



Southern California Artists Painting for the Environment

P.O. Box 30932 Santa Barbara, CA 93130

La Arcada, November 2004

In spite of rain in the forecast, the La Arcada Show to benefit Friends of Coal Oil Point Reserve and the programs of the Reserve was a huge success this year! We sold 37 paintings and two photographs by a guest artist; \$6,175 was donated to the beneficiary. We worried about the rain but we had great last minute luck and got to use the huge tents the Art Museum already had up for another event.

Friends of Coal Oil Point is a new nonprofit formed to assist UCSB's Coal Oil Point Reserve. COPR has a three-year-old Snowy Plover docent program that is the first of its kind anywhere in the world to actively manage a nesting area for these endangered birds, and has resulted in a substantial increase in the Snowy Plover population. Friends of COPR were thrilled to receive our donation to continue the work of this program and others at COPR.

To advertise this benefit show and our talented artists, we distributed by mail and by hand 7,000 beautiful invitations designed by Kate Yarbrough and featuring the work of Jennifer Boswell, BJ Stapen, Jane Sun, Sally Hamilton, Ann Sanders and guest artist Michael Drury.

The artists who sold those 37 paintings were Ann Sanders, Gerry Winant, Jamee Aubrey, Kerri Hedden, Sally Hamilton, Susan Belloni, Don Crocker, Gene Manriquez, Jane Sun, Nadya Penoff, Karen Fedderson, Fawn Johnson, guest artist David Lange, Sophie Cooper, Morgan Green, Cree Mann, Gary Forssell, and Steve and Cindy Gaulin. A few artists sold 2, 3, 4, 5 and 6 paintings!

Our juror, UCSB Professor Hank Pitcher, said in his statement: "I want to personally thank the artists who participated in this worthy cause. My studio is at Coal Oil Point; this is land that I know and love. For the awards, I chose paintings that I thought had a little extra spark - something in addition to, or maybe beyond the skill or craft of the artist. Framing gets in the way of some of the work submitted, and I tried to look past that to what the painting is about."

Congratulations to the prizewinners! Erika Hill received the Special Award for "Devereux Sunset."



Kerri Hedden was awarded First Place
for *Devereux at Dusk*



Patricia Doyle
Rain Watch



Rob Robinson - Honorable Mention for
IV Path to Coal Oil Point

oil; Kerri Hedden was awarded First Place for "Devereux at Dusk," oil, and Patricia Doyle received Second Place for "Deep Purple," acrylic. Honorable Mention awards went to Susan Belloni for "West Campus," acrylic; Ray Hunter for "For the Birds," watercolor; Bari Ramoy for "Devereux from Ellwood," oil; and Rob Robinson for "IV Path to Coal Oil Point," oil.

We advertised the show in calendar listings, on huge freeway signs, hand delivered invitations to UCSB faculty and staff and we advertised in the News Press thanks to a donation from La Arcada Investment Co. Buyers found our show by means of street signs, invitations, neighbors of COPR who spoke to artists as they painted on location, UCSB Faculty, relatives and friends of the artists, and FOCOPR Board members. One visitor came from out of state because he saw the ad in Southwest Art.

Sandra Hotchkiss, President of Santa Barbara Visual Arts, provided us with a survey and 52 visitors filled them out. We learned that 38 were from Santa Barbara County, 11 from other places in California, 3 were out-of-state and none were international visitors; 4 came for the day from out of town and 10 stayed overnight. The signs on the street attracted 15 people, 12 came from the News Press ads, 10 from invitations, 10 by word of mouth from friends, 1 came from the Visitor Center, none came from flyers or posters and 5 had attended a previous SCAPE show. Thank you, SBVA, for this valuable information.

It did rain a little at our show, and since a few panels were out in the open that day, we hurriedly brought them under the tent. Then, the most wonderful thing happened: SCAPE members called or just showed up from home to help out because they were thinking of us when it started to sprinkle. We were so grateful for the extra help. Thanks also to everyone who participated in another big success for SCAPE. Together we are awesome. —*Susan Belloni, La Arcada SCAPEs Chair*