	Oil



If you know of someone in need of encouragement or cheer, please notify our own Sun Shine Gal, Janet Hart at [hartjanet84@gmail.com](mailto:hartjanet84@gmail.com)

GVAA is sad to announce **Virginia Grace Butterfield**, 94, passed away from causes related to pneumonia on March 4, 2017. Virginia was a longtime Santa Barbara resident who moved to Carpinteria, then Santa Barbara, in 2003 from San Diego, where she was associate editor of San Diego magazine for 17 years. In San Diego she first took up painting, and upon moving to Santa Barbara, she became a successful local artist, creating many works of watercolor, oil, acrylics and mixed media. She was a member of the SBAA, GVAA, Printmakers of SB and Padres Watercolor Society. For more information about Virginia her full obituary is in posted in The Coastal View News March 22, 2017.

#### GVAA 2017 OFFICERS

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**We have a varied and rich art community, click on a name below to make a connection!**

- **Southern California Artists Painting for the Environment SCAPE** <http://www.s-c-a-p-e.org/>
- **Santa Barbara Arts Collaborative** <http://sbartscollaborative.com/>
- **Santa Barbara Art Association SBAA** <http://sbartassoc.org/>
- **Abstract Art Collective AAC** <http://abstractartcollective.com/>
- **The Oak Group** <http://www.oakgroup.org/>
- **Santa Barbara Print Makers**<http://www.sbprintmakers.com>