



# Arizona Art Alliance

NEWSLETTER OF  
THE ARIZONA ART  
ALLIANCE  
*July 2011*





RUDOLF J. & DAPHNE A. MUNZER FOUNDATION

# From the President

As the summer is upon us, many of our member organization suspend activities until fall.



For many artists, summer is still a time to create. We encourage those artists without a summer meeting place to look to the Alliance Gallery as a space to associate with fellow artists. The Gallery will be open all summer, not only providing a place to display your art, but also a place to meet, create and share art experiences. Make it a social event! With so much beautiful art, it's difficult not to get inspired! So come and take advantage of all the Alliance Gallery has to offer.

The summer months also increase the burden of utility costs. During this period last year, we faced utility expenses of \$1100 to \$1200.00 per month in addition to the regular operating expense.

Increased costs are only part of the Alliance operating challenge, due to deep budget cuts, government and private grantors have been forced to drastically reduce their financial support. Without their support, and expenses continuing to increase, you can see we need to look for other revenue resources.

We are a strong and determined Alliance of 33 art organizations. We have continuing interest from additional art groups throughout the state. The Alliance is steadily being contacted by major agencies to use our art as a means of promoting their events while providing statewide opportunities to display and sell our art. Your increased efforts of promoting and expanding the many Alliance opportunities will benefit your organization as well providing community art appreciation.

*John Fontana, Board Chairman*

# Message From the VP



Hello to my fellow artists and friends!

As you might have heard we are making some changes in the gallery. We are now calling our gift shop the "Artist's Gift Shop" and have moved it to the front of the Gallery. We bought a card rack and are looking for some more shelving. It will be open to ALL Alliance members (juried or not). Art work will be "reviewed" by our Gift Shop committee so we do not get too many of one thing and allow for seasonal items to be for sale. A 2 foot square space, constituting of a shelf or area will be rented on a month to month basis. If you are paying for panel space in a Cycle or Show, you get a space free in the Gift Shop. Details to follow. I hope that you are having a cool summer. Please let us know how we can serve you and if you would like to be more involved in helping out in the Gallery that would be fabulous!!!!

*Kelley Smith, VP Assistant to the President*

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*Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep.*  
~Scott Adams

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Call today and tell him the Alliance sent you!



# LEARN MORE ABOUT "ZENDOODLING"

with Bettie Lake



**It is not easy being a creative, passionate artist in a systematic, bureaucratic work world!**

I left the University of Iowa in the "70's with a degree in Art Education and set my passions on getting kids and teachers excited about making art. I learned to be a good teacher and won awards from my fellow professionals. I taught photography, painting, drawing, web design, graphic arts and anything else I had a passion for to students in many different K-12 settings in Iowa and Arizona. But it was a challenge keeping my art passion alive after a stressful day at work with people who have to have a program to follow. Now thirty years later, I have retired to the world of website creation and gourd art. No more meetings, allowing lost leaders. I can be an artist full time now!

**I survived many tedious education meetings by doodling** and over the years got quite good at it. Recently I discovered a new art form called Zendooodling or Zentangling. At first glance, I knew someone had seen my "meeting" sketchbooks. This new art craze is all over the Internet with followers sharing their work through blogging. It is so much fun and relaxing that people with chronic pain, sleep disorders and walking disabilities are finding it helpful.

In a nutshell, this is no more than sophisticated doodling. So far I have learned over 150 new patterns which are made by creating two or three lines within a triangle or square or on a dot grid and then repeating them. Then the different patterns (tangles) are combined to make an abstract composition



(zentangle). **There are no mistakes and the artist is free to break the rules.**

Everyone succeeds!

The "zen" part is the focus used to make sure lines are accurate. Your stress soon disappears and you are relaxed and engaged in your drawing. Once your repertoire of patterns

increases, the application possibilities are endless. I have even moved it into my gourd work. So if you are working in another media, there is also something here for you to use. Supplies are as simple as a fine line marker, pencil, eraser and a sketchbook. **For me it is a portable art** that I do while waiting in the car or in an office or even while my husband fishes.

In July, I will offer four different sessions, four hours long on



Thursdays in the Gallery. I will teach you some patterns and talk about creating abstract compositions and then we will create a product with zendooodling on it. In the first session we will make note cards. The second session will be new patterns and a paper mache box decorated with patterns. The third session will be more patterns and then we will make a gourd ornament. In the last session, I will show you how to make a gourd pendant with zendooodling.

Join at anytime or take them all and get hooked! You need not be an "artist" just be a doodler. Bring a teenage relative along if you like.

Check out my gourd art at <http://gourdblossomjewelry.com>

and my zendooodling blog at <http://zendooodlingwithbettie.blogspot.com>.

For more class information, you can reach me at 480-773-0974.

— Bettie Lake

## Free Art Program a Great Opportunity

It's summer and the kids are excited, so it must be time again for the Children's Free Art Program at Opportunity House. The Art League West sponsored summer art program for elementary-age children at Opportunity House in Avondale has started and will run for 6 sessions, on consecutive Thursday mornings, with an art show on July 29. The artwork will be judged by Marilyn McDonald, a League member, who will give 1st, 2nd and 3rd place ribbons. Also on that day, every child who participated gets a certificate and a small gift donated by Arizona Art Supply.

For five summers, Art League West members have voluntarily taught special art sessions for the Opportunity House kids' summer program. For two of those summers, Art League West members not only taught the art classes, but the League funded the summer art programs. This year's ALW teachers, Judy Bihary, Richard Cortes, Nancy Hampton, and Marianne Graff, have been joined by Kathy Keyes from AAA and JoAnne Clements, new to Arizona. Beginning last year, Arizona Art Alliance has generously funded the purchase of all the materials used in the classes.

Because Opportunity House also has after-school programs for children, the left-over art materials continue to be used throughout the year.

Kathy's Kayes' class of oil pastel abstract with watercolor wash was a great success. As a first class of the summer, it was perfect because Kathy stressed basic lines, shapes and colors. Other projects scheduled this summer are Judy Bihary's tissue paper collage and her gourd Kachinas. Richard Cortes will lead charcoal drawing, and JoAnne Clements is planning garden stepping stones and a session in air-dry clay.

The kids love the art projects and do very well. Their smiles are wonderful and their finished work boosts their confidence level. Two children from last summer's program stated that they are still displaying their artwork in their homes - and will add to their display this year. And where else would they get the opportunity for this kind of art instruction at no cost? It's a great program.



# Give the Gift of Art Today!

GIFT CERTIFICATES NOW AVAILABLE AT THE ALLIANCE GALLERY!

*The artist's world is limitless. It can be found anywhere, far from where he lives or a few feet away. It is always on his doorstep.*

~Paul Strand

## 2-4-6-8! WHO DO YOU APPRECIATE?

### 2011 Business in the Arts Awards

You still have some time to nominate someone who merits recognition in the following six categories:

- \* Large Business Partner of the Year (1,000 or more employees)
- \* Mid-Size Partner of the Year (500-999 employees)
- \* Small Business Partner of the Year (up to 499 employees)
- \* Art Organization of the Year
- \* Arts Advocate of the Year
- \* Arts Board Member of the Year

Award recipients will be recognized at the Business in the Arts Awards Breakfast on August 17, 2011.

To nominate, visit: <http://www.artsbusinessphoenix.org/nominations/>

Final Deadline for Submission: July 11th, 2011, 5:00 p.m.



## 21ST ANNUAL BUSINESS IN THE ARTS AWARDS BREAKFAST

PRESENTED BY: DIAMOND CIRCLE PARTNER



AUGUST 17, 2011  
7:00 AM - 7:45 AM NETWORKING  
7:45 AM - 9:30 AM BREAKFAST AND AWARDS

THE DOUBLETREE PARADISE VALLEY RESORT  
5401 N. SCOTTSDALE RD., SCOTTSDALE, AZ, 85250

Last year's event drew over 500 arts supporters from the arts and business community.

visit <http://www.abcanualawardsbreakfast.org/Index.php/purchase> to purchase sponsorships, seats and tickets.

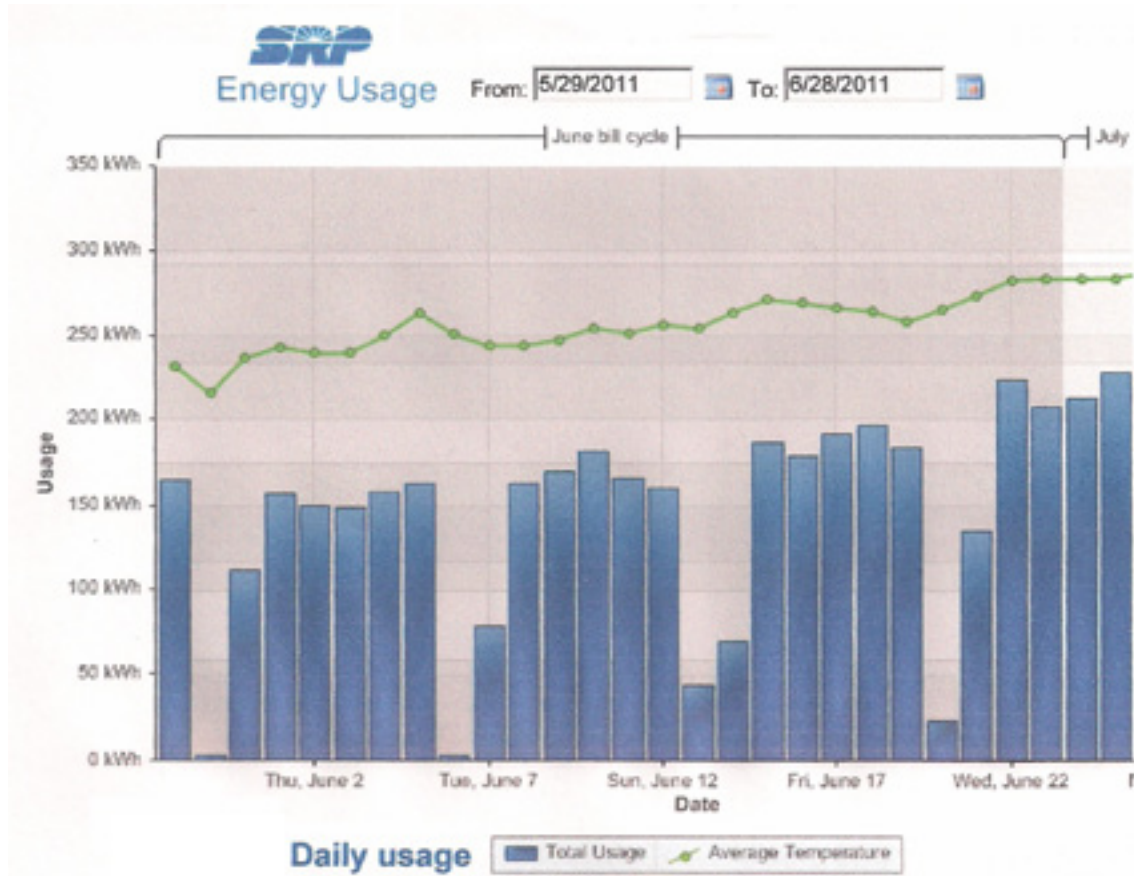
Raffle Tickets are \$20 each or 6 for \$100  
Raffle features roundtrip airfare to several destinations.

Our Award Artist this year is Catherine Ruane  
[www.catherineruane.com](http://www.catherineruane.com)



Less than two hours away to visit the cool Red Rock Vistas of Sedona!  
Purchase your tickets here: <http://www.abcanualawardsbreakfast.org/index.php/purchase>

Raffle Deadline: July 30, 2011  
Winner will be notified on August 2, 2011



As temperatures rise during the summer months, so do our energy costs at the Gallery!  
Just something to be aware of ...

Your talent,  
our tools.



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The AZ Art Alliance is proud of the success of our many artists featured in the following exhibits.

**SKYE Exhibit** - 16844 N Arrowhead Fountain Center Dr., Peoria, AZ 85086, West of 83rd Ave and South of Bell Rd. The exhibit runs from Jan 21st - Aug 1st, 2011.

**Mayo Exhibit**- Courtyard-Marriott - 13444 E Shea Boulevard, Scottsdale, AZ 85259. The exhibit will run from February 27th to June 26th, 2011.



Congratulations to Pat Beans for the most recent sale at the Courtyard-Marriott! She encourages everyone to get involved in these exhibits!

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Don't forget to check out the mini shows taking place at the Alliance Gallery!

Desert Artists - July 13 - 24  
Northeast Valley Artists League - July 27 - August 7



Find us on Facebook!

www.facebook.com/azartalliance

CALL TO ALL JURIED ARIZONA ART ALLIANCE ARTISTS

WE WANT YOUR WORK IN GALLERY CYCLE 6!  
(JUNE 19 - SEPT 25, 2011)

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# Want More Opportunities? Use this New Guide for Art Submissions



Recently I came across an incredibly useful ebook for artists who would like to make submissions of their work to galleries, art licensing agents, museums, and many others in the arts community. This book is the "Transmedia Guide to Making Artist Submissions," which is a total how-to on this often confusing process.

Author Marie Kazalia has put together 88 pages of information on how to compose letters to gallerists, curators and licensing agents, with samples of real, effective correspondence that has gotten results. She also addresses how to contact interior designers and corporate art consultants, obtain contracts in giclee print markets, and take advantage of opportunities for self-promotion, among other topics. Links and lists abound for the artist to take advantage of her research and make it easy to get started marketing – and selling their art. Marie agreed to answer a few questions about her new book.

AS: What in your opinion are the biggest misconceptions artists have about the submission process?

MK: Most beginner and emerging artists wait for and respond to "Calls for Submissions" from various arts organizations. They put their only research efforts into this one market segment. It's like waiting in line for one thing, while a multitude of opportunities pass them by!

In simple steps, I show artists how to put themselves

out there to find their markets and create their own opportunities. For example, it includes insider tips on what words to use to get a gallerist's attention, and \*must use\* words for obtaining print contracts. I recommend a submission campaign action plan in a simple weekly framework, and even provide direct links to arts professionals. Extensive lists and links in my book will save any artist hundreds of hours of research!

AS: In your work with artists, what kind of results have you seen from using these submission methods?

MK: There are three main areas in which I have created success for artists:

1. Secured representation with gallerists (including solo exhibitions) as well as with art consulting firms and interior designers.

2. Gotten lucrative "giclee print on canvas" contracts for US artists with top companies in Europe.

3. Negotiated art licensing contracts for products sold in Target and other large retailers.

Sometimes these results happened within one week of the submission made on behalf of that artist! This timeline varies, but I've been able to get results for every one of my clients.

AS: If an artist needs assistance with submissions and marketing, what services do you provide?

MK: For my artist-clients who take me on to market and promote their art as a "virtual assistant," I write custom letters for each submission and contact I make on their behalf, and perform services that allow them to spend time and effort focused on their studio practice.

Since I work at marketing and promotions daily, I have lots of established inroads. As a contributing writer for Yahoo! and other sites, I'm able to create a lot of exposure for my clients. Extensive use of social media as well increases interest in their careers and drives traffic to their art websites. I love working with artists and it's exciting for me to see their careers expand and grow with my targeted efforts! As I continue to work marketing and promoting visual artists, my own growth continues, new opportunities are opening up for me with arts journalism and as an arts professional, which in turn allows me to provide more services to my artist-clients.

Article by <http://www.artsyshark.com/category/business-of-art/marketing-business-of-art/>

Ebook can be found here: <http://transmediartistmarketing.org/wordpress/a-guide-for-making-artist-submissions/>

## Silk Painting Workshop

Choose one of the seven chakra designs!

Christine Sutherland will be teaching the basics of silk painting on the following dates:

July 23, Saturday

Sept 2, Friday

Sept 24, Saturday

Oct 7, Friday

Dec 3, Saturday

Leave the workshop with a finished, hand-painted Silk Chakra Wall Hanging! Choose one of the seven chakra designs shown.

No experience is required.

1 Day Basic Workshop

Tuition \$95 + Materials Fee \$25

(includes all silk painting materials)

Sign up for one or all! Each workshop is one day only and will complete one project per workshop.

Time: 10 am – 4:00 pm

(Bring a lunch or go out)

Finished Chakra hanging is 12" x 12".  
Purchase your own Bamboo rod, textile hanger, or a simple dowel to hang.



Contact:

Christine Sutherland

602-284-4388

[info@csutherlandart.com](mailto:info@csutherlandart.com)

[www.csutherlandart.com](http://www.csutherlandart.com)

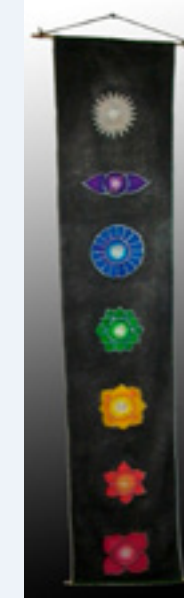
Location: Scottsdale

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Suite E-1 (next to Sports

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For information, contact our Gallery Manager at [info@azartalliance.com](mailto:info@azartalliance.com)





**Zendoodling Sessions with Bettie**  
 (\$50 a session), 9 am - 1 pm Thursdays, AAA Gallery Classroom

I will teach you new patterns, talk about creating successful abstract compositions, and then we will create a product with zendoodling on it. No experience necessary!

- July 7th** Basic Rules, Pattern rules, Zendoodle note cards
- July 14th** More Patterns, Zendoole a small paper maché box
- July 21** More Patterns, Zendoodle a gourd ornament
- July 28th** Share original patterns, create a gourd pendant with zendoodles

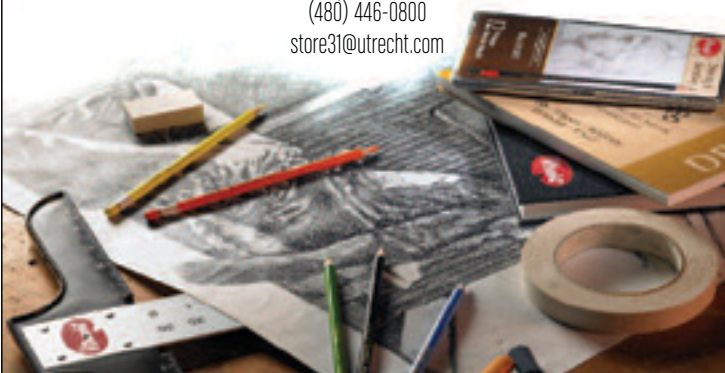
For more class information, you can reach Bettie at 480-773-0974 or [bettie.lake@cox.com](mailto:bettie.lake@cox.com)



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 • Dillman's Creative Arts Foundation in Wisconsin (Sept 18 - 23)

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[JulieGilbertPollard@cox.net](mailto:JulieGilbertPollard@cox.net) 623-849-2504

Author of: *Brilliant Color* - best seller North Light Book  
*Watercolor Unleashed!* self-published "chapter at-a-time book"

2 Watercolor DVDs from North Light Shop now available!

# Eight Tips to Get Your Art Blog Noticed Today!

Now that your art blog is up-and-running (and you have a few posts under your belt) it's time to get that blog noticed! Below are 7 simple rules for getting more readers... and more attention online.

## 1. Write Appealing Content

The first rule to getting your blog post noticed by others is to remember who your audience is. You're not writing in your personal art diary, you're writing to an audience. Therefore, it's important that you keep your posts reader-focused. It's okay to share personal insights about art and the art business, it's okay to toot your own horn once in awhile, it's even okay to share your personal struggles... just make sure that when you do, you leave your readers with some sort of "take home value."

## 2. Write Each Post Like You're Talking To A Friend

What would you rather read? A post that feels stifled and bogged down with impersonal, textbook-sounding statements, or a post that makes you feel as though the blogger is one of your dearest, and most treasured, friends? Blog posts which make the reader feel like a real person get shared the most, so when writing your posts, write as though you are writing to your best friend, not a stranger. Write in your own voice and stick to one subject per post.

## 3. Write A Great Headline for your Blog Post

Engage your readers with a headline that captures their attention immediately. If you're not good at writing headlines, study the headlines used in magazines, newspapers, and even your favorite blog.

Your headline should be short and concise. It should give your readers an idea of what they can expect to read in your blog post. And above all else, it should be search engine friendly.

When in doubt, use one of the following title formats:

- Provide a declarative statement - "Zazzle.com Makes Selling Prints Easy"
- Use a list - "10 Best Ways To Safely Store Original Art"
- Ask a question - "Can Artists Have

Multiple Streams Of Income?"

## 4. Include Photos in your Post

Images make posts pop... They catch the eye and draw the reader in, so take advantage of this by making sure you include an image in every post. When using images in your posts, include one image at the top of your post to draw readers in, then use a couple of images throughout your post to break up large blocks of text.

## 5. Make Sharing your Blog Post Easy

Blogger has a wonderful tool under the "configure blog posts" area. With the click of a single button you can include social network buttons at the end of each of your posts. These buttons allow your readers to share your blog post on Twitter, Facebook, and Google Buzz. Your readers also have the option of emailing your post or blogging a clip from your post on their own Blogger blog.

(NOTE: If you're not on Blogger, there are a ton of free sharing plugins and apps available, just do a search online.)

## 6. Tell People About Your Post

The saying, "build it and they will come" is a farce. In order to get readers, you must seek them out. You must let your target audience know that you exist and that you welcome them with open arms... and you can only do that by actively publicizing your blog.

- Share your post on your Twitter stream, your Facebook page, and other social networks.
- Include your blog's url in your email signature, forum signatures, and whenever you leave a legitimate comment on someone else's blog.
- Put your blog's url on your business cards and your advertisements.

## 7. Take Your Post Viral

You've written a great tutorial on your blog, now it's time to repackage that tutorial in another format.

Use the exact same information to create a short video or slideshow presentation and post it to YouTube. Make sure to include your blog's url in the credits!

Now, when viewers embed your video into their blogs, you've gained an entirely new audience for your blog.

None of these rules is especially difficult, and all of them put together will make a BIG difference in getting your art blog noticed. Start on these today... and good luck! (Complete article can be found at [emptyeasel.com](http://emptyeasel.com))



**Kids will leave their mark**  
 ... with or without the arts.

## The Choice is Art.

Discover arts programs in your community.  
 Learn about the role of the arts in your child's life.  
 Support and protect the arts in Arizona.

[www.thechoiceisart.org](http://www.thechoiceisart.org)



[www.thechoiceisart.org](http://www.thechoiceisart.org)

# 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.artistsofthesuperstitions.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.fountainhillstartleagu.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

**Northern Arizona Watercolor Society**  
hjwjones@yahoo.com

**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)*



Front Cover: title unknown, by Betsy Glatz

## MAILING ADDRESS:

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## GALLERY ADDRESS:

The Pavilions at Talking Stick, 9011 E. Indian Bend  
Scottsdale, AZ 85258 (next to Sports Authority)  
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