



# Trails End Art Association

May-June 2011

## SPECIAL DATES

- June 1, Summer Gallery Hours Begin 11am-5pm
- June 4, Open House 3-6pm
- June 10, Business Meeting 9:30am
- June 10, General Meeting & Potluck 11am
- June 12-13, Bring Art
- July 4, 4th of July Special Art Sale, demos and re-

## 2011 TEAA BUSINESS SPONSORS

Eagle Financial Group

Windermere Cronin and Caplan Realty Group

Thank you Seven D's Nursery for the garden donations

*Want to volunteer and aren't sure who to contact? Just email trailart2010@hotmail.com or call and leave a message for Jeannette Davis at 503-717- 9458. Help is always appreciated!*

## Important Change

Trail's End can save quite a bit of money if the Newsletter is sent electronically to members. The Newsletter is also a lot more dynamic in color, plus the email and other links can be accessed more easily. After input from the membership at the May General Meeting, starting next month, the Newsletter will be sent electronically to everyone who has an email address and a hard copy sent to those who do not use the internet

You can opt out of having an e-newsletter and receive a hard copy or pick up your copy at the TEAA office by contacting Mary Ann Gantenbein by leaving a message at our main number 503-717- 9458 or trailart2010@hotmail.com

If you have changed your email address, please also contact Mary Ann with the update.

## Upcoming Events!

*The coming months are exciting for our Association. We have several activities that bring depth to our art, lightness to our hearts, and just plain fun too. Join in to the following events, and if you have time, volunteer to help!*

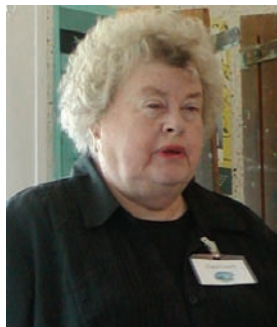
### June 4th Open House

Our Open House reflect the new summer hours. It will be from 3-6pm. Your help would be greatly appreciated. Contact the fabulous hostess Susan Thomas to volunteer!

### June 10th Potluck

Bring your favorite dish and join us for what is always a fun first of summer potluck. The General Meeting and Potluck start at 11am. Bring a little extra for our guests.

## Carol Couch Featured



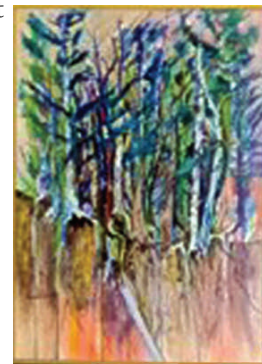
Carol Couch

Carol has painted all of her life. She is a native of the NW. She wanted to go to art school, but it wasn't acceptable in a blue collar family. So when she guessed the wt. of a pig at the county fair and won \$100, she was able to begin a college career at Eastern Washington. She has three children. She admitted that she was going crazy when the children were young, and she began painting to help her cope. She started doing

watercolor since she could finish them quickly and also began selling them. Carol lives in Ocean Park and began painting there, and she kept her kids in milk and groceries. She worked at Children's Services for eight years, then on to helping older people. When she retired, she began selling her work at Sunday Market. Roger Massey talked her into coming to Jo Pomeroy-Crockett's classes and eventually to join Trail's End. She is having an open house on June 1<sup>st</sup>, for her handicapped accessible home.

Carol loves to paint and to teach, and brought a handout to share with members on physical and mental blocks to creativity she found in a book from the TEAA library (Watercolorist's Essential Notebook by Gordon MacKenzie) and has used it with her students. The most important message she said was about the smell of fear. The important thing is to eliminate that fear and to not spend a lot of time worrying about your inadequacies in any way.

Carol teaches Watercolor Techniques on Wednesdays 9:30-12:30 at the Trail's End Art Center and coordinates the July 4th Event.



### 4th of July Event

The 4th of July Event is a way to join in on Gearhart's unique way of celebrating the holiday. There will be two tents set up to sell your art, free cookies and dog biscuits, demonstrations and more. When the weather is nice, this event rocks! It takes place around 10am-2pm and is busiest right after the Gearhart Parade. We need cookies, bunting, and your art! Contact Carol Couch 360-665-5319 if you'd like to assist in the fun

### August Show

Be sure to keep the **Call for Art** that is inserted in this Newsletter. It has everything that you need to enter the August Judged Show. Submit art July 24-25

### Summer Workshops

Children's Summer Camp begins July 5th and our 4th annual Summer Art in Gearhart on July 30th. See brochure.

## President's Easel

Hello Fellow Artist,

I would like to take a moment to THANK ALL the busy volunteers that are continuing to make TEAA such an exciting and wonderful organization. It takes *many volunteers* and **MANY HOURS** to make an organization work to it's best.

Our beautifully orchestrated 'open houses' and those that 'demonstrate', the 'marketing committee' busily finding ways to promote TEAA, the August 'Judged Show' preparations are well underway, the 'garden' is beautiful, another show has just been hung, and registrations for "Summer Art in Gearhart 2011" are underway.

A thank you to our Office Manger for keeping our gallery sitting schedule on track, which keeps our income stream flowing, and the office running smoothly.

Ellen Zimet has once again out-done herself preparing for summer workshops with wonderful artist coming to teach at Trail's End this summer ~ plus our very own member instructors.

And then there is Kitty Panio – how can *we* ever THANK Kitty for her time and talent putting together the monthly newsletter, this summers flyer/brochure for classes and keeping our web-site up to date and looking spectacular.

But mostly **I need to THANK each of you for volunteering**, *doing your part in making TEAA a GREAT organization.*

Only you ~ the "volunteer" ~ make the organization what it is. *Each little job* has its place from emptying a waste basket, cleaning the tables, straightening cards, teaching a class, sitting the gallery, weeding the garden, etc., ~ ~ it all completes a beautiful painting entitled: T E A A .

Happy Painting – see you in the gallery. ~Jeannette Davis



*It was great to see Sally Bailey at the May General Meeting*

## Staples Offers Help

After TEAA members Ellen Zimet and Judy Fredrikson approached Staples about member copying needs, Chad Pendergast, Copy Center Expert and



*Chad Pendergast*

Sarah Whitney, General Manager, did some research and are making some changes in their store to help local artists. They present digital reproductions on cotton canvas, heavy weight paper and also showed the difference in the colors

with lazer printed paper. They can provide a wide format photo glossy. An example of the cost is \$48 for 4 square feet. They can feed in sheets of watercolor, and are willing to access working on that kind of paper upon request. The inks are not archival, although a color bright durable ink is used that won't smear. They emphasized a willingness to work with the association to meet TEAA member needs, including greeting cards and are exploring getting greeting card paper that is scored. They also do postcards. The local store has a design center to make the cards and



*Sarah Whitney*



other materials that they will do for free, or a cost of \$5 at most. They save the file and they will be able to do more orders once it is set up. They also presented the discounts for businesses and a rewards program for 10%. They can handle tiffs or jpps, and also Microsoft Publisher. But they are unable to do non-Microsoft Mac programs or In-Design.

## Drawing Class

### A Drawing Class for Beginners

*Beginning Drawing Class*

**Friday mornings: June 3,17,24 and Sat. June 11 -9:30 am to 12:30 pm**

*Cost: \$15 per session for members;*

*\$18 per session for non-members*

*Students will study value and shadow to create illusion of three-dimension, try different drawing tools, learn ways to create texture, and explore interplay of basic shapes and details. Classes will include time to try quick sketching and contour drawing styles. Call Judy Fredrikson (503-791-0759) to sign up. If you want a kit of basic materials for a one-time cost of \$15, let Judy know when you sign up.*

## Marketing Committee

The Marketing Committee met twice in April to discuss ways to increase awareness of our organization. We used last year's member satisfaction survey as a guide which states the top two reasons for membership are 1) fellowship with other artists and, 2) exhibiting and selling artwork.

We agreed it was important to build a sponsor base (\$200/yr for each sponsor) in order to get financial support for operational expenses and increase awareness in community. We will suggest to members we invite members of the Long Beach Peninsula Art Association to our June potluck so that we can talk about ways to collaborate and enjoy artistic fellowship. We will continue to submit general and event announcements to media sources to increase community awareness and participation. We are also considering creating a new member



*Becky Read*

welcome packet complete with guide-book and a member roster. Finally, we are considering a Labor Day event to bring the community into the Center and encourage sales. We are considering two events: 1) art auction, 2) craft show at the country club ~Becky Read

## Minutes May General Meeting

The meeting was called to order at 11am

**Members Present:** Susan Bish, Carol Couch, Louise Birkenfeld, Susan Thomas, Jane Means, Ellen Zimet, Janet Packard, Lou Kister, Barbara Hassan, Rebecca Read, Sally Bailey, Judy Fredrikson, Michael Muldoon, Mary Ann Gantenbein, Barbara Mallon, Jo Pomeroy-Crockett, Debby Janssen, Kitty Paino, Beverly Peck, Jeanette Davis

**Secretary:** No secretary's report

**Treasurer:** Cash sales are now included in the report. Card sales do not have a commission. Sales are increasing.

**Membership:** There were four members added this month. For 'new' members only, the dues will be prorated per month starting in March.

**Gallery:** There were 80 visitors to the gallery last month. Members were asked that if they are sitting the Gallery, to please fill out the form regarding the number of visitors, including zero if no one visits.

### New Business

#### Demonstration-Staples©

Ellen Zimet introduced Chad Pendergast, manager of the new Warrenton Staples copy center & Sarah Whitney, General Manager.

**New Members:** Barbara Mallon is a new member. She is giving a class on August 20<sup>th</sup> on Encaustic. Barbara Hassan is also a new member who attended the May General Meeting.

**Newsletter Change:** It is being proposed to send out the newsletter via email, and have copies available at the Center for a hard copy. Anyone outside the area will receive a hard copy on request. We will let people know in the next newsletter that we will still mail a hard copy on request, but that in future months a hard copy will be sent in July.

#### Seaside High School Donation:

The Board approved a \$50 donation to help SHS art students visit the Portland Art Museum.

#### Old Business

**May Open House:** Susan Thomas reported that there were 42 people attending the May Mother's Day Celebration Special Event. There was not a sponsor for the special event. But there is now a marketing letter, and members

are asked to submit names of possible sponsors. There is still a need for people to assist with the special events for the rest of the year.



Barbara Mallon

**Marketing Meeting:** Becky Reed reported on the marketing meeting group. In addition to art, she told about the emphasis on how to get people to come and look at our art. There are encouraging letters for sponsorships, and she hopes that we can engage our members to find sponsors and to send postcards for open houses.

**Garden:** Jeanette Davis commented that the garden is beautiful this spring thanks to

Garden Committee and the expertise of Janet Bland and Gin Laughery as well as the volunteers.

**August Judged Art Show:** Jo Pomeroy-Crockett and co-chair Judy Fredrikson shared the planning for the August Show. The call for entries has been prepared and will be in the next two newsletters. There will still be no charge for members, and non-members will pay \$15 for one to two paintings. Size maximum is 24x30, anything larger and only one entry will be accepted. Volunteers are needed for the show. Any questions can be forwarded to either Jo or Judy. The judges have been selected and will be shared with membership at a later time..

**Summer Art in Gearhart:** Ellen Zimet emphasized that these classes are for fund raising. To attend is not only for the artist, but to help the organization. She went through each class. They are available in the brochure that will be sent to each member. Participants will be able to register and pay online. Checks are also accepted. The checks are only cashed if the workshop is held. Becky Reed will provide a list for poster distribution.



Barbara Hassan

**Summer Hours:** Starting the first of June, hours will be 11am – 5pm.

**Fourth of July:** Carol Couch needs cookies for the July 4<sup>th</sup> event. She has two tents and members can bring their own tent or use her tents to sell their art. There is no additional charge. There will be a children's program. Any décor such as bunting is needed. It will take place from 11am-2pm. Free balloons, cookies, and dog biscuits will be offered.

Members are asked to help, and there will be a sign up sheet in June.

**Long Beach Peninsula Art Association:** Their members will be invited to our June Potluck. TEAA members attending are asked to bring a little more food to the Potluck to accommodate a few visitors.

**Curio Cabinet:** Thanks to Albert Wood, the curio cabinet is for sale. If any member would like it, it is available to purchase, with proceeds to TEAA.

**Suggestion Box:** A Suggestion Box can be found in the studio. All suggestions are welcome.

#### Artist of the month, Carol Couch

Carol Couch gave a presentation and shared a short lesson on spontaneity. Respectfully Submitted, Kitty Paino, Secretary

## Information for Sitting

Here are some really useful hints for sitting the gallery!

**No. 1 The OFFICE DESK REFERENCE GUIDE** binder (should be on the desk) HAS BEEN UPDATED.

Need a question answered, check out the desk reference guide. Hopefully it will answer your questions.

**No. 2 The old red SALSSES LOG** binder with the 8-1/2X11 inch sales sheets, that is used to record all sales, is now in a *WHITE BINDER*. It says **SALES LOG** on the spine.

*These two binders should be left on the desk.*

**No. 3 Copier** There have been some questions about 'how to use' the copy machine.

○ There is a small white button on the right side of the copier. Push the button to turn on or off. The machine will make noises until it cycles through then stops and is ready to print.

○ Lift the lid of the machine and place paper on the glass – copy down. Press the black COPY button on the face of the machine. (It is more to the left side of the machine.)

**Volunteers are needed for the garden. If you would like to help, call Janet Bland at 503-717-1690 or email janetbland@aol.com**

## Trail's End Art Association

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Gearhart, Oregon

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Gearhart, Oregon 97138

Phone 503-717-9458

Email:

[trailart2010@hotmail.com](mailto:trailart2010@hotmail.com)

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

### Plein Air

Open to all members. Painting in various regional locations. Contact Sue Bish 503-861-1428 to check on schedule changes.

**Pastel Studio**, Join in at any time. Call Pastel facilitator **Kathy Moberg** 738-6653 for more information.

**Watercolor Techniques, Carol Couch, Instructor.** A new idea, skill, project, etc. each week. Just 'Drop In'. \$15 a session for members, \$18 for non-members. Contact 360-665-5319 for more information.

**Watercolor Studio.** Join at any time. Call facilitator **Susan King**, 503-861-0260 for more information.

**Collage & Other Fun Stuff.** Call facilitator **Mary Ann Gantenbein** 503-861-2832 for more information

**Drawing, Judith Fredrikson, Instructor.** Members pay \$15 per sessions Non Members \$18 per session. To register and for a list of supplies, call 503-791-0759)

**SUMMER GALLERY HOURS ARE 11AM-5PM**

*Do you have a Newsletter item?  
Contact Kitty 503-325-0342, or  
[paino2060@charter.net](mailto:paino2060@charter.net)*

## Trail's End Art Association Calendar

### May-June 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 <i>Open Studio</i>	30 <i>Open Studio</i>	31 <b>Pastel Studio</b> K. Moberg 10 am-3pm	<b>June 1 Summer Hours Begin 11 am - 5 pm</b>	2 <i>Open Studio</i>  <i>and</i>  <i>Plein Air</i>	3 <b>Drawing Class J.</b> Fredrikson 9:30-12:30  <b>Collage and Other Fun Stuff</b> 1-4pm	4 <b>OPEN HOUSE 3-6</b> (note new time)
5 <i>Open Studio</i>	6 <i>Open Studio</i>	7 <b>Pastel Studio</b> K. Moberg 10 am-3pm	8 <b>Watercolor Techniques</b> C. Couch 9:30-12:30 <b>Interm. Watercolor Group Class</b> 1-4pm	9 <i>Open Studio</i>  <i>and</i>  <i>Plein Air</i>	10 <b>Business Meeting 9:30am</b>  <b>General Meeting 11:00am POTLUCK</b>	11 <b>Drawing Class J.</b> Fredrikson 9:30-12:30  <i>Open Studio 1:00—4:00</i>
12 <b>BRING ART PICK UP ART</b>	13 <b>BRING ART PICK UP ART</b>	14 <b>Pastel Studio</b> K. Moberg 10 am-3pm	15 <b>Watercolor Techniques</b> C. Couch 9:30-12:30 <b>Interm. Watercolor Group Class</b> 1-4pm	16 <i>Open Studio</i>  <i>and</i>  <i>Plein Air</i>	17 <b>Drawing Class J.</b> Fredrikson 9:30-12:30  <b>Collage and Other Fun Stuff</b> 1-4pm	18 <i>Open Studio</i>
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