



# MIDtone

*February 2007*

## From the President...

Dear PSNM Friends —

Well, the January meeting generated a bit of excitement. The membership voted to try a whole new concept for PSNM: a show that includes neither the brand new artists in our group (affectionately known as the “emerging”) nor those recognized as signature members. So now the folks “in the middle” have a unique opportunity to exhibit their best work. In Santa Fe! On Canyon Road! The week before Indian Market! Whew! If this doesn’t inspire some intense artistic activity, I don’t know what will. “Visions” is a most appropriate name for the exhibit. (Thanks to Lee and Marilyn for providing this incredible opportunity.)

The Visions show will also provide a valuable learning experience for all of us when we do the Jury of Our Peers in June. This is a chance to see how that terrifying and mysterious process of selecting the paintings for a show

works. Once you participate in the process, it’s easier to submit your work for scrutiny.

Bob Blagg has bravely taken on the National Show chairmanship – God bless him! Plan on meeting with us after the regular February meeting to select this year’s jury and next year’s judge.

I hope all of you have taken presenter Randy Gleason’s words to heart: think about what this organization means to you and, if it has value to you, commit yourself to donating a portion of your time, energy, and skills to your society.

Some goals for our year together:

- Provide opportunities for the entire membership to exhibit their work
- Get our finances on track
- Promote pastel painting to the general public and students in the arts

PSNM is here to assist you in your growth as an artist. We are your organization and we need you to keep it strong.

Can’t wait to see what will happen this month! See you soon. —Gaye Garrison

## Monthly Meeting at the Albuquerque Museum Saturday, Feb. 10, 10am

## The Albuquerque art market is tough, but it doesn’t have to be...

**Ron Zuziak**, who successfully marketed a well known artist for 10 years, will be our speaker this month. He will discuss ways to get ahead despite the hurdles one encounters when trying to sell one’s paintings. As if composition, color, value, temperature weren’t difficult enough to master, if you want your work to sell you also need to know how to promote yourself and market your paintings.

## National Show Meeting

After the regular meeting, come over to Las Mañanitas (NE corner of Indian school and Rio Grande) to select the Jurors for the 2007 Show and the Judge for 2008. Bring the names of people you would like to have score our work, along with any documentation of their qualifications. No need to buy lunch, but if you do, they give us separate checks.

## “Visions”

A PSNM Members’ Show-Jury of Our Peers  
August 10 - 16, 2007  
Mark Zoeller Gallery  
717 Canyon Rd., Santa Fe

As you read in the President’s column above, this show will exhibit the work of those artists who are beyond the “emerging” stage, but not yet PSNM Signature members... artists who have exhibited their work in the PSNM National Show, at Master-Works, Expo or other shows, for example.

As organizers of the show, Lee McVey and Marilyn Drake expect that the opportunity to have one’s work displayed in a Santa Fe gallery will attract lots of high quality paintings and generate record sales.

Plans are still being finalized, so the prospectus, with the details about entering the show, will appear in the March issue of HIGHLIGHTS.

# Calls for Entries, Shows & Workshops...etc.

## SPONSORED BY PSNM

### Frank Federico Workshop

at Masterworks

April 22, 23 & 24, 2007 • Albuquerque, NM

Cost: \$240 - \$100 deposit required

To sign up for this workshop, send check (payable to PSNM) to Lyle Brown, 8813 Brandywine Rd NE, Albuquerque, NM 87111

## TAUGHT BY PSNM MEMBERS

### Margot Schulzke Workshops

April 23 - 27, 2007 • Mt. Vernon, WA

Tuition \$375. Contact LaConner Art Workshops: Robyn, 888-345-0067, ext 5, or robyn@laconnerartworkshops.com

July 13 - 14, 2007 • Sacramento, CA

\$175 Contact Marie, 916-205-9861 or marie@dixonart

September 30 - October 5, 2007 • Hope Valley, CA

5 days, \$375 tuition. For more information, contact Linda, artandsoul@hughes.net or call 530-265-9213

Or for more information, go to: www.margotschulzke.com

### Jakki Kouffman Workshops

Landscape Painting in Pastel or acrylic paints and mediums.

March 26 - 30, 2007 • Palm Springs, CA

Cost: \$500 (non-members) or \$400 (members)

Contact: Lina Wilson, Artists Council Coordinator (760) 325-7186 ext. 150

April 14 - 15, 2007 • Amarillo, TX (Palo Duro Canyon)

Tuition: \$200 Contact: Megan Easley, Asst. Curator of Adult Programs Amarillo Museum of Art, 2200 S. Van Buren, Amarillo, TX 79109 (806) 371-5050 or easley-mm@actx.edu

May 13 - 17, 2007 • Abiquiu, NM

September 24 - 28, 2007 • Taos, NM

Tuition: \$530 (inc. \$30 NM tax) Contact: Jakki Kouffman, (505) 466-1800 or art@jakkikouffman.com  
www.jakkikouffman.com

### Michael Chesley Johnson Workshop

April 2 - 6, 2007 • Ruidoso NM at the Riverstone Art Retreat. For more, see the "Workshops" section of www.MichaelChesleyJohnson.com or email: mcj@sff.net

### Terri Ford Workshops

June 8 & 9, 2007 • Vasona Lake Park, Los Gatos CA

October 15-18, 2007 • Beaune, France (in the Burgundy Region)

Terri's *plein air* painting workshops focus on developing strong value patterns with underpainting techniques, and maintaining a fresh finished painting. For further information: tford@terrifordart.com, 408-286-3801, or www.terrifordart.com

### Doug Dawson Workshop

March 5 - 9, 2007 • Tucson, AZ

Sonoran Landscapes in Oil and Pastel at the Arizona Sonoran Desert Museum Art Institute. The class is for the beginning to intermediate pastel or oil student. Cost: \$675 Museum members or \$715 nonmembers. Register online: www.desertmuseum.org/arts or call 520-883-3024

### IAPS Pre-Convention Workshops

May 9-10, 2007 • Albuquerque, NM

IAPS 7th BIENNIAL CONVENTION May 11-13, 2007 at Hyatt Regency. Download calendar of events and entry form at: www.pastelinternational.com

**Slides due March 1** • Pastel Painters of Maine 8th International Juried Exhibition for "Pastels Only" June 2007, Kennebunk, ME. Judge: Richard McKinley. Prospectus: cmichel@maine.rr.com

**Slide due March 3** • Pastel Society of the West Coast, "Pastels USA", 21st Annual International Open Exhibition. May 8 - Jun 2 Juror of Awards: Doug Dawson. Contact: Maria Sylvester at P.O. Box 923, Auburn, CA 95604 or sylvester2666@sbcglobal.net

**Slides due April 1** • MidAmerica Pastel Society of Greater Kansas City National Open Pastel Exhibition. June 15- Sept 9 Albrecht-Kemper Art Museum, St Joseph, Miss. Judge: Albert Handell. Send #10 SASE to P.O. Box 40369, 8010 Conser, Overland Park KS 66204 or download prospectus at midamericapastel.org

### MasterWorks of NM 2007

**Hand-delivery of Miniatures is March 17, 11am - 2pm**

Read Prospectus for the Miniatures Division carefully. There are dimension changes: Outer frame dimensions cannot exceed 56 sq. in. and frames cannot exceed 1" in width and depth. For information call 260-9977 or consult the website: www.masterworksnm.org

## Member News

Congratulations to **SuSu Knight** for attaining PSNM Signature Membership.

**Lorraine Trenholm** received 3 different awards for 2 of her pastels from the Four Corners Commission Juried Exhibition. *Yackin' III (the Animas)* received the "Reflections of Durango and Best in Show" award. It also was awarded the "DATO (Durango Area Tourism Office) Chosen

of Commerce's 2008 art projects.

One of **Ginger Whellock's** paintings was selected by Arts for the Parks Top 100 Mini 2006, and two of her paintings were selected for PaintAmerica Top 100 - 2006. Canyon Road Fine Art in Santa Fe also hosted a One Person Show of Ginger's paintings in July 2006.

Artist" award. *Durango's Harvests* got a cash award and will be used in the Durango Chamber

**Terri Ford PSA, PSNM** was featured in an article in the December issue of The Pastel Journal. Her painting *Florence Night* appeared on the cover. Her painting *Morning Shadow* appears in *Plein Air New Mexico*, Volume I of The Jack Richeson Fine Art Series. She was awarded 3rd Place for *Indigo Dusk* in The Artist's Magazine Best Art of 2006 Dec. issue.

**Diana Cochran** has been invited by the Arabian Horse Association of New Mexico to show her artwork in the Zia Classic show in Albuquerque in May.