

# magazine



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### vice president

Muriel Haverland

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Alice Gunter

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### directors at large

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Marianne Smith

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Marty Orosz

Cat Rainey

Sandy Swan

## gallery curator

Venus Nguyen

## facebook/chamber liaison

Donna Carver

## newsletter editor

Lyn DeLano

## president's message

WOW, WOW, WOW! What a show you have just presented to the Gallery! The "Fall Festival" show may be the best one I have seen during my recent years at MAG. Be sure to come in during September and October – you won't want to miss this.

Big changes are happening with this year's Scholarship Auction. First of all, we are going to hold our event offsite. As you probably know, the Hassayampa Country Club has been completely remodeled and renamed the Capital Canyon Club. They have very generously offered the use of their swanky facility free of charge. What an event it will be this year! The food and wine will be first class. This may be the only chance many of us will have to go into this gated community and enjoy the beautiful clubhouse facilities. Get your tickets early, as we do anticipate a complete sell-out with some of the tickets going to Capital Canyon residents.

We also have a big favor to ask all of you. This year we are going to transition to a personal approach in soliciting donations for our Scholarship Auction. We will provide donation letters and forms and we are asking that you solicit donations as you go about your daily activities. When you get a haircut, or take a pet in for grooming, for example, will you please ask your sphere of influence to consider making a donation to our Scholarship Auction. In past years, we have done this via mailed letters with limited success. Everyone knows the personal approach is most effective.

And then there is your art! Would you please consider donating a fine example of your talent for this event? We want our art to be as good as it can be when representing Mountain Artists Guild in this venue. It is a fantastic opportunity for us to make our gallery known to many potential buyers who may have not yet discovered us. It really is a rare opportunity and we want to capitalize on the occasion with your help.

Our goal this year is to be able to award a much more significant scholarship (or two) than in the past. Too often the smaller awards are never claimed, so this year we want to present at least one major sum to a deserving young artist.

And finally, don't forget our upcoming board of directors' election. On the third Wednesday of October—the 19th—we will hold our annual business meeting at 4pm in the gallery. Ballots will be collected at that time, and the President of the Guild and the Chairman of the Gallery will both present their annual reports. The following week at 4<sup>th</sup> Friday, election results will be announced and the new board members and officers will be introduced. It will be an evening to meet and celebrate the new team which will take up their positions in the New Year. You can obtain your ballots at any time after September 15, and turn them in at your convenience. We do need a quorum to have a valid election, so please be sure to participate in this most important event!

Here's hoping for a glorious Indian Summer and Fall for us all.  
Janis Keeling

## **BIG shoes to fill!!!**

Donna Carver, who has been a major supporter of Mountain Artists Guild and Gallery for the past five years will be stepping down from her multiple volunteer commitments this December. She has given the Board of Directors and MAG members five months to find MAG members who would like to step up and take over the roles she has filled. She hopes members will step up early, so there can be time to share info, do training and shadowing so that all transitions will be seamless.

Donna stated, "It has been my honor to have supported MAG for the past 5 years, since I moved here from Gig Harbor, Washington. I have enjoyed all of the volunteer roles I have filled.. but now it is time for me to refocus on myself. I need to take time to focus on my health and my art. I am sure you all understand."

She served on MAG's Board of Directors and Gallery Committee. As well as been the Spotlight Room Curator; Facebook Master; Photographer for MAG 4th Friday and Events including Demonstrations; Workshops, Classes, MAG Scholarship Chairperson for 3 years, MAG Chamber Representative, MAG Host and Coordinator to Prescott Chamber Mixer held at MAG, MAG PR Rep. for Radio and TV spots, Scholarship Auction Committee member, Volunteer for MAG's Festivals on the Square and New Main Gallery Show Intake.



We need YOU, our MAG members, to step up and fill Donna's spot by December 2016. These are the following commitments MAG needs you for:

- 1. Face Book Master** - Marketing anything MAG (post 3, 4 x a week).
- 2. Photographer** - for Workshops, Spotlight Room and 4th Friday Demos and Classes... then Posting on Facebook with write-ups.
- 3. MAG Chamber Representative** - to Prescott, Prescott Valley and Chino Valley.
  - A.** Attend each of their Monthly Mixers and Annual Banquets - always marketing MAG for our philanthropic causes and events.
  - B.** Do PR and Marketing on the Chamber's CEO's Respective Radio Shows "Talk of the Town" - each show 3-4 times per year. Remember it is a radio show, so no one can see you. You can actually read your own script.
- 4. Scholarship Auction Committee**
- 5. 2017 Scholarship Chairperson** - This process starts in December 2016, but the Award Ceremony happens in March at the 4th Friday Member Meeting.

If you are interested, please contact Donna Carver directly, at [davedon21@yahoo.com](mailto:davedon21@yahoo.com) or contact Janis Keeling, MAG Guild President at [janisk1223@gmail.com](mailto:janisk1223@gmail.com)

main gallery show

carver

glas

pearce

donahue

howell

dahle

rainey

mountain artists gallery

*Winter is an etching,  
Spring is a watercolor,  
Summer is an oil painting and  
Fall the mosaic of them all.*

**FALL FESTIVAL** august 29 - october 28

mountain artists guild & gallery  
228 north alarcon street | prescott, arizona | 86301  
[www.mountainartistsguild.org](http://www.mountainartistsguild.org)

non-profit org  
u.s. postage  
PAID  
prescott, az  
permit no. 235

**u p c o m i n g e v e n t s**

- spotlight room -  
8.19 PFLAG "Reaching Out with LOVE"  
9.16 Artist Studio Tour Group Show  
10.21 AZ Print Group

- main gallery -  
10.31 holiday gift show 2016

- special events -  
9.23 & 10.28 - 4th friday opening receptions  
12.2 the scholarship auction 2016

guild & gallery 928.776.4009 | festivals 928.445.2510  
hours m-f 10am - 4pm | sat 11am - 3pm | sun closed  
[guild@mountainartistsguild.org](mailto:guild@mountainartistsguild.org) | [gallery@mountainartistsguild.org](mailto:gallery@mountainartistsguild.org)  
[festivals@mountainartistsguild.org](mailto:festivals@mountainartistsguild.org)

Reaching Out with LOVE  
aug 18 - sept 14, 2016  
PFLAG

Artist Studio Tour  
Prescott Area  
November 3, 2016  
October 3, 2016  
October 10, 2016  
10am to 4pm

ARIZONA PRINT GROUP

holiday gift show  
october 31st - december 23

THE SCHOLARSHIP AUCTION 2016  
FRIDAY - OCTOBER 28



## **curator's blog: the starving artist**

When I go out and speak to students about continuing education in the arts the question that I am asked the most is, "How do I make a living as an artist?" I'd be lying if I told them that ALL the art majors I knew in college got careers in the arts. Most of them did not and still had accumulated debt with a skill set that they are not even using at their jobs.

I was one of the lucky ones that did get a job in art right out of university, but not as a fine artist. Even with what was considered a "prestigious" job at a museum, I still couldn't pay my bills. It took years for me to realize that having a degree didn't guarantee anything and to really make a living as an artist one needs to: know your strengths and weaknesses, understand what kind of people are out there purchasing art and how to market yourself.

To answer their question, I start by saying that art is everywhere. Art is creating a concept and that is limited only by you. I am the first to admit that I am terrible at typography and my strength is creating from someone else's concepts; be it displays, commissioned work or restoration. I was trained as a figurative artist but it wasn't until I let go of limiting myself did I really find my true skill set.

There are 3 main types of people who purchase art. 1. "It's a gift for my friend". We love these generous people and hopefully they become repeat clients. 2. "Because it matches my couch" These people are still good for us, but in general is it just a lustful purchase and doesn't typically bring about the satisfaction of pouring your heart and soul in your work and getting that kind of response. 3. "Art for Art's Sake" These are the unicorns of the art world. They are the people who want your work because it moves them. Knowing the kind of people that you would like to market yourself to is huge in the approach to creating and selling your work.

Finally, marketing. I wish there was a class strictly devoted to teaching artists to market themselves. In my experience working with artists, art is an individual thing and artists can get into a comfort zone and have a difficult time with marketing. There are groups and guilds (like ours) and classes, but when it comes down to the creation of the work itself, it is a personal thing. Marketing is the complete opposite. Putting yourself out there, talking to clients and promoting yourself is a full-time job for thriving artists – and some hire outside reps or companies to handle this for them. Consider that your branding may nearly be as important as the art itself. Having people recognize your work is one of the greatest testaments to your abilities to market your passions by interacting with the people who purchase art and with time. you will create sustainability as a working artist.

I don't think anyone who wants to be an artist should listen to the whole "starving artist" concept. There is plenty of money and great careers working in the arts today. All that you have to do is not limit yourself, know who your target market is, and set up your marketing to reach out to those types of buyers.



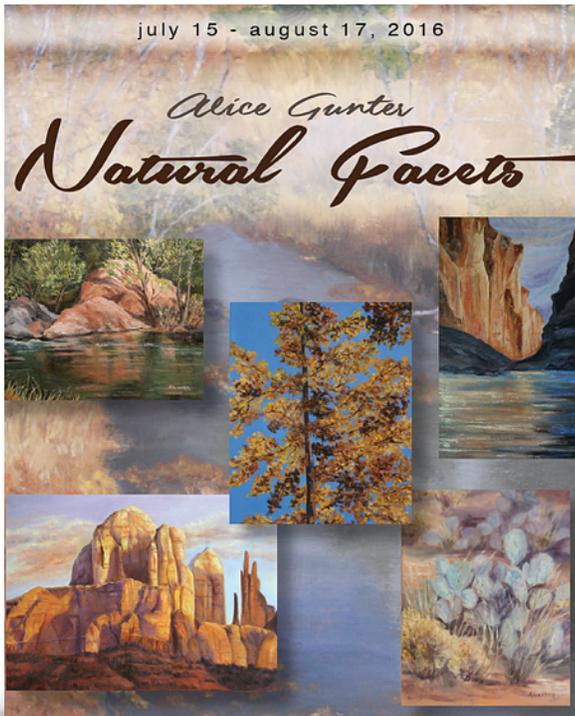
"Life is a great big canvas, throw all the paint you can on it." – Danny Kaye

*Photo from my interview at The Morning Scramble, discussion about MAG and continuing education in the arts.*

**spotlight room show - PFLAG**



**past spotlight room show - alice gunter**



Alice Gunter had a wonderful and successful  
Spotlight Room Show  
July 15 - Aug 17



**OPEN STUDIOS**

**Oil Painting Group** (All media welcome)  
Wednesdays, 9am - Noon  
\$2 member - \$4 non-member, per day  
Alice Gunter - Coordinator

**Water Media Group** ( All media welcome)  
Thursdays, 9am - Noon  
\$2 member - \$4 non-member, per day  
Sandy Swan - Coordinator

**Portrait/Costumed Model** (All media welcome)  
Fridays, 9am - Noon  
\$10 member - \$15 non-member, per day  
Dorothy Ray - Coordinator

For Info - MAG office - 445-2510

## mag artist profile

**Artist's Name:** Dorothy Ray **MAG member since:** 2004

When we ask why during the entire human history people admire art, we say that art lifts people's spirits and motivates us to be our best – to be happy, to reach our goals and to make those whom we love and appreciate proud. Then filled with gratitude, we think about artists and become puzzled why some of us hear this call of "spirit necessity" to create art. Why do artists create despite disappointments, so much work and uncertain results, why they have this desire to capture the beauty of the ever passing moment? Is it because of demands of this struggle they became fulfilled and accomplished. I was thinking about all of this when I met Dorothy Ray and I became fascinated by her beautiful art, by her modesty, and by her soft but very thoughtful way of talking about art and her own path into it.



**Personal and Professional Information:** Dorothy was born in Prescott, Arizona. Her parents moved to Phoenix when she was 10 years old but she returned to Prescott area in 2003 and now she lives in Dewey with her husband Euston. Dorothy studied at Phoenix College and later in Glendale College and took many art classes. Her first success in art was marked by winning several awards in 1980's as a member of Arizona Watercolor Association and Arizona Artists Guild. At the time, when Dorothy started her professional artistic career, the mainstream fashion was abstract and contemporary art but Dorothy remained true to her desire to create representative paintings as she continued to work on her oil paintings. This made her popular, as her art was on display at several Scottsdale galleries and many of her paintings were purchased for private and corporate collections. She became a member of Oil Painters of America.

She participated in the annual Scottsdale Celebration of Fine Art for 12 years. Dorothy taught watercolor and oil painting classes for several years and occasionally judges art exhibitions. Dorothy traveled to Italy, France and England. She visited a lot of museums including Uffizi Gallery in Florence, which became her favorite memory. She loves paintings of impressionists and admires among others the paintings of Joaquin Sorolla.



**Dorothy's Art:** Looking at Dorothy's portfolio I became fascinated with a variety of paintings all of which are created with love and excitement from portraits and still life compositions to city scenes and landscapes. I admire Dorothy's paintings with graceful



riders and majestic horses and beautifully romantic European cities' streets. Her every painting - no matter if it is a portrait of an Indian in colorful jewelry and clothes or children playing in the water - it is always special and intriguing, filled with air and mystery. Each painting is fresh with a new look and each has its own palette, color scheme, unique design and composition. When Dorothy is asked about her favorite topic, she says that seeing people in their surroundings sparks her interest to paint. Her devotion to painting and the search of new ideas is contagious. Dorothy always appreciates comments from her artist friends and is willing to help others with her advice. Many of us found ourselves painting with Dorothy at MAG's open studio, where thanks to her, we have a new model each Friday. She has organized the open studio for the last 10 years! Dorothy goes to paint plein air every week and always welcomes newcomers to join her. Wherever she goes, she has made many friends due to her devotion to art and friendly character. Her example of continuing improvement and modesty is a great inspiration for everyone. Dorothy can be reached via an e mail at [ewndray@aol.com](mailto:ewndray@aol.com).

Artist profile written and submitted by Nina Dennison.

prescott area studio tour

mountain artists guild & gallery

Prescott Area **Artist**  
STUDIO TOUR  
PrescottStudioTour.com

September 30, 2016  
October 1, 2016  
October 2, 2016  
10am to 4pm

riester  
simonson  
mallicoat  
conner  
conner  
blockberger  
carrillo  
nguyen

**17 participating guild member artists:**

|                   |  |                       |
|-------------------|--|-----------------------|
| diana blockberger |  | gourds                |
| terry carrillo    |  | ceramics              |
| bonnie casey      |  | oil painting          |
| beverly chesterby |  | polymer clay jewelry  |
| pam conner        |  | jewelry               |
| pete conner       |  | photography           |
| barbara donahue   |  | oil painting          |
| david glas        |  | photography           |
| joy kinney        |  | painting              |
| marcia mallicoat  |  | wearables, beading    |
| tobi mccarthy     |  | raku pottery          |
| venus nguyen      |  | digital illustrations |
| sally riester     |  | fabric, mixed media   |
| niki simonson     |  | oil painting          |
| marianne smith    |  | ceramics              |
| marla smith       |  | oil painting          |
| linda umphrey     |  | oil painting          |

holiday gift show



holiday gift show 2016

o c t o b e r 3 1 s t - d e c e m b e r 2 3

artists, have you start creating your gift items for the new show?

**- the basics -**

- gifts of all kinds are needed and **do not** need to be holiday themed.
- the best selling range is from **\$3 to \$75** with a maximum price of \$350.
- the registration fee is only \$15 for guild members (\$25 nonmembers) and **unlimited** number of items.
- gallery commission rate will be a 75/25 split with the artist after tax.
- we look forward to a wide variety of work **so get creative!**

scholarship auction

mountain artists guild

the  
*SCHOLARSHIP AUCTION*  
2016

**CALL FOR DONATIONS :**

The Scholarship Auction is  
FRIDAY, December 2nd, 2016

Your donated original pieces of art allows us to award qualifying visual art students with a scholarship to assist in their continued education.

We are currently looking for artist to submit a good quality image of the piece they are willing to donate to our annual event, including title and medium, to [gallery@mountainartistsguild.org](mailto:gallery@mountainartistsguild.org)

 **Calendar of Events**

|                  |                     |                          |
|------------------|---------------------|--------------------------|
| Aug 19 - Sept 14 | Spotlight Room      | PFLAG                    |
| Aug 26           | 4th Friday Art Walk | 4pm - 7pm                |
| Aug 29 - Oct 28  | Main Gallery        | Fall Festival            |
| Sept 16 - Oct 19 | Spotlight Room      | Artist Studio Tour Group |
| Oct 21 - Nov 16  | Spotlight Room      | Arizona Print Group      |
| Nov 2 - Dec 23   | Main Gallery        | Holiday Gift Show        |
| Nov 18 - Dec 23  | Spotlight Room      | MAG Miniature Show       |
| Dec 2            | Scholarship Auction | Capital Canyon Club      |

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**upcoming workshops**

September 24, 2016  
Watercolor  
Caroline Linscott, Instructor

October 18, 19, 20, 2016  
Acrylic  
Doug Oliver, Instructor



## gallery committee

The Gallery Board would like to let all of the members know that we have changed the length of the Galley Shows from 3 months to 2 months after input from many members. Every show will be a part of 4th Friday for two months. Our intake for the rest of the year for each show in the Gallery will take place on Saturdays. If any member would like to be a part of the Intake process, please feel free to volunteer. The Gallery Board always likes to have members involved in the activities that are happening at MAG. Also, please be on the lookout for our newly recreated HOLIDAY GIFT show, from October 31, 2016 thru December 23, 2016. All members and non-members are invited to partake in the Holiday Show at MAG. Intake fees for members are \$15.00 and non-members \$25.00. There will be non-sitting fees as usual, hoping to have all participants to make this newly recreated show a great success. The commission is 75%-25%, 75% artist, 25% MAG! A great deal for both. Intake for the Holiday Show will be Oct 28, 2016. We are going to have an Opening House from noon - 6pm on November 18, 2016, which will include the opening reception for our annual Miniature Show in the Spotlight Room!

## arts and crafts festival

For the volunteer tent at the 65th Annual Arts and Crafts Festival the past August, we had 11 artists who showed their artwork in the volunteer tent. These artists sold a total of \$810! Julie Fonner sold a painting at the spring show and another one at this last show. We had tapestry, fiber art, wood, ceramics, paintings, and purses. I would like to thank everyone who volunteered to help with the festival and at the volunteer tent. It was a lot of fun and hope to see you next year.

Submitted by Patty Lindsey



Prescott Area **Artist**  
**STUDIO TOUR**  
PrescottStudioTour.com

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10 a.m. to 4 p.m.  
September 30, 2016  
October 1 & 2, 2016  
Sponsored by Mountain Artists Guild

**last main gallery show “monsoon magic” winners**

**2-d winners**



1st - Angel Anna  
David Glas



2nd - Rain Drops  
Lyn DeLano



3rd - Storm over the Canyon  
George Lewis

**3-d winners**



1st - Hummy and Flower  
Roberta Terry



2nd - Rainbow Bead necklace  
Jeanette Arnold



3rd - Working the Clay  
Barbara Donahue

**Best in Show**

Williamson Valley Sky  
Ruth Jablow



## KQNA's Talk of the Town hour Radio Show

On behalf of Mountain Artists Guild and Gallery, I would like to thank Amanda Chartier, Marlene Slayton and Kelly Cassidy for taking time out of their busy schedule to be a part of KQNA "Talk of the Town" with Arlene Alen (CEO of CV Chamber).

It was all about Mountain Artists Guild and Gallery and what we have to offer. This broadcast was the first of its kind. An entire hour show dedicated to one local organization, and ours was chosen.

This was really special...and they all did a great job.  
Donna Carver, MAG PR person





**Mountain Artists Guild  
& Gallery**  
 228 N. Alarcon Street  
 Prescott, AZ 86301

**Business Office**  
 Hours: 9am to 3pm  
 Monday-Friday  
 Tel: 928-445-2510  
 Fax: 928-776-4861

**Gallery Hours**  
 Mon-Fri: 10am to 4pm  
 Sat: 11am to 3pm  
 Sun: Closed  
 Tel: 928-776-4009

**Email**  
[magart@qwestoffice.net](mailto:magart@qwestoffice.net)

**Websites**  
[www.mountainartistsguild.org](http://www.mountainartistsguild.org)  
[www.prescottartfestivals.com](http://www.prescottartfestivals.com)

