

**Pocatello Art Center**  
**Gallery and School**  
**Portneuf Valley Photographic Society**  
*Porcelain Artists of Southeast Idaho*  
**and**  
**Pocatello Idaho Watercolor Society**



Hours: Mon.-Fri. 10 am-4:30 pm  
Closed: Saturday and Sunday  
& Holidays

444 North Main, Pocatello, Idaho 83204  
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**October, 2011**  
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Editor, Publisher

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Our thanks for the support of  
Individual and Corporate Donors who  
help us keep the Art Center Gallery and  
School a vital part of our community.

**PRESIDENT'S MESSAGE**

**Carolyn Purnell**

The Sagebrush Arts Festival was a big success!! We have had many kudos and positive feedback. The Children's Art Yard made a big "splash" this year and many parents loved it. The entertainment, coordinated by Barbara North, Chair, was the best ever!!

*THANK YOU EVERYONE WHO HELPED MAKE THE SAGEBRUSH A SUCCESS.*  
*You will never know how much I appreciate your dedicated service and help to me.*

"This Old Bag" is coming up soon and much is being done at this time with the planning. The invitations/tickets are being printed and will be sold at \$25 each. This will include a delicious lunch and entertainment! Beautiful purses, totes, etc will be displayed along the runway and will include a fun silent auction. Many other events are taking place inside the banquet rooms, but outside you also will be treated to some of the most beautiful art, some of which will be for sale. Please save this date...October 15, 2011. In addition, we need your help in selling our tickets.

*THIS IS YOUR FUNDRAISER FOR THE ART CENTER...A GREAT OPPORTUNITY FOR  
OUR ORGANIZATION.....SO WILL YOU SELL THE TICKETS TO ALL YOUR FRIENDS  
AND FAMILY. They won't regret coming for a very nice Saturday event.*

Within this newsletter, we have listed the additional classes that have been scheduled. Elesha Shuman's class October 21<sup>st</sup> & 22<sup>nd</sup> still has openings....don't miss her. Maggie Millward will be teaching a children's class on Color Techniques and Perspective in November. Carolyn Purnell will be holding a one-day Ceramics class for Children in December. Pennie Wolf is having her famous Adult Class in Oils to cover any subject you would like. We will also be having our very popular Card Class...instructor and time TBA soon.

October 3<sup>rd</sup> is the day that spaces for the Holiday and Sale Show goes on sale.

Make sure you come into the Art Center in October and see the beautiful Traveling IWS Show!! The art will arrive in Pocatello on Tuesday, October 4 and the IWS group will hang the traveling show on Wednesday, October 5th. 1st Friday is October 7th.

Unfortunately, Sarah Faye Carney is needing to step down from being our Librarian. We are now looking for a new Librarian, so call the Art Center and leave me a message if you are interested. Sarah Faye has done a fantastic job! She has organized our Library very professionally, and we are going to miss her. She is not leaving us, as she is on the Gallery Committee and is now dedicating her time and efforts to that and her beautiful painting. Happy painting Sarah Faye and again a Big Thank You.

Our Board Meeting is Thursday, October 6<sup>th</sup>, 2011 at 10AM-12Noon. All are welcome.

NEW OIL TECHNIQUES, COLOR AND DESIGN with  
Elesa Shuman

Elesa Shuman, prominent artist and teacher, will teach a class in oil painting techniques, from 9AM to 4PM at the Pocatello Art center, 444 N. Main St., on October 21, and 22. Registration is now being taken at the Art Center...call 232-0970. The class will cover new oil techniques, color and design. All levels of experience are accepted.

Shuman is an accomplished artist with extensive experience in teaching. Her paintings are displayed in galleries and private collections throughout the West. Her professional training includes a fine art degree from BYU Utah and many workshops with some of the nation's top artists. She has won numerous awards locally and nationally. She recently received the Superintendent's award and the Gamblin award at the Eastern Idaho State Fair.



Pennie Wolf is teaching-Animals in oil  
October 13<sup>th</sup>-November 3<sup>rd</sup>  
Thursdays 9AM-12PM  
Members \$60 and Non-members \$65

Another great class on painting animals will be taught by Pennie Wolf, beginning the second Thursday of October and running for four weeks. Don't miss this opportunity to improve your talent for painting animals into your landscapes. Just bring your favorite photos and your normal oil painting supplies. Though horses are her specialty, Pennie can show you tricks to help you paint any animal you choose.

***THIS OLD BAG - THE POWER OF THE PURSE***

Save the date of October 15<sup>th</sup>, 2011 to attend this wonderful event and fund raiser for the Pocatello Art Center. It will be just as exciting and fun as the previous one we had three years ago!! There will be artists exhibiting and selling their work in the Atrium and inside the banquet rooms at the Red Lion, there will be entertainment, raffles, and oh yes!....those beautiful and unique PURSES ON SILENT AUCTION....lining both sides of the runway! There will also be a delicious lunch served, included with your ticket! For \$25 each...see you there.

This fund raiser is for the Pocatello Art Center and all proceeds will go to the Art Center! We will be formulating a strong Children's Educational Art Program and address some long awaited projects within the Center. One project will be to replace our very worn and torn awning on the front of our building. We also are in need to upgrade and extend our lighting system in the Gallery. As a charitable 501(C3) organization, we depend on donations, fund raising, and time given by in-kind donations. We hope you will come and support the Art Center and enjoy a wonderful day....and hope you go home with a new "This Old Bag!"

**As members, won't you help sell tickets to your family and friends in support of the Pocatello Art Center?**

*Idaho Watercolor Society News*

After a summer hiatus, our new season of IWS meetings opened with a dynamic lesson on Perspective by Bob Beason. With photographs from familiar locations, a PowerPoint presentation, and "old school" ink drawings; we all learned a new perspective on Perspective. Thanks, Bob.

In lieu of an October meeting, our IWS is hosting the annual Traveling Show of the top award winners of the statewide IWS competition. The judge was Sterling Edwards a nationally known artist. He claimed the work from Idaho artists ranks well nationally. Bring a guest to the opening reception during the First Friday Art Walk October 7th at the Art Center. Several paintings of IWS/Art Center members are featured in the show.

Our November meeting will be the second Tuesday, November 8th at the Art Center. Guests are always welcome.

**NEW PORTRAIT CLASS BY DAVID EWART—NOVEMBER 1, 8, 15 & 22, 2011—6PM-9PM**

**If you are interested in a portrait class for beginners or a refresher to go to the next level, this one is for you. We are having it in the evening to help accommodate those of you who work during the day. Many have asked for a beginning class and you now have this opportunity! David is a nationally-known artist who has moved here from Oregon. The cost is \$50 members and \$55.00 non-members. Call or come in to register and pay.**

**MEET & GREET WITH FREE DEMO....DO YOU WANT TO SEE HIS WORK...COME INTO THE ART CENTER ON THURSDAY EVENING , October 13th at 7:00 pm! We will have some refreshments and a fun time to meet and greet David with many pieces of his art, including animals, landscapes, and much more.**

## Pastels:

### Beautiful paint medium or rejected spawn of brush purists?

I've been asked lately about the gallery boards decision to create a separate category for the juried show for pastel drawings. Many feel that pastels don't belong in the drawing category at all while others feel that since it uses dry media it can't be classified as painting. Hoo-boy! What a kettle of worms did we stir up?

Well, doing a little research into the various pastel societies across the country has revealed some interesting thoughts on the matter. Rather than paraphrase what I have learned, I thought I would just let the societies speak for themselves (rather cowardly of me, I know, but such it is)

The following quotes have been lifted from the home page of the *Pastel Society of the West Coast* <http://www.pswc.ws/html/aboutpastel.html> and reflect nearly all of my readings on the subject of pastels. Most notable is their very clear explanation of the difference between a pastel painting and a pastel drawing/sketch.(underlined)

“Why do artists choose to paint in pastel?  
It is extremely permanent.  
It is extremely versatile.  
It is direct.  
It is delicious!”

“An artwork is created by stroking the sticks of dry pigment across an abrasive ground, embedding the color in the “tooth” of the paper, sandboard or canvas. If the ground is completely covered with pastel, the work is considered a pastel painting; leaving much of the ground exposed produces a pastel sketch. Techniques vary with individual artists.”

I also found their history of this relatively young medium helpful.

“Historically, pastel can be traced back to the 16th century. Its invention is attributed to the German painter, Johann Thiele. A Venetian woman artist, Rosalba Carriera was the first to make consistent use of pastel. Edgar Degas was the most prolific user of pastel and its champion. His protégé, Mary Cassatt, introduced the Impressionists and pastel to her friends in Philadelphia and Washington, and thus to the United States. In the spring of 1983, Sotheby Parke Bernet sold at auction two Degas pastels for more than \$3,000,000 each. Both pastels were painted about 1880.

“Today, pastel paintings have the stature of oil and watercolor as a major fine art medium. Many of our most renowned living artists have distinguished themselves in pastel, and enriched the art world with this beautiful medium.”

So there you have it. If you cover the entire surface of the ground, you have made a painting and should include it in the painting category. If, however, you have left a portion of the ground uncovered, it is considered a sketch and should be entered into the colored drawing media section.

I am sure this won't put the debate to rest but either way, this seems to be the majority opinion.

What do you think?

### **A CELEBRATION OF VETERANS DAY “THE RED, WHITE AND THE BLUE” !**

November 12, 2011

There is going to be a very big celebration of Veteran's Day this year! It will mainly take place on Saturday all day at the Don Aslett Museum wherein that facility will be turned into a USO Center ! There will be entertainment, lots of food, auctions, music and dancing. Art will be exhibited and for sale by artists from the area. **ARTISTS ARE ENCOURAGED TO PAINT “PATRIOTIC ART” FOR THIS EVENT.** All artists are invited to show and sell - but patriotic art is the focus! Proceeds of sales of art by the artists will stay with the artists, hoping too that they will give a donation.

There will be a Dinner on Saturday night at the Performing Arts Center, ISU, and tickets will be on sale soon for that portion of the fund raiser.

This celebration is a fundraiser for the purpose of supporting the hyperbaric chamber at Bingham Memorial Hospital who treats and provides medical assistance to our Vets. The new hospital in Pocatello does not have these facilities and does not provide for the Vets. In addition, proceeds will also be going to the Nursing Program at ISU and also to the Veteran's Fund that helps provide them with assistance.

## NEWS FROM THE GALLERY COMMITTEE

### **Changes are coming in January 2012 The Gallery Committee has been at it again!**

With approval of the Board of Directors, we have decided to change a few of the themes for the Gallery beginning January, 2012 as follows: marked in **RED**. Keep in mind, the themes for the open shows are merely guidelines to use in selecting art work for the gallery that particular month. We accept other subject matter if you don't have anything pertaining to the theme.

January....."All Seasons" (remains the same)  
**February....."Spirit of Idaho" (New Theme)**  
March....."High School & Junior High Show" (remains the same)  
April....."Portneuf Valley Photographic Society (judged show)"  
May....."Judged Art Show for all Members" (remains the same)\*\*\*  
**June....."Mountains, Streams, Lakes and Oceans" (includes landscapes & waterscapes) (New Theme)**  
July....."Vacation Vistas" (remains the same)  
August....."Painting from Photographs" (remains the same)  
**September....."Creative Visions" (mixed media, new techniques, abstracts) (New Theme)**  
October....."IWS Traveling Show" Idaho Watercolor Society (remains the Same)  
November....."Annual PAC Holiday Show and Sale" (remains the same)  
December....."Annual PAC Holiday Show and Sale" (remains the same)

However, we are working on a plan with the exhibiting artists with art work in the Boise Capitol Show that will be returning to Pocatello in October. We would like to have that exhibit displayed in our Gallery the month of January, 2012, **so this one time only**, we will switch the January show "All Seasons" to "Spirit of Idaho" and then have the "All Seasons" show in February, that is, if the exhibiting artists of the Boise show approve. We are in the process of sending out letters to those artists asking permission to keep the Boise Show together through January so that the Pocatello Community and Art Center members will have an opportunity to see the Boise Capitol show here in our Gallery. **It would be hung for First Friday Art Walk, January 6, 2012.** Will keep you posted in our next newsletter.

## **PHOTOSHOP ELEMENTS CLASS**

Portneuf Valley Photo Society will be presenting a Photoshop elements Intermediate Class November 3rd, 10th, & 17th from 6:30 - 8:30 pm... Taught by Larry Petersen. Each student needs to have a basic knowledge of Photoshop Elements.

ROGER BOE will be presenting "Travel Photography" at the next Photo Club Meeting on October 27th at 7:30 pm.

Wall of Fame Portraits will be taken 1st Friday, 5pm-8pm. All artists are encouraged to have their portrait taken!!

### Upcoming Gallery Schedule

November and December:

Annual Pocatello Art Center Holiday Show and Sale. Purchase your space early. Spaces go on sale at 10 am Monday morning on October 3rd.

January:

Spirit of Idaho-Boise Capitol Show (pending)

*\*Themes are merely suggestions. We do welcome other subject matter for the shows.\**

The Gallery Committee is always open for suggestions or concerns.

Bob Beason and Peggy Anderson, co-chairs.

## **CHANGES for “ANNUAL JUDGED SHOW FOR ALL MEMBERS” MAY 2012**

The Gallery Committee has made a few changes in the May, 2012 “Judged Show for all Members”. The form will have some revisions that you should be aware of. We hope these changes will meet with your approval. First, we have added two options in the Drawing Category instead of one. See below under Categories.

### **Categories:**

1. **Oil, Acrylic** (remains the same)
2. **Watercolor** (remains the same)
3. **Drawing:**
  - (A) **Black & white media** (e.g. Pencil, Charcoal, Ink)
  - (B) **Color Media** (e.g. oil pastel, chalk pastel, colored pencil)
4. **Photography, Digital Art** (includes Computer Art)
5. **Three Dimensional** (remains the same)
  1. Sculpture
  2. Porcelain
  3. Pottery
  4. Jewelry
6. **Mixed Media and Collage** (remains the same)

The Drawing section has separated pastel, chalk pastel, colored pencil into it’s own category instead of lumping all the drawing into one category. We feel this change will benefit the artists who participate in this category.

We have also made a change in the **“LEVELS”** section of the Judged Show form.

There will now be **four levels** instead of three to accommodate those artists who have been undecided between the Intermediate and professional level.

Level I: **Amateur Artist**--a beginning artist. Class work is acceptable but must be original work of the artist.

Level II: **Intermediate Artist**--an artist who has worked independently in a medium over a period of time, has had training in the form of classes, private lessons or workshops, and may sell their work occasionally.

Level III: **Advanced Intermediate Artist**--an artist who may sell and display and who has had extensive training and/or worked independently in an art medium on a regular basis.

Level IV: **Professional Artist**-- an artist who has received awards in other shows: and one who sells their work or teaches..or both.

The above changes will be in place beginning January, 2012, however the new directory will not be available until the election of officers at our 2012 June meeting. The new Calendar and Art Show themes, Rules for Exhibiting, and Annual Judged Show instructions will be listed in that new 2012 Directory. Until that time, save your copy of this newsletter or give Bob Beason or Peggy Anderson a call if you have any questions.

**Pocatello Art Center  
Meeting Minutes: 9/1/11**

President Carolyn Purnell called the meeting to order at 10:20 a.m.

Those present were: Peggy Anderson, Bertie North, Bea Cowger, Becky Petersen, Dorothy Brzek, Dorothy Chatterton, Georgia Orwick, Sallee Gasser, Barbara Santos, Joan Wilson, and Ann Merkle. Jane Guidinger was excused.

Minutes were read and approved as corrected.

Treasures Report: It was a short month. The apartment repairs swallowed the rent money. Things will be better after September. The Sagebrush Arts Fest brings us good revenue even though tents, toilets, the ISU fees, the stage fees, and the signs are expensive. Barbara Santos moved we accept the Treasurer's Report for audit, Georgia Orwick seconded and it passed.

**Committee Reports:**

**Facility:** Jan Stanek – The fire dept. informed us we need a fire extinguisher in the class room and gallery.

**Desk Volunteers:** Carolyn reported Maggie Millward is back for Wednesday afternoons. She made a proposal regarding the many hours our volunteers put in on the desk: That we develop a plan or program for hours worked at the art center being transferred to a credit system for taking classes. This program would have to be methodically thought-out, and manned by a chairman. She feels the plan would give incentive to people to volunteer, and would help some of them take classes that they might not otherwise afford. She asked the Board to give it careful, emotionless consideration and be ready to discuss the pros and cons at a future meeting. She added that we might also consider all of the time spent hanging the gallery, the 1<sup>st</sup> Friday Art Walk, decorating and cleaning. It was suggested that all volunteers begin keeping careful track of their hours served. The hours would not count until a certain number was met in a certain amount of time.

**Capital Exhibit:** Roger Boe and Carolyn. The entire program and reception was a success and asked if we would be interested in sponsoring something in Pocatello like the Commission on the Arts Historical Society. Would need a local rep to explain functions.

**Photographers:** The September meeting will include a video by David Bizer on "Critique Your Photos." Roger Boe will present a travel photography "how to," in October. They also discussed the picture board of artists. They will take pictures during the Oct. Art Walk.

**Sagebrush Arts Fest:** They have a full schedule of entertainment for Sat. There will be a lemonade stand and the Boy Scouts will have hamburgers, brats, hot dogs and caramelized apples. There is also a gourmet popcorn booth. We still need help in the children's Art Yard and the Hospitality booth. We have a policeman (Paul Gilbert) to watch the grounds on both Friday and Saturday nights. We can't get our big banner over the intersection on Clark this year so will have a multitude of small signs and posters everywhere. The "Pocatello Magazine" is going to do an article about the Arts Fest.

**Membership:** Barbara Santos reports we gained 5 new members in August for a total of 236.

**IWS:** Bob Beason will teach at their next class/meeting.

**PASI:** The August 1<sup>st</sup> Fri. Art Walk featured porcelain. It was very well received.

**Gallery:** The January exhibit will feature the paintings used in the Capital Exhibit.

**Education:** The Leslie Redhead class was very successful as was the children's drawing class by teacher Joy Fox. There is some room left in the Penny Wolfe, the Bob Beason card class. Elisa Shuman's class and Ken Spencer also have open spots.

**Hospitality:** We always need refreshments for every event your donations are so welcome, even if you can't stay. We also need food for the Sagebrush hospitality booth.

**Newsletter:** It was suggested you save the articles, "News from the Gallery Committee," by Peggy Anderson for future information about the gallery shows. The Sept. issue gave a rundown for the coming year and an article about the changes in the May Judged Show.

**This Old Bag:** The donation letters of request for handbags have been mailed by co-chairs, Vicky Mainzer and Carolyn P. Artists to display their work will be chosen by Kathy "Torgy" Murdock and Danene Taysom. This event is big and fun!! Every member must plan to be there and to sell tickets to their friends, neighbors, and relatives. There will be entertainment, a light luncheon and the Silent Auction for the bags. The bags will be stored in our cabinets until "B" day. Donators will be given a receipt so they can deduct it on their taxes. Dorothy Brzek moved we accept this fund raiser for the art center with a \$30 ticket charge, Barbara Santos seconded it and it was enthusiastically passed.

**Holiday Show:** Spaces will be \$20 to \$50 depending on size. Spaces will be available on Monday, Oct. 3<sup>rd</sup>, 10 a.m. until 4:30 p.m. (If you like a certain space, sign up early!)

**Apartments:** It was agreed that there must be a set of keys available to the art center in case of fire or water problems. The apts. Rent as follows: #3 - \$375, #2 - \$295, #3 – we have had a good tenant since 2008 and choose to keep her rent stabilized at that rate (it is the smallest apt.).

**VA Fundraiser:** All artists can display. It will be held at the Don Aslett's Museum of Clean. There is a sign-up sheet at the desk.

**Mayor's Award for the Arts:** Hosted by the Idaho Foodbank on Thursday, October 1<sup>st</sup> from 6:30 to 8:30 p.m. Tickets are \$15 per person. If you are interested in displaying/selling your art work there is a sign-up sheet at the desk. Net proceeds benefit the Idaho Foodbank. Let's all support this worthy cause.

President Carolyn adjourned the meeting at 12:05 p.m.

Respectfully submitted,  
Dorothy Chatterton, Secretary

# October 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 Holiday Show & Sale spaces on sale @ 10AM  Open Painting 1PM-4PM	4 <u>Adults</u> <u>Bob Beason</u> Drawing and other mixed media. 10:00AM-1:00PM	5 <u>Adults</u> <u>Karen Wardle</u> Paint and Pay as you go 9AM – 12PM	6 PAC Board meeting	7 <b>Open Painting</b> 1-4 PM  1st Friday Wall of Fame Portraits 5-8 pm	8
9	10 Columbus Day  Closed	11 <u>Adults</u> <u>Bob Beason</u> Drawing and other mixed media. 10:00AM-1:00PM	12 <u>Adults</u> <u>Karen Wardle</u> Paint and Pay as you go 9AM – 12PM	13 Pennie Wolf Animals in Oil 9AM-Noon  Meet & Greet with FREE DEMO David Ewart,	14 <b>PASI 10-4 PM</b>	15 This Old Bag, Red Lion
16	17  Open Painting 1PM-4PM	18 <u>Adults</u> <u>Bob Beason</u> Drawing and other mixed media. 10:00AM-1:00PM	19 <u>Adults</u> <u>Karen Wardle</u> Paint and Pay as you go 9AM – 12PM	20 Pennie Wolf Animals in Oil 9AM-Noon	21 Elesa Shuman 9AM-4PM	22 Elesa Shuman 9AM-4PM
23/30	24/31  Open Painting 1PM-4PM	25 <u>Adults</u> <u>Bob Beason</u> Drawing and other mixed media. 10:00AM-1:00PM	26 <u>Adults</u> <u>Karen Wardle</u> Paint and Pay as you go 9AM – 12PM	27 Pennie Wolf Animals in Oil 9AM-Noon Executive Board Meeting @ 9 AM Photo Club 7:30PM-9PM	28 <b>Open Painting</b> 1-4 PM	29

*Artists interested in displaying their work  
for the First Friday in October!*

Contact Carrie Jensen, Realtor, Bricks & Sticks at 241-9300 if you would like to show paintings there for the next First Friday. Carrie has lots of wall space and would love to have the work and since we won't be showing any art at the Art Center for October, this would be a good time to help her out.

### **MONTHLY CALENDAR OF EVENTS**

"Time Out for You" 1 - 4 p.m. Open Painting on Mondays & Fridays (call for availability)

#### **Pay As You Go Classes** **Call for availability**

Tuesdays	10AM-1PM	"Mixed Mediums" with Bob Beason
Wednesdays	9AM-12PM	"Painting" with Karen Wardle