



FOOTHILLS ART ASSOCIATION

FOOTNOTES

www.foothillsartassociation.com

JULY 2019

July

*No meeting or demo.
The gallery is open.*

July 11

Take-in: (11 am -4 pm)

July Featured Artist

Midge Hyde

August 1

*No meeting or demo
Take-in: (11 am – 4 pm)*

August Featured Artist

Rusty Arnesen

September 5

Meeting & Demo

Gallery at Porter Hall

4910 Memorial Drive
University & La Mesa Blvd.
(619) 464-7167

Gallery Hours

11:00 a.m. - 4:00 p.m.
Tuesday thru Saturday
(Closed Sunday and Monday)

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July Featured Artist at the Gallery

Midge Hyde

Midge Hyde, who is an art teacher and promoter as well as an artist, is fascinated with color and the way it influences the canvas narrative. Whether the subject is more realistic or abstract, she enjoys the artistic journey. Her artwork will be featured at the Foothills Gallery during the month of July, and she hopes that you will visit the gallery to view and enjoy her work.

Midge was born and raised in San Diego and *(continued on page 3)*

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Message from the Chair...

In early June, while visiting my daughter, her hubby and three of my grandkids, in northern California, there was a “Mulch Madness Party” at their house one Saturday. To encourage water conservation, their city sponsored the cost of providing the compost, mulch, cardboard rolls and drip-sprinkler system parts to residents willing to replace their high water- use lawns with mulch. With a flip, flap and flutter (and the help of amazing friends and family) the conversion only took 3 1/2 hours during which “Mount Bandini” in the driveway was reduced to nothing and the mulched areas were in place. So, what does this have to do with art? It provided me with a weekend array of source material, see...



In June, back at Foothills, we had a great time at Lisa Bebi’s guest artist demonstration introducing us to the Gelli monoprint process tools, materials and techniques. Who knew you could create such unique one-off artworks using a Gelli pad, multi-colors of acrylic paints, an assortment of stencils and objects and a roller to transfer the image to a plain sheet of copy paper. Lisa shared her insights of using glue gun squiggles as a resist to form distinct shapes and forms on a monoprint work. She also showed us the process of transferring a slick paper magazine image onto the acrylic painted Gelli pad surface which then becomes the image on the monoprint surface. What fun... ..and I confess, as a try out different media ‘junkie’, I quickly bought a starter set of Gelli arts equipment and paints to give it a go at her June 15th workshop.

Did you know there’s a new ‘Pied Piper’ in town? His name is Gary Dyak and he’s attracted and brought together a weekly Wednesday gathering of accomplished, incredible artists at our gallery. The group is known as the San Diego Drawing Guild, and as we’ve seen in our recent juried show, they create award winning artworks. The artwork of the group is currently featured at the gallery through June. I hope you take some time to view and enjoy the visual pleasures they’ve provided. Many thanks to the Drawing Guild for being our Foothills featured group for the month. (continued on page 6)

Member News, Activities, Events, and Programs

This is membership renewal time! We hope you have found your membership in the Foothills Art Association valuable and you will renew your annual membership. Renewals are due in July. You will find a renewal form on page 8. Send it in with your renewal check today.

There is no July or August meeting/demo. But, the gallery is open, as always. Take-in for the July exhibit will be delayed until Thursday, July 11th due to the Independence Day holiday. Gallery sitters are needed during the summer, so, please, call the gallery to sign-up to sit for a session or two.

Art + Garden in the Park: Show & Sale has been rescheduled for Sunday, September 8th at La Mesa's Harry Griffen Park. Who would have thought that our originally-planned event, in May at MacArthur Park, would be rained-out? But, we're confident that we won't see any rainclouds in September. So, mark your calendar and get your repertoire of artwork ready for the show and sale.

A prospectus for the 2019 Wildlife in Art show can be found at: www.foothillsartassociation.com

Our appreciation to Roz Oserin's husband, Dan, who bought and set up a new printer for the Foothills Gallery.

Hazel Waters, will be retiring after serving many years as the art curator for the Rancho San Diego Library. The library is looking for a replacement art curator to organize the monthly shows in the library, starting January 2020. "I have really enjoyed this 'job' for several years. I have met some wonderful artists and the library staff is just the best to work with," says Hazel. There are twelve shows/year and several months are "auto-filled". Photography is welcome and requests by artists to show are received regularly. If you are interested, please contact Brenna Ring at Brenna.Ring@stdcounty.ca.gov. Hazel says, "If you would like further information, I will be happy to advise."
(continued on page 4)

Midge Hyde *(continued from page 1)*

she graduated from SDSU with a fine-arts/liberal-arts degree. She also studied at the University of Hamburg in Germany and at Chelsea College in London. Her artwork is shown in collections in Germany, Montreal, Canada; Kuwait, San Diego, Los Angeles, and New York.

For years, Midge has taught adults as well as children in Montessori schools, after-school art classes, and classes at the San Diego Children's Museum. Her work has shown in public places in murals and on many electrical boxes, and she has painted for private commissions, as well.

You can learn more about Midge by visiting her website at www.midgehyde.com, or her Facebook page, or Instagram. You can contact her at midgehyde@gmail.com or (619) 466-3711.



Member News (continued from page 3)

Call for artists at the library: Midge Hyde coordinates art shows at the La Mesa Library and the Fletcher Hills Library. She invites artists who would like to show their work at either library to contact her at (619) 466-3711 or midgehyde@gmail.com.

Annette Cirillo participated in the juried “Liberty Station Talmadge Art Show” in May. She says, “I did sell some paintings and crafts... We had a great turnout at the event in spite of a stormy, rainy day. Thankful it was an indoor event.” Also, Annette has been invited by local artist Stephen Fishwick to show her artwork, on June 23rd, in the “Art Walk at Vintana Restaurant “ in the Escondido Lexus Dealership.

Jenny Ferrone’s two oil paintings were juried into the San Diego County Fair at the Del Mar Fairgrounds. The fair runs through Thursday, July 4th. It is closed Mondays and Tuesdays in June.

Laura Wentz and her daughter, Kathy Casanova, will team up for an art exhibition at the San Carlos Library (July 8th -August 1st). An Artists’ Reception is Saturday, July 20th (noon to 2:00 pm). More information can be found on the library's website at: www.sancarlos.libraryart

Phebe Burnham has an entry in the “Masters of the Moment” show at the Olaf Wieghorst Museum in El Cajon sponsored by the East County Art Association. The show runs through June 28th.

Sandie Seckington has three paintings in the East County Art Association’s "Masters of the Moment" show, two paintings at the San Diego Watercolor Society’s display at the Point Loma Credit Union (May–July), and one painting in the SDWS June Members' Show. And, her painting-collage “Journeys” has been juried into the SDWS October International Exhibition. She says, “Woo Hoooo!”

Mystery solved! Drew Bandish’s painting from the May show has been found and returned to him.



The Foothills Art Association invites you to...

Renew Your Membership

(Fiscal Year July 2019- June 2020)

We hope that you have found your membership in the Foothills Art Association rewarding and that you will continue to be a member of the organization. It is now time to renew your membership for the coming fiscal year. (Exception: If you joined after April 1, 2019, your membership is current until June 2020.)

To renew, print and complete the form on page 8. Mail it with your renewal dues by June 30th.

To learn more about the activities and benefits offered by Foothills, contact Roberta Labastida at (619) 460-5418 or rudylabastida@cox.net.

Library, Art Collections and Botanical Gardens

A Visit to The Huntington

by Nora Sanders Curran



In June, I went on a bus trip with the San Diego Watercolor Society to The Huntington estate in Pasadena. When we arrived, we were given maps of the 120-acre estate. Then, we were on our own to explore and experience all that the Huntington has to offer.

This being my first visit to the Huntington, I was eager to take in as much as time would allow. So much to see in such a short time. I was torn between staying indoors to “do” the museums and library, or spending my time outdoors enjoying the gardens on a lovely, warm day.

Unfortunately, Gainsborough’s *Blue Boy* was being restored and was not on display. I was disappointed because, last year, I had visited Sudbury in Suffolk, England, where he was born. That part of England inspired and is featured in the paintings of many English painters, including Reynolds, Gainsborough, John Constable and others. The docent told me that sometimes visitors are allowed to watch the restoration process, but in this case layers of varnish were being removed and this is done away from the public. Realizing that visitors would be disappointed if Gainsborough’s *Blue Boy* were not on show, the management had placed a cardboard cut-out on display in the orientation gallery. They offered to take my picture next to the *Blue Boy* cut-out and I obliged.

Coming from England, where I had visited most of the galleries in Europe, I decided to give the European Gallery a miss. Instead, I headed for the American Art Museum where I could increase my knowledge and understanding of American art. A week prior to our trip, I had watched a PBS DVD on *The Hudson River School* and it was an eye-opener for me to learn about Thomas Cole, Asher Durand, Frederic Church, Albert Bierstadt and Jasper Cropsey—19th Century artist pioneers in the Hudson River Valley.

The American collections at The Huntington include paintings, quilts, tapestries, furniture, pottery, photographs, prints and silver dating from the 17th to mid-20th Century. Photography (without flash) is allowed, so I took lots of pictures. Among the highlights: Andy Warhol’s *Crushed Campbell’s Soup* and Mary Cassatt’s *Breakfast in Bed*. A knowledgeable docent told me that in 2005, actor Steve Martin had donated \$1 million for the purchase of more artwork.

Then, I then made my way to the Library to see a copy of Chaucer’s *Canterbury Tales*, beautifully illustrated with illuminated letters and calligraphy. It reminded me of reading *The Prologue* and *The Wife of Bath’s Tale* in high school as part of our English curriculum. I never dreamed that one day I would see an actual original! As teenagers, we struggled with the medieval vocabulary and giggled over some of the “naughty” and explicit passages in the tales.

Near the Chaucer exhibit was a display case containing the Gutenberg Bible (circa 1455), named after Johannes Gutenberg, creator of the printing press. It is in two volumes—both heavy tomes and beautifully illustrated. Even after printing had been invented, they continued to decorate and illuminate books, as they had previously done with manuscripts. It was a marriage of art and printing.

From the library, I made a quick dash to the Chinese garden and from there back to the restaurant for a cup of coffee. Then, it was time to catch the bus back to San Diego. It was a beautiful day that ended too soon. On the way home, most people agreed that more time is needed, perhaps a couple of days, to do the Huntington justice.

Message from the Chair (continued from page 2)

My goodness, time does fly...it's summer break at Foothills in July and August. Our next Member's Meeting/Demo will be September 5th. However, during the summer months, we will continue to have our members' shows at the gallery, so keep your creative juices flowing and show your works at the gallery during the summer. For September, I'm excited about having Connie Grace, whose works are astonishing, as our guest demonstrating artist. Both her demo and workshop will be 'not-to-miss' events. Then, in October, look out and duck, because I will be our demonstrating artist. I'll share a few insights about the vibrant, luminous Dr. Ph. Martin Hydrus watercolor paints that I enjoy using in creating my works.

By now, you know that our May 19th Art + Garden in the Park: Show & Sale was rained-out. But, we worked with the City of La Mesa folks to reschedule our combined Art + Garden in the Park: Show & Sale for Sunday, September 8th at Harry Griffen Park in La Mesa. It should be perfect weather (without rain) and many shade trees at the park will let us get out of the sun when needed. Our garden friends at *La Mesa Beautiful* are planning to participate in our September show and sale too. Yay! More particulars on the event will be shared when we get closer to the date.

Scott Trimlett, President

SAN DIEGO DRAWING GUILD

Wednesdays (10 am - 2 pm) at the gallery

\$2.00 fee and participants are encouraged to bring their lunch

For information: Gary Dyak at ggd2@cox.net

LIFE DRAWING GROUP

First & Third Mondays (2-4 pm) at the gallery

For information: Carol Kubie at 619-303-0821

FRIDAY PAINTERS

Fridays (1:30 - 3:30 pm) at the gallery

For information: Skip Mills at sundeanxv@att.net

Foothills' Entry Form

MEMBERS SHOW – JULY 2019

Title _____

Name _____

Medium _____

Phone _____ Cost _____ +Tax

Foothills' Entry Form

MEMBERS SHOW – JULY 2019

Title _____

Name _____

Medium _____

Phone _____ Cost _____ +Tax

Let's Discuss Painting

To Market, to Market, Jiggity-jig

by Bob Pinner



Are you confused or anxious about selling your art? Do you notice successful art sales and say to yourself, "I'm as good as that." Well, the San Diego Commission for Arts and Culture held a conference at USD to on how we can improve our public recognition. I was able to attend for free, and here is what I learned.

The focus of the conference was online promotion of the arts. Many large arts organizations are using only internet marketing to communicate with the public and their patrons. 30% of budgets are used for marketing, confirming the adage "you have to spend money to make money." 90% of people over age 64 are buying online. 41% of people over 64 are on Facebook which reaches billions of people! As you might guess, 181 million people over age 25 use Facebook, especially younger folks.

Person-to-person contact is still vital for an artist to engage with and develop patrons. However, an online presence provides a necessary resource for the artist's marketing in this digital age. The conference experts advised using Facebook, Instagram, YouTube and standard email as the most cost effective marketing tools. This requires many of us to go back to school, and it's a lot easier to do that by simply going online to those services and exploring their websites. You must register with each one, of course. You can learn a lot by looking at others' websites.



Now, in prelude to joining Facebook, etc. you need basic skills which I think most of our members have. You need to be able to open a browser, search the web, download and upload files, make digital photos of your art, use email, attach files to an email, for starters. If you are very serious about online marketing, you can also find people to do it all for you for a nominal fee. Foothills registered its website at wix.com and you can also do it for free.

Once you have a website up and running, there are ways to analyze the traffic you get and ways to promote your site so people will also look at it. Facebook offers "post boosting" and "ad manager" which have a fee but will keep your site from getting lost amongst millions of others. Google Analytics and Google Optimize can tell you how much traffic you are getting and if your site displays well. A website with glitches is not worth visiting. You should also find out how to make your website optimized for the cell phone, which is where most people are looking now.

Email marketing requires you to develop a client list. This is where person-to-person contact is helpful, but a list can also be collected online from people who visit your site. You have to ask. Sending your potential clients regular emails will keep you on their minds. But, these emails must be carefully designed to be attractive and to include helpful or entertaining content and pictures. Always answer any email you get from clients, and be chatty. Get data on who actually opens your emails. Give special discounts to your followers. Encourage them to "share" on their Facebook. People may recommend you to their friends.

Final word, and above all, put your client first and put yourself out there!





FOOTHILLS ART ASSOCIATION
P.O. Box 794
La Mesa, CA 91944-0794

Annual Membership Form

*The Foothills Art Association welcomes your membership.
We strive to provide local artists with opportunities
to expand their experience and to show their artwork.
To join or renew, print and complete this form.
Mail it with your annual dues to the address below.*

Name _____

Address _____

City _____ Zip Code _____

Telephone _____ Email _____

<u>Enhanced Membership</u> (includes hanging/selling + website gallery)	\$ 40.00
<u>Active Member</u> (includes hanging/selling privileges)	\$ 30.00
<u>Associate Member</u> (excludes hanging/selling privileges)	\$ 20.00
<u>Junior Member</u> (under 18-years old)	\$ 15.00

New Member _____ Renewal _____ Updated Info _____

Are you interested in volunteering to help with Foothills' activities? Yes ___ No ___

My signature below releases the Foothills Art Association and all persons connected with the exhibiting and handling of works of art submitted by me from any responsibility for the loss or damage by fire, theft, or other hazards connected with the exhibiting and handling of those works.

Signed _____ Date _____

Print and complete this renewal form, and mail it with your check to:
Foothills Art Association, P.O. Box 794, La Mesa, CA 91944