

VATERCOLOR

Association

April 2012

P.O. Box 4631 Walnut Creek, CA 94596

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

From the President

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Directors, Committees, Staff, Membership Update John Muir Show

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Insert Gallery Natoma Prospectus

Come paint with us at the Sonoma Town Square on April 21

For details, go to: www.californiawatercolor.org on the calendar page. General Meeting • 7:30 pm, Wednesday, April 18, 2012 • Shadelands Center, 111 N. Wiget Lane, Walnut Creek, CA

April Demo Artist Ric Dentinger



One could say that Ric began his art career at the age of 3, when he would draw for hours on long sheets of paper stretched on the floor. As a contemporary realist with a long history of artistic endeavor, a successful career as an art director and manager of his own design shop, and many awards on his resume, Ric has a great deal to offer us in the April workshop and meeting demonstration. Collectors of his paintings have described them as "Strong, fresh, beautiful and full of light."

"Watercolor fits my personality because we both have a tendency to drift. In order to produce a desired result I must stay focused. This helps to discipline my natural inclination to wander. I love the impulsiveness of the medium. If you look up the word impulsive in the dictionary it perfectly describes watercolor – impetuous, spontaneous, hasty, passionate, emotional, uninhibited, rash, reckless, foolhardy, whimsical – and that, for me, is its beauty. It has it's own life and my challenge has always been to work in tandem with the medium."

"Whether I'm traveling or working in my studio, I typically paint a subject because of the way it makes me feel. It's an emotional connection first and foremost." Ric's process starts with learning as much as possible about the subject that has attracted him, whether it's a still life he's found or created, scenes of architecture, or outdoor scenes composited from photographs he's taken on location. Drawing is his tool for this learning.

Ric first creates a detailed drawing to work out composition and value concerns before painting. He says this also "helps to prevent any surprises that might come up while I'm painting." As he works on this drawing, pulling darks and lights further apart, he usually discovers what compelled him to paint the subject. He next transfers the detailed drawing to watercolor paper (rough cold-pressed 300-lb Arches is his favorite) using a #2 lead pencil, mixes his darkest dark, and starts painting from the center of interest, working outward. When he's finished with his darkest darks, he lets the painting dry naturally and completely before proceeding. Next, he adds color, form and shape, exaggerating what he has perceived in his reference, using very thick color, working fast, and letting colors mix on the paper to complete the underpainting. Shadows come next, transparent, applied in one pass. The final stage includes more darks, dry brush and spattering techniques for texture, and details; sometimes, Ric uses gouache for certain effects in light and dark areas.

In his CWA workshop, Ric will encourage students to focus on individual style and incorporate new techniques to augment creativity. He will explore color theory, methods of applying paint (including brush strokes, mistake correction, underpainting, flat and graded washes, dry brush effects, wet-in-wet), and design and composition. He will also demonstrate his approach of working from the darks to the lights, his use of jewel-like color, his texturing techniques, and the use of gouache for certain effects. Also, because Ric is finding that more and more artists are interested in watercolor art board, the CWA workshop will include an art-board project, along with a presentation on its benefits, as well as current limitations.

Check out Ric's website www.ricdentinger.com/art for more about him, his art, and his many awards.

And do plan to join us for Ric's demonstration at our April meeting; it promises to be an exciting one with many tips on technique.



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: 925.348.1120 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

Janet Groza

925.922.1235

Michele Weitzenberg 707.576.0466

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

GET KICKED! REACH OUT AND TOUCH SOMEONE

That is exactly what, CWA member, Maryellen Reinthaler did. She got excited about inspiring and educating Advanced Art high school students. How did this happen?

At the last CWA General Meeting, I explained the State of California legal papers signed by CWA. This legal contract gives CWA, a 501 (c) (3) non-profit corporation, and its members, an opportunity to sponsor educational programs - give back to our communities – inspire new artists – spread the word about Water Media.

Fortunately, during the meeting, Maryellen signed the 'Request for Volunteer Support' sheet and answered my phone call the next day. "Do you need anyone in Outreach", she said. I told her that I did but didn't know if the request from the High School Art teacher was still an option. The CWA Outreach Director and Coordinator positions are still empty and I just recently told the teacher that we could not satisfy his request. I unfortunately had to say; "No we can't give a special Outreach for your students this year. I am so sorry." That is when Maryellen kicked her 76 years into inspirational gear. "I would love to see if I could do this. May I contact the teacher? It is right in my neighborhood," she said. That is how it all came back to life and Maryellen inspired me.

Maryellen also sparked an idea for the definition of the 2012 CWA Outreach Program.

We have about 650 CWA members who love Water Media. We all have a chance to kick-start ourselves and share with our communities. Our membership is not exclusive to SF Bay Area, California or even the USA. It spreads all the way to your neighborhood. We have members in the USA, Canada and beyond. WOW, what a great idea thanks to Maryellen. All of us can reach out to our communities with Water Media excitement and education-artistically touch someone with our volunteer time.

Maryellen completed the CWA Outreach art class on Feb 28. She walked away with a big smile and many grateful and inspired, Advanced Art High School students raising hands of praise and thanks. The teacher was beaming with excitement for his students. She immediately reported back with rave reviews and renewed love for teaching art saying, "She hopes all members find their kick-start button real soon." One more thing, Maryellen's granddaughter was her assistant. Add one more inspired person.

CWA is on a mission to build a lush roster of enthusiastic volunteers. You can be sure that Maryellen is one of them. It doesn't matter if you share one-on-one, with a group or outside explaining your plein air painting to someone asking about your painting. It is the inspiration and the sharing of art by touching someone with your appreciation of Water Media that counts as volunteer time.

Oh, the CWA Board just welcomed Sheila Cain with Maryellen Reinthaller as Co-Outreach Directors. Together, they will be reaching out to others for a fun-filled team of volunteers on their committee. They can't wait to create the new definition of how CWA spreads education and excitement about watercolor.

Let our new Outreach Directors know how you kick-start, in your community, with Water Media excitement. Your experience might be the next newsletter article. If CWA receives an Outreach request in your area, do you want to be a CWA Outreach volunteer and have us inform you of the inquiry? If it fits in your schedule, maybe you'll say, "I can do that." Check out the Newsletter article about Outreach and our website www.californiawatercolor.org under Outreach Program. See if it will work for you.

Thank you Maryellen & Sheila and all of you touching the lives of others about water media. You inspire me.

Feeling Happily Kicked! Karen Powers, CWA President 510-502-6211c karen_powers@hotmail.com

PS We still need a Budget Director and California Show Director. Please contact me if you would like to inquire or have suggestions.



watercolor workshops 2012

If you're interested in any of these workshops, we advise you register soon... The Sutton workshop filled with a wait list several weeks beforehand and the Reardon one is now wait-listed. For more info, check out artists' websites and/or the workshop brochure (available online at CWA). And remember that if you sign up for two or more at the same time, you'll get a 10% discount.

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." Ric encourages artists to focus on individual style and incorporate new techniques to augment creativity. His workshop will include the exploration of color theory, methods of applying paint (including brush strokes, mistake correction, underpainting, flat and graded washes, dry brush effects, wet-in-wet), and design and composition. Ric will demonstrate his approach of working from the darks to the lights, his use of jewel-like color, his texturing techniques, and the use of gouache for certain effects. In addition, the workshop will include a project on watercolor art board and a discussion of its benefits, as well as current limitations. www.ricdentinger.com/art \$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.

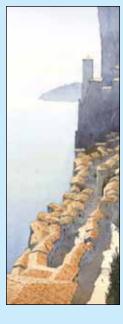
www.mehaffeygallery.com \$425 for CWA members.



DAVID LOBENBERG Mastering the Six Skill Sets of Drawing June 16-17/All Levels

David's high level of excellence in figurative/landscape watercolor 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. www.davidlobenberg.blogspot.com \$160 for CWA members.



MICHAEL REARDON **WAIT-LIST** Plein Air Painting July 21-22/All Levels

Michael has traveled the world, creating plein air paintings as he goes. In this workshop he will share some of his insights into painting plein air, and how to enjoy it. Through demonstrations and hands-on painting, Michael will show ways to simplify and create dynamic compositions, work quickly and decisively, and capture the essence of a scene convincingly. He will cover the use of a limited palette, dynamic color mixing, and the use of light and value to describe form.

www.reardonwatercolors.com \$ to be determined.



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.



www.kathleenalexanderwatercolors.com \$395 for CWA members.

workshop corner workshops by members and others

Louise Stanley Fourteenth Art Lover's Tour

Rome, Siena, Venice, June 7 - 23, 2012 Deadline for \$100 deposits - April 1, 2012

We will draw and paint our way through museums and sites, over lunch in the piazza and along the canals in Venice. You'll return with journals full of memories and research for future masterpieces. Join a group of passionate artists and art lovers on the Grand Tour with Louise Stanley.

www.lulu.artist-at-large.com/art-lovers-tour Read: Blog entries/updates travel journal

Michael Reardon AWS, NWS, CWA Upcoming Plein Air Workshops

May 19-20, San Francisco Urban Intensive June 24, A Day in the Wine Country August 25-26, Painting Water.

All workshops are plein air and will focus on ways to quickly and decisively capture a scene in watercolor. All levels are welcome, although experience in drawing and color are helpful.

For more information and registration, go to www.reardonwatercolors.com/workshops

Mark Monsarrat Plein-Air (Outdoor)

April 27-29, 2012 \$ 300 9am - 4pm

Mark Monsarrat is a longtime plein-air and studio painters. Mark holds a BFA in drawing from the California College of the Arts and an MFA in painting from the Academy of Art University in San Francisco. Marks three-day workshop will give students hands-on knowledge and experience with his tonal-colorist approach to creating amazingly rich, sensitive landscape paintings from a limited palette of just the six colors from the Newtonian color wheel plus white. Students will learn, practice, and absorb the secrets of seeing and mixing great color while maintaining and enhancing the integrity of their compositions. Students are also encouraged to bring in a piece or two for private review in the beginning. Group critiques will be held each afternoon after paintings have been completed for the day, so everyone can benefit from each others' efforts.

The Fremont Art Centre, 37697 Niles Blvd, Fremont, CA (corner of J St.)

Questions? Call 510 793 9431 or sarcher239@aol.com

Claire Verbiest, KA, NWS, CWA FAA Painting Workshop With Weekend Watercolor Workshop

Claire's enthusiasm for the medium of watercolor is contagious and through exercises and demonstrations, she will lead you to a better understanding of the properties of w/c pigments, the importance of color/value relationships, composition, edges and color temperature. It will be a joyful experience in the spirit of camaraderie and learning. All levels of expertise are welcome, however, the workshop requires a basic knowledge of drawing and color.

Willowick Business Park 1170 Burnett Ave., Ste. Q, Concord, CA

Check out her website at www.claireverbiest.com for materials list. The price is \$295.00 for three days. Class size is limited, so register early. Call (925) 639-7161 for more information or email pam.howett@sbcglobal.net.

Juan Pena Online Art Lessons

Do you have anyone interested in joining free online art lessons? Lessons are in watercolor, but apply to any media. There is a one minute video about the lessons at http://bit.ly/freeartlessons

Students may join by sending an e-mail with "register" in the subject line to pena.freeartclasses@gmail.com www.paintingsbyjuanpena.com

show news

Call to Artists

Third Annual "Painting Where the Wild Things Are", an Open Juried Art Exhibition that benefits Effie Yeaw Nature Center. The subject matter must be of the American River Parkway and its wild things. Original paintings. sculpture, and textile art is sought. Exhibit judged by Terry Pappas at Sacramento Fine Arts Center. Hand-carry receiving: Friday April 27, 1-5 pm and Saturday April 28, 11 am-3 pm to Sacramento Fine Arts Center, 5330-B Gibbons Dr., Carmichael, CA. Entry fee \$15 per artwork, limit 3 artworks (\$45) Non-refundable, each accepted artist receives 1 Gala ticket. Prospectus online: www.sacfinearts.org/ click on "Call to Artists" Exhibition dates: May 8-26, 2012. May 12 Second Saturday Reception 5:30–8:30pm (awards at 6:30 pm), Cash, Merchandise, & Special Recognition Awards. All accepted paintings move to Effie Yeaw Nature Center

to show and sell at Gala Reception, Live and Silent Auction, June 9, 4-8 pm to benefit ARNHA for Effie Yeaw Nature Center at Ancil Hoffman County Park, 2850 San Lorenzo Way, Carmichael, CA. Show chair: David Peterson, 916-716-5951

Fairfield Visual Arts Association Art On The Vine Art Festival

June 2 - 3, 2012, 11 am to 5 pm. Wooden Valley Winery, 4756 Suisun Valley Road, Fairfield, CA. The art festival will feature original art by Northern California artists. There are only 40 spaces, so please visit our website at www.fairfieldvisualarts.org as soon as possible to print out, complete, and mail in your Artist Entry Form to reserve your space. Cut-off date for all participating artists is May 29, 2012. Entries must be postmarked by that date. Entry fee for FVAA members is \$75. Non-FVAA artist entry fee is \$100. Membership applications and entry forms are available at www.fairfieldvisualarts.org.

For further information, please contact Cynthia Garcia, event chair, at 707-399-8399 or cynthisima@hotmail.com.

CALL FOR ENTRIES: The Central Coast Watercolor Society announces AQUARIUS 2012,

Pacific Regional Exhibition of the Best in Watercolor (Calif., Oregon, Washington), to be held August 30 - September 30, 2012, at STUDIOS ON THE PARK, Paso Robles, CA. Juror: Christopher Schink. Watercolor, watermedia on paper. Awards: \$3000. Digital entry information and prospectus available online at www.CCWSart,com. Deadline for entries: May 18, 2012. Information: Pat Cairns at patcairns@juno.com or 805-466-5997.

Call for Fine Artists: Art in the Park

October 6 - 7, 2012 in San Ramon, CA. Applications are now being accepted for outdoor booth spaces in the 14th annual Art in the Park Fine Arts Festival in San Ramon October 6 & 7, 2012. The show will be held

continued on page 5

member news

Kay Barnes, CWS, NWWS, would like to announce that she is honored to have been accepted into "Splash 13" a National Artist's publication showcasing the top 100 contemporary artists in the country. "Splash 13" will be released August 2012. Also, Kay wants to personally invite you to the opening of her One Woman Show, "Expressions in Light & Shadow" at Kaewyn Gallery at Framewright Custom Framing beginning April 13th through end

Fishing News by Iretta Hunter

of May. The opening reception will be held on Thursday April 13th at 7:00pm-9:00pm at the Kaewyn Gallery, located at 10101 Main St., Bothell, WA 98011; 425-483-7385.

Iretta Hunter, CWA, has had her painting, "Fishing News," accepted into the American Watercolor Society's 145th Annual International Exhibition at the Salmagundi Club in New York City. The show will open Tuesday, April 3, 2012, and continue through April 22.

Pat Dispenziere's painting "Tallinn" was juried into the Western Colorado Watercolor Society 20th Annual Watercolor Exhibition by Frank Francese and the painting won the Liquitex Award. The show is being held at The Grand Junction Art Center, CO March 1-April 6, 2012. Pat's painting "Scavengers" was juried into the Watercolor Art Society-Houston 35th International Exhibition by Judi Betts. The show will be held at their Art gallery in Houston,TX March 13-April 20,2012. This acceptance qualifies Pat for Signature Membership in WAS-H. Pat's painting "Window Shopping in France" won an Honorable Mention in the Carlsbad Oceanside Art League Annual Members Show being held at their gallery in Carlsbad during the month of March. Pat's mini painting "Family Outing" was juried by Elaine Harvey into the Southwestern Artists' Association 11th Annual Juried show which is being held in their gallery in Spanish Village March 3-March 17, 2012.

Carol Maddox will have an exhibit of her paintings at Wente Vineyards Estate Winery, from March 31 - April 30, 2012, with the Artist's Reception on Saturday, April 7, 1:00 - 3:00 pm,

5565 Tesla Road, Livermore. The tasting room is open daily 11:00 am to 4:30 pm.

Carol will be exhibiting Water Media and Oil Landscapes and Abstracts. She is a Master Signature member of CWA, and has been awarded signature membership in the National, and the American Watercolor Society.

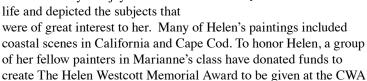


Above and Below by Carol Maddox

Michael Reardon has been juried into the Northwest Watercolor Society's 72nd Annual Exhibition. The show opens April 13th at the Seattle Art Center.

Helen Westcott

On January 31, 2012 a longtime member of CWA passed away. Helen Westcott was a highly accomplished watercolorist who studied under Marianne Brown and was a member of CWA and Arts Benicia. She was represented by Valley Arts Gallery in Walnut Creek. Her paintings radiated the beauty and joy she felt in



National Show. We have been joined in this effort by many other friends of Helen.

Please consider joining in and sending a donation to: California Watercolor Association, c/o Iretta Hunter 349 Bolero Drive, Danville, CA 94526

Note on the check that it is for The Helen Westcott Award.

Questions may be directed to Charlotte Morris at percival55@comcast.net

Show News continued from page 4

at Central Park, Alcosta Blvd. at Bollinger Canyon Road adjacent to the Community Center. The organizers are excited to be in this new larger location after having produced the festivals in Danville for many years. Inquiries for artists' applications, contact Norma Webb, mail to: normawebb@comcast.net or 925 828-9170.



NWS Gallery, 915 S. Pacific Ave., San Pedro, CA 90731

Opening and Reception: September 29, 2012.

Deadline: May 24, 2012. \$25,000+ in Awards.

Jury of Selection: Elaine Daily-Birnbaum, Chair: Fran Larsen, Warren Taylor; Juror of Awards: Barbara Nechis. Prospectus at www.nationalwatercolorsociety.org or SASE to Penny Hill, 1145

Barham Drive #130, San Marcos, CA 92078.

Annual Demos: Barbara Nechis, August 12 and Thomas Schaller, September 20, 2012.



by Michael Reardon

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Open vice president director california exhibits Open

secretary Leslie Wilson 925.935.7529

budget director Open director of communications Open

directors of workshops Wendy Oliver 925.280.1944

Janet Groza 925 922 1235 asst: Alexis Milea, Ann Patterson

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co-directors of outreach Sheila Cain 510.845.0863

Maryellen Reinthaler 925.672.0102

Sue Johnston 510.531.5471 director of membership

volunteer committees

national exhibition Open

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staff

membership/data manager Anne Jacobson

Patricia Rosa newsletter editor accountant Kathy Vigil

audio/visual set up Stephen Abts

*Chair of Committee

membership update

Dear Friends in CWA,

Thanks to all of you who have thus far renewed your membership for 2012. The reports so far have been very positive regarding the new system for on line renewals. So far we have 575 members who have sent in their renewal. Of those, over 400 are receiving their newsletter on line and of all who have renewed, only 45 are without email at all. This is very encouraging. We hope that our members will remember to use our website: www.californiawatercolor.org as a source of information. The website provides updates on shows to enter, plein air events, outreach opportunities to help with, a complete data base of members, monthly newsletters and much more. Our webmaster, Bruce Stangeland, data manager, Anne Jacobson, and Samantha McNally, have worked very hard to provide you with the best source of information regarding our organization.

Soon you will receive this year's copy of the roster. You will see that it is much slimmer than in previous years. The decision to reduce roster size was made by the membership team and the board at our March board meeting. The reasons are as follows: 1. You can get the same information on our website. 2. Recognizing that members often like something to hold when looking up a member, we decided to eliminate the Policy and Procedure part of the Roster as well as the hard cover. This slimmer roster will reduce our cost considerably at a time when we must pay careful attention to our budget.

The board will be considering how to proceed in future years. It may be necessary to charge an additional fee to members who still want that lovely hard copy roster.

Your opinions matter to us. Let us know how you feel regarding this issue. We want to know how often you refer to the roster. How you feel about the change in format. Would you support the idea of using the website as your source when searching for contact information regarding another member?

All the best as you keep on painting, Sue Johnston, Membership Director

The John Muir Exhibit

Thank you all for making this exhibit exceptional.

The John Muir Exhibit is on display at the Aspen Surgery Center in Walnut Creek from February 28 to March 30, 2012. Please don't miss this. The exhibit was juried by Charlotte Morris, CWA's video librarian.

Awards went to Nataly Tikhomirov, 1st place for "Charm", 2nd place to Georganne Zaro for "Essence" and 3rd place to Sue Matthews for "House of Ceramics" with honorable mentions awarded to (1) Robert Shaw for "Bixby Creek Bridge", (2) Barbara Tapp for "California Coastline 1" and Juror's Choice "Old Soul" by Molley O'Leary-Klier. Congratulation to all. We had a very good turnout of volunteers: including Mary Spivey, Marilyn Hill, Sue Matthews, Lynn Kirby, Joan Gombos, Janet Groza, Johnnye Ellison, Betsy Tretk.

Lynda Moore, Director California Exhibits



1st Place



3rd Place







L Outreach



32 senior art students in Mr. Warren Dean's Watercolor class at Concord High School enjoyed CWA Outreach instruction. The instructor was CWA artist Maryellen Rein-

thaler from Mt. Diablo Adult education. The subject matter was floating color to create fantasy and/or imagery. The 32 finished products were most creative, impressive and lots of

fun. I was impressed with the quality of the level of the students as a whole. We need more volunteers to present and to help presenters. Please email outreach@californiawatercolor.org to volunteer.

Submitted by Outreach Co-Director, Maryellen Reinthaler

To Volunteer, contact outreach@californiawatercolor.org

plein air

CWA Painters Descend on Niles, CA

By Carol Husslein



I stepped out of the house February 18th and looked at the sky. It was a bit dark and cloudy. I thought to myself, "please don't let it rain for our first paint out in 2012!" Don and our new four pawed family members, Emmett and Jasper, were going with me to Niles, since we had never been there before. It was going to be an adventure. While I was painting, Don and the boys would be scoping out the area for future painting opportunities. We loaded up the Jeep with my gear and hit the road, arriving in Niles at about 9:45. It was still overcast and kind of cold but we



jumped out of the car to walk around the train depot. I was immediately attracted to the red caboose next to the station. Slowly but surely more and more members appeared. I was joined by: Marshall Lockman, Samantha McNally, Gretta Speakman, Andrea Baron, Brian Rusnak, Theresa Lo, Carolyn WarmSun, Charlotte Morris, Rollie Barrero, David Savellano,

Bob Shaw, Georganne Zaro and Larry Hatfield. As you can see by the selection of work we produced there were ample subjects to choose from. By the time the

critique started the sun was shining and it was a beautiful day. As we admired the artwork and enjoyed each other's company we knew we had had another successful CWA paintout. Don and I finished our day in Niles with a nice lunch seated outside and a little walk around town. There will be more trips to Niles now



that we've been there especially after finding out that "from 1912 to 1916 the Niles section of the Fremont area was the earliest home of California's motion picture

> industry. Charlie Chaplin filmed several movies in the Fremont area, most notably "The Tramp". You can see a billboard for the

film museum in one of the paintings.



Our next plein air day will be at the Sonoma Town Square on April 21, 2012. Details are at www.californiawatercolor.org, click Plein Air.

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 cameraready 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 or 925.348.1120 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)



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

Return Service Requested

2012 Calendar

MEETINGS & DEMOS

January 18	Marcy Wheeler – pet portraits
February 15	Member critique and show
March 21	Linda Sutton
April 18	Ric Dentinger
May 16	Mark Mehaffey
June	No Meeting
July 18	Michael Reardon
August 15	Salvador Valencia
September 19	Kathleen Alexander
October 17	Leslie Wilson
November 21	Jerry Stitt
December	No Meeting

MEMBER SHOWS

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

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
July 21-22	Michael Reardon
September 17-21	Kathleen Alexander

CWA PLEIN AIR DAYS

January 14	Planning meeting at
	Gallery Concord 1:00pm
February 18	Niles
March 17	Tao House
April 21	Sonoma Town Square
May 19	China Camp
June 1 (Friday)	Blake Garden
June 16	Crockett
July 21	Michael Reardon's
	Plein Air Workshop
	(See workshop page of CWA's website)
July 28	Crab Cove
August 18	Miller Knox Park
September 15	Pt. Reyes, Pierce Pt. Ranch
October 20	Briones Park
November 17	Benicia
December 15	Quinn's Lighthouse

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).





The Gallery at 48 Natoma Exhibit

Folsom Community and Cultural Services Division, 48 Natoma Street, Folsom CA May 18 to July 5, 2012

DEADLINE: On-Line registration Deadline **Monday**, **April 30**, **2012**.

REGISTER: Register on-line at www.californiawatercolor.org, complete label (printed from

on-line) and attach one portion to upper left corner on back of work. Cut below first

dotted line and bring remaining labels at time of drop off.

PAINTING/S
DROP OFF: Gallery Concord, 1765 Galindo, Concord, Saturday, May 12th from 1:00 – 4:00pm.

You must have completed labels and completed on-line registration and labels attached to the back of your painting(s). Your paintings will be delivered to

Gallery Natoma on Monday, May 14th.

RECEPTION: Friday, May 18th 6:00-8:00 pm Invite all your guests, friends and family. We will

have live music, wine and refreshments provided by The Gallery at 48 Natoma.

AWARDS: First Place \$100.00, Second Place \$75.00, Third Place \$50.00 and

Honorable Mention Ribbons. JUROR: Pablo Villicana-Lara

ENTRIES: Up to 2 paintings may be submitted. Painting may not be smaller than 16" x 20" or

larger than 48" x 50" including frame. Original, recent water media on paper. (Yupo accepted) No copies or class work. Paintings must be framed in metal or wood, covered with Plexiglas, wired and ready to hang. No saw tooth, clamps or screw eyes. Flat brackets required on wood frames. No cardboard or masking tape. No wide (over 3 inches) or Rococo frames. White or off-white mats only. The Gallery at 48 Natoma has determined unsuitable for hanging any nudes or any subject which could be construed as being of a religious or political nature.

FEES: \$10.00 entry fee for each painting

INSURANCE: Your paintings will be handled with the best of care; however, CWA and its

volunteers assume no responsibility for theft, loss or damage of any kind. Insurance

is the sole responsibility of the artist.

SALES: All sales will be made out to the City of Folsom and totaled at the end of the

exhibit. The City of Folsom will mail the artist/exhibitor a check for 70% of totaled sales within thirty (30) days after the end of the exhibition. There will be no

early removals during the show.

CONTACT/S: Lynda Moore at (415) 454-4027 or cell (415) 860-7221 CWA,

Director of California Exhibits.

END OF SHOW: Pickup paintings and sign out on Saturday, July 7, at Concord Gallery.