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A friend from the business world tells the story of his peanut butter meeting. He called it that because he said the meeting's progress felt like trudging through knee-deep peanut butter. The potential clients were non-responsive or negative and difficult. He left the meeting feeling 'less than enthusiastic'. He was disappointed and discouraged; but he pulled himself together and did the same follow-up protocol he did after more enjoyable meetings. As time passed, from that peanut butter meeting he developed a significant addition to his business. Maybe, immediately after the meeting wasn't the time to be disappointed, it was too soon to tell what the eventual results might be.

The first public showing of my artwork was in a typical arts festival and was like his peanut butter meeting. I paid the booth fee, prepared literature and an attractive display for my work.

I sat or stood, smiled and welcomed people to my booth. I explained the process by which my work is created and discussed the inspiration for each piece. However, although people were generous with their compliments, no one purchased a sculpture. I was dejected, and wondered if I could succeed at this art business. Still I wrote thank you notes to everyone who signed my guest book. I cannot claim that my "peanut butter" show has resulted in a significant addition to my art sales, but 4 weeks later, I received a phone call from one of the guests and she purchased a sculpture. Then 5 months later, another person called from Chicago and purchased a sculpture as a gift for her sister in Los Angeles. My "moaning and groaning" immediately after the show was wasted energy and I got little productive work done for several weeks.

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2007 DATES TO REMEMBER

THE MARITIME MUSEUM SHOW
MAY 26- OCT 18, 2007

MEET & GREET
THURSDAY, SEPT 27, 2007

FAF IV
NOVEMBER 9-11, 2007

THE PRESIDENT'S MESSAGE CONTINUES . . .

Then there was my first commission to do a larger than life bust of a historic person. I was so-o-o excited. I got quotes for the cost of the mold and casting; added what I thought was fair for my work; and gave the client a price. The client paid me one half of the price as a retainer. Now was certainly the time to be excited. BUT, unfortunately, I had grossly underestimated the time it would take to research and sculpt a maquette, then the time to scale up the maquette to the full sized sculpture. End result, I made less than minimum wage—much less. Was this the time to be disappointed? Maybe not, the experience was a great lesson, and at least it paid for itself.

There have been other shows where the sales were nil or low and did not cover the costs associated with participating in the show. But then a client while making a purchase would mention that they had seen my work at a previous show (one of the “bad” ones), and has been looking forward to this moment. So, was the “bad show” really a bad show?

When is it time to be disappointed or elated? I never know. Therefore, I find it is better to take a “long view of things” and keep my attitude in check. I plan an annual budget for show participation and promotion and stick to it. I review the selection of shows based not only on sales, but likely repeat audience, reputation of the show, quality of artwork exhibited in the show, etc. against the cost (money & time) to participate in the show. I am more likely to invest in a show if the sponsors make their money through commissions on sales rather than from exhibitor charges.

Our Fine Art Festival is on my list of shows to apply to every year. I may not get into the show every year, but I can help assure that the show grows in quality and reputation by volunteering to help even when I do not get in the show. So that when I do get juried into the show, it will be the kind of show that I am looking for. In addition, as the FAF grows, it influences the AG's ability to secure other quality venues to show our artwork. We, Artists Guild members, are indeed fortunate—we do have something to be excited about.

SPECIAL NOTE:

I would like to express my appreciation to Catherine (Casey) Bemis for her work on The Medium. Casey contributed her time and skill to the task even though she had lots of other demands on her time and energy. Thank you, Casey, and good hunting.

Manuelita



Doria Goocher

Doria Goocher's art quilt, "Blowing in the Wind", has been juried into the Oceanside Museum of Art Regional 5. This is an exhibition of regional artists. 33 entries were accepted from 443 slides by 122 artists. This fine arts exhibition will include drawing, mixed media, painting, photography, prints, sculpture, and fiber art. The show will run from September 23 to November 22, 2007. The preview artist reception will be on Sunday, September 23, 2007 from 2-4PM.

Sandra Hayen

Sandra Hayen has two paintings in the newly published book "Land of Sunlight" currently on display in the SDMA bookstore and in other bookstores. It features 450 San Diego county scenes and locales by 100 fine-art artists, both . plein-air and studio.

Josie Rodriguez

Josie Rodriguez will be one of the featured artists at San Diego Hospice August 25-October 26, 2007 (4311 Third Ave., San Diego). Eight of her encaustic pieces will be displayed. She also will be showing her work at Studio Maureen (2963 Beech St. South Park) August 25-September 29, 2007 for the annual San Diego Book Arts Exhibit.

And a permanent display of her encaustic and mixed media collage pieces at the Gathering Restaurant 902 Washington St. in Mission Hills has been wonderfully received. "The newly renovated restaurant is beautiful and cozy, the food delicious and magic tricks by owner Dan Thomas are amazing," Josie said.

Vicky DeLong

Vicky DeLong is one of nine artists who will be participating in "The Funerary Art Show" October 13 – November 3, 2007 at the Sharp Gallery, 3807 Ray Street, San Diego. Opening Reception: Saturday, October 13, 6:00 – 10:00 pm. This exhibit, curated by Nancy Arthur-McGehee, a local glass artist, will showcase a collection of multimedia artwork created by artists who, through grief, have developed a visual conversation to help refigure or honor those who have died. Dia de las Muertos closing event with guest speakers: Friday, November 2, 5:00 – 8:00 pm. www.sharpgallery.net

THE GUILD WELCOMES ONE NEW MEMBER

JEAN KING

JEAN KING counts Diebenkorn, Schiele and Modigliana as her chief artistic influences, though she enjoys most the art of Rothko, Calder and Klein. She works with acrylic on canvas, and during the past few years has been mentored by Reed Cardwell. She states: "Inspirations for my work come from taking charcoal sketches of the human figure that I have previously made and developing them into a painting. I have recently started going back into my paintings with charcoal and am enjoying this new technique."

A native of Los Angeles, Jean relocated to San Diego in 1984, taking a position with the Basic Writing Program at UCSD. Jean's career with UCSD will end with her retirement in October, a life change that should allow her more time to dedicate to painting.



NEW MEMBER "MEET AND GREET"

Thursday, September 27 from 5:00 to 7:00 pm in the Board Room of the San Diego Museum of Art, the Artists Guild will be hosting a "Meet and Greet" event for our new members. September is the last month the museum will stay open until 9:00 pm on Thursday evenings, so whether you are a new member or one who is already "well-seasoned," come join us for the Meet and Greet as well as touring the SDMA exhibits after the social.

Our new members will each have an opportunity to share one of their artworks as a way to introduce themselves to those attending. We hope several of those "well-seasoned" members will join many of the 2007-08 SDMAAG Board members.

Our past Meet and Greet socials have been both social and educational. We have been fortunate to have had both Derrick Cartwright, Executive Director of SDMA, and Vas Prabhu, SDMA Deputy Director of Education, speak to us during subsequent meetings. Our program for September is not yet confirmed, but it promises to be equally interesting! If you plan to attend, please RSVP to Manuelita Brown at (760) 436-0362 or manuelita@tsahaistudio.com

FREE SEMINAR ON PHOTOGRAPHING YOUR ART

Last month I offered to teach a free seminar to help our members learn how to photograph their art and to process the images. So far, four members have responded. I need at least 10 students to make it work. If you are confused about how to take, process and send in images for a juried show or gallery or how to process images for your web site or how to prepare images to email to someone, I can help you figure out how to do that.

Here are details about what I would cover.

1. Selecting the best lighting for photographing two-dimensional art.
2. Selecting the best lighting for photographing three-dimensional art.
3. Taking advantage of sunlight and using artificial lighting.
4. How to use your digital camera to photograph your art.
 - a. Optical zoom versus digital zoom; what does it mean?
 - b. White balance; what is it and what to do about it?
 - c. Mega pixels; how many do you need?
5. How to use image editing software to process the images you take of your art.
 - a. Resizing images; what does ppi and dpi mean and what does it mean to you? How large should they be to send by email?
 - b. Why doesn't the image have the same colors as the original and how to fix it?
 - c. My image of my painting is distorted; how do I fix it?
 - d. What's a jpeg, a tiff, a psd, etc. and what do these mean to me?
 - e. Can I make my image look sharper?

So, here is my offer again. If I can get at least ten members to say they want to take this FREE half-day (or longer) seminar I will set a time to hold it. Let me know your interests at joed@san.rr.com or (858) 514-8154.
Joe Darin

ARTIST GUILD WEBSITE SALES GALLERY

Update by Joe Darin

We are still working on our web sales gallery. It is heartening to see the enthusiasm of the committee in taking this website from a dream to a fully functioning tool. It will be a vital contact with not only the membership in the Guild but also a showcase of members work for sale and exhibition.

We are currently working on developing keywords to help search engines find our site. Our webmaster, Wesley Ben Cradic is continually upgrading the look and function of the site. If you have not been to it lately, go to www.sdmaartistsguild.org/tempIndex.html and check it out. To access the members area and to put up some of your images, log into Members Log-in: with the name you want to appear on the site. Use sdmaartist as the password and follow the directions to put your images and information on the site.

Realize that we have not launched the site to the public yet and will do so when the committee feels we are ready. We are still working with the Museum to open a PayPal account to enable our members to sell through the site.

We are still putting together a list of white papers that will be written by our members to discuss and explain the various media that will be displayed on the site. These papers will be helpful in defining various media for our customers.

We are also working on marketing ideas to promote the site.

We need a graphic designer to give the home page and other pages a Museum-like professional appearance. We also need someone to take notes at our monthly meeting to relieve our current note taker of her already overwhelming duties. If you are interested in helping with this, contact me at joed@san.rr.com or (858) 514-8154.

FAF IV

Excitement is building for the upcoming Fine Art Festival to be held in the James S. Copley Auditorium of the SDMA on November 9th through the 11th. On September 10th, the 33 participating artists gathered in the Copley auditorium for an artist orientation. The level of enthusiasm and excitement was high. After demonstrating methods of displaying art, Joe Darin discussed the many details of information that those present would need to know to enjoy the Festival and to sell their art. He unveiled a revised booth layout plan, which incorporates a better circulation pattern. This layout also gives a clearer view of the artists' booths on the stage.

Sarah Bates discussed using publicity to the advantage of each artist by getting articles in their local newspapers. She also explained the use of \$20 purchase certificate and its benefits to participating artists and to the art buying customers. She called for friends and spouses of participating artists to step up as volunteers to help make the Festival a success. Jane Darin suggested sales techniques for effective selling and described some of the selling philosophy behind the Festival.

Comments from the artists about the invitations which include a thumbnail sized photo of each of the 33 artists artworks included, "What a class act!" Many wanted more invitations to send out since they looked so professional and attractive. Jim and Sarah Bates were thanked for the idea and the layout. And each invitation gets a personal note written by our Director, Derrick Cartwright, printed on fancy paper and inserted in the invitation encouraging people to attend.

Since there were a number of artists who had never participated in a booth show like this, the orientation was of special significance to them. Artists had a chance to ask questions and discuss their concerns. After the conclusion of the demonstration artists gathered around the two demonstrated booth set-ups to examine the suggested ways of hanging two dimensional work and displaying three dimensional work. Artist were excited to learn there will be three prizes given by Vas Prabhu to the best two dimensional display, the best three dimensional display and the best overall booth design.

The Artists Guild Board of Directors and the FAFIV committee have been working hard to ensure that this show is a successful sales experience for the selected artists and a positive event for the reputation of the Guild. Those of you who did not apply or who did but were not accepted are strongly encouraged to support the event through volunteering during or before the event (contact Sarah Bates at sjbates2@sbcglobal.net or 760-723-02330). Also, if you know collectors or prospective buyers whom you would like to invite, contact Adam Koltz at adamkoltz@sbcglobal.net or 760-436-8533 to ask for invitations. And finally, mark the date on your calendar, save your extract money and come to purchase an artwork from your favorite artist in the show.

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Got News? Sent items to:

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You can also email him at brosbe@cox.net

When sending pictures to the Medium, remember to send them in JPEG format with a minimum resolution of 240 d.p.i.

Newsletter Deadline:

For sending information is the 10th of the month to be published by the 15th of the month