



California WATERCOLOR Association

General Meeting • 7:30 pm, Wednesday, Nov 17, 2010 • Shadelands Center, 111 N. Wiget Lane, Walnut Creek, CA

November 2010

P.O. Box 4631
Walnut Creek, CA 94596

www.californiawatercolor.org
email: info@californiawatercolor.org

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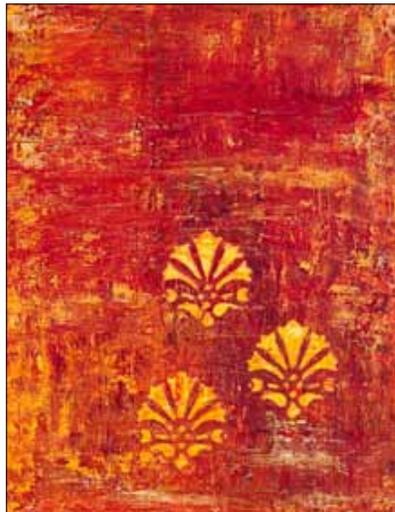
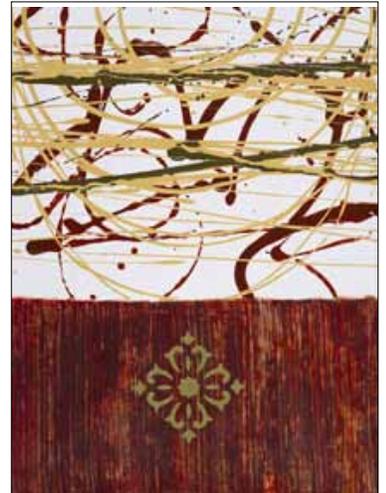


November Guest Artist Tesia Blackburn

Creative ways to use Golden acrylics
and mediums

The Golden lecture/demo is a two-hour free educational presentation on acrylic paints, gels and mediums: an advanced technical explanation of acrylics, and their inherent possibilities. It covers information about the different types of pigments, different viscosities and types of paints, grounds and color mixing.

Experience the almost limitless possibilities with the new Digital Grounds from Golden Artist Colors. Paint, print, photography, digital, handmade or reproduced: these seeming divergent media are merging as artists are experimenting with bringing them together in new, rich, and interesting ways. This class will teach you how to use the new Digital Grounds to print on acrylic paint skins, thin sheets of metal (e.g. aluminum), and a variety of other substrates. Unusual papers, foils, and actual layers of acrylic paint (paint skins) can receive printed images directly from an inkjet printer. Work on these images to transform them, seal them, and then incorporate them into existing artwork - or use them alone. Painters, collage and mixed media artists, photographers, printmakers - all can expand their image vocabulary and techniques.



Tesia Blackburn has been a working artist in the San Francisco Bay Area for over 20 years. She received her BFA from the Academy of Art in 1984, studied lithography at the San Francisco Art Institute in 1990 and received her Master's of Art in 1992 at John F. Kennedy University in Orinda, California.

Free packet of literature and samples will be given to all attendees. Come see the future!

newsletter deadline info

The deadline for placing items in the newsletter is the 15th of each month prior to publication. Send articles and photos by disk, email, fax or in writing to:

Lin Teichman newslettercwa@gmail.com
170 Camille Court Ph: 925.838.6328
Alamo, CA 94507 Fax: 925:838.8694

membership/data manager

Mail all changes of address, phone number and email to:
Anne Jacobson cwa-data-mgr@comcast.net
c/o CWA P.O. Box 4631, Walnut Creek, CA 94596

monthly meetings

Meetings are held the third Wednesday of each month at
7:30 pm, Shadelands Center, 111 N. Wiget Lane,
Walnut Creek, CA
(NW corner of Wiget Lane and Ygnacio Valley Road).

cwa workshop info

June Hunt 510.525.0965 or
Karen Powers 510.502.6211
Anne Jacobson 510.339.6916

cwa gallery

Gallery Concord
1765 Galindo, Concord
925.691.6140
Hours: Thurs-Sun, 11-4pm
Free parking available behind the Gallery
<http://www.galleryconcord.com/>

e-newsletter info

To receive this newsletter electronically (and in color) please send a note to our Data Manager with the email address at which you wish to receive the newsletter. You will then no longer receive it on paper in the mail, but will receive it via email.

notes & announcements

November Voting at General Meeting

At the November General Meeting we will be voting on the slate of board member candidates. As well as this vote, we will also be voting on a change in the bylaws so that a board member may serve for longer than 4 years in the same position. Here is the section we will be voting on.

California Watercolor Association Bylaws

Article V

Nominations and Elections

Section 6. Term of Office. ~~Board Members may serve four consecutive whole terms in the same office.~~ The term of office for all Board Members shall be one calendar year from January 1st, at which time the retiring Board Members shall turn over all books, papers, money, credit cards, other information and Association property to the newly elected Board Member. ***Positions will be reviewed at the end of each calendar year.***

Key:

Proposed - ~~Remove this text.~~

Proposed - ***Add this text.***

Board of Directors

This is the slate of candidates we will vote on. You may write in a candidate. Or you may contact info@californiawatercolor.org before the meeting to volunteer to be placed on the ballot. We will pass out ballots at the General Meeting.

President - open

Vice President - open

Communications Director - Samantha McNally

Secretary - Leslie Wilson

Budget Director - Marilyn Miller

Workshop co-Directors - Karen Powers and Wendy Oliver

Programs Director - Pamela Miller

Outreach Director - Nan Lovington

Director of California Shows - Lynda Moore

Membership Director - Susan Johnston

Teaching Opportunity

The Town of Danville is in need of a watercolor instructor for its Community Services Programs. If you are interested, please contact Jane Laris at (925) 314-3465 or jlaris@danville.ca.gov for more information.

CWA Resources: Panel Rental

CWA owns panels suitable for shows that artists can rent by the week. They are easy to assemble and covers are provided to enhance your presentaion.

The panel rental request form is on the drop down menu on the website. It explains the simple process and how to calculate cost. Your panel committee chair is Barb Bochenek: (925) 735-7007 and the co chair is Pam Howett: (925) 947-2847.

2010 was another fine year for CWA. We had a very successful National Exhibition at the Presidio. Several paintings were sold and crowds of people visited the show. The Presidio Officers' Club will be undergoing some renovations in 2011 so we will be unable to have our National there next year. Below are a few announcements I'd like to share with you all.

- We've booked the Marin Society of Artists' Gallery at the Marin Art and Garden Center (MAGC) for the 2011 National Exhibition. The Exhibit will hang for the month of September, 2011.

- It's extremely urgent that two of you wonderful CWA members come forward to Co-Direct this Exhibition. We need leadership. We have plenty of volunteers; all the board members and past National volunteers are willing to help. Please step up and take the reins. Email info@californiawatercolor.org to volunteer to lead this project

- As you know, the board needs a President as well. We've lots of capable members, come take your turn.

- We will have a \$1 sale of National catalogs for all available years up to 2009 at the January General meeting on January 19, 2011.

- And finally, saving the best for last, we are working on a calendar for a CWA Plein Air Painting group. (CWAPAP) We will schedule one day per month to meet and paint and have lunch and an informal critique. This will be open to all CWA members. We'll have the schedule in the December or January newsletter and on www.californiawatercolor.org when it's ready. If you have a site you'd like us to consider, please email info@californiawatercolor.org and let us know. An acceptable site is required to have restrooms and a source of water. Picnic tables are also helpful. Restaurants nearby are nice, but not required.

I wish you all a very happy holiday season. I've loved being President of CWA for the past few years. I am looking forward to passing the gavel to the next President and taking the position of Communications Director for 2011.

There's no General Meeting in December, so we'll see you in January. Here's to painting a masterpiece in 2011!

Respectfully,
Samantha McNally

Keiko Tanabe, Carol Carter, Thomas W. Schaller, Kathleen Alexander, Mark Mehaffey and Nicholas Simons have formed the North American Watercolor Artists, a group of six U.S. watercolor artists, to represent the United States in the IX International Watercolor Biennial in Mexico. The exhibition will be held at the National Museum of Watercolor in Mexico City, December 5, 2010 through February 13, 2011. Artists representing countries in five continents are participating in the Biennial, which is by invitation only. Begun in 1994, the purpose of the Biennial is to establish or enhance friendly relationships among watercolor artists and promote watercolor painting around the world.

Jane Hofstetter, a member of CWA as well as a master class watercolor teacher for the Triton Art Museum, has won some excellent recognition this year. She won a major award in the Missouri National Watercolor Exhibit in May, and taught an invitational class I Alaska this past spring. Her work will be appearing in a new book published by Northlight Books next year: "Journeys Into Abstraction" by Sue St. John. Jane's work will be on exhibit in



"Early Morning West 71st Street" by Thomas Schaller

November in the 82nd Grand National Exhibition of American Artists Professional League at the Salamagundi Club Gallery on Fifth Avenue in New York City.

Sayeko Nakamura won the Canson Fine Paper Award for her painting "Episode IX" at the 90th Annual National Watercolor Society. The juror was Christopher Schenk. Her piece was also selected to be included in the NWS traveling exhibition during 2011. The exhibit will be available for viewing at the NWS Gallery in San Pedro until December 11. Sayeko also won the Suzanne Gelles Cash Award from the San Diego Watercolor Society's 30 International Exhibit.

member news

Judith Klausenstock's "Oil Lamps" watercolor painting won the Best of Show at the 16th Annual Aqua Areas 2010 watercolor exhibition in Santa Rosa. She was recently accepted in the 4th Tiburon Art Festival 2010, held on Ark Row in Tiburon. In July, she was also invited to participate in the annual Buckelew "Marinascapes" exhibition, held in Larkspur, Ca.

Hazel Stone, TNSW, PWCS, ISEA, CWAz, AWA, PWS, NWS, Azaq, KWS, PPWS, TWS has had paintings juried into these exhibitions: 2010 Kansas Watercolor Society National Exhibition, Mississippi Watercolor Society Grand National Watercolor Exhibition, Pennsylvania Watercolor Society's 31st Juried Exhibition Crary Art School and Galleries, Arizona Watercolor Association National Watermedia Exhibition 2010, Watercolor U.S.A. Hazel had paintings exhibited in the following Signature Member Invitation Exhibitions: Pikes Peak Watercolor Society Signature Members' Show, Taos National Exhibition of American Watercolor XIV Invitational for Signature Members.

workshop

CWA 2011 Workshops

Registration now available for these amazing workshops!

Katherine Chang Liu - 5 Days - Feb 14-18 **“Open Studio” Workshop – Intermediate/Advanced**

CWA's first guest artist for 2011 will be Katherine Chang Liu, our 42nd National Exhibition Juror. Liu is an abstract painter, print-maker, and collage artist of international repute. Katherine's workshop is designed to help experienced artists struggling to find their own voices. CWA members - \$585.

Don Andrews - 5 Days - March 14-18 **Figure Workshop – Intermediate/Advanced**

Don Andrews is a nationally known watercolor artist and workshop instructor. Our workshop will focus on addressing the figure as the subject for a painting with the same artistic freedom and looseness as when painting other subjects in nature. CWA members - \$425.

Janet Rogers - 5 Days - April 18-22 **Expressive Flowers, Faces & Figures – All Levels**

Janet Rogers, well known for her sensitive portraits of women and children and her expressive floral paintings, will give a class on painting fresh flowers, portraiture and figures. CWA members - \$395.

Jeannie McGuire - 5 Days - May 16-20 **Figurative Design – All Levels**

Jeannie McGuire's passion is creating “figurative works” that illuminate personalities, explore character and play with persona. In this workshop we will focus on developing individual style and on depicting figures and faces in non-traditional ways. CWA members - \$395.



Skip Lawrence at the workshop in September.

David Savellano - 3 Days - June 14-16 **Travel Sketching & Plein Air Painting – All Levels**

CWA's own David Savellano will give a class on the basics for quick sketching and watercolor painting techniques to enable you to record your travel memories. CWA members - \$245.

Cheng-Khee Chee - 5 Days - Sept 19-23 **Watercolor: Synthesizing East & West - All Levels**

One of the finest watercolor artists in America, Cheng-Khee Chee, Chee will introduce students to many techniques, including the saturated wet process, his improvisational approaches, crinkling, marbleizing and mono-printing techniques. CWA members - \$395.

Kathleen Conover - 5 Days - Oct 17-21 **Chaos to Order – All Levels**

Kathleen Conover's class, Chaos to Order, is designed to help strengthen students' compositional skills, wherever they are in painting experience. Attendees will get to bring paintings from colorful and textured “chaos” to “order” with good design. CWA members - \$395.

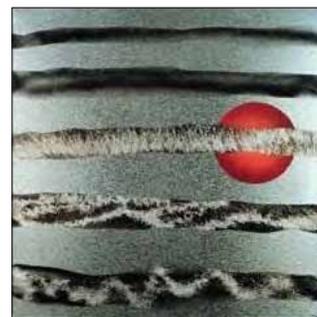
shows to see

Ione Citrin is showing her latest abstract works done with enamel on galvanized steel at Talking Stick, 1411 Lincoln Blvd., Venice, CA. 90291. (310) 450-6052.

12th Annual Newark Artists Open Studios Nov. 13 and 14. Local artists offer demos, tours of their art studios, and original art and gift items at studio prices during the 12th Annual Newark Artists Open Studios Saturday, Nov. 13 and Sunday, Nov. 14, from 11am to 5pm. Preview display at Silliman Activity Center Nov. 1 to

Nov. 15. Maps are available at: Newark Library, 6300 Civic Terrace Ave; Silliman Activity Center, 6800 Mowry Ave; and online at: www.myartiststudio.com/open-studios-map.jpg. Call Simone Archer for more information: (510) 793-9431 or email ad@myartiststudio.com.

The Fremont Art Association: Bay Area plein air artists. 12 local artists will be on display from Fri, Oct 29 through Sun, Nov 21 at the Fremont Art Association's Gallery located at 37659 Niles Blvd., Fremont (between I and J streets). Artists' reception: Sun, Nov 7 from 1:30 – 4 pm. Refreshments will be served. A variety of new works from additional member artists



“Before the Storm” by Ione Citrin

will compliment the gallery's fourth quarter offerings.

Helene Yu-June Rice conducted an Outreach Program on August 9 and 10 at a church's summer school in Hayward, CA. There were 90 students aged 7 to 12 years old. Helene taught two classes with watercolor: landscapes with birch trees and a sunset, and chicks. All the students were very enthusiastic and amazed to learn that watercolor was so fun and easy! CWA provided the paper and Helene donated the paints. The students were very interested in doing more!



Helene Yu-June Rice teaching landscapes and chicks in Chinese brush style.

What a busy month October was, even though the 41st National Exhibit was done, there was still a lot of outreach going on. October 7 was Teachers' Night at the Presidio. Even though CWA did not get a booth this year, I decided to go over and check it out. Wearing the CWA apron with its 3 nifty pockets, I was able to give out 150+ brochures, workshop schedules, and newsletters. I made it a point to visit all the booths and collect information for the future. It seemed that the interactive stations were getting the most traffic, next to the refreshment tables. The Presidio Social Hall had 3 rooms set up for the Teachers' of San Francisco - to give them many ideas of how to present art education to their students. This ranged from theatre productions, to painting, drawing, weaving, sculpting, music, and so much more.



Above: Nan Lovington - Director of Outreach helping FROgard with Inventory.

The transition from **Michal Weinstein** to **FROgard** as Outreach Coordinator is now complete. Thank you to **Nan Lovington**, who has been a big help and very active in the process. She helped with materials and supplies on Oct. 12, doing inventory with me of all the CWA outreach "stuff". Every tube of paint and piece of paper were counted and logged. What a trooper Nan was! We make a good team.
— FROgard Butler



Left: FRO at the Presidio Teacher's Night giving out CWA information.

David Lobenberg

David Lobenberg's high level of excellence in figurative/ landscape watercolor and acrylic painting is well recognized by artists and collectors nationwide. He has completed commissioned works for Governor Arnold Schwarzenegger, The United States Air Force, Thunderbirds Alumni Association, the Amgen Tour Of California, The Sacramento Kings and River Cats, The San Francisco Giant's pitcher Barry Zito, The Oakland A's Nick Swisher, The Imax Corporation, The Spanos Corporation, and SureWest Corporation, to name a few.

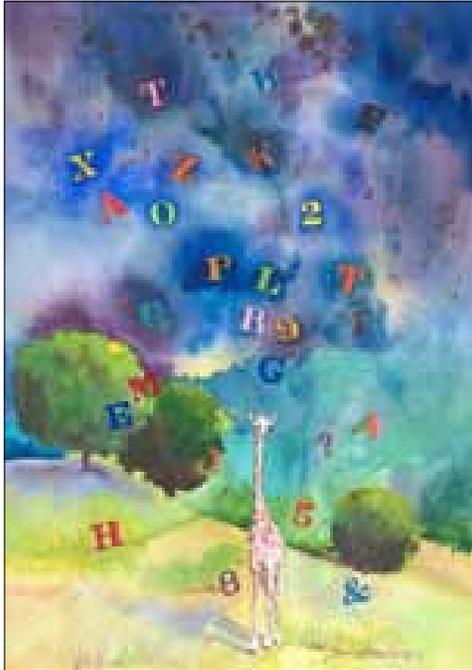
David has a Master's Degree in Fine Arts from UCLA and is an adjunct art professor at Sacramento City College. A sampling of his work can be found at davidlobenberg.blogspot.com and david-lobenberg.artistwebsites.com. Original art can be purchased at Hang It Up Gallery in El Dorado Hills, Ca, and at Elliott Fouts Gallery, Sacramento, CA. His work has been reproduced in American Artist, Southwest Art, and American Art Collector magazines. He can be reached at (916) 737-2311 or at sushi3@mac.com.



artist spotlight



“Reading” Exhibit Diablo Valley College. October 23-December 11, 2010



“Alphabet Rain” by Samantha McNally

Take some time to visit the Exhibit at DVC Library for the current CWA painting challenge; “Reading.” The reception will be held at the DVC Library from 1 to 3 pm on Saturday December 10. Everyone is welcome to come and meet the artists and enjoy a wonderful reception.

Our Juror **Carol Jurasin** awarded the following: First Place “Romantic Morning” by **Nataly Tikhomirov**; Second Place “Concentration” by **Marilyn Lam**; Third place “Perfect Afternoon” by **Maggie Metcalf**, with honorable mentions to **Samantha McNally** “Alphabet Rain” and to **Melissa Adkison** “Forever Young.”

Many thanks to all the volunteers; **Mary Spivey, Frogard Butler, Karen Mills, David Savellano, Samantha McNally, Iretta Hunter** and **Bruce Moore** for their dedication and hard work.



“Concentration” by Marilyn Lam

— Lynda Moore,
Director California Exhibits, CWA



“Forever Young” by Melissa Adkison

new members

Sally Andersen
Eleanor Baker
Joen Barbera
Michele (Mic) Bernardo
Cindy Chan
Deborah Dodge
Hallie Grant
Bobbe Huetter
Sally Jacobs
Sara Kahn

Alek Kardas
Gina Koenig
Pamela McCauley
Neanna Miles
D. Jeanette Nichols
Pathamar Park
Mary Rank
Carol Stante
Martin Wolman

welcome!

Northwest Watercolor Society 71st Annual Juried Open Exhibition, March 21 - May 13, 2011, Mercer Island, WA. Cash prizes are anticipated in the amount of over \$11,000. Deadline for entry: January 16. Paul Jackson will be the juror. The prospectus is available at www.nwws.org.

American Watercolor Society 144th Annual International Exhibition, April 5 - May 1, 2011. Deadline for entries: November 15, 2010. Download the prospectus at www.americanwatercolorssociety.org.

Splash 13, hardbound showcase of the best of contemporary watercolors. Deadline for entries: Dec 15, 2010. Published by North Light Books. For information: www.artist-snetwork.com.

SlowArt Productions presents **Emerging Artists 2011**, the 19th annual competition for group exhibition, and awards. Open to all artists working in any media this event is devoted to the discovery, introduction and promotion of emerging artists. Go to <http://www.slowart.com/prospectus/ea2011.htm> for information. Deadline for entry is Nov 30.



workshop
workshops by
members and others
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The **Santa Cruz Art League** has a large number of ongoing art classes going on in a variety of mediums. Classes are being offered in everything from watercolor to jewelry making. For information about the classes and registration go to www.scal.org.

Classes with Sandy Delehanty.

Beginner's Watercolor Workshop, Nov 8 & 9, 2010, 9:30 am – noon, 1:00 pm - 4:00 pm.

Beginner's Follow-up Watercolor Workshop, Nov 15 & 16, 2010, 9:30 am – noon, 1:00 pm - 4:00 pm. University Art Center, 2610 Marconi Ave., Sacramento. Tuition \$120.00 each class, plus \$25.00 for paper. To enroll, call Sandy at (916) 652-4624.

Mira M. White's Nov – Dec Classes and Workshops

info: <http://www.miraMwhite.com>, click on Workshops.

Stunning Abstracts Workshop November 6-7 in Mendocino has several openings. Call: (800) 653-3328 to register.

Studio One Art Center classes:

Drawing Fundamentals: Nov. 8 - Dec. 13, Mondays, 6:30-9:30 pm

Color With Soft Pastels: Nov. 9 - Dec. 14, Tuesdays 6:30-9:30 pm (this class encompasses some mixed media methods)

Watercolor: Nov. 10 - Dec. 15, Wednesdays 6:30-9:30 pm

Life Drawing: Nov. 13- Dec. 18, Sat. 9:30-12:30 pm

To register for Studio One classes: (510) 597-5027.

Innovative Collage Workshop with Grace Rankin: Painting with Pigment, Paper, and Paste from Abstraction to Realism. Nov 13 & 14 from 10 am- 4 pm, The FAA Gallery, 37659 Niles Blvd., Fremont. \$95 for FAA members, \$110 for non-members. Bring basic supplies and lunch. A variety of papers will be provided. To register, call The FAA Gallery at (510) 792-0905. For details, go to www.FremontArtAssociation.org.

Susan Cornelis: Art Journalling in the Muse Groups. Nov 2, 9, 16, 23, 30, Dec. 7; 6:30-9:30 pm. \$180/6 sessions. The Studio in the Orchard, North Sebastopol. To register: susan@imaginewithart.com or call (707) 824-8163 to see if this is right for you. For more information and other classes: http://imaginewithart.com/IWA_Workshops.htm.



California Watercolor Association Show

CWA Workshop Show at Gallery Concord

January 2, 2011 to March 27, 2011

Gallery Concord

1765 Galindo, Concord, CA

(925) 691-6140

Gallery Hours: Thursday, Friday, Saturday and Sunday from 11 am to 4 pm

RECEIVING: Sunday January 2, 2011 from 11a.m. to 1 p.m. at Gallery Concord. Pick up unaccepted work from 2:00 p.m. to 3:00 p.m.

JURORS: Gallery Concord Directors, Carol Jurasin and Pablo Villicana Lara.

AWARDS: First Place \$100, Second Place \$75, Third place \$50 and 3 Honorable Mentions

ENTRIES: Each workshop participant in the 2010 CWA workshop schedule may submit Two (2) paintings to the CWA Workshop Show. Original, 2010 workshop paintings. Paintings must be framed in metal or wood and, if on paper with water media or pastel, covered with Plexiglas. Other media i.e. oil, acrylic or gouache on canvas or wood, do not need Plexiglas. All artwork must be wired and ready to hang. . No sawtooths, clamps or screw eyes. Flat brackets required on wood frames. No cardboard or masking tape. No wide or Rococo frames. White or off-white mats only. 30-35 paintings will be accepted.

GALLERY SITTING: Artists will sign up for gallery sitting on 1 or 2 days during the show, depending on how many entries there are. Gallery hours are Thursday, Friday, Saturday and Sunday from 11 am to 4 pm.

LABELS: Fill in CWA labels and attach to the upper left back of work. The labels are on www.californiawatercolor.org, click the drop down menu, chose forms.

FEES: \$10.00 entry fee for each painting

INSURANCE: Your paintings will be handled with the best of care; however, CWA and Gallery Concord volunteers assume no responsibility for theft, loss or damage of any kind. Insurance is the sole responsibility of the artist.

SALES: Sales will be made through Gallery Concord and if your painting is sold you may replace it with another workshop painting. Checks will be mailed to the artist after deduction of 15%, which goes to Outreach.

RECEPTION: January 7, 2010 - 6 pm to 8 pm. Artists will sign up at receiving to help at the reception.

CHAIRS: Samantha McNally 415-828-4991 Karen Powers 510-502-6211
Wendy Oliver 925-280-1944

SHIPPING PAINTINGS: Contact show chair for shipping details.

END OF SHOW: Saturday March 27, 2011 Pick up paintings 11 - 4.

directors

board of

president

Samantha McNally 415.828.4991

vice presidents

Christine Dougherty 510.530.7522

Desmond Elder asst: Emi Beifuss

director california exhibits

Lynda Moore 415.454.4027, **FROgard Butler**

director of programs

Pamela Miller 925.288.9900

secretary

Leslie Wilson 925.935.7529

budget director

Marilyn Miller 925.631.6673

director of communications

Maggie Metcalf 925.837.8698

directors of workshops

Karen Powers 510.339.6211, **Wendy Oliver**

asst: June Hunt, Anne Jacobson

director of outreach

Nan Lovington 925.930.6503 asst: Michal Weinstein

director of membership

Sue Johnston 510.531.5471 asst: Sandra Gorski

committees

volunteer

national exhibition

Christine Dougherty,* Desmond Elder, Emi Beifuss

gallery concord co-directors

Pablo Villacana-Lara and Carol Jurasin

gallery concord treasurer

Gladys Schaible

gallery concord publicity

Qian Gao

area representatives

Joyce Leopardo*(San Jose), David Broad (San Rafael), Sally Cataldo (Santa Rosa), Carolyn Cappello (Penn Valley), Gary Foll (Oregon), James Gleeson (San Francisco), Donna Gamel (Emeryville), Georgia Herrick (Modesto), Alvin Joe (Foster City), Ara Leites (Santa Cruz), Carol Maddox (Pleasanton), David Peterson (Sacramento), Judy Rowe and Carolyn Warm Sun (Oakland), Mary Spivey (Berkeley), Sal Valencia (Pittsburg), Pablo Villacana Lara (Concord), Betty Turnquist (Walnut Creek), Qian Gao (San Ramon), Myrna Wacknov (Foster City)

community outreach

Carol Smith, Wayne White, Helene Yu-June Rice, Mona Rivers-Vasquez, Jack Gautreaux, Charlotte Huntley

mail distribution

Sue Johnston

hospitality

Phyllis Annee-Wecker, assistant: Sandra Gorski

greeter

Donna Gamel

treasurer assistants

Gladys Schaible, Annette Hotdwalker

video library

Doreen Yates*, Cathy Riggs*

photographer

Rollando Barrero

panel rental

Barb Bochenek*, Pam Howett

cwa webmaster

Bruce Stangeland

*Chair of Committee

staff

membership/data manager

Anne Jacobson

newsletter editor

Lin Teichman

accountant

Kathy Vigil

audio/visual set up

Stephen Abst

outreach

Michal Weinstein, FROgard Butler

sponsorships

The CWA newsletter is accepting ads from anyone who would like to be a sponsor of CWA. The newsletter is sent out monthly to all of our members. It is a very effective way to reach a large audience of artists. All CWA artists paint with watercolors, but not exclusively. Many members also paint in oils, acrylic and pastels.

We are offering the following sponsor packages that reflect available advertising space. All ads, except Classified, run for a minimum of 3 months and are payable in advance. A 10% discount is available to CWA members, members also get classified ads for free. Deadline for insertion is the 10th of each month prior to publication (ie, January 10 for the February newsletter).

Formats accepted are digital or camera-ready artwork. Images should be scanned at 300 dpi. File format preferred is PDF, but we can accept JPG, TIFF, EPS files. All ads will appear in black and white in the print version, and in color in the email version.

Contact Lin Teichman at LinTeichman@gmail.com or (925) 838-6328 for further information.

sponsor levels

Distinguished Donor

Full Page/7.5 x 10

3 months: \$750

12 months: \$3000

Benefactor

Half Page/7.5 x 5

3 months: \$450

12 months: \$1800

Fellowship

Third Page/7.5 x 3.25

3 months: \$360

12 months: \$1440

Patron

Quarter Page/3.75 x 5 (vert)

3 months: \$240

12 months: \$960

Friend

Eighth Page/3.75 x 2.5 (hrz)

3 months: \$180

12 months: \$720

Classified

text only: approximately 400 characters, incl spaces. \$50/month (free to CWA members and non-profit organizations)



CALIFORNIA
WATERCOLOR
ASSOCIATION Box 4631 • Walnut Creek, CA 94596-0631

Nonprofit Org. U.S. Postage PAID Concord, CA Permit No. 720
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Return Service Requested

calendar

2010 MEETINGS & DEMOS

January 20	Claire Schroven Verbiest
February 17	Christopher Schink
March 17	Charles Reid
April 21	Carol Maddox
May 19	Mike Bailey
June	No Meeting
July 21	David Savellano
August 18	Myrna Wacknov
September 15	Skip Lawrence
October 20	Nicholas Simmons
November 17	Tesia Blackburn
December	No Meeting

November 2010

Plan ahead!
Submissions deadline is the
15th of the month prior to publication!
Send to Lin Teichman (see page 2)

2010 MEMBER SHOWS

Feb 27 - Apr 9	John Muir Hospital, Walnut Creek
May 17 - June 27	Dick Blick, Berkeley
July 14 - Sept 19	41st National Exhibition, San Francisco
July 12 - Aug 16	Bay Model, Sausalito
Oct 20 - Nov 3	Ombudsman Services Fundraiser for CCCA
Oct 23 - Dec 10	Diablo Valley College

2011 WORKSHOPS

Feb 14 - 18	Katherine Chang Liu
March 14 - 18	Don Andrews
April 18 - 22	Janet Rogers
May 16 - 20	Jeannie McGuire
June 14 - 16	David Savellano
Sept 19 - 23	Cheng-Khee Chee
Oct 17 - 21	Kathleen Conover

California Watercolor Association

Membership Renewal & New Membership Application

How to Join or Renew by Jan 1st :

- Online via **CREDIT CARD** or **PAYPAL** at www.californiawatercolor.org
- Fill out form below and return with your remittance payable to CWA to:
CWA Data Manager
P.O. Box 4631
Walnut Creek, CA. 94596

GO GREEN – Yes, send me an E-Newsletter, not paper.

ASSOCIATE or SIGNATURE Membership renewal: \$45 annually.

NEW Membership. Dues are based on date of joining:

- Jan-Mar \$45; Apr-Jun \$35;
- Jul-Sept \$25; Oct-Dec \$15.

BENEFACTOR Membership:

- Gold: \$1000, Silver: \$500,
- Bronze: \$250.

FULL-TIME STUDENT Membership (16 – 25)
 \$12 annually.

Name
Address
City/State/Zip
Phone/Fax
Email
Website
VISA/Mastercard
Credit card number
Name on credit card
Expiration date

Membership renewals are due by January 1st.

My Signature Memberships in other Art organizations: _____

Please check to volunteer:

- Advertising
- Area Representative
- Art History / Research
- Audio/Visual
- Board Member
- Business/Accounting
- Calligraphy
- Carpool
- Computer
- Co-Chair Show
- Fund Raising
- Gallery Sitting
- Grants
- General Meeting Set-up
- Greeters
- Hospitality/Refreshments
- Mailings
- Mail Distribution
- Membership
- National Exhibition
- Newsletter
- Outreach
- Photography
- Promotional Shows
- Marketing
- Paint Outs
- Public Relations
- Receive/Hang shows
- School Demonstrations
- Secretary
- Telephone
- Transport Paintings
- Video Library
- Website
- Workshops

Item(s) you wish to withhold from the CWA Roster: _____



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Clip here for your payment stub - CWA 2011
Payment date: _____ Amount paid: \$ _____