



*Focusing on...*

*Exhibiting Your Photography*

by Sharon Feissel

That first step into exhibiting your photography outside of your close circle or beyond the photo club can be somewhat daunting. My own silent prayer has always been: "Please, just don't let me embarrass myself too badly." To minimize personal embarrassment and maximize personal success, let me suggest the following:

1. Selecting your entries. Be very discerning in looking at the quality of your *photograph*, as well as of the *print* itself. Remember that it is not the *best* but the *worst* image you present that tells the viewer (judge/potential buyer) what you consider to be superior work. Set your standards high, so your cumulative reputation will be high.

You are the initial juror. The hardest skill to acquire is to look objectively at your own work. At the beginning, you might find it helpful to list all the things you have learned that make an image weak or strong and use that as a checklist for evaluating each potential exhibition image.

2. Where to get started. The easiest first step is the Sonoma County Fair, the Sonoma-Marin Fair, and the Harvest Fair and, in Napa County, the Mustard Festival and Napa County Fair. The fairs are broadly accepting of work at all levels. There is good experience to be gained in learning to follow venue requirements, seeing how your own work looks in comparison to the rest of the exhibition, and testing the waters as far as gaining awards. This is where we all got started. You gain experience and confidence in these settings. And the cost is minimal.

Try Sebastopol Center for the Arts, Plaza Arts in Healdsburg, Artisans Art Gallery in San Rafael, Gualala Arts in Gualala. The Marin Fair is very competitive. Just getting into the Marin Fair is confirmation of your work.

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**~ CALENDAR ~**

**APRIL**

<b>4</b>	<b>Electronic entries due</b>
<b>10</b>	<b>Monthly competition, 7pm</b>
<b>24</b>	<b>Art Quest &amp; Kids With Cameras, 7pm</b>
<b>25</b>	<b>Newsletter items to Sheri</b>

**MAY**

<b>2</b>	<b>Electronic entries due</b>
<b>6</b>	<b>Board Meeting - LBag Center 7pm - All members welcome</b>
<b>8</b>	<b>Monthly competition, 7pm</b>
<b>22</b>	<b>Travel Candid's - Howard Bruensteiner &amp; Sheri Prager</b>
<b>24</b>	<b>Newsletter items to Sheri</b>

**JUNE**

<b>6</b>	<b>Electronic entries due</b>
<b>12</b>	<b>Monthly competition, 7pm</b>
<b>25</b>	<b>Newsletter items to Sheri</b>
<b>26</b>	<b>Calendar images due</b>
	<b>Program: Electronic image salon; art panel</b>

~ EXHIBITIONS AND ONGOING CALLS TO ARTISTS ~

### EXHIBITIONS, ETC.

This section is blank this month. Sorry...

### ONGOING CALLS TO ARTISTS

#### **Santa Rosa Recreation and Parks**

**Department:** Exhibits at Finley and Steele Lane Community Centers and City Hall. To apply, go to Finley Community Center, 2060 West College Avenue, Santa Rosa, to pick up an application. Community Center hours are Monday - Friday, 8:00 am - 7:00 pm and on Saturday 9:00 am - 1:00 pm. For further information, call 707-543-4512; contact is Tara Matheny-Schuster, email [tmatheny\\_schuster@srcity.org](mailto:tmatheny_schuster@srcity.org)

**The Atrium Gallery** at Marin General Hospital mounts four shows a year of "healing art." The gallery is looking for local artists for future shows. Previous artists have included Ernest Braun. Send slides and SASE to Wende Heath, Institute for Health and Healing, PO Box 8010, San Rafael, CA 94912.

#### **Open deadline: SHOWCASE 2008. Plaza**

**Arts** Center is now taking applications for the Showcase 2008 season. Showcase exhibits are juried and run for a period of four weeks - including weekends, a reception and promotional postcards. Each artist is allocated 8 linear feet of display space except for the January Showcase which allocates 12 linear feet. All media are considered. The fee is \$125 for a 4-week event. Showcase guidelines at: <http://www.plazaartscenter.org/artistShowcaseGuidelines.htm>

### EXHIBITING YOUR PHOTOGRAPHY (continued from Page 1)

3. Approaching venues. You may want to approach galleries, frame shops, wineries, restaurants, and other places that exhibit artwork, including the city of Santa Rosa. You will have to be certain that you can provide not just an image or two but *a body of quality work* to fill the space available. You will need a well-selected portfolio—remember that the portfolio is your “exhibition on paper.” It shows people what could be on their walls. A nice binder with your best images in clear sleeves will serve for this purpose. Since there aren’t many venues, the waiting list can be a year or more.

4. Costs and pricing. A real tough one. Just accept the fact that you probably will not have massive sales, and you will not cover all your photography costs. Costs per image include not only paper, inks, test prints, matting, frame, and glass, but also the entry fee and commission that will be subtracted from a sale. So be certain that these things are covered in your price, and add a bit for yourself.

Good luck!

## GOOD NEWS!

Greg Gorsiski has sold an 80 page book of photographs taken on Alcatraz Island during the last 2+ years. It is being published by the Golden Gate National Parks Conservancy and will be available in the six bookstores they operate as well as through their online store. It should be out Winter 2008.

### ~ APRIL PROGRAM ~

## An Evening with ArtQuest Photography and the Brook Hill Photography Club

Come join us for an evening with the ArtQuest Photography students from Santa Rosa High School and the students from the Brook Hill Photography Club as they share their photographic vision. Students from Santa Rosa High will offer their interpretation of a group of images to open our eyes to a totally different perspective. The students from Brook Hill would like to say, "Thanks!", for making their club happen and share a little of what they have learned. Come and share in an evening sure to open your eyes to a new perspective.

April 24, 2008, at 7:00 pm

## Capture the Magic of Wildflowers: A Photographer's Workshop

Do your photos of wildflowers emote the beauty and feeling you experienced when you clicked the shutter? Would you like to have your images "speak" to people? Join Reny Parker, author of *Wildflowers of Northern California's Wine Country & North Coast Ranges*, for a day-long workshop. Great for anyone wanting to improve their photographs of wildflowers or other small objects of nature.

### Locations/Dates:

Mendocino Coast Botanical Garden – April 19

Pepperwood Preserve – April 27

Fort Ross State Historical Park – May 17

Hours: 9:00 to 4:30

Workshop fee: \$59.00

For more details:

[Renyswildflowers.com/workshop.html](http://Renyswildflowers.com/workshop.html)

## Results of the March 2008 PSA Electronic Image Competition

Awards of Merit went to:

Joe Simons - Graceful Landing - 12 points

Marcia Hart - Almost Home - 11 points

Honorable Mention went to:

David Wallace - Sonoma Coast Display - 10 points

Other scores were:

Tania Amochaev - Waiting for a Ride - 7 points

David Henneman - Dark Timbers - 9 points

Diane Miller - Unbearable - 8 points



# MARCH COMPETITION RESULTS

## GENERAL

### Level B

1st Adele Wikner Surfboarder  
 2nd Phil Wright Sunlight and Shadows  
 3rd Deborah Hepper Jockeying for Position

### Level A

1st Kathie Kameoka Wagon Wheel  
 2nd XXX  
 3rd XXX

### Level AA

1st Bobbi Chamberlain Sierra Gold  
 2nd Drew Jackson Merlot  
 3rd David Henneman Street Vendor Guatemala

### Level M

1st Howard Bruensteiner Rockaway Beach Moonset  
 2nd Jerry Meshulam Antigua Arch Reflection  
 3rd Howard Bruensteiner Icy Falls

## CREATIVE

### Level B

1st XXX  
 2nd XXX  
 3rd XXX

### Level A

1st Marilyn Caven Spring Flowers  
 2nd XXX  
 3rd XXX

### Level AA

1st Larry Mackie Big and Little  
 2nd Katherine Woodford Iris Show  
 3rd Cris Gondak Lavender in Motion

### Level M

1st Art Butterfield Soccer Ball and Grandkids  
 2nd Diane Miller Abstraction Number 5 Rust  
 3rd Tania Amochaev Magic Mushrooms

## NATURE

### Level B

1st Anne Abrams Chickadee  
 2nd Harold Moore Sea Lions  
 3rd Kevin O'Conner Blind Beach

### Level A

1st Marcia Hart Pelicans Evening Flight Ritual  
 2nd XXX  
 3rd XXX

### Level AA

1st David Wallace Coasts Evening Radiance  
 2nd Bobbi Chamberlain Incoming Tide Strawberry Hill  
 3rd XXX

### Level M

1st Alan Glazier Sandhill Cranes in Motion  
 2nd Alan Glazier Half Dome from Sentinel Bridge  
 3rd Marilyn Brooner Snowy Egret

2007 End of Year Winners  
 B—General

**"PEARS" BY PHIL WRIGHT**

