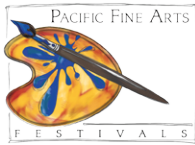


PACIFIC FINE ARTS FESTIVALS

A season of handcrafted art al fresco experiences / DECEMBER 2017



PACIFIC FINE ARTS FESTIVALS' NEWS...

■ **APPLICATIONS** All may be found on our website as fill-able PDF files or may be printed if you wish to complete them by hand. Select event applications may also be found on Zap-application (not available for Specialty Pre-Packaged Food vendors). Refer to the Artists & Crafters page of our website, pacificfinearts.com, for more information.

- **BELMONT** Our charming little show at the Carlmont Shopping Center in Belmont returns the weekend of March 24 & 25. Covered walkways make us feel pretty secure in the iffy-weather month of March.
- **CALIFORNIA STRAWBERRY FESTIVAL** The City has granted expanded use of the park, which allows the Arts and Crafts section to return to the grass! This location is close to parking and right by the Green Gate—the 2nd most trafficked entrance at the Festival. There is additional information you should know when applying; please see the Show List or the application for more information.
- **FIRSTS, SECONDS & SAMPLES** Our **Oakland/Montclair fall event** returns this year. Both it and our fall **Menlo Park event** add the twist of Firsts, Seconds, and Samples giving artists the advertised opportunity to offer for sale handcrafted works they consider “flawed.” Join us for these events and in addition to your favorite “Firsts,” take the opportunity to sell your lovely samples and imperfect pieces!
- **HALF MOON BAY ART & PUMPKIN FESTIVAL** This event’s application deadline is moving from February 1 to June 1.
- **REFERRAL PROGRAM** We’re always interested in bringing new, quality products to our events. Share our event information with your quality artisan friends and you both will receive a \$50.00 credit upon participation! See further details on event applications and our website, pacificfinearts.com. Word-of-mouth referrals are golden and we appreciate your sharing your enthusiasm for our events!
- **INSURANCE** Upon your acceptance into events, we are requiring proof of General Liability insurance and the addition of Pacific Fine Arts Festivals as an additional insured. Learn more about the details and several resources on the event applications.
- **ARTISAN MARKETPLACE** Logistically this new event couldn’t have gone smoother nor could we have had a much prettier show. Thanks to all who gave it a go! We’re sorry it wasn’t a financial success and we can’t produce it again but we continue to keep our ears and eyes open for a good location in the Sacramento area.

BRAVO! TAKE A BOW! TOP 5 SELLERS PER MEDIUM

CERAMICS

Bella & James Lassak	Mt. View A la Carte & Art
Ken Foster	San Carlos Art & Wine Faire
Anonymous	Homewood July 21-23
Anonymous	Los Altos Arts & Wine
Anonymous	Mt. View A la Carte & Art

FIBER DECORATIVE/FUNCTIONAL

Priscila & Andre Jourdan	San Carlos Art & Wine
Diane Cull	San Carlos Art & Wine
Denise & Don Best	San Carlos Art & Wine
Lawrence & Judith Romiti	Homewood July 21-23
Denise & Don Best	Los Altos Art & Wine

FIBER WEARABLE

Brian & Heather Gleser	Los Altos Arts & Wine
Jodi Mullen & Oscar Bevilacqua	Los Altos Arts & Wine
Brian & Heather Gleser	Mt. View A la Carte & Art
Steve & Linda Ripatti	San Carlos Art & Wine
Jonathan Kates	Mt. View A la Carte & Art

GLASS/KALEIDOSCOPIES

Steve & Lawrence Sutti	Los Altos Arts & Wine
Dana Boyko	San Carlos Art & Wine
Cory Ballis	San Carlos Art & Wine
Gila Sagy	San Carlos Art & Wine
Michael Barnett	Los Altos Arts & Wine

GOODBYES TO FRIENDS...

The Pacific Fine Arts family honors these arts and crafts family members and we wish their families the best.

■ **JAMES CHARLES HOWARD/James Howard Studio** (Nov 2017) From Ledger.news: “Raised in San Francisco, he loved working at his craft as a glass artist which he perfected over 37 years.” Lots of life!

■ **FRANK MATHER/Slate Carvings by Frank Mather** (2016) Deanna DeChauron, a fellow artist says, “He was a dear and uniquely talented man.”

JEWELRY

Judy Lazar	Los Altos Art & Wine
Francine Fiesel	Menlo Park (April)
Marty Bobroskie	San Carlos Art & Wine
Francine Fiesel	Menlo Park (Sept 30-Oct1)
Sasha Samuels	Los Altos Arts & Wine

KIDS' ACCESSORIES/TOYS

Peter Dziulak	Mt. View A la Carte & Art
Susan & Ted Kienitz	San Carlos Art & Wine
Doug Gold	San Carlos Art & Wine
Susan & Ted Kienitz	Menlo Summerfest
Susan & Ted Kienitz	Mt. View A la Carte & Art
Susan & Ted Kienitz	Los Altos Arts & Wine

LEATHER

Michael Barney	Los Altos Arts & Wine
Gary Watrous & Ronia Grillos	Mt. View A la Carte & Art
Richard LaFrenz	San Carlos Art & Wine
Gary Watrous & Ronia Grillos	Los Altos Arts & Wine
Richard LaFrenz	Los Altos Arts & Wine

METAL

Greg Clark	Menlo Summerfest
Huy Nguyen & Jack Le	Los Altos Arts & Wine
Jason Oliver	San Carlos Art & Wine
Ray, Gina & Zack Wood	Los Altos Arts & Wine
Mary Beier	Los Altos Arts & Wine

MISCELLANEOUS/MUSIC/PERSONAL CARE/ FLORAL/CANDLES/SPECIALTY FOOD

Richard & Shelie McCall	Tahoe City Aug 18-20
Lena Chin-Hash	Los Altos Arts & Wine
Richard & Shelie McCall	Homewood Aug 11-13
Haruwn Wesley	Mt. View A la Carte & Art
Connie & Dennis Olarte	Mt. View A la Carte & Art

MIXED MEDIA/MOSAIC/COLLAGE

Nicholas Vicknair	Los Altos Art & Wine
Xuan My Ho	Los Altos Arts & Wine
Anna Choi	Los Altos Art & Wine
Cindy Fox	San Carlos Art & Wine
Michael Suchta	Los Altos Art & Wine

We extend a huge “THANK YOU” to these 19 artists and crafts people who participated in 8 or more events with Pacific Fine Arts Festivals. You are an important part of our Festivals and we appreciate your hard work, loyalty and trust!

**T
H
A
N
K
S**

Jerry & Joan Dubson ■ Cindy Ayala
Doug Gold ■ Ava Austin ■ Susan & Ted Kienitz
Rubina Coton ■ Barbara & Joe Ramos
Richard & Shelie McCall ■ Jack Durnford
Gayle Mayhew ■ Erica Kriss ■ Gary Chappell
Guo Feng ■ Steven Andersen ■ Anna Pavlova
Arlyne & Richard Julao ■ Lorna Ritter
Chris & Charlotte Gurdal ■ Nancy Templeton

THUMBS UP!

TOP TEN SELLERS IN AN INDIVIDUAL SHOW

1. Judy Lazar	Jewelry
2. Francine Fiesel	Jewelry
3. Steven Andersen	Wood
4. Marty Bobroskie	Jewelry
5. Nicholas Vicknair	Mixed Media
6. Sasha Samuels	Jewelry
7. Greg Clark	Metal
8. Andy Byrne	Sculpture
9. John Shipp	Jewelry
10. David & Teresa	Wood

PAINTING/ACRYLIC OR WATERCOLOR, DRAWING/PASTEL

Linda Donohue	San Carlos Art & Wine
Donny Hahn	San Carlos Art & Wine
Gwendolyn McShepard	San Carlos Art & Wine
Mishell Swartwout	Los Altos Arts & Wine
Mishell Swartwout	San Carlos Art & Wine

PHOTOGRAPHY

Louis Cantillo	Mt. View A la Carte
Barbara Lee	Montclair
Garry Moore	Homewood July 1-4
Ira Meyer	Los Altos Art & Wine
Young Bok Park	Los Altos Art & Wine

PRINTMAKING/GRAPHICS/DIGITAL

Paul Nzalamba & Lungala Rubadiri	Menlo Park (April)
Paul Nzalamba & Lungala Rubadiri	Montclair
Laura Morton	Menlo Park (April)
Paul Nzalamba & Lungala Rubadiri	Tahoe City
	Aug 25-27
Douglas Chalk & Eva Letts	Mt. View A la Carte & Art

SCULPTURE

Andy Byrne	Los Altos Arts & Wine
Phillip & Chad Glashoff	Menlo Park (April)
Geoffrey Nelson	San Carlos Art & Wine
Marv Poulson	Los Altos Arts & Wine
Marv Poulson	Menlo Summerfest

WOOD

Steven Andersen	Los Altos Arts & Wine
David & Teresa Levy	Los Altos Arts & Wine
Steven Andersen	Menlo Summerfest
Steven Andersen	Mt. View A la Carte & Art
Steven Andersen	San Carlos Art & Wine

WELL DONE ON YOUR SUCCESS!

TOP 2 SELLING ARTISTS PER SHOW

West Portal

Gayle Mayhew/Jewelry
Justine Tatarsky & Clive
Bridges/Ceramics

Tahoe/Homewood

(July 21-23)
Gary Chappell/Jewelry
Lawrence & Judith
Romiti/Fiber Decorative

Menlo Park (April)

Francine Fiesel/Jewelry
Paul Nzalamba & Lungala
Rubadiri/Printmaking
& Graphics

Mammoth Lakes

Don Schimmel/
Photography
Joan & Jerry Dubson/
Jewelry

Artisan Marketplace

Steven Andersen/Wood
Don Antram/Mixed
Media

Tahoe/Homewood

(Aug 11-13)
Jeff Davison/Wood
Richard & Shelie McCall/
Miscellaneous

Mountain View A la

Steven Andersen/Wood
Linda Donohue/Painting

Tahoe City (Aug 18-20)

Richard & Shelie McCall/
Miscellaneous
Walter & Kim Harper/
Wood

Montclair

Barbara Lee/Photography
Kelly Morgen/Jewelry

Tahoe City (Aug 25-27)

Paul Nzalamba & Lungala
Rubadiri/Printmaking &
Graphics
Walter & Kim Harper/
Wood

Tahoe/Homewood

(July 1-4)
Gayle Mayhew/Jewelry
Garry Moore/
Photography

Menlo Park

(Sept 30-Oct 1)
Francine Fiesel/Jewelry
Joan & Jerry Dubson/
Jewelry

Los Altos Arts & Wine

Judy Lazar/Jewelry
Steven Andersen/Wood

Menlo Summerfest

Greg Clark/Metal
Francine Fiesel/Jewelry

San Carlos Art & Wine

Marty Bobroskie/Jewelry
Linda Donohue/Painting

A NOTE FROM JUDY CUNNINGHAM



November 2017 — Dear Old Friends,
It has been 17 years since I was at a PFA Art Festival and I don't know how many of you are left who remember me. I appreciate Dana & Troy giving me this platform each year to send you all good wishes. Though it has been so long, I still dream of putting

on Art Shows! The dreams seem to center on problems like rain and wind or low attendance. My life is full here in Pennsylvania but my grandchildren are growing up and leaving home so I don't see them as often as I would like. Oldest granddaughter, Libby, is a senior at Stanford; 19 year old Katie is a sophomore at MIT and my only grandson, Ben, is a senior in high school and is busy trying to choose a college. I am friends with some of you on Facebook and I enjoy keeping up with you in this way. If you would like to friend me, I am Judy Ferguson Cunningham in Macungie, Pa. I wish for you all much happiness in your personal life and great success at the Art Shows. —**Judy**

WE INCLUDE THE FOLLOWING TO HELP YOU CHOOSE...

The following information can help you decide what event might be a good location for your work. We give you these lists so that you can see for yourself the answers to questions many people ask us such as: "What is your best show?" or "What is your biggest show?" etc. They are arranged in descending order and remember, **although a Festival with many artists will gross more than a small Festival, that doesn't necessarily mean that each artist makes the most money at the large show.**

Note: California Strawberry Festival and Half Moon Bay Art & Pumpkin Festival do not report sales.

Highest Total Sales

Show	# Spcs	# Artists
Los Altos Arts & Wine [EH]	290	243
San Carlos Art & Wine	285	241
Mountain View A la Carte & Art	246	196
Menlo Summerfest [EH]	207	160
Menlo Park (April)	62	61
Montclair	68	67
Menlo Park (Sept 30-Oct 1)	48	47
Tahoe/Homewood (July 1-4)	30	27
Tahoe City (Aug 18-20)	36	34
Tahoe City (Aug 25-27)	27	24
Homewood (Aug 11-13)	29	28
Tahoe/Homewood (July 21-23)	27	26
Mammoth Lakes [R]	24	23
West Portal [R]	31	31
Artisan Marketplace Folsom	43	40

[R] RAIN [EH] EXCESSIVE HEAT

Highest Average Per Artist Shows

Show	# Spcs	# Artists
Los Altos Arts & Wine [EH]	290	243
Tahoe/Homewood (July 1-4)	30	27
San Carlos Art & Wine	285	241
Mountain View A la Carte & Art	246	196
Menlo Park (April)	62	61
Tahoe City (Aug 25-27)	27	24
Menlo Summerfest [EH]	207	160
Montclair	68	67
Homewood (Aug 11-13)	29	28
Mammoth Lakes [R]	24	23
Tahoe/Homewood (July 21-23)	27	26
Tahoe City (Aug 18-20)	36	34
Menlo Park (Sept 30-Oct 1)	48	47
West Portal [R]	31	31
Artisan Marketplace Folsom	43	40

[R] RAIN [EH] EXCESSIVE HEAT

HEY, THAT'S INTERESTING!

- **FIRE EXTINGUISHERS** Recall information: <https://www.cpsc.gov/Recalls/2017/kidde-recalls-fire-extinguishers-with-plastic-handles-due-to-failure-to-discharge-and>
- **IF YOU CAN HELP** We know of three artists who lost everything in the Northern CA Wildfires. If you can help, please donate through their gofundme.com pages. Michael and Allyson Halem (search for Artist Wildfire Relief), Dennis Kohn (search for Dennis Will Rise from the Ashes), Jamie Perry (search for JS Perry-Cat Artist Won't Back Down).
- **NEW POSTAGE RATES** Beginning Sun, Jan 21, 2018 first class letters (1 oz.) will be \$0.50 and postcards \$0.35.
- **SQUARE / OFFLINE MODE** "When you use Offline Mode, we can't check the validity of the card until your phone or tablet regains an internet connection...We can only know if the payment was successful once the payment has been uploaded." An artist took a card for payment but later found out later that it was rejected and he hadn't the customer's information in order to contact them. As internet can be fickle at almost any venue PLEASE come prepared with a Plan B for taking payments and if you use Offline Mode be sure to take customer's contact information in case the sale goes awry.
- **SOCIAL MEDIA** Our Facebook, Instagram and Twitter have grown to 2,530 followers! Thanks to all who like and share our pages. It's a great way to stay in touch with you AND customers. For each event we create several posts that we encourage you to share as a simple way to tell your customers about your participation. Creating your own content promoting your participation? Be sure to tag us too, @PacificFineArts. LIKE and FOLLOW us to get the latest news!
- **BOARD OF EQUALIZATION** For your seller permit needs or sales tax filing questions, check out the newly named California Department of Tax and Fee Administration (CDTFA) at <https://www.cdtfa.ca.gov/taxes-and-fees/faqseller.htm>
- **GREAT IDEAS!** No one likes rain at shows but here are a few tips that can make it less soggy and help with sales...Affix clear shower curtains and rods to your canopy frame front. Also using double walls on all sides helps to keep the wet out. Thanks for the pointers D Best Quilts! We've learned that hula hoops cut in half (or flexible tubing), clamped at corners and pushing up EZ up type roofs keeps water from pooling on tops (and the awkward dumping of pooled water on your neighbor!).

WISHING YOU SAFE AND JOYOUS HOLIDAYS...

The adventure of art shows and their craziness forces us all to stay on our toes, but I still think how lucky we are to call this "work." We agree with Samuel Johnson as he wrote in *The Idler*, "Our brightest blazes of gladness are commonly kindled by unexpected sparks." These "unexpected sparks" in life bring great joy and there have been so many found in spending the weekends with our art show family.

Each year brings new challenges and we're glad to face them with you these past 17 years. Production and execution is a huge team effort and we feel we have a great advantage in working with you. Thank you for all the efforts you put into making the shows the best they can be.

We share our heartiest thanks for your participation in our events and for the beautiful works you create to share with the world. We are grateful for you and thank you for choosing to be a part of the Pacific Fine Arts Festivals team. Wishing you and your loved ones the best for the holiday season. We look forward to seeing you for a tremendous 2018. **FIGHT ON!** —**Dana and Troy Hale-Mounier**

