

November 2005



Off Track Gallery  
914 Pacific Coast Hwy 101  
Encinitas CA 92024  
760-942-3636  
Tues. -Sun.: 11 am to 6 pm

## Mark Your Calendar:

- **first QTRLY ROTATION Art Reception** Fri OCT 14, 4 - 8:00 pm
- **Art in the Park Paint Out- Sunday** OCT 16, 12:00- 4:00 pm
- **Monthly Show take-in- Friday,** OCT 28, 9:30 am – 1:00 pm
- **Board Meeting** 9:30 am Thurs, NOV 3<sup>rd</sup>, Larabee House, Quail Gardens
- **General Meeting** 1:30 pm Thurs, NOV 3<sup>rd</sup> Ecke Hall, Quail Gardens
- **next Qtr'ly Rotation- wall renters- Mon, JAN 2nd; floor renters- Tues. JAN 3rd**

## Environmental Painters

### PAINT OUTS - ALWAYS TUESDAY

Oct. 18 -- Torrey Pines Extension, West on Del Mar Heights Rd, south(left) on Recuerdo.  
Oct. 25 and Nov. 1 -- Discovery Lake Park, San Marcos, call Joan for directions.  
Nov. 8 and 15 -- Fletcher Cove, Solana Beach, end of Lomas Santa Fe Rd.  
Call Joan Grine for more details.  
858-481-8783

Members Directory  
**PLEASE MAKE SURE YOU'RE YOUR INFO AND EMAIL ADDRESS IS CORRECT AND CURRENT** in our directory records.  
Thanks!

For ANY adds/ changes/ deletes, please contact Diane Burch (858-279-5566) or Walter Berk: (760-942-0696) or [wberk@sbcglobal.net](mailto:wberk@sbcglobal.net)

## November Show Judge Lisa Falls, MFA, MPS ATR-BC

Lisa Falls is a registered art therapist certified by the Art Therapy Credentials Board. She has provided art therapy in San Diego for the past nine and a half years working with adults, children, families and groups, including residential treatment programs for emotionally disturbed children and adolescents, and as a hospice bereavement counselor. She organized the first local exhibition of art by bereaved children and adolescents, "Journey to My Heart."

She is currently Program Coordinator and a faculty member of the UCSD Extension Art Therapy Professional Certificate Program and is past president of the San Diego Art Therapy Association.

Lisa received her BA at UC Berkeley, her MFA degree from Brooklyn College and a Masters of Professional Studies in Art Therapy and Creativity Development from Pratt University in New York. She holds an EFT (Emotional Freedom Techniques) Certificate.

Lisa has exhibited one-person shows at Westbeth Gallery, NYC and Stiles Hall Gallery, Berkeley CA and has participated in many group shows including 2005: *The Third Annual Printmaking Group Exhibit*, Sun Gallery, Hayward, CA, 2005 and 2004: *Old House Interiors*, The Next Door Gallery, San Diego and many others including *San Diego Art Therapists*, Town and Country Hotel, American Art Therapy Association National Conference, San Diego, CA; 1998 ArtWalk, San Diego, CA; 1997 *Group Show*, Pratt Gallery, San Diego, CA.

## Member Announcements

- **Sally Harvey's** abstract paintings entitled "I Come From River Country" and "Miracles at Chimayo" were juried into the Midwest National Abstract Art Exhibition running through October 2005.
- **Free Art lessons at the 101 Artists' Colony**  
Learn to make a Great Holiday Decorations and Halloween Masks at the *Free Art Lessons for the Family Series*, presented by Moonlight Beach Gallery, 90 N. Coast Hwy 101 in downtown Encinitas. All the supplies will be provided. This series will be held every Sunday of September and October from noon to 3 p.m. Art Lessons will be for adults as well as children. Come and spend a fun day in the Secret Garden making Art. Phone 760-633-4426 or [www.moonlightbeachgallery.com](http://www.moonlightbeachgallery.com)
- **Bonnie Knight** has a watercolor, "Owl" at the San Diego Natural History Museum invitational show through January 1<sup>st</sup>.
- **The Studio of Art and Design** is holding the 2nd Annual Juried Plein Air Watercolor Show. Entries must be original work in watercolor on paper done primarily en plein air in the San Diego area during the last 2 years. Cash prizes for

award winners. Hannah Creighton will be the juror.

Entries to be delivered Nov. 1 & 2, 9 a.m. - 9 p.m. Selected works will be on exhibit at the Studio of Art and Design, 616 Stevens Avenue, Suite C, Solana Beach from November 16 -26. For more information and registration forms contact the Studio at 858-755-6202.



**Rancho Santa Fe Art Guild** is having an open, judged show Nov.1 - Dec.23. for mini-paintings, photographs and sculpture . No entry over 13 inches in any direction including frame. Take-in date is Oct. 31, 8am-12pm. The fee is \$15 per entry for non-members and each artist is limited to 3 entries. A 15% commission from sales will be expected.

Cash awards will be given and the judge is Annette Paquet.

Reception will be on Nov. 3, 5pm-8pm. For more information call Joan Grine at 858-481-8783 or Elaine Trei at 858-759-0332.

### ANNUAL MEMBERSHIP DRIVE

The Off Track Gallery, (part of the San Dieguito Art Guild) located at 914 North Coast Highway 101 in Leucadia, is now accepting new memberships. Membership includes opportunities to sell your art in the Gallery for a small fee.

Ask about all the free perks that come with membership in San Diego's oldest successfully run Art Guild, call (760) 942-6109 - Grace Swanson, Gallery Manager or go to [www.offtrackgallery.com](http://www.offtrackgallery.com)  
Gallery open Tues - Sun Hrs.11 - 6

### Opportunities for Artists

1. **Art in the Park, Sunday, Oct. 16th, noon-4pm.** Call Laura at 760.753-3254 if you'd like to attend. Come out and paint, create your art, display art for sale and socialize with your fellow artists.

2. **Batiquitos Lagoon Foundation's "Nature's Magic Extravaganza" on Sunday, Oct.16th all day** at the Windmill Banquet & Catering Facility in Carlsbad. There will be many booths and artists participating. A fun day for the whole family. This is a little late for participating, but check their web site for more info at: [www.batiquitosfoundation.org](http://www.batiquitosfoundation.org) or call Ruth Primo at 760.917-7672.

3. **The Poinsettia Festival in downtown Encinitas, Sunday, Nov. 20th from 9am-5pm.** Lisa Reinhardt has offered to coordinate reserving a 12' x 12' space that would fit approximately 4-5 artists. The cost & work of setting up, sitting & breaking down would be shared by participating artists with a small % of sales to benefit the gallery. Lisa has already reserved a space for herself and says other spaces are going fast. Please contact her ASAP at 760.753-5152.

## Gallery Manager's Corner

Welcome to our seven new wall and floors renters who joined us this past rotation day, Monday, October 3 and 4. They have all been through a training session (thank you Lila and Loretta) and we have scheduled experienced members to assist in getting their shifts started and to help them close up the Gallery at the end of the day. If you have not done so already, you must come and see the new work that went up on rotation day.

Gallery sitters will be starting to use a little goodwill, on-the-spot marketing tool (thanks to Loretta Phoenix for thinking this up). On the shelf above the desk is a basket with bookmarks. Each bookmark has a little sticker on the back that says "Thank you for visiting the Off-Track Gallery" with our address, phone and web site. Gallery Sitters will give a bookmark to each person who comes in our door -- as a thank you for coming to visit us.

Please note the new allowable sizes for the Monthly Rotation. For a long time many members have wanted to hang larger pieces. We have always been limited by the space that the Wall Renters have taken, leaving less space for the Monthly Wall. We have expanded the Monthly Wall area and made arrangements with a couple of the Wall Renters to allow "encroachment" into their areas. Thank you to those Wall Renters who have agreed to be flexible and work with us.

A huge thank you to Barb Mille for barcoding all the cards. If you bring cards into the Gallery, make sure you leave them to be bar-coded, don't just stick them in your space. Same goes for the shrink-wraps. Make sure you leave them with a note requesting a barcode instead of just putting them into the bin.

As we approach the Holiday Season, I look forward to increased activity and sales. As always, it is a privilege for me to work with so many talented and dedicated artists.

Grace Swanson



**There are 2 new reasons to enter our Monthly Show!!**

**New Size Rules (up to 44")  
AND  
a CASH AWARD of \$25.00  
for juror's choice.**

## A Message from Our President

Our little gallery on the corner of Leucadia Boulevard & Highway 101 hasn't been forgotten, although sales and the number of visitors for September would make one wonder! September has typically been a slow month for the Gallery, even at the Pannikin. And true to form, it was this year, too. Most everyone is aware of the general state of the economy and the uncertainty for retail businesses all over. Like everyone else, we also are hoping to pick up sales for the holidays. Now is the time to get your holiday cards prepared and stock up on things that could be sold for gifts at the Gallery. We will not have our holiday sales discounts as in previous Decembers since we have reasonable prices anyway. We will be advertising that the Gallery has the best selection of original gifts, cards and artwork available in town.

The Board, which is the governing group for the Guild and Gallery, is concerned about how to make the Gallery become more viable and provide what our members want. Basically, most participating members would like to see more visitors come to the Gallery. But most importantly, visitors who will buy something! We're at a disadvantage because our location doesn't provide much walk-in traffic, so we have to "think outside the box" on how to make ourselves more visible and draw people into our gallery.

The Board is holding a Special Board Meeting in October to gather ideas and make some definite steps to implement them. If anyone of our general membership has something to contribute, please email me or put it in writing and mail or drop it by the Gallery to be placed in the President's mail folder.

There has been much talk & gossip about the Gallery and it's future at our present location and the possibility of us closing. Like most things that are repeated, the information changes the more it's passed on from one person to the next. The Board will do everything it can to keep going in it's present location until we find a better location or are unable to meet our financial obligations at our present location. If we were forced to close in the future because we can't make it in our current location, we will alert everyone in advance. But at this time, the Board will be doing everything they can to make this work out in our current location.

In the past, the Gallery hasn't always been able to cover its expenses with our three main incomes: artists' rentals (floor & wall), monthly show take-ins, and membership dues. (Even at the Pannikin!) We have counted on our fundraisers to cover lean times. The Mother's Day Tour was developed for that purpose. At our Special Board Meeting, we will look at how to handle things so that we can be more profitable & NOT drain our reserves. But we do count on

our members for support. The Gallery and Guild are here for all of you. We can have the Guild continue on no matter what happens with the Gallery. But if we want the Gallery to serve us, we really need your support.

One way to support the Gallery is to put a piece of artwork in the Monthly Show. Doreen Long is arranging for additional space so we won't have a problem with too many paintings. For those artists who aren't renters and use the Gallery for selling cards and shrink wraps, I'm asking that you consider entering the Monthly Show. The entry fee will sure help.

Another way to support your Gallery & Guild is to renew your membership if you haven't already.

Thank you for your support. Don't forget to get your ideas to me by Oct. 19th, if possible, so I can gather everything for our Special Board Meeting.

**Laura Lowenstein**

## NEWS from Card Rack Coordinator: Barbara Millé

Dear members,  
We now have a faster process for selling our cards. All cards have been bar-coded with labels on the back so they can be scanned and sold without the use of the POSSE book. A large amount of thanks goes to my assistant Mary Trawick and Gallery Manager Grace Swanson who helped me complete this project.

Now what I need from the card artists is: **don't put any new cards on the racks without getting a barcode label on the back first.** If you don't know how to make barcode labels ask the desk host if she or he can do it, or leave your cards in my file at the Off Track Gallery and call me 760-942-2595 or e-mail me at [studiomille@adelphia.net](mailto:studiomille@adelphia.net) and let me know they are in my file.

I am now in the process of putting your last name on the card racks with a DYMO label that fits nicely on the bottom ledge. Signage will help your collectors and the desk hosts locate your cards. Next project will be a generalized database of the location of everyone's cards on the card racks. This information will be available in the Daily Book when finished.

If you haven't paid your renewal membership now is the time to do so. Don't miss being included in the Card Rack upgrades. Even the most loyal members sometimes let these things slip as we get busy with our lives & art.

October Featured Offsite Artists–  
Bank of America,  
Encinitas Blvd. & El Camino Real

Featured Exhibitors:

Lisa Reinhardt	Oil
Laura Lowenstein	Oil, WC, Pastel
Monique Cox	WC
Harriet Shoup	WC

Contact Lisa Reinhardt 760-753-5152 to get on the list.

**Change in Policy for sitters**

In the past, there has been a rule that you can't draw or paint while sitting the Gallery.

The Board considered this at our last meeting. We have decided to see if this is workable. Feel free to do your art while you are sitting. We just need to be sure that we do not leave a mess and do not become so engrossed that we make customers feel that they are interrupting when they come in.

**A CALL TO ARTISTS**

The non-profit Moonlight Beach Gallery is a wonderful place to show your work in a friendly environment of fellow artists. Memberships available at a reasonable tiered rate. Drop by 90 Coast Hwy. 101 in downtown Encinitas from 11 to 5 Monday - Sunday and talk with Donna about memberships and displaying your work. All ages & skill levels are invited to join. See pictures of the Gallery at [www.moonlightbeachgallery.com](http://www.moonlightbeachgallery.com)

**Monthly Calendar Chairperson  
schedule:**

October	Rudelle Hall
November	Jo Sebern
December	Cris Weatherby

The Monthly Calendar Chairperson is responsible to check the sitting sign up calendar in the "Daily" notebook **2 weeks before it's published** for completeness.

After you've checked/completed the calendar, it is published by Laura Lyn Walker, VP of Information. For your month, the Monthly Chair makes sure the Gallery is opened and staffed. The first sitter each day will call to let you know they are there.

**TREASURER'S ANNOUNCEMENT**

As most of you know by now, the printer we use for vendor reports has died. The ink cartridges just stay at the end and don't move at all. So with this month's artist checks I sent notes instead of vendor reports, hoping to send the reports out later.

But getting a new printer was not that simple. Most printers are set up for Windows, not DOS. We will try to have the one we have repaired. But if we don't have a working printer by next time, we will again send the checks without reports.

To get the information on your report, you may come to the gallery, call up your report and take down the information, or you may call the gallery and the person on duty will call it up and read it to you.

Calling up your report is really quite easy. Just use the arrow keys to move to the far right, type the number 5 (vendor reports), type in the first and last dates of the month (or use Jan. 1 to get year to date), type in your vendor code (BLILI, for example), and press ENTER four times.

We are sorry for the inconvenience this may cause you, and we are doing our best to resolve the problem.

A reminder regarding reimbursements, most of you have this procedure down pat: remember that you need to fill out a form, attach your receipts and put them in the Treasurer's hanging file. I pick these up about once a week. Except for regular expenses like mailings and paper towels, you need board approval in writing for anything more than \$50 (\$100 for the Gallery Manager). Requests for under \$10 are usually reimbursed in cash, since our bookkeeping bill is based on the number of checks cut; this is just a reminder.

**Lila Blinco**

**Paid Sitters**

Please add Claudette Parham to the list of paid sitters. Phone number: 760-632-5368

If any wall or floor renter would like to be added to the paid sitter list, please contact Laura Lowenstein or Grace Swanson.

**If the mailing label on your copy  
contains a red mark, this will be  
the LAST ISSUE that you receive.**

**If you wish to continue receiving  
the Paint Rag, send your \$55  
renewal check to SDAG, 914 North  
Pacific Coast Highway 101,**

# October 2005 Monthly Show Results:

Judge: Josie Gable Rodriguez

## **RULES FOR MONTHLY TAKE-IN**

All work must be original work less than 2 years old and for sale.

Artwork (including frame) is measured on the longest side with a maximum size of 44". \*

Up to 26", the fee is \$10

Over 26" and up to 32", the fee is \$15

Over 32" and up to 38", the fee is \$20

Over 38" and up to 44", the fee is \$25

A 15% commission will be charged on sales from the Monthly Show.

Please have your entry slip (just one) already filled out, except for the Item Number, which will be added at the check-in table. There will be one of these slips printed in your Paint Rag.

Work must be framed unless you use the wrap-around canvas stapled in the back and should have some identification on the back.

If there is a question about the Department Number, there is a list on the take-in table, or a volunteer can help you. Your entry must be in the correct department or it may be ineligible for judging.

Do not bring in wet paintings or frames.

The wire should be the multi-strand wire, attached approximately one fourth of the way down from the top of the frame, and slack enough to come up to approximately 2" from the top of the frame.

Please tape the ends of the wire, and please don't put tape or tubing in the middle of the wire. It will not fit our hangers if you do.

Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and a well-cut mat.

\* An exception is the occasional unusual shaped artwork, ie, an extremely long and/or extremely narrow piece where a square inch size calculation will be substituted.

The Take-in committee reserves the right to refuse entries that do not meet gallery standards.



### **#3 Oil/Acrylic (O/A) --**

	<b>Artist's Name</b>	<b>Title</b>	<b>Comments</b>
1 <sup>st</sup>	Carol Kramb	Ranunculus	
2 <sup>n</sup> d	Jackie Tyree	In Dreams	
3 <sup>rd</sup>	Bobbie Harrington	First Settlers	

### **#4 Watermedia (W/M) --**

	<b>Artist's Name</b>	<b>Title</b>	<b>Comments</b>
1 <sup>st</sup>	Harriet Shoup	Stepping Stones	
2 <sup>n</sup> d	Sue Kessinger	Batiquitos Lagoon	
3 <sup>rd</sup>	Diana Levinson	Country Entertaining	

### **#5 Photography (P) + Other Media**

	<b>Artist's Name</b>	<b>Title</b>	<b>Comments</b>
1 <sup>st</sup>	June Clark	Horton Plaza 1915	Beautiful Etching
2 <sup>n</sup> d	Richard Hoppe	Aspens in winter	Photo
3 <sup>rd</sup>	Kirkos	Hexagon Cluster	Interesting – Metal Sculpture

### **#6 Mixed Media (M/M)**

	<b>Artist's Name</b>	<b>Title</b>	<b>Comments</b>
1 <sup>st</sup>	Jo Bailey	Iris Medley	Very appealing colors
2 <sup>n</sup> d	Bonnie Knight	Barnyard	
3 <sup>rd</sup>	Virginia Ribbel	Shy One	

MONTH: Oct 05 TAKE-IN TAG-SDAG Monthly Show (Print CLEARLY!!)

Artist's Name:

Item #:

Entry Title:

Department #:

Vendor ID:

Commission:  
Y/N?

Price:

Medium:

**In This Issue:**

- Change in Monthly show entries size- up to 44” & \$25 cash award for juror’s choice
- Special Board Meeting to discuss the future of the Gallery—send input to Laura Lowenstein

**REMINDERS:**

- Membership renewals (with raise in annual dues to \$55.00) are now due
- If there is a red dot on your address label your renewal has NOT been received and this is your last issue of the newsletter

**Welcome to New Members!**

- |                   |                  |
|-------------------|------------------|
| Monique Bell      | Shant Beudjekian |
| Diane Goodman     | Lynn Leahy       |
| Diana Levinson    | Donna Steffan    |
| Michael Snitslaar |                  |



SALE of ART SUPPLIES ,  
books, misc. items.  
CALL Pearl Cadwell 760-  
431-5472 for details.

**Advertising Rates**

Members receive 2 lines free. \$5 over 2 lines, payable to “SDAG” due by 1<sup>st</sup> of the month. Non-members \$15.

**Membership Info**

Contact Walter Berk with any address changes, at 760-942-0696 or e-mail changes to: [wberk@sbcglobal.net](mailto:wberk@sbcglobal.net)

**Paint Rag Information**

- Send relevant information via e-mail to: Faith Fleury at 619-794-4333 or [ffleury1@san.rr.com](mailto:ffleury1@san.rr.com)
- Newsletter info due on or before noon, 1<sup>st</sup> Saturday following SDAG board meeting, Nov 5th.



**November 2005**

**The Paint Rag**

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