



Shorelines

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March - 2009

A few years ago, the Port of Los Angeles sponsored an “art” exhibit. It was open to residents of the harbor area and was designed to showcase local artists’ work. One of our members decided to enter a piece of her needlepoint and turned in the paperwork. She was flatly refused and her application was declined without anyone looking at her work. She was told that needlepoint was a **craft** and not **art**.

The oldest art objects in the world (according to Wikipedia) are a series of tiny, drilled snail shells about 75,000 years old that were discovered in a South African cave. I had always thought that the cave paintings in Lascaux were the earliest art, but I learned something new. Drilled snail shells are **art**, but needlepoint is not. Intriguing . . . so I continued my search.

The definition of **art** in Webster’s Third New International Dictionary Unabridged (1969) takes up two-thirds of a column, so I will just invite you to look it up. Perusing this information, I then went to look up **artistic**. I still could not find any evidence that our particular area of interest is not **art**. I returned to Wikipedia, and an article there gave me a fascinating half hour of reading (check it out):

Adajian, Thomas, "The Definition of Art", *The Stanford Encyclopedia of Philosophy (Fall 2008 Edition)*, Edward N. Zalta (ed.), URL = <<http://plato.stanford.edu/archives/fall2008/entries/art-definition/>>.

So, if even Plato had something to say about **art**, you KNOW it has to be a weighty subject, and presumably the difference between **craft** and **art** should be profound. Not being able to find anything in these definitions that excludes needlepoint, I started to look up **craft**. I was surprised to find (again from Webster’s 3rd) that the definition includes the fact that **craft** is one of the seven divisions of Camp Fire Girls’ activities. So we go from the realm of Plato, to the allegory of the cave, to manual dexterity and girls.

We had new neighbors move in next door just about the time of our last Shoreline Stitches’ Showcase. I invited them to visit our exhibit. Melissa came first and just had a great time. Michael came alone, later. He was absolutely flabbergasted. He thought he was going to see a county fair type of display, with doilies and aprons and kitchen towels crossed stitched with the names of the days. He could not believe his eyes. He kept saying, “These things are beautiful!” over and over again. “This is great **art!** I can’t believe I almost didn’t come!” And—“This stuff must sell for a fortune!”

At the general meeting in March, we will be voting on whether, or not, to continue the Shoreline Stitches’ Showcase. The Board did vote, at their February meeting, to endorse the continuation of SSS. We have Mary Fleming who is willing to lead us through the project as
(CONTINUED ON PAGE 3)

Needle Artists By The Sea Chapter of the American Needlepoint Guild, Inc.

A non-profit organization whose object and purpose is exclusively for educational and cultural development through participation in and encouragement of interest in the art of needlepoint and other counted techniques.

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Laura Herrmann

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Linda Dunsworth
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Shoreline Stitchers' Showcase
Mary Fleming

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Janet Halliday

Hospitality:
Betty Van Acker

Public Relations:
Rachel Watkins

Parliamentarian:
Fran Lambert

Show & Tell:
Betty Hamilton

Needle Artists by the Sea is open to everyone interested in the goals of the parent and chapter organization. The chapter meets on the second Thursday of each month (except December) from 10:00am to 12:00pm in the Community Room of The Cabrillo Marina, Via Cabrillo, San Pedro, CA. (Office address: 224 Whaler's Walk, Berth 29). Hospitality and refreshments are offered before the meeting and visitors are welcome.

Directions to our Meeting Place: San Pedro via Harbor Freeway (110) or over the Vincent Thomas Bridge. Enter Gaffey going south. Cross streets are numbered consecutively going south. Continue to the 22nd Street signal, turn left through Pacific Ave. signal and through 2 stop signals. Turn right onto Via Cabrillo for about 3/4 mile and see the building by the flagpoles and a small water fountain. Parking is free and plentiful.

Membership Information: Annual membership dues for American Needlepoint Guild, Inc. (ANG) are \$33.00 and should be mailed directly to ANG, Membership Office, 2810 Crossroads Drive, Suite 3800, Madison, WI 53718. Membership in ANG entitles you to receive six (6) issues of *Needle Pointers*, the nationally distributed magazine. In order to belong to any chapter, your National membership must be active.

Individual Chapter membership dues are \$15.00 annually. Chapter membership dues entitle you to receive the chapter newsletter, attend monthly General Meetings, and any scheduled workshops. Make Chapter dues checks for \$15.00 payable to **NAS-ANG** and mail to:

Mary Ellen Bell

NAS Web Site: <http://geocities.com/needleartistsbythesea/>

NAS Email address: NASWebmaster@miketodd.com

ANG Web Site: www.needlepoint.org

Shorelines is mailed to members and advertisers before the General Meeting. Please submit items for publication by the 15th of the month (or at the General Meeting) for the following month's issue to:

Susan Rossi

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1 "	\$12.00	1/4 Page Advertisement
1 "	\$15.00	1/2 Page Advertisement
1 "	\$30.00	Full Page

CONTINUATION OF PRESIDENT'S LETTER (from page 1):

Chairman. We have a beautiful venue, the South Coast Botanic Garden on the Palos Verdes Peninsula. We have good dates available, April 25th and 26th, 2010. The Showcase is a big undertaking, not only in terms of money, but also in terms of work. An affair of this magnitude is a complex event and cannot be completed successfully without the enthusiasm and support of many, many people. We've been reading Mary's articles the past few months in *Shorelines*, so we all have an idea of what it entails.

The Showcase in 2008 convinced at least one very worldly and sophisticated gentleman that needlepoint is **art**. Shall we continue to conquer, one person at a time???

Laura

NAS Community Outreach Project

Thank you to all who participated in the February Kissing Pillow Challenge!!!

At the February meeting, 11 members contributed 59 stitched Kissing Pillows. Angie Carney won a heart-shaped box of chocolates for turning in the most, 12 pillows. Several ladies have completed pillows that were left at home. These pillows will appear at the March meeting.

As of January 2009, Needle Artists has sent 736 pillows to the Yellow Rose EGA Chapter for distribution to deploying troops. Another shipment is planned after the March meeting. Hopefully, we can send close to 100 additional pillows. A special thank you goes to Mary Croes, Nancy Caughlin, Susan Rossi, Marge Roberts and Kristi Todd for sewing the fabric backing on the pillows.

The membership voted unanimously for Needle Artists to continue to stitch Kissing Pillows. Anyone needing the pattern or questions answered, please contact Marlene Ezratty

Marlene Ezratty, Community Outreach

Newsletter News

Correction:

The list of officers and committee chairs in the January and February newsletters that appears on the left-hand side of page 2, contained an error in Anne Lenker's email address. This has been corrected, and Anne's telephone number has been included as well.

Email vs. Snail Mail:

If you have an email account but are currently receiving the newsletter via the US Postal service, I would like to encourage you to try receiving our newsletter via email. It arrives as a PDF file format, and more importantly - it arrives IN COLOR!!! Out of our \$15/year dues - \$12.50 goes toward the printing and mailing of the newsletters, so you can see that if we increase our email distribution list, our chapter has more funds left for other FUN things. Please contact me, if you would like to try receiving the e-mail newsletter.

Susan Rossi, Newsletter Editor

Membership

Dues:

Dues are now past due. If you have not paid your chapter dues, please contact Mary Ellen Bell without delay. This will be the last newsletter you receive without paying dues.

Rosters:

The board has decided that no rosters will be mailed this year unless the postage is prepaid. If you want a roster mailed, please send \$1.00 for postage to Mary Ellen Bell. Rosters will be available at the next two meetings. If you aren't going to be at the meetings, friends who are at the meetings can pick-up your roster.

New Members:

Join me in welcoming our four new members this month (and add them to your 2009 roster):

Judith (Judi) McCall, Laura Schwartz, Eileen Rubin, Ann Rogers

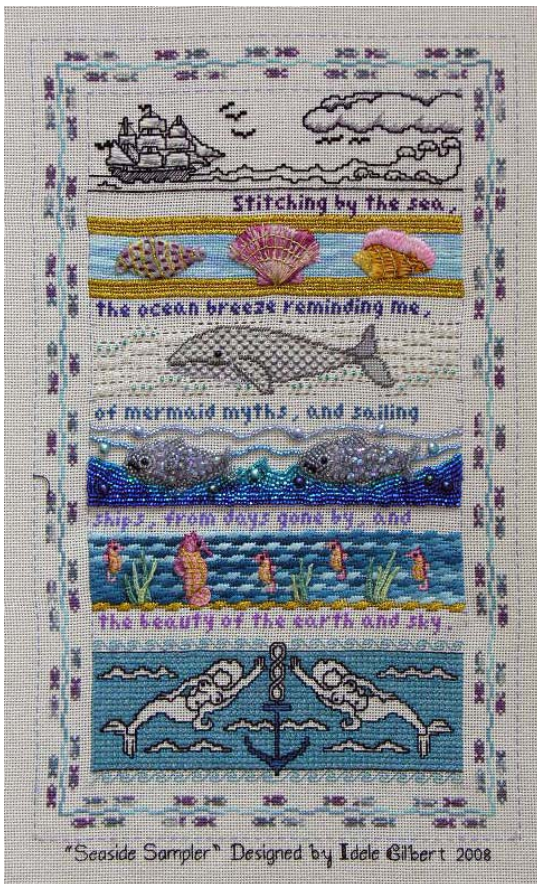
Mary Ellen Bell, Membership

2009 Programs

<p><u>Correction to February's supply list:</u> Please note that the correct DMC color number for BLACK is 310 (not 319 as listed on page 6 of the February newsletter).</p>
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March 2009:

March's program will be Part 2 of our Yearlong Project, "Seaside Sampler." The project was designed especially for Needle Artists' by our own Idele Gilbert. A photo of the completed sampler is shown below. And you must be a current member of Needle Artists by the Sea to participate.



This month we will be working on the stumpwork seahorses and the program will be taught by Kristi Todd. Basic stitching supplies as previously listed for February, will be needed, especially remember to **include** your doodle cloth.

This section is an excellent candidate to stitch with threads from your stash. Bring some fibers to the meeting to practice on, along with your doodle canvas.

The fibers used by Kristi in making the sample are as follows:

- Treasure Chest Braid #TC17 for the Seahorse
- DMC Pearl Size 8 #996 for the Coral
- Kreinik size 4 #012 and Flair #F543 for the Seaweed (or other ribbon in a comparable size).
- Size 8 DMC Pearl in your color choice to practice making Bullion Stitch Seaweed.

Recommended books:

Stitches to Go by Howren & Robertson
Raised Embroidery by Barbara & Roy Hirst
Stumpwork Embroidery by Jane Nicholas

If you have the book Stitches to Go, Kristi recommends that you bring it with you to the March meeting.

April 2009:

In April, our guest will be Sally London from Rainbow Gallery. Sally will be talking to us about the newest threads that are available. At the February and March meeting, we can sign up for the Rainbow Gallery kits for \$16. This kit includes a sample of all the threads that Rainbow Gallery has to offer. You stitch a sample on a piece of canvas (included) and put this in the book. An example of this book will be at the meetings so you can see the wonderful visual aid you can make for yourself. The kits will only be sold in February and March, so don't miss out. Get your name on the list!

Jacke Prideaux & Alice Weiss, Programs

Hospitality

Many Thanks to Kristi Todd, Rachel Watkins, Laverne Baker, Dorothea Inselmann, Marlene Ezratty and Kim Griffin for our wonderful treats in February. Also a big THANK YOU goes to Joan Stewart who always brings us the fresh cream.

Our February Hospitality Helpers Angie Carney, Kristi Todd, Alice Weiss and Debbie Power were there bright-eyed and bushy-tailed to help set-up.

In March, Frances Packer, Sonja Kalman and Laurie Zurcher will be bringing goodies for us. Our March Helpers will be Frances Packer, Lee Carlson, and Joan Stewart. Any problems, please call me.

Everyone - remember to bring your coffee cup!!

Betty Van Acker, Hospitality

Valentine's Day Ort Boxes

I remember attending a February meeting where Charlotte Halley handed out small packages with Valentine's Day wishes. I thought this was such a sweet gesture that, as President, I continued the tradition. As you can see, I'm a really cheap date - give me a bit of thread and I'll follow you anywhere!

Those of you who attended last month's February meeting received a small heart, suitable for future use as an "Ort Box" and containing just enough sweets. Even with Laura's announcement, that this was a gift to you from the Board, I've been gratified for, and a bit surprised by, the thank-you notes and emails that I have received. But I cannot take credit. Laura and I discussed the Valentine surprise "tradition" and she decided to continue doing it.

It was terrific to have the opportunity to pass them out, and receive so many **wonderful** hugs in return. With thanks to Charlotte for a super idea, Happy Valentine's Day to all from the Board.

Kristi Todd, Web Master

Show and Tell

Hearts were abundant on the February display table. Cecilia Canut shared HEARTS AND FLOWERS, Janet Halliday showed us WILD HEARTS, Jacke Prideaux brought her CLOSE TO MY HEART and Alice Weiss brought three heart pieces. We also enjoyed items by Val Reece (2), Alice Weiss, Doratheia Inselmann, Frances Lambert, Laura Herrmann (2) and Pat Bagge (3). Thank you one and all.

It is most important to remember to treat all needlework with care. We love to look at the beautiful finished work that our members bring to the meetings each month. Handling them should only be done with permission from the owner. With that in mind, if you have permission and must touch the beautiful pieces, please use the gloves provided on the share table. All needle workers thank you.

Betty Hamilton, Show and Tell

Ways and Means

Thank you to all of those who bought opportunity ticket for both January and February. January's winners were Pat Bagge who won the Ndebele tribe bag, Retty Crocchi took home the gadget basket, the Swedish Gnome went home with Laurie Zurcher, Christine Urbach is busy reading the book on Ruskin Lace and Chris Higgins is propping up her patterns with the pattern holder.

February Valentine lucky winners were Debbie Power who is reading all about needlewomen in art, Joan Stewart will be looking and smelling extra good with all the creams and lotions she took home. Valentine basket 1 went to Jacke Prideaux, basket 2 went home with Fran Lambert, and basket 3 was won by Jacque DeMasters who also won the bonus prize.

Visit the ways and means table in March to meet a very special leprechaun as we celebrate St Patrick's Day. We will also have a penny rug table runner and a wonderful bag to carry all of your treasures.

The Annual (November) Luncheon:

The annual luncheon is a long way off, but it is not too soon to volunteer to sponsor a basket.

YES, by popular demand the baskets are back!!!

The sponsor picks a theme and then gathers donations from wherever/whomever to fill up a basket with wonderful items. In the past we have had such baskets themes as

Christmas, picnics, gardening, dogs or cats, coffee, wine, stationery ...

You are free to choose whatever you think members will buy opportunity tickets for. Start thinking and collecting, time goes by fast.

Needle Artists by the Sea Harbor Cruise and Lunch:

Come join us on Thursday, April 16, 2009 for a cruise of the Los Angeles harbor. We will meet at Port O' Call in San Pedro, at 11:00 am. Everyone is welcome for the cruise and lunch - spouses, family, friends and neighbors (no pets).

The cost of the day is \$20 per person, and this includes lunch. You will be asked to make a sandwich choice for each person at the time that you sign up. Sandwich choices are tuna or turkey, with a choice of either wheat bread or sourdough bread.

Sign up now with Linda Dunsworth

Linda Dunsworth, Sharon Holt & Tammy Kritz, Ways and Means

Shoreline Stitchers' Showcase

And so, we move on to income. I've already stressed how important Boutique and Opportunity income is to the financial success of the Showcase, but it bears repeating for emphasis. Merchandise donations are incredibly important, and Chapter members' generosity and willingness to part with great stuff they will never use is how this happens. A canvas or a chart that one person can't figure out what she was thinking when she plunked down good cash to purchase it becomes someone else's "must own" treasure. The same thing is true of the various needlework tools we accumulate then abandon in favor of old stand-bys. I have no reservations about being able to sell almost everything we receive; you all know how nuts we all go for Baskets and Boutiques; so all donations of items in reasonable condition are gratefully accepted. These donations are also tax deductible; a good way to ease your conscience about the original cost. I know I have made healthy use of this particular rationalization.

We did very well with income from entry fees from the first Showcase, but everyone who was involved with Drop-off, Judging and Set-up/Teardown will tell you that 488 pieces was **way** too many to handle. Also, I think the actual display suffered from too much stuff. The 2008 Showcase had exactly half as many pieces with 244, and many people commented that it was more the right size, from management of the bulk and the elegance of the display to the ability to see and absorb the exhibit content. Consequently, we have decided that future Showcases will be limited to the first 300 entries. I don't think this will be a big problem in terms of turning entries away; after all, how many things can a stitcher actually finish in two years? (Alright, my mother can do at least 20, but let's be serious.)

We sold a lot more tickets to the public to see the Showcase in 2008, and I think this was largely due to the piece in the Daily Breeze. Publicity is very important to get people to enter the Showcase, especially non-guild stitchers, and it is also important to get people to come and pay to see the exhibit. Local needlework shops and local teachers have been very supportive in encouraging their customers and students to enter pieces in the exhibit. We have big plans to improve our campaign and get a lot more attention for future Showcases. Now that we have a good idea of the basic requirements for a nice exhibit, we can focus more energy on other details.

I've written the last two months about the financial workings of the Showcase. The whole break-even issue is why we do not offer a discount on entry fees for stitchers with multiple pieces: expenses are the same whether one stitcher enters five pieces or five stitchers enter one piece. Each entrant receives one complimentary admission to the exhibit as a thank you for participating, not one free ticket for every piece entered because we need the Admissions income, and also, please see the reason about entry discounts. We are very grateful for the merchandise and cash donations we receive and future Showcases depend on this continued generosity.

So much for the sordid topic of coin. Next month I'll start concentrating on the activities necessary to produce the Showcase.

Mary Fleming, Stitchers Showcase



Calendar

- Mar 5** **Board Meeting** (10 am to 12 noon)
Convoid, 2830 California Ave, Torrance
- Mar 10** **Stitch and Chat Central** (10 am to 3pm)
Boardwalk Café at Ports of Call Village,
San Pedro. Call Alice Weiss for more information.
- Mar 12** **General Meeting** (10 am to 12:30 pm)
Community Room, Via Cabrillo Marina, San Pedro
- Mar 19** **Stitch & Chat South** (10 am to 3 pm)
Rancho del Rey Mobile Home Park,
Huntington Beach. Call Fran Lambert for more
information and to add your name to the list at the
gate.
- Mar 24** **Stitch & Chat North** (10 am to 3 pm)
La Tijera United Methodist Church,
7400 Osage Avenue, Los Angeles.
Call Laverne Baker if you need directions.



Shorelines
The American Needlepoint Guild, Inc.
Susan Rossi, Editor

Dated Material – Please Expedite