



SEPTEMBER

2016

Issue #94

LOCAL ART EVENTS NEWSLETTER



QUOTE OF THE MONTH

CHECK US OUT!

"When you start a painting, it is somewhat outside you. At the conclusion, you seem to move inside the painting." - Fernando Botero

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SHOWS / MEETINGS/ EVENTS

*EVENTS SUBMITTED TO THE CALENDAR MUST HAVE THE ORGANIZATION NAME, DATE & TIME, CONTACT INFORMATION, AND PRICING.
DON'T FORGET TO SEND IN YOUR PROFILE FOR FEATURED ARTIST /WRITER OR ORGANIZATION / MULTI-ARTIST GALLERY BY THE 20TH OF THE MONTH*

SEPT 2016

Sept 1

1ST THURSDAY ARTHOP covers the downtown area and the Tower District. The Arthop program is sponsored by the Fresno Arts Council. It is a monthly event featuring art exhibits in over 60 venues in Fresno County. Art venues include galleries/ artist studios, retail outlets and public spaces. To plan your Arthop experience, log in to www.fresnoarthop.org to check for a list of locations, event/exhibit details, days and times, and/or the specific venue that interests you.

2/9/16/23/30

YWA (YOSEMITE WESTERN ARTISTS) LIVE MODEL PAINTING: Fridays from 9:30 am - 12:30 pm. All are welcome to paint/draw/ photograph/sculpt from hired models at Gertrude School House, Road 600, Ahwahnee, CA. Cost is \$7.00 for YWA members, and \$10.00 for guests. Please call Doug Boomer 559-642-3648, or email dboomer@sti.net for more information. Please visit (and like) our Facebook page for the latest scoop on all of our events [https:// www.facebook.com/ YosemiteWesternArtists](https://www.facebook.com/YosemiteWesternArtists).

Sept 3/17

FNA (FRIENDS 'N ART) NEW LOCATION FOR MEETINGS! meetings where artists get together and paint at Friends Community church, 5688 N 1st, Fresno, CA 93710 9:00 a.m. to Noon. For more information contact Wanda Carey 291-7489

6/13/20/27

PAA (PLACERVILLE ART ASSN) invites you to participate in our **Tuesday Morn-**

ings Paint Together. Meet with other artists to paint and share ideas. We learn from each other. Everyone welcome. Every Tuesday morning 9:30-12:00 AM Placerville Senior Center craftsroom 937 Spring St, Placerville For more information: call 530-913-1555 (Homer Rail)

- Sept 6 **PHOTO COLLECTIVE GENERAL MEETING.** Meetings are normally held on the first Thursday of the month. . **Time:** 7 p.m. **Location:** Stonebridge Apartments Club House 2800 Braden Ave, Modesto, CA 95356 *Meet in the clubhouse just to the left of the pool as you make your way from the guest parking area. For more information, go to*
- Sept 7 **YWA (YOSEMITE WESTERN ARTISTS) FUN WITH PHOTOSHOP GROUP** now meets 1st Wednesday of the month at 6 pm at Timberline Gallery, 40982 Hwy 41, Suite 6, Oakhurst, CA. Open to YWA members and visitors, no charge. For further information, call Zyg Zee at 559-683-0762 or Norma Rogers at 559-642-7485.
- Sept 8 **YWA (YOSEMITE WESTERN ARTISTS) PHOTO GROUP** Meets every Second Thursday of the Month, 7-9 pm **at the** Stellar Gallery 40982 Hwy 41, Suite 1, Oakhurst, CA 93644 Free to Members and \$10 for guests (1st time free) Each meeting has a theme. Meeting topic – Water For details, check out Facebook page: <https://www.facebook.com/YosemiteWesternArtists>
- Sept 10 **ACA (ALLIANCE OF CALIFORNIA ARTISTS) meeting/art demonstration. 2nd Saturday of each month except July & August. Please join us @** the Art Hub, 2024 N Van Ness, Fresno CA 93704, TIME: 1PM—3PM --Art demonstration is Free to members, Suggested donation from Guests \$5.00. www.allianceofcaliforniaartists.com. For directions to the Art Hub, go to www.fresnoarthub.com
- Sept 10 **THE BAKERSFIELD ART ASSOCIATION** 1607 19th Street, Bakersfield, CA 93301 (661-869-2320) will be having a meeting open to the public on **Saturday**, 9 am to noon, program at 10 am. (2nd Saturday of each month). **Cheri Sperl** will speak about **small portraits in oils**
- Sept 10 **ARTIST CALL: ARTISIAN FAIRE:** Vintage - Upcycle - Hand-crafted A place for local artisans to sell their wares, and for the community to come out and support them while enjoying beverages and food from our cafe! We will now be hosting our Artisan Faire on the second Saturday of each month, with outdoor and indoor vendor spots available, weather permitting. For more information and to obtain an application, please contact us at miacuppa620@gmail.com. **Mia Cuppa Caffè'** 620 E Olive Ave, Fresno, California 93728
- Sept 11 **PAA (PLACERVILLE ART ASSN)** Our general meetings are the 2nd Sundays of the month at 1:30pm at the Senior Center in Placerville. 937 Spring St, Placerville, CA 95667. For more information contact kspoole@hughes.net Sept 12 **ART CENTER MORRO BAY GENERAL MEETING AND ART DEMONSTRATION** at, 835 Main Street, Morro Bay, CA 93442, 3:00 p.m. on the 2nd Monday of every month No charge for attending. For more information contact: artcentermorrobay.com phone: (805) 722-2504.
- Sept 14 **CAG (CLOVIS ART GUILD)** General Meeting and Art Demonstration. 7—9PM Clovis Veterans Memorial Building, Veteran's Room, 808 4th st, Clovis, CA 93612. --Art demonstration is Free to members, Suggested donation from Guests \$5.00. For more information, contact President Gail Daley 559-960-2428 or Membership Chair Alice Sutton 787-2386 or go to www.clovisartguild.com Deanna Bristow to demonstrate silk painting
- Sept 15 **3RDRD THURSDAY ART HOP** covers Metropolitan Fresno and Clovis The **ArtHop™** program is a monthly event featuring art exhibits in over 50 art venues in Fresno County. Art venues include galleries, work studios, retail outlets, and public spaces that art patrons can visit on the first and third Thursday of each month and other designated days. Please support our Metro venues; come by and meet local artists and enjoy their artwork, receptions, beverages, and music on the **3rd Thursday of each month, from 5pm to 8 pm**. To plan your ArtHop experience, log in to www.fresnoarthop.org to check for a list
- Sept 18 The **PLACERVILLE ARTS ASSOCIATION'S** monthly general meetings are held on the 3rd Sunday of each month from 1:30 to approximately 3:30 at the Placerville Senior Center, 937 Spring St, Placerville, CA 95667. <http://www.placervillearts.com> Karen Poole President kspoole@hughes.net or (530) 672-0943.

- Sept 20 **KINGS COUNTY ART LEAGUE** meets the 3rd Tuesday of each month, 6:30 PM in the Kings Art Center, 605 N Douty, Hanford, CA 93230. Meetings include educational art demonstrations. For more information contact the office at 559-584-1605 or e-mail them at info@kingsartcenter.org Website & Facebook page <http://www.kingsartcenter.org> <https://www.facebook.com/KingsArtCenterHanford>
- Sept 23/24 Pastel Portraiture with Cuong Nguyen. Cost TBA. Location: Fresno Art Hub 2024 N Van Ness, Fresno CA 93704 For materials list phone 248-0148 or go to the web site: www.fresnoarthub.com
- Sept 24 **Paint out for CASA – Red Geraniums - Saturday, September 24th, from noon to 3:30.** Bakersfield Art Association, Kay Hall and Iva Fendrick are hosting an event for the non-profit organization, CASA, (Court Appointed Special Advocate). Guests will be lead, step-by-step, in painting "Red Geraniums on a Windowsill" on a tote bag, all materials will be provided. All proceeds benefit CASA. It will be held at the BAA Art Center, 1607 19th Street. A light lunch will be served. You must contact CASA to reserve your ticket. Limited to 30 guests, cost is \$50.00. Call, (661) 631-2272 or go to KernCASA.org.
- Sept 28 **YWA (YOSEMITE WESTERN ARTISTS) PLEIN AIR OUTING.** Outings are usually scheduled for the 4th Wednesday of each month, this month we have moved to the 3rd Wednesday. Location to be determined.. Interested parties meet in the CVS parking lot in Oakhurst at 9:00 am where car-pooling arrangements are made to the eventual destination. To stay informed of plein air destinations, follow YWA on Facebook <https://www.facebook.com/YosemiteWesternArtists>. Plein Air Coordinators: Carolyn Hartling and Sandee Scott, 559-760-1058.

OCT 2016

- Oct 1/15 **FNA (FRIENDS 'N ART) NEW LOCATION FOR MEETINGS!** meetings where artists get together and paint at Friends Community church, 5688 N 1st, Fresno, CA 93710 9:00 a.m. to Noon. For more information contact Wanda Carey 291-7489
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10 free tools for online book marketing

<http://completelynovel.com/articles/free-tools-for-online-book-marketing>

Book marketing needn't carry a hefty price tag. There are plenty of free ways to promote your book – and plenty of free tools to help you, too. We've scoured the web for ten of our favourite online marketing tools – all absolutely free to use.

Did we miss any? Please leave your tips as a comment below.

1. Photofunia

This fun photo app is also useful for creating book marketing images. Upload your book cover to one of their templates and your book could be on display on billboards, in magazines or even just in the hands of smiling readers. Pretty simple – and yep – pretty free.

2. Goodreads giveaway

Goodreads is a great free social networking site for readers and offers a whole host of free marketing tools in their [author program](#). Our favourite of these is the Goodreads Giveaway – an easy way to get hundreds of readers bidding to win a copy of your book (and hopefully adding it to their 'to-read' lists whilst they're at it).

3. Twiteriod

When's the best time to tweet a link to your book? This handy app will analyse your twitter account for you and let you know. It'll then help you put these tweets into action, or you can schedule them with a free social media management service such as [Hootsuite](#).

4. Mailchimp

Newsletters are perfect tools for turning visitors to your website into readers, and your readers into superfans ([more advice on this here](#)). Mailchimp is a free email tool that makes managing and creating emails a bit of a doddle. (For an example of a good newsletter, [make sure you're signed up for ours!](#))

5. Google alerts

Have a book about a particular topic or location? Google have a useful alert tool that enables you to set up notifications for when these are in the news. If 'sports doping' becomes big news overnight, then you can capitalise on the exposure by sending out press releases about your book on the subject. Never miss an opportunity!

6. Newsle

Similar to Google alerts – but focused on those 'potentially-useful' contacts you've been collecting at events. This handy app connects with your social media and lets you know when your friends are in the news. Then you can reconnect with them by sharing their article, or dropping them a line to see if they need a hand...

7. BookCrossing.com

'If you love your books, let them go'. A fun way to increase the amount of people reading and sharing your book. Register a copy with BookCrossing and then leave it in a public place. Hopefully, you'll then be able to track where it goes and what people think when they read it.

8. After the deadline

Not a marketing tool per se – but a tool that will help ensure any marketing efforts you do are as good as they can be. This Chrome extension will help correct your spelling, grammar and style in everything from your tweets to your blog posts. Handy.

9. Audacity

Thinking of starting up a podcast, or publishing some audio content on your website? This free software helps you record and edit audio content. Afterwards, why not pop your podcast on [AudioBoom](#), or your short story reading on [MacGuffin](#) to engage new readers?

10. ShareThis

If you've spent ages crafting a blog post, you'll probably want to make sure it's read by as many people as possible ([more tips on blogging for authors](#)). Make your post is easy to share with this nifty app – it's easily embeddable and you can keep track of how many people have liked your content enough to tweet it.

Try our one on for size by sharing this article with your network:



WHERE THE HECK IS MY ART?

<http://www.thepracticalartist.com/the-practical-artists-blog.php>

Over our lifetimes as an artist, all of us will probably create hundreds of pieces of art. When first starting out, it may seem anal and a waste of time to develop a recordkeeping system to track your work. When I created Art-Tique with fellow artist Lea Adams, one of the purposes of the organization was to find low-cost places where artists could show and sell their work. It was then I discovered the pitfalls of having a lot of art in many different venues! Many times artists would fail to pick up their art at the designated time because they didn't remember when it was due to be retrieved or which venue they had placed it in! For my own sanity, I created the **Art Location Sheet** that I began handing out free to everyone. It is a simple sheet arranged this way:

- ITEM 1—Art Title
- ITEM 2—(optional) Media
- ITEM 3—(optional) Subject
- ITEM 4—Date of receiving for show or exhibit
- ITEM 5—Show name
- ITEM 6—pick up date
- ITEMS 7, 8, 9—past three shows or exhibits

Although it can also be kept on paper in a ledger, I prefer the computer worksheet format because it can be sorted many times by the location so it is very easy to see not only where a particular painting is, how many paintings I have at that location, and when they are due to be picked up. This report also provides a quick reference if I have previously entered it in a particular show. If you keep the Current Location Sheet and the Art Information Sheet updated, you always have records of your work and where it has been.

The Art Information Sheet is a one-page record of each art piece created, and should have the following items:

ITEM 1—a pictorial image of your work. This can be in the form a printed photograph, a slide or a digital image. If your work is 3-dimensional, be sure to take photos of all sides of the work. Since this image is not going to be used to reproduce the work, a small, low-resolution image will suffice. The image should be large enough to see details of the work, clear and without blurring.

ITEM 2—the title of your work, size, style/genre and when it was finished. Knowing *when* you created a piece of art might become important if someone pirates your work and sells it because who created the art first often decides who has the copyright. If you have no record of when an art piece was created, you might even be found in violation of your own work!

ITEM 3—a brief description of the work. I suggest you use complete sentences because many on-line sites require this when uploading to their site. Optional—I also like to keep a kind of diary as to what I wanted to achieve, why I chose this image, and what was going on in my life when I created this art piece.

ITEM 4—Keywords to be used when downloading the photo of your art to your web site or other internet media so you can just copy and paste.

ITEM 5—A Show and exhibit record is a list of what shows or exhibits were entered, when they took place and if the art won awards.

ITEM 6—wholesale and Retail price. This is probably the hardest thing for an artist to decide on—how much to charge for an art-work! What is the difference between Wholesale and Retail? Wholesale is always lower than Retail. Your wholesale price at a minimum should cover the cost of what it cost you to create the art, plus any gallery commission fees and hopefully with a small profit margin. Retail price for an art piece should cover all this plus what you as an artist feel the art is worth. I realize this is very subjective but most of art is subjective.

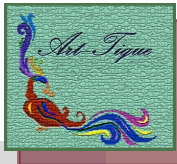
ITEM 7—Incidental information such as the date you formally copyrighted the work, cost of the copyright, etc.

ITEM 8—If you had limited editions of a painting or photograph or copies of a sculpture made, when, how many, how much it cost to make them, how many sold and how much you made when you did.

ITEM 9—the date you sold the original art and the name and address of the Buyer.

You also should keep three types of Photo records and 2 types of documentation of your art: A photo log with both high- and low- resolution photos of your work, kept separately from your desktop computer. A working copy can be kept on the desktop, but be sure and back up your files each month onto a separate disc or jump drive. A record of each piece of art created and its disposition or current location. Keep back-up copies of these items in a separate place, And up-date your back-ups monthly. Once your records are lost due to computer crashes, natural disaster or any other reason they are gone.

I can't say this often enough: back up your data!



ART CLASSES/WORKSHOPS

Workshop Painting the Portrait in Acrylic Two-day Workshop at the BAA Art Center at 1607 19th Street, Saturday and Sunday, October 22 & 23, 2016 from 9 a.m. to 3:30 p.m. by **CHANTEL LYNN BARBER**, \$250 for BAA member, \$275 for non-members. Chantel Barber, internationally known acrylic portrait artist has agreed to travel to Bakersfield to conduct an acrylic portrait workshop. She has been featured in the Acrylic Artist magazine and has a huge following in Facebook. She has had rave reviews for her workshops and we are lucky to offer this teaching opportunity to our members. There is a non-refundable deposit due in order to sign-up. For more information visit our website at <http://www.bakersfieldartassociation.org/Work%20Shops.html>

WORKSHOP--ART HUB, 2024 Van Ness Blvd, Fresno, CA 93704. Oil Painting workshop with Sue Porter on the 3rd Wednesday of each month from 10AM—5PM with lunch break at noon. Items to bring: materials and an easel, reference material. Materials list will be provided at sign up. **Please pre-register.** All items bought for this workshop are available at Allards for 10% off. To pre-register phone 248-0148. www.fresnoarthub.com

CLASSES--PIANO & ACCORDION LESSONS at Palmer's Piano & Accordion Studio, Sarah Sivas, Owner /Instructor. Located at 5781 E Kings Canyon Road, Fresno, CA 93727. For more information and pricing, contact Ph 559-905-5987 or palmerspianostudio@icloud.com. www.palmerspianostudio.wix.com/lessons

CLASSES-- Watercolor Magic with Norma Neil. This class focuses on building a strong foundation of traditional painting skills, color mixing and composition that can be used for a variety of subjects and styles. A variety of techniques are employed as skills develop. The small group setting is appropriate for beginners and intermediate watercolor painters. Classes are on Monday from 5:30 to 8:30 pm. Class dates: Apr 4, 18, and 25. **No class Apr 11.** Cost: \$25 per class. Supply list with registration. **For additional information or to register, contact Norma at 661-204-4653 or nneil2@att.net**

CLASSES-- MCCOY'S ART STUDIO CLASSES 1432 Clovis Ave **Clovis, CA 93612** (559) 298-7965 will cover instruction on color theory, composition and Oil technique's. **Day Classes Offered:** Wednesday--9:30AM - 12:00PM. Thursday 9:30AM -- 12:00PM - 1:00 - 3:30 PM Friday -- 1:00PM-3:30p Saturday -- 9:30AM - 12:00PM **Night Classes:** Thursday Evening 6:00pm-8:30p **NOTE:** The classes are continuous all year long. We usually take two weeks off at Christmas, and one week at Thanksgiving. A one-week notice would be appreciated when quitting a class. When you stop your classes, all make up classes become void. If you have any other questions please call us at 559-298-7965. Check my Web Page at www.artwithlindamccoy.com **Permanent Students** -- Students who come on a regular basis, the same day and time each week and pay for all classes even if they miss one. They may make-up the class on another day in a specified amount of time. The cost of this class is \$18.00 per session. **Alternate Students:** A student who comes whenever there is an opening and only pays for the classes they attend. Classes are \$20.00 for each session.

CLASSES IN JEWELRY MAKING by Frances (Fenya) Lediaev --I teach classes on wire-sculpted jewelry. Available after 5pm and Saturdays. Phone: 559-341-0919 artwirejewelry@hotmail.com www.artwirejewelry.com

CLASSES AT THE BAA ART CENTER (Bakersfield Art Association Art Center), 1817 Eye Street. **Summary:** Classes are available in Drawing, Watercolor, Oil, Acrylic, Pen and Ink & Color Theory for beginners and advanced, adults and children. <http://www.bakersfieldartassociation.org/> E-Mail: baartcenter@gmail.com Phone: 661-869-2320

CLASSES WITH M LY: Portrait drawing for beginners" class with Ma Ly at Fresno Adult School <http://www.facebook.com/events/265429620182196/> **Paint in Acrylic for Beginners" class with Ma Ly** at Fresno Adult School <http://www.facebook.com/events/337761882916664/> **Info and schedule for classes at Michaels with Ma Ly** <http://www.facebook.com//IAQETd222AQHpdtFKP8KGWnoX-oCPBUjTnlsWykM-lhGz-g/www.artclassatmichaels.webs.com>

CLASSES-- SAMMY GONZALES AT CALIFORNIA ARTS ACADEMY: Join a drawing or painting class that fits your level from beginning to advanced, ages two to ninety nine. Do you have a teenager interested in Anime/Manga? Sammy teaches that too, but register early because this class fills quickly. Classes are available year-round, with each semester culminating in an Art Hop Student Show. For more information contact California Arts Academy <http://calartsacademy.com/>, or email



ART CLASSES / WORKSHOPS

Sammy at Sammygart@gmail.com. (559) 222-6539 Class Location: 4750 N. Blackstone Ave Fresno, CA 93726

CLASSES-- POTTERY CLASSES: Jim and Sandy Gregory in Reedley are retired teachers and will be starting pottery classes in their home "studio" for adults and children. Jim has been in the Reedley High School Art Department for over 30 years and teaching night classes at Reedley College. They work with clay slabs and the potter's wheel. He has a wide selection of samples done in various methods including Raku from Japan and Southwestern Native American style where he attended workshops in Taos, New Mexico. He does custom items for special orders from lamp bases to dinnerware and even mug orders for the local fun-run in Sanger. For more information: Jim and Sandy Gregory, 804 Street, Reedley, CA Phone 638-6084 or 647 3092....

CLASSES-- DOOR ART GALLERY: Gary Langdon Oils (all levels) . Door Art Gallery 3073 W Bullard, Fresno, CA 93711 Ongoing: Thursdays 9:00 a.m. – Noon and 1:00 p.m. – 3:30 p.m., Fridays 9:00 a.m. – Noon and 1:00 p.m. – 3:30 p.m. \$60.00 per month. For more information or registration, call Gary 708-6823. **Suzie Stach (Pastels)** 1st Saturday of the month beginning March 5th, 2011. Door Art Gallery 3073 W Bullard, Fresno, CA 93711. For registration and information, call Suzie Stach 271-9514. **Life Drawing & Painting** (self-directed –no instructor) . Tuesday 5:30 p.m. – 8:00 p.m. or Wednesdays 9:00 a.m. – Noon. \$10.00 per session or \$35.00 per month. Door Art Gallery 3073 W Bullard, Fresno, CA 93711 559-261-1610

CLASSES-- TERRI SORENSON WATERCOLOR class on Thurs. afternoons at 3:30 in my home in Selma. The cost is \$20 per lesson. For more information, my phone # is 896-6623.

CLASSES-- ANITA STOLL PASTEL at her home studio in Coarsegold. For details contact anitastoll@yahoo.com. Visit her website at <http://www.anitastoll.com/> and her blog-site at <http://anitastollpastelssublime.blogspot.com/>



LOOKING FOR LOCAL TALENT

STUDIO 360 – PLACERVILLE. SHOW YOUR ART ON MAIN STREET, Art Studio 360 has several openings for artists to join their Co-op group. They will celebrate their 1st year in February. Located at 360 Main St. Placerville. Contact Joyce Bahnsen for more information, 530-626-3429.

GOLD COUNTRY ARTISTS' GALLERY . in Placerville currently has openings in a variety of media to join the gallery. For more information, visit their [website](#) or contact **Craig Koski, 530-306-3515**.

GEARBOX GALLERY is an artist-run contemporary art gallery located at 770 W. Grand Ave, Oakland, directly below the well-established [Transmission Gallery](#) and across the street from [Aggregate Space Gallery](#). GearBox is dedicated to showcasing the work of a broad range of regional contemporary guest artists alongside the work of member artists in an

artist-run space. As a member of Oakland Art Murmur we participate in the famous First Friday Art Walks and other OAM events. GearBox now has an opening for an artist member. Join us in showing your work, the work of your contemporaries and fostering community and education through intellectual and cultural exchange focused on the visual arts. An application form with more details is available here: Application Submit your application and portfolio information to Jules Campbell at: membership@gearboxgallery.com or contact her with your questions about participating in an artist-run space.

TIMBERLINE ART GALLERY LOOKING FOR ARTISTS: With its recent expansion, the Board of Directors of Timberline Art Gallery, located on Gallery Row in Oakhurst, is announcing its search for regionally recognized fine artists. Interested artists (any media) who need exhibition space and/or representation by a fine arts guild are encouraged to apply for membership. Information about the gallery: www.timberlineartgallery.com. Contact: Timberline board president, Zygmund Zee, 683-3345. Submitted to Art-tique by Sandra Lee Scott, Timberline Gallery member [559-760-1058](tel:559-760-1058)

CMAC, THE COMMUNITY MEDIA ACCESS COLLABORATIVE that opened on the second floor of the old Met building is looking for artists. Linda Caine went to the opening, and was very impressed with the whole concept and the center. They also need artists to hang paintings for a month at a time in their studios. There is a LOT of hanging space, and many of the walls will be able to take large pieces of work. If you watch the changing photograph banner on the top of their website, you'll see some of the hanging spaces – have a look at: <http://cmacfresno.org/> . They have someone for July, and Linda Caine will be exhibiting in August, but they're booking exhibitors for other months now. For more information, contact: Hope Melgoza, the woman who arranges the exhibits, so if you're interested please give her a call at 266-2622.



LINKING AROUND

This Month The Newsletter Recommends

7 Awesome Content Sources That Take the Stress out of Social Media Sharing

<https://www.shopify.com/blog/17850312-7-awesome-content-sources-that-take-the-stress-out-of-social-media-sharing>

Ecommerce Business Blueprint: How To Build, Launch And Grow A Profitable Online Store

<https://www.shopify.com/blog/14459769-ecommerce-business-blueprint-how-to-build-launch-and-grow-a-profitable-online-store>

WHERE TO GET REFERENCE PHOTOS WHEN YOU CAN'T TAKE YOUR OWN

Instead of using another Artist's work without permission. Why not get a copy right free photo? Its easy, doesn't hurt a fellow Artist and you can have a peace of mind your work is legal.

<http://www.copyrightfreephotos.com/>

<http://www.freephotosbank.com/>

<http://www.freefoto.com/index.jsp>

<http://www.copyright-free-photos.org.uk/>

<http://www.bigfoto.com/copyright.htm>

<http://freestockphotos.com/>

http://www.flickr.com/photos/library_of_congress/

<http://www.free-stockphotos.com/>

<http://www.freepixels.com/>

<http://www.shutterstock.com/>

<http://www.freedigitalphotos.net/>

<http://www.inmagine.com/>

<http://www.gettyimages.com/CreativeImages/RoyaltyFree>



ASSOCIATION WEB SITES

Alliance of California Artists

www.allianceofcaliforniaartists.com

Art Demonstrations at the general meetings

Workshops

Art Sale in April

Juried Shows throughout the year

(FAC) Fresno Arts Council Historic Fresno Water Tower <http://www.artbyhandgallery.com/>

Multi-Artist Gallery

Art Hop & Jazz Hop

Eatin' On Eaton

Art Center Morro Bay

www.artcentermorrobay.com

Workshops, Classes and Shows

Art-Tique www.art-tique.org

Community Art Exhibits at Local Libraries

Local Art Events Newsletter

Arts Visalia <http://www.artsvisalia.org>

Adult & Childrens classes & workshops

Art Shows & exhibitions

Bakersfield Art Association <http://www.bakersfieldartassociation.org/>

E-Mail: baartcenter@gmail.com Phone: 661-869-2320

Classes & Workshops

Art Around The Town

Featured Monthly Artist

Carnegie Arts Center -

www.carnegieartsturlock.org.

Adult & Childrens Classes in Art & Dance

Workshops

Clovis Art Guild www.clovisartguild.com

Art Demonstrations at the general meetings

Fall Art Show (October)

Old West & Rodeo Art Show (April)

Miniature Art Show (July)

Clay Mix www.claymix.com

Classes

Events

Studio Space

Fresno Art Hub www.fresnoarthub.com

Workshops

Classes

Art Shows

Rents wall space in the Gallery

Livermore Art Association (LAA) & Pleasonton Art League (PAL) <http://www.livermoreartassociation.org/>

<http://www.pal-art.com/>

Monthly Art Demonstrations (alternates between locations)

Art Shows

Retail Gallery

On Line Gallery

Video Tape art instruction library

Madera County Arts Council

www.maderaarts.org

Celebrate Agriculture With the Artist - Exhibit and competition

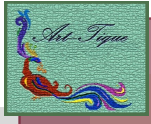
Circle Art Gallery

Partners N Art <http://partnersnart.yolasite.com/>

Brings Artists & Business together

Art Walk

Borders Bookstore



ASSOCIATION WEB SITES

Photo Collective <http://www.photocollective.org>

Photography Outings (field trips & photo walks)

Workshops

Annual Showcase

PAA (Placerville Arts Association) <http://www.placervillearts.com>

Classes & Workshops

Mother Lode Art Show

Fall Art Tour

San Joaquin Clay & Glass Association
www.sjcga.com

Annual Spring Sale (May)

October fall Workshop

Annual Fall Sale (November)

Santa Cruz Art League www.scal.org

Shows & Exhibits

Classes & workshops

Ties to Poetry readings & Local Theatre

Society of Western Artists (local chapter)
<https://www.facebook.com/pages/Society-of-Western-Artists-San-Joaquin-Valley-Chapter/223715287698387>

Art Shows

Meetings & Demonstrations

Sierra Art Trails <http://www.sierraarttrails.org/>

Exhibits: Pathways

Sierra Art Trails

Our Wild Lands

Water, Source of Life

Going Deeper, Reaching Out

TRI-VALLEY WRITERS CLUB <http://www.trivalleywriters.org/>

Blog

Anthology: *Voices of the Valley: Word for Word*

Winterfest

Writer's Conference

Contests for adults and high schoolers

Yosemite Western Artists
www.yosemitewesternartists.org

Art Demonstrations at the general meetings

Rotating exhibits at satellite locations

Annual Tri-County Competition and Exhibition

Sierra Art Trails

Plein Air & photography outings

Write Mindful <http://www.meetup.com/WriteMindful/>

Poetry workshops

Writing workshops

Meditation



THE GOOD NEWS

We would like to fill this space with good news about *you* and your art. Did you get accepted at a major show you have been trying to break into? Did you sell a painting or other piece of art? Are you being honored by the community? If you have good news you would like to share, please send it to the newsletter with the tag line "The Good News".



- **Dagny's BAA Art Gallery** 1600 20th Street. In Bakersfield "**Playing with Color**", art by **Peggy Stannard** will be the featured art at the Dagny's BAA Gallery through September. Meet the artist on Friday, September 2, from 6 to 8 pm
- ACA's showcase wall will feature the Myatt's this month.
- A.J. Sutton and Jackie McCoy have a new exhibit at the Fresno Art Hub.
- Art for the **BAA 2017 Calendar** by **15 local artists** will be the featured art at the Art Center through September. The **Opening Reception** will be **First Friday, September 2** from 6 to 8 pm. (Additional information) Each artist was asked to submit the best art they had produced for this year's calendar. So this is bound to be an excellent art show. Selected artists Elleta Abuliel, Marilyn Cameron, Floyd Dillon, Patti Doolittle, Norma Eaton, Iva Fendruick, Rhonda Martin, Marlene Meek, Laura Mizrahi, Stella Mullins, Phyllis Oliver, Laurie Dodge Paci, Mimi Placencia, Coral Poole-Clark, Shirley Rowles and Kathy Schilling will display art through September on a variety of subjects that represent each month of the year.
- **Dagny's BAA Art Gallery** 1600 20th Street. Art by **Peggy Stannard** will be the featured art at the Dagny's BAA Gallery through September. Meet the artist on Friday, September 2, from 6 to 8 pm.



Jackie McCoy & A.J. Sutton



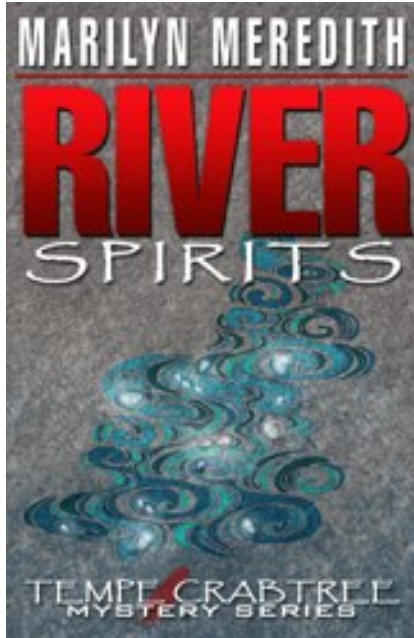
Diane Abbott



Nipper Suntrapak



MARILYN MEREDITH



Marilyn Meredith is the author of the Deputy Tempe Crabtree mystery series as well as the Rocky Bluff P.D. series. One of the first authors to embrace e-publishing, she has several books that are available in both e-format and trade paperback, and among them is the award winning mystery *Guilt by Association*. Christian horror is another of the genres she writes in, and she also has a chapter in the best seller, "THE PORTABLE WRITERS' CONFERENCE" from Quill Driver Press. As a writing teacher, Marilyn has been a featured speaker at several writers' conferences and is a member of Mystery Writers of America, Sisters in Crime, EPIC, and the Public Safety Writers Association. She has served as the Editor of the California Residential Services Association monthly newsletter, and a free-lance writer for the Tule River Times in Springville, CA.

She's written in other genres as well, including historical family sagas with *Indian Paintbrush* being available on Kindle. She's written romance with a touch of the supernatural, psychological horror, and a Christian horror,

She also has a chapter in the best seller, "THE PORTABLE WRITERS' CONFERENCE" from Quill Driver Press.

Also a writing teacher, Marilyn has been a featured speaker at several writers' conferences. She is a member of Mystery Writers of America, three chapters of Sisters in Crime, EPIC, and the Public Safety Writers Association.

Marilyn now lives in the foothills of the Southern Sierra much like the area where Deputy Tempe Crabtree lives and works. For twenty years she lived in a small beach community with some similarities to Rocky Bluff.

Read a free preview of *River Spirits* by clicking on this link: https://read.amazon.com/kp/embed?asin=B00O3R83TQ&asin=B00O3R83TQ&preview=newtab&linkCode=kpe&ref_cm_sw_r_kb_dp_vt2PxbBVGAG97

<http://fictionforyou.com/author.shtml>



DORIS RUNYAN

Doris Runyan is a retired cosmetologist who loves fine art. She paints portraits from snapshots or photographs and loves to paint the old places that are being replaced or destroyed. She takes her own photographs for reference and likes to paint local landscapes and disappearing landmarks. Landscapes of the past and present are among her favorites. Pastels and oils are her choice of mediums. Painting has become her full time hobby. She is best known for her paintings of grapes on the vine.. The City of Dinuba has purchased several of her paintings and she has many in private homes and abroad.

She is a signature member of the Alliance of California Artists and a member of the Society of Western Artists. Since she retired in 1996, she has won numerous awards for her work, including Best of Show, First, second third place and many honorable mentions. She also won the “Mary Krause award” for Artistic merit given every year at the Old West & Rodeo Art show sponsored by the Clovis Art Guild.

She attended art classes at Reedley College and studied with Paul Buxman, Sally Seago, Jacqueline Starkey, Anita Wolf and others. She mainly a self-taught artist who believes it is never too late to fulfill a God-given desire. She was a member of the now closed Kingsburg Art Center and served as an officer on the board for several years. For many years, Doris shared her love of art by teaching and demonstrating her God-given talent to others.

“I am best known for my painting of grapes on the vine. I paint in other mediums but pastel is my favorite.”





LIVERMORE ART ASSOCIATION PLEASANTON ART LEAGUE



Livermore
Art
Association



The Livermore Art Association (LAA) is a nonprofit organization founded in 1957 to promote public interest and appreciation in the fine arts and in the fine crafts, as well as to encourage the artistic progress and the development of its membership. We invite you to become a member of LAA. The membership is open to anyone interested in the fields of arts and crafts.

The Pleasanton Art League (PAL), a non-profit organization, was founded in 1969 to encourage the progress and development of the creative talents of its members. Our members include artists of all skill levels, from the beginner, to the hobby artist, to the professional artist. We also welcome art lovers and patrons.

Monthly Meetings

Monthly meetings that include demonstrations by established art professionals, held jointly with the Pleasanton Art League. Meetings occur on the 3rd Monday of the month, and alternate between Pleasanton and Livermore locations. For more information please contact each group.

The LAA supports the Livermore Art Association Gallery at 2155 3rd Street, Livermore, a co-op sales opportunity for qualified member artists to display their work for sale and/or rental. The public is invited to visit and shop at the Gallery. The Livermore Art Association Gallery is a local retail location which features work of local artists and artisans. Work encompasses a wide range of media, including painting, photography, wood carving, pottery, fabric art and jewelry. The Livermore Art Association Gallery is staffed and run by the artists that display their work at the gallery. Come in and shop for unique gifts for unique people. Meet the local artists and learn about art. **Hours:** 11:30 AM - 4:00 PM Wednesday through Sunday. 11:30 PM - 8 PM Third Thursday of May to Third Thursday of October (Farmer's Market) **Location:** 2155 Third Street, Livermore, California, 94550 **Phone Number:** 925-449-9927

Membership January 1 through December 31 (please check a category). FYI each association has separate membership dues. For more information about joining, please contact :

LAA: laa-webmaster@googlegroups.com

PAL: Contact Membership Chair Diane Rodriguez Phone: 925-462-1919. E-mail: diane.rodriguez@earthlink.net

Regular Membership \$25.00 ___ Husband & Wife \$30.00 ___ Family \$35.00 ___ Senior (65+) \$15.00 ___ High School Student \$15.00 ___ Patron Member \$100.00 ___ ANNUAL WEB SITE FEE \$10.00 ___

LAA / PAL members receive The Portfolio, a newsletter jointly published with the Pleasanton Art League focusing on art related activities in the Tri-Valley Area. The Portfolio announces upcoming artists who will demonstrate at LAA/PAL monthly meetings, it announces shows to which members can submit work, it announces where members' works are on display and it lists a calendar of events

LIVERMORE ART ASSOCIATION

<http://www.livermoreartassociation.org/>

PLEASANTON ART LEAGUE

<http://www.pal-art.com/>



BLOG: THE PRACTICAL ARTIST

IS YOUR WORK READY TO SHOW PROFESSIONALLY?

<http://www.thepracticalartist.com/the-practical-artists-blog.php>

Art competitions add creditability to your portfolio. Entering and being accepted shows that you are serious about your art. It has the added benefit of exposure to the art world. If you are relatively un-

known as an artist, an art show is one of the easiest ways to put your work in front of the maximum amount of people in a short space of time. You should pick your competitions wisely however. Take a look at the events track record with regard to your target market. If you are marketing your art to the illustrative market or decorative items (cups, plates, clothing), you should be entering shows or competitions that are in that industry not fine art competitions. Typically, most art competitions produce an entry form called a Prospectus. Read it carefully to make sure that your work will meet acceptance standards as to hanging requirements and other criteria. And PLEASE, make sure of the following: your frame is clean and in good repair (a dusty, dirty frame



shows a lack of respect for your own work!), if your work is under glass, take the time to clean the glass before bringing it to a show! Not doing these things is the equivalent of sending your children to a fancy party in the same clothes they raked leaves in!

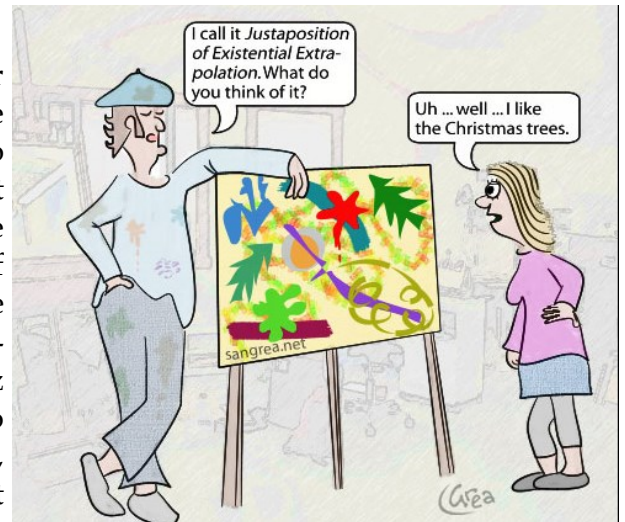
An artist is most likely to hear a critique of their work at a juried show. Are you mentally and emotionally prepared to have your work criticized or perhaps not accepted? Entering a juried show means you are putting your art out there to be judged. You should always enter what you consider to be your best work to date. Keep in mind though, that your art may *not* be accepted into the show. Does this mean that you are a poor artist? Or that your art is “bad”? Not necessarily. A juried art show is a subjective format and there are many reasons why your art might not have been accepted. It may simply mean that the space to display art was limited. Perhaps the art was good, but your presentation (framing/matting) detracted from your art and the judge preferred art that was better presented. Or maybe this just *wasn't* your best work. Just because a show is classed as “open” might not mean that they are looking for your type of art to represent their show. If you are entering into a show that caters to representational art and your art falls into another genre such as abstract or illustration, perhaps you need to look for art shows and venues that appreciate the type of art you create.

If your art wasn't accepted by the judge into the show, you might consider having an artist whose opinion you respect critique the work for you. Informed criticism can be helpful. Please do note that I said “*Informed*” criticism; the person who does the critiquing should be a more experienced artist with some knowledge of technique and the principles of art. We love them, but the opinions of our friends and family who don't know any more than we do about art really aren't useful as critiques.

In some local shows, the judge may offer critiques as they judge, and a member of the art group putting on the show will have been assigned to follow and write down what is said. If you would like the judge to critique your work, you should approach the show chair as ask if this is permissible. *If the*

judge offers a critique of your work, please pay attention. This person was highly enough thought of by your local art peers to be paid to make choices and approve or disapprove the art presented to him or her. Above all, don't take this type of rejection personally. If the judge doesn't offer critiques while they are judging, (some of them prefer to do this privately) sometimes it is permissible to privately approach the judge and **politely** ask them what they liked or disliked about your work. If the judge is gracious enough to do this, always thank him or her, and please, **please**, don't argue with their opinion even if you don't agree with it.

For many of us, giving our work over to an individual or a group to be analyzed is scary, but so much can be learned by having someone not intimately connected to you evaluate your work. An unavoidable truth in the art world is that all through your career all kinds of people are going to say all kinds of stuff about your art. Some of them will even tell you to your face. Others may write about it, post about it or gossip behind your back. An artist not only has to learn how to handle this nonstop blitz of feedback, comments, and criticisms, but also how to gage and respond to what is said, and most importantly, how to not take what is said personally. To get the most out of a critique, it is important to decide Before submit-



ting your work to a critique, what you really hope to gain from it. This is where some honest personal soul-searching can be useful. Most of us always try very hard to create the very best art we can. We put the total sum of our skill into every painting or sculpture. Unfortunately, when we ask, "how do you like it" we do usually hope for an endorsement of our efforts instead of an evaluation of what is technically wrong. Evaluate the person doing the critique. An important determination you have to make about responses to your art is whether a particular comment is based on the individual's personal tastes or is instead based more on their overall knowledge and understanding of the type of art you create.

Decide what you like about your painting before asking for criticism. The better you know what it is you like or dislike *before* receiving criticism, the better able you will be to evaluate what is being said. Listen to what is said, make sure it applies, and then ask yourself: "would it be better changed, or do I like it just the way it is?" Don't get defensive! Remember; a critique doesn't have to become an argument to win the critic over to your side.

Seek the opinions of your peers whenever possible. The more respect you have for the critic, the easier it is to accept the evaluation by the critic. It helps also if you attempt to understand his or her biases. We all have them. Some of us are technical sticklers and others like to see the breaking of rules.

Don't discredit positive feedback. Because we often feel guilty at accepting praise, It is often easier for us to accept negative criticism than praise.

Nationally known artists get rejected from shows also. Sometimes the judge just doesn't like the subject matter or maybe he/she doesn't care for the colors, or the shape, etc. Above all however, you should trust your own instincts. If you feel a piece of art is good, don't give up on it, enter it into another show with a different judge and see if you get a different decision.



ABOUT THE NEWSLETTER

The Local Art Events Newsletter is a free, on-line monthly publication for the purpose of assisting artists and writers of California's Central Valley and Central Coast to find places to show/sell their work, make connections with the local peer groups, and find classes, workshops, and tools that help them develop artistic and writing skills and the business side of their work. Printed copies are usually available at the general Meetings of ACA, CAG, and Allards Art supply in Fresno. It is distributed on-line.

The Newsletter welcomes notices and ads that agree with our stated purposes. **All requests must include date, time, address and contact phone number or e-mail.** If you wish to post an item to the calendar, it must be submitted by the 25th of the month prior to the event. *All notices sent to members are subject to approval and editing, and no member information is ever given to 3rd parties. WHILE EVERY EFFORT IS MADE TO ENSURE THAT THE INFORMATION ON THE CALENDAR IS ACCURATE, MOST OF THE INFORMATION IS FURNISHED FROM 3RD PARTIES AND THE NEWSLETTER IS NOT RESPONSIBLE FOR CHANGES MADE BY THOSE PARTIES TO THE INFORMATION FURNISHED.*

EDITOR: GAIL DALEY — MAILING ADDRESS: 5688 E SUSSEX WAY, FRESNO, CA 93727

LOCALARTEVENTS@ART-TIQUE.ORG VISIT US ON THE WEB: WWW.ART-TIQUE.ORG

YES! I WANT TO SUBSCRIBE TO THE NEWSLETTER

Return this completed form to

Local Art Events
5688 E Sussex Way
Fresno, CA 93727

PLEASE ATTACH A
COPY OF YOUR BIOGRAPHY FOR
THE PROFILE SECTION.

NAME	
ADDRESS	
PHONE NUMBER	
E-MAIL	
ART MEDIA OR WRITING GENRE	



LOCAL ART EVENTS
5688 E SUSSEX WAY
FRESNO, CA 93727