

April 2007

Shirley Schmalfluss Inspiration!

INSPIRATION!
My recollection of being inspired to draw and paint early on, was because of a very talented neighbor and friend, who was seventeen, and five years older than myself. She did excellent pastel drawings of people. She encouraged me in my efforts to do the same. Directly after that period, there were, of course, the art classes in high school which I loved attending.

Fast forward to age eighteen, and I am employed in the offices of Air Canada in Chicago's loop, conveniently located on Monroe St. near Michigan Blvd, near the Art Institute of Chicago. I toured the museum many times, alone or with friends, and the Impression-

ists and Picasso's works were great inspirations. During this period, I attended a series of art classes at Northwestern University's downtown campus.

Before and after we were married, ages 23, my husband, Roger and I sometimes took our oil painting material outdoors to some of the heavily wooded areas around Chicago. We particularly liked painting outdoors on beautiful fall days.

Our move to California took place in 1956; we moved to San Diego for a position my husband took as a

chemist. We found a house on the beach, can you imagine the joy of that, after leaving Chicago in a snow-storm? Because of raising two small boys, my paintbrushes were fairly still during that time. The move to the Bay Area took place in 1961 for another position for Roger, in chemical sales, and I became more active in the paint-

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John Writer to speak at OAA Annual Meeting

On April 19th of this our 50th year, the Oakland Art Association will hold it's annual meeting and spring luncheon, at the Berkeley Yacht Club (BYC). All members are strongly encouraged to attend, as this is the best chance during the year to see your friends and fellow members all at the same time and place.

The speaker at this years luncheon will be Mr. John Writer, manager of the

Dick Blick store on Broadway in Oakland. Mr. Writer will give us a glimpse into "The Business of Art Materials" with his presentation. We have all stood on the consumer side of the counter, but here is a chance to see how the industry works to deliver the "goods" relative to both customer expectations and its own business objectives.

Directions to BYC, meeting agenda, menu and a reservation form are all in-

cluded on page 5 of this bulletin. Please send the form and your check for \$25 to Treasurer Stan Cohen, and plan to attend this years luncheon!

Editors note: If transportation to and from BYC is the issue for you, please call Rick Nelson (925) 256-6849 and together will try to find you a ride.

Shirley Schmalfluss – continued from page 1

ing world.

I have had many instructors over the years, in oils, acrylics, and watercolors, preferring to work in acrylics. My main subjects are seascapes, landscapes, portraits and freestyle floral paintings. I have done portraits of my children, friends' children, and also of my nieces and nephews, in charcoal and acrylics.

During the 1960's, while employed with Kaiser International in the Kaiser Building by the lake in Oak-

land, I was active in helping conduct employee art shows, which were displayed on the mezzanine. Judging was done often by people connected with the Oakland Art Museum.

Auguste Renoir had once commented. "I think for days about what my next painting will be, and take long walks, thinking and visualizing what I want to achieve." I find the above habit a good one to practice.. It seems to help the brush strokes move

in the right directions, as you paint what you have visualized.

Currently, Wednesday's are enjoyably spent painting with the group at the Kensington Recreation Center, some of whom are OAA members.

I've been a member of OAA for 23 years. The varied works of all of the talented members of OAA are a continuing source of inspiration.

Mark your Calendar:

May 18, July 20, September 21, November 30, & January 18, 2008.

These are the upcoming dates for the **Oakland Chamber shows**. Dates are to pick up artwork from the prior show as well as

enter work for the new show.

April 19 OAA annual meeting and lunch. Please see the article above, and the detail and reservation form on page 5 of this bulletin.

May 4 Board meeting at 3 P.M. in the Learning Center at the Oakland Museum of California. All members are encouraged to attend.

Dealing with a Wheeler-Dealer - Stan Cohen

About the Business of Art

Some years ago I was contacted by a Gallery owner who had seen some of my work hanging in a corporate office. Flattered that I had been noticed, I entered into a loose business arrangement that proved profitable for both of us over a period of several years...until we had a falling out over an unwritten "clause" in our contract having to do with the length of time during which the gallery would have exclusive representation after completion of a sale.

What happened was this: a potential buyer saw a group of my work in a building where the gallery had sold it more than a year before. The buyer got my name and address from the building owner, contacted me directly and bought a piece from me. The gallery found out about the transaction and demanded a percentage.

I met with gallery owner to try to work out a "time clause". I felt that six months or a year would be ample time, but the gallery wanted unlimited time during which they would con-

tinue to receive a percentage of any sales resulting, in any way, from the original sale.

Since we could not come to an agreement, I sent them a token payment and terminated our business arrangement. I was sorry to lose a lucrative outlet for my work, but I wasn't willing to agree to, what seemed to me, an unreasonable requirement. I learned too late that contracts must contain, in writing, all aspects of a business relationship. Today, I would research typical gallery contracts before signing up.

Upcoming Shows

The last six months have been very hectic, with one, two and sometimes three OAA shows up at the same time. The demand to show your artwork may even seem like it has been a little too much, but now (just as

last year) we are heading into a quieter time. The next couple of months should be a great time for you to focus on producing new work before we get into the fall show season.

We do however, have some exciting shows to fill in the near term. Our "anchor" show is at the Oakland Chamber of Commerce, and the next show will go up on May 18. (The specific rules for that show will be published in the next newsletter, which unfortunately will not arrive until just a couple of days before the take in. The venue will be identical to past shows, but if you need more information please contact

John Mallon @ 510-835-3551.) Additionally, the news on the new storefront window show in Jack London Square continues to be very positive, and the premier show is expected to go up in May or June. For up to date information on this show, contact Joanie Murphy @ 707-554-0656. Also, as announced in the last newsletter, OAA has been invited back to show small format work at the Rockridge Library during July. Details of this show will be forthcoming. Finally of course, are the satellite shows (see page 7 for the schedule) please contact any of the individual Show Chairmen about getting on the list.



Notes and other news

- **S. Newman** will be showing at the **San Francisco Museum of Modern Art Artists Gallery** until mid April. The Gallery is located at Fort Mason, call 415-441-4777 for more information.

- Two **new members** applications were accepted at the April 6th board meeting. Speaking for all other members, we are delighted to welcome **Betty Irvine** and **Carolyn Price** to OAA! Jump right in and start showing!!

- **All members** including Betty and Carolyn are included in the **handbook and membership roster**, which will be printed next week. You

should have a copy in your hands within the next two weeks.

- Please let the editor know **where your art is showing** so that information can include in future newsletters.

- Please **contact the editor** as follows with any corrections and suggestions:

Rick Nelson

1584 Webb Lane

Walnut Creek
94595

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(925) 256-6849

- **Thanks** to all the members who helped with this

months newsletter, including:

Bobbe Anderson

Stan Cohen

Gladys Eaton

Pat Dahlberg

John Mallon

Tina Nelson

Shirley Schmalfuss



OAKLAND ART ASSOCIATION
SPRING LUNCHEON

THURSDAY, APRIL 19, 2007

AT THE BERKELEY YACHT CLUB
1 SEAWALL DRIVE

11:00 AM HAPPY HOUR
12:00 NOON BUFFET LUNCHEON
1:00 PM PROGRAM

BUFFET MENU

Hors d'oeuvres
Seafood Cake with Chipotle Aloli

SALAD Spinach & Pear Salad with Shallot Vineigret

ENTRÉE Shrimp Kabobs on Rice Pilaf

Marinated Chicken Cutlet in Black Bean Sauce

Three Cheeses Ravioli with Organic Tomato Sauce

Country Rolls

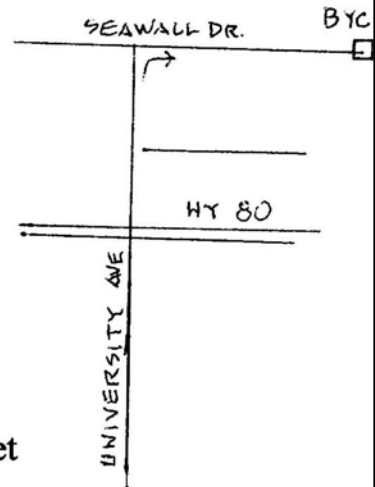
DESSERT Rum Raisin Bread Pudding

Coffee and Tea

Cut along this line and mail to Stan

Please send your reservations to Stan Cohen, 3386 Wyman Street, Oakland
By April 15th, tel: 510-533-3003 \$25.00 per person

Please indicate how long you have been a member of
Oakland Art Association: _____



Oakland Art Association

Oakland Chamber of Commerce

March 16, 2007 to May 18, 2007

Juror: Susan Tuttle

First Award: Danute Nitecki, "Old Roses – 3"

Second Award: John Mallon, "Evicted"

Third Award: Evelyn Call, "Chinatown Alley"

Merit Awards: June Coy, "Guitars"

Bobbe Anderson, "Eugene's View"

Virginia Bloch, "Idaho Skies"

Exhibiting Artists:

Bobbe Anderson	"Eugene's View"	Acrylic	\$500.
	"Sierra By-Way"	Acrylic	300.
	"Sunol Vineyard II"	Oil	400.
Virginia Bloch	"Idaho Skies"	Watercolor	400.
	"Wetlands"	Acrylic	350.
Nelda Booras	"Still Life with Coffee Pot"	WC& ink	500.
Evelyn Call	"Chinatown Alley"	Oil	350.
	"Firesky Tree"	Oil	450.
James Coy	"Death Valley"	Watercolor	350.
June Coy	"Guitars"	Watercolor	450.
Gladys Eaton	"Valley Road Ranch"	Watercolor	350.
Kay Kesti	"Great Ball of Fire"	Acrylic	500.
John Mallon	"Evicted"	Acrylic	250.
Joanie Murphy	"Vernal Birch"	Acrylic	350.
Danute E. Nitecki	"Chimney Rocks – 3"	Watercolor	250.
	"Old Roses – 3"	Watercolor	500.
Ginger Papania	"Connections"	Collage/Watercolor	475.
	"Stained Glass"	Collage/Watercolor	475.
Florence G. Rossi	"Sunset Over the Pacific"	Watercolor	500.
Norma Yaglijian	"Tulip Ballet"	Watercolor	500.

OAA Satellite Shows							
All beginning/end dates are approximate - please contact the coordinator for exact dates							
<p>California Saving Bank 1998 Mountain Boulevard Oakland, CA 94611</p> <p>Rick Nelson coordinator (925) 256-6849 rixin@aol.com</p>	<p>First Federal Savings 6058 College Ave Oakland, CA 94618</p> <p>Victoria Jew coordinator (510) 654-6983 jew_chungwai@yahoo.com</p>	<p>Piedmont Gardens 110 41st Street Oakland, CA 94611</p> <p>Nancy Sears coordinator (510) 985-0717 nsears@bigplanet.com</p>	<p>Salem Lutheran Home 2361 East 29th Street Oakland, CA 94606</p> <p>Norma Yaglijian coordinator (510) 839-6512</p>	<p>November December</p> <p>January February</p> <p>March April</p>	<p>November December</p> <p>January February</p> <p>March April</p> <p>May June</p> <p>July August</p>	<p>Bank being remodeled Shows start in Spring</p>	<p>November December</p> <p>January February</p> <p>March April</p> <p>May June</p> <p>July August</p>
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*If I could say it in words, there would
be no reason to paint. — Edward Hopper*

Oakland Art Association

