

# Q&A

with Ari Schwartz, Chairman, 45th Annual Cowboy Artists of America Sale & Exhibition

In honor of the 45th anniversary of the Cowboy Artists of America Sale & Exhibition, the event will be infused with a new energy and enthusiasm that honors its past while celebrating its future. Chairman Ari Schwartz explains the changes that are in store for attendees of this year's show.

**Q** What are the main changes that attendees can expect at the show in October?

**A** This year, almost all of the CAA Sale Weekend events will take place at the Museum. Instead of holding the Sale on Friday night at the Museum and the Awards Dinner on Saturday evening at a nearby hotel, we are combining the two into one larger event on Saturday at Phoenix Art Museum. Officially, the Awards Banquet will now be referred to as the Awards Party and will be treated as such: a formal yet festive atmosphere with live music and dancing.

**Q** What prompted the changes?

**A** Each year, we evaluate the event to see how we can improve upon it. We wanted to create an atmosphere that continues to honor the art but is more intimate and engaging. Combining the two evenings is a great way to do that.

**Q** What else is planned for the CAA Sale Weekend?

**A** There will be a preview event with cocktails and light appetizers on Friday evening so potential buyers have the opportunity to see the art before the Sale. This gives them the chance to take a closer look before submitting their Intent to Purchase slips and builds excitement for the actual Sale.

On Saturday morning, along with the annual Autograph Party, there will be an Artist's Presentation at the Museum, as well as a second chance to preview the Sale & Exhibition.

**Q** Will the format of the Sale change?

**A** No. The Sale will work as it has in past, with attendees submitting Intent to Purchase slips. We will compress the schedule slightly to make time for the Awards Party after the bidding closes.

**Q** What makes this Sale so successful year after year?

**A** The quality of the art is always outstanding, which is what attendees have come to expect from this elite group of artists. The CAA members, as always, are putting tremendous effort into making this a spectacular show.

We are thrilled about the changes to this year's event, and we are grateful to our loyal sponsors for making it possible.



Ari Schwartz with his wife, Erika, at the 2009 CAA Trail Ride

## CAA Sponsors



Presenting Sponsor

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If you are interested in learning more  
about sponsorship opportunities, call  
Jack Bender at (602) 400-0949.

## Dates to Remember

**Sale Weekend**  
Friday – Saturday,  
October 15 -16

**Exhibition**  
Sunday, October 17  
through  
Sunday, November 21

Non-Profit Org.  
U.S. Postage  
**PAID**  
Phoenix, AZ  
Permit #402

Men's Arts Council  
of Phoenix Art Museum  
1625 North Central Avenue  
Phoenix, Arizona 85004-1685  
www.caashow.org

a not so Sharps man, Gary Carter, 2010. Oil on canvas, 22" x 30". Courtesy of the artist.



## Reflections on the 45th Anniversary of the CAA

By Jim Ballinger, The Sybil Harrington Director, Phoenix Art Museum

An Anniversary is often a catalyst for remembering people, events, experiences and much more. Nothing could be truer about the 45th Anniversary celebration for the annual Cowboy Artists of America Sale & Exhibition.


I arrived at Phoenix Art Museum for the first time in October 1974, for a job interview. Back then, you exited the plane doors on the tarmac and picked your baggage up in an outdoor kiosk. Much has changed since I saw that year's show and was hired to be the Museum's curator. I am now the Director of the Museum, the Phoenix metropolitan area has more than tripled in population, and the Museum's growth has even outpaced that of Phoenix. In addition, all of the faces have changed in the Cowboy Artists of America.

What has not changed, though, is the Cowboy Artists' dedication to bringing the best possible exhibition to Phoenix Art Museum, our visitors and collectors on opening night. Joe Beeler and Johnny Hampton brought their vision to reality here at the Museum, and working closely with the Men's Arts Council (MAC), together they have created the premier national event for representational Western American art. Tom Lovell, John Clymer, Robert Lougheed, Donald Teague and Jim Boren worked with their many colleagues to bring this exhibition to the attention of the nation. Now Fred Fellows, Bill Owen, Herb Mignery and Bill Nebeker are joined by Oreland Joe, Jim Norton, John Moyers, Martin Grelle and the other members to keep the tradition alive and growing.



This annual exhibition has had a huge impact on Phoenix Art Museum. The Sale, organized by MAC to benefit the Museum's programs and acquisitions, has grown so much that MAC has become the leading annual benefactor of the Museum. Collectors and enthusiasts from across America attend each year and explore the galleries in Scottsdale, adding to their own collections. All of this activity has encouraged historical Western American projects, helping to make the Museum one of the most important venues in America for Western American art.

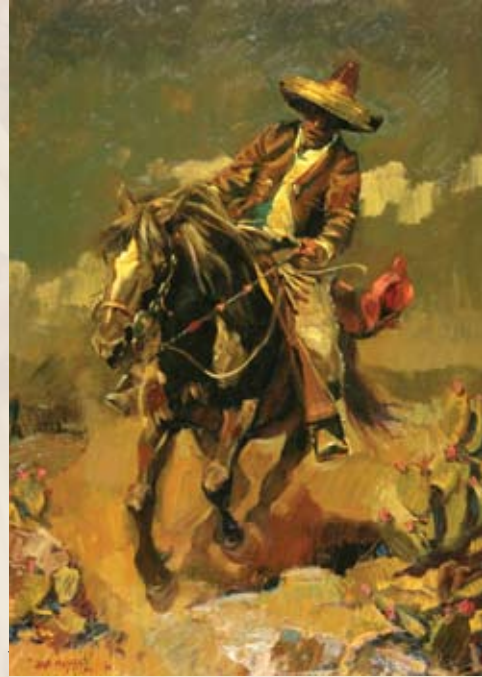
Congratulations to the Cowboys Artists of America on the organization's 45th birthday. It is indeed special for a group of artists to work together for such duration. And thank you on behalf of the Museum, MAC and hundreds of thousands of visitors who have delighted in your imagination for 45 years.

 **The Brand of Distinction**

# A Look Back

## Remembering the 2009 Award Winners

As the 45th Annual Cowboy Artists of America Sale approaches, take a few minutes to revisit the winner's from last year's event:



**Stetson CA Award Artists' Choice**  
Award for best overall exhibition **John Moyers**

**Western Art Associates' Kieckhefer Award for Best in Show**

**John Coleman, *The Game of Arrows*, 2009.**  
Bronze, 60 1/2" x 26" x 16".

**Drawing and other Media**

**Gold: John Coleman, *Lives with Honor*, 2009.**  
Charcoal on museum board, 20" x 20".

**Silver: Don Crowley, *His Grandfather's War Bonnet*, 2009.**  
Pencil on Strathmore paper, 29" x 23".

**Water Soluble**

**Gold: David Halbach, *Sacred Corn*, 2009.**  
Watercolor, 17 3/4" x 27 1/4".

**Silver: John Moyers, *The Passion and the Pain*, 2009.**  
Gouache, 40" x 20".



**Sculpture**

**Gold: John Coleman, *The Game of Arrows*, 2009.**  
Bronze, 60 1/2" x 26" x 16".

**Silver: Bruce Greene, *Flushed*, 2009.**  
Bronze, 37" x 13" x 12".

**Oil**

**Gold: John Moyers, *The Judgement*, 2009.**  
Oil on canvas, 68" x 70".

**Silver: Bruce Greene, *In the Dust of Days Past*, 2009.**  
Oil on canvas, 56" x 70".



**Ray Swanson Memorial Award**

Award for work of art that best communicates a moment in time and captures the emotion of that moment.

**Bill Nebeker, *Donny and Bill: A Family Tradition*, 2009.**  
Bronze, 11" x 11" x 9".

**TCAA Award**

**Bruce Greene, *In the Dust of Days Past*, 2009.**  
Oil on canvas, 56" x 70".

View the complete gallery of award-winning art at [www.cowboyartistsofamerica.com](http://www.cowboyartistsofamerica.com).



Pieces from John Moyers' award-winning collection.  
Top to bottom: *Call of the Chupacabara*, *Market Day*, *Tonight We Ride*, *Cochiti Drums*. All work courtesy of the artist.

# CAANews

## Address Update?

If you have change of address, please contact Kelly Whitton at (602) 307-2007 or [Kelly.Whitton@phxart.org](mailto:Kelly.Whitton@phxart.org) so you can continue to receive your CAA newsletter.



Fritz White



Bill Moyers

## CAA Bids Farewell to Fritz White, Bill Moyers

This spring, the CAA lost two great Emeritus Members: Fritz White and Bill Moyers. Longtime CAA member Fritz White passed away on April 11, 2010. White joined the CAA in 1972 after honing his skills as a sculptor in the American West. His passion and drive brought him great success in Loveland, Colo., and beyond, where he leaves a legacy in bronze, marble and stone.

Over the years at the CAA Sale & Exhibition, White won three Best of Show medals, one watercolor medal and ten medals in sculpture. He transitioned to Emeritus status with the CAA in 2005.

Moyers passed away on May 3, 2010. He began his art career as an illustrator, working on the film *Fantasia* and more than 200 books. In 1962, he transitioned to working full-time as a Western American artist. That year, he moved to Albuquerque, N.M., and later joined the Cowboy Artists of America in 1968.

Moyers was proficient in a wide variety of media, from watercolor to bronze, and he won gold and silver CAA medals for both his painting and sculpting. He transitioned to Emeritus Member in 1996, two years after his son, John Moyers, followed in his footsteps and joined the CAA.

Members of the CAA will dearly miss White and Moyers and send their sincerest condolences to their families.

**"Fritz raised the bar in sculpture for not only the CAA, but for all the other art shows," says CAA President Fred Fellows. "He was always ready to help any artist. He loved the town of Loveland and was a cornerstone of its annual sculpture show."**

**"Bill loved CAA," says Fellows. "He was one of the first members and a well-respected artist. It is with great sadness that we say goodbye to him."**

## New e-Newsletter Available!

If you are interested in receiving more frequent updates about the Cowboy Artists of America, you can sign up for its new electronic newsletter. Separate from this print newsletter, the monthly e-newsletter is filled with current news and information on the CAA.

To sign up, visit [www.cowboyartistsofamerica.com](http://www.cowboyartistsofamerica.com) and click "Sign up for our e-Newsletter!" at the top left.

## Get Your Newsletter Online

Looking to streamline your mailbox? If you are interested in receiving this print newsletter via e-mail, please contact Kelly Whitton at (602) 307-2007 or [Kelly.Whitton@phxart.org](mailto:Kelly.Whitton@phxart.org).



## 45th Annual Cowboy Artists of America Sale & Exhibition

**Friday, October 15**  
Private Sale Preview and Reception  
5:30pm – 7:30pm  
6pm – 8pm

**Saturday, October 16**  
Artist Presentation  
9am – 10am  
Autograph Party  
10am – noon  
Sale & Exhibition Preview  
10am – 5pm

Museum will close to ALL patrons and ticket-buyers at 5pm. It will re-open for the Sale at 5:30pm

**45th Annual Cowboy Artists of America Sale**  
5:30pm – 7:30pm  
Sale/Exhibition Doors Open  
5:30pm

Intent to Purchase Period  
5:45pm - 6:30pm  
First Drawing  
6:30pm  
Second Drawing  
6:50pm

**45th Annual Cowboy Artists of America Awards Party**  
7:30pm-10pm

All events at Phoenix Art Museum. Time and schedule subject to change.



## CAA Launches New Mentoring Program, Foundation

The Cowboy Artists of America is committed to cultivating the next generation of Western American artists. To that end, the group recently unveiled a new mentoring program. Its first official event was held in April at Scottsdale Artists' School where the following CAA members held workshops for more than 75 up-and-coming Western artists: Harley Brown, John Coleman, Bruce Greene, Mehl Lawson, Orelan C. Joe and R.S. Riddick.

In conjunction with the mentoring program, the CAA founded the Joe Beeler Cowboy Artists Foundation. This 501(c)(3), non-profit organization provides scholarships to Western artists who are honing their skills through the CAA's mentoring program. If you are interested in making a tax-deductible donation, please mail a check made out to "Joe Beeler Cowboy Artists Foundation" to: Cowboy Artists of America, 2114 W Grant, #42, Tucson, AZ 85745.

Visit [www.cowboyartistsofamerica.com](http://www.cowboyartistsofamerica.com) for updates on the mentoring program's offerings.

Scottsdale