



San Fernando Valley Art Club

A 501c3 Non-Profit Organization

The Paint Rag

Celebrating Over 70 Years of Friendship

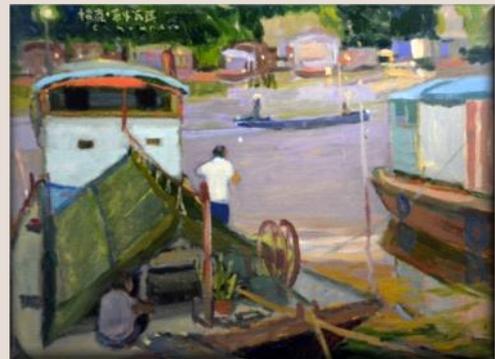
Chuck Kovacic



After acquiring a BFA in graphic design with a minor in painting from the Cleveland Institute of Art, Chuck Kovacic art directed numerous print campaigns for a variety of Fortune 500 clients and detailed urban revitalization programs for communities participating in the “Main Street” program for the National Trust for Historic Preservation. Upon leaving the advertising profession, he relocated to

Southern California, focusing his artistic skills as a restoration expert specializing in pre-1950 merchandising ephemera and related antiques. Currently, his painting investigates a variety of subjects rendered in the “plein air” style. Chuck is an Artist Member of the California Art Club.

Chuck will demonstrate the use of water-based oils and plein air painting. He will also give a short talk about his trip to China.



San Fernando Valley Arts & Cultural Center
Tuesday, February 7, 6:30 pm, 18312 Oxnard Street, Tarzana
Public welcome. Members \$5, Non-Members \$7 (map on last page)

Message from the President



2017. The start of a new year and a new start for all of us in the San Fernando Valley Art Club. Already there are great ideas, great plans, and great hopes for the year. More art shows. More great demos. More art parties.

BUT! I want to make this very clear. I know that everything that we do we do as a club – together. The year and the club will be what we make it, and I welcome and encourage all of you to make it wonderful by bringing your own vision, talents, and passion into the things we do. If there is anything you want done, or want to do? Don't hang back – volunteer!!

I am confident we can do great things– if you are there to do it with us.

January was our very first ART PARTY – a lively post-New-Years celebration for those hardy creative folks who could still get together after such a long and full holiday season. Those who made it enjoyed really great munchies (thank! Cheryl) while listening to the soft jazz guitar of Steve McCrosky. (Most of you will remember Steve from the 2015 and 2016 summer art receptions. He was back – and just as talented as ever!) While we listened we painted and sketched. Jennifer Bentson (another name very familiar to all members) came by to share her experiences – and her supplies – from her Mother Oak park demo and from her recent 'Painting the Oaks' adventure in Pasadena. She demonstrated painting techniques in watercolor and PR techniques for getting grants and shows. I think the company was happy to learn about both. To round things off we also had an unexpected – but very welcome – visit from the 'brush man', selling us brushes, paints, and other supplies at the traditional incredible discount. All in all? A FABULOUS start to what will be (I am sure) a creative and exciting year.

Keryl Kris Reinke
SFVAC President

WINNERS of the January Mini Art Show



First Place
Clark Branson



Second Place
Boz Vakhshori



Third Place
Lois Langford

The Colors of Winter

San Fernando Valley Art Club and The Glendale Art Association Reception Photos



First Place
Milton Dexter



Second Place
Anaida Nipiosyan



Third Place
Marilyn Mason Blutter



Thank You, Jennifer Bentson!



Our January guest artist was Jennifer Bentson (past president of SFVAC) who demonstrated her loose style of painting oak trees in watercolor. Jennifer was recognized by the City of Pasadena for creating and saving images of oak trees all around that city. All of those paintings were on exhibit last June in Pasadena at



the Caltech Oak Tree Tea. We enjoyed seeing many of them in the book she brought of the collection of paintings shown at that exhibit.

Members who came prepared to paint along were pleased with their finished paintings and enjoyed the experience. Our heartfelt thanks to Jennifer for her time and effort. Sample painting above from her website.

By Midge Reisman

Notice—the Paint Rag will be sent out every two months instead of on a monthly basis. The next issue will be March/April 2017.

Display Your Work at Local Venues

Artist Alley

Calabasas Tennis & Swim Center
23400 Park Sorrento, Calabasas
Call Kathy Milbrand at (818) 222-2782

Coffee Fix

12508 Moorpark St., Studio City
(818) 762-0181
Go into Coffee Fix and inquire about showing your work. No commission at this time.

Daphne's Desserts

13646 Burbank Blvd., Sherman Oaks
(818) 906-4991
Email: info@daphnesdesserts.com
Commission: 30%

Moby's Coffee & Tea

5668 Cahuenga Blvd.,
North Hollywood
(818) 579-4761
Email samples to mobyscoffee@gmail.com
Commission: 20%. If credit card is used, credit card fee added.

M Street Coffee

13251 Moorpark St., Sherman Oaks
(818) 907-1400
Email samples to info@mstreetcoffee.com
Commission: 25%.

2017 Board Members

President	Keryl Kris Reinke	kkreinke@mac.com
Vice President	Open	
Treasurer	Open	
Recording Secretary	Open	
Membership	Milton Decker	deckermilton@yahoo.com
Paint Rag & Website	Diana Hartman	dianalee@socal.rr.com
Director of Exhibitions	Lois Langford	loislangford_art@yahoo.com
Mini Shows	Lois Langford	loislangford_art@yahoo.com
Hostess	Cheryl Neuenkirk	cneuenki@socal.rr.com
Video Librarian	Arlette Menard	arlette08@aol.com
Video Magician	Russell Wolvek	artxruss@gmail.com

Upcoming Art Events in 2017

Dates	Event with Website Link	Location
February 17-19, 2017	Art Palm Springs http://www.art-palmsprings.com/	Palm Springs Convention Center
March 3-5, 2017	Desert Arts Festival https://www.fairsandfestivals.net/events/details/2017-desert-arts-festival3	Frances Stevens Park - Palm Springs
March 4 - 18, 2017	Artists & Fleas https://festivalnet.com/80181/Los-Angeles-California/Art-and-Craft-Shows/Artists-Fleas-March	Arts District Triangle (3rd and Traction) - Los Angeles
March 16-19, 2017	Spectrum Indian Wells Art Show http://spectrum-indianwells.com/	Renaissance Indian Wells Resort, Indian Wells
Artist Calls	California Arts Council http://www.cac.ca.gov/opportunities/artist.php	Nationwide
Artist Calls	Opportunities for Artists to Exhibit in the West http://www.artshow.com/juriedshows/West.html	Varies
Every 2nd Saturday, 10 am—3 pm	Ojai Open Studios Art Tours http://www.seecalifornia.com/festivals/ojai-studio-arts-tour.html	Ojai



Helene Jukoff has been active in the Southern California Art Scene for over five decades as a painter and teacher. She has published a full-color book, “Pathways to Creativity” and two manuals, “Oil Painting Handbook” and “What You Need to Know to Start Painting Watercolors.”

Her paintings, in many mediums and styles, will be on display at the Simi Valley Senior Center, 3900 Avenida Simi, Simi Valley (Tapo Canyon Road exit off 118 Freeway) from February 1st through 28th.

For more information about paintings or classes, Helene can be reached at (818) 349-7933 or rteachr@att.net.

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/.

2017 San Fernando Valley Art Club Scholarship

The SFVAC is committed to continuing its scholarship program. It will present another scholarship award in 2017 to a deserving art student. If you are able to help in this worthwhile program, make your check out to **SFVAC** and note **“Miriam Thorin Scholarship Program”** on the memo line. Forward your check to San Fernando Valley Art Club, P.O. Box 16404, Encino, CA 91416. Your donation will make a difference in fostering the arts in our communities.



February Members Meeting—Tuesday, February 7th. **March Members Meeting**—Tuesday, March 7th.
6:30 pm, 18312 Oxnard Street, Tarzana. 6:30 pm social, 6:45 pm program and demo.

Next Board Meeting—Monday, January 30, 2017 at 6:00 pm.
Coral Tree Café, 17499 Ventura Blvd., Encino. Everyone is welcome to attend.

January/February 2017
SFVAC Paint Rag
P.O. Box 16404
Encino, CA 91416