



NEWSLETTER OF  
THE ARIZONA ART  
ALLIANCE  
January 2011

# Arizona Art Alliance

Alliance  
Events

Artist In  
Focus

Workshops

And More...



# chairman's message

To all our talented artists and Alliance supporters, the Board and its directors, wish you all a very Happy, Healthy and productive New Year!!



Having completed our first six months of our renewable lease, with the De Rito Partners, the Alliance Gallery is settling into an efficient routine, all the while continuing to increase traffic, public awareness and sales. Attesting to the art quality and quantity the gallery provides something to entice everyone. Thanks to the many participating juried artists, the gallery is always full to capacity with beautiful 2 and 3 D art treasures...

The Alliance website is loaded with Gallery photos and videos of the many people attending our exciting events. Look for your picture as well as your fellow artists. We invite you to visit our website and Facebook page often to stay up-to-date on news and event information!

The New Year will bring new improvements to our management procedures, by strengthening our organization, providing improved measurable operations that will enable the Arizona Art Alliance to stay relevant long term. As an all volunteer non profit business, it is essential we all actively participate in the support of our Alliance. The success of any organization is dependent on its members' contributions of time, talent and dedication. A few hours per month from each of us would multiply into benefiting our membership many times over.

To have a true feeling of membership satisfaction, and to be a part of a dynamic team, look no further than your Arizona Art Alliance.

We look forward to hearing from you and to share with you the joy of accomplishment.

All the best,  
John Fontana  
Founder, Board Chairman

Mailing Address: 10810 N. Tatum Blvd., Suite 102-264,  
Phoenix, AZ 85028

Gallery Address: The Scottsdale Pavilions, 9011 E. Indian  
Bend • Suite E-1 • Scottsdale, AZ 85258 (next to Sports  
Authority)

Open Wed-Sun., 11-5pm  
www.azartalliance.com • info@azartalliance.com

## Board of Directors and Officers

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Chairman of the Board  
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Vice President  
valvince@aol.com

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V.P. Membership Management  
cumminsc@azartalliance.com

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Workshop Coordinator  
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**Tammy Romer**  
Marketing Manager  
info@azartalliance.com

Cover Image: *Baboon Badboy*, Mike Brady

## RESERVE AD SPACE NOW FOR THE MARCH 2011 EXHIBIT GUIDE

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### **Alliance Juried and Non-Juried Members**

1/4 page ad \$100  
1/2 page ad \$175  
Full page ad \$300

### **Alliance Non-Members/ Corporate/Advertisers**

1/4 page ad \$200  
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Full page ad \$600  
Inside or outside cover: \$800

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Other: \_\_\_\_\_

### **Alliance Family:**

Saguaro Level (\$500-\$999)  
Agave Level (\$300-\$499)  
Cholla Level (\$125-\$299)  
Ocotillo Level (\$50-\$124)

### **Contact:**

Tammy Romer info@  
azartalliance.com

**\*Deadline for Ads &  
Sponsorships: FEB 9,  
2011**

## ARE YOU QUALIFIED TO LEAD A DYNAMIC ART ORGANIZATION?

The Arizona Art Alliance is looking for the right talent to continue its growth as Arizona's premier art organization. The position is supported by an established board, and the past President will help with the transition and provide on going support. Experience the rewards of "Enriching Life through Art". If you have the qualifications and are interested please contact John Fontana: john.fontana@azartalliance.com.

## Local Artist Lets Imagination “Run Wild”

Artist Jaxine Cummins Shares Her Artistic Story

By Briget Pagels – Intern



“To be an artist is exciting and painful at the same time...but when you ‘get it together’, and put it on paper, board, canvas, or whatever, and someone understands it and likes it, that’s excitement!” Taking these words to heart, local Arizona artist, Jaxine Cummins, has created colorful, eye-catching work that has been exhibited throughout the Valley.



*Golden Tropicals*

Jaxine Cummins moved to Arizona in 1947 with her family. She never took art classes nor had proper art training when she was young, but she did devote herself to the theater arts. Jaxine met her husband in high school. After graduation, they traveled with the Army and raised two sons. When Jaxine turned fifty, she took up night art classes at Glendale College and it was here at the art school where she found new inspiration for her work.

The most influential person in Jaxine’s “late blooming” art career was her teacher, Ruth Palmisano, and Jaxine still remembers her saying: “...use your imagination now”, and “let the canvas talk to you.”

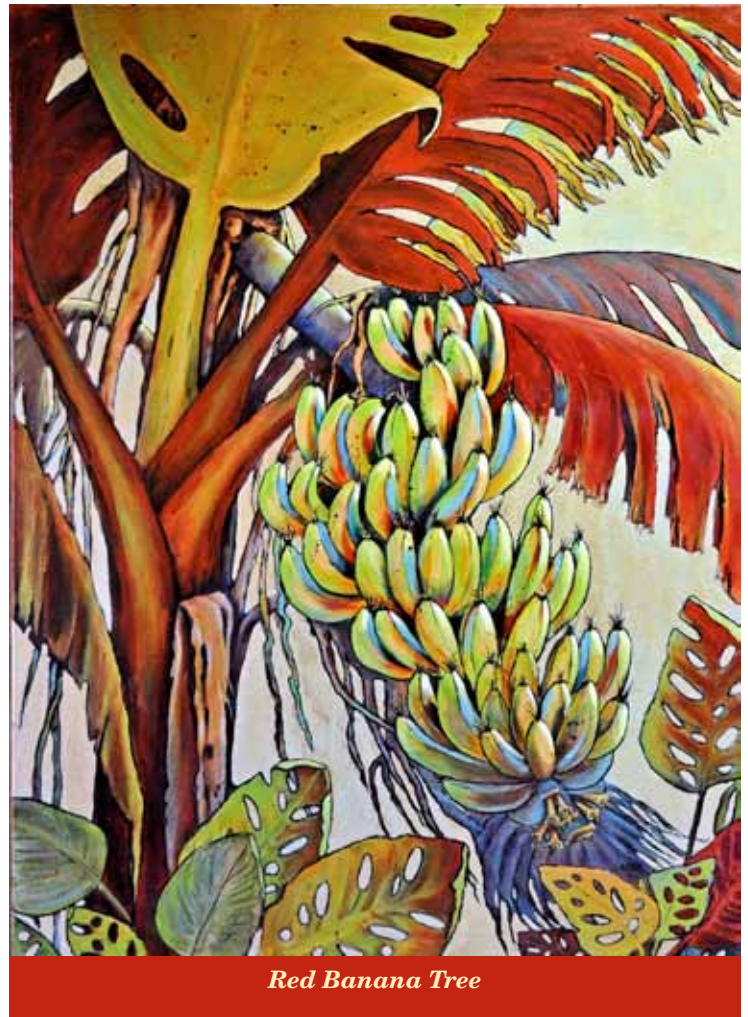
Jaxine Cummins’ artwork has a very colorful and intriguing style. She mostly enjoys painting and using different media, but her favorite medium to work with is Golden fluid transparent Acrylic paint, as she, “Love(s) the wonderful transparent and fast-drying qualities of it.” Her work represents areas of Asian and African art, Tropicals, and Eclectic work. She dares to incorporate new styles inspired by different cultures and uses rich colors in her creative compositions.

*Enriching Life Through Art*

Jaxine imbues a lot of enthusiasm and passion into her art. “I am changing all the time. I want to learn and grow every day...It just has to be fun and exciting for me.”

Currently, Jaxine Cummins is a member of the Arizona Art Alliance, the Arizona Artists Guild, Critique Encounters XII, Scottsdale Artists League, and the Sonoran Arts League. She also had several solo shows and exhibited work at places like the Sky Harbor International Airport Gallery and SKYE Restaurant. Jaxine Cummins’ paintings are also featured at the Arizona Art Alliance Gallery and at venues throughout the Valley.

To see more of Jaxine’s work, visit her website at [www.jaxine.com](http://www.jaxine.com).



*Red Banana Tree*

# meet a new volunteer



This month the Alliance would like to welcome one of our latest volunteers, Jacqueline "Jackie" Kahn. Jackie will take on the role of Representatives Director. As such, she'll represent the needs, issues, and ideas of the other group representatives to the Alliance Board of Directors. We're thankful for Jackie's energy and commitment and look forward to her many contributions. Previous to retiring, Jackie

was a Licensed Mental Health Counselor and a Board Certified Registered Art Therapist. The focus of her thesis involved using the animal as a metaphor to help children understand their strengths and weaknesses. When Jackie is not taking a class, accompanying her husband to a baseball game, or volunteering, she is creating 3-Dimensional art by fusing glass and welding metals. "I feel a spiritual essence when light passes through colored glass." Jackie serves as the AZ Art Alliance Representative for What's Happen'n Art Movement (WHAM).

## Ontario, Canada Artists Apartment Swap

This quaint apartment is located in Meaford, Ontario, on a harbour. It has great vistas of the Beaver Valley and rock outcrops along the Niagara escarpment. One block walk to Georgian Bay. Contact Terry Best at [terrybestartist@hotmail.com](mailto:terrybestartist@hotmail.com) and visit his website [www.terrybest.com](http://www.terrybest.com).

## Mesa Art League held a juried show at the Arizona Art Alliance Pavilions Gallery

**January 5-16** with an awards reception January 8th. There were 85 entries in this show, and juror Kathy Duley of the Duley-Jones Gallery, Scottsdale, narrowed it to 34 pieces that would hang, plus 1 back-up piece. Linda Allen won first place for *Summer Suns*, second place went to Fredesvinda Jasper for her oil *Almost There*. A color film photograph *Moss on Spruce* by Len Goldman won third place. Honorable mention awards went to Elaine Dube's *Chinese Giggles*, Carole Sierka's *Il Mio Amigo Toscano*, Anthony DeNunzio's *Sonoran Desert*, and Paul Gustch's *Sea Otter*. There has already been one sale from the show - a film photograph entitled *Tissue Paper Flower* by Robin Blattel.

### Julie Gilbert Pollard

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[JulieGilbertPollard@cox.net](mailto:JulieGilbertPollard@cox.net) - [JulieGilbertPollard.com](http://JulieGilbertPollard.com)  
2011

- Scottsdale Artists' School • Highland Valley Studios, Ramona, CA • La Romita School of Art in Umbria, Italy
- Dillman's Creative Arts Foundation in Wisconsin
- More classes & workshops + details, listed on my website!

Author of:

*Brilliant Color* – best seller North Light Book

*Watercolor Unleashed!* – self-published "chapter-at-a-time book"

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**Arizona Plein Air Painters 4th Annual Members Juried Show**

Sedona Arts Center Community Exhibition Gallery. 15 Art Barn Road, Sedona, AZ.

March 31 - April 13, 2011

Reception, Friday Artwalk, April 1, 2011 4-8pm. Submit via CD up to 5 entries, 2 Studio, 3 Plein Air. Artists receive 80% of sales. **Deadline January 15, 2011.** You may become a member with submission entry. [www.arizonapleinairpainters.com](http://www.arizonapleinairpainters.com) or [donahueart@cablone.net](mailto:donahueart@cablone.net)

**The Herberger Theater Center is now accepting applications for inclusion in exhibits for July-December 2011.**

Send application, bio, and \$20 fee by **April 1, 2011.** To apply, visit [www.herbergertheater.org](http://www.herbergertheater.org) or call 602-254-7399 x117.

**International Watermedia XVII, Pikes Peak Watercolor Society**

Entry Deadline: April 1, 2011 (receipt of entries) When: June 24 to July 23, 2011 Where: Cottonwood Center for the Arts, Colorado Springs, CO 80903 Juror: John Salminen, AWS-DF, NWS Cash Awards: \$2,000 Best of Show; \$1,000 Gold Award; \$250 Founders Award; Prospectus at <http://www.pikespeakwatercolorssociety.org>.

**WHAM Art Movement and Eureka**

**Grill Present. 2nd Saturday Art Walk in Surprise.**

10:00am-4:00pm. 2nd Saturday Art Walk in Surprise. Experience the diverse array of top quality artwork: pottery, jewelry, mixed media, copper, painting, photography and more. Admission is free. The venue is located at 15332 W Bell Road in the Brookside Mall corner of Reems and Bell. **Dates for future 2nd Saturday Art Walks are: January 8th, February 12, March 12.** For more information, call Connie Whitlock, WHAM Founder at 623-640-5229.

**2011 Glendale Plein Air Painting Event - February 5, 2011.**

Plein Air painters are invited to paint beautiful and historic downtown Glendale! Join us at the 2011 Glendale Plein Air Painting Event taking place during the Annual Chocolate Affair. For more information: <http://www.glendaleaz.com/arts/>

**Paradise Valley Art League Honors Three Member Artists**

Recent winners of the Friendship Contest include: First Place to Marianne Kula with a \$100 prize. Second Place went to Rea Kienast along with a prize of \$75. And Maria Marsh took Third Place with a prize of \$50. Congratulations to the winners!

**Scottsdale Artists League Celebrates 50 Years of Creating Fine Art**

With 2011 our League celebrates 50 years of creating fine art! As part of our celebration, we plan to have 50 artists painting each Saturday during the month of March at the Desert Botanical Garden. This will be our 16th Year (Sweet Sixteen!) of this very special event in the Garden! On the 1st weekend in April, we will have a Show and Sale of the works created at the 2011 Desert Botanical Garden Paintout! Please come visit us!

**Paradise Valley Art League will hold its 13th Annual Art Show**

February 26th, 11:00am to 4:00pm. For more details, please email [nancytroupeartist@gmail.com](mailto:nancytroupeartist@gmail.com)

**Wee Gallery of Fine Art is hosting an Art Competition and Exhibition in November 2011.**

More information at: <http://www.weegalleryfineart.com/contest.html>

**Saturday, February 12, the McDowell Sonoran Conservancy will celebrate it's 20th Anniversary with the Sonoran Arts League.**

Plein air artists from the Sonoran Arts League have been invited to paint on the trails of the McDowell Sonoran Preserve as a featured attraction. Please RSVP to Toni Perrin, [tlperrin@aol.com](mailto:tlperrin@aol.com) 480-473-3421 so that we know to expect you. We invite plein air painters from other leagues to join us as our guests.

## Scottsdale Artists League Names 2010 Artist of the Year: Mary Van Deman



## Why Buy a Painting?

By Cody DeLong - Monday, September 06, 2010

© Cody DeLong 2010

Besides the obvious reason that it simply appeals to you, is representational painting still relevant in today's high-tech, fast-paced digital world?

The answer is a resounding YES! The more chaotic the world gets, the more important art becomes.

Purchasing an archival-quality oil painting by an emerging or established artist is generally a very sound investment. From a purely financial standpoint, a good painting should appreciate in value over time as the artist's standing and reputation grows. How much the painting appreciates depends on the level of accomplishment the artist achieves. But even if it only appreciates a little, it's still a better investment than most everything else in your life, which requires repeated replacement or constant consumption.

Financial considerations aside, the real reason fine art is a great investment is about quality of life....**READ MORE** at [http://codydelong.com/\\_blog/Why\\_buy\\_a\\_Painting](http://codydelong.com/_blog/Why_buy_a_Painting)

## upcoming workshops

### Arizona Art Alliance JANUARY

#### 2-Day Encaustic Workshop: Bela Fidel

This is a comprehensive workshop for beginners, artists experienced in other mediums, or anyone in-between.

In this workshop you will learn: What is encaustic, equipment and materials necessary and how to use them, collage with encaustic, stencil with encaustic, lines and grooves – various ways of creating them, and much, much more!

Most of all, you will have lots of fun (guaranteed!) and release your creativity in unexpected ways. All supplies will be provided. Just bring collage materials and lunch.

**Dates:** Monday and Tuesday, January 17 and 18 and Thursday and Friday, February 24 and 25

**Time:** 10AM – 4PM

**Location:** Room C, Alliance Gallery

**Cost:** \$330.00

Ten percent discount for registrations made by January 8 and February 14.

For additional information and registration, please call Bela Fidel at (480) 221-6947 or e-mail at belaboodles@yahoo.com. Sample work at [www.belafidel.com](http://www.belafidel.com) or [www.belafidelfineart.com](http://www.belafidelfineart.com).

### Arizona Art Alliance JANUARY

#### Silk Painting Workshop: Christine Sutherland

Create a beautiful hand painted silk scarf in this ONE day Basic Silk Painting Workshop!

For silk painters with basic knowledge of painting on silk. Be inspired to create your own design, bring in a drawing you would like to use, or use an existing outline drawing from any art book, stained glass books are great for this purpose.

Get a 10% discount on tuition if you attend and enroll a friend!

**Date:** Saturday, January, 22

**Time:** 10am-5pm (Bring a lunch or go out)

**Location:** Alliance Gallery

**Cost:** \$95 + Materials Fee \$30

Contact: Christine Sutherland 602-284-4388 or send an email to: [info@csutherlandart.com](mailto:info@csutherlandart.com)

To reserve your space send check or money order in the amount of the non refundable materials fee to: Christine Sutherland, 13835 N Tatum Blvd, STE 9-449, Phoenix, AZ 85032

### Arizona Art Alliance JANUARY

#### Watercolor Workshop: Valerie Toliver

Beginner, intermediate, and advanced painters welcome! You can paint your own subjects! Each person gets the training they need-at their level. Learn basic techniques until you are ready to paint your desired subjects. Sign up for consecutive classes, reschedule a class if necessary. Begin any day you want! Don't have supplies? \$5 to rent supplies. Includes a class at a later date at one of Valerie's other locations (\$35 value).

**When:** Sunday, January 30th. 10am-5pm

**Cost:** \$85 per workshop

**Reservations at:** [vtoliver@earthlink.net](mailto:vtoliver@earthlink.net)

**More information at:** [www.valerietoliver.com](http://www.valerietoliver.com)

### Arizona Art Alliance FEBRUARY

#### Introduction to the Art of Mosaic Workshops: Delfina Valentini

This class is a perfect introduction of Mosaic Art with glass and "millefiori" (thousand flower) from Murano (Venice, Italy).

In this workshop the students will work on and finish a 10" x 10" mirror frame. For the design, students can choose from many provided examples, or from their own designs.

Students can choose many types of material, from colorful tiles, beautiful "millefiori", to gems and many other for his/her mosaic artwork.

This workshop will be two weekends full of fun!!!

**Dates:** Feb 5 & 6, 11 & 12

**Time:** 9am-1pm

**Location:** Alliance Gallery

**Cost:** 300.00 plus \$50.00 for materials (tile, grout, glue etc.)

To register, please contact Delfina at [Delfinamosaic@cox.net](mailto:Delfinamosaic@cox.net) or <http://delfinamosaic.com/DelfinaMosaic/>

Arizona Art Alliance  
FEBRUARY

## Weekly Sculpting Workshop: Hal Stewart

Sculptor Hal Stewart will be conducting a sculpting class every Tuesday in February 2011 at the Alliance Gallery. This class is for everyone, from beginners to professionals.

**Dates:** Feb 1, 8, 15 & 28

**Time:** 9am-12pm

**Location:** Alliance Gallery

**Cost:** \$150 for 4 classes

For more information, please contact Hal at halstewart-bronze@hotmail.com or www.halstewartbronze.com

### ARE YOU COMING TO THE 2011 MINI SHOWS INSIDE THE ALLIANCE GALLERY??

Jan. 5-16, Mesa Art League

Jan. 19-30, Westbrook Village Fine Arts

Feb. 2- 13, Phoenix Artists Guild

Feb. 16-27, Sun City Grand



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## The Alliance Can Equip Your Entire Show

### High-Quality Show Panels for Rent

Did you know that the Alliance can help you design your next art exhibit or sale? Yes, we can! Our resident exhibit design expert, Alan Arne, has over 10 years of experience in designing and staging small, medium, and large exhibits.



Our panels offer:

- sturdy metal tube framing
- medium gray carpet around both sides
- each panel measures 38-1/2" W x 84" H
- display area of 38-1/2"W x 70-1/2" H
- easy configuration
- light, strong and easy to handle
- comes with or without lighting
- includes bracing and hanging accessories

Low Cost and Affordable

Fee: \$15.00 per panel per day includes all bracing, lighting & hanging accessories.

(Alliance member groups and their artists receive a 50% discount, paying \$7.50 per panel per day.)

#### Special Show Package:

- up to 145 double sided panels
- lights and accessories

**Fee Option 1:** \$15.00 per panel, customer picks up/returns panels from/to our warehouse, conducts assembly/disassembly. For more information, contact Alan Arne at [aaarne@cox.net](mailto:aaarne@cox.net).

**Fee Option 2:** The Arizona Art Alliance transports, assembles and disassembles panels for the customer, the same rate of \$15.00 per panel per day applies. Additional service charge applies. For more information, contact Alan Arne at [aaarne@cox.net](mailto:aaarne@cox.net).

### Show Tents for Rent

The Arizona Art Alliance also has exhibit tents for rent:

- 10' by 10'
- white, water proof canvas
- 4 zip-in sides
- easy-to-assemble

Fee: \$90.00 per day each. (Alliance member groups and their artists receive a 50% discount, paying \$45.00 per day each.)

To learn more about our hassle-free, economical rentals, contact Alan Arne, at 602-788-6349 or [aaarne@cox.net](mailto:aaarne@cox.net).

# member organizations

Arizona Artists Guild (AAG)  
www.arizonaartistsguild.org

Arizona CLAY Association (AZ CLAY)  
www.arizonaclay.org

Arizona Designer Craftsmen  
www.arizonadesignercraftsmen.org

Arizona Pastel Artists Association (APAA)  
www.azpaa.com

Arizona Watercolor Association (AWA)  
www.watercolor.org

Art League West (ALW)  
www.artleaguwest.com

Artists of the Superstitions  
www.artistofthesuperstitions.com

Chaparral Studio Artists  
480-991-5278

Colored Pencil Society of America  
602-224-9774

Critique Encounters XII (CEXII)  
www.cexii.com

Desert Artists  
480-991-4486

Desert Sage Artists (DSA)

602-482-0061

East Valley Art Guild (EVAG)  
www.eastvalleyartguild.com

FLAIR (Fine Local Artists In Residence)  
623-551-8706

Fountain Hills Art League  
www.fountainhillsartleague.com

Gilbert Visual Art League  
mozaic@mindspring.com

Havasu Art Guild  
www.havasuartguild.com

Laveen Art League (LAL)  
www.laveenartleague.org

Mesa Art League (MAL)  
www.mesaartleague.com

Northeast Valley Artists League  
602-996-5423

Paradise Valley Art League (PVAL)  
602-789-1902

Peoria Fine Arts Association (PFAA)  
jwndr48@cox.net

Phoenix Artists Guild (PAG)  
www.phoenixartistsguild.com

Scottsdale Artists League (SAL)  
www.scottsdaleartistsleague.org

Sonoran Arts League (Sonoran)  
www.sonoranartsleague.org

Southwest Gourd Assoc.  
tocarefree2@hotmail.com

Southern Arizona Watercolor Guild (SAWG) www.watercolor-sawg.org

Sun City Grand Art Club (SCG)  
azemove@juno.com

Tempe Artists Guild  
www.tempeartistsguild.org

Westbrook Village Fine Arts Association (Westbrook)  
www.westbrookvillagefinearts.org

What's Happening Art Movement (WHAM) - www.wham-art.org

Wickenburg Art Club, Inc. (WAC)  
www.wickenburgartclub.org

**A full listing is available online at [www.azartalliance.com](http://www.azartalliance.com).**



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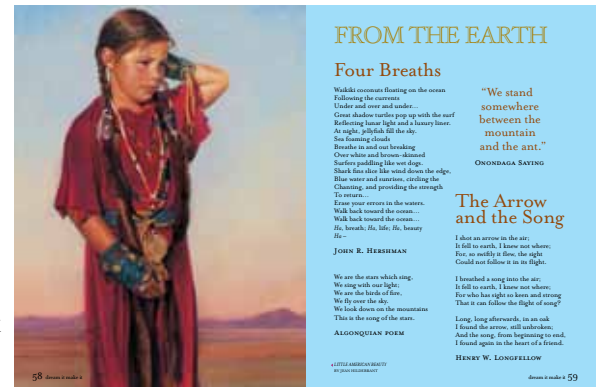


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## National Geographic Taps Jean Hildebrant for Children's Book Illustration

Jean Hildebrant recently had a painting published in a National Geographic children's book. *The Classic Treasury of Childhood Wonders: Favorite Adventures, Stories, Poems, and Songs for Making Lasting Memories*, by author Susan Magsamen is available on Amazon.com. This rich and nostalgic book of wonders is a collection of art, literature, and activities custom-made for the family bookshelf.

Jean says she was contacted by the author and asked if she would sell them the rights to reprint *Little American Beauty* in the book. Says Jean, "I am very pleased and feel honored to have been included along with great artists whom I consider the best of the best, like John Singer Sargent and N. C. Wyeth, two of my favorite artists of all time!" See more of Jean's art at: [www.jeanhildebrant.com](http://www.jeanhildebrant.com)



## GALLERY IN REVIEW By Mike Brady

The Arizona Art Alliance has been in the gallery business since last June. I guess you could really say that we have been in the gallery business starting with our Spring Show. That's really when the planning began. Here we are today, and the Arizona Art Alliance has a beautiful gallery, where all of our art leagues have a place to meet, learn, demo, and show their art. We now have a place from which to house our outreach programs and their growing needs. It's become a place we can, at least for now, call our own. The Arizona Art Alliance Gallery, who would have ever thought?

During this time we have learned a lot. Not just about the gallery business, but about ourselves too. We have found out just how many really capable people we have as members. We have made new friends with artists who were in the past just a face..... but now are friends. Friends, with whom we have shared our past art experiences and tossed around numerous conversations about our gallery and how to make it better. Our Gallery has not been just a gallery, it's become a community of artists and their supporters who have all helped bring us up to a level we only dreamed of in the past.

The experiences we've shared have not gone without problems however. Our air conditioners cost us a bunch just to keep them going. Scheduling of course was a problem and readying an army of volunteers

certainly kept the stress levels up, testing both the board members and the many artists who helped in their many different ways. We all wish sales would have been better, but we are building a foundation and that takes time. No gallery opens its doors and sells right away without a pre-established customer base. We did not have this, but we're building this now. Often times our resources both financial and human have been stretched, but with some perseverance we have evolved. Our league numbers have soared from 27 to 32 in just a few months. That sort of growth would have stymied many organizations, but we weathered the storm. With the exposure that the Gallery has given us, we have attracted two new outreach programs that should gel in our present stable of community programs supported by the Art Alliance. Some board members have moved on and they will be missed, but with their departure, the opportunity presents itself for others to serve and contribute. I don't know how many new artists have recently joined our member art leagues because of the exposure given them from the Gallery, but I know there have been more than just a few. Even with all the difficulties, the Gallery has been for all of us...the leagues, the artists, and the Alliance. It has made us stronger than we were before.

It's now a New Year with plenty of new opportunities and plenty of new challenges. We have over 3500 member artists, many are juried, and most are not. We encourage all of our artists to go through the jury

process, but even if you do not choose to go through the process we still encourage you to be involved with your Alliance. As with any volunteer organization there is always a need for more volunteers and, with all of our growth, the jobs that need to be accomplished demand quality people to complete them. With only a few hours a month, you can be a major contributor. In the Gallery, in the Outreach Programs, and even on the Board new faces are wanted and needed. You can be one of those faces. How many times have you said, "How can I give something back?" The Arizona Art Alliance is a great way to contribute to the community and at the same time contribute to your art. What a great way to start the New Year, with your gift of giving. A little time here and there will give you back some big time satisfaction.

### Everybody, Somebody, Anybody and Nobody.

There was an important job to be done, and Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it.

Somebody got angry about that because it was Everybody's job. Everybody thought that Anybody could do it, but Nobody realized that Everybody wouldn't do it.

It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done.

## Courtyard Marriott Lobby Exhibition

at the Courtyard at  
Mayo Clinic

### Exhibition

Oct. 28, 2010 to  
February 28, 2011

Exhibiting Artists include:

Debra Jones, Pat Beans, Donna Levine, Sherri Aldawood, Beverly Baker, Julie Chin, Sandi Ciaramitaro, Judy Delmonico-Roll, Tito Sebastiani, Willi Waltrip, Frank Biondo, and Liz Kenyon.




Two Meeting Rooms that may be used for a variety of functions. 1270 sq ft total space/On-site catering service/State of the Art Audio Visual Service/High Speed Internet/Custom build a package that suits your needs.



13444 East Shea Boulevard Scottsdale, Arizona 85259

Phone: 1-480-860-4000 Fax: 1-480-860-4308

In December, 2010, the joint exhibit, *SMALL PAINTINGS*, was sponsored by the Alliance and the Arizona Artists Guild at the Alliance Gallery. In the first three hours of the exhibit, 13 paintings were sold. In addition, 13 awards were given to exhibiting artists.

1st Place - Willi Waltrip, *Horses*

2nd Place - Sue Hunter, *Proud Rooster*

3rd Place - Linda Delandre, *Ship Shape*

4th Place - D. Galek, *Bluch*

5th Place - L. Fox, *Gum Ball*

6th Place - M. Beth Page, *Garden Urn*

Honorable Mentions:

*Costas Hummingbird*, Lomas

*Bridge at Hoover Dam*, Dilley

*Nose and Boney*, Delandre

*Burro*, Waltrip

*Wonder*, Delmonico

*Zapotek*, Stan Sisson

*Fallen Leaves*, Ann Osgood

**The Havasu Art Guild will meet on the 3rd Monday this year not the 4th. Other information will remain the same.**

## A SLOW COMPUTER IS NOT NORMAL!

DON'T ADD ANOTHER VIRUS PROTECTOR, SPAMWARE, OR POP UP BLOCKER UNTIL YOU TALK TO BEITS (pronounced "Baits") AT CLICK COMPUTERS SERVICES FOR ALL YOUR COMPUTER NEEDS!!

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<http://www.clickcomputerservices.com/>



ANGIE'S LIST

## Marketing Your Art

By Tammy Romer, President of T. Romer & Associates & Marketing Manager for the Alliance

### Are you using the Alliance website to help market your art?

With more than 3,000 unique visitors, over 8,000 page views, and more than 42,000 hits per month, you might just be missing out on a primed, targeted audience.

Listings are available to Alliance member artists for ONLY \$25 per year. To find out more, email Pat Beans at [patbeans@cox.net](mailto:patbeans@cox.net).



### Do you think that Social Media is Just for the Kids? Think Again!

Though people ages 18 to 33 outpace other adults in almost every category of Internet use, their elders are rapidly closing the gap in social networking, according to a Pew report.

Internet users from all age groups increased their use of social networking from December 2008 to May 2010, with use by people 18 to 33 rising to 83 percent, from 67 percent. **But those in every generation 45 and older more than doubled their participation. Adults 74 and older who are online quadrupled their social networking presence, and that now stands at 16 percent.**

Teenagers, by contrast, cut back on traditional blogging by 50 percent from 2006 to 2009. It is believed that status updates from sites like Facebook and Twitter are replacing the need for stand-alone blogging platforms (read more at [nytimes.com](http://nytimes.com)).



So if you're asking yourself "what does this mean to me?", here's some food for thought. The wealthiest consumers fall between the ages of 45-65 years old. Those with disposable or discretionary income (money left over to spend after all living expenses have been paid) are able to make sizable purchases. And given that their use of social media is continuing to rise, I think it's a safe bet to put your marketing efforts there. As I mentioned in a previous blog, studies have shown that consumers are more likely to purchase from

companies who are already engaging in social media.

“But I’m on Facebook” (I heard you say) while you were reading this. Ahhhh, yes, but what you do on FB, Twitter, LinkedIn is what’s important. Are you just posting product or service announcements, or updates about your family or friends? Or are you truly engaging and drawing your customers and POTENTIAL customers in...this is how you convert consumers into customers...grasshopper. Need help doing this? Follow my marketing blog at <http://tromerandassociates.blogspot.com/>

## BECOME KNOWN WORLD WIDE

Do you want to increase your exposure??

Here’s an affordable opportunity!! The Arizona Art Alliance has negotiated a special rate for a HD DVD produced by Quicksilver Consortium, a full-service video production company! This affordable offer is a powerful communication tool allowing your organization or artists to reach out beyond their normal boundaries. And, it’s so easy!!



The DVD production would be an “interview” type and edited in a “documentary” style. The interview can include; mission, background, major influences, and sources of inspiration. The filming would be done in the Alliance Gallery, where the art will be hung and lighted professionally. The artist or art organization spokesperson will be interviewed and videotaped using two (2) HD cameras, allowing for multiple shot angles. The interview footage will be edited along with photos and images into a three (3) to five (5) minute mini-documentary. .

The DVD is an invaluable marketing tool – it can be posted on any website, used as part of a promotional packet, or for insertion in a grant application. Take that next step in marketing your art – **get a professionally produced DVD at a special Alliance rate, only \$300.00!**

For more information call Stephen Nebgen 480. 215.6305.



Arizona  
Commission  
on the Arts



NATIONAL  
ENDOWMENT  
FOR THE ARTS

## The Arizona Art Alliance Teams with the Arizona Veterinary Medical Association to Celebrate the 250th Anniversary of Veterinary Medicine



### Themed State-Wide Art Competition

Eligibility Criteria: Open to Arizona residents statewide. Must be 18 years of age or older at the time of application. All artwork submitted must be of the artist’s own creation and only original art pieces allowed.

Selection of Art and Awards: A panel of judges will review eligible art work submissions and selected work will be entered into the show competition.

The AzVMA has provided \$2011 in cash prizes. The monies will be dispensed in the areas of: Best of Show, 1st Place, 2nd Place, 3rd Place, Merits and Greeting Card Awards.

More details, prospectus, and entry forms can be downloaded at [www.azartalliance.com](http://www.azartalliance.com)

# MAYO exhibit

Congratulations  
Liz Kenyon!  
The latest Artist to Sell  
at the Courtyard Mayo  
Revolving Exhibit!

## A COMFORTING REVOLVING EXHIBIT

The Courtyard by Marriott, next to the Scottsdale Mayo Clinic, has very generously allowed the Alliance to exhibit paintings throughout their bar, lobby, reception, and business center. The new exhibit began October 2010 and will run through January 2011.

Exhibiting artists include: Sherri Aldawood, Bev Baker, Pat Beans, Frank Biondo, Julie Chin, Sandi Ciaramitaro, Judy Delmonico-Roll, Tito Sebastiani, Willi Waltrip, Mesa Art League, and Scottsdale Artists League.

The Courtyard Scottsdale, Arizona hotel by Marriott provides a soothing environment for patients, families and business travelers with our compassionate staff and comfortable rooms. The Scottsdale hotel is located next to the Mayo Clinic.

Courtyard Scottsdale at Mayo Clinic

13444 East Shea Boulevard · Scottsdale, Arizona 85259



# SKYE exhibit

Congratulations  
Isabela Huin  
&  
Rita Brusso!  
The latest Artists to Sell  
at the SKYE Revolving  
Exhibit!

## AN ENTERTAINING REVOLVING EXHIBIT

The 5th Phase of the Arizona Art Alliance Fine Art Gallery revolving exhibit at SKYE Restaurant & Live Music in Peoria ([www.skye-restaurant.com](http://www.skye-restaurant.com)), began its 6-month run August 2 and will continue through February 1, 2011.

SKYE Restaurant and Night Club features world class entertainment and Five Star dining. Exhibiting artists include: Anne Allemann, Alan Arne, Jeanette Brown, Linda Budge, Carol Burford, Rita Brusso, Cynthia Carstens, Kathleen Connard, Tatiana Corcoran, Judy Delmonico-Roll, Lucy Dickens, Anthony DeNunzio, Dyanne Fiorucci, Jean Hildebrant, Lynda Hopkins, Barb Hurley-Peterson, Isabela Huin, Yvonne Joyner, Sharon King, Glorianne Michels, Lee Anne Park, Ken Tully, Marie Smith Tugana, Monique Spinabella, Bruce Stam, and Tamara Thomas.

SKYE Restaurant is located at 16844 N Arrowhead Fountain Center Drive, Peoria, AZ 85086 West of 83rd Avenue and South of Bell Road.

