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JULY
Door Prize
Donations & Winners
From Arizona Art Supply
~ Diane McGhee ~
\$25 Canvas Pack
From Blick/Utrecht Art Supply
~ Sharon Michel ~
\$25 Gift Certificate
From Jerry's Artarama
~ Sue Parish ~
\$25 Certificate
From Mona Houle
~ Pat Beans ~
16 x 20 Canvas
50/50 Drawing
~ Irene Donato ~
\$9.00
*Tickets are drawn from
members who have paid their
dues, signed in and received
raffle tickets.*

Guest Presenter for August



Dave Flitner is one of our critique leaders. For over 30 years, Dave has enjoyed being a professional oil landscape painter and being represented by fine art galleries on Scottsdale's Main Street, in Sedona, Tubac, Wickenburg, and in other states. His work has been featured on the cover of the 2014 Tubac Visitors Guide, the back cover of Arizona Highways, the Scottsdale Magazine, and United Airlines/Delta on-flight magazine. Dave's always loved art and credits some of his best drawing lessons to a teacher named Jim Garrison (yes, our man, Jim!) at Mesa Community College. Dave moved on to attend the Art Center College of Design in Pasadena, California, also studying with other favorite artists. This all led him to a satisfying career of art and a vocation of sharing and exchanging his art knowledge with others. It naturally grew into teaching and he's taught art classes at several venues, including the Arizona Art Alliance, local art leagues and communities. He's currently an art instructor at Jerry's Artarama (new class coming up on August 21). His demonstration for us will be of a landscape in Sedona, a gorgeous area to visit, but a real challenge to paint! He'll show ways to tackle problems in design, color, and light ... common threads in all paintings.

~Freddie Lieberman, 1st VP of Programs

Next General Meeting August 5th Member CRITIQUE

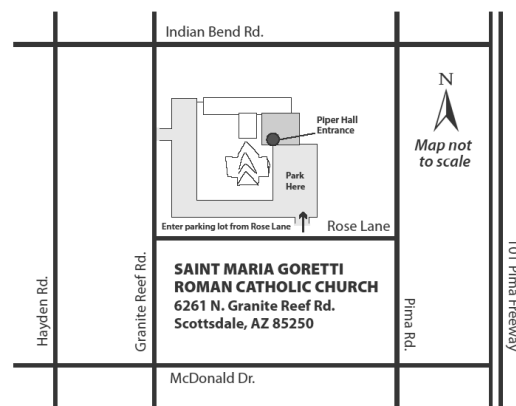
Donna Levine is leading our critique. All members & guests are invited to participate with work and suggestions for the work. Please join us! **Critique begins promptly at 5:45 pm and runs to 6:45 pm** prior to the General meeting. Paintings and drawings do not need to be framed. Unfinished pieces are welcome for suggestions to finish them. **Those members arriving with work after 6:15 risk not having their work critiqued depending on volume of work brought in earlier.**

1 painting only per person please.

We would prefer that participants in the critique please not bring paintings that are freshly wet, oils particularly, as the paint gets on our hands and clothes from handling the pieces and then paint is transferred to other works and the carpet in the critique area. If you have a frame to put the painting in for handling purposes that will be appreciated. Thanks from the critique leaders.

~ Jim Garrison, Critique Master

1st Tuesday Night of each Month after 5:30 p.m.



OFFICERS

President

Terry Hamra • 765-210-8621

• terry2art@yahoo.com

1st Vice President for Programs

Freddie Lieberman • 480-998-8782

• fredarts@cox.net

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Marsha Klinger • 602-283-4047

• marsha.klinger@yahoo.com

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• paintingbypamela@cox.net

Corresponding Secretary

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• rxart@cox.net

Treasurer

Ericka Cero Wood • 480-874-2272

• ericka@cerowoodart.com

BOARD OF DIRECTORS

Membership Chair – Mona Houle

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Newsletter 'Art Beat'

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• karen_m_lockhart@cox.net

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Scholarship - Linda Phillips

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Will Coe • 480-697-0661

• wilcoe@cox.net

Critique Master - Jim Garrison

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Dave Flitner, Donna Levine

Paint-out Coordinator - Rita Goldner

• 480-948-6547 • ritagoldner@msn.com

Webmaster – Ryan Wood

• 480-874-2272 • ryan@cerowood.com

PRESIDENT'S CORNER



Welcome SAL Members and Guests,

As we find ourselves immersed in the heat of the desert's summer months, most of us want to stay in the comfort of air conditioning. Even if it is a dry heat, it is still hot enough to make us ask ourselves, "How long does it take for the car to cool down?"

The attendance at the July 1st meeting was a sure sign of the 100+ degree temperatures. For all of you that didn't make it - you were missed!

At our July 1st demonstration Nancy Christy Moore shared many ways to explore painting using collage techniques. I wish to thank her for her inspiration.

How do you Beat the Heat and stay creative?

Do you paint while taking a cold shower?

Wash your brushes in ice water?

Or go to a cool place in your head and explore your creative playground?

Let me know some of your ideas there is still plenty of hot summer days left to find our cool place and Make ART.

I want to remind you if you haven't paid your membership dues it's time to do that. Also, if a few of you would be so kind as to bring something for refreshments for our August 5th meeting it would be Greatly Appreciated.

~Thank You, Terry Armstrong Hamra, President

Rules for entering Artist of the Month

You cannot enter a piece that has been in the critique that same evening and you must have attended at least 3 meetings this fiscal year.

PLEASE NOTE I also need all information from general meeting by this date also.

News DEADLINE 5 PM ~ Friday, August 8th for September issue

PLEASE send in early! Email to: karen_m_lockhart@cox.net Thank you!

Artwork

Of the Month

1st Place ~ "Blue Chitter"

by Pamela Shearer



2nd Place ~ "Edward"

by Joan Langdon



3rd Place ~ ""

by Ramona Murray





Is your advertising reaching the right market?

Scottsdale Artists League is providing advertising space in their monthly newsletter and their annual membership directory at a very reasonable rate. Our newsletter and directory reach serious artists with the need for artist supplies and materials. **Let them know that you support them with your ad.**

Circulation

Our Newsletter has a direct mailing of 150+ members. In addition, it is sent to all the other art leagues and guilds in the valley which makes your ad available to numerous readers and serious artists throughout the entire Phoenix area. The newsletter is posted to our website and archived for up to a year adding even more value and longevity to your advertising dollar!

The Annual Directory is a tool often picked up throughout the year by other members and organizations for the purpose of contacting artists to inform them of upcoming events and exhibitions. This provides an excellent opportunity for exposure to your business or service.

Rates, Deadlines, and Ad Sizes/Formats

Monthly Newsletter

1/8 page: \$10.00

Size: 3.75" wide by 2" tall

1/4 page: \$18.00

Size: 3.75" wide by 4.75" tall

1/2 Page: \$35.00

Size: 7.5" wide by 4.75" tall

Full Page: \$70.00

Size: 7.5" wide by 10" tall

Discount of 10% for 6 month advertising

Discount of 15% for one year advertising

Printed newsletter is black and white,

with the digital version in full color.

File formats accepted:

PDF, JPG at 300DPI, or TIFF at 300DPI

Ads due by the first Friday of each month.

Annual Membership Directory

1/2 Page: \$200.00

Size: 4.5" wide by 3.75" tall

Inside front, inside back or back cover:

\$350.00 Size: 4.5" wide by 7.5" tall

Printed in black and white,

black and white ad preferred.

File formats accepted:

PDF, JPG at 300DPI, or TIFF at 300DPI

Ads due by the first Friday in July

For more information contact

Advertisement:

Kathleen Maley

480-456-3768 maleyjka@aol.com

PO Box 1071, Scottsdale, AZ

85252-1071

www.scottsdaleartistsleague.org

For **ART BEAT** ads contact

Karen 602-803-0931

karen_m_lockhart@cox.net

=====CUT HERE AND MAIL IN FORM ALONG WITH YOUR PAYMENT=====

Membership Application for the Scottsdale Artists League

Please print and complete all areas that apply

Name: _____

Phone: (_____) _____ - _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Receive monthly SAL newsletter "Art Beat" by: ☐ E-mail ☐ US mail (\$5 additional postage fee)

☐ I want my Website Link* on SAL's "Members Art for Sale" web page
(*\$10 Website link annual fee, must also be a SAL member)

Website address: _____

Art Media Used: _____

☐ I **do not** want my information included in the member directory or the SAL Website

Date: _____

Fiscal year July 1 to June 30 • Minimum Age: 18 Years

Please Check One: ☐ New ☐ Renewal

Annual Donation: ☐ \$42 year - Individual ☐ \$50 year - Family

☐ \$75 or more year - Patron ☐ \$10 year - Website Link*

☐ \$5 year - postage fee (US mail newsletter)

Please check how you will be willing to help the League:

☐ Assist with shows

☐ Assist with exhibitions

☐ Hang and take down shows

☐ Work on a committee

☐ Help with membership

☐ Scholarship Committee

☐ Accept a Board position

☐ Telephone Committee

☐ Other: _____

☐ Assist with Ways and Means

☐ Sell advertising space

☐ Publicity

☐ Plan Workshops

☐ Teach a Workshop

☐ Demonstrate at meetings

☐ Help with refreshments

☐ Newsletter circulation



scottsdaleartistsleague.org

Administrative use only:

Payment type: _____

Check #: _____

Other: _____

Send Application and check made out to the Scottsdale Artists League to:

Scottsdale Artists League, P.O. Box 1071, Scottsdale, AZ 85252-1071, Attn: Membership Chairperson

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ONLINE PRICE CALCULATORS FOR CANVAS AND PAPER GICLÉE PRINTS

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GICLÉE PRINTING • HIGH RESOLUTION PHOTOGRAPHY OF ARTWORK • DRUM SCANNING • ARTIST'S NOTE CARDS

Next Board Meeting is July 22nd 5 – 7 pm

The address is 6900 E Indian School Rd Scottsdale, AZ.

Located 2 blocks West of Scottsdale Rd on E. Indian School Rd.

Parking is in the back of the building and the meeting room is on the first floor to the left at the end of the hall.

Last General Meeting

Thank you to Nancy Christy Moore for doing a presentation for SAL.

Membership Chair Info

We had 33 members and 3 guests for our July General meeting. 68 Total Members have paid dues and will be in the next directory.

For questions on memberships or mailing of newsletter ~ please contact *Mona Houle* 602.721.9676 mona@monahoule.com

Treasurer's report

Expenses were \$824.08

Treasurer, Ericka Cero Wood

• For a Net Income \$1,648.92

• Income for July \$2,473.00

• Total Liabilities & Equity \$33,499.24

Today's Thought

TODAY IS THE OLDEST YOU'VE EVER BEEN, YET THE YOUNGEST YOU'LL EVER BE

Shows

THE BUTTERFLY WONDERLAND SHOW Show is December 5 and 6 - (Friday and Saturday).

Location: 9500 E Via de Ventura, Scottsdale, AZ 85256

9AM- 5PM. 7 days a week

(480) 800-3000 butterflywonderland.com

Great Opportunity to Sell, Sell, Sell!!!! This show will be non-juried and very similar to the DBG show. Your work(s) will hang on panels and I highly suggest your paintings are "suitcase" size so you can sell more. I hope to replace sold artwork with more artwork. Of course your work should be butterfly related. Any medium is welcome.

We will have 5 different days to get into the facility and photograph and at this time the dates selected are tentative as we need to get official approval. Ditto for the times, which are 9AM to 11AM. To get in free, you need to bring something to prove you are a member of the Scottsdale Artist League...like your membership card or even the membership directory. Come at 9 a.m. and stay a couple of hours.

DATES: July 24, (Thursday)

August 20, (Wednesday)

September 12, (Friday)

October 15, (Wednesday)

November 14, (Friday)

Questions, call or email Marsha Klinger @ 602-283-4047. marsha.klinger@yahoo.com

- Jaxine thanked those who hung the SAS Show and thanks to Terry and her crew for the lovely reception. If you have questions on future shows, please contact Marsha Klinger marsha.klinger@yahoo.com.

Fund Raising



And to carry your artwork around.....you will need a carrier to accommodate them....so contact Wil Coe to get your carrier!

wilco@cox.net or 480-695-0661 ~ 50% of profit goes to SAL as a donation. Cost is \$40. Thank you, Wil.



Happenings

Kathryn Kurgan announced to check out the sales and classes at Arizona Art Supply. There are some great events and items coming up!

Hal Stewart was selected to be 'Artist in Residence' at the Mesa Verde National Park in Cortez, Colorado for September 2014. While there, I will study, sculpt, demonstrate, and make public appearances promoting art work. I will, of course, mention the Scottsdale Artist League as it is so important to my life.



Hal Stewart's
newest piece of
a pioneer couple
– haven't named
it yet.

Desert Caballeros Western Art Museum in Wickenburg has added Hal Stewart's "Yaqui Deer Dancer" to their permanent collection. My artwork will be forever on exhibit there. I am so honored and flattered as I consider this one of the prime western art museums in the southwest.



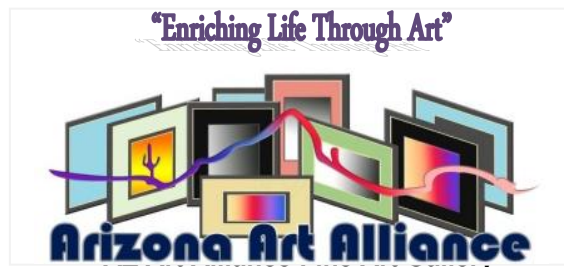
Barbara Bagan was juried into the Practical Arts Third Annual Exhibition, July 2014

Visions of Possibilities, "a fine art exhibition by Gayla R. Bonnell, Phoenix, and Barbara Lacy, Paradise Valley, award-winning local artists, will hang from Wednesday, June 4 through Wednesday, September 3, 2014, at the Beatitudes Campus Town Plaza, 1610 West Glendale Avenue, Phoenix, Az. Viewing hours from 7 a.m. to 7 p.m. daily.

The Exhibition is part of the Arizona Artists Guild's mission to continue its long-standing tradition of art leadership in Arizona by promoting quality artwork for public viewing and appreciation. The Beatitudes exhibitions rotate quarterly. Bonnell and Lacy are juried members of the AAG.



The Arizona landscape is Barbara Lacy's inspiration for her colorful canvases. Naturally, they are bright as if the sun is shining directly on them. Her playful animal canvases show another side of her work. Lacy was a journalist for 40 years, writing for the Arizona Republic and Scottsdale Magazine among others; ending her writing career in public relations for the Maricopa Community Colleges. She now paints fulltime, takes art classes at Scottsdale Community College and helps teach a watercolor class at Life Care Center of Paradise Valley. Lacy is represented by the Wild Holly Gallery, Cave Creek, Az.



10810 N. TATUM BLVD. 102-264, PHOENIX, AZ 85028.
602-870-7610

To access your Arizona Art Alliance newsletter go to <http://www.azartalliance.com/newsletters.html>

- New show information can now be found on the web in the *"Letter from the President."*
- Rita outlined the new show procedures:
 - There will be no more panel rental fee so large work will be easier to show; the work will be hung on walls
 - Individual paintings are juried before each show; discounts will be given to previously juried members
 - Jury fees will be paid with each work entered into the jury process. Pieces not chosen will not be refunded.
 - Any artist from a feeder League is welcome to enter the jury process for each show.
 - Jury fee is \$30.00 per piece; Previously juried members and any artist that has shown in 3 shows receive a discounted fee of \$20.00
 - A 30% contribution will be paid on each piece sold.
 - Show artists may put pieces in the Gift Shop at the show.
 - 4 shows a year are being projected; big shows will have cash prices of \$500, \$250, \$100 and 2 smaller shows will award ribbons.
 - The juror will be a professional, paid artist who is not affiliated with the AAA.
 - Paintings will be dropped off for the jurying and then picked up the next day if not making it into the show.
 - Categories will include Graphic Media, Collage/Ensemble, Photo and Digital, and 3 D art
 - Pieces in the show will be priced over \$175.00.

New Address:

**Southern Commerce Center
2717 W. Southern Avenue, Ste. 6
Tempe, Arizona 85282**

Phone:

602.870.7610

**Nearest Cross Streets are:
48th street and Southern Avenue**

ARIZONA ART ALLIANCE RENTAL SERVICES

**QUALITY SHOW PANELS FOR RENT
ART ALLIANCE CAN EQUIP YOUR ENTIRE
SHOW**

SHOW TENTS FOR RENT

For information on these services
click on the link below

<http://www.azartalliance.com/rentals.html>
To discuss rentals contact Alliance Show &
Event Director Alan Arne at 602-788-6349
or alanarne@gmail.com.

CORRECTION TO AAA ADDRESS.....

CLICK HERE TO SEE ALL THE PHOTOS AND DIRECTIONS TO THE NEW LOCATION, NEW SHOW APPLICATION AND JURY PROCESS <http://www.azartalliance.com/newsletters/July-2014%20Newsletter.pdf>



Oil Landscapes



David Flitner

Put the “3 big pieces” together in your painting!
Light & Shade + Color + Design = Happy Artist!
 (...with a harmonious and unified painting!)

This class will add to your current skill set while introducing smart strategies for better painting and a better understanding of the process.

Thurs., Aug. 21, 2014 1:00 – 4:00 p.m.

At: Jerry's Artarama, Tempe (480-775-6787)

Cost: \$35. Bring your own materials and photo.

So You Want to be a Successful and Prestigious Artist?....

A Six-Installment Editorial

By Karen Lee....

Installment One: Focus and Critique

Fine Art Marketing Director, Karen Lee is writing a six-part editorial detailing the many aspects and avenues of fine art marketing and promotion. We will begin with Focus and Critique....

Focus

When you say the names Pollock, Warhol, Lipking, Saint-Gaudens or Jasper Johns you know exactly what their art looks like. Their work has become an extension of their persona; a representation of who they are and what they've created. Their focus and direction is undeniable and therefore their legacy is complete. That is the dream and goal of every artist. Find your focus and direction and become a master. If you are a figurative artist do NOT even think of picking up a paint brush until you have studied every muscle, tendon and vein within the human body like Di Vinci did so dutifully.... The key is to know your subject matter... COMPLETELY.

Focus has more to do with your art than just the ability to sit behind an easel or mound of clay without distraction. Artistically speaking, FOCUS is the ability to clearly and distinctly concentrate or guide your art toward a clear direction. Successful and prestigious artists are known for being masters of their subject matter. They have chosen their focus (medium/subject matter) and have poured all their energy into a specific genre'. That doesn't mean that an artist can't be a successful painter AND sculptor or paint different subjects. However, when looking at a Jackson Pollock exhibition you don't see his abstract expressionist drip paintings next to figurative realism pieces. Moreover, when viewing Burton Silverman's website the first thing that captures your attention is his glorious figurative oils. Why? Because he paints in different subjects and mediums his predominant focus is figures. In a recent conversation with Burton Silverman he stated that, "Psychological, framed humanism pervades my work that despite technical adjustments for different mediums maintains a strong identifiable essence..." –Silverman. Because Silverman is a master of his genre' his collectors purchase his paintings. Successful artists need to create a "brand" that buyers can COLLECT; a brand that will never decrease in value.

The market is fickle and can change on a dime, however, strong work will always prevail. Art patrons understand that expensive artwork is an investment and a Burton Silverman or Pollock painting will always retain its monetary worth. These artists have directed their focus, energy, and determination into something in which they show great skill, and that's what all successful artists have in common; Talent and FOCUS.

But what does an artist do when they're not quite sure what path to take? This is when the ability to CRITIQUE your own work comes into play. For example, I was invited to an artist's studio to critique her paintings and help find an effective and successful direction for her

artwork. When entering the studio I immediately identified the problem; still-life watercolors, figurative oils and landscape paintings filled the walls. Some impressionist pieces mixed with contemporary and realism. She had a little of everything, but no direction. The good news? She was a brilliant artist. The bad news? She wasn't able to focus her artistic talents into one genre' and medium. I spent a good two hours just pulling her strongest works into one cohesive collection of about ten contemporary figurative pieces. This is not enough to create a "brand", but it's a good start. I challenged her to paint five to ten more that I could then create a successful marketing campaign. To make a long story short, she is now one of the most prominent contemporary figurative artists on the west coast. She just needed someone to evaluate and critique her artwork so she could find her much needed focus and direction.

CRITIQUING

Critiquing your own art can be a challenge... to say the least. Because artists are their own worst critics this process can become a herculean task. Therefore, more times than not, finding someone with a strong eye and sense of marketability of ones work is the next logical step. Although this practice can be difficult the following elements are a good place to start.

When reviewing artwork artistic taste is subjective. However, there are certain criteria that are a must. For example, when painting a landscape depth (foreground verses background), balance, light, shadow, movement and feeling are some of the basic 'elements of composition' a landscape must have.

The following elements are paramount when analyzing artwork:

1. **Strengths:** Every artist no matter the medium or subject matter has other artists they admire. If you're a figurative, representational artist perhaps Robert Liberace or Jeremy Lipking are your heroes. Ask yourself what it is about their work you like most. What are their strengths? Learn to see what it is you like and ask yourself if you see those same components in your artwork.
2. **Correct Form and Shape:** Are all the elements of your work correct? If you are an equine sculptor are all the muscles and tendons correctly placed? Still life paintings always, always use light and shadow to convey a feeling. Do yours? You must mentally separate all the elements of the piece and present them in a balanced, organized form.
3. **Technical Aspects:** Then there are things such as color, shapes, lines, shadows, texture, mood, light saturation, line of sight, values, etc... Does your artwork have all the technical aspects necessary to convey a feeling, a moment or a message?

Questions to Ask Yourself:

1. What do you notice first?
2. What is the overall visual effect or mood?
3. Does the work have all of the technical aspects that a painting MUST have in order to be successful?
4. What sort of textures do you see?
5. Is the subject matter interesting; does it catch your attention?
6. What is the interpretation (meaning/idea) of the piece?

Note: Though these technical aspects are critically important, an artist must never lose the spontaneity of their work.

If you're not sure what direction to take, ask someone who can give you an UNBIASED opinion. No spouse, relative, neighbor or friend can do this on a professional level unless they ARE a professional themselves.

CONCLUSION

Artists are notorious for working on numerous projects at once. Sometimes all they need is to corral their creative energy into one specific plan of action. Although this can be a challenge, it is absolutely necessary. A marketing director, such as me, cannot implement a successful promotional campaign unless the artist has presented one specific series. Be a master of your genre' and not jack-of-all-trades.

Once you have found your focus and selected at least ten to fifteen works for marketing, it's time for DIRECTION. This simply means that in order to get your artwork from where it is now to where you would like it to be, you must find the most successful strategy. No one takes a long trip without mapping out the best course of action. Fine Art Marketing and Promotion is an art form within itself. Whether you are a seasoned professional or student, the business aspects of being an artist must be learned and constantly implemented. Everything from Bio Sheets to Search Engine Optimization is an ever-changing field and sometimes hiring a professional is the easiest route. It is not always easy to talk about yourself for the purpose of publicity, marketing and sales. However, when looking at some of this nations most prestigious artists you will discover they weren't just masters of their genre', but also self-promotion!

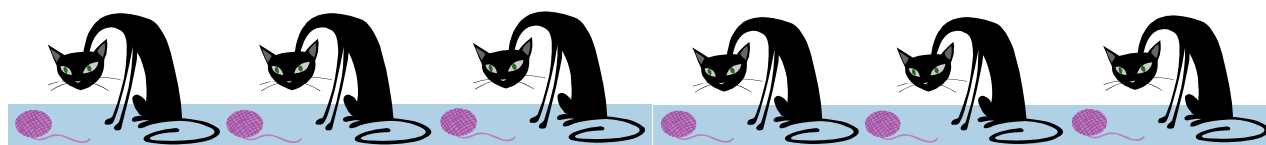
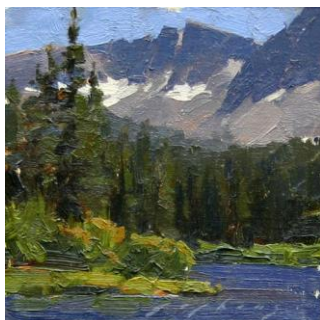
This is where I leave you until next month's issue: Installment #2 "HOW to MASTER SELF-PROMOTION and CREATE the PERFECT BRAND"

If you have any questions you would like to ask Karen Lee you can go to her website at <http://www.KarenLeeFineArt.com> or KarenLeeFineArt@gmail.com and she will answer some of those in the September SAL newsletter.

Or visit www.BurtonSilverman.com,

www.JeremyLipking.com,

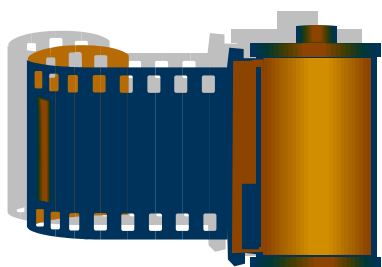
www.JacksonPollock.org



Ok Folks.....this notice is for all of you out there in our league..... photographers, wanna-be photographers, professional, amateur, holiday, occasional, selfie or just a gotcha photo.

We will feature in our September general meeting Art Work of the Month entries ONLY photography!

You will receive more information in the August issue as to just what will be accepted – such as: matted, framed, glassines, giclees, digitized, film, enhanced, computer generated, etcetera, etcetera, etcetera!



Start Snapping!





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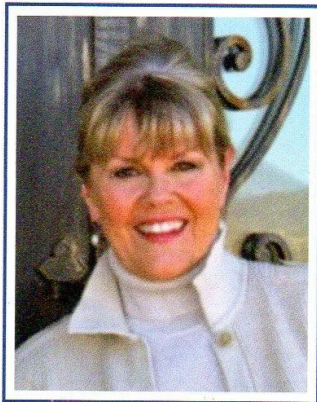
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AUGUST 2014



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