

687 South Coast Highway 101
Encinitas CA 92024
760-942-3636
www.offtrackgallery.com
Fri. & Sat. evening open until 8pm.

The Paint Rag

May 2006

SDAG President announces successful opening of the Off Track Gallery

The grand opening reception on Sunday, April 2nd, was a wonderful success. The event took on a festive feeling as more and more people arrived. **Kirk Van Allyn** had officially installed his first "permanent" Labyrinth in the warehouse area a few days previously and **Janet Finney** played her harp as folks wandered along the geometric designed paths or got a chance to ride Kirk's Segway.



Throughout the gallery, people mingled and enjoyed refreshments and beautiful flower arrangements provided by our hospitality hostesses, **Joan Grine** and **Louise Velon** as well as other members.

Our studio artists down the hall and upstairs went to equally great preparations and were able to



Left to right: Jim Gilliam, John DeWald, Grace Swanson, Walter Berk, Laura Lowmestein, Mary Trotter, Joan Grine, Maggie Houlihan, Isabella Breasted, Dan Dalager and a helper from the Chamber of Commerce.

share in one total building opening. For those who haven't seen our new digs, please make a trip and visit not just Off Track Gallery, but studio spaces of **Cathy Carey, Lia Kondilis, Ann Lynott, Ellie Wagoner, AJ Diffenbach, Elaine Trei, and Stan Weber**. We also have a resident silk screening business – **Moonlight Screen Printing**.

The ribbon cutting ceremony created a buzz on the sidewalk as city council members, **Maggie Houlihan** and **Dan Dalager**, as well as Arts Administrator, **Jim Gilliam** gathered along with our landlord, **John DeWald**, SDAG board members, founding member **Vilma Malmberg**, and many other community people to cut the ribbon. All and all, the start of our new location for the Off Track Gallery was a huge success.

Already, we have seen a big increase in walk in traffic compared to our previous location. On Wednesday, the third day of business, during one shift in the afternoon, 20 people walked into the gallery. And we have had some sales already! During the first three days we were opened, we had sales of \$700.00!

Many thanks must go to **Grace Swanson**, who's amazing energy and positive attitude got us opened in 6 weeks and to floor Art Chair, **Barb Millé** with her many creative ideas and equal determination. **Joanne Chambers** got our office up and running and many others pitched in with donating displays and their help. This time we have kept the cost to start up way down by keeping the creative juices way up. (Think how to NOT spend money!) Each gallery room has a

Continued on page 3...

Member Announcements

Jo Ann Ginepra was recently honored as the 2006 featured artist for the Borrego Springs Circle of Art. Her image 'Presidio Jail Door' was chosen to represent the festival on their annual poster.

Janet Finney is showing her watercolors with several others at the San Diego Hospice Juried Show during the months of May and June. Reception is May 7th from 2-4 pm. The Hospice is located at 4311 3rd Avenue in the Hillcrest area.

Booth available at Artwalk in Little Italy April 29th and 30th. Booth# 746 on Fir Street Contact SDAG member, Richard P. Hoppe rpah@sbcglobal.net 760.434.1777

Susie Ferry featured artist at the Rancho Buena Vista Adobe Gallery in Vista 651 E. Vista Way, 760.639-6164. The show runs May 3rd through May 30. Reception - Sunday, May 7th from noon to 2pm. Visit www.susieferry.com or call 858.427.0833.

April & May Workshops at the Studio of Art & Design

Linda Doll, AWS. NWS will teach **Seeing the Light in Watercolor** on April 22, 23 & 24, 9:30am-3:30pm. Cost for three classes is \$270.

Michelle Abrams will teach **Essentials Learned in Art School** on May 1, 8, 15 & 22, 9:30am -3:30pm. Cost for four classes is \$250.

Call the Studio for registration forms and material lists. Class size is limited, apply early. The workshop will be held at 616 Stevens Ave., Suite C, Solana Beach. 858.755.6202 or visit rikki-studio.com.

Grant Pecoff's upcoming art exhibit entitled "Oils on the Water" will be at the Off Track Gallery building, upstairs, 687 South Coast Hwy. 101, Encinitas, April 21-27th with an artist's reception on Sat. April 22nd from 6-9pm. This is not to be missed! Check out his website at pecoff.com.

Gallery Manager's Corner

The Encinitas Street Fair is **Saturday, April 29 and Sunday, April 30** from **9:00am-5:pm** **RIGHT OUTSIDE OUR FRONT DOOR!!!**

Sitting the Gallery: We needed to cover 106 shifts for the month of April. That is a lot of sitting for me to figure out and keep everyone happy. A huge thanks you to many of you who have taken on extra shifts. It really does help. We will monitor the traffic for the first couple of months and make adjustments to the calendar times. It would be great to be open on Mondays and Tuesdays but we don't have the manpower at this time. Please also consider sitting weekends and evenings if you possibly can. This is when we have the most "holes" in the calendar. Remember we do have a list of paid sitters if you care to use one of them. The list with their phone numbers in the *Paint Rag*.

Speaking of the Gallery Sitting Calendar: I really need someone to come forward and take this job from me or I will begin to get burned out. Most of the work is cross checking the take-in sheets to make sure everyone has signed up, checking where the "holes" are in the calendar, and getting them filled. We need one person in charge of this with a couple assistants.

Permanent outside sign: We are still working on the final permit from the City of Encinitas. We are allowed a total of 100 square feet for all the business in the whole building. It's a challenge.

Our gallery is becoming discovered and we are adding new members daily it seems. We may have to go back to a **maximum size** next month to accommodate everyone who wants to show in the gallery. We will keep you posted.

The Children's Art Show for the month of May will probably be

the **Lux Institute**. They are still deciding. Whoever it is, we will have a reception for them and for our new May show on **Sunday, May 7** from **2pm to 5pm**.

Shipping of Art: When you bring in your art for take-in (Sunday, April 30, 10am to 12pm) you will be asked **if you are willing to handle the shipping of your art** if it has been sold to an out-of-town buyer. The buyer pays the cost of shipping. The buyer, of course, has the choice of doing his own shipping. **Pacific Postal**, 140 Encinitas Blvd. (in the Smart & Final Shopping Center, just before you hit the freeway going east on Encinitas Blvd.) will give a discount to our patrons.

Sales Training for Off Track Gallery Sitters We will not have any trouble getting patrons to come into the Off Track Gallery. We have plenty of traffic so far. Now the next step is to get these patrons to **BUY**. The board is beginning to think of ways to help our sitters be better sellers. We are considering having a couple **training sessions** in for sitters to learn sales techniques and also get to know and appreciate the works of our fellow artists so we can discuss them intelligently with our clients. We do have the Bio Book, which is being updated (bring in your new Bio Page at take-in) but there is nothing like a person-to-person discussion. We will keep you posted as our plans progress.

Grace Swanson
swanson121@cox.net



VOLUNTEERS

Opportunities make a difference. Connect with your fellow artists

- Calendar Coordinator
- Children's Art Show Coordinator
- Off site Show Coordinator
- Gallery Handy Man
- Customer Data Base Maintenance
- Gallery Sitters

Contact **Laura Lowenstein**
lloenstein@adelphia.net or
Grace Swanson
swanson121@cox.net

ART OPENING

.....
Saturday, May 6, 2006

Reception

12 Noon to 6:00pm

The Artisan Gallery

224 East Grand Ave

Escondido

619.818.9699 (cell)

Art by Marjorie Weaver

The Paint Rag is now delivered via email

Members without email will receive a printed copy via "snail mail" as usual.

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

Please contact Walter Berk to add/change your address or to request a "hard copy" instead. (760.942.0696) or wberk@sbcglobal.net

SDAG President announces successful opening of the Off Track Gallery

Continued from page 1...

unique look and feel.

We are considering how to continue to build on our location and gain more visibility through publicity as well as signage. Encinitas has a very active event schedule and being part of it guarantees many more people stopping by our galleries. Being opened as much as possible is important and in order to do that, we may need to have additional help with sitting duties, especially some evenings and weekends. Please contact Grace if you can put in some extra hours for sitting. Keeping the gallery staffed and being opened when we advertise we're open is very important to build our clientele. I'd also like to encourage anyone thinking of getting involved to do so now by volunteering for one of the many jobs we have to keep our gallery running smoothly.

Our Mother's Day Art & Garden Tour is the most important way that we ask all our members to help. If you haven't already signed up to be a docent at one of the 10 houses on our tour, please give **Joan Grine** or **Lia Kondilis** a call. This is our one and only funds raiser and its success means the extra money we need to keep our gallery running the whole year through. **Faith Fleury** and **Jo Ann Ginepra** and all the host artists are doing a super job getting things ready for the big event.

Keep creating and see you at the gallery!

Laura Lowenstein

lloenstein@adelphia.net

Artist Opportunities

Pat Drew, Curator for the Civic Center Art Gallery in Encinitas City Hall, is currently accepting applications to exhibit both 2-D & 3-D artwork for the period of Aug.-Nov. 2006. Applications and accompanying materials are due by May 11th. For being considered to exhibit during the period of Jan.-July, 2007, applications and accompanying materials are due by Oct. 12th. Applications may be picked up at the City Hall Lobby reception desk or call Pat Drew at 760.633.2613.

Any one interested in showing in the upcoming San Diego Hospice & Palliative Care show must fill out an individual application and submit it by April 30th. Guild entries can be hung as a group but each artist has to apply. Application blanks are available from at the Off Track Gallery. Any questions about the process or dates, etc., please contact Harriet Shoup 858.756.363

Reminder

Please pick up artwork from the Solana Beach City Hall show on Thursday, April 13th from 2:00-5:00pm.

All art must be picked up at this time. Laura Lowenstein will be overseeing take down. 760.753-3254.

RULES FOR MONTHLY TAKE-IN

- All work must be original and for sale.
- Please have your entry slip (below) already filled out.
- Work must be framed unless you use the wrap-around canvas stapled in the back and should have some identification on the back.
- Do not bring in wet paintings or frames.
- All wall art must have hanging wires. 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.
- Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and a well-cut mat.
- The Guild reserves the right to refuse entries that do not meet SDAG standards.

\$25 Judge's Choice Award goes to Harriet Shoup

A \$25 check will be mailed to the judge's favorite choice of show each month

Off Track Gallery Awards April 2006 Judge Stephanie Goldman	
Artist	Title
Best of Show	
Harriet Shoup	Vigil - Watercolor
Oil/Acrylics	
1 st Charlene Bonney	Succulent and Quail
2 nd Dot Renshaw	San Elijo Path
3 rd Alison Christler	Yosemite View
Honorable Mention Alison Christler	Crazy Dog
Watermedia	
1 st Harriet Shoup	Poppies on Sunnyhill
2 nd Bonnie Knight	Riding the Line
3 rd Diane Burch	Fletcher Cove
Honorable Mention Alison Christler	Poppin Wheelies
Photography	
1 st Kirkos	Art of labyrinths
2 nd Lisa Hamel	The Mender
3 rd Morgan Janis	Fall in Montemarte
Other Media & Mixed Media	
1 st Alison Christler	Lady of the Tree
2 nd Kate Whitley	Warm Earth
3 rd Louise Velon	Blues
Honorable Mention Barbara Mille'	Chocolate Noir
Pastels	
1 st Dot Renshaw	Torrey Paradise
2 nd Joan Grine	Torrey Pines Ocean View
3 rd Joan Grine	La Jolla Cove
Honorable Mention Barbara Mille'	La Jolla Cove

MONTH: May 2006

ARTIST NAME _____

ITEM # _____

ENTRY TITLE _____

DEPARTMENT # _____

VENDOR ID _____

PRICE _____

MEDIUM _____

Welcome new SDAG members:

Jo-Michelle Boyer-Sebern	Brandon Lerman
Marie-Louise Dautzenberg	Lynne MacNeil
Lisa Hamel	Jennifer Nelson
Karen Hart	Pablo Sorensen
Barbara Kerr	Janet Spencer
Susan Kirchmer	Dori Starkey
Roxanne Kucera Sachs	Ginger Stephan
Norma Kuhn	Cyndi Stetson
Rowena Lee	

Promote Yourself as You Sit the Gallery

When you come to sit the Gallery, you are welcome to bring in an extra piece of art which you may place in a prominent location (to be determined) with a sign (which the gallery will provide) stating that you are sitting the gallery on that day. Just do remember to take it with you at the end of your shift!

With this in mind, if anyone has **2 very sturdy floor easels or table easels** that they could either donate or loan to the Gallery please call the Gallery at 760-942-3636 and let us know or just bring them by.

You are also welcome to set up in the foyer to paint, sketch, bead etc. **as long as it is not really busy and you are able to tend to our customers.** As a courtesy to your sitting partner, you should ask if this is OK with them.

Paid Sitters available at \$30 per shift:

Joanne Chambers	760.943.0986
Darcie Anderson	760.944.3771
Isabella Breasted	760.436.2091
Barbara Millé	760.942.3595
Mary Lake	760.727.0939
Laura Lowenstein	760.753.3254
Diane Dudek	760.944.7668
Loretta Phoenix	760.727.9674

Mark Your Calendar

- **Take-in for Off Track Gallery** Friday, April 28, from 9:30 to 1:30
- **Board Meeting** 9:30am Thurs., May 4, Larabee House, Quail Gardens
- **General Meeting** Thurs., May 4, 2006, 7-9pm
- **Monthly Rotation Artists' Reception**, Sunday, May 7, 2-5pm
- **Mothers' Day Tour** May 13 & 14
- **City of Encinitas Show** June 1-30, 2006 **Drop off art:** Tues., May 30, 2006 at 10am. **Pick up art:** Fri., June 30, 2006 at 9:30am. **Reception:** Wed., June 14, 2006, 5-7pm

Environmental Painters

PAINT OUTS - ALWAYS TUESDAY

April 11 & 18 Ponto Beach, on Rte.101, north of La Costa Blvd. Call Joan Grine (858.481.8783)
Apr. 25 & May 2 Oceanside Harbor, meet near the "light house".
May 9 & 16 Torrey Pines Extension, Take Del Mar Heights west to Recuerdo, turn south and meet at the end of Recuerdo.

Mothers' Day Tour

Preparations for this year's event are in the final stages. To view the beautiful poster and ticket image, go to the Tour website, www.offtrackgallery.com/tour **2006** where you can read all about the Tour, individual host artists' studios/gardens and their guest artists, where to buy tickets (including the website), and get a real feel for the event.

We are making the most of our publicity opportunities to maximize exposure and boost ticket sales. There will be lots of articles and listings in all the local press. The week before the Tour, turn your radios to KIFM 98.1 to hear ads during the day and ticket giveaways during the evening show.

We still need Tour Docents to help the host sites operate smoothly. And it's fun! Please contact Asst. Docent Chair, Lia Kondiilis (858.509.8520) or Faith Fleury (619.794.4333) to volunteer. Remember, this is **THE** big fund-raising event of the year. With your help, we will all **be successful.**

Faith Fleury (619.794.4333) and Jo Ann Ginepra (858.527.0400), Co-Chairs

May Demonstrator NOTE NEW TIME

DEMO: 7:00 – 9:00p.m., Thurs., May 4, Ecke Hall, Quail Gardens

Demo offered by professional artist Chris Cozen, representative of Golden Artist Colors.

This is wonderful - golden! - opportunity to learn the latest in acrylic paints, gels and mediums; an advanced technical explanation of acrylics, and their inherent possibilities. Various gels and mediums will be demonstrated. You will learn how to extend paint to save money, and how to mix paints with gels to create unique textural surfaces. How to use different products to make surfaces for watercolors, graphite, charcoal, colored pencil, oil and soft pastels. The lecture covers light fastness for pigments, proper acrylic priming techniques, and health and safety concerns. Chris Cozen will leave us with free samples for all of us to try!

Since 2000, Chris has exhibited at the Memphis Jewish Community Center, The David Mah Gallery in Memphis, The Nashville Jewish Community Center in Nashville, TN, The A.E.Backus Gallery in Florida, and the Chapelle des Penitents in Callian, France.

Her work is held in private collections in California, Maryland, Tennessee, Florida, Canada, Germany, France, Israel, and Norway.

Chris is married, lives in California with her husband Darrell, where she enjoys a wonderful garden, plentiful sunshine, a few cats and the company of friends. She has two grown daughters.

In this issue:

- ◆ **Off Track Gallery takes off!**
- ◆ **Results from April Take-in**
- ◆ **Mother's Day Tour** – tickets go on sale at the gallery on Wed., April 12th.

Paint Rag Information

Send relevant information via email to: Megan Pierson at 760.944.7956 or meopierson@yahoo.com

Newsletter info due on or before noon, 1st SATURDAY following SDAG Board Meeting, MAY 4.

Advertising Rates Members receive 2 lines free. \$5 over 2 lines, payable to "SDAG" due by 1st of the month. Non-members \$15.

Membership Info Contact Walter Berk with any address changes, at 760.942.0696 or email changes to: wberk@sbcglobal.net

May 2006

The Paint Rag

San Diego Art Guild
& Off Track Gallery
687 South Coast Highway 101
Encinitas CA 92024
760-942-3636
www.offtrackgallery.com