

IT'S TIME TO LEARN
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Twenty years ago, 1987, New Years Eve, my husband and I sat down with our first home computer—20-megabyte hard drive, DOS operating system and a one-color screen. Today I use an iMac G5 with 1-gigabyte memory, built in audio, camera, and more and my husband uses a Mac laptop and PC desktop plus another PC in his office. It wasn't long ago that I finally agreed to use a cell phone and even more recently began using a digital camera. You could rightly say that we've "come a long way baby." Understand, however, that I have resisted many of these changes/intrusions at every turn. But now they are an integral part of my daily life.

No matter what you are doing nowadays, the "experts" contend that we really must use a computer. Of course there are times when you can leave it aside. You can observe children who are happy and they don't need a computer to make them happy. And they can even make some money selling lemonade in front of your home during a yard sale. But it is increasingly more likely that a computer has been involved even in these instances. The toys need to be researched to be sure they are not on a recall list or the lemon grower needs to be checked against growers using harmful pesticides, etc.

One might find artists who say they would never use a computer to produce or sell their art and some may be succeeding. The artist may be avoiding the use of the computer; but the artist's gallery, promoter, and/or marketer are certainly using computers. Thus, unless you have someone using the computer in your behalf, YOU need to be using the computer. And it is NOT too late to learn.

The need for computer education and daily access to the computer is not a luxury anymore: it is a necessity. Why do you, an artist, need to be computer literate and have access to a computer?

1. Computers (along with the internet) allow us to communicate faster and more efficiently by using Email, Instant Messaging, Chat Rooms, and/or Message Boards. Email helps maintain family connection, I had daily talks with my husband while he was out of the country, and I receive photos of my granddaughter regularly. Chat rooms help build community over great distances.

-continued on page 2

FINE ART FESTIVAL IV
NOVEMBER 9-11, 2007

Friday, November 9 - 5 PM to 8:30 PM (\$10 – members)

Saturday, November 10 – 10 AM to 6 PM (\$5 - members)

Sunday, November 11 – 11 AM to 5 PM (\$5 – members)

Children under 15 and assigned volunteers* FREE

*Volunteer by contacting Sarah Bates(760-723-0233 or jsbates2@sbcglobal.net)

THE PRESIDENT'S MESSAGE CONTINUES . . .

2. Art retailers now conduct sales online. Online art galleries are proliferating. We will soon launch our own and work to differentiate it from the others. To use this resource, you must be able to put your own digital images onto the site.
3. Computers can store massive amounts of information in an organized way and this information is easy to store and easy to retrieve. And technology is allowing for more and more storage space on computer storage devices. Computers have eliminated the "File Cabinet" approach to storing information. For example images of your artwork can be configured for a variety of publications, sent with news releases, used for show entries, etc.
4. Many art shows and exhibits only accept CDs with digital images rather than photographic slides, and soon perhaps none of them will allow the use of slides.
5. Publishing and paint or draw programs make producing your own promotional materials easier and less costly to do. Photo manipulation programs can make adjustments to the color of the photographs that you may take of your art to better represent it online or in brochures, etc.
6. Researching opportunities, whether local or international, can be done from the comfort of your home. Applications for Artists in Residence, grants, and Calls for Artists are often available on-line as files to download and some applications can actually be completed on-line.

Why do you, a member of the SDMA Artists Guild, need to be computer literate and have access to a computer?

1. To use email: Email helps us communicate with each other. We can limit the number of meetings

needed to get guild business done and still be effective. It is important to conserve our time for our art and save on gas. The AG currently uses email as a major form of communication—setting meeting times and sharing information.

2. To have Internet access: Our newsletter is available on-line. And one day we may start chat rooms to interact with each other.
3. To use a word processing program: Update your bio and artist statement for each use; write articles for the newsletter; and share documents with others by attaching them to email.
4. To submit your images for the SDMAAG on-line gallery: Your artwork will be available to the WORLD 24/7. We are preparing to accept sales on-line using Pay-Pal. In order to participate, your images will need to be in a digital format; thus you will either need access to a digital camera or a scanner.
5. To submit images for jurying into shows: It may not be long before all shows will accept only digital images or on-line entries for the jury process, including the Artists Guild. You will have to know how to show the strength and vitality of your art in a digital image.

If you do not currently know how to use a computer, where can you learn to use one along with some of the programs useful for artists? If you already are computer literate, where can you learn to use more powerful computer programs? Check the courses offered in our fabulous community colleges. Find out what is offered in the high school adult education classes nearest to your home. If you are over 55, look for computer classes in senior citizen centers (usually free). Ask a "hot-shot" neighbor teen to tutor you. There are books in the library on using the computer and every program you are likely to use. Find them, check one out and take it home to get started. If you can't invest in a computer at this time, sign up for time at your nearest library.

THE PRESIDENT'S MESSAGE CONTINUES . . .

Some seem to fear that the computer will “take over.” Computers and robots may take over many jobs that humans do, but computers will never be creative or more intelligent than humans. But it is precisely because the world has become so computer-reliant that we as artists must be able to use this tool. We can use computers to increase our productivity and effectiveness in reaching an audience. It is never too late—now is the time to learn or learn more about using the computer and many of the programs available.

It is through the creation of your art that you remind us all of our humanity. Use the computer to extend your reach as an artist.

Epilog: I just found out that it could be beneficial to use My-Space and Blogs. I will first have to find out what they are and then learn how to effectively use them.

Manuelita

Check it out!

Read in the SDMA October through December 2007 magazine—

- The article about Everett Gee Jackson, a former president of the Artists Guild, exhibit opening November 3rd
- Page 6A, information about Fine Art Festival IV
- Page 9A, FAF listing in the Calendar
- Page 9, FAF listing in calendar (color page) with image
- Page 15, donation list (8/1/2006 to 7/31/2007)



SAN DIEGO MUSEUM OF ART
JAMES S. COPLEY AUDITORIUM, BALBOA PARK

Friday, November 9 - 5 PM to 8:30 PM (\$10 – members)
Saturday, November 10 – 10 AM to 6 PM (\$5 - members)
Sunday, November 11 – 11 AM to 5 PM (\$5 – members)

Jeffrey R. Brosbe

The entire month of October Jeffrey R. Brosbe will be part of a 3 artist exhibition titled "Impressions". It is being held at Bard Hall located on the campus of the First Unitarian Universalist Church of San Diego, 4190 Front Street, San Diego 92103. There will be a reception for the artists from 5:30 – 7:30 p.m. on Tuesday, October 18, 2007, immediately followed by a meeting of the UU Art Group, which is open to the public. Validation for free parking in the church's lot will be available at the reception. All Artist Guild members and their friends are welcome.

Doria Goocher

Doria Goocher will host the 11th ARTISANS STUDIO Show and Sale scheduled for Saturday, November 17, 2007, from 10AM to 4PM. The event will be held at 5623 Madra Avenue (Del Cerro), San Diego, CA, 92120. Juried artists will display their artwork featuring: Art Quilts, Designer Jewelry, Wood Collage, Hand Blown Glass, Gourds, Unique Paper Products, Wire Sculpture, Fiber Baskets, Ceramics, Aromatherapy, Home Decor, Gourmet Food, and more. For further information contact Doria at 619-582-8865 or email her at designsbydoria@aol.com

Zorica Joy

Zorica's art will be displayed at Cosmopolitan Fine Art in La Jolla, Ca, 7932 Girard Ave. The last 3 years Zorica's work has been displayed at the Metropolitan Frame & Art in Cardiff by the Sea, Ca 2027 San Elijo Ave. Zorica also had 2 paintings this year at the San Diego County Fair, in Del Mar.

Jerome Lipetzky

Jerome Lipetzky has been juried into the current show at The San Diego Art Institute in Balboa Park.

Joan McKasson

Joan McKasson's painting "Nature's Vessel" is included in the 2007 Rocky Mountain National Watermedia Exhibition in Golden, Colorado juried by Carla O'Connor. Joan has earned signature membership in the RMNW Society.

René Porter

René Porter's study for "Side by Side" won "Best of Show" at the Oil Painters of America Western Regional Juried Exhibition of Traditional Oils Miniature Show at the Waterhouse Gallery in Santa Barbara, California on September 16th. Look for Rene's study for "Side by Side" at the Fine Art Festival IV at the San Diego Museum of Art.

Dottie Stanley

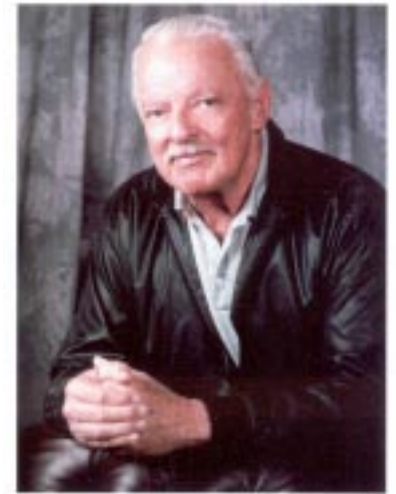
"Cleaning Up II," an oil painting by SDMAAG member Dottie Stanley was juried into the American Artists Professional League's 79th Grand National Exhibition at the Salmagundi Club, 47 Fifth Ave., New York, NY. The exhibition takes place from Tuesday, November 6 through Friday November 16, 2007. A reception will be held November 11th from 2 to 5 p.m. If anyone is in New York at this time, please stop in to see the show. Dottie, who is a Fellow of the AAPL, will be present. Thousands of entries of realistic art from everywhere are submitted, with about 275 final pieces of art accepted. This is Dottie's 6th time in 7 years at this important exhibition.

George T. Kern

1921 – 2007

George Kern was raised in Oakland and received both his BA and MA in architecture from the University of California at Berkeley. In 1943 he was called to active duty by the Navy and was commissioned as an Ensign. He was involved in the liberation of Leyte Island, Philippines in 1944, and the invasions of Luzon and Okinawa in 1945. Following the invasion of Okinawa, he was promoted to Lieutenant and awarded the Bronze Star.

Following his military service George Kern was in private architectural practice in the Oakland area. In 1968 he relocated to join the County of San Diego at a time of rapid expansion of County facilities. Many landmark projects were completed by the County under his supervision. He served as President of the East Bay Chapter of the American Institute of Architects and the Kearny Mesa branch of the Kiwanis Club.



George T. Kern



Following retirement from the County in 1984 he combined his interests in travel and art, rediscovering the joy of painting watercolors on location. Travels to Europe, Canada, Mexico, New England, the Southwestern US and, of course, the picturesque San Diego area resulted in over 1,000 paintings. His watercolors are noted for their rich colors and intrinsic beauty. His love of painting outdoors and his distinctive style resulted in awards in many juried exhibitions and in positions teaching workshops. He was a member of the Artists Guild, the Art 12 Group, the La Jolla Art Association, and the Watercolor Society where he also served as President.

Survivors include his wife Beverly, sons Jeffrey and Philip, and daughters Alison and Jacquelyn, as well as eight grandchildren.

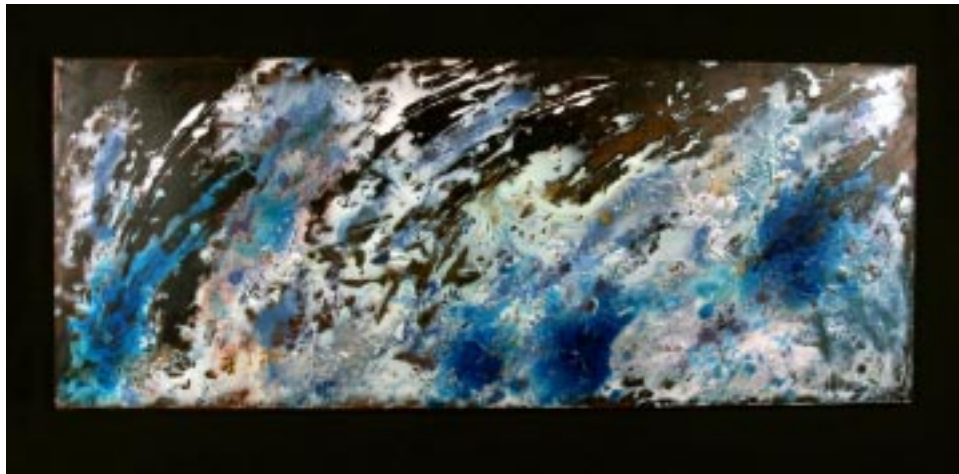
George Kern will be deeply missed by all who knew him and especially by his fellow artists. He created artwork that will remain a living testimony to his ability to see and record the beauty around us.

THE GUILD WELCOMES TWO NEW MEMBERS

Frederick Michael King

Michael tells us: “In 1995 I found my way back into the arts after leaving the Naval service, by working with noted local artist James Hubbell. I entered a competition sponsored by Mr. Hubbell and was selected to join a team of 12 artists to design and build a memorial at the Rancho La Porta resort in Tecate, Mexico. Afterwards, I attended numerous workshops/seminars throughout the United States to learn more about metal, glass, color and design.

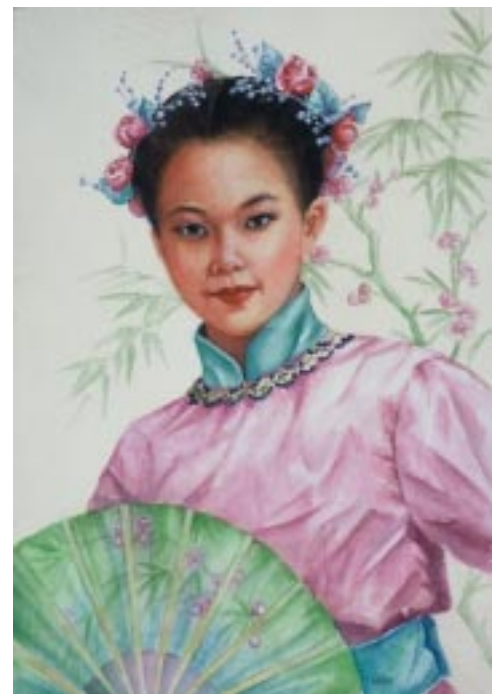
“I draw inspiration from old factories, antique machinery, metal scrap and nature.” Michael is very mixed-media artists, using materials as diverse as steel, aluminum, glass, bees wax, found objects and dyes.



Nancy Budahl Tschopp

Growing up in Chicago, Nancy was encouraged by her family of artists and musicians to follow her passion to paint, beginning at the Chicago Art Institute. She majored in art at Mexico City College, and after graduate studies in art education at California State University Fullerton, she began traveling extensively and began to paint en plein air.

As Nancy states: “My journey in art has taken me to places where I now paint portraits of the grandeur, the spaciousness and the feeling of timelessness of the landscape as well as painting portraits of the dancers of Spain and Mexico. I wish to speak of feelings and visions, and . . . tell a story of a time and a place.”



“The Green Fan”; 14" x11"; Gouache: 2006

NEW MEMBER “MEET AND GREET”

On Thursday, September 27, the Artists Guild hosted a “Meet and Greet” event. With the help of members of the SDMAAG Board and assistance from some of our “not-so-new” members, we welcomed a number of artists who have been recently accepted into our ranks.

Special guest speaker for our meeting was Betti Sue Hertz, Curator of Contemporary Art for the San Diego Museum of Art. She shared with us her definition of “contemporary” in the SDMA’s world of art, and also enumerated some of the considerations necessary when mounting a specific exhibit.

One of the future exhibits she spoke of will incorporate work by Eleanor Antin, the San Diego artist whose piece “The Triumph of Pan” was purchased by the Artists Guild for the permanent collection of the San Diego Museum of Art. Antin was also our featured speaker at the June 2006 SDMAAG Annual Meeting.

Each new artist Guild member had an opportunity to share one of piece of artworks as a way to be introduced to those attending. We were treated to assemblage, photography and paintings in a variety of media.



Earl Saunders

We plan to hold these approximately once every quarter, with the exception of the “holidays” quarter. Do plan to join us in the first quarter of 2008, where we have a chance to meet and greet on a purely social basis, with a little bit of education thrown in as well!



Kay Pagenhart (nose, fingers, hand and legs by Adam Koltz)



Jean King (legs by Adam Koltz)



Adam Koltz and Elaine Davis



Adam Koltz and Steve Gould

[all photos by Joe Darin]

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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