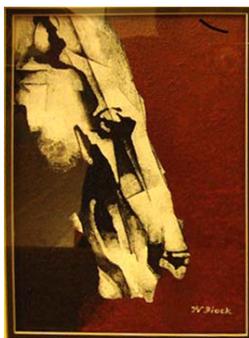


**EAST VALLEY ARTISTS
268 N. CRAGMONT AVE.
SAN JOSE, CA 95127**

TO

EAST VALLEY ARTISTS February 2014

ARTIST OF THE MONTH



1st place Lolla McMurray; 2nd place Robert Johnson & Wendell Fiock. 3rd place Julie Cline & Thong Le

EVA MINUTES January 16, 2014

Clyde reported a bank balance of \$964.86.

Clyde will be our demonstrator next month with his painting to be raffled off at the meeting.

Two New Members: Sandy Sanjurjo and Sarah Nguyen found us through MeetUp. Welcome Sandy and Sarah!

Wendell reported on our **Annual Show:** When we have a date we will begin sign ups and are planning on several people chairing the show together, so the work is shared and the load won't be too much.

He also brought two tables full of magazines and books to share that were taken home in bags by many of our members.

Wendell also reminded people to pay their dues by March 1 so he can print out a new roster of members.

Julie reported on the **website** she has been working on. It's almost done! If you want a page on the EVA website, email digital images to Julie at juliacline@sbcglobal.net

Foothill Pres. Church is changing the venue for their concert series and hope to be attracting many more 'arts' lovers. This is good for us because the narthex is almost ready for EVA members to hang our art and it will be on display for all the people coming to the concert series. As always, 10% of sales will be donated to FPC. EVA has agreed to pay for the hanging materials, so it was decided that every member who wants to hang art at the church will pay a small fee of only \$10 for the 2 months at a time of display. Any extra donations sent in to Clyde at the time of your membership renewal would be greatly appreciated too.

Timon Sloane was our demonstrator/speaker. Timon paints 300-400 paintings a year and sells roughly 50 or more of them each year. He spoke about his marketing plan and gave us ideas and tips for those who want to get into the marketing end of the art world.

Diana Burnell brought 3 lovely paintings and was voted in as an exhibiting member of EVA. Congratulations Diana!!

Wanted: Artist of the Month Co-ordinator : This duty can be shared. Let Jeanne know if you are interested.

CLYDE STOUT, FEBRUARY DEMONSTRATOR

Clyde is one of our hidden treasures. He is a master of watercolor landscape and has a background in graphic design and many years of experience in commercial art. A dedicated teacher, frequently at the Villages, he has offered to donate a painting for raffle. This is a demo not to be missed.

CALENDAR OF EVENTS

- February 3, 1:30pm Julia Cline** Collage Demo at the Villages in the conference room at Cribari Center. Contact Julia Cline, 408 258-4984 or Barbara Gottesman, 408 531-9402, for directions.
- February 9, Free Karen Frey** demo at Hoover Theater, 1:30-4pm.*
- February 20, 7:00pm general meeting: Clyde Stout** watercolor demo and raffle of a painting.
- March 20, 7:00pm general meeting: Linda Seiker** will give a watercolor demo.
- April 6, Free Ted Nuttall** demo at Hoover Theater, 1:30-4pm.
- April 17, 7:00pm general meeting: Robert Johnson** demo on anatomy and realism in drawing.
- May 15, 7:00pm general meeting TBA**
- June 19, 7:00 general meeting with an expert to give help for completing paintings.**
- June 22, Free Lynn Slade** demo at Hoover theater, 1:30-4pm.
- July 13, Free Michael Reardon** demo at Hoover Theater, 1:30-4pm.
- July 17 7:00pm general meeting: Floy Zitten** will demonstrate her watercolor technique.
- August 10, Free Lian Zhen** demo at Hoover theater, 1:30-4pm.
- August Annual Show**
- September 18, 7:00pm general meeting TBA**
- October 11, Barbecue**
- Novembr 2, Free Stephen Quiller** demo at Hoover Theater, 1:30-4pm.
- November 20, 7:00pm general meeting TBA**
- December 18, Christmas Party**

NO GENERAL MEETINGS IN August, October, or December.

* the watercolor society has free demos at Hoover theater, 1635 Park Ave., San Jose, CA 95126.

ARTISTS' GALLERY AT OUR NEW WEBSITE

Our clubs long-awaited website is nearly completed: www.eastvalleyartists.org. Exhibiting members who wish to have an individual gallery page within the site should send Julie 5 to 8 digital photographs of their work. The photos must be of high artistic quality---for example, the rectangular shape of paintings must not be bowed and photos must be clear of reflections that obscure the depicted work. (Hint: Photograph your work BEFORE you frame it.)

Each photo file should be labeled with your name and a number---for example, JuliaCline1 or JuliaCline2. Include a corresponding list within your e-mail message that matches the painting number used on each file name with the title of the work, its unframed size and the medium used to create it.

Members who wish to include a brief bio or artist's statement (plus photo of the artist) and/ or links to personal websites or online galleries that display their art should include this information as well.

Let's recap. Please send the following to juliacline@sbcglobal.net:

- 1) digital files of your artwork
- 2) a list of information about the artwork that corresponds to each file name; list should include the painting number as indicated in the filename, the title of the work, its unframed size and the medium use to create it.
- 3) brief bio or artist's statement
- 4) photo of the artist
- 5) links to sites displaying more of your work

Items 1 and 2 are required. Items 3, 4 and 5 are optional.

WILDFLOWER FESTIVAL AT ALUM ROCK PARK ON APRIL 12TH: CA NATIVE PLANT SOCIETY IS SEEKING ARTISTS

Stephen Rosenthal, president of the Santa Clara Valley Chapter of the California Native Plant Society, would like to enlist our help in teaching children to sketch flowers during the Wildflower Festival at Alum Rock Park on April 12th. He will provide copies of John Muir Laws' Nature Journaling Curriculum to everyone who volunteers to teach. Prior to the festival date, Julie will lead a walk through the park, so that volunteers may familiarize themselves with the native plants that are blooming and relate those bloomers to the Laws' Curriculum. Anyone interested in volunteering may access the Nature Journaling Curriculum online at: <http://www.johnmuirlaws.com/cnps-curriculum>. Depending on the number of artists who are interested in participating, we may also have an opportunity to demonstrate en plein air. If you are interested in participating, please contact Julie (juliacline@sbcglobal.net or 408-258-4984).

HANGING OUR WORK AT Foothill Church

Wendell negotiated a proposal allowing our club members to display artwork in both the Narthex and Fireside rooms at Foothill Presbyterian Church. Church members have been clearing wall space and painting the two areas. In order to cover the cost of a picture hanging system, EVA has agreed to donate \$350 to \$400 to Foothill Church. To help the club reach its contribution goal, the EVA Board welcomes donations. Please send your checks (made out to EVA) to Clyde. You may ask Julie to provide a receipt for your donation.

On January 24th, the Board recommended that Foothill exhibits will hang for 2 months. We will have two club shows per year, one in November/December during the holiday sales season and the other in May/June. Each of the remaining four shows (Jan/Feb, Mar/Apr, July/Aug, Sept/Oct) will be shared by two artists, with each hanging about 12 paintings. A fee of \$10 will be collected from each participant in the 2-artist shows. Participation in club shows will be free to all members. Those interested in participating in the Foothill gallery may sign up at our February meeting.

The deadline for renewing membership is fast approaching so don't forget to renew your membership by March 1.

HAPPY BIRTHDAY TO:



**Candy Yu 2/2
Udell Eby 2/16**

HAVE TALENT- WILL SELL

While listening to Timon Sloane talk about marketing I realized he's worked very hard to get where he is. I think we all wish it could be as easy as "Have talent – Will sell." But, it's not just talent that gets your name and your art "out there". Not only do you need a plan; you need to improve your art and paint a lot of paintings, or sculpt a lot of sculptures, make a lot of jewelry, or craft a lot of your craft. Then comes the marketing end. That is just part of it in a nutshell. Between all of us at EVA – maybe we paint a few hundred hundred paintings a year, too. That's an exciting thought!



Your president, Christine Harkins

ARTIST TIP OF THE MONTH: . "The purpose of making the overwhelming majority of art we create is simply to teach us how to make the small fraction of work that truly soars. The best we can do is to make art that we care about.....and lots of it."

THE ANNUAL SHOW IS FAST APPROACHING AND WE NEED THREE PEOPLE TO SHARE LEADERSHIP. THINK ABOUT IT!

NEW OPPORTUNITY FROM THE VILLAGES THIS YEAR:



FERENC BESZE will teach three more Saturday watercolor workshops at The Villages in 2014: April 5, July 12 and October 4: they are \$75 each. Info: Barbara, 531-9402.

	Christine Harkins	408 578-0307	Membership:	Wendell Fiock	408 806-0919
V. President:	Robert Johnson & Clyde Stout	408 254-2128 408 274-3191	Distribution:	Marcia Vosti	408 259-1641
Secretary:	Sharon Severs	408 281-8237	Exhibit co-ordinator	Wendell Fiock	408 806-0919
Treasurer:	Clyde Stout	408 274-3191	Balloting:	Jeann Wardrip	408 259-5894
Programs:	Clyde Stout	408 274-3191	Greeter:	Udell Eby	408 258-9001
Com. Liaison	Julia Cline	408 258-4984	Refreshments:	Laura Chaboya	408 238-3161
Sunshine	Candy Yu	408 942-0783	Historian:	Candy Yu	408 942-0783
	Jeanne Wardrip	408 259-5894	Social Director	Jennifer Wool	408 937-4445
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