

Ver Aug 2009



LA JOLLA ART ASSOCIATION

8100 Paseo del Ocaso #B
La Jolla, CA 92037
858.459.1196

Exhibition Guidelines & Gallery Rules

This document describes the rights and responsibilities of members who exhibit in a member group show.

Retain this packet. Please follow the guidelines in this document.

Member Group Shows at the LJAA Gallery

As a registered non-profit organization, the La Jolla Art Association's (LJAA) Gallery presents art exhibitions by members and non-members free of charge as a cultural amenity to the community. To assure that the artwork displayed is of the highest quality, all members are juried into LJAA. Non-members, who rent the gallery, must also meet LJAA standards by supplying samples of the work they intend to exhibit. All artwork exhibited must be the artist's original work in accepted mediums or a high-quality giclee reproduction. The Group Leader or Exhibitions Director is the final authority on whether an artwork is appropriate to display or not.

As a non-profit corporation, our tax savings, along with our all-volunteer management, allow our artists to exhibit at a reasonable cost. Accordingly, sales of artwork benefit the artists and the commissions generated contribute to our fund-raising efforts.

Members may exhibit their work at our gallery in a member group or solo show, in juried exhibitions open to members and non-members, and have their images displayed on the LJAA website. For more information about these and other LJAA programs, see our website, www.lajollaart.org, or contact an LJAA Board Member.

This document describes the rights and responsibilities of members who exhibit in an individual or member group show.

ELIGIBILITY

A member is eligible to show if:

- 1) The annual membership fee, payable by January 31 is paid.
- 2) Volunteer service is performed. A member needs six Volunteer Hours (VH) to participate in a member group show. Members may elect to pay a \$60 fee to purchase the six VH needed to participate in a group show.
- 3) The member's share of the group show fee is paid in full.
- 4) A signed Consignment Agreement (Appendix 1) is on file. This document, signed by the exhibiting artist and LJAA Treasurer, supersedes all previous agreements/contracts between the artist or artist organization and LJAA, its officers or members.

Fees:

A \$25 refundable Security Deposit, per member, is collected and held by the Group Leader to cover any damages, theft or loss to the Association incurred during the show. A sales commission of 25% will be charged on all works sold through LJAA as described in the Consignment Agreement (Appendix I). Six VH will be deducted from each group member's account.

For 2009 and 2010, the group show fee, divided equally among group members, is \$600 for a two-week show. To reserve a group show, the Group Leader provides \$100 non-refundable deposit to the Exhibition Director (or other designated person). The balance of the show fee is payable 2 months in advance of the show's opening date.

If a group member drops out, that member may find a replacement and his/her fees already paid will be reimbursed by the substitute. The substitute will pay LJAA the balance, if any, of the fee

owed. If no replacement is found, the remaining members absorb the space and pay the balance of the fee owed by the withdrawing member.

Applying for a Show

A member signs up for a group show in 2009 or 2010 by completing an application form (Appendix II) and sending it together with a \$100 deposit to the Exhibition Director (or other designated person). A group show may comprise one to multiple members. A member may sign up for an individual show, initiate a member group show and recruit others to join, or be invited to join another member's group show. Members choose their show dates, a group leader(s), and other members in their group. A member may participate in more than one member group show per year.

Each group member has an equal role in making decisions with majority rule. Group members agree to share costs, workload and staffing for their exhibition.

Show Periods

Unless otherwise noted, group shows run for 14 days with the first show day the Monday following move-in. Gallery hours are normally 11 to 5 pm. daily. Longer hours may be maintained if desired or if there are no evening or morning art classes that day. Thanksgiving, Christmas, New Year's Day and Easter are optional.

Move-in/Move-out is normally Sunday evening of the last day of a group show. Group Leaders discuss this transition period with each other and the Gallery Director (or their agent) to ensure a smooth transition. Normally, all work will be removed between 4-5 pm and new work brought in by 6 pm. The Group Leader and Gallery Director will log out and log in artwork, place Consignment Lists in the binder provided, distribute artwork labels, and assist group members with hanging. The Group Leader is also responsible for entering group members' artwork information into the appropriate place on the LJAA website (for insurance and record keeping purposes), which should be done prior to hanging the show. (The Exhibition Director and the Webmaster can help with passwords and processes.)

LJAA, its officers and members assume no responsibility for the damage, theft or loss of paintings left in the gallery after 6 pm on the shared Sunday. Work left in the gallery one week beyond the close of a show becomes the property of LJAA to dispose of as it sees fit.

The Group Leader

Group shows are independent functioning exhibits. The Group Leader heads and guides the group and also coordinates with the Exhibition Director and Gallery Director. Members who take on this role are awarded 12 VH. Responsibilities are spelled out in the Group Leader Survival Guide (see Appendix III)

Publicity

Groups are encouraged to send announcements/invitations individually or as a group to those on their mailing lists. In addition, LJAA maintains an Art Collector list on its website, www.lajollaart.org, of those who have purchased art in our gallery; groups are encouraged to invite these patrons to their exhibition. The Group Leader Survival Guide contains a list of local hotels as well as tourist, artist, and residential locations where show announcements may be placed.

Groups are encouraged to send out press releases. LJAA maintains a Media Roster on its website www.lajollaart.org; the Group Leader Survival Guide (Appendix III) includes a generic Press Release form. If desired, individual artists may send out their own press kits with detailed information concerning their show.

Displaying Artwork (Gift Shop section)

Each group equitably decides upon the allocation of walls, easels, and pedestal space. Each member sends an artworks list to the Group Leader who enters the information into the LJAA online database to generate a Consignment List and wall labels. The Gallery Director will show and assist the group in using the hanging system for wall art. Labels are to be placed adjacent to the artwork using removable poster putty. The gallery is equipped in some zones to provide electricity for artwork. Artwork should be “ready to hang” and with an identification tag on the back. If there are size constraints, make sure you meet them, as your artwork can be refused for the exhibit.

With the gallery hanging system, it is advisable to attach the artwork hanging fixture (i.e. screw eyes) about 3.5” from the top of the frame and measure the gauge picture wire so it reaches about 2.5” below the top of the frame. Saw tooth hangers are not acceptable. To ensure that the walls are not damaged, tape over the loose wire ends and place plastic or felt bumpers or putty stops on the lower corners.

Artwork should be framed unless the piece is on stretched canvas with no staples showing and all the sides are properly painted. With the exception of photographs and pastels, all works on paper are to be framed with a glass substitute such as Plexiglas or acrylic, if they are larger than 18 x 24. (The larger the piece framed in glass, the easier it is for glass crack or shatter and damage the underlying artwork during transportation or shipment). If an artist chooses to use glass for pieces larger than indicated, LJAA assumes no responsibility for damage to those pieces.

The gallery measures approximately 100 linear feet along 10 various length walls. The space can accommodate about 40 to 50 artworks, before crowding occurs. Use common sense on size based upon the amount of space. There is a weight limit of 20 lbs for each two-dimensional work and 50 lbs for each three-dimensional work. There is an overall dimension limit that will not exceed 60” in any direction (including diptychs and triptychs). This rule can be modified for solo or small group shows.

All artwork on display in the gallery must be For Sale, in good taste and suitable for all audiences. Artwork hung on the walls is to be priced at a minimum \$100 unless the work is a miniature (defined as a work whose length plus width is no more than 12”) in which case the minimum price is \$50. Group members may sell “bin” art for shrink-wrapped work (minimum price of \$20) and note cards (minimum price of \$10). These works are to be included on the Consignment List for the show.

Exhibition participants and decide whether or not to leave other members’ gift shop items on the provided surfaces. Carefully store those items in the utility room, if you decide not to leave those items out. Put them back out at the end of your show or coordinate with the incoming group leader whether or not to leave “gift shop” items out.

The plexiglas donation box must be displayed somewhere in the gallery at all times. Do not leave it unattended near the front door.

Receptions

Groups are encouraged to hold an artists' reception, inviting people on their mailing list and on the LJAA Art Collector list (found on the LJAA website). Artists will be held responsible for the conduct of their guests and are required to refuse alcohol to any guest showing the effects of alcohol or anyone under the age of 21.

Usage of Alcohol during Receptions:

The California Alcohol and Beverage Control Bureau states the following:

"No license or permit shall be required for the serving and otherwise disposing of alcoholic beverages where all of the following conditions prevail:

- 1. That there is no sale of an alcoholic beverage***
- 2. That the premises are not open to the general public during the time alcoholic beverages are served, consumed or otherwise disposed of.***
- 3. That the premises are not maintained for the purposed of keeping, serving, consuming, or otherwise disposing of alcoholic beverages."***

If you elect to serve alcoholic beverages during your reception, please take one of the following precautions:

- a) Indicate in your Press Release and/or publicity material that your reception is either "Invitation Only" or "Not Open to the Public."
- b) Place a sign in the front window of the gallery asserting one of the above statements and/or have a member at the door greet guests and invite them to the show. (There is an existing sign inside the gallery reception desk).

Liability

LJAA and its officers assume no responsibility for damage, theft or loss of artworks exhibited in the LJAA Gallery or any other venue it sponsors. Insurance is the sole responsibility of the exhibiting artist. Additionally, any loss or damage to LJAA property due to negligence on the part of a member will result in the immediate loss of exhibition privileges for that member. The member will also be required to financially compensate the LJAA for the lost or damaged property.

Gallery Operations

The Gallery Director (or other designated board member) will hold an orientation and training session for new members to acquaint them with gallery procedures, sales, etc. In the event the Gallery Director (or other board member) is not available, the group leader will be responsible for training and orienting the group members. Group members will be given instructions and the lockbox and alarm codes on the evening of take-in. (See Appendix V for Key Box Instructions and Alarm Instructions).

During any given show, only group members presently occupying the gallery may enter the building after hours. For practical reasons Board members are exempt from this policy.

Parking: Nearby parking lots, alleys, and on-street parking are available. Please adhere to the posted parking time limits.

Electricity Do not overload the circuits. It is important to disconnect any electrical devices you have when leaving the gallery. Failing to do so could create a potential fire hazard. The circuit breaker box is located on the wall facing the front door, which will be hidden by a painting. The heating and air conditioner thermostat is located in the secondary exhibition space, to the left of the French doors. Be sure to turn off heat/air-conditioner when leaving or not needed.

Telephone: Members are encouraged to use their cell phones for personal calls. (If a member uses the gallery's phone for personal calls, please place \$0.50 in the cash box.) There is a long distance phone card in the cash box for business and emergency calls.

Phone Messages: The instructions for getting messages are posted on the phone. Please retrieve messages daily, write them down and contact the appropriate Board member or Group Leader. If the message is generic and not long distance, you can answer it.

Phone Etiquette: When answering the gallery phone please begin your call with the following: "La Jolla Art Association. This is (your name). May I help you?" If the caller has a question you are uncertain of, please refer him/her to the appropriate Board member. The names and titles of all Board members are available in the gallery sitting binder.

Mail: As mail is received, please place it in the left hand drawer. Throw away junk mail. A board member will pick up the mail at his/her convenience.

Maintenance: Members are requested to perform the gallery maintenance requested in the logbook. The gallery must be kept clean and professional looking at all times, including the outdoor area. After your show, please make sure to leave the gallery and restroom clean. Use the watering can or hose under the sink in the utility room to water the outside plants every Sunday (unless we have had significant rainfall).

Daily Closing: When closing the gallery, empty the wastebaskets, adjust the heat or air conditioner, lock the back door and windows, turn off the inside lights, turn on the outside lights, set the alarm, lock the front door and secure the door gate, and return the key to the lockbox. (Appendix V).

Gallery Staffing

Members have exhibitions for two reasons: to exhibit their work in public and to sell their work. The gallery is to look its best at all times and the member who staffs the gallery is to represent LJAA and be a professional salesperson. When out-of-towners or locals enter the gallery, the staffer's responsibility is to greet visitors, tell them about LJAA, the group show, the artists and, most importantly, make sales. Please wear your name badge when staffing.

On the day the member staffs the gallery he/she will read through the sales procedures and carry out the requested maintenance and other tasks on the daily log sheet.

Staffing for a member's own show is required and does not earn extra Volunteer Hours. If a member cannot fulfill his/her group staffing assignment, he/she may arrange other forms of volunteer service with the Group Leader, find a replacement and transfer appropriate number (1

VH = 1 hour) of Volunteer Hours to this substitute member (or pay \$10 per hour), or request a substitute well in advance of the staffing date by contacting the Group Leader or the Exhibitions Director who will then check the list of the Gallery Staffing Group Members on the LJAA website and pay \$10/hr to LJAA for not being able to sit. If the group member fails to perform his/her gallery staffing assignment, he/she will sign up to staff the gallery for someone else's show at an earlier or later date or pay \$10/hr for the missed shift(s). Volunteer Hours can also be earned for the members who help hang the show.

QUESTIONS? CALL Following Officers

President:	Kris deYoung	858-268-8642	president@lajollaart.org
Exhibitions Director:	Tony Cuban	858-490-0470	exhibitionoutreach@lajollaart.org
Education Director:	Catherine MacDonald	858-587-2578	classes@lajollaart.org
Gallery Director:	Mike Morse	858-449-2405	gallerydirector@lajollaart.org
Webmaster:	Lev Tsimring	858-414-6486	webmaster@lajollaart.org
Property Management:	Klatt Realty	858-454-9672	Contact is Irene Klatt

Appendix I: Artist – Gallery Consignment Agreement (see separate form under the “forms” section of the website).

Appendix II: Member Group Show Reservation

La Jolla Art Association is now open for reservations in 2009 & 2010. You can have a two-week show at our Gallery, for a one-person or multiple-person exhibition. Have a solo show or join together with members whose work you admire and put together your own group show. You decide on your show date, the concept, and the group members. You may have more than one group show during the year.

Gallery fees are \$600 per group for the two-week period, a sales commission of 25%, plus 6 Volunteer Hours and a security deposit of \$25 per person.

To reserve your time slot, the group leader is to send in a non-refundable deposit of \$100. The balance (\$500 minus the group members’ deposits already paid) owed is due 2 months before your show. Gallery fees are non-refundable. In the event you must drop out of a group show, invite another member to replace and reimburse you for your portion of the gallery fee.

Mail your \$100 check, made out to LJAA, and this form to: Tony Cuban, LJAA Exhibition Director, 1815 Sweetwater #43, Spring Valley, CA 91977. Questions? Call 619-579-3615

Name _____

Phone No. _____

Email Address _____

I wish to reserve the following time period (indicate the first half or second half and the month) for my group show. First come, first served.

First Choice _____

Second Choice _____

Other members of my group (these may be named later). To reserve a place in this group, each member is to submit a \$100 non-refundable deposit, made out to LJAA and sent to Tony Cuban.

Appendix III: Group Leader Survival Guide

Speak with Tony Cuban (Exhibition Director, 858/490-0470, exhibitionoutreach@lajollaart.org) or Mike Morse (Gallery Director, 858/449-240, gallerydirector@lajollaart.org) about any problems.

2 months – 1 month before your Show: Group Members Meet

- Decide on a show title or theme and the show reception date
- Review Exhibition Guidelines (find on website) with group members
- Discuss how to bring buyers into the gallery and sell your art
- Advise group members to obtain enough Volunteer Hours and to send signed Consignment Agreement to LJAA Treasurer Sharon Ford (if not already on file).
- Collect 2 checks from group members (one for gallery fees and one for \$25 security deposit). Gallery fees for 2009 & 2010 are: 25% Commission + 2-week show: \$600 divided equally among group members.
- Decide how to showcase your art and hang your show.
- Group members sign up for gallery sitting dates. If a member has an emergency, he/she must find a replacement sitter.
- Decide on jobs: publicity, reception, invitations, hanging the show.
- Send gallery fees to LJAA Treasurer Sharon Ford; hold onto security deposits
- Speak to Tony Cuban about your group's decisions.

1 month – 2 weeks before your Show

- Send out press releases and publicity
- Send out Invitations (email and snail mail)
- Enter Artworks list into LJAA database (and finalize 7 days before show).
- Check LJAA database re members' VH and Consignment Agreement. Follow up with laggards.
- Finalize schedule for gallery staffers during show.
- Obtain new lock box code from Gallery Director.

1 week – 1 day before your Show

- Remind group members of day and time to bring art to gallery (Sunday eve at 5:00pm). Work should meet gallery standards and be "ready to hang."
- Remind group members to bring their consignment list, bio, business cards to take-in. Consignment list will contain all work brought into gallery (including bin art, note cards)
- Prepare staffing schedule (with names and phone numbers) to be placed in the gallery.
- No one can show without a signed consignment agreement and 6 Volunteer Hours. New members can use their 6 Volunteer Hours awarded upon completion of the payment of their new member fees.

Day of Show: Sunday Evening Take-in

- Distribute and review lock box code and alarm code; (hands-on training for those unfamiliar)
- Go over sales procedures and how to use the credit card machine.

- Go over gallery management and maintenance by reminding your group to follow guidelines in the Daily Log. They are to complete the checklist of items when they staff.
- Hang your show with Gallery Director's assistance
- Remind group members of date and time of pick-up at end of show
- Put Consignment List and Bios into appropriate notebooks
- Put gallery staffing schedule (names and phone numbers) into front of the Daily Log book with instructions to phone next day's staffer as a reminder.

Run of the show – Sunday Evening Take-down

- Remind group members of the time to pick up their unsold work at show's close.
- Take down show at 4:30 pm Sun. eve and leave gallery in clean condition
- Return security deposit checks (if gallery in good condition) and bios.

Notes:

The LJAA website contains valuable information: www.lajollaart.org

You have access to the LJAA online database where you enter information about your show and the artworks. From the homepage, scroll down to the bottom and click on Group Leader.

**The ID and password can be received from the Webmaster Lev Tsimring
webmaster@lajollaart.org**

The database also contains information and forms you will need:

Consignment Agreement

Consignment list

Art Collector list

Exhibition Standards and Gallery Rules

Members info email, phone, address, Volunteer Hours, if consignment agreement on file

Media Roster for sending press releases to newspapers, TV, radio

The Exhibition Guidelines contains information you need to know about your show. Emphasize to your group:

- All work placed in the gallery is to be For Sale.
- All artwork exhibited must be them artist's original work in accepted mediums or a high-quality giclee reproduction. The Group Leader or Exhibitions Director is the final authority on whether an artwork is appropriate to display or not.
- Shrink-wrapped giclees and other high quality reproductions may be placed in bins (minimum price of \$20). Packs of note cards (minimum price of \$10) can be placed in racks (available in the gallery) or in baskets.
- Maintain a fair balance of space allotment among the members and put up a professional show. The space holds about 40-50 pieces of art, (based on average size of 30"x30"). If work is larger, place fewer; if work is smaller, place more). Members provide their own baskets and bins.
- If a work is sold, that member may bring in a replacement (and enter all relevant information on his/her Consignment List).
- Work brought in is to meet all gallery standards (and will not be accepted until it does).

Instructions to Gallery Staffers:

Revised: 5/2009

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- The **Bio and Consignment List binders**, as well as the **Sales Procedures and Gallery Maintenance/Daily Log** manuals are on the reception desk. Read these on your staffing date. Use and follow the guidelines in the Daily Log Book. It includes detailed information you may need as well as a guide to staffing the gallery.
- **Phone the next day's staffer.**

Suggestions for Increasing Sales and Bringing Buyers into the Gallery:

We have found that the best sales come from groups who bring buyers into the gallery. Your group should:

- Use group members' mailing lists for invitations to the show and reception. LJAA maintains an **Art Collectors List** on our database for your use.
- Send out press releases, contact local reporters, place flyers and invitations with other art stores and groups, in hotels, and in local stores, and, in general, publicize your show wherever you can.
- Hold a reception with lots of people. This creates a synergy when the invitees see all the artists' work, encouraging people to buy art.
- Greet visitors who enter the gallery. Talk about LJAA – a non-profit made up of local artists whose work is priced much more reasonably than commercial galleries. Strike up a friendly conversation, be helpful and discuss the merits of the artists and any of the works the visitor is interested in. Sitting behind the reception desk reading a book when a potential buyer looks around the gallery is not the way to make sales. Ask visitors to sign the guest book; make follow-up phone calls to those interested in a piece.
- Make the gallery look attractive to passersby. Arrange a smashing outdoor display, put the sign board outside, put up balloons, sweep the sidewalk, do an outside art demo work on your art outside, if weather permits. If you know how, make a chalk painting on the sidewalk, arrange a photo shoot in front of the gallery, arrange some flowers inside the gallery, etc.

Suggestions of Where to Place Marketing Materials/Invitations for the show

Hotel Concierge Desk:

Del Mar:

Hilton Hotel	15575 Jimmy Durante Blvd, Del Mar 92014-1901	858-792-5200
L'Auberge	1540 Camino Del Mar, Del Mar, CA	800 245 9757

Torrey Pines area:

The Lodge	11480 No. Torrey Pines Rd., La Jolla 92037	858.453.4420
Hilton Hotel	10950 No. Torrey Pines Rd. La Jolla, 92037	858 558-1500
Estancia Hotel	9700 No. Torrey Pines Rd. La Jolla, 92037	858 550-1000

La Jolla Shores area:

La Jolla Beach and Tennis Club	2000 Spindrift Dr, La Jolla 92037	858 454-7126
Sea Lodge Hotel	8110 Camino del Oro, La Jolla 92037	858 454-7126
Hotel La Jolla	Torrey Pines Rd and La Jolla Shores Drive	

La Jolla Village area:

Colonial Hotel	910 Prospect St, La Jolla 92037	858 454-2181
Hotel Parisi	1111 Prospect St, La Jolla 92037	858 454-1511

La Valencia Hotel	1132 Prospect St, La Jolla, 92037	858 454-0771
Empress Hotel	7766 Fay Ave, La Jolla, 92037	858 454-3001
Inn by the Sea	7830 Fay Ave, La Jolla, 92037	858 459-4461
Bed and Breakfast of La Jolla	7753 Draper Ave, La Jolla, 92037	858 456-2066
Scripps Inn	555 Coast Blvd S, La Jolla, 92037	858 454-3391
Redwood Hollow Guest Cottages	256 Prospect Street, La Jolla	858 459-8747

UTC area:

Hyatt Regency (Aventine)	3777 La Jolla Village Dr San Diego 92122	858 552-1234
Radisson Hotel	Pidgeon at Costa Verde	
Radisson Hotel	3299 Holiday Court, La Jolla 92037	858 453-5500
Marriott Hotel	4240 La Jolla Village Drive, San Diego	858-587-1414

Pacific Beach and Mission Beach:

Bahia Resort Hotel	998 W. Mission Bay Dr., San Diego	800-350-6205
Catamaran Resort Hotel	3999 Mission Blvd., San Diego 92109	800.422.8386
Paradise Point Resort & Spa	1404 Vacation Road, San Diego 92109	858.274.4630
Hyatt Regency Islandia	1441 Quivira Road, San Diego 92109	800-434-6835
Hilton San Diego Resort	1775 E Mission Bay Dr., San Diego	619-276-4010

Visitor Information Booths:

La Jolla Village area: on Herschel Ave., close to Prospect St.
D'Anza Cove at foot of Clairemont Dr. in Mission Beach
Balboa Park Information Desk, House of Hospitality, next to Prado Restaurant

Libraries and Recreation Centers:

Del Mar Library	309 Camino Del Mar, Del Mar	858.755.1666
La Jolla Recreation Center	615 Prospect St, La Jolla, 92037	858 552-1744
La Jolla Library	7555 Draper Ave, La Jolla, 92037	858 552-1657
Pacific Beach Library	4275 Cass St., San Diego	858 581-9934
Mission Hills Library	925 W Washington St, San Diego, 92103 -	619 692-4910

Art Stores, Artist Studios, Galleries etc:

Blick Art Store	1844 India St., San Diego, 92101 (Little Italy)	619 687-0050
Artist & Craftsman Supply	1911 San Diego Ave, SD 92110 (near Old Town)	619 688-1911
	2400 Kettner Blvd. (on windowsill and artist studios)	
	2220 Kettner Ave., San Diego, 92101	619 239-4788
San Diego Watercolor Society	2400 Kettner Blvd, San Diego, 92101	619 338-0502
San Diego Art Institute	1439 El Prado, San Diego, CA 92101	619 236-0011
Art Institute of California-San Diego	7650 Mission Valley Rd, San Diego 92108	858 598-1200
Art School on Ray St. and University Ave. (North Park)		
Rhino Art.	97 No. Coast Hwy 101, Encinitas, CA 92024	
Athenaeum Music and Art Library	1008 Wall St, La Jolla, 92037	858 454-5872
Athenaeum Art Schools	1008 Wall St, La Jolla, 92037 also in North Park on Park Blvd.	
La Jolla Newcomer's Club (Welcome Wagon)	8070 La Jolla Shores Dr, La Jolla, 92037	
	858 496-8655	

P R E S S R E L E A S E

**LA JOLLA ART ASSOCIATION, 8100 Paseo del Ocaso #B, La Jolla, CA 92037
858-459-1196**

For Immediate Release (Attn: Calendar/Events Editor)

La Jolla Art Association Gallery. 8100 Paseo del Ocaso #B, La Jolla Shores. From (give dates). “ (title of show) ” an exhibition of (name media such as painting, sculpture, photography) by award winning artists (name artists). Reception to be held from (give time and date). The LJAA Gallery carries on a tradition of excellence by area artists and is open to visitors from 11:00 to 5:00 p.m. daily. Admission is free.

About La Jolla Art Association:

La Jolla Art Association is a non-profit corporation established in 1918. Its membership, made up of more than 100 local artists, photographers, and sculptors provides cultural and educational programs for the benefit of artists (members and non-members alike) and the community. At the LJAA Gallery at La Jolla Shores, we present free fine art exhibitions, free “Share Your Art” demonstrations, and low cost art classes for the enjoyment of the public. Profits go to support our educational and cultural programs, including the San Diego County Fair Kids Art, an art demonstration series, an art show from local high schools, and juried exhibitions open to artists nationwide.

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(Attach images of artwork in the show.) For additional artwork or more information, phone (name contact person, give phone number and email address).

Appendix V. Alarm and Key-box Instructions

Alarm System Instructions

To disarm the alarm:

1. Remove a key from the key-box and open doors.
2. You will hear beeping. The alarm box is on your right side wall by the door. You have 30 seconds to turn alarm system off.
3. Open the keypad cover and Press "60401". (The sound will stop and a green "Ready" light appear.)
4. If beeping does not stop, re-enter 60401. If the alarm system goes off, the alarm servicing company will phone the gallery* and ask for the password. Reply: "60401".

To arm the alarm:

1. All gallery doors (front and back) and windows must be securely closed. If not, the alarm cannot be set.
2. At the alarm box (with the front door closed, lights off, and the door key in hand), open the keypad, press (pound symbol) "#2". The alarm will beep steadily and the red "Armed" light appear. You have 45 seconds to depart, lock the door. Make sure you have securely locked the door.
- (3. Lock the outside bars with the lock through the **center vertical bars**, **NOT the horizontal bar through the handle**, and return a key to the key-box.)

Any questions, call your group leader, or Mike Morse at 858/449-2405.

(Alarm Service: KD Alarm, Kevin Derkatz office 858/278-3080, cell 619/804-6312)

* The security service has been instructed to call:

First: the gallery phone

Second: Gallery Director, Mike Morse

Third: President, Kris deYoung

Fourth: Police

Key Box Instructions

1. Press "Clear"
2. Enter the combination numbers. (Push buttons hard and firmly.)
3. Push and hold down "Open" as you pull the front cover from the key-box. If you entered the combination incorrectly, press "Clear" and try again.
4. Take a key and unlock the front iron-gate and the door. Turn off the alarm and immediately replace the key in its cover. (A key must stay in the key-box anytime.)
5. To replace the cover back into the key-box, press "Clear" and enter the combination again. Place bottom end of the cover into the key-box vault, push down and hold "Open" as you place cover into position. The cover will lock into place. Release the "Open" button. Press "Clear" to make sure that the cover is locked.
6. At closing, repeat the above steps.

Problems: Call your group leader.