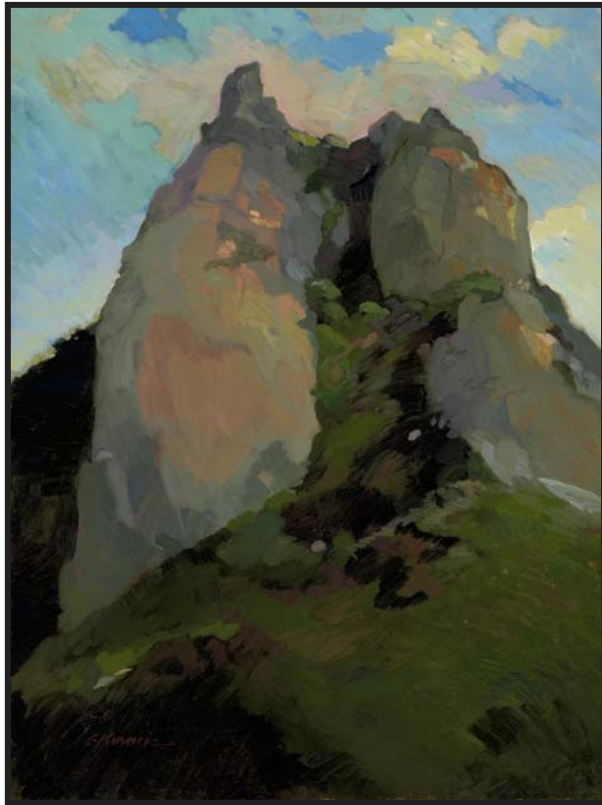




The Paint Rag

Celebrating Over 65 Years of Friendship

February 2012 Volume 68 Issue 2
Non-Profit Organization #95-604775



Chuck Kovacic

Chuck Kovacic obtained grants and scholarships allowing him to acquire a BFA in graphic design from the Cleveland Institute of Art. As an art director he collaborated upon print campaigns for Owens Corning, Ford, National City Bank and detailed urban revitalization programs for Midwest communities as part of the "Main Street" program for the National Trust for Historic Preservation. On leaving the agency profession he relocated to Southern California where his artistic skills as a restoration expert focused upon items associated with pre-1950 merchandising and related antiques. His clients include serious collectors of the genre as well as prominent auction houses.

Although he had pursued painting as his minor at the Institute, it was only recently that he resumed painting. Rendered in the traditional "plein-air" style of the Impressionists, his painting investigates a diversity of subject matter, some of which he shares here. "The differences of light and foliage are subtleties which continue to intrigue me." These differences are manifest with his recent paintings of Tuscany. He is an 'artist' member of the California Art Club.

Chuck Kovacic will be our demonstrator at our February 7th meeting.



The President's Message February 2012

I'm Inspired

You inspire me. Yes, I can't help writing about it, again. While re-inventing myself as an artist I've been taking countless looks at how color creates shape and distance, mood and light. I confess... I thought I knew it all and had been there and done that. But, you humble me as I marvel at the work on your web sites. Don't have a website? Let's photograph your artwork and give you a page on our club site so you are represented in cyberspace. Come and talk to me about it and we'll get it going.

SFVAC's new series of workshops: This month we are initiating an affordable series of in-home workshops. Members have missed SFVAC workshops. The club used to offer them all the time but it became too expensive. So, we've been finding ways to do what artists have always done. Make our own fun! Because, I want to learn from you first hand!

Artistic, Affordable Fun: A few of the seasoned professionals in our club have agreed to gift us at a one time only reduced workshop rate in an effort to bring our members together. These artists are gifted with the ability to see life's beauty in their own unique way and recreate it in their own special medium. Including: pastel, watercolor, collage, oils and sculpture.

For \$5 plus the cost of materials you will be in the creative zone. You'll learn new techniques with familiar materials or try out new materials among friends.

Three Easy Steps: 1. See a sample of the workshop on a table before our monthly meeting starts. 2. Sign up during the meeting (so come prepared to support the effort and commit.) 3. Pay \$5 to get the ball rolling. We can accommodate ten signups for each workshop. A material list will be provided for each workshop..

Pastels: Our first workshop! Meli Calkins will teach us a few of the secrets to working with pastels. On Friday, February 17th we'll hold our first workshop at 10:00 am to 2:00 pm in Tina Lauer's Granada Hills home. Call Tina at 818-414-6522 for details, to reserve a space or volunteer your home for future workshops. Don't forget to bring a sack lunch.

See you soon,
Love, Michelle ©

p.s. Remember to bring a small work of art to trade during the meeting! It's fun and a great way to collect artwork from other artists. 2 1/2" x 3" will do nicely.

January's 2012 Mini Art Show Winners



1st Place: Anita Kedrowski



2nd Place: Miriam Thorin



3rdPlace: Dori Marler



HM: Cheryl Neuenkirk

“Follow Up” Opportunities to work and learn with Chuck Kovacic !

**SPECTACULAR FOUR-DAY
PLEIN AIR PAINTING OPPORTUNITY!**

March 5, 6, 7,8, 2012

**CALICO GHOST TOWN
RED ROCK CANYON PARK, LAS VEGAS, ZION
NATIONAL PARK, UTAH**

**Whatever your skill level with watercolor or oils,
THIS IS SOME OF THE FINEST SCENERY YOU’LL EVER PAINT!**

Calico Ghost Town: This once-prominent mining center was created and restored by Walter Knott, and offers a variety of Old Western vistas. The surrounding hillsides are streaked with tailings of reds, blues and greens and will be an artistic challenge!

Red Rock Canyon Park Recreation Area: A 13 mile park loop that features dramatic fault slips and slabs of contrasting red and gray.

Zion National Park: Spend a full day painting this dramatic scenery, departing to return to Las Vegas at 3:30 pm.

For more details on cost, etc., contact Chuck at 9337 Sophia Ave., North Hills, CA 91343. Phone: 818-891-4069

FREE Plein Air, uninstructed painting excursions!

STONY POINT VASQUEZ ROCK PARK RED ROCK STATE PARK

SATURDAY, 2/18

SATURDAY, 3/24

/MOJAVE

SATURDAY, 4/8

There is NO fee to participate in these (3) excursions. Phone or email Chuck for exact times and gathering place.

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 Miriam Thorin, Membership Chairperson know your e-mail address. She will send out up-to-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
February 7	Landscape in oil	Chuck Kovacic www.chuckkovacicarts.com 818-891-4069	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
March 6	Watercolor- Mixed media	Brenda Swenson www.swensonsart.net	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
April 3	TBD	TDB	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
May 1	TBD	TBD	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
June 5	TBD	Aaron Westerburg www.westerberg-fineart.com	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California

NEW FEATURE! SFVAC WORKSHOPS COMING

Keep your eyes and ears open for future “mini” workshops hosted and conducted by members of the SFVAC. Attend the February club meeting for more details. The first workshop will be on how to use soft pastels by Meli Calkins. Dates, locations and costs will be advertised at the February meeting!

Many thanks to Deborah Swan-McDonald for demonstrating at our January meeting.



Volunteers Needed

We have a need for volunteers who wouldn't mind providing a ride to our monthly meetings for members who do not drive at night any more. Please call Miriam Thorin at 818 577-7461 if you need a ride or you are willing to take someone who is close to your home to our meetings. We will try to match up members who live close to each other. Thank you!!

Art Around Town

Date of Art Show or Workshop	Organization Hosting Show/ Workshop	Location	Contact Information	Last Date for Entry	Brief Description
February 2-26 , 2012	Thousand Oaks Art Association	Thousand Oaks Commu- nity Art Gal- lery	www.thousandoaksartasoc.org/ or Phyllis Doyon at 805-987-0291	January 7th, 2011 Send digital images by e-mail only	2012 Open Juried Art Show
February 4 - March 18 , 2012	Gene Autry Museum	The Autry in Griffith Park	4700 Western Heritage Way, Los Angeles, CA 90027-1462 323.667.2000	Not Applicable	Masters of the American West Fine Art Exhibition and Sale
February 4 - March 3, 2012	Valley Watercolor Society	Gallery 800 5108 Lankershim Blvd , NoHo	www.valleywatercolorso ciety.org	Not Applicable	Valley Watercolor Society's 2012 Art Exhibit "So Cal & So On!" Reception is on February 4, from 5PM -9 PM.
Not Applicable	WOMEN PAINTERS WEST	Monterey at Encino Glen, 16821 Burbank Boulevard (east of Balboa Boulevard) Encino, CA 91436	womenpainterswest.org	March 31, 2012	Now Accepting Applications for Membership
March 14 - April 28, 2012	Westlake Village Art Guild	Thousand Oaks Community Gallery 2331-A Borchard Road Newbury Park, CA 9132	www.wvartguild.org Contact Dennis Griffin at (805) 262-2168	Digital submissions are due not later than February 15, 2012	Westlake Village Art Guild Open Juried Show
May 9- June 2, 2012	SFVAC	Gallery 800, 5108 Lankershim Blvd , NoHo	TBD	TDB	Members SFVAC Spring Show.

Open Position for Paint Rag Co – Editor

Meli Calkins is looking for a volunteer to learn the skills needed for publishing the monthly Paint Rag as a backup. The volunteer needs to have a computer with Microsoft Publisher, photo editing software and Adobe Acrobat that can convert to a PDF file to send to the printer. Please call at 818-366-9835 or talk to her at the Tuesday club meeting.

If you traded baseball or football cards with friends as a kid, why not draw or paint a small painting the size of a baseball card and bring it to our next meeting to trade. There will be a table set up for those who like doing the same thing.

The SFVAC was informed that Mary Lou Heyer, who was president from 1985-1986 of the SFVAC lost her beloved husband who passed away this January. He was in his 90's.

Member News

Ione Citrin has a solo show currently at the Madrid Theater, 21622, Sherman Way, Canoga Park,. Call 818-347-9419 for hours when the theater is open to see her work. If you miss her show at the theater, you will have plenty of opportunities to see Ione's work in solos shows scheduled for 2012, check out Ione's website at www.artbyione.com



Ione Citrin's abstract painting "Steller"

Beth Summers would like everyone to visit her special show, "Nature's Nurturing" at The Great Frame Up, 9010 Balboa, Northridge, Ca., 818-920 4000. The reception is Jan. 27, 5:00 to 8:00 pm. You can also see her paintings at the Blinn House, Pasadena, "Winter's Light", through Jan. 29th and at the Encino Terrace Center, Encino Calif., through February 4th.

Margaret Henrich showed her paintings in January at the Hillcrest Center for the Arts at 401 Hillcrest Center Drive, Thousand Oaks while Arthur Miller's play "All My Sons" was performed, from January 6th to January 22nd. Margaret also is exhibiting 22 paintings at Simi Valley Sr. Center, which is right off Tapo Canyon Blvd., Simi Valley.

Lisa August was the featured artist at the Chatsworth Train Depot for the month of December, 2011. Each month a member of the Chatsworth Fine Art Council displays his or her art in the windows of the train station. Additionally, Lisa also was awarded Best of Show – honors Division (Karen Bauman Memorial Award) from the Burbank Art Association in November at its 2011 Fall Art Show.

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

Coffee Fix

12508 Moorpark St, Studio City

Corner of Moorpark and Whissett

20% Commission

Contact Dori Marler

dorimarler@yahoo.com

(818) 453 8175



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!

If you are interested in expanding your art experience join **Rea Nagel** for a weekly class. If you are not a watercolor painter, and just want a sketching experience, join her class. Rea teaches watercolor and mixed media in some conventional and unconventional methods. Call Rea at, REA NAGEL 818-908- 5919 for more information.

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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.

2012 Board Members

President	Michelle Nosco	(661) 803-7744
Vice Pres.	Diane Nelson Gold	831-1786
Treasurer	Joette Snyder	912-6560
Recording Secretary	Sylvia Crosbie	902-1853
Corresponding Sec.	Margaret Henrich	701-0305
Membership	Miriam Thorin	577-7461
Paint Rag Editor	Meli Calkins	366-9835
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Mini Exhibits	Gerda Maxey	362-3254
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Media Relations	Terry Supple	346-5791
Host Committee	OPEN	
Hostess	Tina Lauer	414-6522
PR Mailing	Lisa August	882-8517
Raffles	Pearl Schwager	368-8171
Video Librarian	Arlette Menard	366-6665
Paint Out Coordinator	Trisha Bennett	784-3000
Parliamentarian	Open	

Member news for the March 2012 newsletter is due by **February 17th** , 8:00 p.m.

Call Meli Calkins, Editor, **Telephone 818 366-9835**

Website Janet Snodgrass: phone 818-882-4897.

Don't forget to check out the Paint Out Blog at <http://sfvacpaintout.wordpress.com> to see where we have been when painting Plein Air!! The link is also on the SFVAC Web page.

151 Uncommon and Amazing Art Studio Secrets

By Marjorie Sarnat

★★★★★

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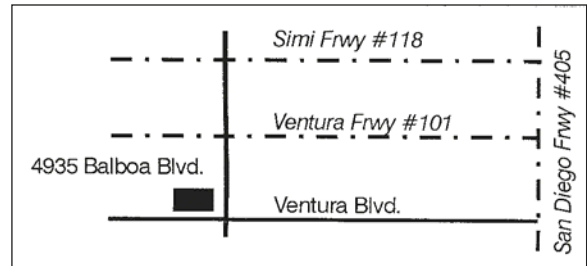
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The San Fernando Valley Art Club
 Meets on the first Tuesday of the month:
 4935 Balboa Blvd., Encino, California
 Social time 6:30 p.m. - Program 7:00 p.m.
 Refreshments served.

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



Graphics Plus (818) 700-8445

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 February 27th and March 26th
 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