

## About North Coast Artists' Guild

The North Coast Artists' Guild (NCAG) was formed in 1991 as an affiliate of Gualala Arts to better serve working artists in the Mendocino and Sonoma coastal communities, from as far south as the Russian River to as far north as Little River. There are currently about 100 members. The NCAG supports local artists through exhibits, studio tours, networking, community involvement, education, portfolio reviews, and website and social media marketing.

The NCAG central objective is to assist local artists in improving their incomes and reputations. We are working to make our art community an art buying destination like the towns of Mendocino and Carmel.

Our priorities:

1. Developing more opportunities to sell art locally: venues, shows, Studio Tours.
2. Producing more out-of -the-area publicity to bring potential art-buying tourists here.
3. More emphasis on art education: classes, demonstrations, forums.
4. Developing a community of artists: collaboration and community projects, social gatherings, networking.
5. Developing a creative environment for the arts: partnering with Gualala Arts to make art more accessible, fun and friendly.
6. Making our local area a more beautiful, artistic place: art everywhere.

The Studio Discovery Tour (SDT) is our largest event managed by the NCAG Board of Directors. In 2017, SDT had its 25<sup>th</sup> anniversary with 37 artists participating on the tour averaging around \$2,000 in sales per artist. Over 15,000 full color catalogs are printed and distributed in July and August to promote this annual event.

The Gualala Salon and Salon des Refuses is the next largest NCAG annual event. This exhibit fills the entire Gualala Arts Burnett Gallery and Jacobs Foyer with over 100 pieces of 2D and 3D fine art. The award prizes are the largest offered on the coast with first prize being \$1,000. Prestigious artists, art dealers, teachers and collectors are recruited to be judges. Since the 5<sup>th</sup> Annual Salon, the exhibit has been catered along with champagne and other sparkling drinks. This event is totally organized and curated by NCAG which includes soliciting sponsors for all its costs, including award monies.

In addition, NCAG hosts an annual exhibit at Gualala Arts for members of all the local art organizations, NCAG, Coast Highway Art Collective, Artists' Collective in Elk, and Discovery Gallery. NCAG members are also involved with the Gualala Arts exhibition selection committee, Gualala Arts clay studio program, weekly life-drawing classes, monthly artist-to-artist meetings, and a bi-monthly collage open studio at Gualala Arts. There are numerous activities to participate in! Volunteers for events and projects are always welcome and a great way to get to expand your network and skills. We offer scholarships for most NCAG sponsored events.

2018-2019 NCAG Board of Directors/Officers

- President – donnalynn chase dl2makeart@gmail.com (408) 674-5956
- Vice-President – Jennie Henderson hendersonjennie@yahoo.com
- Treasurer – Bruce Jones bsjones36@gmail.com
- Secretary – Doric T. Jemison-Ball II dtjemisonball@gmail.com
- Membership Director – Sharon Nickodem sharonnickodem@aol.com
- Publicity Director – Judy Pfeifer jpfeifer4art@gmail.com
- Studio Tour Director – Doric T. Jemison-Ball II dtjemisonball@gmail.com

The officers welcome any inquiries – feel free to contact any of us.

NCAG's mailing address is: PO Box 1658, Gualala, CA 95445