



THE MEDIUM

Volume VI - Number 9 - September 2006

The Chairman's Message

Artists are business people, like it or not.

When you present your artwork for sale, whether to a gallery owner or the end consumer, you are involved in a business transaction.

Do you have a business license? Does your community/city require a business license? I live in Encinitas and for \$10 a year City Hall issues my business license.

Do you track your inventory? Which items are raw materials for resale? And which items are consumable supplies? As a sculptor, I track wood and stone bases as material for resale (thus I do not pay sales tax on them) and plaster or clay as a consumable supply. Does a painter count each canvas as material for resale or a consumable item? Does a photographer count paper as resale material and film as a consumable?

Do you have business insurance? Are your artworks insured while on exhibit, or in transit, or while in your studio/home? Do you have liability insurance? Some shows have asked me to have \$1,000,000 in liability insurance and make them an "additional insured" on my policy. I have also been required to have a completion bond-basically insurance on me so that if I am unable to finish the project, the insurance pays someone else to complete the job.

Does your patron sign a contract when you are commissioned for artwork? Recently, I used a form from **Business and Legal Forms for Fine Artists** by Tad Crawford as a starting point. The forms are printed in a book, but more important, they can be accessed with your computer from a CD as PDF, Word, WPD, or TXT files. I was able to download the form and modify it to suit my specific need.

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**2006
Dates to Remember**

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

October 2
November 6
~ Open to all members ~

- Festival of Fine Art III -

Preview night Nov.10
Show open Nov.11&12

The Chairman's Message

Do you file a Schedule C income tax form? My tax preparer completes the tax form, but I must provide the necessary data. And I must keep appropriate records-records that will stand under audit if required.

- a. How do you handle tools and equipment? Are they listed as deductions? Some may be amortized over a period of time and others may be deducted immediately because they lose value rapidly.
- b. Do you deduct part of your home or utilities?
- c. Do you deduct educational experiences? Workshops? Museum excursions?
- d. Do you deduct the cost of memberships in art related organizations?

Whether you answered yes or no, you may need to consult a professional tax preparer (also a deductible expense) before 2006 taxes are due.

I have found very few resources especially for fine artists. We may be our best resource if we have a vehicle to share information.

You can share your experience with others in the Guild through the newsletter or we can start having small group area meetings to share information or we can do both. You can even help build AG membership by inviting non-Guild artists in your area to participate also.

Contact me if you would like to write a Q & A column for the newsletter. Or if you want to host a meeting in your area and to share ideas and solutions with your fellow artists, contact me.

Manuelita Brown.

ABOUT THE FINE ART FESTIVAL III

Please note the time line for the Fine Art Festival III

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)

~ Our Artists Guild Web Site ~

We have long delayed putting up a web site for the Guild. Since I am now the Web Site Committee chair, I need your help. I am putting together a committee to determine

1. what we want on our web site,
2. how we want to organize it,
3. how we will present our members work
4. what we will require of members to be on the site,

5. what are the costs involved,
6. how do we cover the costs,
7. how will we handle sales from the site.

These and many other questions need answers before we can put together a site for the Guild. Before any of this can be decided, I need to know if you are interested in having your images on a Guild web site. If you are, contact me. Joe Darin at joed@san.rr.com or (858) 514-8154.

- MEMBER NEWS -

- Important Notice -

Items for the Member News need to be written in “readable” English with **full sentences**. It isn’t the editor’s job to write up your news; remember he is a volunteer just like you might be on another committee. **It is your responsibility to present your news in a finished paragraph**. Study the current and past issues to understand how it needs to be written. This is your chance to let everyone know what you’ve been up to so we can hold good thoughts for you and your artistic career. So the column is titled, “News” not “Publicity” or “Marketing.” Be sure to send along a .jpg with your news if you wish.

Bea Roberts is participating in the San Diego Artwear show, a juried wearable and mixed media arts show at the new arts mecca: NTC Liberty Station, Point Loma. the show takes place on Saturday, October 21, 2006. Hours are 9:30-3:30. also Bea is having a private “Trunk” show at San Diego Museum of Art Museum Store on Friday and Saturday November 24, 25 from 10-5.

Manuelita Brown was awarded Best of Show for Cardiff Surfer, a bronze sculpture. The piece was exhibited in the Wave Crest Show at San Dieguito Art Guild’s Off Track Gallery in Encinitas during the month of August. The show was judged by James Gilliam, Arts Administrator for the City of Encinitas.



*“Cardiff Surfer”
by Manuelita Brown*

Josie Rodriguez had a one woman show, “FAITH HOPE LOVE” at Scripps Mercy Hospital Outpatient Behavioral Health Unit Level D. the show has been extended so there’s still time to see it. Josie conducted a collage workshop for clients whose work is also exhibited. Her mixed media piece, “Let Your Fingers Do the Walking” was juried into the San Diego Water Color Society August show. Josie’s encaustic work “Secrets” was juried into the San Diego Art Institute for the month of August. Josie conducts ongoing Encaustic and Mixed Media workshops in her Mission Hills studio. See website: www.josierodriguez.com for more information or contact Josie herself at josierod1@cox.net

Carrie Fay has had 2 art-works, titled Prismatic I and II, accepted into Escondido Municipal Gallery’s Annual Color XI show. Prismatic II was awarded an Honorable Mention. The juror was Gail Roberts, Professor of Art Design and History at SDSU. The exhibit will be open from September 8 to October 4.

(to be continued P.4)

- MEMBER NEWS -

Michael Sussna is in the show “Digitally Propelled Ideas” at the Kellogg Art Gallery, California State Polytechnic University Pomona lasting from Monday, September 18 to Saturday, October 21 2006. The reception is Thursday, October 5. Michael is also presenting in the La Jolla Art Association Lecture Series on Wednesday, September 20 2006, 7 - 9 PM. He will be discussing “Toward Making a Living at Art”. the lecture takes place at The Village Gallery, 7932 Ivanhoe Ave., La Jolla. For more information call 858 459-1196. Michael will participate in the Coronado ArtWalk on Sunday, September 24 2006 from 11 AM to 5 PM in downtown Coronado. michael is also a member of the Digital Art Guild / Photo Arts Group whose show “Multiple Universes” takes place on Saturday, September 30 through Monday, October 30 2006 at the Poway Center for the Performing Arts, 15498 Espola Rd., Poway, CA. For more information call 858 668-4693. the reception is Sunday, October 8 from 2 to 5 PM. And last but not least Michael will be selling his work at the ArtWalk on the Bay at the San Diego Embarcadero, Saturday, October 14 and Sunday, October 15 2006 from 10 AM to 5 PM.

Ed Wordell was juried into the Taos National Society of Watercolorists’ Xth National Exhibit of American Watercolors at the Taos Art Museum in the Historic Nicolai Fechin House. The exhibit is from Sept. 9 to Dec. 10, 2006. The juror was Warren Taylor, an artist. Ed was also juried into The Adirondacks National Exhibition of American Watercolors at the Arts Center/Old Forge, Old Forge, NY for a show from August 18 to Oct 1, 2006. The selections were made by juror Domenic DiStefano, artist. Have you checked Ed’s two web sites? <http://www.edwordell.com> (40 images changed March 2005) and <http://www.wordell.myexpose.com/>

Be sure to see **Benton Wahl’s** collection of exciting abstract art at his show at Studio 23, Balboa Park, San Diego, Ca from September 15th through the 30th from 10 to 4.

It is YOUR responsibility to present YOUR news in a finished paragraph.

judi sim has donated some giclees and cards to the gift shop of the Humane Society Fur Ball which takes place on October 18, 2006. The framed, Limited Edition Giclee will be auctioned off that night. She has 22 original paintings, 47 different card images, framed giclees and originals available to see and for sale from September 24 to October 30, 2006 at La Costa Coffee Roasting, both locations: 6965 El Camino Real #208 in La Costa, or 2525 El Camino Real #145 in Carlsbad where you can enjoy live music every Friday night from 7 to 10pm. Additionally, judi sim will be in a group Featured Artist Show from Sept 18 to Oct. 8, 2006 at the La Jolla Art Association Ivanhoe Gallery. sim has received a Special Recognition Merit Award for her artwork “Life Dances” in the 8th Annual Summer All Media International Online Juried Art Exhibiton hosted by Upstream People Gallery at www.upstreampeoplegallery.com. This international exhibition received approximately 600 entries from around the world and 85 artists were selected by the juror Larry Bradshaw, Professor of Art at the University of Nebraska at Omaha.

Volunteers needed for FAF III.

~ CALL FOR ENTRIES ~

Heads Up on Future Exhibitions!

Watch for soon-to-be forthcoming prospectuses on the following two exciting show venues being put on by the Guild:

NTC Promenade - McMillin Event Center: This Guild-sponsored show will take place March 10-11, 2007 and will be similar in format to the Fine Art Festivals held at the SDMA Copley Hall. The two-day event will feature artists' booths, with the artists present, in an exciting sales event in San Diego's newest destination for innovation and creativity. There will be up to 50 booths available, and the opportunity to apply is being opened up to the general art community. Watch for the prospectus - we encourage each and every one of you to apply.

San Diego Maritime Museum: This "Guild members only" exhibit will take place during the summer of 2007. We anticipate that one to two "primary" and "alternate" art works will be selected by jury from each successful applicant to be displayed for a period of at least three months in the Gould-Eddy gallery on the historic ferryboat Berkeley. This will also be a sales event for the artists, with sales transactions handled by the Maritime Museum Store staff (during a recent, similar event, over 30 pieces of art sold - therefore the requirement for "alternate" pieces). As this event is in cooperation with the Maritime Museum, a general "maritime theme" is required for all submitted artwork. So, start thinking about a theme for your submission - ships and boats, old or new; San Diego Bay or seashore; sailors; fishermen; sea life; seascapes; etc! Watch for the prospectus in the next couple of months.

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-Clarck, | 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

Artwork display area prepared on
Preview Night
Festival for General Public

November 10 (afternoon)
November 10 (evening)
November 11 & 12

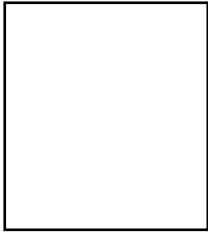
D. Scott Atkinson will jury our November Fine Art Festival on September 1. He will be selecting the participating artists for their “body” of work as presented in their pictures. He will also be selecting individual works of accepted artists to be part of an advertising grouping in Gallery 15 in the Museum during the time between now and the time of the Festival, November 10, 11 and 12.

Representatives from the Museum marketing department will also be choosing individual images of work to include in advertising for the Festival through postcards, invitations, signs and print advertising. So far the committee, while it feels that we have been attracting a buying crowd of collectors, has some new ideas about how this Festival will be advertised. Some of those ideas include adding North County Times to our multiple ads in newspaper, putting signs at the entrances to the Park and passing out “Save the Date” postcards through the Museum itself which is happening now. Some other proposals are being discussed. Publicity of individual artists in the Festival who submit their biosketches will also go out as press releases.

The question has been raised, “Why do we charge admission for this Festival? Shouldn’t the art be accessible to everyone and not a matter of cost?” Surely in an exhibit of art this is important. Our artist members want to show their newest works. Even the Museum’s Andy Warhol exhibit is open to all on Free Tuesdays. Our exhibits at Palomar, Grossmont and Southwestern Colleges had free admission and formed part of the Guild’s community and education outreach. We have in the works such an exhibit for Mesa College as well. Sometimes the work at these exhibitions sells. Usually that’s a bonus for the artist and for the Guild’s fundraising mission to support the Museum not an expected event.

The Fine Art Festival has a completely different type of function with completely different goals. It’s the Guild’s chief fund raising event of the year. And its purpose as conceived by the organizers is to SELL the artists work. Thus we titled it a show rather than an exhibition. We jury in artist members for their “body” of work rather than choosing individual pieces. The artist is present throughout the show to interact with the collectors and encourage them to buy. Each artist has a booth that contains their current work for sale. We have a convenience room where we feed our artists and we provide sitters for their booths during breaks.

The entire admission fee income and twenty-five percent of the proceeds of the sales are used by the Guild to support the Museum. Since this is our primary mission, we hope to make a significant amount of money. Notice that we also charge our artist participants only in line with our costs of presenting the show and without profit to us. The Museum staff handles the sales taking credit cards etc. so the artist doesn’t pay extra to do this individually. Nor do they have to spend time managing a sale which frees their time to sell to the next customer. The food in the convenience room is free. We spend the money from the applications and the booth fees to “bring in the gate” which is common practice in this type of show. Our profits come from bringing in a buying audience which makes the show profitable for the artists. It’s a win/win situation for all, the Museum, the artists and the Guild. The attendees win also by having access to local artists work in a beautiful setting out of the sun, clean and professionally displayed. (No popcorn vendors or work made in China.) Most attendees of this type of show appreciate that they are supporting the artists with their attendance and don’t mind paying. It’s a good thing not a penalty.



Balboa Park, P.O. Box 122107
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www.sdmaartistsguild.org
 ADDRESS SERVICE REQUESTED

BOARD OF DIRECTORS

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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.