

January 2012

www.OaklandArt.org

OAA Membership — WOW

Once again it's time to make your yearly membership commitment to The Oakland Art Association. At \$50 per year, membership is one of the best bargains for East-bay artists, as it opens the gateway to share your art with the entire community. Other groups focus on showing work in one location with the primary goal of generating sales (which we all agree is very important, in fact nearly all OAA members also subscribe to one or more gallery oriented groups). OAA provides a much broader approach for members however, by offering opportunities to have their work judged against their peers for cash awards, and to

be displayed in multiple show venues across Oakland, Berkeley and Contra Costa County. OAA shows are presented to the entire community as a part of our everyday lives – in libraries, banks, retirement homes, shop windows, offices etc. While it's true that people set on purchasing art will undoubtedly visit a number of galleries, OAA shows generate the "WOW" factor as thousands of everyday people interact with our art - - and yes, they also stop to purchase it from time to time! Success as an artist is measured in many ways, but the "WOW" factor is a big part of what

keeps us going.

Please take time to write a check, complete the form on page 2 and send both along to Treasurer Shirley Schmalfluss. **The new Chamber of Commerce Show is going up on January 20th, you need to renew before you can enter!** Make the commitment to put more of your art in front of 99%!

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2012 OAKLAND ART ASSOCIATION MEMBERSHIP RENEWAL

Dear Member,

It's membership renewal time!! It's also time to sign up for an important committee assignment! Please include this form with your membership check. Membership dues for the calendar year 2012 are as follows:

ACTIVE MEMBERSHIP -- \$50.00

Must be received before your artwork will be accepted into OAA Shows, beginning with the Chamber Show on January 20th, 2012. Membership fees are waived for new members who joined OAA during the last half of 2011.

PATRON MEMBERSHIP -- \$25.00

Patrons receive all membership privileges except entering shows.

Please remember to enclose the following: (1) Your check made payable to OAKLAND ART ASSOCIATION, and (2) this form completed **including your committee selection** (bottom section) and mail to:

**Ms Shirley Schmalfuss
415 Sunnyslope Ave.
Oakland CA 94610**

The OAKLAND ART ASSOCIATION is a volunteer, non-profit organization. Its continued success and operation depends entirely upon the participation of each of its members. Please indicate your volunteer skills and your willingness to help by checking boxes below:

- Receiving
- Executive Board
- Historian
- Hanging Committee
- Publicity
- New Shows Committee
- Transportation
- Hospitality

YOUR NAME _____

ADDRESS _____

TELEPHONE _____

EMAIL _____

News and Other Notes

- In January the Board will take up the business of **nominating a new slate of officers and directors** for your consideration in the semiannual election process. **Please contact the editor or any board member if you would like to recommend or be included in any capacity.**

- The Satellite show Chairmen need to hear from you NOW to fill the**

2012 schedule! This is a great opportunity for OAA members to have their own "one man" show, where your art will really be noticed and appreciated. Please don't put this off, **contact the respective show chairmen** (see the Satellite Show Matrix below) and **get yourself booked for a solo show or two in 2012!**

- Rick Nelson** has five of

his **infrared photographs** on display at the **Jalisco café** at 2228 Oak Grove in Walnut Creek.

- Contact the editor** as follows with any corrections and suggestions: **Rick Nelson / 1584 Webb Lane / Walnut Creek 94595**

rixingm@gmail.com / (925)-256-6849

OAA Satellite Shows							
All beginning/end dates are approximate - please contact the coordinator for exact dates							
First Federal Savings		Piedmont Gardens		Salem Lutheran Home		Jack London Square	
6058 College Ave Oakland, CA 94618		110 41st Street Oakland, CA 94611		2361 East 29th Street Oakland, CA 94606		Foot of Broadway Oakland, CA	
Julia Montrond coordinator (510) 841-0688 jmontrond@gmail.com		George Ehrenhaft (925) 377-9315 wrhotline@aol.com		Juliet Mevi-Shiflett (510) 548-0714 jmevishiflett@yahoo.com		Rita Sklar (510) 531-1404 ritaart@sbcglobal.net	
November	<i>Dee</i>	November	<i>Gisela</i>	November	<i>Yin</i>	November	<i>Yin</i>
December	<i>Nitecki</i>	December	<i>Volkmer</i>	December	<i>Marsh</i>	December	<i>Marsh</i>
January	<i>Wynette</i>	January	<i>John</i>	January		January	<i>Tina</i>
February	<i>Weaver</i>	February	<i>Henry</i>	February		February	<i>Nelson</i>
March	<i>Micaela</i>	March	<i>Shirley</i>	March		March	<i>Marie</i>
April	<i>Marsden</i>	April	<i>Schmalufass</i>	April		April	<i>Gueld</i>
May	<i>Sarah</i>	May	<i>Pat</i>	May	<i>Rick</i>	May	<i>Shirley</i>
June	<i>Whitcotton</i>	June	<i>Dahlberg</i>	June	<i>Nelson</i>	June	<i>Schmalufass</i>
		July	<i>Ikuko</i>			July	<i>Tania</i>
		August	<i>Boyland</i>			August	<i>Savine</i>
		September	<i>Tina</i>			September	<i>Rita</i>
		October	<i>Nelson</i>			October	<i>Skalar</i>
		November	<i>Carol</i>			November	<i>Gabrielle</i>
		December	<i>Torre</i>			December	<i>Fuchs</i>

Mark your calendar:

January 12th, 2012 Pick up your work from the Boundary Oaks show at the Park Blvd. Presbyterian Church, 4101 Park Blvd., Oakland between 1 and 2pm.

January 20, Deadline for 2012 dues! Dues must be paid before members can submit

work into any new show, including the Chamber Show on this date.

January 20, 2012, March 30, June 15, August 31, November 9, and January 25, 2013. These are the dates for the upcoming **Oakland Chamber shows.** (pick up previous and enter the new

show) See rules page 4.
January 27, February 24th, March 30th 4pm Board meeting in the upstairs meeting room of the Rockridge Library located at 5366 College Ave in Oakland. All members are encouraged to attend.

OAKLAND CHAMBER OF COMMERCE SHOW

January 20th, 2012

Paintings (all Media), Drawings, Photography, Collage, Monoprints, etchings, woodcuts

Exhibit Rules**CHAIR:** Evelyn Call — evallarabs@att.net — (510) 632-7283**RECEIVING:** Friday January 20th, 2012, from 10 AM until 11 AM at the Presbyterian Church, 4101 Park Blvd., Oakland. Enter parking lot from Hampel Street.**JUROR:** Brenda Kahn**ACCEPTED WORKS:** Pick up at the Presbyterian Church on Friday March 30th, 2012 between 10 AM and 11AM.

ENTRIES: Up to 2 entries will be accepted per member. If too many works are entered the judge will reduce the total number by first eliminating single pieces from the pairs of double entries. Artist entering a second work should therefore make some arrangement to pick up art shortly after 11am if the need should arise. Entries will be two dimensional; 12"x 12" min. and 36"x 36" max. - nominal size including mats.

Artworks depicting iconic scenes of San Francisco are not appropriate for this venue! If entered, art-work in this category may be rejected at the sole discretion of the show chairman.

Because only 7 "large" (i.e. over 24"X30") works can be displayed in the show space, only the first 7 "large" pieces will be accepted, unless specifically allowed by the Show Chair.

Works restricted to original work – no class work or copies. Nudes and political statements are not accepted (venue requirement). All work must be for sale. The Chamber reserves the right to reject any work from the show for any reason.

Any work shown at a Chamber of Commerce Show **prior to** January 2010 may be shown again at this show. Any work having won a cash award in any OAA show is not eligible to receive another cash award but may receive a merit award.

To be entered as a single work, any grouping of 2 or more works must be mounted within a single frame which meets the overall size requirements.

ENTRY FEE: \$8.00 per entry.**FRAMING:** No wide (may not exceed 3") or elaborate frames will be accepted.

Mats must be clean and well cut and frames must be clean, sturdy and no protruding screw eyes or hangers will be allowed.

Works larger than 24" x 30" (if covered) must be under plastic instead of glass.

LABELS: Must be filled out completely and affixed to the upper left hand corner on the back of the entry.**PLEASE TYPE OR PRINT LEGIBLY!****AWARDS:** First award \$125; Second award \$75; Third award \$50. Merit awards are given at the discretion of the Juror.**INSURANCE:** A waiver must be signed on receiving day.**SALES:**

All sales made during the show and/or 30days following the close of the show (if the work was seen by the buyer at the show) will be handled by the Sales Chairman Stan Cohen 510 533-3003.

OAA policy is that no change will be made in the price (in connection with this show) after the work is accepted. The artist agrees that 30% of the sale price will be taken as a contribution to OAA. Sales tax of 8.75% will be added to all sales.

OAA show entry form

Attach this label to the upper left corner on the back of the entry. PLEASE WRITE OR PRINT LEGIBLY!

_____ SHOW

Artist _____ Phone _____

Title _____

Price _____ Medium _____ Date _____

Entry Fee _____ Size: H _____ W _____

This work has already won an OAA cash award ()

Artwork exhibited in these prior OAA shows:

Please mark one of the following:

OK to display image of this artwork online ()

OK to display online, but only with a watermark ()

DO NOT display images of this work online ()

_____ SHOW

Artist _____ Phone _____

Title _____

Price _____ Medium _____ Date _____

Entry Fee _____ Size: H _____ W _____

OK to display image of this artwork online ()

OK to display online, but only with a watermark ()

DO NOT display images of this work online ()

_____ SHOW

Artist _____ Date _____

Title _____ Price _____

Artists Receipt

OAA show entry form

Attach this label to the upper left corner on the back of the entry. PLEASE WRITE OR PRINT LEGIBLY!

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Artist _____ Phone _____

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_____ SHOW

Artist _____ Phone _____

Title _____

Price _____ Medium _____ Date _____

Entry Fee _____ Size: H _____ W _____

OK to display image of this artwork online ()

OK to display online, but only with a watermark ()

DO NOT display images of this work online ()

_____ SHOW

Artist _____ Date _____

Title _____ Price _____

Artists Receipt

It has been said that art is a tryst, for
in the joy of it maker and beholder
meet. ~Kojiro Tomita

Oakland Art Association

