



March 2014

California WATERCOLOR Association

General Meeting • 7:30 pm, Wednesday, March 19, 2014 • Shadelands Center, 111 N. Wiget Lane, Walnut Creek, CA

March Guest Artist Robin Purcell, AWS, NWS



California has always been a mythic land of sunshine that stirred my imagination. A fortunate set of influences helped me arrive at my own style of interpreting the California Landscape. I was probably permanently warped by doing paint by numbers as a child. I fell hard for the work of the early California Impressionists, particularly Granville Redmond and William Wendt. Their work helped me to see the landscape as shapes. It is much easier for me to control hard edges with watercolor while painting outdoors. These factors led me to develop a style that simplifies what I see and organizes it into shimmering patches of color. I am a Plein Air Painter who goes outside to see colors and shapes from life so that I can change them in ways feel true to me and express my personal artistic vision.

Selected Juried exhibits, awards and publications: California Art Club Gold Medal Exhibition 100th, 101st, 102 and 103rd; Honorable Mention Award 2nd Plein Air Salon; First Prize Watercolor 79th Annual Statewide Exhibit of Contemporary Landscape Painters, Juried by Kevin MacPherson; Ones to Watch, Watercolor Artist Magazine–Dec 2007 issue;

Sonoma Plein Air 2013, 2010, 2009, and 2007; Napa Valley Museum 2007 Northern Views Exhibit; North Light Books “Splash Retrospective 2013;” “Splash 11” 2010, “Splash 10” 2008 and “Splash 9” 2006; biennial collections of the best in Watercolor; Carmel Art Festival, Honorable Mention Awards 2009, 2007 and 2006; California Watercolor Association National Exhibit 2012, 2010, 2009, 2007; CWA National Exhibit 2006 “The Jerry Little Award;” CWA National Exhibit 2004 “The Jade Fon Asilomar Award” (Charles Reid Juror); Invitational Point Reyes Plein Air Paint Out, 2005 ; “Local Voice” Exhibit at The Bedford Gallery 2008 (Award) and 2005; Triton Museum of Art Statewide Watercolor Biennial – Valley Art Gallery “Slopes of Diablo” Exhibit (Second Award); Artist Member of the California Art Club as of December 2008; Master Signature Membership California Watercolor Association 2012; Signature Membership National Watercolor Society; 2007 Signature Membership American Watercolor Society 2011.



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PLEIN AIR
Come paint with us at Stowe Lake on March 15

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



newsletter deadline info

The deadline for placing items
in the March newsletter is the
15th of March.

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 7:30pm,

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

June Hunt

510.520.3802

Anne Jacobson

510.339.6916

e-newsletter info

To receive this newsletter electronically
please send a note to our Data Manager
with the email address at which you wish
to receive the newsletter.

from the president

Big + Exhibition = Bylaws

Did you see the SF deYoung Exhibition featuring David Hockney? Many pieces were **BIG, REPETITIOUS**, and surprisingly **INNOVATIVE**. It stirred some ahhh haaaa thoughts as I reflected on the CWA Bylaws.

CWA Bylaws ...to further the understanding and appreciation of water media art...
the management of the Association shall be vested in the Board...

Why does **Big + Exhibition = Bylaws**? Many exhibitions encourage us to evaluate and appreciate art from new and different perspectives. Often, the art on display tempts us with a better understanding of how the artist painted the same repetitious scene into a fresh and unique exhibition filled with many pieces. The open-minded approach is not stagnate - old rules are retained or changed – new methods are incorporated. The successful artist stays up to date with innovative ideas and finds the path to a satisfying finish. Sometimes, modern technology assists with the artistic resolution.

Okay, so what does that have to do with our Bylaws? The Board realizes that modern technology is available and assisting CWA today. Our Bylaws, Policies and Procedures need review in order to match how this organization currently functions. The big job of evaluating the old Bylaws is under way to make sure they are up to date, not stagnate or repetitious, changed if necessary and new methods are recognized. It has a vested interest in managing the Association in an innovative way. 2014 Bylaw updates will be ready in the near future. Stay tuned for the revisions.

Wishing you fabulous art,

Karen Powers, CWA President

PS Be sure to see the CWA 44th National Exhibition at The Olive Hyde Gallery,
February 14-March 15, 2014.

2014 CWA WORKSHOPS SERIES



Our next workshop artist, David Savellano, will be giving a Plein Air workshop entitled Plein Air: Landscape, Seascape & Cityscape for 3 Days in April (April 17 to 19). David is also well known to CWA members for his previous successful workshop on travel sketching held a couple of years back

David's painting Carquinez Vista recently was awarded **BEST OF SHOW** from distinguished artist/juror Dean Mitchell at the 5th annual Signature American Watercolor Exhibition.

David Savellano has just held an exhibition of his work, "Just Add Water" - Watercolor Art Exhibition, (1/22/14 - 2/22/14) at the Harrington Gallery at the Firehouse Arts Center in Pleasanton, CA, home to our previous National Exhibition.

Sign up now on our website to participate in this upcoming workshop with David, and enjoy being outside in our beautiful Bay Area.



David Savellano – Carquinez Vista



David Savellano – Aeolian Yacht Club

And remember that if you sign up for two or more at the same time, you'll get a 10% discount.

Sign up now on our website to participate in this upcoming workshop with David, and enjoy being outside in our beautiful Bay Area.

By the time you receive this newsletter, the Mary Whyte workshop is sure to be SOLD OUT. We will take waiting list requests by contacting June Hunt at registrar@californiawatercolor.org.

Other great workshops are coming this year with Stan Miller, Jeannie Vodden, and Judy Greenberg.



2014 CWA WORKSHOPS SERIES



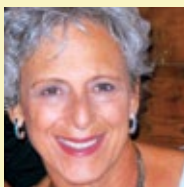
Stan Miller
Painting The Portrait &
Landscape In Watercolor
5 Days/July 14 to 18

Stan Miller – Edwin’s Blue Hat
Stan Miller – Work Boats



Jeanne Vodden
Florals & Still Life–Very Colorful, Somewhat Loose
3 Days/August 14 to 16

Jeannie Vodden – Crocus



Judy Greenberg
Very Loose to Abstraction
4 Days/September 15 to 18

Judy Greenberg – Within Reach
Judy Greenberg – Homeward Bound



member news



Monsoon Bay by Barbara Tapp

Barbara Tapp has an upcoming solo watercolor exhibition in Sydney, Australia. "At Waters Edge", March 12 to April 30 at the Bathers Pavilion. Taking 3 years to complete, there are 40 abstract paintings. It is a return to the beach where she grew up. Illustrating her love of coastlines from childhood and adult memories, the works tell of 9 different views, from below and above cliffs, birds eye to below the water and relate a story of yearning between the California and Australian foreshores.



Carquinez Vista by David Savellano

David Savellano, CWA received the "Best of Show" award for his plein air painting Carquinez Vista at the 5th Annual Signature American Watercolor Exhibition in Fallbrook, CA. Distinguished watercolor artist Dean Mitchell was the juror of selection and awards. The painting was completed during CWA's Plein Air Paintout event in Benicia in 2013 and depicts the busy Carquinez shipping channel with Martinez and Contra Costa hills in the background.



A Walk on Aliso Beach by Larry Cannon

Larry Cannon's watercolor "A Walk on Aliso Beach" has been accepted for the California Art Club's 103rd Annual Gold Medal Juried Exhibition at the Autry National Center in Los Angeles beginning on March 30. The Gold Medal jury was composed of five museum directors and curators plus seven signature members of the CAC. Larry has also been selected to be on the painting faculty for the Third Annual Plein Air Convention & Expo to be held April 7 - 11 in Monterey. Last year, over 600 artists from around the U.S. attended the event, and more are expected this year with the addition of special watercolor and pastel tracks.

Chris Beck will be an invited exhibitor in the Eau en Couleurs International Watercolour Biennial 2014, which will be held from August 15 to September 7, 2014 at the Castle of Bourgogne in Estaimbourg, Belgium.



Out This Time... Of That Place by Sandy Kay

Sandy Kay's painting "Of This Time...Of That Place" has been awarded Honorable Mention in The Artist's Magazine "Over 60" Competition. The award will be listed in the March issue.



board of directors

- president* **Karen Powers** 510.502.6211
co-vice president/membership **Sue Johnston** 510.531.5471
Robert Davidson 510.552.4924
co-chair california shows **JoAnn McMahon**
Fran Osborne
director of programs **Carol Husslein** 925.935.6779
secretary **Leslie Wilson** 925.935.7529
budget director **Iretta Hunter** 925.330.2988
co-chair communications **Sharon Hind-Smith** 415.310.8165
Arena Shawn 765.491.8338
directors of workshops **Wendy Oliver** 925.280.1944
workshops assistants registrar: June Hunt 510.525.0965
publicity: Anne Jacobson 510.339.6916
co-directors of outreach **Sheila Cain** 510.845.0863
Victoria Bianco 925.687.8675

staff

- membership/data manager* Anne Jacobson
newsletter editor Patricia Rosa
accountant Melissa Alva
audio/visual set up Annegret Van Gemergen-*primary*
Don Husslein-*alternate*

volunteer committees

- national exhibition* Ruth Miller
community outreach Carol Smith,
Helene Yu-June Rice
Mona Rivers-Vasquez
Charlotte Huntley
Maria Batkova
Deb Taylor
mail distribution Sue Johnston
hospitality Open, assistant: Open
greeter Donna Gamel
treasurer assistants Annette Hodtwalker
video library Charlotte Morris*
Terrie Moore
plein air Samantha McNally
photographer Rolando Barrero
panel rental Barb Bochenek*
Pam Howett
cwa webmaster Efrain Ibarra

member news continued



A Small Street to Montmartre by Qian Gao

Qian Gao's watercolor, "A Small Street to Montmartre", has been selected for AWS's 147th Annual International Exhibition at Salmagundi Club, New York from April 1 - 20, 2014.



Spring In The Mountains by Irina Sztukowski



Up Against the Wall by Valerie P. Cohen

Irina Sztukowski's painting "Spring In The Mountains" has been juried into Arterie Fine Arts Gallery in Naperville, IL. The art show, Feeling Blue, will take place at 190 East 5th Avenue during the month of March with Opening Reception on Saturday, March 8, 2014. www.artirina.com

Valerie P. Cohen's watercolor, "Up Against the Wall," received the Tom & Sharon Koehler Award in the 5th Annual Signature American Watermedia Exhibition.



California Watercolor Association

water+color

44th National Exhibition
Artists' Reception &
Awards Presentation
February 21, 7:00 pm – 9:00 pm

The Historic Olive Hyde Gallery
123 Washington Blvd
Fremont, CA 94539
510-791-4357

CWA's 44th National Exhibition
February 14 – March 15, 2014
Thursday – Sunday, noon to 5:00

For more information: Ruth Miller
44th.national@californiawatercolor.org
925-837-2818



Kim Kearns, *Heart Strings*, 44th National Exhibition

44th National Exhibition Awards Reception

Our 44th National Exhibition Awards Reception was held on Friday evening, February 21. It was a beautiful evening with at least 200 in attendance. The gallery has a lovely patio lit with twinkley lights (very Carmel-ish), and a very efficient group of guild volunteers that kept people fed and glasses full.

I was concerned how Gloria (Curator at Olive Hyde Gallery) was going to hang 70 paintings in the three little rooms. She managed with flair! Our show looked spectacular! It was exciting to have our top three award winners present, along with Cover Artist, Kim Kearns and Judy Morris, our Workshop Teacher.

Thank you to all that helped make this a lovely evening.

I felt like a very proud mother!
Ruth Miller

Congratulations to Barb Bochanek

on earning Signature Membership with her painting, *Tin Roof*, which was accepted into this years National Exhibition.



water+color
CALIFORNIA WATERCOLOR ASSOCIATION

sponsorships

The CWA newsletter is accepting ads from anyone who would like to be a sponsor of CWA. The newsletter is emailed 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, Feb. 10 for the Mar. 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 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)

show news

The Hayward Rotary Community Grant Foundation is Sponsoring An Evening Art Event at Hayward City Hall

Artists are invited to submit works to ARTScape 2014: an Arts Stroll and Auction presented by the Hayward Rotary Club in partnership with the Hayward Arts Council to benefit Arts Education in Hayward and Hayward Rotary Community Grants. The event in the City Hall Rotunda and John O'Lague Galleria on March 29, 2014, will include both live and silent auctions of art and artful items.

To submit a two or three-dimensional work to be considered for auction, email all entries to: jackie@admail.com. Entries must be submitted electronically to the jury committee by March 19. There is no entry fee. All artists accepted in the show are invited to attend the event at no charge. Selected works and artists will be promoted on Hayward Rotary promotions and social media. For questions call Valerie Caveglia at (510) 886-4474 or email: vcave2@yahoo.com

41st Annual Rocky Mountain National Watermedia Exhibition CALL FOR ENTRIES

Submission Deadline: May 12, 2014 (mailed in) or May 26, 2014 (online)

Exhibition Dates: September 13 – October 26, 2014

2014 Juror: Linda A. Doll

Prizes: Up to \$10,000 in cash awards and merchandise.

Open to all artists residing in the United States. Paintings must be an aqueous medium on paper, illustration board or Yupo paper.

Details: <http://tinyurl.com/n227aq6>. For further inquires, contact Becky Guy via email at exhibitions@foothillsartcenter.org or (303) 279-3922, ext. 30.

The Marin Society of Artists presents

"Fresh Art 2014," September 13 – October 12, 2014

An open juried show and sale presenting work from all over the country. The show will be exhibited in our Gallery, located just north of San Francisco. Juried by Mills College Museum of Art Director, Dr. Stephanie Hanor. Awards of \$1000, \$500, \$250 will be given. Awards Reception September 14, 2014. Prospectus and online entry: www.marinsocietyofartists.org. Deadline for online entries August 5, 2014.

The Marin County Watercolor Society Presents "California Colors", A Watercolor Exhibit At The Rockhill Gallery

at the Tiburon Community Congregational Church March 6-April 24, 2014. There is an open to the public reception on Sunday, March 9, 2014. The church is located at 145 Rock Hill Drive, Tiburon. To see the show call the church at (415) 435-9108.

Santa Cruz Art League presents 84th Annual Statewide Exhibit "In a Golden State" June 6 - July 6, 2014

Ed Penniman-Curator and David A. Leffel-Juror.

Awards: "Best of Show" \$5,000 Award, plus \$4,000 additional cash awards!

Download Prospectus and Entry at: <http://www.onlinejuriedshows.com>

Jpeg & Prospectus deadline Wednesday, April 9, 2014

Questions: doreen@scal.org, Santa Cruz Art League, 526 Broadway, Santa Cruz, CA 95060, (831) 426-5787, www.scal.org.

money matters

Presented below is the California Watercolor Association (CWA) 2013 Profit and Loss Statement. There are two special notes of information regarding this statement. (1) Gallery Concord income and expenses cover the closing of the gallery. (2) The CWA accounting cycle is January to December, and the National Exhibition accounting cycle is July to June. Therefore, every calendar year this statement includes the records for the last six months of the previous exhibition and the first six months of the current exhibition.

INCOME

CWA Member Shows	\$3,175
Gallery Concord	
City of Concord	\$8,535
Miscellaneous sales	\$250
Interest	\$50
Membership	
New	\$4,635
Renewal	\$17,985
Video fees/Rentals	\$285

National Exhibition	
Catalog sales	\$1,279
Donations	\$2,765
Entry Fees	\$15,690
Handling Fees	\$3,312
Outreach Program	\$462
Sales tax adjustment	\$100
Workshop Fees	\$34,339
Total Income	\$92,862

EXPENSES

Contract Services	
Accounting/Taxes	\$11,750
AV/Event Demonstrations	\$770
Data Manager	\$4,800
Demonstration Artists	\$1,903
Legal Fees—Gallery Concord	\$5,658
Newsletter Editor	\$3,600
Other Services	\$200
CWA Member Shows	
Awards	\$900
Catering	\$60
Juror Fees	\$400
Filing fee—State of California	\$30
Gallery Concord	
Artists' Payments—Sales	\$352
Member Artists' Payments—Closing	\$9,385
Insurance Policies	\$2,571
Interest	\$75
License—Permits	\$102
Membership—Printing	\$889
Merchant Fees	\$2,156

National Exhibition	
Advertising	\$204
Catering Volunteers	\$53
Equipment Rental	\$185
Juror Fees	\$500
Printing—Catalogs and Name Tags	\$4,992
Rent—Temporary Space	\$200
Travel & per diem	\$450
Outreach Awards—Alameda County Fair	\$150
Postage	\$933
Rent	
General meeting space	\$2,820
Post office box	\$96
Storage space	\$2,526
Supplies	\$1,188
Website Fees	\$98
Workshops	
Artists	\$18,975
Brochure Printing	\$706
Catering	\$538
Location-specific insurance policy	\$1,362
Space rental	\$3,650
Travel & per diem	\$6,144

Total Expenses	\$91,398
NET INCOME	\$1,464

If you have any questions, please send an email to me at: budgetdirector@californiawatercolor.org.

Iretta Hunter, Budget Director

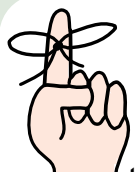
CWA 2014 CALENDAR

CWA MEETINGS & DEMOS

January 15	Gary Bukovnik
February 19	Judy Morris
March 19	Robin Purcell
April 16	David Savellano
May 12	Mira White (2nd Monday in May)
June 18	To Be Determined
July 16	Stan Miller
August 20	Melissa Adkison
September 17	Judy Greenberg
October 15	Dorcas Moulton
November 19	Sal Valencia

California Watercolor Association

44th National Exhibition
February 14 to March 15, 2014
at the Olive Hyde Art Gallery in
Fremont, California



Plan ahead!

Submissions for the
newsletter must be
received by the 15th of
the month prior to publication!
April Newsletter
Deadline is March 15th.

Send to newsletter@californiawatercolor.org

CWA WORKSHOPS

February 17-21	Judy Morris
April 17-19	David Savellano
June 19-21	Mary Whyte
July 14-18	Stan Miller
August 14-16	Jeanne Vodden
September 15-18	Judy Greenberg

CWA PLEIN AIR DAYS

March 15	Stowe Lake
April 4 (Friday)	Blake Garden
April 19	Baker Beach
May 17	Briones Park
June 21	Conservatory of Flowers
July 19	Rodeo Beach
August 16	Santa Cruz
September 20	Half Moon Bay
October 18	Lake Chabot

Local Shows for 2014 that are in the planning stages:

John Muir, will be in late June to the beginning of August.

Alta Bates will be late June through late August.

The Alameda Library will set up at the end of August and go through the end of September.

Boundary Oaks Golf Club is tentatively set for the beginning of
October through the end of November.

More information to come.

workshop corner

CWA Signature Member, Margaret Fago, will be once again be teaching a week long workshop in Plein Air Watercolor at the Feather River Art Camp for Adults, June 15-22, 2014. This is a fun, art filled week near Quincy, CA. For more information and to sign up go to the website www.featherriverartcamp.com. Margaret also teaches at the Frank Bette Center for the Arts in Alameda.

For up coming classes see
www.frankbettecenter.org or
www.margaretfago.com.

Alvin Joe is conducting a 2-days second annual indoor/outdoor workshop of transparent watercolor paintings at Town Hall Arts, Copperopolis, CA (near Angels Camp) on May 30-31, 2014. This workshop includes demonstrations and critiques for all levels watercolor painters.

For more information, contact
Town Hall Arts at: susie@townhallarts.com



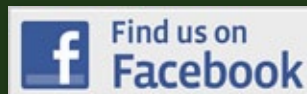
TONY COUCH WORKSHOP
Sept 14-18, 2014 * 5 DAYS* \$565

*Historic Hoover Theatre
San Jose, CA 95126*

Nov 3-7, 2014 * 5 DAYS* \$565

*Holiday Inn 35 Via Pico Plaza
San Clemente, CA 92672*

Call: Dodie Davis 303-589-4495
Email: Dodie@DodieDavis.com



Photos of Paint Outs, CWA show winners, and Monthly Demos are on www.facebook.com/californiawatercolor