



# California WATERCOLOR Association

**November 2011**

P.O. Box 4631  
Walnut Creek, CA 94596

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

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**Join Us At The Next Paint Out October 19 at China Camp**

For details, go to:  
www.californiawatercolor.org on the calendar page.

General Meeting • 7:30 pm, Wednesday, November 16, 2011 • Shadelands Center, 111 N. Wiget Lane, Walnut Creek, CA

## November Guest Demo Barry Levin



Our guest demonstrator for November, Barry Levin, is the founder of The Imagery Group in Union City. Trained in both fine art and commercial photography he approaches fine art reproduction from a perfectionist's viewpoint. "My photography teachers and my clients both believe in only one quality – the best that can be done. I have adopted their philosophy and also have only one quality".

Watercolor is one of the most difficult media to reproduce – there are so many subtle colors, shades and tones. No camera will image all of them successfully, there is always computer manipulation to be done. It is often necessary to tweak individual colors and adjust brightness, contrast and saturation. Barry will have samples of common problems and their solutions in both scanning and printing available, and of course will be answering your questions.

The reproduction process consists of two (2) parts, copying and printing. Both are important to the end result and both offer opportunities to make

superlative giclées but both also offer opportunities to make a mess of things. It's not only how you make the copy (and with what) but also about your printer, inks, and surfaces. Quality control, color management and consistency are everything!

Barry has been reproducing fine art since the 1990s and has given presentations on the subject all over the bay area. The November presentation will be about making better copies of your art at home or in the studio – the nuts and bolts of copying (photographing or scanning) and also "how to" and "why". He'll show techniques and money saving ways to make better scans, and show some common problems artists encounter and their solutions.

If you have an interest in having fine art reproductions of your work, whether for sale or for giving, this is an evening that you'll enjoy and learn from.



## 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:

**Patricia Rosa**

newsletter@californiawatercolor.org

5499 Wilke Dr.

Concord, CA 94521

Ph: 925.672.3052

eFax: 413 375.1851

## membership/ data manager

Mail all changes of address, phone number and email to:

**Anne Jacobson**

cwa.data@gmail.com

c/o CWA P.O. Box 4631

Walnut Creek, CA 94596

## monthly meetings

Meetings are held the third Wednesday of each month (except June and December) 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

**Wendy Oliver**

925.280.1944

**Susan Lenoir**

925.482.4900

**June Hunt**

510.525.0965

## cwa gallery

**Gallery Concord**

1765 Galindo

Concord, CA

925.691.6140

**Hours:**

Thursday -Sunday, 11:00 - 4:00 pm

Free parking behind the Gallery, accessible only from Clayton Road

(just west of Galindo)

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.

# from the president

## Planning for the Future

October 6, 2011

When I joined your board of directors early this year, I found a group of dedicated volunteers, some of whom had been on the board for many years. I asked about how they planned to recruit new people with new ideas and energy. There didn't seem to be a good process in place. That looked like something worth working on.

When my father was active in the Lions International, he worked his way up through a series of positions, starting with Lion Tamer and Tail Twister, up through 3rd VP, 2nd VP, 1st VP, President and then past President. He may have even served as one of their member's at large. I don't remember that detail from the 1940s. All of these positions are on their board of directors. So, when he became 3rd VP, he knew he would be president in 4 years, and would be well-prepared when he finally assumed that position. If a president couldn't serve, the 1st VP stepped up. If the 1st VP wasn't available, the 2nd VP stepped up. This process maintained a dependable pipeline of future leaders.

I have served our church in Berkeley in many capacities, including 4 of the 5 main committees, as budget director, co-chair of a committee, chair of long-range planning, vice president and then president of the board. That board has four members-at-large, with no specific assigned duties. A major role for them is to learn about the board and its operations, and to help out on special projects or needs.

Last night at the CWA Board meeting, we talked more about the need for a process to bring new people and ideas onto the board in a gentler way than to bring a new person in and put them into an unfamiliar position (like me). We decided to try adding two at-large members to our board. They would be there to learn about the operation of CWA and to find ways they could help our organization prosper. They could also identify a position they would be interested in filling in the future, such as a director or president.

This change will require you, our members, to vote on a change in our bylaws. We plan to present this to you at our November general meeting, when we will also present the nominating committee's slate of candidates for board positions for 2012.

If you are interested in these at-large positions or any other board positions, please contact our nominating committee: Anne Jacobson, Eileen Libby and David Savellano.



Bruce Stangeland by Leslie Wilson

*Cheers,  
Bruce Stangeland*

**Linda Sutton, "The Nature of Transparent Color, How to See and Use It"**  
**March 19-21/All Levels**

Linda is an award-winning "plein aire" and wild-life painter whose paintings wonderfully show the effects of light, as they work with the relationships between abstraction and realism to capture the essence of a subject or place and engage the viewer's imagination. Her transparent watercolor workshop will focus on the manipulation of color, character, technique, texture, content and concepts to establish various illusions on a flat surface. Students will work from their own source materials. \$250 for CWA members.

**Ric Dentinger, "Seeing & Painting the Layers of a Subject"**  
**April 16-20/Intermediate/Advanced**

Ric is a contemporary realist who paints architecture, still life, portraits, and traditional objects, and has received many awards. He likes "to take a subject and present an aspect of its personality that gives a different or unique perspective." Encouraging self-expression through design and creative process, Ric will explore color theory and methods of applying paint, including brush strokes, mistake correction, underpainting, flat and graded washes, dry brush effects, wet-in-wet, and the use of materials such as tissue, plastic, and wax. \$395 for CWA members.

**Mark Mehaffey, "Experiment for Fun, Design for Success"**  
**May 14-18 /All Levels**

Mark juries, gives workshops, and lectures around the country and is listed in "Who's Who among America's Teachers" and "Who's Who in America". About his fast moving, fun, mixed media workshop, Mark says: "We start with what is important to YOU. We build on that to make the strongest painting possible." Workshop students will work intuitively with the elements of shape, line, value and color to simplify a subject and use a variety of color plans to create emotion and mood, producing both an abstraction and a representational work. \$425 for CWA members.

**David Lobenberg, "Mastering the Six Skill Sets of Drawing"**  
**June 16-17/All Levels**

David's high level of excellence in figurative/landscape watercolor and acrylic painting is well recognized by artists and collectors nationwide and he has completed commissioned works for collectors such as Arnold Schwarzenegger, the US Air Force, and Imax Corporation. David's workshop will cover the six primary skill sets of drawing: Angles, proportion (or size), position, contours, values, and shapes. His approach to teaching has evolved from many years of instructing college students. David will provide all necessary drawing supplies and objects to draw. \$160 for CWA members.

**Kathleen Alexander, "Detailed Realism in Luminous Color"**  
**September 17-21/All Levels**

Kathleen teaches and paints in both Hawaii and California and exhibits nationally. Her workshop will focus on how to capture the grace and beauty of tropical flowers and still life, so that your paintings look alive. Kathleen will show you how to create smooth transitions in petals, and flowers that glow with an inner radiance by underpainting and glazing. She will also cover the choice of painting subjects and the importance of light and composition. \$395 for CWA members.

# 2012 WORKSHOPS

[www.californiawatercolor.org/workshops.html](http://www.californiawatercolor.org/workshops.html)



# member news

Signature member, **Charlotte Peterson**, had two transparent watercolor paintings accepted into the New Mexico Watercolor Society, Juror Ann Smith. The show runs the month of October.



**Worth the Wait**  
by David Savellano

**David Savellano CWA**, has received the Jack Richeson Award at the 43rd annual Watercolor West Juried Exhibition. The exhibition runs from October 15–December 18, 2011 at the Brea Gallery in Brea, CA. He also has a painting titled “Worth the Wait” in the San Diego Watercolor Society 31st Annual International Exhibition that ran from September 30–October 30, 2011. “Sketches of Alameda and Beyond”, is a solo exhibition of plein air watercolors from David Savellano, CWA. The exhibition runs from November 1–26, 2011 at the Alameda Free Library, Main Branch, 1550 Oak Street, Alameda, CA. Call (510) 747-777 for hours. The Opening Reception is on November 6, 2011, 1:00pm–3:00pm. The reception will include a watercolor painting demonstration from 1:30pm–2:30pm.

**Sandi Adams** is showing a collage, titled “Tales of Genji” in the Marin Society of Artists 84th Annual Members Show from October 16–November 12. The CWA 42nd National Exhibition was held in this venue in Ross, and as many CWA visitors noted, this is a great gallery with many talented artists displaying their work in this space. (MSA also operates a Rental Gallery.) MSA is at 30 Sir Francis Drake Blvd., Ross, CA. Hours are Monday–Thursday, 11:00am–4:00pm, Saturday and Sunday, noon–4:00pm. (415) 454-9561. Come back over to Marin and take a look! Sandi also has 3 pieces in the “Circles” show at Frank Bette Center for the Arts (FBCA), 1601 Paru at Lincoln Ave., in Alameda. This show runs until December 23. FBCA is open Wednesday, Thursday, Saturday and Sunday 11:00am–5:00pm. (510) 523-6957.

**Sal Valencia** was accepted into Louisiana Watercolor Society 41st Annual International Exhibition, his painting was titled “Jellyfish

Ballet”. This spring Sal was also accepted into the 35th annual juried exhibition, Transparent Watercolor Society of America, his painting “Purse Seiner Pesce”, was a winner of the Watercolor Artist Magazine Award, and Sal also received signature membership.

**Marika Anderson’s** watercolor painting “The Horse’s Perspective” was selected for inclusion in the recently published book “Horse Sayings, wit & wisdom straight from the horse’s mouth” by Bradford G. Wheler. This book features artwork by over 50 artists from 11 different countries and is available from Amazon or [www.BookCollaborative.com](http://www.BookCollaborative.com).



**Petaluma Waterfront** by Rolando Barrero

**Rolando Barrero** was awarded First Place at the annual Great Petaluma Paint Out on September 18. The event was attended by 41 artists and held at historic old town Petaluma.

**Sandy Delehanty CWA** achieved Signature Status in CWA, and her painting “Venetian Masks” was awarded the Past President’s Award in Northern California Arts, Inc BOLD EXPRESSIONS 56th Annual International Open Exhibition. Her painting “Red Tulips” was also accepted into this show. Her photograph “Cinque T Umbrellas” was accepted into VISIONS, the 2011 Sacramento Fine Arts Center J Photography Show. Art Obsessions Gallery in Truckee California is now exhibiting her flower paintings. She is represented by Elliott Fouts Gallery in Sacramento and a member of Auburn Old Town Gallery. She will teach a workshop, “Painting Watercolors on Aquabord” at the Hui No’eau Visual Arts Center in Makawao, Maui, Hawaii January 28–29, 2012, and a Watercolor Journaling Workshop in Switzerland August 31–September 7, 2013 for French Escapade a small group tour company.



**Venetian Masks**  
by Sandy Delehanty

**Charlotte Severin**, CWA Signature Member, shows her watercolors painted from life en plein air and still life “Painting With a Passion For Life” at the Wente Estate Winery, November 1-30. Artists reception November 6, 1:00pm-3:00pm. Free admission.

## show news

### **The Bird Show, Watercolors on Board and Canvas by Floy Zittin**

Reception to meet the artist at Viewpoints Gallery, November 6, 1:00pm–4:00pm. The Bird Show brings a flock of new paintings in Floy Zittin’s characteristic Asian-inspired style to Viewpoints Gallery in November. Floy will be showing over 50 of her small watercolors

on board as well as larger work from recent national competitions. To see more of Floy Zittin’s artwork visit [www.floyzittin.com](http://www.floyzittin.com). To learn more about Viewpoints Gallery visit [www.viewpointsgallery.com](http://www.viewpointsgallery.com).

**The Watercolor Art Society - Houston (WAS-H)** is embarking upon its 35th International Exhibition and is making a special effort to attract artists from throughout the United States. To encourage more artists to join in this critically ac-

claimed exhibition, WAS-H has strengthened the 2012 award program, increasing cash awards and added a new award, the Jack Bowen Award, to its list of awards of merit recognizing outstanding achievement. A juried competition, the International Exhibition presents the exhibition at a month-long presentation in the WAS-H Gallery in Houston’s fabled Museum District. Last year’s juror was internationally recognized watercolorist John Salminen;

*continued on page 5*

# Coming Soon...

## Enhancements to CWA's Website & Online Registration Systems

We are in the processing of upgrading our systems, and we will be rolling out enhanced capabilities to our members, as well as offering new ones soon. Our new content management system (CMS) will integrate and modernize our current website and database. Look for this to happen in the next few weeks!

The CMS will provide many benefits to CWA's members and our organization as a whole. Because so many members are now joining or renewing online, we will not be sending out the renewal cards to everyone, but we will be sending out email notifications to all members. Those without email will receive a paper form, and paper forms will continue to be available for download on the website.

Going to an online system presents CWA with the opportunity to save on printing and administrative costs as well as improve overall operations, so we ask that members make that their primary way to renew, if possible. Paying via credit or debit card (through PayPal) will be our preferred payment method, however, those members renewing online who wish to send a check may do so.

### Among the enhancements and changes coming soon are:

1. A Members-Only area will be created within our website, with members getting a login and password. Within the members area, members will be able to: Renew memberships and confirm the correctness of the information in our database.
2. Sign-up and pay for shows, paint-outs, and workshops. When entering shows, the images uploaded will be automatically re-sized to meet our specifications, so you will not have to worry about that anymore.
3. Look up other members' directory information (if they choose to show it).
4. Our CWA website will have slide shows highlighting CWA's activities.
5. We will be adding tools for easier navigation on our site, including more drop-down menus and a site map.
6. CWA will have an enhanced online sales site. Paintings in shows will be able to be shown in a slide show, and those that are for sale can be sold online.
7. Better linkage to members' websites. Over time, we will be able to offer thumbnail images of members' work and more informative links.
8. In addition to all the member benefits, from an organizational perspective, CWA will gain a lot of capability to improve our operations. We are enthusiastic about the benefits coming with the new CMS, and we hope that you will all use the site once we are up and running. Please let us know if you have ideas for improvement as well, and we'll try to make them happen.

*Anne Jacobson*  
CWA Data Manager

# workshop corner

## workshops by members and others

### Flowers Up Close & Personal with Birgit O'Connor LWS, CWA

in Mendocino CA November 4-6  
MAC Members: \$256 Non-members: \$285)  
All Levels. For more information go to  
[www.birgitoconnor.com](http://www.birgitoconnor.com).  
To register: (707) 937-5818 or (800) 653-3328.

### Exploring Negative Painting Using Autumn Leaves with Sandy Delehanty

Friday and Saturday, November 11 and 12, at  
University Art Center, 2601 Marconi Avenue,  
Sacramento from 10:00am-4:00pm, Sandy  
will lead you in exploring Negative Painting  
by using real leaves. Negative painting is  
a fun technique that can be hard to grasp  
without instruction. Basically it means that  
you create the subject (the positive shape)  
by painting the background (the negative  
space) around it. Using actual leaves as our  
"positive subject" we create our paintings by  
painting around them. This workshop always  
results in every painting looking completely  
unique and all bursting with the warm colors  
of autumn. Fee for the two day workshop is  
\$160. To enroll call Sandy at (916) 652-4624.

### Explorations in Acrylic Painting and Collage with Susan Cornelis in her Sebastopol studio.

Learn to paint intuitively with fluid acrylics,  
adding textures with a variety of acrylic  
mediums and collaged papers.  
November 19-20, 10:00am-4:30pm,  
\$160, [www.imaginewithart.com](http://www.imaginewithart.com),  
[susan@imaginewithart.com](mailto:susan@imaginewithart.com), (707) 824-8163.

*continued from page 4*

this year Judi Betts will be the guest juror. The 2012 Prospectus is attached as well as the WAS-H website information where watercolor and water-based media artists can find information on the exhibition guidelines. WAS-H is very proud of its role in developing an informed community of watercolor enthusiasts. The 35th International Exhibition will be an exciting and quality exhibition. Please join us in celebrating watercolor artistry and help

WAS-H distribute information about the International Exhibition to persons and agencies you know would be interested in this opportunity.

### San Gabriel Fine Arts Association

([sgfaa.clubexpress.com](http://sgfaa.clubexpress.com)) is pleased to host an exhibit and sale of artwork of artists Roy Gould, Christopher Sweeney and Jared Shorr for the month of November, at their Glass Room Gallery. Reception for the artists will be November 5, 2011 from

1:00pm-5:00pm. Each of these artist have their own unique style, so this promises to be an exciting and varied show as to styles, medium and subject matter.

The Glass Room Gallery is located at 320 S. Mission Dr., San Gabriel (adjacent to Mission Playhouse). Regular gallery hours are Tuesday-Saturday, noon-4:00pm.

# 42nd National Exhibition

## Committee Update for November



Our Artists and Awards Reception of September 18th had wonderful weather, and was a great success, with over 200 people inside and outside the gallery to congratulate a record number of award winners attending the festivities. Kudos to Susan Hilgendorf, who contracted with Aurora Catering, and volunteer assistants Mary Spivey, Karen Powers, Leslie Wilson, Ann Elliott, and Marilyn Hill, and others for maintaining the flow of food platters, wine, desserts, plus coffee donated by Peet's. Greeters Judi Oser and Donna Gamel were again at the front door table with drink tickets and artists' name tags made by Patricia Rosa. A painting was sold to a visitor stopping by to see what all the action was about, and the exhibition continued to attract a steady flow of visitors through the last day, when we heard grateful appreciation for keeping it open until the final hour.

In addition to the first night sale of Jerry Stitt's, *Corinthian Yacht Club*, we sold four others: Erich Fisher's, *El Mercado*, Bob Justice's *Aspen Invitation*, Karen Powers' *Night Vision*, and Ona Kingdon's *Chitty Chitty Bang Bang We Love You*, a NFS painting released by the artist, for a total of \$5395 gross income. Checks to artists are on their way, less 25% commission to CWA, and 10% to MSA. The October 1st Plein Air Paint-Out Competition, once again organized by Karen Mills and David Savellano with assistance from Samantha McNally, also met with wonderful weather and appreciative visitors. Savoir Faire donated quarter sheets of 300# watercolor paper to the 20 participants. Winners are: 3rd Place(\$50) Sergio Lopez ; 2nd (\$75) David Savellano; 1st (\$100) Qian Gao. People's Choice went to Rolando Barrero (\$75). Prizes were the same values as last year, in a combination of cash and \$25 merchandise for each category.

Outreach activities under the canopy were a great success on the four Friday mornings of school groups who enjoyed the experience, with great pride in their results. Thanks to David Broad's email publicity campaign, the following three sessions were well attended after the first afternoon of only three participants, with several repeat customers glad to be there. Thanks to the volunteers and demo artists who participated, and details in the Outreach report.

So now it's over! Great thanks again to all who helped in whatever way throughout the process! My regrets if I missed your name, but I

do remember your face! It's bound to happen, and please know we value your time and energy to the enterprise.

Most recent thanks go to Marguerite Gray and Melinda Shook, with Bob Justice and Carole Haan, who helped with the final bubble-bagging of returning paintings, as well as to Larry Hatfield and Gordon Libby in the re- packing and shipping process. Massive gratitude and appreciation go to Pam and Desmond Elder's organization and hard work for their second (and last) year. Receiving the artwork and sending it back in good order are the invisible and essential back-bones of the event.

Important notes: We have significant work to do with artist compliance in packaging; and take-down only a month after installation is far too soon. A six week cycle is far more appropriate for an exhibition of this magnitude.

What's up for the 43rd? Will it be happening next year? We are exploring options. As a venue MSA has been a mixed blessing. Its membership has participated with enthusiasm, answering calls for help on short notice and gracious in many ways. However, it requires extensive CWA participation, which is costly to CWA or difficult to fill with volunteer support. Its remote location, awkward communication, and gallery lighting are significant concerns. However, it's been a well received show, and commentary from visitors and artists who have not been involved before attest to the value of this special experience. Suggestions for the next venue and far more volunteer participation for the 43rd are essential to its continuation.

Our juror and several artists have expressed their enjoyment of the video memento of the 42nd, and it's great to have some record of this event. It's up on our Facebook page, and here's the direct link: <http://www.youtube.com/watch?v=TqKY2ybiVcUv>.

Further feedback and recommendations will follow next month, after a breath to review costs and comments.

*Eileen Libby, Director  
42nd National Exhibition  
California Watercolor Association*



# Plein Air Paint Out at MAGC

22 Artists came out on October 1 to paint at the Marin Art and Garden Center for CWA's annual plein air painting competition. David Savellano and Karen Mills organized the signups and Samantha McNally compiled the PayPal online pre-registrations. Members and non-members invited, watercolors and all other mediums allowed at our annual paintouts. It drizzled slightly in the morning and then the sun came out just in time for us to add some shadows to our paintings.

CWA would like to thank Fabriano paper and their representative Camille LaPoint Lyons for donating paper to all of the artists who participated in this Plein Air Painting Competition. It was a wonderful treat. We love Fabriano paper.

Artists painted from 10:00 am to 2:00 pm and then displayed under the tent near the Marin Society of Artists Gallery which housed the 42nd National Exhibition (the show ended on October 9) The 1st, 2nd and 3rd place awards were voted on by the participating artists. Artists cannot vote for their own painting. The viewing public voted for the People's Choice Award. Congratulations to the winners!



Qian Gao and Eileen Libby

## award winners

Photos by Samantha McNally and Rolando Barrero



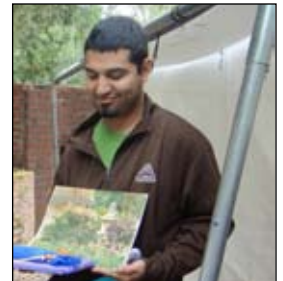
1st Place Qian Gao



2nd Place David Savellano



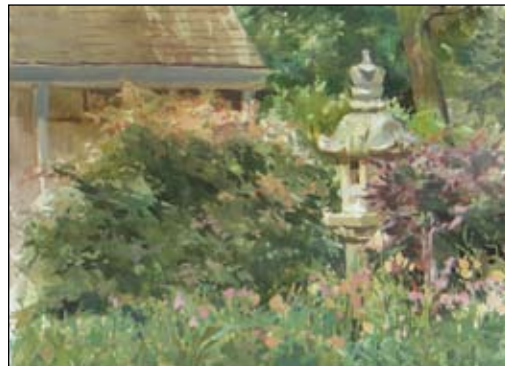
David Savellano



Sergio Lopez



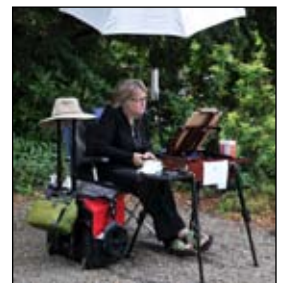
People's Choice Rolando Barrero



3rd Place Sergio Lopez



Rolando Barrero



Gordon Libby and Damon Guthrie (center) looking at painting

## board of directors

*president* **Bruce Stangeland** 510.526.9075  
*vice president* **Eileen Libby** 510.237.8181  
*director california exhibits* **Lynda Moore** 415.454.4027  
*director of programs* **Pamela Miller** 925.288.9900  
*secretary* **Leslie Wilson** 925.935.7529  
*budget director* **Open**  
*director of communications* **Samantha McNally** 415.828.4991  
*directors of workshops* **Wendy Oliver** 925.280.1944  
**Susan Lenoir** 925.482.4900  
**June Hunt** 510.525.0965 asst: Alexis Milea  
*director of outreach* **Nan Lovington** 925. 930.6503  
asst: **Open**  
*director of membership* **Sue Johnston** 510.531.5471

## volunteer committees

*national exhibition* Eileen Libby  
*gallery concord co-directors* Pablo Villicaña 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 Villicaña Lara (Concord)  
Betty Turnquist (Walnut Creek)  
Qian Gao (San Ramon)  
Myrna Wacknov (Foster City)  
Ron Ridley (Elk Grove)  
*community outreach* Carol Smith, Helene Yu-June Rice,  
Mona Rivers-Vasquez, Jack Gautreaux,  
Charlotte Huntley  
*mail distribution* Sue Johnston  
*hospitality* Phyllis Annee-Wecker, assistant: position open  
*greeter* Donna Gamel  
*treasurer assistants* Gladys Schaible, Annette Hodtwalker  
*video library* Charlotte Morris\*, Cathy Riggs\*  
*photographer* Rollando Barrero  
*panel rental* Barb Bochenek\*, Pam Howett  
*cwa webmaster* Bruce Stangeland

## staff

*membership/data manager* Anne Jacobson  
*newsletter editor* Patricia Rosa  
*accountant* Kathy Vigil  
*audio/visual set up* Stephen Abst  
*outreach* **Open**

\*Chair of Committee

# CWA Outreach



Photos by FROgard

## Dear CWA members and supporters,

I have been lucky enough to have been the Outreach coordinator for the last 12 months. Without the willingness of volunteers, there would be no Outreach Program. To keep it alive we must all be generous and give back to the community, especially the children who are our future. Please be generous with your time and ability when you are asked to help, for at least one event.

A big thank you to all who helped me this year. The memories I have of the smiling adults and children experiencing the beauty of watercolors will be with me forever. Now it is time for someone else to be the Outreach coordinator and enjoy the same special times I have.

Thank you to the CWA Board for entrusting me with this endeavor for the last 12 months.

*FROgard*  
[www.frogard.wordpress.com](http://www.frogard.wordpress.com)

To Volunteer, contact  
[outreach@californiawatercolor.org](mailto:outreach@californiawatercolor.org)



# plein air corner

## September Paint Out

On a sunny Saturday, September 17th, I headed across the Bay Bridge to Treasure Island for my first CWA Paint Out. When I reached the assigned gathering point at the Marina parking lot, I learned that only those involved in the weekend 2011 International Dragon Race could park in the Marina lot! (I later found out there were 650 dragon boats, 3500 paddlers, and throngs of cheering supporters in attendance.)

I found parking elsewhere, then kept my eyes peeled amidst the crowds for people toting bags, etc. that might denote watercolor painters. I recognized Samantha McNally, and we "set up shop" at the edge of a busy intersection; Susan Hilgendorf was nearby. We had plenty of curious, appreciative passersby during the course of the morning.

When we adjourned for lunch and critique at the Oasis Café, we grew to a group of seven. Besides Samantha, Susan and me, participants included Mark Sarty, Priscilla Ty, and Garry Meyer (guest). It was an enjoyable, productive time, and I learned to be prepared for the unexpected.

Join us at China Camp on November 19, details on [www.californiawatercolor.org](http://www.californiawatercolor.org).



## 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, February 10 for the March 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 Patricia Rosa at [newsletter@californiawatercolor.org](mailto:newsletter@californiawatercolor.org) or (925) 672-3052 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, including spaces. \$50/month (free to CWA members and non-profit organizations)



1st Place, Red Chairs by Carol Lutz



2nd Place, Home Town of President Coolidge by Alvin Joe



Honorable Mention, Yellow Hat by Sue Matthews



Honorable Mention, Basking in the Sun by Samantha McNally

## Congratulations to the Award Winners of the Alameda Free Library Exhibit

Special thanks to our Juror David Savellano with Karen Mills assisting. All CWA volunteers were very much appreciated: Kumar Fanse, Lynn Kirby and those who added their help during the installation. The exhibit has been well received and we are invited back by the Art Commission.

*Lynda Moore*  
Director California Exhibits,  
CWA

3rd Place, Zebra Run (not shown)  
by William Yokoyama



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

Nonprofit Org.  
U.S. Postage  
**PAID**  
Concord, CA  
Permit No. 720

Return Service Requested

## 2011 Calendar

### MEETINGS & DEMOS

November 16 Barry Levin  
December 3 Holiday Party  
at Gallery Concord  
1pm-3pm

### MEMBER SHOWS

**Alameda Public Library**  
Reception October 12 6:00 - 8:00pm  
Wine Served  
Show October 2-29

### CWA PLEIN AIR PAINT OUTS

10:00am-1:00pm.  
November 19 China Camp  
See [www.californiawatercolor.org](http://www.californiawatercolor.org) for details.

## 2012 Calendar

### MEETINGS & DEMOS

January 18 TBA  
February 15 TBA  
March 21 Linda Sutton  
April 18 Ric Dentinger  
May 16 Mark Mehaffey  
June No Meeting  
July 18 TBA  
August 15 TBA  
September 19 Kathleen Alexander  
October 17 TBA  
November 21 TBA  
December TBD Holiday Party  
at Gallery Concord  
1pm to 3pm

### MEMBER SHOWS

Feb. 25 – Mar. 30 John Muir Medical Center  
May 18 – July 5 Gallery at 48 Natoma,  
Folsom

### WORKSHOPS

March 19-21 Linda Sutton  
April 16-20 Ric Dentinger  
May 14-18 Mark Mehaffey  
June 16-17 David Lobenberg  
September 17-21 Kathleen Alexander

### CWA PLEIN AIR PAINT OUTS

January 14, 1 pm Planning meeting at  
Gallery Concord

RSVP to [info@californiawatercolor.org](mailto:info@californiawatercolor.org)  
Bring suggestions for places to paint.  
*(Required: restrooms and that it be open to the public  
on the third Saturday of the month. Bonus: picnic tables.)*

**Plan ahead! Submissions for the  
newsletter must be received by the  
15th of the month prior to publication!  
Send to Patricia Rosa (see page 2).**



Photos of Paint Outs, CWA show winners, & Monthly Demos  
are on [www.facebook.com/californiawatercolor](http://www.facebook.com/californiawatercolor)