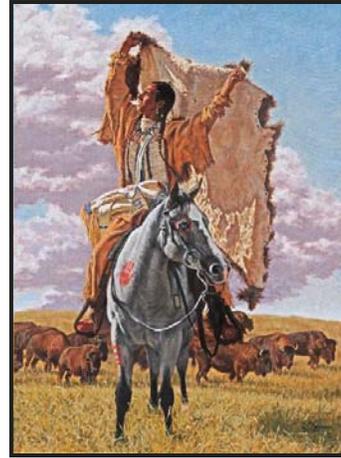
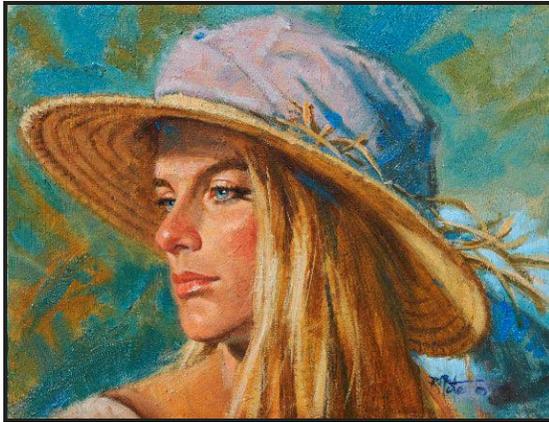




The Paint Rag

Celebrating 65 Years of Friendship

Dec 2010 Volume 66 Issue 10
Non-Profit Organization #95-604775



Robert Tanenbaum

When Robert Tanenbaum entered Washington University in St. Louis, he had no prior art training. As a freshman he was awarded first place in the all college portrait competition.

Tanenbaum is a Signature Member of the National Watercolor Society; one of 22 members out of 1300 members to be nationally certified by The American Portrait Society; one of only 350 that has been elected as an Artist member of the California Art Club and an artist member of the National Society of Painters in Casein and Acrylics.

Tanenbaum is fulfilling a lifelong dream of painting for galleries. His paintings include; Native Americans, working cowboys, portraits and contemporary subjects. All of his gallery paintings are executed in oil on linen. He is currently showing his work in galleries in Sedona, Arizona; Oklahoma, Los Angeles and New Jersey. Recently he was honored when he was made a blood brother of the Cherokee Nation. The computer magazine, Reseller News, commissioned Tanenbaum to paint portraits for articles of the top 25 Internet executives.

The John Wayne family and The Franklin Mint commissioned Tanenbaum to paint 24 portraits of JW's life. Tanenbaum has executed numerous portraits for the movie industry and has been commissioned to do over 200 paintings of famous sports figures in Nascar, baseball, basketball, football, hockey and horse racing. In the spring of 2001 American Artist's Water Color magazine had an article his casein painting. In 2002 International Artist Magazine had a ten page article on his color sketches and oil paintings. One of Tanenbaum's paintings was used as example in Shiva Casein magazine ads and another for their color chart cover. Another of his oil paintings was used in Jack Richeson's and Company ad for his Yarka canvas.

Robert Tannenbaum will demonstrate Oil painting at our December 7th Meeting.



President's Message December 2010



The darkest time of year needs our inner light to shine.

Isn't it funny how the holidays sneak up on us? This time I've fooled them though. I thought of how the holidays all fit together, way in advance. I took this thought to my art classes, K-6th .

"Why do we call it 'Thanksgiving'?" 'Cause some things are so important in our lives that we want to take a moment to appreciate them. Step 1: We each made a "My gratitude list". Try doing that at 7 years old. 'Penguin' was at the top of Tommy's list for things he loves the most. Go figure. We gave thanks. Okay. What else? Who else? We all made the list. Step 2: "Put a star in front of the 5 most important people in your life, alive today."

Then I asked about the next biggie. Most of these kids celebrate Christmas and I asked "What's the best thing about Christmas?" A universal shout went up: "PRESENTS!!!" You mean you are already thinking about what presents you're going to give? "Huh?" ...They were stunned. Confused. "You've got the list...what can you make that these loved ones might like? ...Silence. A picture of someone fishing? A car? A pretty rainbow or a sunset?" It doesn't take money, but it does take effort. Cool! Step 3: We are making our gifts in art class this year.

Who's on YOUR "My Gratitude List"? As artists we can create the gift that keeps on giving. A painting or sculpture never gets old and comes from your heart. It can be tiny, mounted on a piece of wood with a pin on the back or you can glue earrings to it. It can be framed or printed onto a card. Most importantly when you give it to a loved one you are sharing a most important part of yourself. Your love. You can give them the \$5,000 painting, but you don't have to. Simply share a little piece of who you are. Your holidays will be happier for it, I promise.

See you at our annual SFVAC December holiday dinner meeting (bring your art trading cards!), and have a happy holiday. Share your love with everyone on your list and add a few people who don't deserve to be on the list too, give 'em a break, cut 'em some slack. After all, it IS the holiday season. The darkest time of year needs our inner light to shine.

Love,

Michelle Nosco ©

November Mini Show Winners



1st Place: Beth Summers



2nd Place: Charlotte Jones



3rd Place: Dulcie Adams



HM: Lora Schindifer

Who's Who in the San Fernando Valley Art Club



Meet Diane Nelson Gold

The title, *Goodwill Ambassador*, would fit her perfectly. She is positive, outgoing and gracious. If you don't know her yet, you will very soon. Diane is the new 2011 vice president of SFVAC and she is jumping in with enthusiasm and energy. Recently we met at her charming home high on a hill overlooking the Valley. Her spectacular art is everywhere and she is fearless in her range of genre, medium and subject matter. She even designed the slate tiles on the floors of some rooms in her home.

Diane smiles a lot and I felt that her smile reflected an inner joy that makes everyone she meets feel at ease. Her positive energy is contagious. She is often the one who volunteers to help whether it's Boy Scouts or art club meetings. Her activities and interests cover a wide spectrum from travel, music, (she likes Jazz and classical,) to Baseball and to her favorite TV shows, *"Lost"* and *"House."* Before she was married Diane spent a year in Europe living in a small village in Switzerland where she skied, blended in with the locals and learned to speak French.

Diane was born in Burbank, the oldest of four: two girls and two boys. Her parents were both very creative. Her Dad, who painted portraits in oil, was at one time a Hi-Fi fanatic. The result was that Diane knew all of the Big Band names and all of the show tunes from the musicals of the time. She was always encouraged in her art by her parents who gave her a set of colored markers when she was quite young." I think I had more color receptors than most people" she laughs. She still has an affinity for color. Diane remembers an exercise in spelling class in which the children were instructed to draw a certain word. She became so focused on the drawing that she misspelled the word, *Tape*. In her innocence, she gave proof to the Chinese proverb: "One picture is worth a thousand words."

Diane's philosophy of art is, in my opinion, very spiritual. "Art," she says, "is close to breathing." Her landscapes are evidence of her devotion. "I love the earth, and I want to honor it in any way I can." Her love of nature is shared by her husband of thirty one years, Jeff, a musician who writes soothing meditation music. They were married on the green of the Hope Ranch golf course in Santa Barbara and have three sons. I met the youngest, Andrew, a handsome six footer who graduated high school last June and plays baseball for LA Valley college. Andrew is also a fairly competent poet.

About her connection with SFVAC, Diane credits her friend, Beth Summers, who first told her about the art club. Later she met Anita Van Tellengen and then she received a warm welcome note from Marian Fortunati. Because of the acceptance shown to her by these and the other artists, she reports that SFVAC truly is, "The friendliest Art Club in the Valley." "My only regret" she says, "is that I did not join sooner."

Diane makes one feel comfortable. I found my self joking and sharing confidences with her as though we'd known each other for years. She is the type of person whom you'd want for your best friend. I know I do and I'm sure SFVAC feels the same way.

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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
December 7	Oil	Robert Tanenbaum 818-345-6741 www.rtanenbaum.com	6:30 PM	Holiday Celebration Dinner Monterey at Encino 16821 Burbank Blvd. Encino, CA
January 4	Oil	Bernard Fallon www.BernardFallon.com http:// bernardfallon.blogspot.com	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
February 1	Oil	Scott Kiche http://www.artekiche.com	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
March 1	TDB	Rea Nagel 818 908 5919	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California

Don't forget ! The 2011 membership dues are due this coming December. The renewal application is in this month's Paint Rag and on the club's webpage www.sfvartclub.org.



Margarette Henrich & Rena Hinkle
were at Lulu's this last October



Holiday Dinner

Tuesday, December 7, 2010 from 6:00 pm – 11:00 pm

Monterey at Encino

16821 Burbank Blvd, Encino, CA

\$35.00 includes a demonstration by Roberts Tannenbaum, oil painter,
dinner and lots of fun with all the members of the SFVAC.

Your choice of ____1) Salmon ____2) Turkey ____3) Vegetarian Pasta

Who's Coming? _____

For reservations send your check payable to the SFVAC and this form with meal preference to:
Sharon Weaver 11553 La Maida Street Valley Village, CA 91601

Art Around Town

Date of Art Show or Workshop	Organization Hosting Show/ Workshop	Location	Contact Information	Last Date for Entry	Brief Description
5 Week Workshop	Robert Tanenbaum	At Robert's large, beautiful studio 5505 Corbin Ave. Tarzana	818-345-6741 e-mail www.rtanenbaum.com	Friday Mornings	Robert Tanenbaum has been teaching drawing and oil painting for 15 years. His students have improved dramatically due to the SITE SIZE academics of painting and drawing. Style and subject matter is your choice He has room for three more students and is available to teach on other days should there be a desire. Classes are 5 weeks plus one free make-up or bonus class. The cost is \$250.
October 31 thru December 12	San Fernando Valley Art Club	Finegood Art Gallery	Regina Wolford, Exhibits, 848-992-8848 or www.sfvartclub.org for prospectus	NA	San Fernando Valley Art Club Fall Member Juried Art Show "Images and Reflections"
January 12 – February 6 th , 2011	TOPANGA CANYON GALLERY	120 N. Topanga Canyon Blvd. #109, Topanga	Rebecca Andrews / TCG Juried Open Chair person PO Box 321 Topanga Canyon, CA 310-455-2345	Extended to Dec 1 2010, On line registration only	2011 Topanga Canyon Juried Open Show For prospectus see www.topangacanyongallery.com

THE DECEMBER 7th CLUB MEETING IS A HOLIDAY DINNER AT THE MONTEREY RESTAURANT, 16821 BURBANK BLVD, ENCINO. TICKETS ARE \$35.00 EACH. BRING A FRIEND, YOUR SPOUSE OR YOUR SIGNIFICANT OTHER!

Thank you Carolyn Counnas for your demonstration at the November meeting and for re-emphasizing the need to understand values when painting.



Best of Show, 1st, 2nd and 3rd Place winners—
Finegood Art Gallery –November reception

Your New Board of Directors.
2011 Board Members

President _____ Michelle Nosco
 Vice President _____ Diane Neslon Gold
 Treasurer co Chairs _____ Joette Snyder
 Recording Secretary _____ Sylvia Crosbie
 Membership Chair _____ Marian Fortunati
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 Mini Exhibits Chair _____ Gerda Maxey
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 Hostess _____ Tina Lauer
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 Corresponding Secretary _____ Margaret Henrich
 PR Mailing _____ Sara Coyle
 Raffles _____ Pearl Schwager
 Special Exhibits (Lulu's only) _____ Marilyn Blutter
 Special Exhibits (Emelio's only) _____ Marie Petz
 Video Librarian _____ Arlette Mennard
 Webmaster _____ Janet Snodgrass
Parliamentarian _____ **OPEN**
 Historian _____ Lois Brayton

Member News

Guy Newell had some of his paintings accepted in the Southern California Collage Society Annual Exhibit which ran from August 12th. through August 31st. The exhibit was located in Pomona. Congratulations Guy.

Eddie Applegate has twelve paintings hanging at the Simi Valley Senior Center for the month of November. The Senior center is located at 3900 Avenida Simi, Simi Valley, Ca 39063. Open every day except Sunday. Closed Sundays

Gerda Maxey and **Meli Calkins** both received first place ribbons and **Lisa August** received second place at the Simi Valley Art Association Open Juried Show 2010. The winning paintings were Gerda's "Young Chief", Lisa's "Free as a Breeze" were both in the Oil/Acrylics category, and Meli's "Blooming Lupine in Montana de Oro" was in the pastel and drawing category. Way to go!.



People's Choice Winner - Charles Gherardi at the Finegood Art Gallery Reception



Merchant Award Winners - Finegood Art Gallery Reception

**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 Meli Calkins and get it online. Check out workshops, news and much more!

Thank you to all of our advertisers for your continued support!

Art Classes

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.

2010 Board Members

President	Michelle Nosco	(661) 245-6789
Vice Pres.	Sharon Weaver	769-2688
Treasurers	Joette Snyder	456-4710
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Mini Exhibits	Bennet Levin	782-4492
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Parliamentarian	Open Position	
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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
Parliamentarian	Open	

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

If you want to have a lot of fun painting and learn how to combine lots of media, come join the class. **Rea Nagel** will be starting up a watercolor and mixed media painting class on **September 14, 2010**. The class will be at the **VIVA Gallery** on Tuesday afternoons, 12:30 to 3:30. Call Rea at 818 908 5919 for more info.

REMINDER - IMAGES AND REFLECTIONS SHOW ENDS SOON!

The current art show at Finegood Art Gallery ends on **Sunday, Dec. 12, 2010**. The **Take-Down / Pick-Up is Sunday, Dec. 12, between 3 PM and 4 PM**.

If you aren't available on Sunday, you may pick-up you artwork on Monday, Dec. 13, between 2 PM and 3 PM.

If you aren't available either day, you must arrange to have someone pickup your artwork for you during the appointed times. Please bring the bottom (claim check) section of your entry form to claim your artwork. Please don't forget to bring PHOTO ID to enter the building.

Member news for the January 2011 newsletter is due by December 17th , 8:00 p.m. Call Meli Calkins, Editor, **Telephone 818 366-9835**

Website Janet Snodgrass: phone 818-882-4897. Member News Meli Calkins phone 818-366-9835

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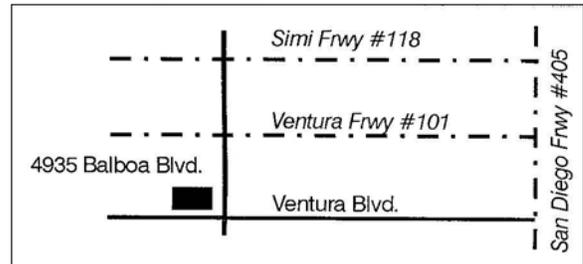
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The San Fernando Valley Art Club
 Meets on the first Tuesday of the month:
 4935 Balboa Blvd., Encino, California
 Social time 6:30 p.m. - Program 7:00 p.m.
 Refreshments served.

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 Meetings -
Monday November 29th and Monday December 27th
 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