



# The Paint Rag

*Celebrating 65 Years of Friendship*

April 2010 Volume 66 Issue 04  
Non-Profit Organization #95-604775



## Elio Camacho

When Elio Camacho was three years old, his family moved from Madeira Island, about 540 miles southwest of Lisbon, Portugal, to California's Silicon Valley. As a youngster he developed a keen interest in American comic books and became an incessant doodler. He didn't necessarily think about a career in art then. That would come later. By the time he was in his mid-20s, he had a successful business importing exotic tropical fish from Africa. But his life took a dramatic turn when his company was sold. "That is when I had to decide what I really wanted to do with the rest of my life," Camacho says.

In 1997, on somewhat of a whim, he began taking life drawing classes at the Palo Alto Art League. And the rest is history, as they say. He had never picked up a paintbrush before, but soon the budding artist found that painting, especially outdoors, completely captivated his attention and imagination.

Camacho also studied with Ovanes Berberian during this time, and from him he garnered lessons that still guide his creative process today. "From Ovanes, I learned I had to work really hard, and I had to paint every day," he says. "And I also learned a lot about putting paint on the canvas."

In addition to Berberian, Camacho also turns to impressionists such as Sergei Bongart, Joaquin Sorolla, and Nicolai Fechin for inspiration. For him, these artists embody the way he wants his own work to develop. Like these masters, he wants to go beyond just copying nature and, instead, express the landscape in his own bold, colorful style. If he had to render every detail in a landscape work, Camacho says, he would have lost interest in painting long ago. Instead, all of his works are done in the alla prima fashion, depicting his first impressions of the light as it falls on various subjects.

These days you can most often find Camacho and his easel perched somewhere near the Pacific Coast. His artistic eye surveys the scenes of cliffs, rocks, and crashing waves and translates them into abstracted shapes and saturated colors. The works have a looseness and spontaneity that goes beyond just rendering every detail. Indeed, Camacho says that is his goal—to capture the emotion one feels when the clouds suddenly open up or the brief moments when the light hits the water perfectly.

When asked what he is trying to convey to the viewer in his works, Camacho replies without hesitation. "Just a passion for being outdoors and the infinite color I see in nature," he says. "I am just trying to show people how I love what I see. When they are up close to my paintings they will seem loose and abstract, and then when they step back it becomes something else."

## Elio Camacho

will demonstrate Impressionist oil painting by painting at our April Meeting.



## President's Message April 2010

### Ceci n'est pas une "president's message"

For me, *passion* defines art. Beyond that let each individual have the freedom to discover their own meaning or worth or even if it's "art" at all. My hope is that YOU have the freedom to express yourself in your own art form, with passion. Why? If you aren't given freedom to explore subjects, purpose and materials then I don't have it either. How do we encourage one another? Let passion be your guide! Create your OWN best work, make the "true" line with the purest colors of your authentic self. Cut this out and tape it to your easel or workstation:

*"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others."*-Marianne Williamson

I look forward to seeing *your Views and Visions* in our San Fernando Valley Art Club spring show at the VIVA Gallery this coming May! (and at the mini-shows and while trading our original mini-Art Cards) .

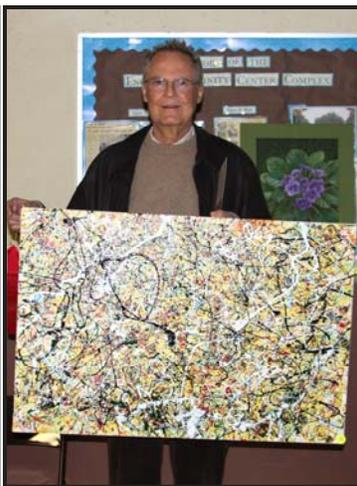
Have fun! Express your passion! Are you somber? Create the MOST somber art ever! Are you full of life? Light us up with your brilliance! Do we care how you do that? What does it matter? You have the freedom to create with your authentic self! Do it with passion! And, I will do my best, too.

Love, Mic © 2010

## March Mini Show Winners



1st Place: Helene Jukoff



2nd Place: Bill London



3rd Place; Leonard Spunt



HM: : Joette Snyder



## **Who's Who in the San Fernando Valley Art Club**

### **Helene Jukoff**

I consider this a privilege to write a biography on Helene Jukoff. As a young housewife I took my first art lessons with her at Reseda night school. Thirty years later and retired, I came across her name again, teaching art at Wilkinson Senior Center and it was like striking gold. --Which is what she is to the teaching of art to both the very brave and the very timid. You can't be too timid though because her very passion and pursuit of excellence can scare the heck out of you; some run for cover never to be seen again and that is their loss. For the rest of us, we stay and stake our claim with the teacher we lovingly call "the Art Nazi".

Helene says that she is into "art for the joy of expression that it brings to her and those around her." This is why she really loves SFVAC, as it provides opportunities for an exchange of ideas and to share the joy of art with others.

Helen was born in New Jersey. She majored in Art at the prestigious High School of Music and Art, then in education with an art minor at Queens College graduating magna cum laude with honors in education. She and her husband, David, moved to California in 1956. She is the mother of four children. She took classes and painted on a regular basis. Thirty years ago, she got her California State Credential and began her teaching career for the Adult Division of LAUSD. Her paintings are displayed in collections in seven states and several foreign countries.

She and her talented husband, David, a retired engineer who now specializes in making jewelry of precious metals, traveled to more than 50 countries. They spend their summers in New York and their winters in Manzanillo.

Helen fears no art. She'll try anything and she'll paint anything. So if you stand too long you may become part of the scenery. She is extremely generous with her time and if all the teachers in LAUSD had her devotion, we'd lead the country, if not the world, in our accomplishments. Helene is the author of two painting manuals, "Aainting Handbook" and "What you Need to Know (to start watercolors).

Her latest book, in full color is "Pathways to Creativity" which has to been accepted by the LAUSD for use in their curriculum. Helene can be reached at 818-349-7933 for private sessions or to purchase her books. Oh! Did I tell you? She sings!. Fifty years with the Valley Harmonetts as an alto and speaker. Canonization is the offing, after all, what else is left?

Maggie Henrich (a really impartial observer) © 2010

**Attention, Artists, Members and Guests, The Paint Rag HAS GONE GREEN.** The Paint Rag is now being sent by e-mail unless you requested snail mail. Regardless of which way you receive your Paint Rag, it is still important to let Marian Fortunati membership know your e-mail address. She will send out up to the date information about opportunities for shows and paintouts when available and reminders of important deadlines.

**Plan Ahead to Attend our Tuesday meetings - Future Demonstrators**

Date	Media	Artist	Time	Location
April 6	Impressionist Painting	Elio Camacho www.eliocamacho.com	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
May 4	Sculpture	Jonathon Bickart www.sculpturestudio.org	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
June	TBD	TBD	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California

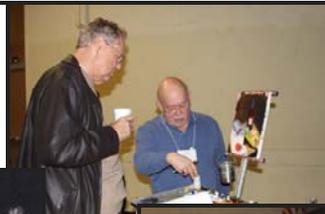
**FUTURE PAINTOUT TIMES AND LOCATIONS.**

**PAINT OUT - WEDNESDAY APRIL 14, 2010**

Join us at the **Old Zoo in Griffith Park** for our April Paint Out which is scheduled for Wednesday April 14, 2010 from 9 a.m. to 2 p.m. . Bring your lunch and painting gear, sunglasses, camera etc. There are tables available, good parking and interesting views.

Directions from the Valley are: Go east on the 101 Freeway to the exit for the LA Zoo (Victory/Riverside), turn right and immediately left (east) on Zoo Drive. Go past the current Zoo and the Autrey Museum and follow the road until the end of the Golf Course on the right. You will see a sign for the Old Zoo Picnic Grounds - turn right and follow the road past the Playground. Bear to the left to the parking area for the Picnic Grounds. Then walk up the ramp to the Old Zoo area.

**Beth Summers** has an art show at High Studio Fine Art Gallery, 11 East High Street, Moorpark . Name of the show is "Pure Vibrant Colors" . The show runs through April. Below "Clump of Trees" a mixed media painting.



Thank you Dick Heimbolt for demonstrating your skills and talent in painting a still life and for the hint on using the oil paint medium called Gamblin Galkyd

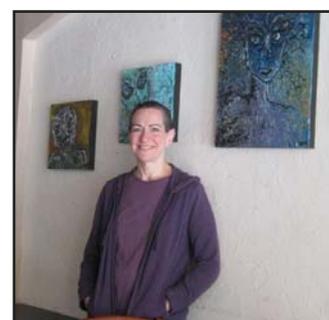
# Art Around Town

Date of Art Show	Organization Hosting Show	Location	Contact Information	Last Date for Entry	Brief Description
April 20 through n May 9, 2010	New Gallery Opening at the Topanga Canyon Inn, Bed and Breakfast	20310 Callon Drive, Topanga, California 90290-3741	Contact Elena Roché phone 310 570 3791, www.topangacanyoninn.com	April 8, 2010 for slide, CD and email submissions	The Art of Landscape 2010 Open Juried Show
December 2010 issue of The Artist Magazine	The Artist's Magazine 27th Annual Art Competition	Published in the December Artist Magazine.	www.artistsnetwork.com/annualcompetiton/	May 3, 2010 to submit on line or post-marked with JPG images on CD or 35 mm slides.	The Artist's Magazine 27th Annual Art Competition
May 19 - June 5	San Fernando Valley Art Club	VIVA Art Center, 13261 Moorpark St., Sherman Oaks, CA 91423	Regina Wolford / Exhibits Chair 818-992-8848 www.sfavart.org	Take-in, May 16, 12-2 PM, Reception on Sunday, May 23, 4-6 PM.	Views & Visions 2010 Spring Members' Juried Art Show
Sept 2 - Nov 5	Associates of Brand Library & Art Center	1601 West Mountain Street Glendale, CA 91201	www.brandlibrary.org 818-548-2051	June 16, 2010	Thirty-Ninth Annual National Juried Exhibition of Works on Paper
June 13, 2010 10am to 5pm	Chatsworth Fine Arts Council's	Chatsworth Metrolink Depot. Outdoor show	To request a prospectus- call 818 772-1639.	May 31, 2010 Must provide own display stands.	Annual Depot Art Show -A Western View
October 2-3, 2010	San Fernando Valley Arts Council	Various studios/artists homes in the San Fernando Valley	Sarah Hage 781-424-6289	April 23,2010	Valley Arts Studio Tour

**SHARE YOUR ARTWORK IN MINIATURE WITH FELLOW CLUB MEMBERS. BRING A SMALL PAINTING –VERY SMALL OF YOUR WORK TO THE FEBRUARY MEETING AND TRADE WITH A FELLOW MEMBER.**



Lulus Restaurant located on Ventura Blvd. hosted Betty and Dan Dunner, and Dawn Sacks painting's during the month of February. Contact Mariyln Blutter if you want to schedule to show your paintings at Lulu's.



## SFVAC Member Juried Show Coming this May!

SFVAC's Juried Show, "Views & Visions" at VIVA Art Center in Sherman Oaks, will open on Wednesday, May 19 and run through Saturday, June 5, 2010. The Prospectus and Entry Forms are now available. The Reception will be held on Sunday, May 23, 4-6 PM. If you have any questions, see Regina Wolford-Exhibit Chair at the April club meeting or call her at 818-992-8848. **Also, one clarification on the prospectus. Digital art entries are welcome.**

## MEMBER NEWS

Sharon Weaver was juried into the 17th Annual Carmel Art Festival 2010. This is a plein air event taking place from May 13th to 16th. It is the second time Sharon will be participating along with many notable painters including Brian Blood, Kevin Courter and Michael Obermeyer. For more information visit the website at: <http://www.carmelartfestival.org>

**Rachel Weisberger's** painting "Lady Sax Player 2", was juried into the "Arts On Fire" art show at the Sanchez Art Center in Pacifica California. The show will take place April 9 till May 9.

Rachel's Lady Sax Player 2



Ken's "Kokopelli In Concert"



**San Fernando Valley Art Club offers venues each member artist may independently approach.**

### Artist Alley

Calabasas Tennis & Swim Ctr.

Contact: Kathy Milbrand

(818) 222-2782

23400 Park Sorrento

Calabasas \$46.00 insurance fee from the city which they provide.

### Aroma Restaurant

Contact: Moira

(818) 508-7377

4360 Tujunga Blvd. Studio City

No commission

### Organic Coffee Shop

Contact: Emily

(818) 762-0181

12508 Moorpark St.

Studio City

30% commission

Any member of SFVAC wishing to display their work at any of these venues should **first call the contact** at each location to arrange an appointment. At the appointment time please provide them with a portfolio or photos of your work and arrange dates for their next available exhibit.

**Liz Fermoyle** and hubby **Ken Fermoyle** have had a run of competition successes in the past month. First, they were asked to participate in an Artful Couples exhibit sponsored by the Ventura County Cultural Council. Atrium Gallery at the County Government Center in Ventura was the venue.

Next, they each had one of four photos selected by the Rocketdyne Photography Club for entry in the Southern California Council of Camera Clubs (a Photographic Society of American affiliate) monthly competition.

Finally, Ken was notified that he had two photos selected to be among the 25 best non-student photos in the Photography As Art contest. This competition was sponsored by the San Fernando Valley Cultural Center. The exhibit, which will also include local high school and college entries, opens with a reception at Westfield Topanga Plaza on Saturday, April 13 and runs to April 30th.

**Meli Calkins** had two paintings juried into the Santa Paula Society of the Arts 73rd Art and Photography show and three paintings juried into the Westlake Village Art Guild Open Art Show. The Santa Paula Art and Photography show starts March 16th and ends April 7th and is located at the Blanchard Community Library 119 N. 8th Street Santa Paula, Ca. 93060. The Westlake Village Art Guild open show runs from March 20th to April 27th located at the Thousand Oaks Community Gallery, 2331 Borchard Road, Newbury Park, CA 91320

Lulu's Beehive  
13203 Ventura Blvd., Studio City. Cross street Mary Ellen Ave,  
Contact Marilyn Blutter.

(818) 830-0825

Emilio's

Or

Hollywood Grill @  
6310 Van Nuys Blvd.

Van Nuys, Calif - near

Owner Robert Locke and Chef Kurt Ehrlich.

Marie Petz at 818-348 6116.



Visit [www.sfvartclub.org](http://www.sfvartclub.org)

Do you have your own art website?  
E-mail Janet Snodgrass and we'll link to your site!  
Member news? E-mail Marian Fortunati and get it online.  
Check out workshops, shows, and much more.

Thank you to all of our  
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support!

### ArtClasses

Helene Jukoff will be the art instructor at the Reseda Community Adult School. This low cost class will cover all mediums (watercolor, oil, soft pastel, oil acrylic and drawing). Classes are held on Wednesday mornings at the Wilkinson Center, 8946 Vanalden, Northridge. Helene also offers private lessons on Tuesday afternoon. For more information on both classes, call Helene at 818-349-7933.

Paul Moshay is at Advanced Photo Lab at 21831 Sherman Way, Canoga Park, CA 91303-1941. Telephone is 818-347-4686 or 1-800-818-IMAGE. Hours are from 9:00 AM to 6:00 PM Mon -Fri. Saturday 9:00 AM to 2:00 PM. All photography is digital. Advanced Photo Lab is a full digital lab with 25 years of photographic experience. Website is [www.advancedphotolab.net](http://www.advancedphotolab.net)

Rea Nagel, an outstanding water color artist, is still teaching how to paint with water color at the **VIVA Gallery**. The new session will start on April 6th, Tuesday. The class runs from **12:30 PM to 3:30 PM**. Call Rea at 818-908-5919, or check out her website at [watermediabyrea.com](http://watermediabyrea.com) or e-mail her at [reanagel@mac.com](mailto:reanagel@mac.com)

**Carter Sexton, Fine Art Materials** since 1944, 5308 Laurel Canyon Blvd, North Hollywood, Ca. 91607, (between Magnolia & Chandler), ph. 818.763.5050, fax 818.763.1034 [info@cartersexton.com](mailto:info@cartersexton.com), [www.cartersexton.com](http://www.cartersexton.com), 9 to 6 Monday through Friday, 9 to 5:30 Saturday, closed Sunday.

### 2010 Board Members

President	Michelle Nosco	(661) 803-7744
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	Paula Diggs	223-9153
Hostess	Rachel Weissberger	360-6035
PR Mailing	Sara Coyle	789-1574
Raffles	Pearl Schwager	368-8171
Special Exhibits	Boz Vakhshori	360-5993
Video Librarian	Arlette Menard	366-6665
Paint Out Coordinator	Trisha Bennett	784-3000

Member news for the May 2010 newsletter is due by **April 17th**, 8:00 p.m. Call **Meli Calkins**, Editor  
Telephone **818 366-9835**

Website Janet Snodgrass: phone 818-882-4897.  
Member News Marian Fortunati: 818-342-4601

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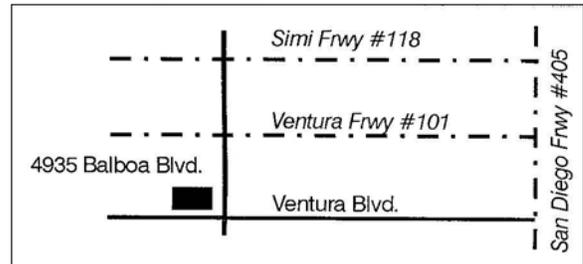
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**The San Fernando Valley Art Club**  
 Meets on the first Tuesday of the month:  
 4935 Balboa Blvd., Encino, California  
 Social time 6:30 p.m. - Program 7:00 p.m.  
 Refreshments served.

The Public is Welcome  
 Requested Donation: Members \$5.00  
 Guests, \$6.00



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**Board Meeting - Monday March 22nd**  
**Meeting time - 7:00 pm**  
Location:  
 Tarzana Community Center. 19130 Ventura Blvd.,  
 Tarzana  
 At the corner of Vanalden and Ventura  
 Parking in rear

See what is new on the San Fernando Valley Art Club website [www.sfvartclub.org](http://www.sfvartclub.org)

**SFVAC Paint Rag**  
 17227 Kingsbury St.  
 Granada Hills, CA 91344