

A Tribute to Jane Reichold, Former Editor of *Sketches*

In March, Jane Reichold made the difficult decision to step down as editor of *Sketches*. In honor of her dedication and contribution to *Sketches*, we interviewed Jane to get her thoughts on the past, present and future.

Gualala Arts: When did you assume responsibility for *Sketches* and from whom?

Jane Reichold: In October 2005, I produced the November issue as editor. In the early 90s I had worked on the GAB – Gualala Arts Bulletin, when Gayle and Shelly Gerstein took it from an office-produced newsletter to a monthly magazine with ads and long articles. That evolved into the glossy color Coast magazine that collapsed when Gayle and Shelley moved inland to Healdsburg. When the newsletter returned again to Gualala Arts office (then in the hanger at the airport on the ridge), it had the name of “*Sketches*” and was designed and edited by Diana Schmidt. She produced it with the office staff for the almost ten years until she retired to be home more with her kids and I came back.

GA: What was the first thing(s) you “fixed”?

JR: There was nothing to fix. I simply staggered in under the mass of information



as I juggled and juggled it onto pages with whatever grace I could muster from almost twenty years of producing books of poetry. Several times I had had my chart read by various astrologers, and each time they found

strong Capricorn signs

involving organization, discipline, and adherence to deadlines. As an artist these qualities were so completely missing in my life that I figured I had been born on the wrong day and referred to my chart as a “horroroscope.” However, while working on *Sketches*, these were the exact characteristics I needed to have. I will always be grateful for the job and the way it illuminated dark, undesirable corners of my personality and showed me how useful these attributes could be in the proper job.

GA: What has surprised you most while you’ve been managing *Sketches*?

JR: The constant joy the work gave me. As soon as I sent an issue off to be printed, a huge hole would appear in my life and the only way to fill it was to start the next issue.

There has been times when my eagerness to work on *Sketches* would push aside my regular job of managing the AHApoeetry.com site or the translations of Basho’s haiku I was doing. A large part of that constant joy came from working with the staff, volunteers, and artists at Gualala Arts. It is amazing how this organization acts as a magnet to so many very special persons. As a hermit poet it was quite an experience to find so much delight in meeting and working with so many people in my community who were new to me.

GA: What have you been most proud of?

JR: The words “proud of” are not quite right, but one of the great excitements of the job was the purchase of a color printer. Being able to print the photos of people and their artwork in color was not only a challenge for me, but also a steady hum of happiness while doing the issues. Still there

are ideas and dreams that I had for *Sketches* that I never got the chance to work out and I regret not being twenty years younger with the energy and time to see them through.

I have been deeply touched by the support and the extreme kindness by the other team members on *Sketches* – Sus Susalla, Barbara Pratt, Nancy Spencer, David Jordan, Sita Milchev, and now Sharon Nickodem and Virginia Alexander and the mailing committee. I will never forget how, when Spencer left and suddenly I had to take over the mailing process, the members of the mailing crew jumped in to do their job and all the while gently educating me. It was a beautiful moment that lasted all day.

GA: What words of wisdom do you have for the *Sketches* team going forward?

JR: Do the very best you can with *Sketches*.

I feel the newsletter is a most important part of Gualala Arts outreach program. Each month an issue of *Sketches*, a physical manifestation of the Arts Center goes out into almost one thousand households.

I always felt a great responsibility to make the issue as attractive as possible, as informative and easy to read as I could, but more importantly to be a representation of all the Arts Center does and means to so many different people. For many members *Sketches* is their only point of constant contact with the Arts Center and with the people who make it what it is, therefore I think it is important that the newsletter accurately represents this as well as paper and ink can. All Blessings on your future endeavors!

GA: And what are you going to be doing next?

JR: Retiring from being editor of *Sketches* does not mean that I am going away or abandoning Gualala Arts. No way! I am still planning to enter art exhibits and attend poetry and music events. Soon, I hope to be able to volunteer for some less demanding job where my skills might be useful. The many compliments for my *Sketches* job will be the wind in my sails that brings me back!

Next Month:

An introduction to Chris Comstock, our new *Sketches* editor

Sketches Newsletter Gualala Arts Center

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