



# LOCAL ART EVENTS NEWSLETTER

**2017  
Issue  
#109**

## SEPTEMBER QUOTE OF THE MONTH

*"For me a painting is like a story which stimulates the imagination and draws the mind into a place filled with expectation, excitement, wonder and pleasure"*  
- J. P. Hughston, painter

## 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 20<sup>TH</sup> OF THE MONTH**

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### SEPTEMBER

**1/8/15/22/29 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 Schoolhouse, Road 600, Ahwahnee, CA. Cost is \$7.00 for YWA members and \$10.00 for non-members. Check Facebook page ([www.facebook.com/YosemiteWesternArtists](http://www.facebook.com/YosemiteWesternArtists)) for related announcements and updates. Contact: Doug Boomer at 559-642-3648 or [dboomer@sti.net](mailto:dboomer@sti.net).

**Sept 2/16 FNA (FRIENDS 'N ART) NEW LOCATION FOR MEETINGS!** meetings where artists get and paint at Friends Community church, 5688 N 1<sup>st</sup>, Fresno, CA 93710 9:00 a.m. to Noon. 1<sup>st</sup> & 3<sup>rd</sup> Saturdays For more information contact Mary Newton 559.906-3907

**5/12/19/26 PAA (PLACERVILLE ART ASSN)** invites you to participate in our **Tuesday Mornings 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 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 7 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](http://www.fresnoarthop.org) to check for a list of locations, event/exhibit details, days and times, and/or the specific venue that

interests you.

**Sept 7 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 [www.photocollective.org](http://www.photocollective.org)

**Sept 9 YWA (YOSEMITE WESTERN ARTISTS) GENERAL MEETING AND ART DEMONSTRATION (second Saturday of each month)** at Gertrude Schoolhouse, Road 600, Ahwahnee. 11:15 am, General Meeting; 11:45 am, Potluck; 12:15 pm, Artist demonstration — Myrna Axt, Mixed Media Sculpture. Cost for members is \$5.00; non-members \$7.00. For information go to <https://www.facebook.com/YosemiteWesternArtists> or subscribe to our newsletter at [yosemitewesternartists.com](http://yosemitewesternartists.com) or call Sandee Scott at 559-760-1058.

**Sept 9 ACA (ALLIANCE OF CALIFORNIA ARTISTS) meeting/art demonstration. 2<sup>nd</sup> 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](http://www.allianceofcaliforniaartists.com). For directions to the Art Hub, go to [www.fresnoarthub](http://www.fresnoarthub). Clay Play day.

**Sept 9 THE BAKERSFIELD ART ASSOCIATION** 1607 19<sup>th</sup> 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. (2<sup>nd</sup> Saturday of each month). **Cheri Sperl** will speak about **small portraits in oils**

**Sept 9 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](mailto:miacuppa620@gmail.com). **Mia Cuppa Caffe'** 620 E Olive Ave, Fresno, California 93728

**Sept 10 PAA (PLACERVILLE ART ASSN)** Our general meetings are the 2<sup>nd</sup> 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](mailto:kspoole@hughes.net)

**Sept 11 ART CENTER MORRO BAY GENERAL MEETING AND ART DEMONSTRATION** at, 835 Main Street, Morro Bay, CA 93442, 3:00 p.m. on the 2<sup>nd</sup> Monday of every month No charge for attending. For more information contact: [artcentermorrobay.com](http://artcentermorrobay.com) phone: (805) 722-2504.

**Sept 12 ADAS (Alamo Danville Artists' Society)** meets on the second Tuesday of each month (7:30pm) at Alamo Women's Club (1401 Danville Blvd. Alamo, CA 94507). Meetings feature a lively exchange of creative ideas and demonstrations/lectures by distinguished local and nationally renowned guest artists. For more information: [HTTP://ADAS4ART.ORG/](http://ADAS4ART.ORG/) Or contact: [MEMBERSHIP@ADAS4ART.ORG](mailto:MEMBERSHIP@ADAS4ART.ORG)

**Sept 13 CAG (CLOVIS ART GUILD)** General Meeting and Art Demonstration. 7—9PM Clovis Veterans Memorial Building, 808 4<sup>th</sup> 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](http://www.clovisartguild.com) Critique by Dennis Lewis – bring a painting!.

**Sept 14 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 details, out our Facebook page:

<https://www.facebook.com/YosemiteWesternArtists>

**Sept 16 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](mailto:kspoole@hughes.net) or (530) 672-0943.

**Sept 19 KINGS COUNTY ART LEAGUE** meets the 3<sup>rd</sup> 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](mailto:info@kingsartcenter.org) Website & Facebook page  
<http://www.kingsartcenter.org> <https://www.facebook.com/KingsArtCenterHanford>

**Sept 21 3RD 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](http://www.fresnoarthop.org) to make your list

**Sept 23 ARTIST CALL: Receiving for ACA Membership show, Saturday, September 23<sup>rd</sup>. 10AM--Noon** at the Fresno Art Hub, 2024 N Van Ness, Fresno CA 93704 Theme: H<sub>2</sub>O (all art must have water of some kind depicted in the artwork). Not a member? Join at receiving. Prospectus is available on the web site: [www.allianceofcaliforniaartists.com](http://www.allianceofcaliforniaartists.com). Not a member? Join at receiving.

**Sept 27 YWA (YOSEMITE WESTERN ARTISTS) PLEIN AIR OUTING.** Outings are usually the 4th Wednesday of each month. Locations vary. Interested parties meet in the CVS parking lot in Oakhurst at 9:00 am where car-pooling arrangements are made to the eventual destination. Cost for members is \$3.00; non-members \$5.00. To stay informed of Plein Air destinations, follow YWA on Facebook — <https://www.facebook.com/YosemiteWesternArtists>. Plein Air Coordinator: Terry Robinson, [terryrobinson@sti.net](mailto:terryrobinson@sti.net).

## OCTOBER

**3/10/17/24/31 PAA (PLACERVILLE ART ASSN)** invites you to participate in our **Tuesday Mornings 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)

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**Oct 28** **ARTIST CALL: Receiving for the CAG Fall Open Art Show** 3:30PM—6:30PM, Fresno Art Hub, 2024 N Van Ness,



Fresno CA 93704 For more information, contact Show Chairs Alice Sutton 787-2386 Meet Gail Daley 559-960-2428 or [gaildaley2955@comcast.net](mailto:gaildaley2955@comcast.net) . **Artist reception and award ceremony November 1, 2016, 1<sup>st</sup> Thursday Art Hop, 5-8 PM** at the Show location. Prospectus available at [www.clovisartguild.com](http://www.clovisartguild.com) and on Clovis Art Guild Facebook Fan Page





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## ADVERTISING YOUR WORK USING NETWORK MARKETING

*By the Practical Artist*

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

There is a lot of talk these days out there about using social networks to market your art. You can certainly reach many people with your message, but simply reaching them is not good enough; you need to make them want to buy your stuff. One of the key ingredients in successful social media marketing is creating "social authority". When you establish yourself as an "expert" in your given field or area you can become an authority (someone others listen to). You can establish yourself by writing on-line about stuff you know about. Your field of expertise doesn't necessarily have to be art because if you want to sell, you will need to reach outside the sphere of artists you know to your target audience. It is a funny thing, but having social authority in one sphere will give you authority elsewhere; just bear witness to all those celebrities who endorse presidential candidates and influence public thinking!

Because of social media – and the direct/indirect effect of social media marketers, the buying public is more likely to make decisions using what they read and see in social networks, but **only** if they hear about it from someone they trust. This is the reason a focused, carefully designed social media strategy needs to be a basic part of your marketing plan. At its best, network marketing is very similar to the multi-level marketing plans used by home based businesses such as Avon and Amway. The key to the success of these businesses is that everyone connected has some type of positive incentive to promote the products. The positive incentive can be a good feeling or something physical. The first step in using social media to market your work may be uncomfortable for you, but do it anyway: Ask friends and family to spread the news on *their* networks about your products and then **DON'T FORGET TO THANK THEM IF THEY DO THIS!!!!!!** You might consider offering a free product or discount (preferably something that can be sent on-line) as a reward for helping you. Perhaps if you are selling a painting, a small print (8x10 or smaller) of their choice, etc. If you are selling a book, offer to do a neighborhood reading, a book signing at a venue they choose with a percentage of sales of the book going to the charity of their choice. These are just ideas, I'm sure you can come up with more.

Social Networking sites are shaped to allow internet users to connect with each other. The primary types of social networking sites service groups, i.e. former school classmates, a means to connect with friends (like Facebook and Twitter), etc...; most of these sites also feature a recommendation system linked to trust. Most social network sites are [web based](#) and provide means for users to connect over the [internet](#) via [e-mail](#) or [instant messaging](#). Because most networking services do run on "friend recommendations" it can be difficult to create a network of buyers if you are not already acquainted with them. If you want your message about your art to be picked up and sent "viral", you must create a message that is both interesting and attention grabbing.



**Viral Marketing, Viral Advertising, Or Marketing Buzz** refers to [promotion](#) practices that use pre-existing [social networks](#). The goal is to create [viral messages](#) that attract people with high [social networking potential](#) (SNP) so that these people will tell everyone about the message. It's like a game of gossip.

As a rule, three basic conditions must be met for *your* communication to go viral. 1) A “go-between” or “transmitter” must pick up the promotion. There are three types of “transmitter” required to change an ordinary promotion into a viral one: market [devotees](#), social hubs, and salespeople. Market devotees are among the first to be exposed to the promotion and transmit it to their immediate social network. Social hubs are people with a large number of connections; they often know hundreds of people and can serve as tie-ins between groups with different interests. Salespeople receive the promotion from the market fan, amplify it by making it more relevant and persuasive, and then send it on.

2) **The promotion must be memorable** and interesting. Only promotions that are both will be passed on to others and spur viral marketing. Making your promotion more memorable and interesting (or more infectious) can be a matter of minor adjustments.

3) **The environment needs to be favorable**: The timing and context of your promotion takeoff must be right too. If there is something much more interesting going on like the Japanese earthquake and tsunami a few years ago, your chances of getting a competing promotion out are poor.



**Question:** how do you find people who do these things? Chances are you may already be a member of a social hub. Is there any one person who seems to be very active with a large circle of friends? Ask them for help with your promotion. You have to put in some time developing on-line relationships. It will be necessary for you to express some type of interest in what they are doing so that they will reciprocate. I am not advocating spending hours on the net; in fact, just the opposite. However, you *will* need to be able to make a connection with them on some level. Keep your communications short and only respond to stuff that actually interests you because a phony interest can be easily spotted.

**Want to know how effective you are?** Here are a few free social media monitoring and measurement programs and tools. I haven't used any of these so I don't know how easy they are to use or how accurate.

*How Sociable?* A simple, free tool that measures the visibility of your brand across the web.

*Addict-o-matic* A nice search engine that aggregates rss feeds, allowing you to see where your brand is lacking presence.

*Socialmention* is a social media search engine, offering searches across blogs, and microblogs with a social rank score.





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## ART CLASSES / WORKSHOPS

**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](http://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 [palmerpianostudio@icloud.com](mailto:palmerpianostudio@icloud.com). [www.palmerpianostudio.wix.com/lessons](http://www.palmerpianostudio.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](mailto: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](http://www.artwithlindamccoy.com) **Permanent Students** --Are 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](mailto:artwirejewelry@hotmail.com) [www.artwirejewelry.com](http://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](mailto: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/IIAQETd222AQHpdtFKP8KGWnoX-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 Sammy at [Sammygart@gmail.com](mailto: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)** 1<sup>st</sup> Saturday of the month beginning March 5<sup>th</sup>, 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-- ANITA STOLL PASTEL** at her home studio in Coarsegold. For details contact [anitastoll@yahoo.com](mailto:anitastoll@yahoo.com). Visit her website at <http://www.anitastoll.com/> and her blog-site at <http://anitastollpastelssublime.blogspot.com/>

## WANT ADS

**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](mailto: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](http://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.

**ART HOP OPPORTUNITY:** Hi! My name is Amber Donabedian. The date of art hops is the first Thursday of the month. The address will be for the Babylon club, which is 1064 N. Fulton st, Fresno CA 93728. **Contact Info:** The phone number will be for the Babylon club also which is (559) 495 ~ 0852 & the email is going to be [a.d.photography@hotmail.com](mailto:a.d.photography@hotmail.com) I am looking for all types of artists! Thanks again! Amber Donabedian

## LINKING AROUND

### THIS MONTH THE NEWSLETTER RECOMMENDS:

**Beware: 12 services used to fleece #IndieAuthors — by @JohnDoppler**

<http://selfpublishingadvice.org/self-publishing-services-authors-should-beware/>

**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>

## 10 Big Myths about copyright explained

**An attempt to answer common myths about copyright seen on the net and cover issues related to copyright and USENET/Internet publication.**

- by [Brad Templeton](#)

Note that this is an essay about copyright *myths*. It assumes you know at least what copyright is -- basically the legal exclusive right of the author of a creative work to control the copying of that work. If you didn't know that, check out my own [brief introduction to copyright](#) for more information. **Feel free to link to this document, no need to ask me.**



# LOCAL ART EVENTS NEWSLETTER

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## SEPTEMBER

# GROUP WEB SITES

### **ADAS (Alamo Danville Artists' Society)** <http://adas4art.org/>

Exchange of creative ideas  
Art Demonstrations  
Workshops  
Critiques  
Juried Art Shows  
Art In The Park Festival

### **Alliance of California Artists**

<http://www.allianceofcaliforniaartists.com/>  
Art Demonstrations at the general meetings  
Workshops  
Art Sale in April  
Juried Shows throughout the year

### **Art-Tique** <http://www.art-tique.org/>

Community Art Exhibits at Local Libraries  
Local Art Events Newsletter

### **Art Center Morro Bay** <http://www.artcentermorrobay.com/>

Workshops  
Classes  
Shows

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

Adult & Children's classes & workshops  
Art Shows & exhibitions

### **Bakersfield Art Association**

<http://www.bakersfieldartassociation.org/>  
E-Mail: [baartcenter@gmail.com](mailto:baartcenter@gmail.com)  
Phone: 661-869-2320  
Classes & Workshops  
Art Around The Town  
Featured Monthly Artist

### **Carnegie Arts Center** - [www.carnegieartsturlock.org](http://www.carnegieartsturlock.org)

Adult & Children's Classes in Art & Dance  
Workshops

### **Clay Mix** [www.claymix.com](http://www.claymix.com)

Classes  
Events  
Studio Space

### **Clovis Art Guild** [www.clovisartguild.com](http://www.clovisartguild.com)

Art Demonstrations at the general meetings  
Fall Art Show (November)  
Old West & Rodeo Art Show (April) Miniature Art Show (July)  
Annual Art Yard sale  
Members Pages On Web site

### **(FAC) Fresno Arts Council Historic Tower**

<http://fresnoartscouncil.org/>  
Multi-Artist Gallery Art Hop & Jazz Hop  
Eatin' On Eaton at the Fresno Water Tower

### **Fresno Art Hub** <http://www.fresnoarthub.com/>

Workshops  
Classes  
Art Shows  
Rents wall space in the Gallery

### **Livermore Art Association (LAA) & Pleasanton 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**

<http://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 Exhibit

### **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**

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

Annual Spring Sale (May)

October fall Workshop

Annual Fall Sale (November)

### **Santa Cruz Art League** <http://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 (YWA)**

[www.yosemitewesternartists.com](http://www.yosemitewesternartists.com)

Art Demonstrations at the general meetings

Weekly Live Model Group

Rotating exhibits at satellite locations

Annual Tri-County Open Competition and Exhibition

Plein Air Outings

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

Poetry workshops

Writing workshops

Meditation





# LOCAL ART EVENTS NEWSLETTER

## SEPTEMBER

# THE GOOD NEWS

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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

- Norma Neil will be the featured art at the Dagny's BAA Gallery through September and October.
- Carole Love will be doing a book signing at the Art Hub on the First Thursday Art Hop
- Gail Daley's next book *Warriors of St. Antoni* will be out in September. Contact the author for signed copies.
- Clovis Art Guild August Pick of the month:

1 <sup>ST</sup> PLACE	2 <sup>ND</sup> PLACE	3 <sup>RD</sup> PLACE
		
Carol D Hoover "Franklin" Watercolor	Jackie McCoy "On The Prowl" Acrylic	THIS COULD HAVE BEEN YOU!

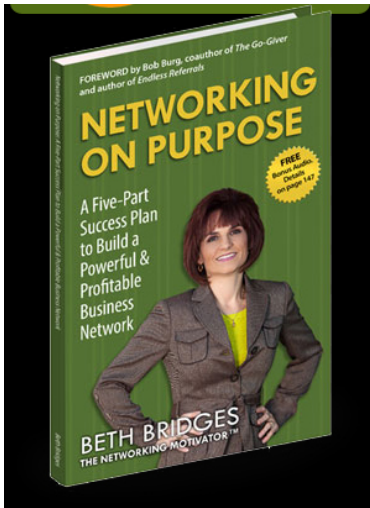


# LOCAL ART EVENTS NEWSLETTER

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## SEPTEMBER

## BETH BRIDGES



Beth Bridges is The Networking Motivator™ and has attended over 2,300 networking events in the last ten years. As the Chief Networking Officer of a large chamber of commerce, she has interacted with tens of thousands of people in person and online. She created the Five Part Networking Success Plan™ when she saw new and experienced business people struggling to network effectively. Beth is widely recognized by chamber of commerce executives across North America as a leading networking authority. She is an Expert Author on [www.EzineArticles.com](http://www.EzineArticles.com) with over two hundred published articles and is a Top Author in the Business Networking category. Beth is a Summa Cum Laude and Dean's Medalist graduate of CSU Fresno with a degree in Agricultural Economics. Beth has leveraged her in-person networking skills to build large social media networks on Facebook, LinkedIn and Twitter.

***Hi Friends, I'm Beth Bridges, The Networking Motivator™.***

I've attended over 2,500 networking events in the last ten years. I've interacted with tens of thousands of people in person and through social media. I created the Five-Part

Networking Success Plan and wrote my top-selling book "Networking on Purpose" after watching new and experienced business people struggling to network effectively.

As a speaker, author and trainer, I show people how to use my Five Part Networking Success Plan™ to build their own highly responsive and powerful network. But enough about me.

**Networking on Purpose:**  
**A Five-Part Networking Success Plan to Build**  
**a Powerful and Profitable Business Network."**

**Get it now to discover practical business networking tips and more...**

- \* The simple Five Part Networking Success Plan™ which gives you incredible confidence in any situation
- \* Where to go so that you are guaranteed to meet influential new people every time you network
- \* Why "small talk" is one of your best tools ... and the elevator pitch isn't
- \* What one thing you must do to be in the top 10% of all networkers
- \* How to become so valuable to other people that the sales practically make themselves.

Very few business networking books deliver such a powerful, deliberate and intentional networking strategy that was incredibly simple? What would this do for your business? For your career? Starting a network marketing business? Equally useful for new or experienced networkers, the "Five-Part Networking Success Plan™" was developed through years of research and real-life networking experience.

Available Now in [Paperback](#) and [Kindle](#)



# LOCAL ART EVENTS NEWSLETTER SEPTEMBER

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## LINDA KAY PAPADAKIS



Creating, viewing, discovering and sharing knowledge about art is my way of life. Keeping a connection to art, in one form or another, allows me to maintain a normal, functional state of mind while grasping the implications and ultimate consequences of profoundly dramatic events that take place throughout life. The experiential nature of living through several stages of life presents its own challenge, and will either defeat one or enable one to survive. The ability to maintain a connection to art is a learned behavior, one born of pure necessity to a creative mind and artistic personality.

Embracing my creativeness and artistic talent did not occur naturally nor easily for me. The art I create directly reflects my eclectic nature. I continue to grow and learn with each project I conjure and form into a tangible and visual work of art. These works include hand rendered drawings, paintings and digital art.

My artistic endeavors have been comprised of multifarious themes. They seem to be a constant exploration of antithetical realms: Good versus

evil, Dark versus light. The exploration of art that touches on the oppression of women and the wounds left on the soul by the misogynistic nature of those who create and perpetuate such evil versus the innocence and beauty of women was touched on by "Limitations." Turning one's back on that emotional pain to look to healing by creating aesthetically beautiful art as an escape was the inspiration of "Tenacious Escapism."

Digital art pieces made from hand-drawn and hand-painted elements that are scanned into the computer comprised my latest body of work. Yet as I learn evermore about the endless possibilities of digital art, I am compelled to look to the materials, methodology and the context of medieval illuminated manuscripts, along with the materials used to create them.

Art presents a way to deal with a constant struggle of opposition within my personality, as can be seen by my eclectic body of work. Perhaps learning to make art in many different styles, using many different methodologies presents the challenge of an adventure into infinite growth of my soul. Perhaps escapism is my best talent, after all.

Visit my website [www.lindakaypapadakis.com](http://www.lindakaypapadakis.com)



# LOCAL ART EVENTS NEWSLETTER

## SEPTEMBER

## MISTLIN GALLERY

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**The Central California Art Association at the Mistlin Gallery**

[www.ccartassn.org](http://www.ccartassn.org) 209-529-3369

MISTLIN GALLERY, 1015 J STREET, MODESTO CA 95354

GALLERY HOURS: TUES-FRI 11:30-5; SAT 12-4

We are an organization of volunteers and artists working together to promote the visual arts.

The Central California Art Association (CCAA) was established in 1952 and started by a small group of artists committed to supporting the arts in our community. The Mistlin Gallery is run by volunteer members of the Central California Art Association, who endeavor to promote and provide art education and cultural opportunities for all residents of Modesto and the surrounding region. The 501 (c) 3 non-profit organization has a cooperative and growing membership of over 250 members and a Board of Directors consisting of 11 members to provide corporate supervision.

The Mistlin Gallery is located at 1015 J Street on the first floor of the City / County Building in Downtown Modesto. Validated parking, handicap accessible and open to the public, the Mistlin Gallery is easy to get to from anywhere in the city.

Mission Statement: Our mission is to actively support regional artists, artistic activity and the placement of visual art in the community, to promote and provide the highest quality visual art education, to encourage excellence in the visual arts, and to promote and provide cultural opportunities for all residents of Modesto and the surrounding region. The Central California Art Association sponsors 10-12 exhibits each year that are free to the public. Included are the Young @ Art Exhibition, the Annual Spring Show, and a show for Memorial Hospitals Complimentary Art Classes and the Art in the Garden Event.

An important part of the mission of CCAA is to provide arts education to children, adults and areas of need. A variety of classes are offered to children and adults in collaboration with Modesto City Parks and Recreation here at the gallery and at city facilities. All classes are taught by certified art teachers and children are divided into their age appropriate classes from 3 to 12 years of age. The CCAA hosts three ten-week sessions of therapeutic art classes through the Memorial Hospital Cancer Registry for cancer survivors and caregivers. The Art Association also participates in the Third Thursday Art Walk each month. We host poetry readings frequently. The CCAA is an outreach to the community as a non-profit organization to assist and to enrich the lives and culture of our community. We join with the performing arts and other groups in our area to expand our mission of awareness and educate on the value and importance of the arts.

The Mistlin Gallery at 1015 J Street is operated by CCAA and displays both members' art and the work of artists from outside the region. Our gallery provides opportunity and encouragement through art classes offered in different media and taught by accomplished artists. We provide free monthly demonstrations, lectures and presentations made by well-known artists from the state and elsewhere. The Mistlin Gallery Gift Shop highlights a wonderful collection of unique jewelry pieces made by local artisans, beautiful pottery, fiber art, and other local collections featured in our gift shop. Their works are juried to insure quality and originality. [Download MEMBERSHIP FORM here](#)





# LOCAL ART EVENTS NEWSLETTER SEPTEMBER

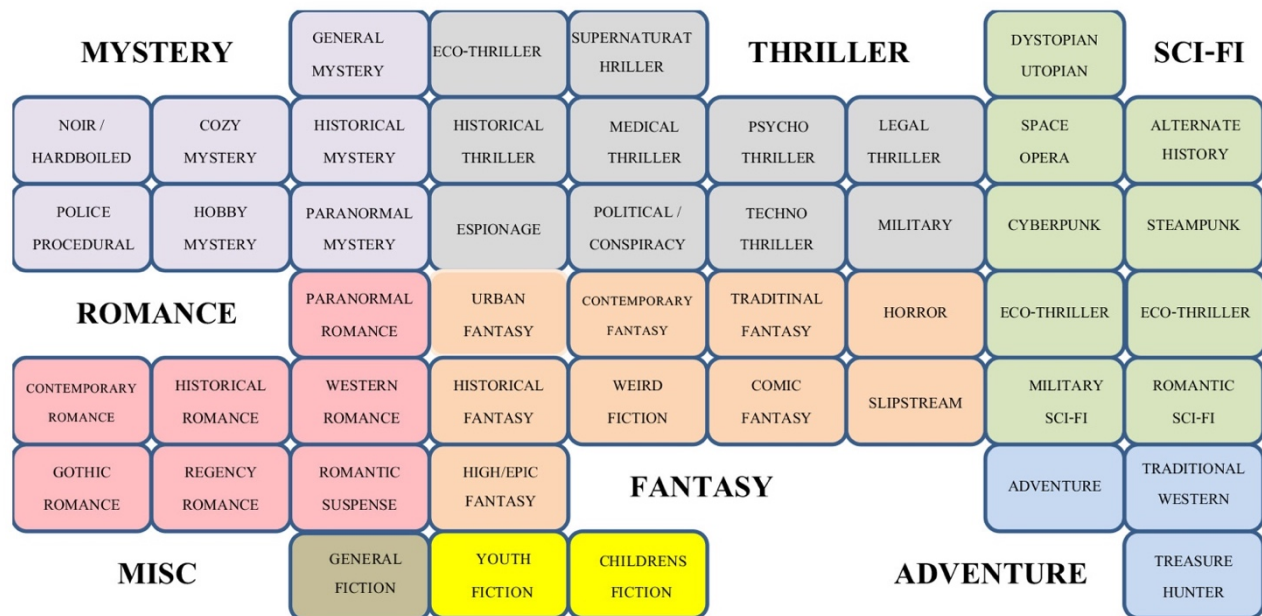
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## BLOG: THE PRACTICAL ARTIST

### WHAT IS ADVENTURE FICTION?

Several Years ago, I wrote a blog defining the many Art Genres. I decided to try the same with writing. I searched the internet and pulled up most of these definitions from Wikipedia, and various other internet sources who defined writing genre. It is by no means a comprehensive list, but it might help my fellow writers when asked by a publisher to define the genre of the book they have just written.

### FICTION GENRE CHART



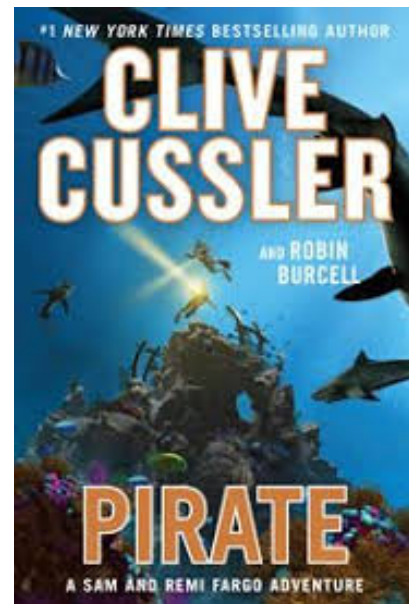
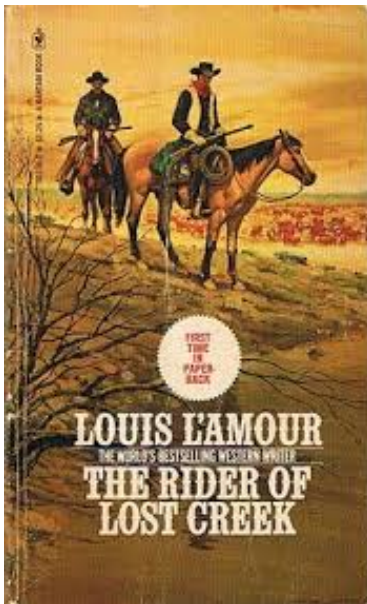
There is an enormous amount of information about book genres. I limited myself to fiction. I may do a similar chart for non-fiction later though. I got the idea for the chart from a Facebook post, but I made some changes and additions to what was there. Please feel free to share or add to it.

**Adventure fiction** refers to fiction that puts the lead characters in danger, or gives the reader a sense of excitement. This type of fiction is hard to characterize because it can encompass both historical and contemporary settings. Some elements of Adventure can be found in almost all stories written primarily for entertainment. Critic Don D'Amassa defines the genre as follows: "An adventure is an event or series of events that happens outside the course of the protagonist's ordinary life, usually accompanied by danger, often by physical action. Adventure stories almost always move quickly, and the pace of the plot is at least as important as characterization, setting and other elements of a creative work."

While most fiction published in these categories use males as a main character (at least in the adult books) this is changing. This is due to Hollywood influence on the genres and its insistence that there MUST be a woman in the story to capture women's interest in watching the movie or reading the books. Unfortunately, the examples of covers that I could find have very few women featured, and those that are, seemed to be reduced to supporting characters. But take heart ladies. The world is changing. Unfortunately, if it gets done we will have to do it ourselves.

**Traditional Western:** Western fiction is a genre set in the American Old West frontier from the late eighteenth to the late nineteenth century. Well-known writers of Western fiction include Zane Grey from the early 20th century and Louis L'Amour and John McCord from the mid-20th century. A traditional western includes cowboys, Native Americans, covered wagons, and women in aprons with shotguns. The genre peaked around the early 1960s, largely due to the popularity of televised Westerns such as Gunsmoke and Bonanza. Readership began to drop off in the mid- to late 1970s and has reached a new low in the 2000s. Most bookstores, carry few Western fiction books. Nevertheless, several Western fiction series are published monthly, such as The Trailsman, Slocum, Longarm and The Gunsmith. The genre has seen the rumblings of a revival with the advent of romances in western settings by authors such as Linda Lael Miller and Joanna Lindsey (see Western Romance under the Romance category).

**Treasure Hunting:** treasure hunting fiction has a great deal in common with both detective fiction and straight adventure fiction. The hunter must solve a series of clues to find the treasure. A good treasure hunting novel delivers thrills and a rising excitement as clues are worked out and uncovered. A good writer of this type of fiction provides enough clues that the reader may be able to figure it out ahead of the MC. There is also opposition from rivals as well. And of course, the hunt has a successful conclusion, or an adequate reason is given why it does not.





# LOCAL ART EVENTS NEWSLETTER

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## SEPTEMBER ABOUT THE NEWSLETTER

The Local Art Events Newsletter is a free, on-line monthly publication for 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 25<sup>th</sup> 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 3<sup>rd</sup> 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 And A Jpeg  
Photo Of Your Work For  
The Profile Section.**

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

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POSTAGE