

## EDITORIAL

The holidays & another New Year are for me a time for reflection. As I look back over the past year we had many successful and diverse programs that took place here at the Arts Center.

Our performance art has really taken off! Chamber Music Series audiences are growing in attendance and the musicians are the best to be found in their field! The Magical Roy Bogas & Friends Chamber Music Weekend has grown to be a wonderful tradition in July that is not to be missed! Gualala Arts Jazz Series was formed and had a sold-out concert with the world-famous Dame Cleo Lane & Sir John Dankworth, the Brubeck Brothers again graced our stage, and the annual April Whale & Jazz Festival Main Event had another capacity crowd and is bringing us national attention! Our very own Arts Center Theater has cast and crew from as far north as Irish Beach and as far south as Timber Cove. The community has shown their appreciation by buying out most of the productions well in advance. Over 300 people attended Mendonoma Idol proving once again that we enjoy seeing our friends, family, and neighbors perform on the stage of Gualala Arts Local Eyes Series.

It takes many Art Heroes to put on these performances. Artists, back stage crew, sound & light crew, front of the house, volunteer groups, office staff; it takes hundreds of people to bring this high quality talent to us here on the coast. We certainly cannot forget our financial angels/patrons who help underwrite and subsidize these performances. We would have to raise our prices by three to four times without you! Many of these performances are selling out in advance as you can see, so save some money, guarantee your seat, and get your tickets early!

I would like to send a HUGE “Happy Holiday and Cheers for the New Year” to you, our “Performance Art Heroes” – Artists, Financial Angels, Gualala Arts Members, Patrons, Staff, and Volunteers!

*David “Sus” Susalla, Executive Director*

### **Sketches Newsletter of Gualala Arts Center**

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**Sketches is printed on 100% recycled paper out of concern for the planet. Taking care of trees is a part of our job.**

## New Ticket Pricing Procedures

Thanks to the popularity of so many of the Gualala Arts sponsored events, the beginning of the new year will bring some changes in how tickets are sold.

All the events such as the Chamber Music Series, Local Eyes, Jazz Series, and Gualala Arts Center Theater events will have two ticket prices. The lower one will be in effect as soon as the event is announced. A second price, slightly higher, will be charged for tickets bought on the day of the event.

Because our facilities need to fill so many different functions, the volunteers set up equipment on the day of the event. It is much easier if they know approximately how many people to expect. By having a better idea of this they can avoid having to manhandle more chairs at the very last minute or turn away disappointed visitors.

Your advantage in buying your ticket in advance is that you will be assured of a seat. More and more we are finding that our events are selling out. So get your tickets early and take advantage of the savings.

## Web Statistics

The GualalaArts.org site had 2,960 visitors who looked at 36,568 items in the month of October.

## Thank You!

- To Diane Cunningham, and the crew, who worked so hard to make another Recycled Art & Second Hand Sale such a success.

## Wish List

- For a Dumpster Dude – someone to fill our recycle dumpster once a week with broken down boxes, bottles, and cans.
- The Culinary Guild is looking for a Cellar Rat – someone to help keep the food, drinks, and paper products organized.
- For someone with nimble fingers and good eyes able to do computer database entry work or easy office work.
- For someone to lead the Gualala Arts Singers in a cappella sessions. More vocalists are also invited to sing along.
- The Dolphin is looking for someone to come in once a month to tidy up the front closet. Contact Helen Klembeck by calling 884-9644 or Dolphin@GualalaArts.org.

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Deadline for information for *Sketches* on events in **January** is **Thursday, November 30.**