



THE MEDIUM

Volume VI - Number 8 - August 2006

The Chairman's Message

Where and how shall we allocate our time and energy?

Many of you may have heard of the 80/20 Rule. In 1906, Italian economist **Vilfredo Pareto** described the unequal distribution of wealth in his country. He observed that 80% of income in Italy was received by 20% of the population.

Then in the late 1940s, Management thinker **Dr. Joseph M. Juran** inaccurately adopted the idea that 80% of the consequences stem from 20% of the causes. While Juran's interpretation of Pareto's Principle might better be called "Juran's Assumption," the principle involved can be a very useful tool to help us participate effectively.

The idea has rule-of thumb applications in many places, but I find it is commonly misused. In most organizations, the most

active people are subject to "burnout." They are often in the 20% that Juran says are "making things happen."

But there is a management theory floating around that interprets Pareto's Principle in such a way as to focus all time and attention on these Superstars.

The theory's supporters claim that since 20% of the people produce 80% of the results you should focus your limited time on that 20 percent. I believe that theory is flawed, because it overlooks the fact that an organization will improve and grow if **80% of its time is spent doing what is really important-increasing the productivity of the other 80%** rather than "managing" the 20%.

Where and how shall you allocate your time and energy?

(to be continued P.2)

- P.1.2 President's Message
- P.1 Dates to Remember
- P.2 Call for Entries
- P.2.6 About the Fine Art Festival
- P.3.4 Member News
- P.5 New Members August 2006
- P.6 SDMA News
- P.7 Board of Directors / About The Medium

2006 Dates to Remember

- Board Meetings -
in the SDMA Board Room
at 12:00 (noon)

August 28 (Sept. meeting)
October 2
November 6
~ Open to all members ~

- Festival of Fine Art III -
Jury Day Sept. 1
Preview night Nov.10
Show open Nov.11&12

The Chairman's Message

The Artists Guild needs programs and activities to involve as many of our members as possible. **Growth of our organization is directly related to the number of our members involved.** The Guild is eager to support your growth as an artist, but you must be willing to participate in the planning and execution of the programs that will benefit you.

YOU can make the difference—even if you have only 20 minutes a week (no amount of dedicated time is too little), or must perform a task at home, or must limit your communications to the telephone or email (all special circumstances can be managed.) **YOU** can help to promote the Guild. Call one of the board members today (see the last page of the newsletter for contact information), share your ideas, and volunteer to help with specific tasks.

The SDMA Artists Guild will be the exception to the Rule-

80% of the productivity will be done by 80% (not 20%) of the members—affording all our artists time to work on - their art!

The immediate opportunities to help include

- supervising and coordinating Opening Night for FAF III
- coordinating publicity for the Guild
- welcoming new members [shouldn't that be membership chair?]
- matching members with tasks that move the Guild forward
- writing articles of general interest for the Medium
- interviewing members and reporting their activities

Thank you for being an active member!

Manuelita Brown.

ABOUT THE FINE ART FESTIVAL III

Please note the time line for the Fine Art Festival III

Jury Day
September 1

Artists notified of Jury decisions
September 7

Artists' install their artwork in the Auditorium
November 10 (afternoon)

Preview Night
November 10 (evening)

Festival for General Public
November 11 & 12

For questions and comments contact
Jacqueline Lacey at
760 944-0851 or
jacqueline@jacquelinelacey.com

(to be continued P.6)

YOU can make the difference.

Volunteers needed.

~ CALL FOR ENTRIES ~

La Jolla Art Association is accepting entries for *Dimensions*, a juried exhibition of art in all media to be held from November 13 - 26, 2006 at the Village Gallery, 7932 Ivanhoe Avenue, La Jolla, CA 92037. *Dimensions* is open to all artists.

Entries will be judged by Rich Hawk, an award winning artist and noted workshop instructor and demonstrator, and cash awards will be presented to winning artists. The deadline for entries is October 20, 2006. For more information and to download a prospectus go to http://www.lajollaart.org/forms/dimensions_application.pdf

- MEMBER NEWS -

Jane Darin was juried into the Port of San Diego Sculpture Show in what will become an annual signature event for San Diego which will take place on Embarcadero Park Friday October 13 through Sunday, October 15. **Manuelita Brown** was also juried into this event. A Benefit Gala from 6:30 to 9:00 PM will take place on Friday with wine and gourmet hors d'oeuvres from some of San Diego's finest restaurants, live music and an awards ceremony. A ticketed event, the Gala allows those attending to be among the first to view and acquire the quality pieces.



"Waiting"
by Jane Darin

judi sim was juried in to the New Visions gallery USA wide Juried Exhibition "Culture and Agriculture" Marshfield, Wi. sim had #4 paintings accepted in this Year's San Diego County Fair. She won third place, a ribbon and monetary award in the Category: Acrylic Representational Animals. judi has been juried into the ONLINE INTERNATIONAL Upstream People Gallery 4 times : Contemporary, Mixed Media and Collage,(now in the "archive" section), Landscape, (currently showing) and August 1,2006, The Summer Juried Exhibition. #19 paintings all together, which will be for sale on line till 2007. judi received #2 Special Recognitions in the Contemporary Juried Exhibit. In May, 2007, judi will have #8 of her paintings for sale in the Hospice and Palliative Care, San Diego. sim received a "special recognition" for her Acrylic painting "Life Dances" at The Online juried International Exhibit Gallery, in its current show: August1, 2006 - August 1, 2007, Summer Exhibit, and wrote a statement about this painting for her local newspaper, The East County Daily Californian August 10, 2006.

*Members are welcome to include a picture
when sending News.*

Pat Dispenziere's watercolor "Oia" was awarded 2nd prize at the July San Diego Watercolor Society members' cash awards show. Pat's mixed media painting "Frustration" was awarded a Jurors' Commendation award in the August San Diego Watercolor Society members' show. The San Diego Watercolor Society Gallery is located at 2400 Kettner Blvd, Suite 102, San Diego, CA. Gallery. hours are 11am-3pm Wed-Sat. Pat also had four paintings in the San Diego County Fair receiving 2 honorable mentions and a Special award from the Studio of Art and Design. Dispenziere's watercolor "Morning Stroll in Edfu" has been juried into the San Diego Watercolor Society 26th annual International Exhibition at the San Diego Watercolor Society Showcase Gallery,(address above). The painting received a Merchandise Award. The show will run Oct 1-31, 2006. This is Pat's third entry accepted which qualifies her for Signature Membership. Pat's watercolor "Santorini III" was juried into the California Watercolor Association 36th National Exhibition to be held Oct 2-Oct 27, 2006 at the San Francisco Academy of Art University Gallery, 79 New Montgomery St. San Francisco, CA.

(to be continued P.4)

- MEMBER NEWS -

Upcoming shows for **Elaine Davis**: Full month of August Elaine's work can be seen at Bard Hall Gallery, First Unitarian Universalist Church of San Diego, 4190 Front Street. Reception August 15th, 6:30-7:30, all welcome. University Heights Art Open (www.uharts.org), a first ever community open studios event, September 16-17, from 12-6. Elaine will be sharing her space with her daughter, Maryanna Davis. **Jennifer Nilles** another Artist Guild Member is showing there as well. Many festivities will take place on Park Boulevard these two days. Please come and see the art of Elaine and her artists friends, and enjoy all the activities of the event. Elaine's studio is located at 4576 Maryland Street, 4 blocks west of Park Blvd. with Madison being the closest cross street. Elaine will have a booth at the first ever, Coronado Art Walk, September 24th, Sunday, 11-5, located at Park Place and Star Park Circle (Park Place is off Orange Ave. and very near the Hotel Del Coronado). Then September 30th, from 10-5, she will have a booth at the Alpine Arts Festival, Alpine Community Center Park, 1830 Alpine Boulevard.

Bea Roberts was juried into Artfest: a fine arts show in Old Town Friday, Saturday and Sunday, September 15,16,17: Hours 10-5. The organizers of this show used to produce the show on Girard Avenue in La Jolla. **Bea** is also participating in the Coronado Art Walk which was juried by curators from SDMA and MOPA Sunday, September 24th: Hours 11-5.

The Oil Painters of America selected two paintings by **Jeff Yeomans** for the Western Regional Exhibition to be held in Calistoga, CA at Lee Youngman Gallery in October 2006. In July 2006, Jeff Yeomans received 2nd Place Award for his painting of Trestles at the San Clemente Plein Air Painting Competition. He also received 4th Place in the Quick Draw for a street scene of San Clemente. In April 2006, Jeff received the First Place Alfred Mitchell Award for his painting "The Audience" at the La Jolla Art Association All-County Juried Exhibition. Jeff was recently interviewed for an article about surfers who enjoy owning and playing Taylor guitars. The article (in the Summer '06 issue of Wood & Steel) includes Del Mar jazz musician Peter Sprague, former San Diego Padre (now broadcaster) Tim Flannery, and Hawaiian big-wave surfer Titus Kinimaka, among others. Read the story at www.taylorguitars.com (go to News/Events and click on Wood & Steel).

Joe Darin's FineArt Photographs are on display at San Diego Hospice and Palliative Care, 2911 Thrid Avenue, until August 27th. He will also be exhibiting his work at the Old Town San Diego Art Festival on September 16th & 17th on San Diego Avenue in Old Town. On September 30 and October 1, Joe will be taking part in the Spanish Village Autumn Art Festival at Spanish Village in Balboa Park. Then, on October 14th & 15th, he will be exhibiting his photographs at Art Walk on the Bay held at the Embarcadero Marina Park North in conjunction with the Port of San Diego Sculpture Show.



"Paradise Sunset"
by Joe Darin

Jane LaFazio will be teaching again on, September 8-October 13, Fridays 9am-noon, at the Oceanside Museum of Art School of Art. Email Jane@PlainJaneStudio.com with questions or info on registration (858-451-6429).

- NEW MEMBERS August 2006 -

Casey Bemis of Ramona was headed for a career in computer graphics until she took a fine arts class that got her hooked on painting. Born in 1977, Bemis got an MFA from the Academy of Art University in 2005, in Sculpture and Metal Arts, where she graduated with Honors. She received a BFA from the School of the Art Institute of Chicago in 2000, in Art & Technology Painting, with High Honors. Casey was awarded First Place at the San Diego County Fair in Del Mar, Oil/Non-Representational Division.



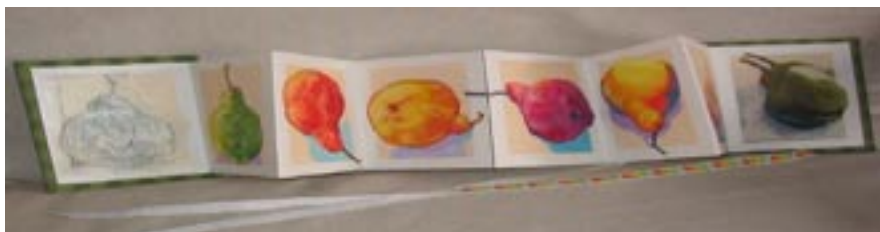
"Battle"
by Casey Bemis



"Peacemaker"
by Donna Klipstein

Donna Klipstein pursued two careers, Marine archeology and real estate, before making art her final work. Klipstein's has studied most mediums, even glass blowing, but has narrowed her focus to oil painting, ceramic sculpture and mosaics. Donna begins a painting or sculpture without a map and lets it evolve. Living with her family in Del Mar, she works with several art organizations in the community (San Diego Art Institute, Maui Art and Cultural, Del Mar Art Center and -Coronado Art Association) and has taught art to children.

For over fifty years **Patt Abbott** has trained in the visual arts, earning a BA from the Rollins College, Winter Park (FL), and an MFA from the University of Tulsa, Tulsa (OK). In 1993 an auto accident resulted in the loss of perceptual skills, and Abbott resigned from the making of art to the business of selling art. Currently, Patt is exploring the discipline of "Book Arts", specifically miniature portfolios. She was COVA's Executive Director, and until May 2006 the Associate for Sales and Promotion at the Africa & Beyond Gallery in La Jolla.



This is an accordion book made up of drawing, watercolors, and collage on Arche's 140 cold press paper. The binding is fabric over board. Closed size is 5.5 x 6 inches. I'm an old hand at watercolor, but new at book making.

By Patt Abbott.

Notification Please contact *Bea Roberts* if your contact information have changed at topbuck@pacbell.net

SAN DIEGO MUSEUM OF ART NEWS

Throughout 2006, the San Diego Museum of Art will celebrate its 80th year as San Diego's premier visual arts institution through many interesting events.

Save the dates of the upcoming celebrations:

- | | |
|--|----------------------------|
| - Winslow Homer, | June 3 - September 3 |
| - Andy Warhol's Dream America, | June 17 - September 10 |
| - Transmission: The Art of Matta and Gordon Matta-Clark, | August 19 - November 12 |
| - Paper Traces: Latin American Prints and Drawings from the Museum's Collection. | September 23 - December 31 |
| - 80 th Gala Celebration, | October 21 |

Subscribe to SDMA's free e-newsletter, Muse News, and receive the latest information about the Museum's exhibitions, concerts, lectures, and classes, as well as exclusive offers and discounts.

Log on to <http://www.sdmart.org/subscription-join.html>

ABOUT THE FINE ART FESTIVAL III

So you decided not to apply to exhibit and sell in Fine Art Festival III-NO WORRY. You can still be a BIG part of the success of the Festival.

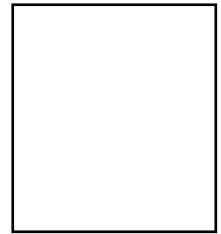
Volunteers are needed to:

- greet patrons,
- control the traffic flow during unloading before the show
- assist with collecting Guild lights and loading after the show,
- give participating artists a break,
- watch purchasers artwork while they go for their car,
- keep the hospitality room neat and organized,
- and many other tasks.

Remember, FAF III is our major fund raiser for our contribution to the SDMA.

Email **Sarah Bates**, who is coordinating Festival volunteers,
at jsbates2@sbcglobal.net or call her at 760-723-0233.

“Save The Date” party cards (postcard size) are now available for you to hand out at any events you are exhibiting at or visiting. Please contact Jacqueline Lacey (760-944-0851 or jacqueline@jacquelinelacey.com) in the northern North County. Or Manuelita Brown (760 436-0362 or manuelita@tsahastudio.com) in the southern North County. Or Joe Darin (858 514-8154, or joed@san.rr.com) in San Diego and south, to get your flyers now.



Balboa Park, P.O. Box 122107
 San Diego, CA 92112-2107
www.sdmaartistsguild.org
 ADDRESS SERVICE REQUESTED

BOARD OF DIRECTORS

Chairman	Manuelita Brown	760 436-0362	manuelita@tsahaistudio.com
Vice-Chairman/Web Site Committee Chair	Joe Darin	858 514-8154	joed@san.rr.com
Treasurer	Vicky DeLong	619 286-1361	vbde@earthlink.net
Secretary	Joann Sandlin	619 465-7960	jsandlin@mail.sdsu.edu
Newsletter Editor	Dominick Lemarie	619 469-1792	dlphotopets@aol.com
Educational Liaison	Victor Perez	619 527-0403	victormperez52@netzero.com
Exhibition, Website & Newsletter Committees	Jane Darin	858 514-8154	janed@san.rr.com
Festival of Fine Art Committee Chair	~ vacant ~		
Hospitality Committee Chair	Shelley Campbell	858 945-8144	lanecampbell@sbcglobal.net
Membership Committee Chair	Bea Roberts	858 792-5755	topbuck@pacbell.net
Exhibition Committee Chair	Adam Koltz	760 436-8533	adamkoltz@sbcglobal.net
Database Committee Chair	Jacqueline Lacey	760 944-0851	jacqueline@jacquelinelacey.com
Historian	Tom Roberts	858 792-5755	topbuck@pacbell.net
Publicity Committee Chair	~ vacant ~		

Please send newsletter items to
Dominick Lemarie, Editor
Artists Guild, The Medium
 6381 Lake Lucerne Drive
 San Diego, CA 92119
 (619) 469-1792
dlphotopets@aol.com

THE MEDIUM

Newsletter deadline :
 the deadline for sending in articles for the
 newsletter is the 1st of the month.
 We plan to publish the newsletter by the
 15th of the month.

Please note :
 when submitting images to
 The Medium, send them in
 JPEG Digital Format.
 Images should have
 a minimum resolution
 of 240 pixels per inch.