

Redwood Art Quarterly

A PUBLICATION OF THE REDWOOD ART ASSOCIATION



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FROM THE PRESIDENT

Becoming the owner of the building at 603 F Street on June 15 of this year created a paradigm shift for the Redwood Art Association. Until that day, most aspects of the Association were organized around a nomadic existence. The reality of a permanent home or a reliable venue for our exhibitions existed only in our dreams and in some distant future.

And then on June 15, we were suddenly transported into that distant future as if through a time warp.

Our Business Plan with its long-term and short-term goals and our Vision and Mission Statement were both designed to

create movement toward the distant goal of a permanent home.

Our organizational structure, which has served us for 56 years, was not designed to operate a year-round gallery business.

Our budget! Well, we had never before paid a monthly mortgage nor had monthly operating expenses requiring attention to cash flow management.

The RAA Board of Directors is now engaged in a Strategic Planning process to help us deal with this new reality. It consists of a series of meetings facilitated by RAA member and former director Martha Haynes. She has helped us before.

Karen Mast has volunteered to be the Gallery Manager starting January 1. She comes to us with twenty-seven years of gallery management experience at the Artist Contemporary Gallery in Sacramento. She is taking on an enormous responsibility for the Association.

A lot of work is being performed behind the scenes to create an organization and business plan to serve us well in this new paradigm. It is an exciting time for our Association.

We will keep you posted.

Roy Grieshaber
President

Holiday Art Sale and Off the Wall Sale

With the purchase of a permanent home, the Redwood Art Association took an important step forward in assisting members by offering them a place to sell their art. Our first major effort in this new role is hosting a "Holiday Art Sale" and "Off the Wall Sale" from Nov. 23 to Jan. 5, 2013. These sales events were conceived to support RAA members on an economic level.

In order to make this more efficient, the RAA had to become capable of ringing sales and taking credit cards. We have now done this. Then we created these two events to promote our artists creations.

The Holiday Art Sale allows members to rent wall or floor space in our gallery and create their own boutique shops to share and sell their art, which can be sold and replaced at any time. The gallery receives a commission on sales to help support the new home.

The Off the Wall Sale gives members that don't want to have a shop a place to hang one piece of art for sale. What is special about this is that when a person wants to purchase a piece of art, the piece is sold, the customer takes the piece home. Next we contact the artist to bring in a similar size piece to fill the empty space. This is different from traditional RAA exhibitions where we ask that sold art remain in the gallery until the end of the event.

We are placing two ads in *The North Coast Journal* Nov. 22 and Dec. 13. The Gallery will be open for two Arts Alive events 6-9 p.m. Dec. 1 and Jan. 5. Gallery hours are noon to 5 p.m. Wednesday through Sunday.

Members are encouraged to drop by the gallery and see what is happening during this holiday season.



Reporting on the RAA Building Project

There has been a considerable amount of work performed in and around our RAA home at 603 F Street since its purchase in June. This activity has been honchoed by Tom Bethune, Chair of the Building Committee. He and his committee deserve huge appreciation from all of us for all of their work.

You have probably noticed the front door. It is one of our notable achievements that provides an ADA (Americans with Disabilities Act) entry and exit with an easy-to-use code and lock system. Plumbing issues have been fixed.

We have completed roofing repairs that will help solve much of the building's water infiltration issues which were uncovered during the initial inspection process.

What is not so easily seen is the amount of preliminary effort devoted to the reconstruction of the rear of the building where considerable water infiltration and termite damage had been discovered. To correct the damage there has been a considerable amount of engineering work required to obtain a building permit to repair damaged walls and their underpinnings. The engineering has been completed and we are about ready to start the reconstruction. Wow, this is a very big undertaking. Soon you will see physical exterior changes as work gets underway.



Photo by Robert Fasic



Photograph by Frank Speck "Back and Beyond."

Frank Speck, Winner of People's Choice Award

Congratulations to Frank Speck who got the most People's Choice Award votes for his "From Redwoods to Rembrandt" Exhibition entry titled, "Back of Beyond". As the winner, Frank has received a free one year Redwood Art Association membership!



The Redwood Art Association is a community dedicated to the creation of art as an important and indispensable part of life and the economy of Humboldt County.

Redwood Art Association Officers and Board of Directors

President: Roy Grieshaber
Vice President: Robert Haynes
Secretary: Robert Fasic
Treasurer: Jan Hollander
Past President: Julia Bednar

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Thomas Bethune
Sharon Falk-Carlsen
Nancy Flemming
Murline Georgeson
Betty Littlefield
David Mast
Karen Mast
Rachel K. Schlueter
Diane Williams
Linda Wise

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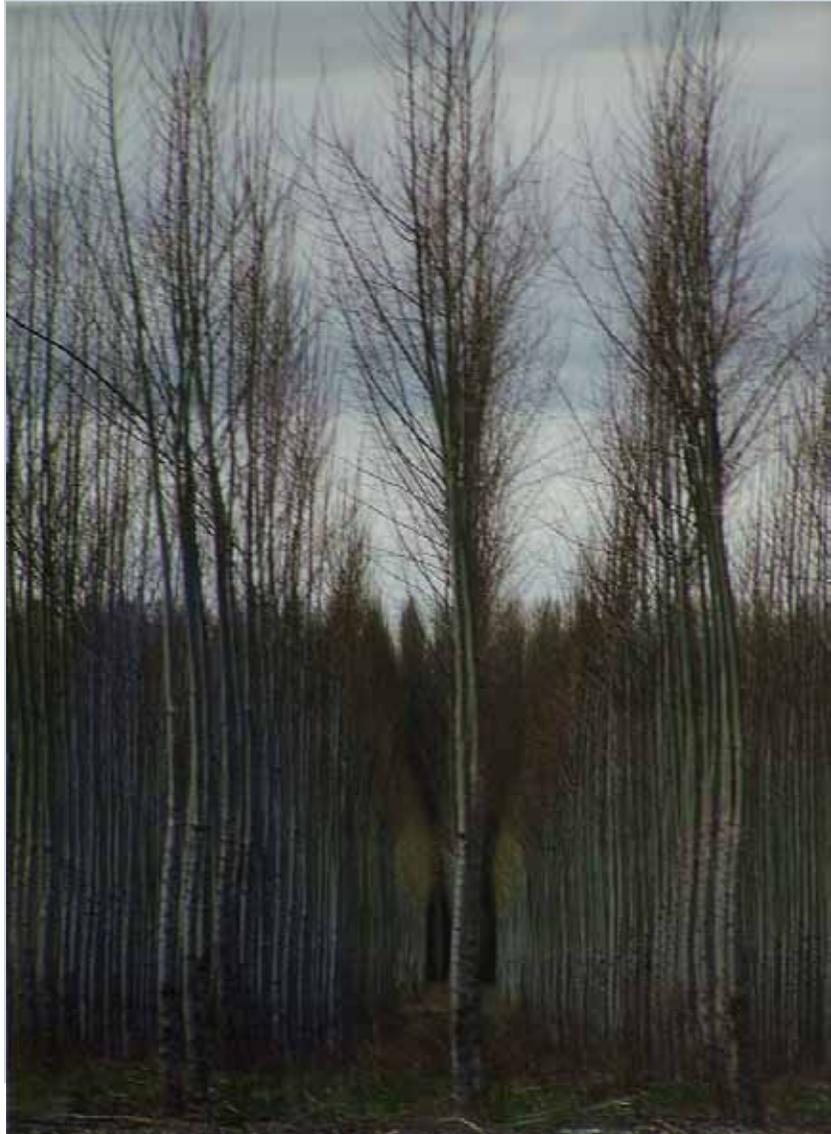
Winter Exhibition Wrap-Up

Nine Redwood Art Association members received awards for work they entered into the Annual Winter Exhibition. One hundred twenty one pieces were submitted by 87 artists.

The judge, Cynthia Hooper, artist and art professor at College of the Redwoods selected David Boston's photograph, "Poplar Trees" to receive the \$300 Best of Show Award. Hooper said that "Poplar Trees is a solemnly meditative, symmetrically balanced photograph of industrial forest practices—describing both the beauty and the environmental challenges of transforming a forest into an economically productive landscape."

Other awards went to Jay A. Brown, Cronder Concepción, Betty Fowler, Marlene Hall, Gary Holder, David Mast, Donna Rosebaug and Diane Williams.

About judging the exhibition in general, Hooper stated that "judging works of art is a completely subjective and often intuitive process—just as making art. Certain works can forcefully speak to you in an emotional or intellectual way, depending on your own particular interests and life experiences. The works I chose for awards in this exhibition reflect my own interests and passions. I'm also interested in narratives that are complex and unexpected."



David Boston's photograph, Poplar Trees.

For the Sale of Art...

Now that the Redwood Art Association has a permanent home and gallery, an important goal is to sell your art. For the first time in the RAA's 56-year history, we will be selling art from our gallery during the Holiday Art Sale. We can accept credit cards, checks and cash, and the RAA will collect and pay sales tax.

Beginning in 2013 with the New Year Exhibition, we will be marketing and selling your art at all our exhibitions. The RAA will take a 30% commission which will help support our gallery financially and help pay for marketing expenses. Payment (less the 30% commission) to artists for sold art will be made within 30 days after the close of an exhibition.

Art at the Airport

As reported last year, the Redwood Art Association has been asked to curate exhibits at the Arcata-Eureka Airport. The exhibits are open during airport hours and are long running, lasting 6 months at a time for the enjoyment of residents and visitors who come to our area. The newest installment includes work by Karen Berman, Theresa Oats, Leslie Price, Adrienne Werth, Michael Guerriero, Patricia Sennott, John Wesa, and Peggy Loudon. If interested in being considered for future installments contact the Airport Art Committee by email at info@redwoodart.org.

Peggy Loudon and Bob Haynes.
Photo by David Mast.



Gallery Manager, Karen Mast

Once the purchase of the building at 603 F Street was finalized, the Redwood Art Associations Board of Directors responsibilities expanded. Especially those entailed with the daily, weekly, and monthly management of the gallery became more daunting. Having a permanent home the RAA is now faced with many more responsibilities keeping the RAA a continually growing and vital community organization. The board realized the need for a separate manager for the gallery and I volunteered for this position.

I am Karen Mast, I took this huge task because of the enthusiasm and excitement I feel from all the members and the unbound talent the RAA is constantly showing. I will give you some of my personal background for you to get to know me better.

My early basic training in gallery spotting and hanging began in 1973 as the gallery assistant for the Kondos Gallery at Sacramento City College. In 1975 while on a college field trip at the San Francisco Museum of Modern Art, my friend and I had discovered two large rooms had been closed off by the museum due to a new show to open the next day. My friend and I were intrigued at the huge square paintings hanging in them and the curiosity of youth overcame good sense and we walked past the sign and immediately I felt drawn into a church of color. We were startled by a very obese man in a wheel chair looking very sternly at the work. He questioned me intently what I felt about the paintings, he told us they were his. He was Josef Albers and then for the next two hours he gave us a lecture of art, color, spotting, hanging using his work as an illustration. At that time I had no idea who I was with in stature but his words were etched permanently in my memory.

Josef Albers was the first to bring Bauhaus ideas to the United States, and from the time of his arrival in 1933 he became a major influence in the training of American artists, architects, and designers. Teaching and lecturing at Harvard, Yale, and many other art schools, and museums. Albers made notable contributions to the study of perception, both in how we see and in how to understand what we see.

A few years later I took over managing The Artists Contemporary Gallery, in Sacramento where I was in charge of: marketing, spotting, hanging, customer service, and sales while concurrently managing The Crate, which was an American made craft shop. At The Crate I was in charge of marketing, merchandising, sales plans, accounting, buying, and display. Both businesses I worked simultaneously from 1979-1995.

I furthered my experience by going back to school from 1997-2006 and accomplishing three further degrees in Art History, Business and Photography.

As the Redwood Art Associations Gallery Manager, I look forward to continue the Associations focus and in representing the artist's interests as professionally and creatively as possible.



CALENDAR OF EVENTS

2012 EXHIBITIONS

RAA Holiday Art Sale

November 23, 2012 – January 5, 2013

Arts Alive! Saturday, December 1 &
January 5, 6:00pm 9:00pm

RAA Annual Membership Meeting and New Year Mixer

January 27, 2013, 2-5 PM

Hors d'oeuvres and beverages
603 F Street

More information to come soon!

2013 EXHIBITIONS

Redwood Art Association 2013 New Year Exhibition

A judged exhibition with cash awards
For RAA Members

January 23 – February 15, 2013

Entry Day: Saturday, January 19,
11:00am – 3:00pm

Arts Alive! Reception: Saturday,
February 2, 5:00 – 6:00pm

The Great Outdoors

Open to all artists

February 20 – March 15, 2013

Entry Day: Saturday, February 16,
11:00am – 2:00pm

Arts Alive! Saturday, March 2

It's a Matter of Perspective

For RAA Members

March 20 – April 19, 2013

Entry Day: Saturday, March 16,
11:00am – 2:00pm

Arts Alive! Saturday, April 6

Redwood Art Association 55th Spring Exhibition

A judged exhibition with awards
For RAA Members

April 24 – May 17, 2013

Entry Day: Saturday, April 20,
11:00am – 2:00pm

Arts Alive! Reception: Saturday, May 4,
5:00 – 6:00pm

Here's Looking at You, Humboldt!

Open to all artists

May 22 – June 14, 2013

Entry Day: Saturday, May 18,
11:00am – 2:00pm

Arts Alive! Saturday, June 1

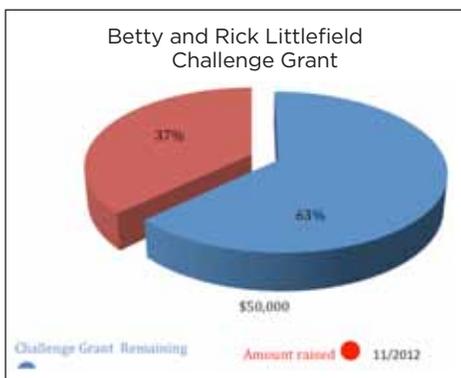
• List of Challenge Grant Contributors as of November 7, 2012 •

\$1,000 or Larger Donation	\$100 to \$499 Donation	Mary Janet Frost	Eugene Perricelli	Olga D Dahl	Betty Ann Osborne
Georgia M Bednar	Robert & Blaine Allen	David Frost	Camille Regli	Dalianes World	Susan Pence
Julia Bednar	Allen	Howard & Peg Gardner	Angus & Joan Stewart	Wide Travel	Robert & Cynthia Quinsey
Floyd Bettiga	Susan Bloch	Lori B Goodman	April Sproule	Winnie Edmondson	Andrea M Roslosnik
Nancy Gregory	Louise Bacon-Ogden	Elaine C Gray	Bosha Struve	R W Evans	Dennis Rosser
Pam Mendelsohn	Ron & Karen Berman	Shirley Marlene Hall	Michael Wagar	Fin N Feather Pet Shop	Yevonne Reynolds
\$500 to \$999 Donation	Rosalinda Brainerd	William Hansell	David C Wells	Daniel D Freitas	Karen Rudin
Linda Bareilles	Arlene Broyles	Martha Haynes	Judy Willis	Edge Gerring	Amanda Sewell
Robert Fasic	Jody Bryan	Robert Haynes	Linda Wise	Patricia A Jones	Irene Showman
Eric Furman	Rena Christensen	Lunel Haysmer	Up to \$99 Donation	Melanie Kasek	Jen Snelgrove
Murline Georgeson	Roger Clark	David Howell	Judith Barry	Richard & Elmone Chaix Kissling	Helen E Stromberg
Roy Grieshaber	Kristi Nicola Clark	John Jameton	Bay West Supply, Inc	Thomas Klapproth	Dottie Sweet
Elsie & Frank Mendes	Pamela Cone	Debbi Krukonis	Jay A Brown	Mary Ann Machi	Roberta "Berti" Welty
Kathryn Englin Shaini	John Crater	Marie Kelleher-Roy	Kellie Jo Brown	Sarah Marina	Mary L Wallace
Dolores Terry	Scott Davis & Tina Stenborg Davis	Elden R Knauf	Mildred G Brucker	Orr Marshall	Jeff & Bobbi Westman
Diane Williams	Wes Edwards	Ellen LeBel	Lisa H Butterfield	Eddie Morgan & Sue McIntyre	Woodrose Café
Sally Williams	Sharon Falk-Carlsen	Claudia Lima	Paulette J Cortez	Lorraine Miller-Wolf	
	Nancy Flemming	Byrd A Lochtie			
	Betty Fowler	David Mast			
		Karen Mast			

Challenge Grant Fundraising Drive off to an Impressive Start

The Redwood Art Association's Challenge Grant efforts have raised a total of \$18,290. The majority of the donations have come from our members and their family and friends. Thank you one and all for your generosity. A big thank you goes to Humboldt Recology for allowing us to insert a donation request into their most recent billing. That effort has generated \$895 of our total.

Please make a contribution toward creating a first class gallery. Every dollar counts! Help us reach our goal!



Hagopian Gallery Schedule

2012 Schedule

December: Animals, Large and Small: Lois Andersen, 668-5203.

2013 Schedule

January/February: Humboldt Historical Society: Joe Walund, 499 5645.

March/April: Eureka Photoshop Users Group: Hal Work, 496-0221 and Diane Williams, 445 2276.

May/June: Floral Art, all media: Lois Andersen, 668-5203.

July/August: Paintings, any subject: Lois Andersen, 668-5203.

September/October: Redwood Camera Club: Sharon Falk Carlsen, 443-8796.

November: Friends of the Library Children's Art: Roger Cinnamon, 268-8125.

December: Art, cats and dogs: Lois Andersen, 668-5203.

New Membership Categories Offer More Opportunities

The member survey was sent out in April 2012 to learn if our members were in favor of purchasing the building at 603 F Street and what they were willing to do to support it. One of the questions asked was; are you willing to pay higher dues? 67% answered yes to \$60 or more. So in an effort to keep our membership fees reasonable, but give our members opportunities to financially support the gallery we developed two additional levels of membership; Friend of the Gallery at \$85 per year and Gallery Patron for \$250 per year.

Both of these categories will provide much needed additional financial support for the RAA to help create a first class gallery that is financially successful.

These categories are in addition to our Individual Membership, Youth Membership and Sustaining Membership. We invite you to join our community of artists. We need your financial support. The next time you renew your membership, we invite you to join at the Friend of the Gallery level or above.