

The Brushmark

~The monthly newsletter for the Carlsbad Oceanside Art League~

APRIL, 2010

Location:
 COAL Gallery
 300 Carlsbad Village Drive,
 Suite 101
 Carlsbad Village Faire
 Carlsbad, CA.
 760-434-8497

www.coalartgallery.com
 www.carlsbadinart.blogspot.com

Hours:
 Sun, Wed, Thurs:
 11am-5pm
 Fri, Sat, 11am-8pm

Mailing Address:
 P. O. Box 11
 Carlsbad, CA. 92008

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RODGER HEGLAR DEMONSTRATION THIS MONTH

Rodger Heglar is an oil and pastel painter who feels that his lifelong interest in the Old Masters helped form his sense



of light and traditional composition. He trained as a biological anthropologist, and pursued his passion for art alongside his professional life as a scientist. He is a self-taught artist, but has taken work-

shops with Ray Roberts and Jim Wilcox.

"My vision springs from coloring a moment with acceptance and respect," he says, "accepting the rigors and pleasures I see in nature, yet respecting its awesome power to both destroy and heal."

Heglar is a member of the California Art Club, the Pastel Society of San Diego and the San Diego Museum of Art Artist's Guild as well as the La Jolla Art Association, where he was a past president. He has exhibited at Spanish Village Gallery 23, La Jolla Fine Art group, San



APRIL DEMONSTRATION
 Friday, APRIL 9, 1:30—3:30
 Calavera Hills Community Ctr
 2997 Glasgow Drive, Carlsbad

Monthly demonstrations are made possible, in part, by a grant from the City of Carlsbad Arts Office, and are open to the public.

Rae Barney, Featured Artist for April

Rae Barney comes to California from Oregon, where she was raised in a family of artisans. She sculpts in clay and casts in bronze, and calls herself a "student of energy".

"My work is a reflection of my strong connection to the natural elements and the way energy moves," she says. "My work is the representation of flowing energy depicted in physical form." But she has also been a student of raku, saggar, and pit fire techniques under Rico Piper, a renowned potter and raku master. She has also studied sculpture and 3D design un-

der Dick Marcusen, master sculptor.

Rae's current focus is on creating large scale public art and creating a line for interior design. She has also set up a new studio space called Fire and Mud Studios, where she offers alternative firing techniques, classes, workshops, and monthly studio memberships. "Sculpture is my passion," she says. Life is art. Dare to sculpt your dreams."

And dare to check out her works during the month of April when Rae is our Featured Artist!



COAL's High School Art Exhibit runs from April 6th to April 18th at OPT's Underground Gallery on Mission Ave. This exhibit features about 250 imaginative works of art in all media by the high school students in our area. There will be a reception on **Saturday, April 10th** from 2pm - 4pm. The exhibit will be open 12:30 - 4:30pm, Tues. through Thurs and all day on April 17th and 18th for the Oceanside Days of Art. We need volunteers to sit at this show and lots of munchies for the reception. Please help make this League project a success. Contact Diane Adams: 760 757-5368.

Gallery Visitors, February = nearly 700 again!*
 Gallery Sales, February: Ron Brewer, Billie Day, Drew Duke, Bonnie Gleason Elizabeth How, Doreen Long, John O'Brien, Ursula Schroter, and Tera Stroup

* One shift host did not count attendance.

President's Message, by Mary Anne Bloom

It's been a long winter, but spring is here and it's time to clear the cobwebs, from our minds and our closets. Unclutter your mind because there are a lot of art shows and events for you to participate in. Make room for new opportunities. Be sure to check the bulletin board in the back room at the gallery - please just copy the information and leave the prospectus for others. Clean your closets, drawers and bookcases of all the old art stuff you don't use because COAL will be having a spring sale in May. Save your

stuff but don't bring it to the gallery until the Friday and Saturday before take-in.

I want to thank **Ursula Schroter** and **Alan Katof** for doing an excellent job of chairing our Membership Show and everyone who entered. It is a wonderful show. Special thanks go to **Felix Bonomo** and **Lou Kasza** who put in several days work for the show and to **Joan Grine** and her Hanging Committee who pulled it all together and made it look so good. I also would like to thank **Larry Coleman**, **Charles**

Dozer and **Carol Bonomo** for all their work on the Bookmark Competition, THANK YOU. Watch for COAL's new bookmark/ad in April at the Gallery.

Because of family reasons, **Karen Crowell** has given up the position of Publicity Chair. Thank you, Karen, for volunteering.

If you have neglected to renew your membership to COAL, please do so soon; it will save someone on the Board from making a lot of phone calls.

Spotlight on the Gallery, by Felix Bonomo, Gallery Director

Last month I showed off our great Take-In Crew and what they do for all of us at COAL. (If you didn't read all about it, the March Brushmark is posted on our website.) A few members even stepped forward and decided there was room in the photo for them to join up as well—thank you!

This month I promised to tell you about a mysterious group with an ominous name: the Hanging Crew, under the direction of **Joan Grine**. The Hanging Crew arrives the morning after take-in and stays until everything is up on the wall or (for sculpture) arranged

on the floor of the gallery. There have been shows that,

LARGE turn out) that took an entire morning until Joan and her crew get it right. But if you've been to the gallery, you know they get it right in the end. There's an art to hanging art, and if you've been wanting to learn how to do it, let Joan or me know you want to get involved that way, and you'll learn from the experts (Joan, that is, not me). Look for the Hanging Crew's team photo next month.



The COAL Dusters preparing the gallery for the Member Reception! "We do windows--just not yours!" is our motto. The Dusters Do Windows as part of our cost-saving measures. From left to right, Felix

Still don't see yourself in the picture? Never fear; the Brushmark Editor said I can write all about Hospitality next month! It's all

part of what we do at the Gallery to showcase your work and keep the doors open so your patrons, family, and friends can see and purchase your work. And, speaking of that: LOOK IN YOUR CAR AND RETURN YOUR PARKING PERMIT TO THE GALLERY. I know it's in there.

have light entries, and the Hanging Crew has hung and disappeared by the time I get there with the donuts at 9:00am. (HANGING CREW GET FREE DONUTS.) On the other hand, there are shows like the Member Show, which had an unusually large number of LARGE pieces (and a

AD:San Clemente Art Supply

Hello Everyone! We have a really impressive lineup of workshops this month- see our website for the listings. We have new decorative papers and lots more Dover Books... come and see!! **Save the date!!** Saturday, May 1st we are having our 7th Anniversary/ Clean Sweep Sale!! We are cleaning out all the nooks and crannies in the shop, bringing in some great new things, and putting lots of favorites on sale. We will have some fab deals for you! Don't miss it!! Homemade cookies too!!

COAL ENTRY FEES INCREASE EFFECTIVE APRIL

We all know that 2009 was a very bad year for the U.S. economy, and it negatively impacted COAL. For the first time in many years (excluding our capital improvements to the gallery), we had an operating deficit for the year. Initial projections for 2010 indicated that unless the Board of Directors took some action, the deficit would be even larger this year.

Identifiable cost reduction measures have been approved and implemented by the Board which should cut the deficit by approximately 60%. To cover the remaining 40% of the deficit, the Board has approved an adjustment in the entry fee

structure for monthly shows. A review of entry fees at other North County art organizations indicates that COAL has the lowest entry fee structure of those surveyed. We last adjusted the entry fee structure in May 2007.

Starting with the April 2010 show, the entry fee structure for monthly shows will be as follows:

Artwork under 35" = \$10

Artwork from 35"—50" = \$15

Artwork over 50" = \$20

For wall-hung artwork, the measurements refer to diagonal dimension. For free-standing sculpture, the measurements refer to the longest dimension.

The Board has compiled an additional list of possible new revenue sources and cost saving measures that are being investigated to see what additional cash flow improvements are possible. If any member has any suggestions, please contact any Board member with your thoughts.

The actions that the Board has taken and are continuing to take, to keep COAL on a sound financial footing, are aimed at insuring that our nearly 60 year old art league will still be around 60 years from now.

—David Seeley, Treasurer

In late March, the gallery will replace its old credit card processing terminal with a new terminal at the insistence of our credit card processing service. The new terminal requires a slightly different procedure in order to charge a customer's credit card. The biggest change will be that the new terminal will use single ply paper and print the COAL receipt first (that the customer must sign) followed by the customer's copy of the receipt. When the new terminal is installed, a revised procedure will be placed in the Gallery Manual kept on top of the desk. A copy will also be placed next to the terminal. Please review the procedure before using the new terminal. If you have any questions or problems, please call either the Gallery Manager or the Treasurer.

Oceanside Days of Art, April 17-18!

Free fine arts festival for the entire family by the Oceanside Civic Center and Museum of Art on Pier View Way and Ditmar on April 17-18.

Over 100 visual artists will display and demonstrate in all media. There will be singers, dancers, and musical performances on two stages. There will

also be other art displays, great food and activities—including the COAL High School Show, Hands-on art for all ages, a senior and a military art exhibit.

If you would like more information or like to exhibit or volunteer, call Ann Mortland at 760-433-3632 or Diane Adams at 760-757-5368.

(And see the note on page 2 about the COAL High School Show, the need for goodies, and the request to serve as hosts for the show.)

Artist Recognition and Opportunities

Sibylla Voll's name was inadvertently left off the March Brushmark's listing of the 10 bookmark artists chosen to represent COAL in its new publicity piece. Congratulations, Sibylla, and our apologies for the oversight.

Drew Duke received both a second and a third place in the Vista Art Foundation's 2009-2010 Photography contest.

Barbara (Bobbi) Hirsch-

koff's fused glass sculptures are on display until April 20 at the Encinitas City Hall.

It's not too early to start thinking about the Fair! The theme of the 2010 San Diego County Fair is "Taste the Fun". On-line registration for artists can be found at www.sdfair.com. The Fair runs from June 11 – July 5.

And it isn't too late to enter the Fallbrook Art Association's Open Juried Show, which runs

from April 9 – April 25. Entries must be brought to Fallbrook on **April 5** (same as our take in) from 10:00-3:00pm. www.fallbrookartassn.org has more details or check the bulletin board in the workroom at the gallery for more information.

Attention printmakers! Rhino Art has its 1st Annual Print Show at its Gallery 97. The show is open to any handmade print from editions of 100

or less. Submitted prints will be accepted for the show by jury, and all pieces must be for sale. Entry deadline is **May 1, 5:00pm**. Please call Jack at 760-943-7440 or email him at jackbquick@sbglobal.net with questions. More details on the Call for Entries are posted on the bulletin board in the workroom of the gallery.

AFTER TAKE-IN: THE JUDGE'S SIDE OF THE STORY

So you braved the take-in mob (particularly during the first 90 minutes of take-in), and your work got logged in, we took your money, verified your membership, and waved goodbye while your pieces were hauled off to various parts of the gallery's gorgeous new floor. WHAT HAPPENED NEXT?

Veterans of many judged shows—and some who have served as judges for other shows themselves—know the judging process and how difficult it is. But judges vary in their approach to the work, so we asked Richard Stergulz to talk about the member show and how he judged it after he finished the job and the ribbons were placed.

“I walk through the entire show rather quickly,” he said. “I want my first response to be at the emotional level of responding to the art, and I also want the big picture before I start focusing on individual pieces. Then I return and go through the works several times at the technical level.”

At the technical level, Stergulz is looking at composition, balance, shape, energy, flow, and movement—“even with the three dimensional pieces, all of that has to be in the work for it to be successful. Even photography—photographers know that anybody can snap a picture, but they also know—or should—that balance and composition matter, that they can develop the image in the darkroom later, but that they have to capture an artistic image in the first place.”

Part of the work is its presentation, Stergulz said. “Framing, matting, glass—it all contributes to how the work is presented and the emotional response you're going to get from your

work.”

Offering a critique at the show (rather than individual pieces) level, Stergulz noted that our watercolorists are simply outstanding as a group and that our pastel artists could have more fun and less laboring over their work. Areas for all of us to improve? “Know and remember and work with the four major values of light—highlight, half light, core, reflective, cast. There was a lot of work showing where the core shadows are missing. It's what gives dimension to your work.”

And keep entering judged shows, he emphasized. “It's a good learning experience and makes you more courageous with your work if you jump into shows and learn to be comfortable with your discomfort. Keep on doing it. Enter other shows.”

Good advice. Check your Brushmark's “Artist Opportunities” section and the bulletin board in the gallery work room where we post all the shows and opportunities we find that might provoke another opportunity to jump in and learn to be comfortable with your discomfort! And congratulations to all the courageous artists who submitted to this Member Show.

--CB, Newsletter editor

“It's a good learning experience and makes you more courageous in your work if you jump into shows and learn to be comfortable with your discomfort.”



Best of Show: Diana Cherroff, "Opening Night",
watermedia

ANNUAL MEMBER SHOW WINNERS—2010

Digital Arts:

- 1st - C. A. Lindsay, "Ghost Bell"
- 2nd - Larry Larroquette, "Orchids in Stone Planter"
- 3rd - Marjorie Brewer, "Cool Springs Truck"
- HM - Charles Dozer, "Stargazer Fantasy"
- HM - A. F. Winter, "Soulmates"

Drawing/Printmaking:

- 1st - Elizabeth How, "Monterey Kelp"
- 2nd - Diana Cherroff, "Days End"
- 3rd - Sibylla Voll, "Spooky"
- HM - B. J. Norton, "Repose"

Mixed Media/Collage:

- 1st - Andrew Fulenwider, "Koi"
- 2nd - Roberta Henson, "Shoebilly Too"
- 3rd - Diane Adams, "Windswept II"
- HM - Norman Graber, "Bluebird Over Nebula"
- HM - Dorothy Jaques, "Aspen Gold"
- HM - Ursula Schroter, "Midnight Symphony"
- HM - Ursula Schroter, "Oxygene III"

Oil/Acrylic:

- 1st - Shirley Calvert, "Feb at Los Jilgros"
- 2nd - Shirley Shabazian, "Alice"
- 3rd - Mary Ann May, "Saint Diego"
- HM - Paul Cadrobbi, "Blue Painting #2"
- HM - Shirley Calvert, "Magees Barn"
- HM - Karen Crowell, "Emily"
- HM - Darlene Katz, "Pas de Deux"
- HM - Darlene Katz, "Toro!"
- HM - Mary Taglieri, "California Gold"

Pastel:

- 1st - Mary Ann Nilsson, "Girl With Blue Eyes"
- 2nd - Sibylla Voll, "Contemplate"

3rd - Arthur Williamson, "The Blues"

HM - Joan J. Grine, "Broken Hill, Torrey Pines"

Photography:

- 1st - David Ombrello, "Watkins"
- 2nd - Ann L. Hurd, "Peggy's Cove"
- 3rd - Kim Pendleton, "Lily Pond"
- HM - Bruce J. Bartells, "Canyon Lands Utah"
- HM - Felix J. Bonomo, "Lijiang Morning Revisited"
- HM - Marjorie Brewer, "Cool Springs Gas Pumps"
- HM - Drew Duke, "Stepping Back In Time"
- HM - Ann L. Hurd, "Girl on Beach"
- HM - Marc Krutiak, "Sunset Cliffs Study No. 1"

Sculpture:

- 1st - Bobbi Hirschhoff, "Blue Gone Wild"
- 2nd - Elaine Seeley, "Incomplete Woman"
- 3rd - Sibylla Voll, "Repose"
- HM - Bryan E. Alexander, "Stone Horse"
- HM - Robert Boyd, "SPD-7"

Watermedia:

- 1st - Pat Dispenziere, "Tallin"
- 2nd - David Banks, "'47 Dodge Power Wagon on Hillside"
- 3rd - William Cherroff, "Come Along Chains"
- HM - David Banks, "Reflection Pool, Balboa Park"
- HM - Pamela Brasel, "Italian Pottery"
- HM - Diane How, "Afternoon Respite"
- HM - Thomas A. Johnston, "Laos Landing"
- HM - Catheri Nuanez, "n the Road"
- HM - Elena Wilck, "At the Textile Vat"

COAL Special Award - Nancy Bruce, "Opal Essence"

COAL Special Award - Judy Richardson, "Haiti: The 10th of January"

Carlsbad Oceanside Art League

P. O. Box 11
Carlsbad, CA. 92018-0011

We're on the web!
www.coalartgallery.com

Address label

Backup Gallery Hosts:
The following members are available to substitute as gallery hosts at \$5.00/hr. If you are unable to host, it is your responsibility to contact someone on this list or another member to insure that your commitment is covered.

Kyung Drury 760-637-6197
Cathlene Hofheimer 760-434-2315
Doreen Long 858-487-3672
Shirley Shabazian 760-439-6844

VOLUNTEERS WANTED... Board Positions Available: Director of Membership, Hospitality Chair, Community Outreach Chair, Publicity Chair

Talk to President Mary Anne or Gallery Director Felix about how to get involved.

Board of Directors

President: Mary Anne Bloom, 760-634-1287, nilssonfinearts@aol.com
VP & Director of Youth Programs: Diane Adams, 760-757-5368
Secretary: Doris Bertch, 858-674-1294, bertch@cox.net
Corres. Sec: Louise Kasza, 760-806-4542, lkasza@cox.net
Treasurer & Strategic Planning Chair: David Seeley, 760-431-8959, achildsart@roadrunner.com
Director of Gallery Operations: Felix Bonomo, 760-591-3176, bonomo@sbcglobal.net
Director of Membership: Vacant
Director of Computer Services: Lee Korich, 858-792-8308, gkorich@san.rr.com
Asst. Director of Membership: Dea Reimann, 760-758-1833
Co-Director for Children's Show: Julia Lumetta, 760-500-1055, peresilka@hotmail.com
Co-Director of Awards Shows: Ursula Schroter, 760-751-8513, ueschroter@att.net
Co-Director of Awards Shows: Alan Katof, 760-720-9559
Art Mart Co-Chair: Clara Evans, 858-274-5936, eevans6@san.rr.com
Art Mart Co-Chair: Ann Lee Hurd, 760-632-8571, photosbyann@att.net
Director of Programs: Carol Lynah, 760-929-1965
Publicity Chair: Vacant
Community Outreach & Telephone Chair: Vacant
Hospitality Chair: Vacant
Hospitality Co-Chair: Annette Winter, 760-929-8572

Brushmark Editor: Carol Bonomo, 760-707-3979, carolbonomo@yahoo.com

Calendar of Events

Saturday, April 3: Member Show Closes.
Early Take In 4:00 - 6:00pm

Sunday, April 4: Easter. **Gallery Closed**

Monday, April 5: Take in, April Show, 10:00-4:00pm
545pm, Board Meeting

Friday, April 9: Monthly demo and meeting, Calavara
Community Center, 1:30-3:30pm

Sunday, April 11: Show Reception, 4:00- 6:00pm

Sunday, May 2: Early Take-In, 4:00-6:00pm

Monday, May 3: Take-In, 10:00-4:00pm
Children's Show take In, 1:00-4:00pm