

DESERT ART CENTER

OF COACHELLA VALLEY, INC



2011-2012 SCHEDULE of EVENTS

November 12 Saturday 9am-11am
Member Orientation

November 19 Saturday 10am-Noon
New Member Art Intake

November 20 Sunday
Jury- New members art intake (includes Gallery Members in a new medium)

November 28 Monday 10am-4pm
Art Intake- Gallery Members and new juried in members

December 2 Friday 6pm-8pm
Opening and Meet the Artist Reception and Teachers Reception

December 8 Thursday 4:15pm
Board Meeting

December 11 Sunday 12 noon
Holiday Lunch at the O'Donnell

December 17 Saturday 9am-11am
Member Orientation

2012

January 5 Thursday 10am
Board Meeting

January 10 Tuesday 1:30 pm
General Meeting with demonstration by **Mandy Main** www.mandymainstudios.com

January 14-22 Daily 10am-4pm
3rd Annual Student Art Show- Small Gallery

January 29 Sunday 10am-2pm
Art Removal from Gallery and Art Intake for the DAC Small Gallery Show, Galley Members only

January 30 Monday 10am-1pm
Art Intake for the Annual Palm Springs Juried Art Show

MEMBER NEWS

Congratulations to **Uriel Romero**, who has received 2nd place in the Palm Springs Art Museum Artists Council Exhibit (ACE) for his collage 'Fido Labyrinth'. Other DAC members juried into the show are **Rick Christie, Hermann Fischer, Bob Hoffman, Linda Maxson, Richard Proctor, Uriel Romero, Bonnie Denver Ruttan, Irene Ryan Maloney, and Esquivel Toscano**. The show opened October 11 and will close on December 4. The Awards Ceremony and Artist Reception will be held on November 16, 5:30 in the Annenberg Theater. See www.psmuseum.org/councils/artists for more information.

Steve Gittleson, a new member, has stepped forward to take on the editorship of the DAC newsletter.

Heidi O'Brien-Bertsche has volunteered to head up the Artist of the Month committee'

Sally Hedberg has taken over the position of recording secretary and **Sharon Joy Mason** will be the new corresponding secretary on the board'

Jean Bradley who teaches an acrylic class on Wednesday afternoons will soon start a watercolor class on Tuesday mornings in the small gallery. Please contact Jean at (760) 770 3777 for information and visit her website www.KauaiArt.com

Matthew Wettlaufer has a one person exhibition at the Aroma Cafe and Gallery in Idyllwild.

Linda Maxson will be doing a clay printing demonstration at the Palm Springs Art Museum on Sunday November 13. Also she was selected to participate in the Southwest Arts Festival, January 26-29 in Indio.

HOLIDAY LUNCHEON- Sunday, December 11: Holiday lunch will be at the O'Donnell this year starting at 12 noon. The cost is \$25 per person. Please sign up and pay in the gallery. *See page 9 for the Menu*

2011-2012 Officers and Committees

Co Presidents	Jonathan Caisse	(760) 902-1690
	Brad Zylstra	(415) 806-5847
1 st Vice President	Louise Passey	(310) 629-8155
2 nd Vice President	Adele Hill	(760) 416-5476
3 rd Vice President	William Johnston	(760) 702-1555
Recording Secretary	Sally Hedberg	(925)788-9862
Corresponding Sec.	Sharon Joy Mason	(760) 341-9126
Treasurer	Terry Casella	(760) 333-0014
Historian	Winnie Collins	(760) 832-7092

COMMITTEES

Art Fair	Don Dietz	(415) 722-7931
	Sally Hedberg	(925) 788-9862
Class Coordinator	Moira Johannessen	(760)-322-2523
Gallery Coordinator	Adele Hill	(760) 416-5476
Events	Robert Rogers	(760) 778-1880
Gallery Sitters	William Johnston	(760) 702-1555
	Suzie Burton	(760) 369-6714
Liaison with City	Karen Brobeck	(760) 322-7303
Newsletter	Stephen Gittleson	(760) 778-4864
Membership	Linda Maxson	(760) 836-0879
Photography	Lea Jenkins	(760) 285-7717
Publicity	Mandy Main	(760) 610-1423
Security	Jonathan Caisse	(760) 902-1690
Screeeng/Jury	Victor Picou	(818) 567-4848
Student Art Show	Don Dietz	(415) 722-7931
Scholarships	Lea Jenkins	(760) 285-7717
Telephone	Suzie Burton	(760) 369-6714

Please review the committees and share your expertise by volunteering and have fun. meeting new people in our organization!!!

NOVEMBER 8 GENERAL MEETING

Brad Zylstra introduced the names of **Adele Hill**, Chair, **Victor Picou**, **Winnie Collins** and **Louise Passey**, as alternate, who have agreed to run for the nominating committee for 2012-2014 Executive Board. Since there were no further nominations from the floor it was declared unanimous and they will proceed to select nominations for the board for presentation at the March 2012 General Meeting.

The meeting was followed by a general discussion on marketing your art coordinated by **Sally Hedberg**.

SPECIAL THANKS TO:

Alice O'Neil and **Sharon Salcido** for setting up the coffee and refreshments at each general meeting.

MEMBERSHIP ORIENTATION TRAINING

We are continuing our membership orientation and training program for all members. A requirement for new members to be juried in as a gallery member. Training is especially important for gallery members to refresh themselves on the workings of the gallery.

Seventy DAC members have completed the 2 hour training on the new desk procedures, responsibilities of being a member using the scenario questions and writing an Artist Statement complete with pictures for the Artist Bio Book kept in the gallery. Another 22 will complete the training on November 12, bringing the total to 92 members.

There are still some hanging members who have not been through the training. The next available training will be on Saturday, December 3, from 9 am-11 am starting in the small gallery. If you have not yet signed up, call **Sally Hedberg** at 760-671-5000 or email sallyhedberg@gmail.com This training is designed to make everyone feel more a part of this co-operative gallery. DAC Treasurer **Terry Casella** has already noticed fewer mistakes on sales from those who have been trained.

If you are not a gallery assistant, but would like to be one please contact **Brad Zylstra**, brad_zylstra@yahoo.com, for details.



DAC SPOTLIGHT ON:

Heide O'Brien-Bertsche



How long have you been a member of DAC?

I have been a member for several years.

If you could meet anyone in the art world, whom would you pick? Why?

I love the character of Picasso's work. Especially his interpretation of the world and lust for life.

What book or film did you recently enjoy? Why would you recommend it?

THE LANGUAGE OF DRAWING by Sherrie McGraw is a fabulous book that helps to encourage the drawing process. It teaches how to see and heightens the sense of observation.

Something I've always wanted to learn is...

how to fly and skydive.

My first art work was ...

a floral of daisies.

Complete the phrase: People would be surprised to know that ...

I was a singer in a jazz band called 6 Sounds.

My biggest challenge is...

to be the best painter I can be. To be able to interpret and put on canvas what I feel.

SMALL GALLERY SHOW

Friday, February 3, through Saturday February 25, the Desert Art Center will hold a 'small art show' in our small gallery for members during the Palm Springs Juried Art Show that will be held in the main gallery.

The theme of the show will be 'Modernism'. We will leave the interpretation to the artist. The rules for the show are:

- The artwork can be no larger than 12"x12" for hanging or same for three dimensional work which can either be mounted for hanging or will be displayed on tables.
- Artists are limited to a maximum of two pieces.
- 12"x12" gallery canvas are required for oil and acrylic work. No framed oils or acrylics.
- Watercolor, pastel, ink, drawings, photos, mixed media are to be mounted on a 12"x12" board for mounting on the wall or may be in a simple frame but limited to the 12"x12" size, as the artist desires.
- All work to be ready for hanging.

Intake for the show will be Sunday, January 29, more details next month.

INTAKE DAYS

Intake day for new members or existing gallery members wishing to be juried in a new medium, is Saturday, November 19, 10am to 12pm in the small gallery. Bring at least 3 pieces of artwork that is framed and ready for hanging.

Intake day for Gallery Members and newly juried in members is Monday, November 28, 10am to 4pm. Please plan to sign up for gallery sitting and events.

ATTENTION PLEIN AIR PAINTERS

Like to try painting outdoors? We go to beautiful places in our lovely valley to paint, or sketch or just take photos. If you are new at this and need help it is available. Just ask **Elaine Mathews** or **Terry Masters** on site. Or call **Elaine (760) 898-5453** for necessary supplies to bring. We go where usually bathrooms are available. So pack a lunch and join us. Critiques are by request only.

Nov.3, 19	White Water Preserve
Dec. 1	Mission Creek
Dec. 17	Salton Sea
Jan.5, 21	Coachella Preserve
Feb.2	Bogart Park, Banning
Feb. 18	White Water Preserve
March 1	Living Desert
March 17	Indian Canyons
April 5	San Jacinto Monument Center
April 25	Painted Canyon
May 3	Indian Canyons
May 19	Hwy 74 overlook

WEST COAST ARTIST FESTIVAL

West Coast Artists has a series of six art festivals that are held at Frances Stevens Park, adjacent to the Desert Art Center.

They will be celebrating their 26th year. These events benefit local non-profit organizations.

Scheduled on the following days from 10am to 4pm:
November 25-27; December 10-11; January 21-22;
February 20-22; March 3-4 and April 7-8

ART UNDER THE EAVES

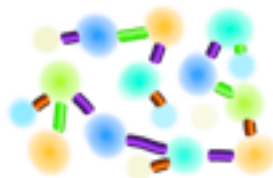
Randall Weidner has stepped forward to coordinate the new "Art Under The Eaves" event which began in early October. He believes strongly that this will strengthen the visibility of the Gallery with the public. He has personally participated on three different days since the program began. The reward for the artists participating is an opportunity to sell more of their work and also to demonstrate to the public passing by "how" an artist works.

We encourage the artists to paint and do demonstrations to attract the public to the gallery. Also the amount of work and size is unrestricted, thus allowing artists to show larger pieces of their work than are allowed in the gallery.

It should be noted that **ONLY** juried, hanging members in good standing can show and sell their work "Under the Eaves". However, the hanging member does not have to be hanging in the gallery to show "Under the Eaves". Also, the artist who paints large canvases can be accommodated outside.

If you would like to participate, please sign up on the clipboard inside the Gallery. The event takes place on Saturdays and Sundays, during Gallery hours, 10-4. You set up your display on either the Palm Canyon side or the Indian Canyon side of the Gallery. Most of the visitor foot traffic is on Palm Canyon. The sale operates like the Art Mart. You fill out a special sales slip, the customer takes it inside to pay for their purchases, and returns to you with proof of payment. If you need a table or chair, these can be borrowed from the small gallery or auditorium. We ideally would like to have as many as eight participants each day. We urge you to take advantage of this special opportunity.

If you have any questions please contact **Randall** at randallweidner@dc.rr.com



THE HALLOWEEN POTLUCK

The first Annual Halloween Potluck, held in the newly refurbished auditorium, was a huge success. Fifty members and their guests enjoyed an array of delicious food, scrumptious desserts and lots of wine. It was a great way for Desert Art Center members to get to better acquainted.

Many thanks to **Brad Zylstra** and **Heide O'Brien** for setting up tables and cleaning the chairs. Thanks to **Richard Calderhead**, **Don Dietz** and **Sally Hedberg** for decorating the tables, and to **Stephanie** and **David Salter** for assisting with the serving table.

Louise Passey as a Devil and Nurse **Terry Casella** made it a real costume affair. Look for more fun events hosted by the Desert Art Center this season.



Louise Passey and Terry Casella



Sally Hedberg and Brad Zylstra



Don Dietz

PLEASE CALL INSTRUCTORS TO SIGN UP

MONDAY

MATTHEW WETTLAUFER OILS/ ACRYLIC/MIXED MEDIA 9 - noon
Matthew will teach students how to move beyond representation towards expressionism and abstraction through various techniques. He studied art in Cape Town, S. Africa. \$120 for 4 (951)659-3770 . Website: www.mfwettlaufer.com.

CAROLYNE HAWLEY OILS 1:30-4:30 pm
Carolyn has been teaching and showing nationally since 1990. She is a member of the Women Artists Of The West and Oil Painters of America. See her work at Danskin Gallery in Palm Desert. Int. to Advanced students. \$140 for 4 (760)401-3639 Website: www.hawleyfineart.com

TUESDAY

TERRY MASTERS OILS 9 - 12 noon
Terry was raised here in the desert and has a beautiful appreciation of our valley and desert life. These classes are for beginner to advanced students. Terry's art is known nationally as well as here in the desert. \$130 for 4 (760)324-8300 Website: www.desertpainter.com

JEAN BRADLEY WATERCOLOR 9 - 12 noon
Jean has taught watercolor painting for 20 years. The keys to a great painting are her focus: value, color balance, composition etc. Her techniques make it easier to learn. Come join her for some painting fun! \$120 for 4 \$35 for 1. (760)770-3777 Website: www.KauaiArt.com. artsouljean@gmail.com

ELAINE MATHEWS OILS/ACRYLICS 1 - 4 pm
Elaine holds a BA in Art and an MA in teaching. Her large paintings are included in several corporate collections. Classes are for beginner to intermediate students who will paint from photos and learn plein air techniques.
\$115 for 4. (760)328-4911
elaineartist@yahoo.com

WEDNESDAY

KAY HENKEL SCULPTURE 9 - 12 noon
Kay works as a full-time artist out of her studio and gallery in Palm Springs. An honored member of the National Sculpture Society, she uses varied media including clay, plaster and bronze. Many celebrities have purchased her works. Beginner to Advanced students. Call for rates.

www.kayhenkelsculpture.com (760)320-5276

JOHN MALMQUIST DIGITAL PHOTOGRAPHY 9 - 12 noon
John is an internationally published photographer who worked in Los Angeles professionally for over 10 years. He wants to help others learn about digital photography, a necessary skill for today. Beginner to advanced students. \$120 for 4. \$35 for 1. www.pixdude.com. pixdude@hotmail.com (661)607-5644

MOIRA JOHANNESSEN WATERCOLOR 1 - 4 pm
Maira's popular classes are well attended, so call for reservations. She has won many awards in local and national shows. She teaches the different techniques of watercolor to students from beginner to intermediate.
\$100 for 4. \$30 for 1. (760)322-2523
Molejo2@yahoo.com

JEAN BRADLEY ACRYLICS 1 - 4 pm
Jean has been teaching painting for 30 years. Her gentle approach brings out the best in beginners to advanced students. Jean's focus - the keys to making a great painting! \$120 for 4. \$35 for 1. (760)770-3777 Website: www.KauaiArt.com.
artsouljean@gmail.com

CLASS SCHEDULES Continued on Next Page..

PLEASE CALL INSTRUCTORS TO SIGN UP

THURSDAY

DAVID FAIRINGTON OILS 9 - 12 noon

David has an extensive background in painting and drawing. He has painted over 500 personal portraits, ballet subjects and he was a Combat Artist for the US Army. \$140 for 4 (951)966-6800

Website: www.davidfairington.com

DON DIETZ STAINED GLASS

(at Don's Studio) 9 - 12 noon

Don is a retired teacher with an MA in Vocational Education. He has been making stained glass for 12 years. Students learn glass selection, pattern transfer, cutting, grinding, foiling, soldering and finishing. Students will complete a basic project. \$25 per class. (760)671-5000

Donald.dietz1@gmail.com

FRANCES POOLE DRAWING - Charcoal & Pastel 9 - 12 noon & 1-4 pm

Class is designed as a first step for those wishing to take painting classes or to improve drawing skills.

All levels welcome. Frances has her MFA in Drawing and painting, has taught Art for 15 years and is an award winning artist. \$100 for 4 \$30 for 1.

(760)288-3162

francespoole@verizon.net

MOIRA JOHANNESSEN

WATERCOLOR 1 - 4 pm

(See Wednesday description)

FRIDAY

RAFAEL MANIAGO OILS 9 - 4 pm

Rafael is a premier artist from the Philippines where he is known as the "Master Painter of Portraits". He made his name in the art world with his beautiful paintings of figures and landscapes. He limits his class to 7 students and you must call Karen Brobeck for reservations. \$110 for the day.

(760)322-7303

LOUISE PASSEY OILS

9 - 12 noon

Louise has been an artist all of her adult life. Her professional experience ranges from clothing and costume design to oil painting in which she holds a Master's and a teaching credential. She specializes in figure painting, with an emphasis on classic oil techniques. \$100 for 4. \$30 for 1.

louisealbion@aol.com (310)629-8155

SATURDAY

MERIDY VOLZ LIFE DRAWING

9 - 12 noon

Meridy is one of our most popular teachers. Her subjects are nude models. You will have exercises to loosen up and instruction on how to render the human figure. Warmup is usually in charcoal on newsprint with longer poses in the medium of your choice. \$120 for 4. (760)668-9852

mersart@hotmail.com

DON DIETZ STAINED GLASS

(at Don's Studio) 9 - 12 noon

(See Thursday description)

TONY DIORIO OILS 1 - 4 pm

Tony is a master with the palette knife with his beautiful oils of seascapes, flowers and landscapes. He has taught painting and studied art most of his life. Come learn an exciting new way to paint. \$35 per class. (760)329-1089 or (760)534-0043

Tdiorio21@yahoo.com

CORINNE SANDERSON JEWELRY DESIGN 1 - 4 pm

Corinne is a professional jewelry designer. She will teach bead stringing to beginner and intermediate students. Some basic supplies will be furnished. Call instructor for rates and list of materials.

(760)322-5499

Jewelry2@verizon.net



Our Gallery

We have had some very interesting discussions in the training sessions. Out of one training session came the following which was put together by **Francis Poole**. The board thought it would be a great addition to our gallery rules, though not a rule, a reminder:

As members of the Desert Art Center and as gallery exhibitors, it is our hope and intention to make the experience of exhibiting successful for its members as well as the gallery. Of course we all want to make money, and profits for the gallery are a key to keeping it running and giving us all a place to exhibit and sell our work.

The following are some guidelines that came up in our recent training sessions for those of you not familiar with gallery protocol that we thought would be helpful to pass on to you.

(1) When a customer asks if the artist will accept a discount for an artwork they are interested in, it is up to the sitter to phone the artist. If the artist is not home, leave the customer's phone number so the artist can contact them.

(2) We are proud to run on the honor system and wish to continue to do so. Therefore, it is not acceptable for the artist to make a deal to lower the price by cutting the gallery out of its commission. If a customer sees the work in the gallery, the gallery is entitled to its 30%. Cutting the gallery out is grounds for dismissal. It is unfair to all participants and undermines what we are trying to accomplish. When the honor code is broken it hurts everyone.

(3) It is the sitters' responsibility to be aware, get out of their chair and acquaint the customer with an artist whose work they show an interest in. Remember we are here to sell each other's work as well as our own. There is an updated artists book put together by our dedicated volunteers and it should be useful to us all in helping to sell each other's work.

We don't want to breath down visitors' necks but sometimes people need a little push to purchase something they are interested in. So stay "tuned-in" when people are in the gallery and be available if they show an interest in work or need information. Don't assume they will come to you for that little push they need. If you stay stuck in your chair it is just as likely they will lose interest and walk out the door.

Gallery Sitters Reminder

With the new cash register we want to remind all the sitters that at the end of the day to follow the closing procedures for any cash sales in the day:

1. Add up the cash sales receipts and indicate on the envelope the total dollar amount.
2. Count the cash in the drawer and put everything over \$200 in the envelope along with the cash sales receipts
3. Put \$200 back into the cash drawer
4. Date and sign the envelope with the cash receipts and the cash (over \$200) and place it in the safe
5. Put the cash register drawer into the cash storage drawer and turn off the cash register



HOLIDAY LUNCHEON

The Desert Art Center Holiday Luncheon will be held at the O'Donnell Club, Sunday December 11, at 12 noon. The cost is \$25. Please sign up and pay in the Gallery. The menu is:

Parmesan Basket with Mixed Greens
Cabernet Sauvignon Dressing
Chicken Streudel with Boursin Cheese

OR

Blackened Salmon with Creole Rice
Grilled Asparagus
Braised Red Cabbage
Fresh Strawberry Fruit Tart



14th Annual Palm Springs Juried Art Show Feb 3 to 25

Theme: Best Palm Springs Weekend

Entry forms and information are available from the Palm Springs web site www.ci.palm-springs.ca.us/index.aspx?page=985.

The 14th Annual Palm Springs Juried Art Show is open to all Coachella Valley and High Desert artists. There is a maximum of one entry per artist. The entry fee is \$40.

For additional information contact **Jennifer Henning**, public arts coordinator, (760) 778 8408 or email jennifer.henning@palmssprings-ca.gov

CORRECTIONS

In the schedule of events in the new resource manual the following dates are corrected:

January 29, Monday...change to January 29, Sunday
February 28 Sunday...change to February 26, Sunday
February 29 Monday....change to February 27, Monday

Check the newsletter each month for changes in events.



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Publication deadline is the 12th of each month. Please place submissions in the gallery newsletter box or email to:

Steve Gittleson
gittleso@fdu.edu

Our newsletter and photo links are now posted on our website at www.desertartcenter.com

Many thanks to **Joy Meredith of Crystal Fantasy in Palm Springs**

For her support of the Desert Art Center by maintaining our website!

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