



Leslie Allen

Let's hope that April's snow showers bring sun and May flowers.....
and soon! The roof is still leaking.
I spotted two buds on my Iris! Can't wait to paint the 2016 Blooms.



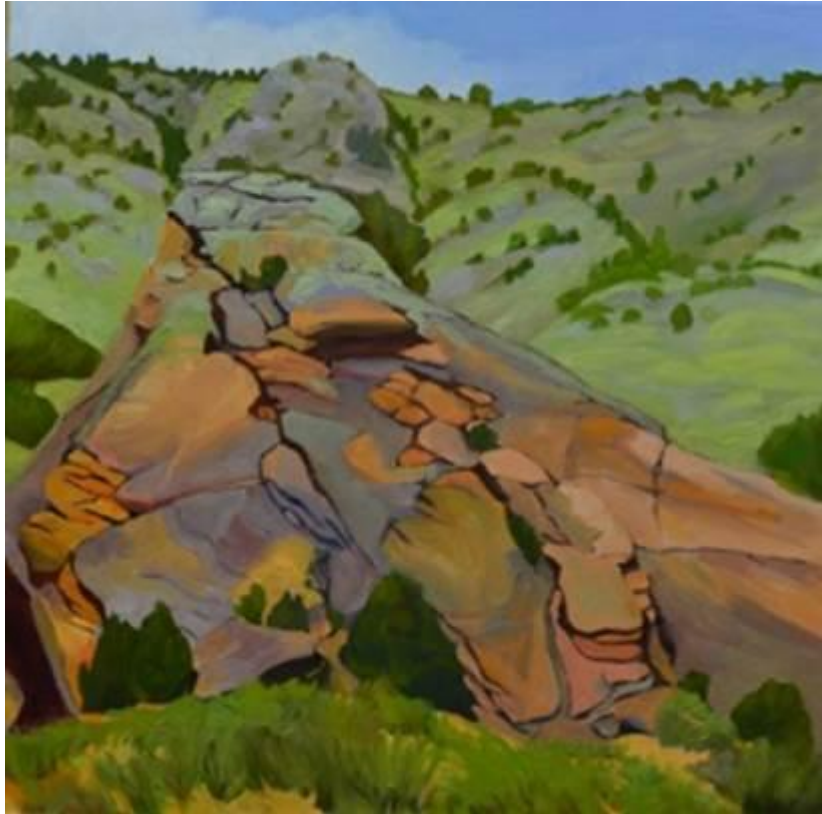
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In the Studio

On the easel: Slow progress!



"Golf Series #6" 30x48 Oil/canvas

Maybe when it is done, I'll paint over it!
#1 is still in the works and
#9 and #10 are in the works too.

PAAC Reports from the 2016 PACE

Plein Air Convention and Expo in Tucson, AZ.

Thanks Debby McAllister, Susan McCullough, and Peggy Immel!



Debby McAllister



"Cactus Prickly Pear"



"Cactus Purple"



"Tucson Pusch Ridge"

Click on Images to follow links

Plein Air Convention and Exhibition in Tucson Apr. 15-19, 2016

The surroundings were beautiful outside of Tucson for the Plein Air Convention 2016. All the cacti and trees were blooming and it was not too hot. There were lots of subjects for Plein air painting. The wonderful artists doing demos were a highlight; my favorite was Matt Smith. He had such a great way of putting his paint down simply and explaining his thinking clearly. Dean Mitchell, an artist I've admired for a long time was given a lifetime achievement award. His talk and slides was very inspirational.

The exhibit hall full of art suppliers was my other favorite experience. There were free samples and special pricing. Every paint manufacturer I can think of was there and anything you would need for painting outside was available. It was like being at a gigantic art store, which was intoxicating. I did spend some money.

Even though there were 900 attendees, there was plenty of room for everyone. There were painting locations planned for each day, and many artists took advantage of that, with the faculty artists available for advice.

There was an urban sketching demo, that I was watching for about 20 minutes, which was the most inspirational for me because it made me remember how valuable drawing is. I'm planning to get back to doing more of it.

I went to the Art Marketing Boot Camp with Eric Rhodes 3 mornings at 6:30. That was good and gave me some ideas I can use.

Deborah McAllister

www.DeborahMcAllister.com



Immel & Susan McCullough at Old Tucson, courtesy Gina Ward



Susan McCullough- Sabino Canyon



Jove Wang doing an amazing demo, definitely a Master!

Plein Air Convention 2016

I was looking forward to attending the PAAC 2016 convention and yes, it is expensive, so I was hoping to get as much information as possible from the event.

Peggy Immel and I drove to the event and arrived on Thursday, April 14. We were tired from the long drive so we didn't paint the first evening- it was a beautiful place though and views were outstanding from our hotel room.

Friday, April 15: The staff of Plein air Magazine gave a 2 hour talk featuring framing, websites, galleries, resumes, insurance, security of artwork, and advertising. It was well thought out and I really enjoyed it- also glad I took notes. Friday was the official kick off of the event – Lifetime Achievement Awards for The late Ken Auster and Dean Mitchell. Dean brought tears to my eyes during his presentation – such an incredibly talented and humble artist. Ken's wife received his award and a beautiful video about his life as an artist was viewed- I'm still so saddened by his passing- it was a bittersweet tribute.

We had a cocktail party that evening. I met an amazing amount of people that evening and it was in the convention area where the vendor booths were- there were some great vendors and I hope they all did well as there were excellent deals on products- I also registered for a free ad from Plein Air Magazine.

Sat. April 16: Matt Smith, a master of Plein air painting, gave a fantastic demo. Watching Matt work is like watching a magic show- all of a sudden there is a beautiful painting right before your eyes and even though you watched the entire process, the end result truly is magical- and he makes it look so easy. He gave great advice on light sources, light on planes of the landscape scene, nuts and bolts advice that we all should know but tend to forget now and then.

Every morning Eric Rhoads gave a marketing boot-camp starting at 6:30 am. I really enjoyed the 3 days of boot-camps.

Right at the get go- he said, "You have to perfect the quality of your artwork." I think every art-marketing workshop should start out with those words- so it was appreciated by me at least. He started talking to artists on the assumption that we were coming from a position of having artwork that has artistic merit and is therefore marketable. I think this distinction was very important. It is hard for many artists to realize the amount of time that needs to have been put into canvas time before marketing time. Enough preaching...

The boot-camps really were very beneficial. I took a lot of notes and am so glad because some things have already become a little fuzzy. Some special talks at boot-camp:

Lee Milteer- a marketing guru and author of positive books, the latest of which is "Reclaim the Magic" She discussed the concept of scripting as in writing your story in third person. She says, "Start with a future date and write your story AS IF

IT HAS ALREADY HAPPENED. Always write using as many glowing adjectives as possible so that you feel the results you want." She was a dynamo on the power of positive thinking. Her books are available on Amazon.com.

Bryan Mark Taylor- "The Master's Mind"- Bryan was very impressive with his insights on the study of the mind. He discussed problem solving skills whereby an artist needs to practice on one skill set at a time until it is mastered and then move to the next set. He calls it deliberate practice; and no, this is not practicing while you are working on a painting to submit to some painting competition. This is deliberate, mindful repetition- working on your own to solve painting problems that have been besieging you throughout your career. I was very intrigued by this so I purchased his video- "The Master's Mind" – I think you might be able to purchase this video through Streamline Publishing or on Bryan Mark Taylor's website. I think this video might have sold out during the convention so – good luck. I haven't had a chance to watch my video yet- I think I will watch it this afternoon.

Stuart Johnson- Owner of Settler's West Galleries in Tucson. I liked this guy- very down to earth and said it like it is, no beating around the bush. He suggested ways to submit to a gallery but in the end it's all about QUALITY! He did say that we should not over saturate our market- only keep the best out there. I think I will be taking some paintings off my website real soon.

The last day of boot-camp, Eric talked about a new art marketing system for introverts- he had done a lot of research into marketing and the art of making a killer offer. I definitely was intrigued so I invested into the system. I haven't received it yet but am extremely curious as to what it will do to help me with my marketing.

There were wonderful demos throughout the event- very proficient, high energy, and some of the demonstrators were extremely funny- you know who you are! We also had time to paint in the afternoons – they had some great spots picked out for the group although Peggy and I skipped the last designated paint out and went up Sabino Canyon- what a gorgeous spot! We took the tram to the top and we found that tram drivers can be quite entertaining.

I was happy with the event and I won a free ¼ page ad from Plein Air Magazine so I was VERY happy with that. Next year will be in San Diego, a gorgeous spot so start saving your dollars now fellow artists!

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*Peggy Immel
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Plein Air Artists Colorado