

Blazing a trail... on the Internet

When CA Bill Owen and his wife Valerie moved to Wickenburg a few years ago, her top priority was to establish a Web site for Bill. To Valerie, it was only natural to develop a high quality site to represent and promote Bill's art. After all, she reasoned, in the "age of the Internet" it seems that everyone is online.

When she began her research, she was surprised to learn that there was not a Web site dedicated specifically to informing the public about the history, the purpose and the individual members of Cowboy Artists of America. Valerie believed she could show them how valuable a Web site could be to them.

"The public is thirsty to know about the CA members and the history of the organization," she says.

Last October when Valerie presented her Web site proposal at the CA meeting, the majority of the CAs were excited about the prospect.

"The possibilities are endless because this takes a premier art organization and puts it out there for the world to see," she maintains. "I am thrilled that the CAs are rethinking their approach to technology."

The site, www.cowboyartistsofamerica.com, is a comprehensive look at the CAA. Visitors will have a broad range of information available to them. They have the option to view a Flash slideshow of last year's CA show award winners, with Honorary Member Red Steagall singing My America. Most importantly, the site contains a page for each member, both active and emeritus. These include members' photos and biographies, their current CA show catalog

pieces and contact information – including links to members' personal Web sites.

The site is also a resource for information on the rich CAA history and its mission. It lists current CA officers and archives the past leaders that helped shape the CA into what it is today. In addition, there is a news section, an event calendar, an online store – selling CA catalogs and posters – and contact information

"The public is thirsty to know about the CA MEMBERS and the history of the organization."
— Valerie Owen

for those seeking even more information on the CAA. A special trail ride section highlights that annual social event, and another recognizes friends of the CAA, such as museums with CA art in their collections and the Men's Arts Council.

The site will be registered with search engines so it will be easy for Western art aficionados to find, providing added exposure for the CAs.

The URL also will appear on all CA promotional materials – from the annual show advertisements to museum and gallery Web sites.

"This new Web site will open doors for the CA membership," says Steve Todd, 2004 Cowboy Artists of America Sale & Exhibition Chairman. "And Valerie has done an outstanding job, working tirelessly on behalf of the CAs."

Valerie hopes the site will continue to evolve as people learn that it is the place to go for information on the CAA.

Visit www.cowboyartistsofamerica.com in late spring to see for yourself.



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PHOENIX ART MUSEUM

Men's Arts Council

1625 North Central Avenue
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www.caashow.com



Detail of John Meyers' 'Gathering Storm' by Ray Swanson, Moving the Longhorns North



MEN'S ARTS COUNCIL presents **COWBOY** Tales

SPRING 2004

Branding animals is nothing new. Evidence of branding can be traced as far back as ancient Egypt. The practice of branding – along with the first cattle – was brought to the New World by Hernán Cortez during the 16th century.

Cattle ranching spread rapidly over the decades, and north of the Mexican border, ranchers were quick to adopt this inexpensive and permanent marking technique to protect their herds. They created a system of symbols that is still used today.

Cattle brands did more than just identify the owner of a head of cattle. These simple markings became powerful symbols that spoke

horses and cattle for over 100 years, then you must be doing something right," says Todd. "The Weaver brand stands for something – quality, versatile, well-bred, usin' kind of horses that trace back to the original sires of the quarter horse breed."

That's the way it is with the Cowboy Artists brand and tradition. For nearly 40 years, the CA brand has become synonymous with the most distinguished Western art there is, with roots that trace back to the foundations set by Charlie Russell and Frederic Remington.

The Cowboy Artists of America was founded on June 23, 1965, and the CA brand was created and adopted as their trademark in

"I knew cowhands who could neither read nor write, but who could name any brand, either letters or figures, on a cow."
— Evans Coleman, Colorado Cowpuncher

volumes about the families that employed them. They came to embody pride in hard work and the business of ranching. As 19th century cowboy Evans Coleman wrote in his journal, cattle brands were immediately identifiable and represented much more than just a name.

The idea of a brand is so powerful that it transcended cattle ranching. In modern times, brands are applied to just about everything because they send a message about a product, service or mission.


2004 Cowboy Artists of America Sale & Exhibition Chairman Steve Todd understands the importance of a brand. His two quarter horse fillies bear the XA brand, which has been used by the famous Weaver Ranch since 1888.

"If you have been putting your brand on

September of that same year. The CAs were quick to apply this brand to their artwork as a sign of their pride in being part of this distinguished membership.

"The CAA Museum in Kerrville, Texas, used to give each member a branding iron when they were initiated," explains CA Secretary and resident historian Tom Watson, who has been an integral part of the CAA for 35 years.

CAs – both active and emeritus members – are the only people who can use the CA brand on their artwork. And while imitation is decidedly the sincerest form of flattery, CAs protect the symbol whose meaning they have worked so hard to earn: That the CAs are the most prestigious and widely recognized group of Western artists in the nation.

 **The Brand of Distinction**

03

First Cut

A look at last year's winners

Each year the Cowboy Artists of America have come together for the premier Western American art show, hosted by Phoenix Art Museum. The 38th Annual Cowboy Artists of America Sale & Exhibition began last Oct. 17 with the Sale, and the Exhibition ran from Oct. 18 through Nov. 16.

Media ranging from bronze and stone sculptures to oil and water soluble paintings to charcoal drawings represented a range of traditional Western images. Beloved favorites included cowboys, Native Americans, pioneers, mountain men and trappers.

As in past years, 10 medals were awarded to CAA members for outstanding artwork. And just like before, the judges had a difficult time selecting winners from the impressive body of work that was on display. Here is a look at who made the "first cut":

2003 CAA Award Winners



Gold — Drawing and Other Media
Loren Entz, *Repairing the Old Bonnet*, charcoal on paper, 15.5" x 19"



Silver — Drawing and Other Media
Don Crowley, *The Scouts*, pencil on paper, 23" x 29"



Gold — Water Soluble
Ray Swanson, *Quiet Moments*, gouache on board, 40" x 30"



Silver — Water Soluble
R.S. Riddick, *The Winter Hunter*, gouache on arches paper mounted on board, 50" x 30"



Gold — Sculpture
Orland C. Joe, *Healing Ways*, Italian marble, 26" x 15" x 11"



Silver — Sculpture
Mehl Lawson, *Cool Water*, bronze, ed. 1/15, 40" x 40" x 28"



Gold — Oil
2003 Kieckhefer Best of Show Award
John Moyers, *Gathering Storm*, oil on canvas, 52" x 70"



Silver — Oil
James Reynolds, *Rest Stop*, oil on canvas, 32" x 40"



2003 CAA Award
Bill Owen, *Renaming His Horse*, oil on canvas, 48" x 40"

HATS OFF to the 2003 Sponsors

The Annual Cowboy Artists of America Sale & Exhibition would not be possible without the generosity of its sponsors, which play an important role in keeping the tradition of Western art alive and thriving. The CAA are recognized for their excellence, and in turn we recognize those who support them:

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COWBOY ARTISTS of AMERICA

39TH ANNUAL SALE & EXHIBITION

Save the date! The 2004 event at Phoenix Art Museum starts with the Sale on Friday, Oct. 22, and the public Exhibition runs through Nov. 21. For information on this event and the distinguished members of the Cowboy Artists of America, visit www.caashow.com.

About the Cowboy Artists of America Sale & Exhibition

The Cowboy Artists of America, founded in 1965, is the oldest association of its kind in the United States. The annual Sale, organized by the Men's Arts Council, is one of the Museum's most successful fundraisers. Portions of the proceeds are donated to the Phoenix Art Museum.

Keeping Current

If you have a change of address or know someone who would like to be added to the mailing list, call Ruth Kaspar at (602) 252-8382, or e-mail Jennifer Ramirez at jenn.ramirez@phxart.org.

CA Summer Round-up

April 24
Rendezvous 2004, Evening with the Artists
Gilcrease
Tulsa, Okla.
www.gilcrease.org

- Joe Beeler
- Fred Fellows
- Oreland Joe
- Mehl Lawson
- John Moyers
- Bill Owen
- James Reynolds
- Tom Ryan
- Gordon Snidow
- Grant Speed
- Howard Terpning
- Fritz White

April 30 - May 1
Roundup 2004, The Art Stampede Sale and Show
The Museum of Western Art
Kerville, Texas
(830) 896-2553 or
www.americanwesternart.org

- Wayne Baize
- Loren Entz
- Bruce Greene
- Martin Grelle
- David Halbach
- Oreland Joe
- Harvey Johnson
- Bill Nebeker
- Jim Norton
- Gordon Snidow
- Grant Speed
- Fritz White

April 30 - Aug. 31
30th Annual Phippen Museum Western Art Show and Sale
Phippen Art Museum
Prescott, Ariz.
(928) 778-1385 or
www.phippenartmuseum.org

- Wayne Baize
- John Coleman
- Don Crowley
- Loren Entz
- Bruce Greene
- Martin Grelle
- John Moyers
- Bill Nebeker
- Gary Niblett
- Bill Owen
- Ray Swanson
- Fritz White

May 6
National Sculpture Society
New York, N.Y.
www.nationalsculpture.org

- Fritz White

May 7 - 8
Texas Art Gallery Auction & Sale at Inwood Village
Dallas, Texas
txartgallery.com

- Bill Nebeker

June 11 - 12
Prix de West Invitational Art Show & Sale
National Cowboy & Western Heritage Museum
Oklahoma City, Okla.
(405) 478-2250 or
www.cowboyhalloffame.org

- Roy Andersen
- Don Crowley
- Bruce Greene
- Martin Grelle

- Oreland Joe
- Mehl Lawson
- Herb Mignery
- John Moyers
- Bill Nebeker
- Bill Owen
- James Reynolds
- Ron Riddick
- Grant Speed
- Ray Swanson
- Howard Terpning

July 21- 23
Cheyenne Frontier Days Show
Cheyenne, Wyo.
www.cfdrodeo.com

- Wayne Baize
- John Coleman
- Loren Entz
- Herb Mignery
- Bill Nebeker
- Fritz White

July 24
Big Horn Gallery
Cody, Wyo.
www.bighorngalleries.com

- Robert Pummill

August 13
Altermann Gallery
Santa Fe, N.M.
www.altermann.com

- Ray Swanson

August 21 - 24
Trailside Galleries
Jackson Hole, Wyo.
(307) 733-3186 or
www.trailsidegalleries.com

- Bill Nebeker

August 14
Claggett-Rey Gallery
Vail, Colo.
www.claggettrey.com

- Jim Norton

*Partial list of CA Participants as of April 2004



In Memoriam The Men's Arts Council and the Cowboy Artists of America join in expressing deepest sympathy to CA founder Joe Beeler and his family on the loss of his wife Sharon. Her ever-present smile and gentle spirit will be missed by all.

Sharon and Joe Beeler