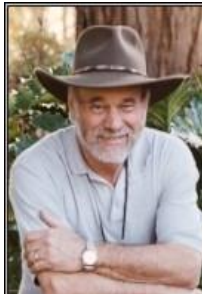




The **April meeting** of Salinas Valley Art Association will be Saturday, April 18, at Petra Bible Church on Iris Drive in Salinas, at 1:00 o'clock. The Board will meet at noon. All members are welcome at the Board meeting. A short business meeting begins at 1:00 PM for all members.

Program: Ed Avila



Ed, a long-time member of Salinas Valley Art Association, and a talented artist in many mediums, including photography, will share with us his expertise on **framing and matting our art**. He will talk about finding the right frame for your painting, mat cutting/mounting, mounting under glass with and without mats, protection and presentation.

Heads up for May luncheon meeting and art competition:

It's not too early to think ahead to the closeout of our fiscal year – our **annual gala luncheon**. This year it will be on Saturday, May 16th, but you will need to sign up for the luncheon by the end of April. Materials will be sent to SVAA members very soon in a separate mailing with location, menu options, cost and art competition rules.

AVERY GALLERY EXHIBIT

The Avery Gallery in Seaside has invited us to put on an exhibit during the months of July and August. Paintings will be accepted on June 27, from 9:00 to 12 noon, and will be taken down on Friday, August 2, from 3:00 to 6:00. Artists' reception will be on Friday, June 10, from 7:00 to 8:30. Forms and more info will be sent to SVAA members soon.

At our regular meetings, the food supplied by members and the hospitality committee has been terrific. **If your last name begins with M through Z, it's your turn to provide the goodies.**

**SALINAS VALLEY ART ASSOCIATION
BULLETIN**

April, 2015



**FEATURED ARTIST
Steve Maher**

Steve Maher is a relatively new resident of Salinas and recently joined SVAA, yet he's been involved in art and design for his entire adult life. He first became active in art in the mid-60s while attending colleges in San Diego and later in San Jose. He switched from art to design and after graduating, began a career designing typewriters, calculators and small appliances, TVs, VCRs, Commercial Electronic products, home appliances, exhibit spaces and advertising material. He retired in 2009. Throughout, he dabbled in art as a hobby, in pen and ink and acrylic landscapes.

He took an oil painting class at the Carmel adult school and was encouraged to join the Monterey Bay Plein Air Painters Association. Many skills developed from being an active member in that plein air painting group. One of the largest benefits was participating in both non-juried and juried exhibits in Carmel, Pacific Grove and Monterey. Most recently, he was accepted to the Salinas Valley Art Gallery and the Haute Enchilada Café and Galleries in Moss Landing. He also exhibits at a small, new gallery in Spreckles. To contact:

SteveMaherFineArt.com
SteveMaherFineArt@gmail.com, 831-272-3099



Just Fishing



Castle Rock



Jetty

PRESIDENT'S CORNER



Hi All,

I hope you had a good Easter with family and friends. I spent half the day with my family at our church service and then a great meal at Giorgios on Main St. in Salinas.

We parted ways with my comment to my kids I was going to paint the rest of the day.

It seemed everything was pulling me elsewhere (sound familiar?) E-mails to type, my dog and tortoise needing walks and the dreaded dishes which should have been done earlier. Maybe what was really blocking me was the recent memory of a conversation. Has anyone ever told you they didn't like your painting? You ask them again what they said (hoping you heard them wrong) but the dreaded words come again. "I just don't like your painting!"

Do you paint to please others, or yourself? I think we all worry a bit about sharing our work. In their book, ART and FEAR by David Bayles and Ted Orland, they put it like this: "We carry real and imagined critics with us constantly- A veritable babble of voices, some remembered, and some prophesied and each eager to comment on all we do."

A few days later two ladies stood by my painting, pointing, smiling and nodding in approval of the previously disapproved painting. I felt so validated

Each of us has a different style and story to tell. Stay true to yourself and don't meander just because someone else has a different perspective on life and art. Your work is special so keep painting!

The Plein air convention was held April 11th and 12th on the Peninsula. Hope you went and can share with the rest of us the fun you had and the tips you learned

Speaking of tips... I'm looking forward to our featured artist Ed Avila on Sat. April 18th sharing his volumes of tips on framing and matting. He is such a wonderful pastel artist and photographer. We will enjoy his presentation!

See you soon. Happy painting, Donna

As Andy Warhol said, "Don't think about making art, just get it done. Let everyone else decide if it's good or bad, whether they love it or hate it. While they are deciding, make even more art."

March meeting Report by Joni Fossum, Secretary

Guest artist at the March 21 meeting was Carol Grey, a Carmel artist who does seascapes and landscapes in oils. Carol paints strictly plein air and paints every day. She uses a Guerilla box, which is small, compact and easy to maneuver.

Carol started her demo with a small seascape on pintura board. She covered the whole board with a base coat of CB, CRL +W. (*Cobolt blue, cadmium red light, and white. You're welcome.*) She went back in with a palette knife, and roughed in rocks using transparent red oxide and UB (*ultramarine blue*) added to the base coat, and used a bit of orange for highlights. She then started to rough in waves with W+ bit of yellow. She kept working on white water, waves and foam. Enough of the base coat came through to give a transparent glow.



TIPS:

- For medium use walnut alkyd;
- When painting is dry, put on a coat of retouch varnish;
- Very handy paint – permanent yellowish green by Rembrandt. Adding to various colors will give you vibrant grays. Try CB, yel.gr. W and purple for interesting color.

In 1 1/2 hours, Carol produced a beautiful seascape while also answering many questions.

NOTES FROM BOARD

Pete Mills, Publicity Director – Pete has proposals for the brochure: Distribute them to arts and craft store, libraries, Hartnell College, art galleries, and art exhibits. Mail brochure with cover letter to all members to pass out to friends. Explore the possibility of putting notices of our meetings, guest artists and workshops in the papers. All of these things should be delegated to different people.

Lyla Vevoda: Workshops/Programs. Lyla asked for clarification on scheduling for the summer months. We do not schedule formal activities during the summer months because so many people are away. However, we may have workshops if the opportunity arises.

Sherree Anderson, 831 262-6136, who is the liaison for Central Coast Art Association, joined us and stated that they would like us to participate in their workshops in the future.

NEWS FROM THE ARTS COUNCIL

JUST IN: Arts Council Call to Artists, 2016 Fine Art Calendar

Deadline: Friday, May 1, 2015.

Artwork should depict life, culture and natural beauty of Monterey County's landscape. Guidelines and entry form: see attachment to email.

Juried show at Monterey county Health Department

Seeking works of art. Form and guidelines will be available by August 2015. Send email to Klara Hickmanova at klara@arts4mc.org to be added to mailing list.

Deadline – Fall 2015 - Juried exhibition “Celebrating Monterey County” seeking art celebrating the unique beauty, colors, lifestyle, and heritage of Monterey County for exhibition in the public spaces of the new County of Monterey Office Building located at 168 W. Alisal Street, Salinas. Form and guidelines will be available by September 2015. Send email to Klara Hickmanova at klara@arts4mc.org to be added to [mailing list](#).

Juried exhibition at the Transportation Agency for Monterey County – Deadline Spring 2015 The Arts Council will be seeking art for a juried show at the Transportation Agency for Monterey County in Salinas. Form and guidelines will be available by middle of May, 2015. Send email to: klara@arts4mc.org for more information.

TUESDAYS AT LA CANADA

From Janice Avila: Would you like to paint together with other artists in a congenial, comfortable atmosphere?

When the Adult School discontinued services for seniors, including art classes, several artists were anxious to find a way to continue to meet together and paint. Janice and Ed Avila were able to secure the La Canada mobile home park clubhouse as our meeting place. There is plenty of space, good light, comfortable seating and a complete kitchen—handy for our frequent potlucks!

We now meet every Tuesday about 9 to about 2 with a lunch break at 11:30. We have a great time together painting and sharing our lives. In December we decorate tiny Christmas trees for a nursing home; this has become the fun highpoint of the year.

We are not an “art class” but learn from each other with artists of all skill levels benefiting from “show and tell” and advanced artists available for advice. Any artist is welcome to join us—just bring your supplies and lunch. Parking may be difficult so check with Ed if you can't find a place. More info? Ed and Janice: 758-8497 or jaince@att.net. (Yes, *jaince* is correct.)



Three regulars at La Canada: Diane Powelson, Linda Griffith, and Janice Avila.

CALL FOR WORKSHOP PRESENTERS!!

We encourage Salinas Valley Art Association members to be presenting artists at our meetings. We have a wealth of talent in our midst. If you're interested, contact Lyla Vevoda, Programs Chairman. (831) 484-9540.

Valley Art Gallery, Salinas is looking for a talented potter and 2-D artists. For more information and to arrange to have your work juried, please contact Elsie at 758-7805.



2015 MEETING SCHEDULE

April 18 Ed Avila
May 16 Annual luncheon
September 19
October 17
November 21

Officers:

Donna Davenport, Pres.
Lyla Vevoda, Vice-Pres.
Joni Fossum, Secretary
Sue Shaw, Treasurer

Board Members

Ed Avila
Donna Davenport
Elsie Dill
Joni Fossum
Karol Spann
Sue Shaw
Lyla Vevoda
Helma Zuege

Chairs:

Lyla Vevoda, Programs
TBA, Publicity & Events
TBA, Hospitality
Harriett Kardel, Bulletin
Helma Zeuge, Historian
TBA, Librarian
Linda Griffith, Carol Dixon, Greeters/Welcoming
Michael Elliott, Website

**** DUES ****

Membership dues are \$25 for a single, \$40 for a couple, for the fiscal year June, 2014 through May, 2015. If you have not paid, please send your check payable to Salinas Valley Art Association, to PO Box 4913, Salinas, CA 93912-4913, or pay Sue Shaw at the next meeting.