

Letter from the President of Scottsdale Artists League

Hi My Fellow Artist Friends and Art Lovers,

Artist's Block – two dreaded words! It's like being in a sailboat with no wind. Helpless. Stuck. The pressure is on to produce – maybe for an upcoming show, maybe just because we're artists and it's painful to be in that place. This topic is fresh on my mind because an artist friend was writing about it today as he's feeling absolutely stranded in that no-man's land and has a show just around the corner.

I can't speak for other artists, but when I'm in the midst of one, I sometimes wonder if I will ever (yep, **EVER!**) paint something worthwhile again. But I do, and he will. Knowing this doesn't necessarily make sitting helplessly in the void any easier. It is easy to reassure a friend that it will pass; and much more difficult to wait it out when I'm sitting in the driver's seat. What a relief when the mojo returns and I am back in that flow. I do think that's why we're in each other's lives – to help each other by simply saying, "Oh, I so get it." And knowing that, in time, they will be creating once again. The return is like a nice, cold drink on a hot day – welcome and refreshing. I hope his creative juices start flowing again soon. And yes, today I told him, "Oh, I so get it,"because I do!



Warmly and with much love,

Shannon

P.S. With a name like Shannon O'Donnell, I certainly can't forget to wish everyone a Happy St. Patrick's Day (my dad LOVED this holiday and dressed like a leprechaun every year). Time to start planning my corned beef and cabbage dinner with my fav – Irish soda bread! Yummy!

-General Meeting March 5, 2024-

The meeting started with Critique between 5:30 – 6:30

6:30 – 6:45 - Members arrive with snack donations and set up AOM entries

6:45 - Meeting was called to order. Fifteen minutes was used for social time, getting refreshments, AOM voting, buying 50/50 raffle tickets.

At 7:00 Shannon welcomed all members and guests. There were 3 new members and 1 guest present. All were asked to stand and introduce themselves.



-\$20.00 sales table to sell surplus art supplies is available March – June and signup is at the front entrance table. Cathy Bennett was selling her goods this evening.

-Bragging Bench will have a change of location to the front of the room. Dave Flitner explained there are too few participating so the bench will be moved closer to the food where it is more visible. The Bench will be expanded and allow members to show work year round and to anyone who wins a ribbon anywhere, even 2nd or 3rd. Bring paintings with ribbons to brag a bit!

-If interested the January Board Meeting minutes are available in the last eblast.

Membership-There are 80 paid members. Sheri Ashton is going to help with the new membership software, be our software expert and help our membership team (Joanna, Leslie. and Lynn). *Everyone will have a photo, accounting will be automated, email to create your new membership and create a new password.*

ArtBeat – Franco is ready for someone to take over. New member, Patty Hochhaus is stepping up for the News Letter and Sheri Ashton confirmed since last month to be willing to be responsible for SAL's Web Site. They will work together through this transition. Thank you to Franco, Patty and Sheri.

When to use D-Rings vs. Eye Screws. *D-rings when placed on the back of a frame, gallery wrapped, or wood mount, they sit flush with the wall and don't stick out. *Eye Screws can be used inside the edges of a gallery wrapped or wood mount, not on the back because they create a gap between the art and the wall. Shannon brought a small painting to visually demonstrate the use of eye screws.

Show update

Arabian Horse -February 15-25

Devour- February 24 – 25. Prospectus and HH were sent in an eblast. There are slots for 12 artists, 6 each day. Set up is 9-9:15 and the show starts at 10:00AM to 3:00 PM. Artists set up their own stations indicated along the paths, pleinair at your station, only 2 paintings each to sell allowed on easels.

Pearson – March 7 – 9, Prospectus and HH are available on the back table. We will stay open until 8PM on Saturday this year.

Westminster – The next changeout is April 1, reception April 6. Please note there is a new changeout time: 10:00AM to 11:00 AM

Sweetwaters – there were 14 participants this past time. The next changeout is March 28.

Scottsdale Artists School – May 4 – 18. This is a juried show. Set up is Friday, May 3rd, Reception is Thursday May 9th.

MIM – We would love to have a show there. Does anyone have a good contact at the MIM who could help us get started there?

Additional Update

Website – discussion is starting about what we want a new website to look like and what we want and need it to do now and in the foreseeable future.

Scholarship – On hold until we have a new website

Friends of SAL Fundraiser – an eblast has been sent out asking for charitable contributions to SAL as a 501(c)(3) corporation. Donations may be tax deductible – speak to you tax advisor to determine eligibility. We can use all the extra donations we can get as our membership is down and we no longer have the DBG show which in years past brought in a significant amount of income yearly. Please think about donating.

Connecting members with projects or needs – Does any board member, show chair or committee member need help with anything specific now or in the future? Please let Shannon know if you need any help. We have cards now for our shows – will you please take the cards and pass them out where they could help advertise for us.

Shannon asked members who have been in shows or won awards to stand and tell us about their awards. There were so many who told about their shows and awards and I as the recording secretary was impressed at how many from our League were in this category. Shannon asked that all let her know and she will put out an eblast about their accomplishments.

Upcoming Field Trip – Saturday March 23rd – Wickenburg. If 8 plus members join the group, we can get a special rate and tour at Cowgirl Up – an exhibition of women cowboy artists.

We have to request it two weeks in advance so please call/text/email Shannon if you want to join

February Board/Business Meeting – Zoom, Tuesday, February 27, 6:30 PM. Look for the eblast.

Announcement

Leslie Austin received this invitation to members of SAL from Matt Rolland, contact person from the Devour show at the DBG. Please let Leslie know if you are interested. sending confirmation via email to: laustin39@cox.net

SACCA is hosting the second annual Downtown Glendale Arts & Culture Fest in partnership with the City of Glendale on Saturday March 9, 2024.

At the event, they are hosting a showcase of several public safety vehicles. The idea is to have several plein air painters live painting the vehicles being displayed on canvases. The participating artists would each receive a \$150 honorarium and be provided with a canvas. The paintings would be given to the public safety museum as a gift at the end of the event. Would any of SAL painters be interested in being featured for this activity?
The event will be held at:

2024 Downtown Glendale Arts and Culture Fest

<https://www.downtownglendalefest.com/>

Glendale Civic Center 5750 W Glenn Dr, Glendale, AZ 85301

Saturday March 9, 2024.

10 AM – 6 PM



Professional Presentation



by Barbara Mainzer

After creating amazing artwork, the framing and hanging are the next important, essential steps.

Framing can be custom, professional and expensive or done with standard purchased frames. Not all artwork requires a frame, like stretched canvases and wooden cradles, but the following hanging suggestions apply just the same.

The proper placement of the D-rings or screw eyes is very important in the overall ease of hanging. Approximately 1/3 of the overall height measurement is the appropriate placement for the hangers. Never use sawtooth hangers. The wire should be of a size and weight adequate for the artwork but not overly heavy. If the wire is pulled extremely tight, it makes it very difficult to get your hand behind the artwork to ensure that the wire is on the hook. If the wire is too loose, it may expose the hook above the artwork.

The ends of the wire should be taped or encased in plastic sleeves that can be crimped to hold them in place. These sleeves are available in the wiring department of most hardware stores. Alternatives to the sleeves are plastic coffee stir sticks. They need to be glued or siliconed in place after covering the wire ends, to prevent movement. An alternative to the sleeve is to wrap the ends of the wire in tape.

The final goal is professionalism in both the artwork and its presentation.

March 2024 Presenter



Shelley Koenigs informed that the March 2024 presenter will be **Kathleen Lawrence-Davis.**



ARTIST STATEMENT

Art is a process of evolution and allows the artist to change and grow with every experience, looking for a chance to enrich both intellect and soul. I shy away from the brand of competitiveness that pits artist against artist, but rather embrace the concept of competing each day only with myself to become a better painter, a better person and, hopefully, share that growth with the viewer.

BIOGRAPHY

A Texas native, Kathleen grew up immersed in fine art watching her mother, a well respected oil painter and museum restorationist. Though there was a distinct lack of training in representational art in the area during her early years she painted privately and stayed involved in the arts.

Moving to the Los Angeles area in the late 80's she pursued a career in art administration, producing concerts and art programs. Missing the joy in creating artwork, she came full circle back to painting seeking private instruction wherever possible. Working predominantly with her mentor, California Art Club Signature Member, Daniel W. Pinkham. She has also studied with Albert Handell, William Hosner, Ray Roberts, Libby Tolley, and T. Allen Lawson.

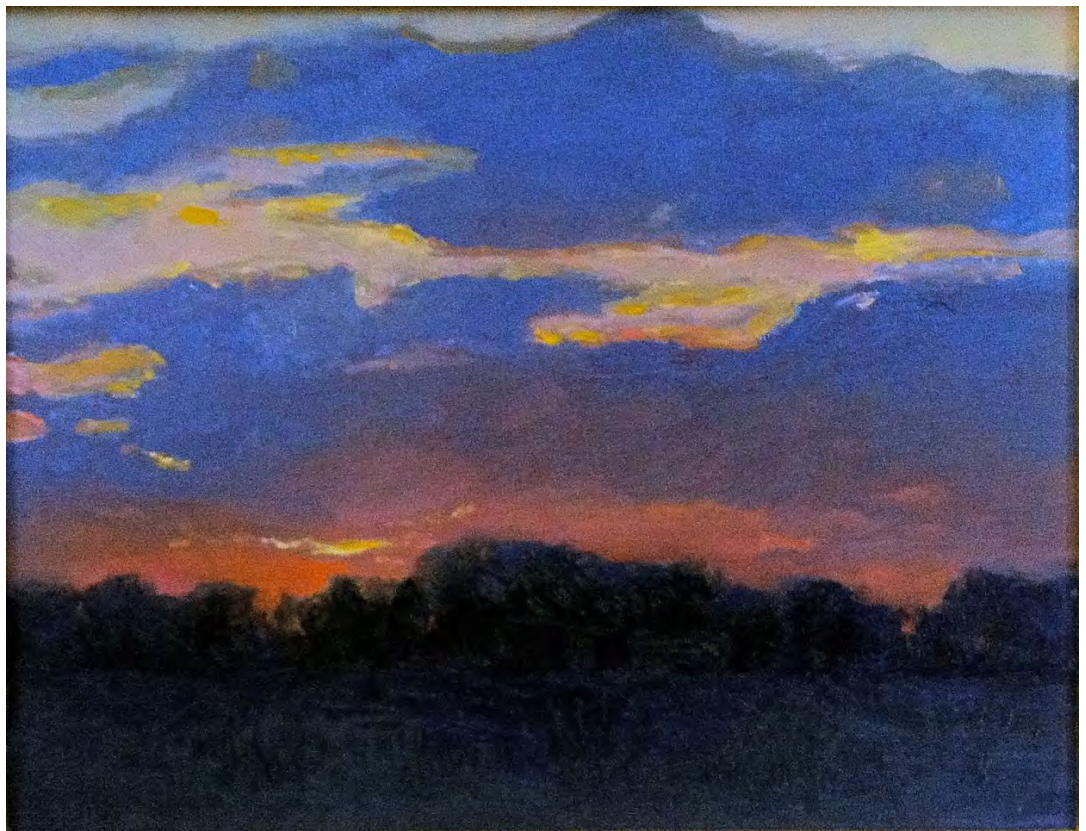
After moving to the California Central Coast in the late 1990's, she began painting "plein air" at every opportunity and exhibiting across the country in competitions, while still working on the "business end" of art for the local community. Painting primarily in watercolor for twenty years, Kathleen started painting in pastel which she calls "liberating", then moved to oils in a desire to achieve greater artistic excellence in the more permanent medium. Her subject focus has become more refined, primarily painting landscape and wildlife.

Residing in Arizona since 2015 she continues to lend a hand for the artist community, stretching her painting skills outdoors and in the studio, and exhibits frequently.

MEMBERSHIPS

Arizona Plein Air Painters, Vice President and Artist Member
Sonoran Plein Air (Tucson AZ), Artist Member
Arizona Pastel Artists, Signature Member
Plein Air Painters of New Mexico, Associate Member

In the next two pages are photos of 3 Kathleen's artwork to show some of her creations.



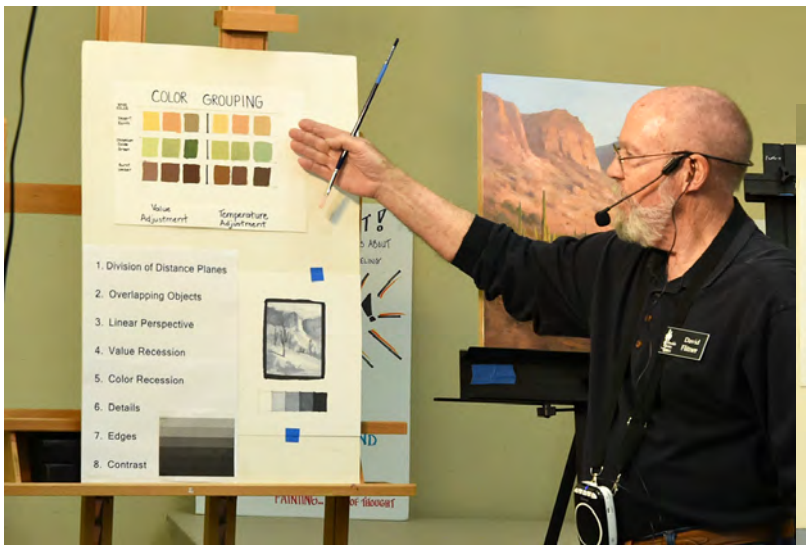


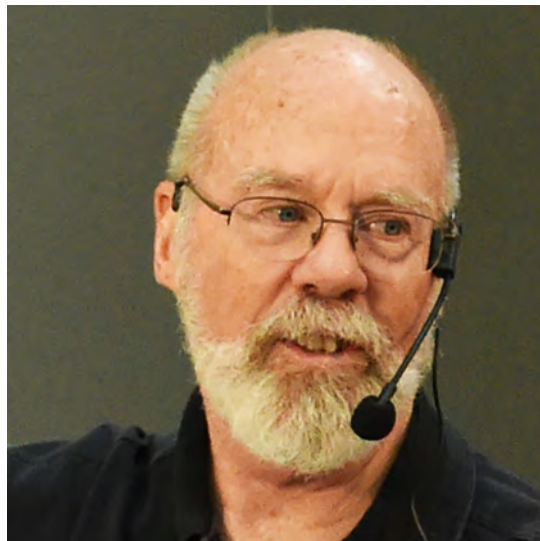
February 2024 Speaker

Guest Presenter: **David Flitner**. A member of the Scottsdale Artists League, shares in the critique at the beginning of each monthly meeting, teaches at the Scottsdale Artists School. His presentation shared how to mix color (hot to cool, darker to lighter), shading, and much, much more.



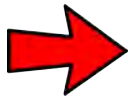




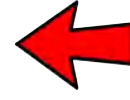


Thank You David!

-Artist of the Month Rules-



Rules for Artist of the Month Contest



All artists who enter must have attended 3 General Meetings within the calendar year.

One cannot take artwork from Critique and enter the piece into the show at the same meeting. A later meeting is fine.

- Dues cannot be outstanding.

- Paintings must be framed or Gallery-wrapped(at least 1 1/2" wide) and painted on all sides.

- If you win a 1st Place ribbon you cannot enter again until the next year.

- Artwork must be original, no "copies of the Old Master" or other works permitted.

- No wet paintings.

Sign in at the table, fill out a slip with TITLE and MEDIUM of the painting and the number assigned to you Display your work on the white clothed chairs in front of the stage with Title and number slip in front of your artwork

For members who attended the General Meeting vote a 1st, 2nd and 3rd Place ribbons will be awarded.



Artist of the month, February 2024

AOM for the month of January 2024 have been presented by Freddie Lieberman, and they are....



First Place

" In her Element "

by Shannon O'Donnell

About this painting and the artist: I love hiking and being outside in nature, especially in areas with lots of trees. "In Her Element" (acrylic on paper) is about that feeling for me . . . the misty sense of the forest around her while it's lightly snowing She's so comfortable and content. I love her red coat and the wisps of hair around her face. It has a rugged, solid feel – you even have the sense that her hat has many stories of its own. She is small compared to the full space of the painting which is also about her connection with nature – its vastness and yet her being fully alive and present and, again, content and happy. Her red jacket is bold yet it feels very comfortable on her as you can see by all of the variations in the reds as it catches the light and other parts are in shadow. She's really enjoying her walk and is truly "in her element."



Second Place Equal Merit
"The Dazzle Desert "
by Augie Tantalo



Second Place Equal Merit
"Midnight Bandit"
by Wendy Johnson



Third Place
"A sense of Vastness"
by Laurel Bushman "



SAL Member Critique



Jim Garrison was leading the critique during February 6th General Meeting. All members are invited to participate with their work and suggestions. Critique begins promptly at 5.30pm and runs to 6.30pm prior to the General Meeting. Guests are welcome.

- Paintings and drawings do not need to be framed. Unfinished pieces are welcome for suggestion to finish them. Participants in the critique please do not bring paintings freshly wet, oil 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.
- Two works per member will be accepted.
- work submitted after 5.30pm may not be critiqued depending on volume of work.
- work submitted for critique cannot be submitted for artist of the month on the same evening.

Jim Garrison, critique master
Dave Flitner, assistant





January News from Arizona Art Alliance



Greetings,

I hope this message finds you in good health and high spirits.

The start of 2024 has been eventful for me, and not exactly in the way I anticipated. A burst of activity came our way as David and I uncovered a leak in our guest bathroom, causing an unexpected ripple effect into our kitchen. The ensuing repairs led to an unplanned two-week stay in a hotel for Gracie (cat), David, and myself, while Oliver (dog) enjoyed some quality time with his best friend, Wynn, and their family. The kitchen and bathroom are now in the process of a complete overhaul, with the renovation expected to take at least another month.

Reflecting on the challenges that have presented themselves, I find a familiar theme emerging - one that echoes the lessons learned in 2020: Derailment. Displacement. Renovation. Distraction. Pivot. These words now set the tone for the year ahead.

Amidst the initial stress, I took solace in a timeless lesson: the realization that I have a sufficient amount of time for whatever comes my way. This mindset shift removed the anxiety, urgency, and rush from the equation, allowing me to navigate challenges with ease rather than stress.

In the midst of chaos, I recalled David's mantra: 'make art about it.' However, I've come to understand that the act of "making art" is inherently valuable, irrespective of whether it's explicitly about our current circumstances. Simply starting the creative process allows what's truly on our minds to surface in due time. Research underscores the essential benefits of engaging in artistic expression for our wellness and wellbeing, and it has been a lifeline for me especially in these past few weeks.

I'm curious to hear about your experiences with art during difficult times. Share your stories with us at info@AzArtAlliance.com.

On a brighter note, there's a lot happening in Phoenix this month. Below, I've highlighted a few events, and if you haven't already, consider submitting your work to Interpretations IX.

Wishing you creativity, resilience, and a smooth sail through the challenges of the year.

Tess Mosko Scherer she | her
Executive Director Arizona Art Alliance

928-300-7185

Entries Close Feb 20



CALL FOR ART INTERPRETATIONS IX

The 9th Annual Arizona Art Alliance Interpretations Exhibition is open to all members in good standing of any affiliated Arizona Art Alliance Member Arts Organization as listed on the AzAA website.

The theme “Interpretations” is open to inspire all artists to interpret what they see, feel, and hear, and apply it to their artwork

Eligibility: The 9th Annual Arizona Art Alliance Interpretations Exhibition is open to all members in good standing of any affiliated Arizona Art Alliance Member Arts Organization as listed on the AzAA website. A juried exhibition, artists may submit 3 pieces.

Location: WHAM | 16560 N. Dysart Rd., Surprise 85378 (623)-584-8311 and on the Arizona Art Alliance Website. It will also be promoted through Social Media.

Exhibition Dates: March 2 thru March 31, 2024

Show Hours: Tuesday thru Saturday, 10am – 4pm

Location: WHAM | 16560 N. Dysart Rd., Surprise 85378 (623)-584-8311 and on the Arizona Art Alliance Website. It will also be promoted through Social Media.

Specifications:

- 2D artwork no greater than 48 inches on the longest side,
- 3D artwork small enough to display on a pedestal approx. 16” across.
- Jewelry. **Jewelers must provide their OWN locked case with stand or that would fit on a pedestal.** For Jewelers, a submission consists of ONE DISPLAY CASE (see Special Instructions below regarding images).

Entry Fees (non-refundable):

Member Artists | \$40 for up to 3 pieces

Jewelers, Member Artists | \$40 per case

Cash & Ribbon Awards:

1st Place \$400 cash & ribbon
2nd Place \$300 cash & ribbon
3rd Place \$200 cash & ribbon

President’s Award \$100 & ribbon
People’s Choice Award, ribbon only
Two (2) Merit Awards, ribbons only

Submission:

Entries are submitted online through the Arizona Art Alliance Website. <https://azartalliance.com/interpretations-viii/>

Images must be no larger than 5MB or 6 inches on the longest side Image files requirements: name your files with your last name, a space, entry number. Example: Smith 1; Smith 2; Smith 3.

Be sure your image number corresponds with your entry number.

Information required: title, medium, dimensions and price

Payment online through PayPal or Credit Card

Bio and Artist Statement

A short bio and short artist statement must be included with your submission to be posted on the website and on Social Media.

No substitute or additional images will be accepted after completing the application process.

If you need assistance or have problems with your entry, contact Arizona Art Alliance Executive Director, Tess Mosko Scherer at info@AzArtAlliance.com

2-D Artists: images of artwork should have no background/frame visible.

3-D Artists: image may show a simple background

SPECIAL INSTRUCTIONS FOR JEWELERS:

submit THREE images for jurors to view, one photo of your entire jewelry display (items that would fit comfortably in your OWN locked case), and two close-up images of your best jewelry pieces.

A contribution of 25% will be retained by WHAM West Gallery on each sold item. No artist contribution will be taken by the Art Alliance

All artwork must be:

- the artist's original work. No copy giclee prints allowed (photography & digitally-produced prints are allowed as originals).
- for sale (No NFS)
- Artwork that has shown in the WHAM gallery space since 2021 will not be accepted.
- clearly labeled with the artist's name, title of work & medium and price upon delivery to the venue.
- not to exceed 48 inches in either direction.

Art must look professionally framed:

- with wire adequate to support the work (no saw-tooth hangers).
- The wire on the back of your artwork should be no more than one-quarter of the way down the length of the piece.
- mats and glass must be clean.
- Gallery wrap canvases:
 - 1.25" deep or more, must have sides painted & no staples.
 - less than 1.25" deep must be framed.

Instructions for shipping if you are unable to deliver your work in person: If you need to send your art to WHAM please contact diane.freeman@wham-art.org to make arrangements.

Sold Work:

Artists will provide 25% contribution to WHAM on each sold piece.

*Sold pieces may be taken by the patron if necessary to finalize a sale. Otherwise, we encourage the patron to allow the work to stay until the end of the show. There will be no early removal of exhibited work except for the circumstance described above.

Artwork not meeting criteria for the exhibition will be returned to the Artist.

Artists:

- MUST adhere to delivery and pick-up times. Late Pick-up/Storage fee is \$10. for the 1st week and an additional \$5. for each week after the first week.
- retain copyright to the artwork, however Arizona Art Alliance reserves the right to photograph & publish images of artwork for this and future exhibitions, and for use in the Arizona Art Alliance virtual exhibition.

Special Event:

Interpretations IX: Art and Music through a Humanities Lens will immediately follow the Awards Presentation at the Exhibit Reception at WHAM on Saturday, March 9 at 2:00PM. Central Arizona Flute Ensemble (CAFE Flutes) will perform five selections of music that relate to five pieces of exhibited artwork. Viewers will listen to a piece of live music while studying the related image. After each piece, two humanities facilitators with expertise in art and music will lead the audience in a conversation about their experience. Through discussion, we will build meaning, make sense, understand, create dialogue, change perspective, and offer insight about how artists and composers express their ideas, and how audiences process them. Our life experiences and personal sensibilities influence our perceptions as viewers and listeners. This also applies to artists and composers.

JURORS – To be Announced





OPEN CALL
Temporary Public Art Sculptures

Budget: Up to \$8,000

APPLY VIA
LINK IN
CAPTION

Deadline:
Tuesday, February 27th,
at 11:59 p.m. (MST)




April 28 – May 11, 2024 • Museum of Northern Arizona

MASTER CLASS
RESIDENCY FOR EARLY CAREER ARTISTS

The 2024 Namingha Institute is now accepting applications

Six artists will be selected for this two-week residency

Apply at musnaz.org/namingha
Deadline: February 18, 2024
Includes lodging and stipend





iSombra!
THE CELEBRATION OF SHADE

Bloomberg Philanthropies | PUBLIC ART CHALLENGE

*Sombra! The Celebration of Shade will commission artists to create shading and cooling installations in response to extreme urban heat.
Deadline to submit: February 12, 2024
Supported by Bloomberg Philanthropies
Visit AzAA Web site for more information*

OPEN CALL – NEW FEATURE SPOTLIGHTING ARIZONA ARTISTS
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*Open Call – New Feature
Spotlighting Arizona Artists*



Every Tuesday, PhxArtist Spotlight will dive into what inspires and motivates a Valley creative to, well, create. A Q&A with the artist and images of their work will be posted on our INSTAGRAM, FACEBOOK, and TWITTER channels and on the Museum's bilingual blog. The artist will also be highlighted in a monthly email sent to Museum Members, Circles of Support donors, and an email subscriber list of 67,755 followers. Through this work, PAM hopes to amplify the voices of Valley artists and bring their work to wider audiences.

SO WHO ARE WE LOOKING TO HIGHLIGHT?

We'd love to feature artists working across various media, including painters, illustrators, designers, sculptors, printmakers, dancers, animators, musicians, muralists, chefs, drag performers, actors, filmmakers, architects, tattoo artists, photographers—the sky is the limit.

Visit AzAA for more information and to submit your work.



Art N Chat hosted by

Your Art Your Story

Monday 2/12/2024

This month, 'Protective Container' art project from

"Managing Traumatic Stress Through Art" by Barry Cohen.

Art N Chat is a virtual community of suicide loss survivors meeting monthly

This meeting is a safe space for everyone to draw, share and chat and will last about one hour.

Click here to join the private Facebook group; <https://www.facebook.com/groups/706037258089114/> or email info@yourartyourstory.org to receive the meeting link.

Arizona has a robust art community brimming with opportunities for artists. Arizona Art Alliance member Arts Organizations host exhibitions, workshops and other opportunities for their members. The exhibitions are generally juried arts competitions with themes that push the boundaries. Click the links below for current and upcoming opportunities to exhibit, to learn, and network. Be sure to visit their receptions to learn more about their organizations and how you might get involved.

- Arizona Artists Guild
- Arizona Clay Association
- Arizona Pastel Artists Association
- Arizona Watercolor Association
- Ground Floor Artists
- Mesa Art League
- Mountain Artists Guild
- Phoenix Artists Guild
- Scottsdale Artists League
- Sonoran Arts League
- Tempe Artists Guild
- Vanguard Artists
- Westbrook Village Fine Arts Association
- WHAM Art Association
- Wickenburg Art Club

click the links below for additional art shows and events in Arizona

ASU Art Museum
Eric Fischl Gallery @Phoenix College
First Studio
Herberger Theater
Mesa Community College
Olney Gallery:
Yavapai College, Prescott:
University of Arizona Museum of Art
Heard Museum
Scottsdale Museum of Contemporary Art
Tucson Museum Of Art
Sedona Arts Center

Phippen Museum:
Phoenix Art Museum:
Shemer Art Center:
Tempe Center for the Arts:
Museum of Contemporary Art Tucson
Chandler Museum
Yuma Art Center
West Valley Art Museum
Phoenix Sky Harbor Museum
Scottsdale Arts
Center for Creative Photography

PROFESSIONAL DEVELOPMENT TIP OF THE MONTH



Unleashing Your Creativity: Effective Marketing Strategies for Artists

As artists we find ourselves facing the challenge of promoting our artwork in a weirdly competitive and dynamic market. Below are a few innovative and effective marketing strategies that you may leverage to reach a broader audience and enhance your career.

In a world overflowing with creativity, artists need strategic marketing approaches to stand out. By combining a robust online presence and engagement, collaborations, and physical presence at events, your thoughtful marketing will help you stand out.

1. Build a Strong Online Presence

Create a Professional Website: Develop a visually appealing website that showcases your portfolio, artist statement, and contact information. And Be sure to implement Optimize for Search Engines (SEO) techniques to ensure your website ranks high on search engine results, making it easier for potential clients to discover your work.

2. Leverage Social Media Platforms

a. Choose the Right Platforms: Identify the social media platforms that align with your target audience. Instagram and Pinterest are particularly visual-friendly for artists. Facebook is easy to use, and take advantage of Meta Business Suite to schedule your posts on FB and IG. Regularly share your artwork, behind-the-scenes content, and engage with your audience to build a loyal following. Consistency, not frequency, is the key with social media.

3. Share Your Links

Be sure to include the link to your website and social media platforms in everything you do. From posts, posters, show postcards (be it printed or digital) and in your artist statement or biography. This is especially when you enter shows like AzAA where your statement and biography are shared on our website and social media.

4. Collaborate with Influencers and Other Artists

Influencer Partnerships: Collaborate with influencers or art bloggers who align with your style. Their endorsement can expose your work to a larger audience. **Artistic Collaborations:** Partner with fellow artists for joint exhibitions or projects, fostering a sense of community and expanding your reach.

5. Attend Art Events and Exhibitions

Network with Industry Professionals: Attend art fairs, exhibitions, and gallery openings to connect with art collectors, gallery owners, and fellow artists.

6. Participate in Juried Shows:

Submit your work to juried shows for increased visibility and potential recognition.

7. Share Your Story

Blog About Your Journey: Share your artistic journey, techniques, and inspirations through blog posts on your website and in your social media posts. Mix it up by utilizing platforms like YouTube to create videos showcasing your creative process, art tutorials, or studio tours.

8. Email Marketing Campaigns

Build an Email List by encouraging visitors to subscribe to your newsletter and be sure to have a sign-in book at shows and events to gather emails. Through email you can easily update your audience about new releases, exhibitions, and exclusive offers.

These are just a few suggestions to get you started. Let me know how you are doing, where you get stuck or other topics you would like to see covered.

Email info@AzArtAlliance.com

Visit AzAA to see past article of Professional Development Tips

Community Outreach



ARIZONA ARTISTS GUILD (AAG)
N. PHOENIX – 4th Saturday/ month
-Veterans: in-person 10-2 pm
-Creative Distraction: Virtual 2:00-3:00
-Creative Journey: In-person 3:00-5:00
for anyone experiencing loss or grief
including healthcare workers
arizonaartistsguild.net
ArtistsofAAG@gmail.com
call for details | 602-944 9713

MESA ART LEAGUE
MESA – 2nd Thursday/month 9-2 pm
4th Thursday each month 12:30 pm
Last Saturday of the month 1-4 pm
loralee.MAL@cox.net | 480-223-3641
SONORAN ARTS LEAGUE

SONORAN ARTS LEAGUE
CAVE CREEK
-Thursdays 10:00-12:00 pm
martiw04@comcast.net | 530-613-9038

MOUNTAIN ARTISTS GUILD
PRESCOTT
-First Wednesday: 5:30-8:30 pm
-Third Thursday: 10:00-2:00 pm
guild@mountainartistsguild.org
928-445-2510

WHAM (What's Happen'n Art Movement)
SURPRISE
-2nd Monday/ month 10-2 pm
-4th Thursday/month 10-2 pm
MartysFineArts@gmail.com |
623-584-8311



Arizona Art Alliance rents Quality Show Panels:

- medium gray carpet on metal tube frame, can display on both sides
- measures 38.5 inches wide and a total height of 84 inches
- fasten together in any configuration of two or more
- light, strong and easy to handle
- with or without lighting (costs for lighting are extra)
- all the required bracing and hanging accessories
- set-up and delivery (fees apply)

Visit azartalliance.com/rentals/ for more information.

Please follow the Arizona Art Alliance on FaceBook to stay connected and informed.
Visit our website to learn more about the Arizona Art Alliance.



Facebook



AZArtAlliance.com

Arizona Art Alliance is a 501(c)(3) nonprofit art organization founded in 2000. The Arizona Art Alliance is committed to facilitating growth in the Arizona arts community by empowering arts organizations to meet their goals of providing arts events, instruction, and community outreach.

info@AzArtAlliance.com | 928-300-7185 | AzArtAlliance.com

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You are receiving this email because you opted in via our website.
Our mailing address is:
Arizona Art Alliance
4327 E. Lewis Ave.
Phoenix, AZ 85008

Add us to your address book



"Sweetwaters Cafe" Show



The 19th round at Sweetwaters Coffee and Tea is on since January 25th, 2024 through March 28th, 2024. Individual photos of paintings on display can be seen in the following pages. Best wishes to all artists participating for a successful show.



In the following pages 24 through 28 are photos of all paintings exhibited.



Golden Sunset
 acrylic on canvas
 2014
 JP Linnell
 \$200



The Last Cowboy
 acrylic on canvas
 2014
 O'Donoghue
 \$125.00



Mountain Man
 acrylic on canvas
 2014
 \$150.00



Wild Horses
 acrylic on canvas
 2014
 \$150.00



Cascading Floral
 acrylic on canvas
 2014
 \$250





Suzie Dumas
Rural
C. Bander
1. 575



FLORAL
Suzie Dumas
C. Bander
1. 575



INDEPENDENT
Suzie Dumas
C. Bander
1. 575



Path
Suzie Dumas
C. Bander
1. 575

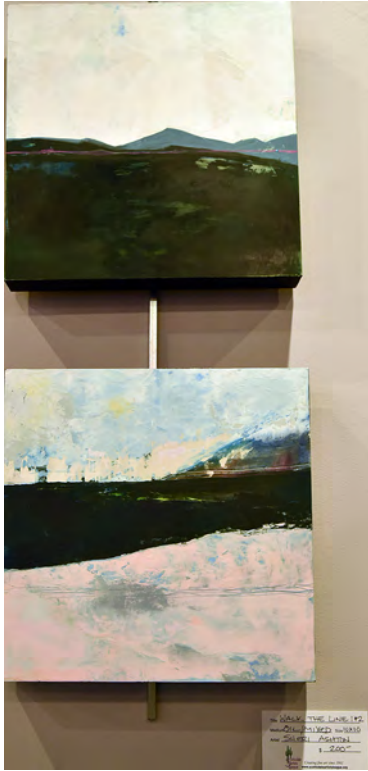


Suzie Dumas
Rural
C. Bander
1. 575



Suzie Dumas
Rural
C. Bander
1. 575

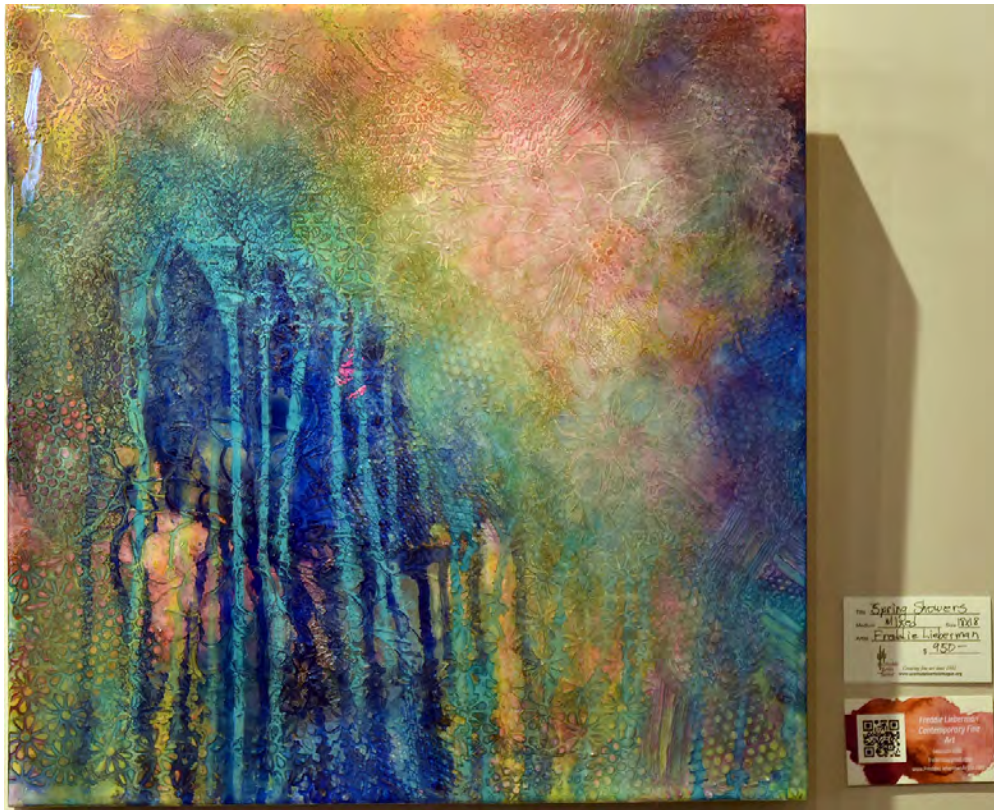




"MAKING THE LAND LIGHT"
 by CHARLES W. HARRIS
 oil on canvas 12x16
 \$1,500



"White Rose"
 by CHARLES W. HARRIS
 oil on canvas 12x16
 \$1,500



"The Spring Showers"
 by FRANKIE LINDERMAN
 oil on canvas 12x16
 \$1,500



Westminster Village Show



The Westminster Village Show is running since January 15th, 2024 and will end up April 8th, 2024. The current show has 8 artists participating with a total of 35 Paintings on display. The reception was held on January 21st, 2024. The residents and the artists participating in the ART WALK voted for their favorites during the reception. Joan Langdon got the "People's Choice" and Brigitte Scanlon got the "Artist's Choice" awards. Best congratulations to Joan and to Brigitte. Best wishes to all artists exhibiting for a successful show.



People's Choice
"Peasant Woman "
by Joan Langdon



Artist's Choice
"Pretty in White"
by Brigitte Scanlon

Here are photos of all artworks on display



the SHARON TRAILING
 water GIBBLE ... \$100
 and B.A. MAINSIEG ...
 \$ 250



the HILLS OF FEBRUARY
 water GIBBLE ... \$100
 and B.A. MAINSIEG ...
 \$ 250

the Blue Berry Frog
 water GIBBLE ... \$100
 and Craig LAMONT ...
 \$ 200.00



Edward
 and
 G. Bunker
 \$ 250

BEST FRIENDS
 water GIBBLE ... \$100
 and BRITISH SCARLEN ...
 \$ 200.00



The COPPER & RUSTY
 Medium Giclee Size
 Artist R.A. MAUNZER
 \$ 250.-



The EYEBOY
 Medium Oil 10x12.5
 Artist Carolyne Gault
 \$ 75.-



The TIGERS
 Medium Oil 10x12.5
 Artist Carolyne Gault
 \$ 75.-



MARKET DAY
 Medium Oil 10x12.5
 Artist Carolyne Gault
 \$ 75.-



The TIGER
 Medium Oil 10x12.5
 Artist Carolyne Gault
 \$ 75.-



LAKE TAHOE
 Medium Oil 10x12.5
 Artist Paul Remy
 \$ 300.00



Sun at Whiter
by G. Binder
1947



Blossom Cap
by B.A. Manzer
2000



Lunch Break
by Paul Ray
1950



After the Rain
by Paul Ray
1955



THESE FACES
by G. Binder
1950



Supper After Prayers, July
by Paul Ray
1950



Marina Del Rey, California
 Acrylic 11" x 11"
 Paul Ray \$160.00



Walking Path
 Acrylic 11" x 11"
 Y. Schaefer \$180.00



My Favorite Dessert
 Acrylic 11" x 11"
 Langdon \$65.00



Moose
 Acrylic 11" x 11"
 L. E. \$200.00



Shoreland Golf Club, Florida
 Acrylic 11" x 11"
 Paul Ray \$175.00



Seaside Seagull
 Acrylic 11" x 11"
 Langdon \$180.00



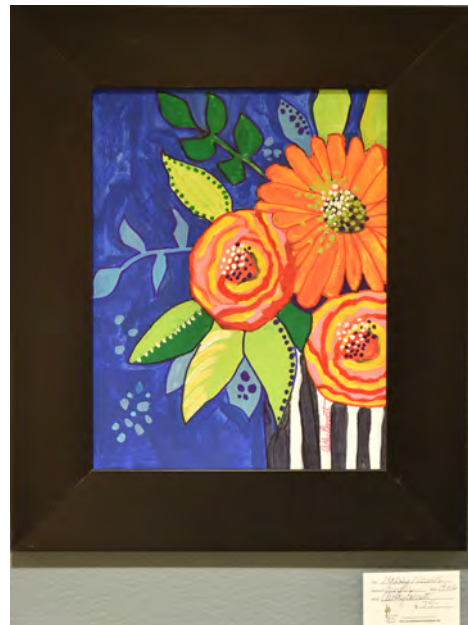
Waiting For Mom
Pencil
C. B. Smith
2014



Mr. & Mrs. Smith
Oil
C. B. Smith
2014



Native American
Oil
C. B. Smith
2014



Flowers
Oil
C. B. Smith
2014



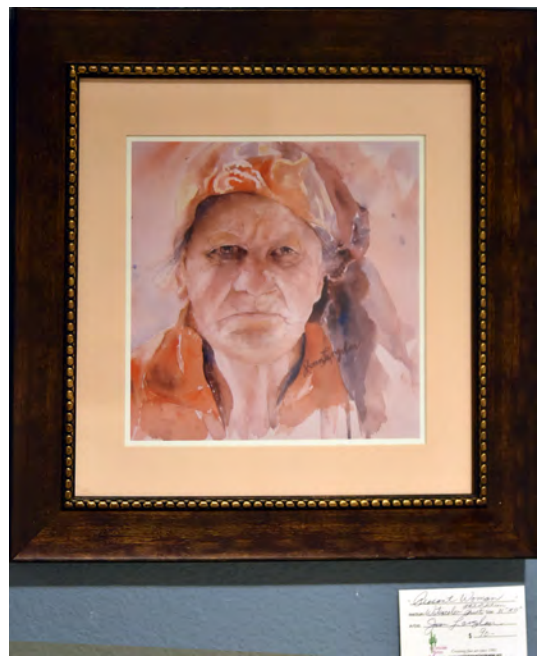
White Flowers
Oil
C. B. Smith
2014



Portrait
Oil
C. B. Smith
2014



The Pansy
 Medium Acrylics Size 6x6
 Artist Marsha Lomas \$75.00



Portrait of a Woman
 Medium Acrylics Size 6x6
 Artist Marsha Lomas \$75.00



The Boy
 Medium Pastels Size 6x6
 Artist Marsha Lomas \$75.00



Field of Flowers
 Medium Acrylics Size 6x6
 Artist Marsha Lomas \$75.00



Large Tree
 Medium Acrylics Size 6x6
 Artist Marsha Lomas \$75.00



Arabian Horse Show



There is a first time for everything and this year SAL was invited for the first time to participate to this important event held each year at Scottsdale Westworld. At the time this report is published, there is not yet any final result as to how the show went for SAL, but with a good degree of confidence we can say that it seemed to be very good. The show started on February 15 and closed on February 25. Ten artists participated and more than 50 artworks were exhibited. Needless to say, the quality of the artwork was very high. In addition to the paintings, one large mosaic/sculpture by Delfina Valentini was exhibited. Each day two artists worked at the booth taking care of sales of all exhibiting artists' artwork. An example of team work and a very cooperative arrangement indeed. The initial setup of the display area was begun and completed on Feb 12th thanks to Marsha Lazar Klinger, Barbarann Mainzer and Kathleen Davis. Most of the exhibiting artists helped, as well as a couple of husbands. During the show days the large number of people visiting created a lot of traffic in exhibition area and many visited SAL's booth. The Carousel Horse Mosaic/Sculpture was like a magnet for the majority of people visiting our booth. Thanks to the Sculpture many visitors entered our booth and ended up buying prints and paintings. In summary, it has been a great show for SAL and we will be back next year too with a loud "*Neigh*"!

A few photos taken during the setup of the booth



Additional photos taken during Show Days











Below are two interesting photos of art connoisseurs who stopped to visit our booth



And this is what remained of our booth after we dismantled it on Sunday 25th



Devour Culinary Classic Show at DBG

Information about this show has been provided by Leslie Austin. Thank you Leslie!

The Devour Culinary Event took place on February 24-25, 2024 run by SACCA and hosted by the DBG. It was two days of perfect weather where our seven artists, Marsha Lazar Klinger, Sheri Ashton, Marie Provine, Gary Binder, David Flitner, Joanna Pregon and Leslie Austin painted with the backdrop of the gardens. The group sold 9 paintings, \$2,275 worth of art with 30% going to our SAL. Thank you to all those SAL Members who made this event such a success!

Below and on next page are some photos of the exhibiting artists at work.





Curiosity

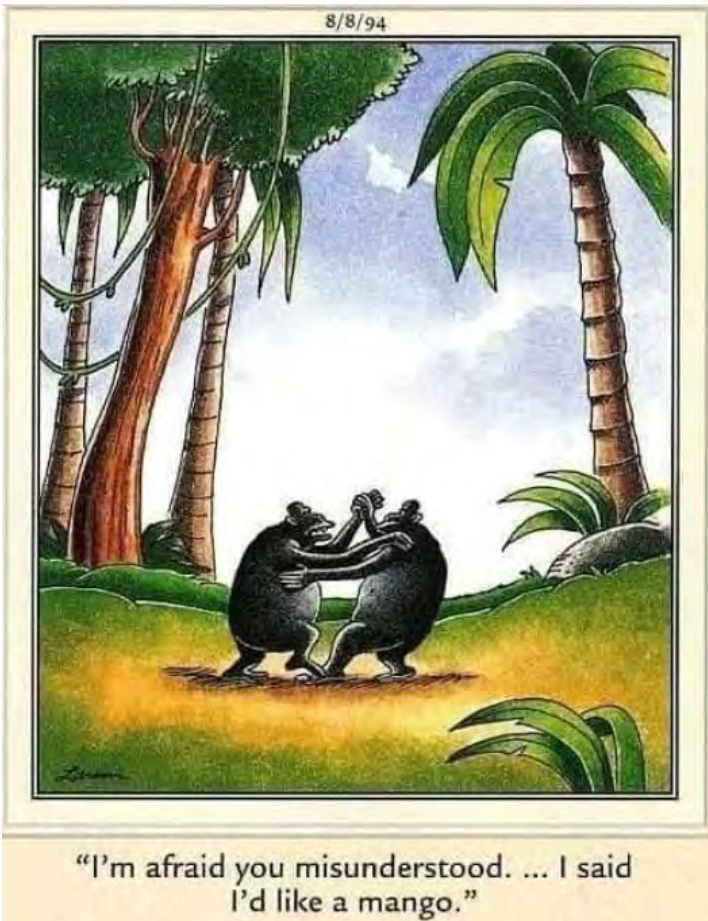
This month curiosity is about YOU being curious

Being curious about yourself and your work can pay off in many ways. It can be part of your creative process. Take a look at your artwork and ask yourself why you made those artistic choices. Pretend that you're being interviewed by an art writer! Why did you choose that color palette? Why did you choose this medium and subject matter? Why did you choose that particular mark? What are you trying to express with this work?

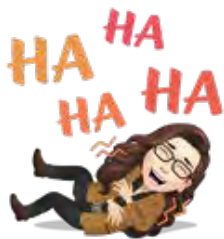


Funny corner

"Art is as good for the heart as jokes or cartoons are great for the soul"



When I get a headache I take two aspirin and keep away from children just like the bottle says.



Inspiring Sentences and Notes about Art

-The greatness of Art is not to find what is common but what is unique.*(Isaac Bashevis Singer)*

-Vision is the Art of seeing what is invisible to other *(Jonathan Swift)*

-The aim of Art is to represent not the outward appearance of things, but their inward significance *(Aristotle)*

-The true work of art is but a shadow of the divine perfection
(Michelangelo)



Complaints page

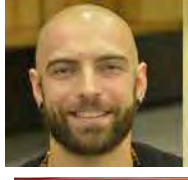


Let's be serious, if you have to complain for something you do not like about SAL, the News Letter or the Web Site, you can speak to us straight or write to let us know what is wrong, sending your email with suggestions directly to:

shannon@paintingsbys Shannon.com or patriciahochhaus@gmail.com

And Don't Forget...

***Communication is the secret of success!
Or better, if you don't speak you don't get.***



Membership


**Currently SAL members 80.
Members attending the meeting not counted**

50/50 Drawing

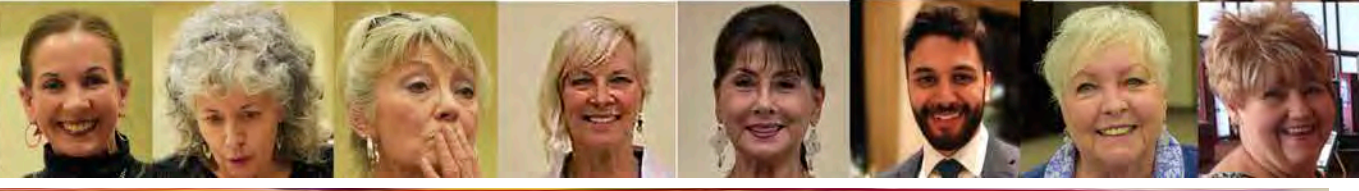
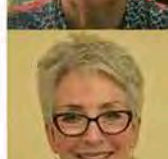
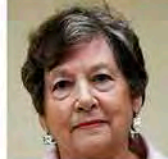
to Cathy Bennett

Arizona Art Supply winner

to Phyllis Barbie



Thank you to everyone who provided the food and organized the refreshment.





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Dave Flitner , 480-831-8958 flitner@cox.net

Membership

TBD

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Delfina Valentini, 602-524-1591 delfinaart@centurylink.net

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Cheryl Prather 480-560-9679 cherylprather42@gmail.com

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TBD

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Greetings to all of you,

As already announced I will be not more involved with SAL Website and the News Letter. Some how I am sad about my decision because after more than 5 years in charge of them I felt them part of me. But the effort and time on my part to take care of these two important tasks took away more and more time and I could not get involved enough in my my primary activity, that is PHOTOGRAPHY.

On the other hand I am glad that two artists decided to take these responsibilities right a way. Their decision will not create any interruption. More, I am sure that their artist creativity will introduce improvements into the monthly Art Beat and SAL Web Site. My best wishes and good luck to Patricia and Sheri.

Each month I have inserted at the end of the News Letter one of my photo. As a way to depart from you as the editor I want to include a photo that represents my primary photographic subject. AIRCRAFT. Since young I have been always in love with airplanes and fortunately I ended up to work in aviation for more than 30 years reaching the position of Regional Director for Honeywell Air Transport Division, with responsibility of marketing and sales for the Mediterranean area, Middle East , East Africa and CIS (Russian and all formerly Soviet Union Countries). To let you understand how much I am attracted by these wonderful machines, each time I hear the noise of an aircraft flying I always turn my head up to recognize what airplane it is.

An airplane takes you from one place to another place and therefore it symbolizes a departure.

Well, somehow I am departing and I have chosen the photo of one of my most beloved aircraft, the F-4U Corsair, to say you good bye my own way.... **CIAO!**



Franco