



# The Paint Rag

*Celebrating Over 65 Years of Friendship*

Jan 2013 Volume 69 Issue 1



## MELI M CALKINS

Born in Glendale, California, USA, Meli Calkins has been painting with soft pastels for the past 30 plus years. Meli's mother was a commercial artist and taught Meli how to observe what she saw in her world and would interpret it with drawing and paintings on paper and canvas. While pursuing a bachelors and masters degree in Environmental Engineering, Meli was able to squeeze a few fine art classes in her busy schedule while receiving tutoring from her mother. Of all the types of media that she has had an opportunity to work with, her first love was and always has been painting with soft pastels.

Why soft pastels? In her own words she states; "I love the brilliance and intensity of color that pastels are able to display. Being able to lay and mix the colors directly on sanded paper is more appealing to me than mixing colors on a pallet."

As a newly emerging artist selling her work, Meli's paintings can be found in homes in Canada, Virginia, Ohio, Washington, Arizona, Nevada, Utah, Idaho, along the California Central Coast as well as in Southern California.

Her work can be viewed on her website [www.melicalkins.com](http://www.melicalkins.com) , [www.vcartfarm.com](http://www.vcartfarm.com), and at the Best of VC, Marketplace on 108 N. 10th St., Santa Paula CA 93060 10th Street, Santa Paula.

Meli is currently a member of the Pastel Society of the Gold Coast, San Fernando Valley Art Club, Santa Paula Society of the Arts, associate member of the California Art Club and the Simi Valley Artist Association.

Meli Calkins will demonstrate soft pastel painting techniques at our January 8th, 2013 meeting.



## A Message from the “President” January 2013



What a terrific time to be involved with San Fernando Valley Art Club! And thank you Michelle Nosco for your past 3 years as president. I look forward to working closely with you as our Historian. Your Board has been working very hard to bring so many benefits to the members. I am delighted to be a part of this organization.

Our upcoming Gallery 800 show will be a tremendous opportunity to exhibit your newest works. Myself, I plan on entering a painting of an oak tree.

The Board has worked hard this year to establish a relationship with CSUN and thanks to Jan Cipolla and Terry Supple and others we are now on their Facebook page. I look forward to working with the Youth Membership. If anyone knows of a youth, ages 18-25 who wants to join our club, there is a membership level of \$20.00 for this age group. And what a time to get involved! We have one show in Feb. and are planning on others. By working with the Exhibit Committee, anyone will learn the ins and outs of exhibiting. Our former Exhibit Chairperson, Jan Cipolla, worked tirelessly to bring the best of SFVAC to the public. Tina Lauer raised the bar for an exhibit opening. Her whole family pitched in and served delicious homemade snacks and drinks at the White’s Gallery opening this last fall. Why not join this committee too.

Looking forward, I am so very glad to work with such a dynamic team. This year we sent out Holiday Cards featuring a painting by Terry Supple. I personally think the painting looks a little like Terry don’t you? Miriam Thorin stayed up with the Ghost of Christmas to get those cards to everyone in time for the holiday spirit. Miriam is also the one who rustles up those art opportunities that are emailed to the members. She is worth her weight in gold. And that Christmas Party! Did anyone see the 10 lords a leaping? Or get the 5 golden rings? Great job Diane Gold and I hope you are recuperating from your efforts. During the party I learned that Meli our newsletter editor has a secret love of hats.

Hats off to you for your work on the newsletter! It is never easy to take on a volunteer job with everything else during the holidays.

So for my New Year’s resolution for 2013, I want to write a president’s message. Now that is done, the rest of the year should be smooth sailing on the high seas of art.

Jennifer-Bentson-Gebel © 2012 2012(c)

### Moments from the 2012 December Holiday Dinner



## Teaching Moment: Getting your painting through the front door at a juried art show - framing hints

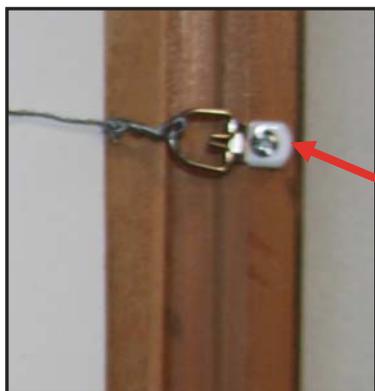
When you bring your artwork to a juried show or an art gallery, instructions are usually provided to the artist on how to present their artwork. When the prospectus says gallery quality framing, **they mean gallery quality**. They want a well-constructed frame that won't fall apart and doesn't look like it has been abused or where it looks like it came from a second hand store.

It is highly recommended that D-rings, which are flat, be used instead of eye screws. Eye screws can puncture and damage other canvas paintings if they are stacked against each other. Some juried shows will allow eye screws. Others won't. Read the prospectus carefully to see what it says. **Never use string**. Always use picture framing wire. Picture framing wire is strong and won't stretch and break like string. Any paintings using string for hanging will be rejected. The same goes with saw tooth picture hangers. **Paintings with saw tooth picture hangers will be rejected at the front door**. D-rings and picture framing wire can be purchased at Michaels, Joanne's or Aaron Brothers. They are an inexpensive investment to avoid being rejected for not following the prospectus instructions.

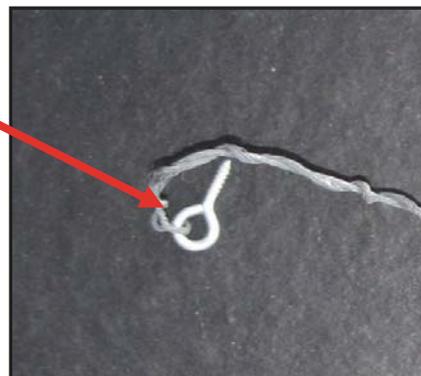
A gallery wrapped painting is where the canvas is wrapped around thick stretcher bars and the staples are on the back of the stretcher bars, not on the side. This allows the artist to present the painting without a frame. However, the four sides must be painted with a neutral color or have the painting continue on all four sides of the painting. Bare white canvas is not acceptable. If a canvas painting is brought to a show showing staples on the side that is not framed the painting will be rejected at the front door.

Large watercolor paintings or other large paintings that require glass should use Plexiglas except for soft pastel paintings. Matting for watercolors is usually mandatory. Glass is still the standard for soft pastel paintings and will be allowed in most cases.

Read the prospectus carefully. If you are going to frame your own painting using ready-made frames available at the local craft stores or a custom frame, follow the show's or gallery's requirements. This will ensure your painting will not be initially rejected for not following the rules.



Example of an Eye Ring with framing wire- OK but not as nice as a D-Ring



Example of a D Ring- with framing wire

**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
January 8*	Soft Pastel	Meli Calkins www.melicalkins.com 818-366-9835	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
February 5	figurative/ portrait in oils	Tony Pro www.tonypro-fineart.com	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California
March 5	TBD	TBD	6:30 PM	Encino Community Center 4935 Balboa Blvd., Encino, California

\* Just a reminder.... the first Tuesday in January is NEW YEARS DAY! Our club meeting will be on the 2nd Tuesday for January so we can all enjoy recovering from our midnight celebrations!

The new year is in!!! Our San Fernando Valley Art Club family is growing. If you haven't joined yet, please contact Miriam Thorin at 818 577-7461 or write to her at 7856 Amestoy Ave., Van Nuys, CA, 91406 to get an application mailed or sent to you. It is only \$40.00 for the year.

**SFVAC Paint Out Schedule**

For those who love to paint outside -

For directions and detailed information please check our Paint Out Blog at:

<http://sfvacpaintout.wordpress.com>

Julie Snyder and her BEAUTIFUL daughter gave us a great portrait painting demonstration for our December Holiday Dinner. Thank you Julie!!!. And many thanks to the Paint Brush man for being there for us.



# Art Around Town

Date of Art Show or Workshop	Organization Hosting Show/ Workshop	Location	Contact Information	Last Date for Entry	Brief Description
February 9 – 16, 2013, Reception February 9th	San Fernando Valley Art Club	Gallery 800 5108 Lankershim Blvd Historic Lankershim Arts Center North Hollywood, CA 91601 .	Co-Chair Rix Cerezo Phone: 626-571-8170;	Feb. 7-Drop-off, Prospectus and application will be available at the January 8th Club meeting and on the SFVAC website. Take Down March 17th, 2013.	Juried SFVAC members show.



Past and present SFVAC Board Members

## 2013 San Fernando Valley Art Club Scholarship

2013 is here and the SFVAC is committed to continuing its scholarship program. It will present another scholarship award in 2013 to a deserving student attending the CSUN Department of Art. If you are able to help in this worthwhile program, make your check out to **SFVAC** and note **“Scholarship Program”** on the memo line. Forward your check to: Terry Supple, 20409 Ruston Road, Woodland Hills, CA 91364.

Your donation will make a difference in fostering the arts in our communities.

The **San Fernando Valley Art Club** began in 1943 and has provided a continuing forum for artists of all skill levels and working in most art mediums. Guests are welcome to attend the monthly meetings/demonstrations and learn more about the club. Additional information can be found on the club’s Web site, [www.sfvartclub.org](http://www.sfvartclub.org).

## Member News

**Midge Reisman** is showing her water color paintings at the Mountain Arts Gallery in the Village at Lake Arrowhead.

Join **Beth Summers** in "The Artist's Way" workshop with Beth Summers, psychotherapist and artist, as facilitator. Our first meeting is January 9 at 7:00 pm at Beth's studio. It is \$5.00 a meeting or \$50.00 for all 12 of the sessions...It is based on Julia Cameron's well known approach to inspiration for the spiritual creative nature in all our uses of imagination. You can order Julia Cameron's book on Amazon.com...Call Beth 818 368 6043 or email her at RSummersB@aol.com for information. Also you can check her web site for her background as an artist: <http://bethsummersartist.blogspot.com>

**Trice Tolle** will be exhibiting 4-5 paintings in the show "Impressions of Provence" at Segil Fine Art. The exhibit runs from January 26 - February 23, 2013 and the Opening Reception is on Saturday, January 26, from 5-7pm. The paintings for this show will be from artists who went to Provence in September of 2012 with Julie Snyder and Laura, of Segil Fine Arts. The address is 110 West Lime Avenue, Old Town Monrovia, 91016 and the hours are: Tuesday - Saturday, 1-6pm. (626) 358-5563

**The Paint Rag editor knows there are lots of "artist" activities and events that our members are participating in. Don't be afraid to toot your "horn" and let others know about it in the Paint Rag.**

Don't forget to keep the Secret Squirrel Cold Brew Coffee participates in the Studio City Farmers Market in mind if you want to show your work. Barbara Schwarz is our point of contact. A different artist is displayed every week Contact: Barbara Schwartz (818) 314-9939



**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 Whitsett

20% Commission

Contact Dori Marler

[dorimarler@yahoo.com](mailto:dorimarler@yahoo.com)

(818) 453 8175



Find out the latest in club news on Facebook. If you are a member of Facebook, just search the San Fernando Valley Art Club.

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

Rea Nagel will be teaching a multimedia art class starting September 11 at the Carter- Sexton Art Store at 5380 Laurel Canyon Blvd., North Hollywood. Come join us and have a fun time and learn a lot. Work with watercolors, inks, acrylics, and collage. Call Rea at 818- 908-5919 for more information.

Be the **ARTIST OF THE WEEK** AT THE **SECRET SQUIRREL COLD BREW COFFEE SHOP** sponsored booth each Sunday at the Laurel Canyon and Ventura Sunday Street Fair and Market from 8 a.m.- 2 p.m.

The company supports the art community and will not charge any commission. They are on Facebook and Twitter and like to talk each week about the artist they are showing in their booth. Contact Barbara Schwarz at (818) 314-9939 or e-mail the Secret Squirrel at [louisandbarbara@aol.com](mailto:louisandbarbara@aol.com) for more information.

### Art Classes

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

### 2013 Board Members

President	Jennifer Bentson	243-5405
Vice Pres.	Diane Nelson Gold	831-1786
Treasurer	Kim Skeeters	441-4859
Recording Secretary	Open	
Membership	Miriam Thorin	577-7461
Paint Rag Editor	Meli Calkins	366-9835
Exhibits Co-Chair	Ricardo "Rix" Cerezo	626-571-8170
Exhibits Co-Chair	Open	
Mini Exhibits	Gerda Maxey	362-3254
Historian	Michell Nosco	661- 803-7744
Media Relations	Terry Supple	346-5791
Host Committee	Open	
Hostess	Open	
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 February 2013 newsletter is due by **January 17th**, 8:00 p.m.  
Call Meli Calkins, Editor, **Telephone 818 366-9835**



### 151 Uncommon and Amazing Art Studio Secrets

By Marjorie Sarnat

★★★★★

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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.

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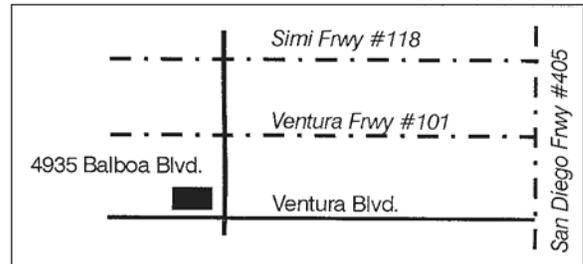
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**The San Fernando Valley Art Club**  
 Meets on the first Tuesday of the month:  
 4935 Balboa Blvd., Encino, California  
 Social time 6:30 p.m. - Program 7:00 p.m.  
 Refreshments served.

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



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Board Meetings -  
Monday: January 28th and February 25th  
 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)

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