



The Paint Rag

Celebrating 65 Years of Friendship

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Helene Jukoff

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.

Helene 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. Helene 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.

Helene 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. Helene is the author of two painting manuals, “A Painting 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!. One more talent that Helene has. She loves to sing. Fifty years with the Valley Harmonetts as an alto and speaker.

Maggie Henrich © 2010

Helene Jukoff will demonstrate water color painting at our June meeting.



President's Message June 2010



Regina Wolford-Show Chairperson

Now that we have hung our San Fernando Valley Art Club Views & Visions Exhibit, I'd like to congratulate the winners, thanks to Bob Privitt - exhibit juror, Regina Wolford – exhibit chair and a host of tireless & wonderful volunteers.

Congratulations: Morgan Kari – Best of Show, Marian Fortunati – 1st Place, Ruben Yadao – 2nd Place, Janet Snodgrass -3rd Place and also congratulations to our Merchant Award Winners and Honorable Mention Winners (see following newsletter article). Would it seem odd to suggest that if you entered at all you deserve congratulations? Your paintings may be on the Viva Gallery walls or juried out. Either way, I congratulate you. You tried your best and put yourself on the line.

Why is trying again and again important? You may have something to say that even you don't understand yet. While you are busy getting your materials to behave there are other influences that are simply part of who you are, quietly at work. This part of you has already decided on your direction, it comes out on the canvas without your permission and resonates who you are in living color to the world viewer.

Now, let's consider the final piece. It is alive in the world and will go forward to represent you to strangers and friends alike. This will happen regardless of being juried in or out of a show. It's life will continue to take your spirit to unknown places and inspire others to resonate with your spirit on canvas. The nodding head, the deep guttural groan of interior agreement. Regardless of subject matter we will know our reflection when we see it in another, regardless of when or where.

These reflections of our deepest selves can be seen in the creations of others. The simplest subjects can hold the key to our impenetrable depths. Line, form, color, volume and composition are our alphabet. We write letters to the unknown, in private, through our paintings, our creations. Untold recipients will receive our messages. Our art will communicate our deepest selves... while we are still deciding where to set up our easels this summer. Oh yes, it is true.

The last word? Create!
I love you,
Mic

May Mini Show Winners



1st Place: Ingrid Teck



2nd Place: Rene Tepper



3rd Place:Helen Jukoff



HM: Diane Gold

Views and Visions – SFVAC May 2010 SHOW



1st Place "California Colors"
Marian Fortunati



Best of Show "Claudio" Morgan Kari



2nd Place "Grass Hopper" Ruben Yadao



"Red Seascape" Gerda Maxey

Merchant's Award



"Cherries In Blue Willow" Susan Sjoberg



3rd Place "Girl With Flowers"
Janet Snodgrass

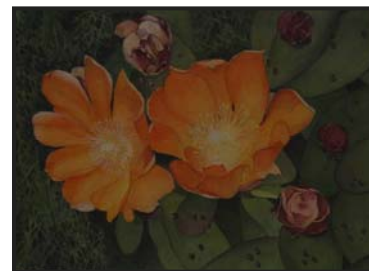


"Blue Morning" Dori Marler

Honorable Mention



"Tiger Tiger Where"
Joette Snyder



"Dori's Cactus Garden"
Bennett Levin



"Valentine's Day Flower" Pat Coyle



"Eye Candy Apples" Terry Romero Paul



"Yosemite Reflections" Sara Coyle



"Breakfast Oranges" Simon Addyman



"My Version" Trisha Bennett



"Variations On A Theme" Dori Marler

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
June	Landscapes with cool colors	Helene Jukoff www.yourownart.com	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
July-August	All media	Summer Break. You are the featured artist!	Any Time	Any where you want to paint, draw, sculpt-just create.
September	TBD	TBD	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California

PAINTOUT - SATURDAY JUNE 19

Our June Paint Out will be at the lovely Peter Strauss Ranch in Agoura Saturday June 19, from 9 A.M. to 2 P.M. This ranch has lots of great scenic views, so bring your painting gear, hats, sunscreen, and lunch for a great day. There are picnic tables and rest rooms there also. Directions: Travel north on the 101 freeway and get off at the Kanan Road offramp. Turn left on Kanan Road and go about 3 miles, then turn left on Troutdale Drive. Follow Troutdale Drive until it ends at Mulholland Highway. Turn left for a short distance to the entrance of the Ranch Parking lot (on the right side).



Best of Show Morgan Kari, 1st place
Marian Fortunati, 2nd place (Ruben Yadao not pictured) and 3rd Place, Janet Snodgrass



People's Choice and Exhibit Chairperson
Michelle Nosco and Regina Wolford

Thank you Jonathon Bickart for demonstrating your skill in sculpture and sharing secrets to perspective and how to paint shadows no matter which direction the source of light comes from!



Merchant's Awards
Terry Romero Paul, Sylvia Crosbie, Dori Marler, Simon Addyman, Susan Sjoberg, Gerda Maxey and Trisha Bennett(Patti Coyle-not pictured)



Honorable Mention
Dori Marler, Bennett Levin, Joette Snyder,



Art Around Town

Date of Art Show	Organization Hosting Show	Location	Contact Information	Last Date for Entry	Brief Description
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
September 2 - November 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
August 19-September 4	TAG Gallery	Bergamot Station Arts Center, 2525 Michigan Avenue, D-3, Santa Monica, CA 90404	For further information (310) 829-9556 www.taggallery.net Prospectus may be downloaded at www.taggallery.net/opportunities.php	June 26, 2010	Fifth Annual California Open Juried Exhibition
October 24 - November 21, 2010	San Fernando Valley Art Club	FINEGOOD GALLERY, West Hills	Regina Wolford, Exhibit Chairperson	Take-In Date: TBD	SFVAC's JURIED MEMBER'S FALL EXHIBIT

WANTED!! ARTIST TRADING CARDS AT OUR CLUB MEETINGS!

Bring a miniature piece of your own original art to our next meeting, to trade with other artists in SFVAC. The ARTIST TRADING CARD movement actually began with the Impressionists, who used them for the purposes of studying techniques of their fellow artists. It was popularized again in the late 20th century.

HOW DO ATC'S WORK?

You create a miniature piece of your own original art. (Traditionally, artist trading cards are 2½ inches by 3½ inches. Think of baseball cards for the concept. At SFVAC, we are looser about size, but the advantage of a consistent size is easier storage of your collection in binders. Remember that you can always create art which folds, or pops out to a larger size).

You bring it to the monthly meeting and lay it out on the ARTIST TRADING CARD (A.T.C.) table.

During the break, all those participating will gather around the A.T.C table and draw straws (or numbers) to determine the order in which we each pick cards from the table.

Traditionally, A.T.C.'s are not sold, only traded among fellow artists. It's another great way to better know our fellow club members and their amazing talent. Diane Gold ©

SEE PAST CLUB DEMONSTRATIONS!

Would you like to enjoy a repeat experience of one of our Club's wonderful demonstrations? You can rent a CD/DVD or a video from our library. Our Video Librarian is Arlette Menard. You can email your request to her at arlette08@aol.com or phone her at 818-366-6665 prior to the next monthly meeting and she will bring your request to the meeting for you to pick up and enjoy. The list of available CDs/DVDs can be found on the club's website www.sfvartclub.com.

Members enjoying the SFVAC's Views and Visions reception



MEMBER NEWS

Congratulations to our SFVAC members **Marian Fortunati, Lisa August, Fern Aroesty, Amy Bennett, Ione Citron, Meli Calkins** and **Paula Diggs** who were juried into the Westlake Village Art Guild Open Juried Art show. The show ran from March 20th through April 27th. The show was located at Thousand Oaks Community Gallery in Newbury Park. The Paint Rag Editor (Meli Calkins) apologizes to all for not getting this wonderful news into the Paint Rag earlier so our members could visit the show and see the lovely paintings before the show ended.

Members **Marian Fortunati, Sharon Weaver, Miriam Thornton, Ione Citrin** and **Meli Calkins** all had paintings juried into the open juried show "The Art of Landscape 2010" sponsored by Studio Roche and hosted by Topanga Canyon Bed and Breakfast Art Inn Gallery. The theme of the show was landscapes and judged by plein-air painter Frank Serrano. The gallery is owned by artist Elena Roche. Miriam and Marian both won honorable mention awards at the show. Congratulations to all.

Sharon Weaver had two paintings accepted by the Long Beach Museum of Art for the exhibition, "Artists Explore Long Beach." Her work was juried from a plein air event sponsored by the California Art Club. Congratulations Sharon.

Jacqueline Daugherty had two paintings juried into "May Art Fest" sponsored by the Arts Council of the Conejo Valley. The show is at the Thousand Oaks Community Gallery, 2331-A, Borchard Road, T.O, CA, 91320. "Jackie" received an award for "In Burgundy". The show runs until May 30.

Jackie's award winning painting "In Burgundy"



One of Rachel's paintings



Rachel Weissberger has several paintings at the High Studio Gallery 11 East High Street, Moorpark, CA 93021 (805)523-7957 in a show called "People Just Have To Move" The show runs from May 1st through June 30th, 2010.

Thank you to all the wonderful volunteers and friends whose names made our Views and Visions show a huge success! And REGINA Thanks You! DULCIE ADAMS, SIMON ADDYMAN, FERN AROESTY, EDDIE APPEGATE, LISA AUGUST, JOEY BARNES, TRISHA BENNETT, GEORGIA BERNOCCO, LOIS BRAYTON, MELI CALKINS, JERI CHRISTENSEN, JAN CIPOLLA, PATTI COYLE, SARA COYLE, SYLVIA CROSBIE AND SAM, JACUELINE DAUGHERTY, PAULA DIGGS, BETTY DUNNER, MARIAN FORTUNATI, RICH FREDERICK, DEBRA & STEVE GARRISON, DIANE GOLD, JUAN CARLOS GONZALEZ, BEVERLY GROSSMAN/VIVA, CHARLOTTE JONES, MORGAN KARI, TINA LAUER, BENNETT LEVIN, DORI MARLER, GERDA MAXEY, ANAIDA NIPIOSYAN, MICHELLE NOSCO, TERRY ROMERO PAUL, ALBA POWELL, MARILYN SCHER, SUSAN SJOBERG, JANET SNODGRASS, JOETTE SNYDER, LEONARD SPUNT, CAROL STIEBER, TERRY SUPPLE, MIRIAM THORIN, KIM-SAM VU TONTHAT, ANITA VAN TELLENGEN, CAROLYN UHRI/VIVA, RACHEL WEISSBERGER, REGINA, JACK & AARON WOLFORD, RUSSELL WOLVEK, & RUBEN YADAO.

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.

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

**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
advertisers for your continued
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

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

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 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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Mini Exhibits	Bennet Levin	782-4492
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	Paula Diggs	223-9153
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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 September 2010 newsletter is due by **August 17th**, 8:00 p.m. Call **Meli Calkins**, Editor
Telephone 818 366-9835

Website Janet Snodgrass: phone 818-882-4897.

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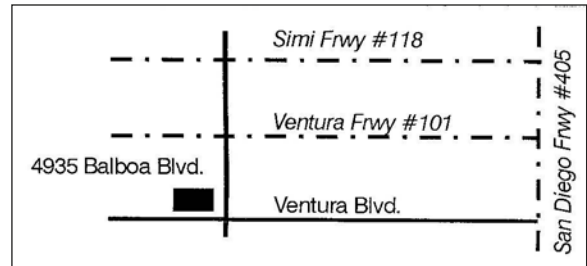
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The San Fernando Valley Art Club
 Meets on the first Tuesday of the month:
 4935 Balboa Blvd., Encino, California
 Social time 6:30 p.m. - Program 7:00 p.m.
 Refreshments served.

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



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The Paint Rag is printed by Graphics Plus. In business since 1971, we are a full service print shop. If we can be of help, please let us know. Mention that you are a member of SFVAC and you'll get a special price and the club will receive a donation.

Board Meeting - Monday June 28th
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

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