



SEPTEMBER

NEWS

President's Message

On this last weekend of summer, so it seems to me, all the pressures of a new season of art come alive - there are meetings, classes, exhibition deadlines, etc. I'd like to give you some advice: do not wait for the time to work on some project lurking in your conscience. Get a sketchbook and draw something every day, however dull it may appear at first, however unrelated to what you think you have to do or what you imagine you'd like to do. The act of drawing or describing it will enhance it, and you may even find that you have talked yourself into making something from it. Then you can come to our meetings feeling like an active participant in your creative development. You will have something to share and to inspire in others. This is important work, and you deserve to honor this gift you have. Please be giving: to yourself and to others. See you on the 9th! *Rita*

September Program Announcements

IMPORTANT: EVAA September program

September 9 - What art did you do over the summer? Bring it in and tell us what influenced you. We all get to know each other so much better when we see how you are proceeding - and no the work does not have to be finished - just something you have been working on this summer. If you are like Benton Henry who takes a year sometimes to finish one masterpiece this may mean showing us the new layer!

At the August EVAA meeting, many artists shared their beginning art adventures with the group. Anyone who did not get an opportunity to share their early work is invited to bring it to the September meeting.

Don't Forget

EVAA is also changing the type of art that will be shown at the Cottonwood Library as Artist of the Month. Members will now be voting on their favorite "themed" art. This month the theme is "Lost and Found." Artists are encouraged to interpret the theme in any way they choose. In addition we will have numerous announcements about opportunities to show your art at various venues. Your work does not have to be framed to be voted on, but if you are selected to be "Artist of the Month" it will need to be framed by the following month when we will be hanging the new venue.

So to make it simple - we will vote at each meeting for the next month's artist of the month - if selected this will give you time to get the art framed when it will be hung the following month at the Cottonwood Library's Special Location with all the honors.

Thanks, *Gini Goldie, Program Chairperson*

Northern Arizona Rehabilitation & Fitness



During the second anniversary celebration of the Northern Arizona Rehabilitation & Fitness facility, Rita presents a certificate of appreciation to Tarrin Walz, owner.

Tarrin took time out from overseeing the dunking machine and bouncy castle, and the delicious Double H Bar-B-Q and cake, all part of the celebration, to accept the award.

Rita said, "An important part of El Valle Artists Association's mission is to bring fine art before the public. Northern Arizona Rehabilitation & Fitness has consistently supported these efforts and we would like to thank them by presenting this Certificate of Appreciation to Tarrin and the whole staff."

Each month volunteer artists hang new works of art in the fitness facility for the enjoyment of clients, staff and visitors. At August 21st's anniversary event, there were many, many of all of them!

Special thanks to Brenda Strom for her effort in securing this venue and faithfully overseeing the presentation of it!

Announcements

- ◆ **EVAA Artists** Debbie Gallagher, Pat Sharp, Vada Lovato, Rita Elkins, Wayne St. John, Roe Corneto, Sue Davis, Rose Moon, Scotty Ruhlman, Jeanette Suggs, and Gini Goldie all have paintings accepted into the Fall NAWS Experimental Show. The show will be at the Sedona Art Center Barn from Wednesday, September 29th through Monday, October 18th. Opening Reception is Friday, October 1st from 5 to 7 p.m.
- ◆ **Dawn Moffet** will be instructing two workshops at the Arboretum at Flagstaff. Pine Needle Basketry will be Oct. 9 from 1:30 to 4:30 and Art of the Gourd Oct.23 from 1:30 to 4:30. The Arb's website is www.thearb.org for registration details.
- ◆ **Did you do your bio yet?** Please help us create a book with all of our biographies. Take a minute to write up a little about yourself and your artwork and bring it to the next meeting or email it to Rita.

Opportunities to Show your Art

Cottonwood Public Library El Valle members have been hanging their artwork in the library for many years. There are 9 spaces available each month. Contact Benton Henry (928) 639-1570 if you are interested. Benton asks that you drop off your work between 11am-12pm. on the same day as the General Meeting.

Northern AZ Rehabilitation & Fitness We also have the privilege of hanging 3 paintings a month at the Northern AZ Rehabilitation & Fitness, the change out day will be the Wednesday before each meeting. For further info call Brenda Strom at 649-1705 or email b4brenlee@core.com.

Art Walk is happening the second Saturday of the month. Contact Barbara Donahue at Wind Dancer/Smoke Shop for details of how to show your art free of charge.

EVAA Shows

JERONA JAVA CAFE & GIFTS EXHIBIT 2011 (Jan 25-Mar 26, 2011):

In January we will again have an opportunity to exhibit at Jerona Java Cafe & Gifts for a two month period if your work is accepted. Mary at Jerona thinks that because she doesn't take a commission on any work sold and because it is not a gallery, your work should be priced less than what would be customary in a gallery. Here is guidance to help you decide what price to put on your piece(s):

A value for your art is always a difficult subject to approach. Am I charging too much? Am I charging too little? How do I even know where to begin setting a price? These are all questions swimming about your head as you try to attach a number to something you've worked hard to complete, and most likely this is something you value in terms that have nothing to do with money and finances. Tackle the matter practically. What did you use to create the piece; how much were the cost of materials? How many hours did it take to complete? Assign yourself an hourly rate and multiply it by the number of hours. All this will give you a price range that you can most likely comfortably choose a value. You may have to play around with the numbers a bit till you find one that feels like a fit. One source I recently came across suggested the value is one-third cost of materials, one-third for commission, and one-third for your profit. So, without commission, subtract one-third from your figure.

This coming year's exhibit will include your phone number on the tag, unless you request that it only be held behind the counter, the way it was last year. We had a couple of sales but hope we will enjoy more in 2011.

PILLSBURY WINE TASTING ROOM & GALLERY (April 1-30)

Plans have not been completed yet, but we will be having a show in the new Pillsbury Wine Tasting Room & Gallery in Old Town Cottonwood.

EVAA Workshops

We have two workshops scheduled so far for this year. **Vada Lovato** will give a workshop on "Exploring Mixed Media and Alternative Surfaces" with the workshop scheduled for a Saturday October 30th, 9:30 – 4:30pm. The second workshop will be given by **Nancy White** on "Wearable Art - Beginning Beaded Jewelry" scheduled for Saturday Nov 13th. Details on both of these workshops will be available as we get closer to the actual dates.

Remember if you have an interest in giving a workshop to be held in one of the Yavapai College classrooms you must submit your plan with photos, workshop outline and your credentials via me to the college Art Club before the next semester starts! Yes, that's now for the spring semester. Workshops should not duplicate what is being offered by the college. Please talk with me about your interest. -Wayne St. John 634-7427.



Area Art News

Northern Arizona Watercolor Society (NAWS) Meets the 4th Fridays at 9 AM September - April. www.NAWSaz.org.

Sedona Visual Artists Coalition (SVAC) Meets the 3rd Thurs. 6:30pm in Sedona.
SedonaArtistsCoalition.org



2010 – 2011 Board Members

- President
Rita Elkins (928) 634-8623
- First VP & Workshops
Wayne St. John (928) 634-7427
- Second VP & Membership
Debbie Gallagher (928) 634-7950
- Third VP & Programs
Gini Goldie (928) 649-3725
- Secretary
Jean Cooper (928) 634-9600
- Treasurer
Janet Baser (928) 649-0482

2010 – 2011 Committee Members

- Promotion
Nancy Carlzen (928) 451-2722
- Fundraising
Sheri Bordcosh (928) 646-5118
- Newsletter & Website
Nancy White (928) 274-0187
- Library Exhibit
Benton Henry (928) 639-1570
- Telephone Chair
Carolyn Ward (928) 254-8663
- Photography
Judith Robinson (928) 634-7048
- Art Show Organizer
Bonnie Jellison

Meetings:

August – June, 12:30 p.m.
2nd Thursday of the month

Location:

The Evangel Worship Center
Mingus Ave. and 4th Street
Cottonwood, AZ

*(go around the back and
down the stairs)*

GENERAL MEETING

We Meet at Evangel Worship Center:
Mingus & 14th, Cottonwood AZ

September 9, 2010 - 12:30 PM

What art did you do over the summer?
Bring it in and tell us what influenced you.

October 11, 2010 – 12:30 PM

Vada Lovado will demonstrate "Exploring
Mixed Media and Alternative Surfaces"

P.O. Box 2864 - Cottonwood, AZ 86326

