



November 2014

California WATERCOLOR Association

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

P.O. Box 4631
Walnut Creek, CA 94596

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

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Sal Valencia, November Guest Artist



On the Rocks by Sal Valencia

Sal Valencia's November demonstration at the General Meeting will be about plein air watercolor painting. Since we will be inside, he will use some photos of sailboats from Berkeley. His approach in the field is finding a strong design by moving items around and not painting just what's there. He likes to paint seascapes, boats, landscapes, and rusty, junky subjects.

Sal is a Signature Member of CWA, Transparent Watercolor Society, San Diego Watercolor Society, and Louisiana Watercolor Society. Sal's initial training was from Diablo Valley College and Cal State University Hayward. He studied with Jade Fon at Asilomar, and many other well known watercolor painters during the early 1960s.

He is a contemporary artist whose passion for life and art are vividly seen in colorful watercolors. Painting outdoors enables him to capture the true effects of color in sunlight and shade. By experi-

menting with color and design, he intensifies the mood and subject in his work, and challenges the viewer to look closer at color seen versus what is perceived.

Sal has received numerous awards for his watercolors, including the prestigious Gold Award from CWA in the 38th National Exhibition in 2006. His "Art Deco" received an award from the Transparent Watercolor Society in 2005. In 2007, Sal's "Makeout" received the Bronze Award in the 140th American Watercolor Society's exhibition and it was selected for the international traveling show. Sal's paintings have also appeared in *Watercolor Magic* and *American Artist* magazines.

Paint from the Heart
Sal Valencia





newsletter deadline info

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

Send articles and photos by disk,
email, fax or in writing to:

Patricia Rosa

newsletter@californiawatercolor.org

5499 Wilke Dr.

Concord, CA 94521

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

CWA Progress - CWA Future

Dedication to California Watercolor Association made this year's progress. There are so many people to thank. This letter gives credit and a bundle of thanks to all you.

In the CWA Bylaws it is the President's obligation to "*make a November report of the Association for the past year with recommendations for the coming year: shall appoint a qualified person to review the annual accounting processes...to promote the effective operation of the Association*"

It is a pleasure to report the continued success of California Watercolor Association. The CWA Board Members rallied together with you and all the creative juices that could be gathered to make it happen. It was a united team effort that raised the bar of this Association. Many, many quality publications, events, shows, gatherings and artistic, educational togetherness turned 2014 into a very successful year. A qualified person, with your thriftiness and volunteer time, kept the Association on a straight and narrow path to good financial health. All of you did your part, big or minimal, to share this step into the CWA Future.

I highly recommend the 2015 Nominating Committee board choices. You will be pleased to know who they are and excited about their direction for this coming year.

Can you feel the rumblings for next year? They are definitely in the air. The 2015 schedule will be exciting and rewarding. Stay tuned, stay active and don't be shy about getting involved. Thank you for promoting the effective operation of the Association.

Wishing you artistic success,

Karen J Powers, CWA President

CWA Preamble

The members of California Association, in order to create, foster and sustain an interest in the art of watermedia painting, to sponsor education programs, entertainments, paint-outs, displays and exhibitions, to increase the skill of its members, to further the understanding and appreciation of watermedia art on the part of its members and the general public to the end that a better community may result, do set up and adopt these Bylaws.

Go to www.californiawatercolor.org for the complete P&P or Bylaws.



2015 watercolor workshop series

California Watercolor Association

The 2015 Workshop brochure is now available! Pick up copies at the general meetings or download one from the website, using the link from the Home page, www.californiawatercolor.org.

The first workshop for 2015 is Katherine Chang Liu making a return visit. Katherine's classes are very popular, as she works with each artist individually to focus on that person's strengths and personal style. Katherine is one of the internationally known artists that teaches at the acclaimed Taos Intensive Studies Seminar. This is an open studio workshop, where each artist brings the resource material and supplies needed for his or her own work.



Katherine Chang Liu

5 Days | February 16-20

"Open Studio" Workshop | Intermediate/Advanced

CWA Members \$595, Non-Members \$650. See Katherine's work at www.jenkinsjohnsongallery.com



Charles Reid - LIMITED SPACE AVAILABLE

5 Days | Session 1 – April 20-24 and Session 2 – April 27-May 1

Figures, Still Life and Historic Photos | Intermediate/Advanced

CWA Members \$795; Non-Members \$850 for each 5 day class. Learn more about Charles at www.charlesreidart.com



Iain Stewart

3 Days | July 16-18 | Light in Watercolor | All Levels

CWA Members \$395, Non-Members \$450. Learn more about Iain at www.stewartwatercolors.com



Joseph Zbukvic - WAITLIST ONLY

3 Days | Session 1 – September 14-16 SF East Bay and Session 2 – September 18-20 San Francisco

Mastering Mood and Atmosphere in Watercolor | Intermediate/Advanced

CWA Members \$695, Non-Members \$750 for each 3 day class. Learn more about Joseph at www.jzbukvic.com

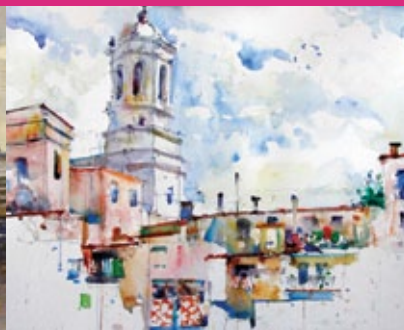


Mary Ann Beckwith

3 Days | October 22-24 | Brush and Beyond | All Levels

CWA Members \$395, Non-Members \$450. Learn more about Mary Ann at www.maryannbeckwith.org

To say the least, we are pleased to see such interest so early on. So don't delay - sign up today and give your artistic self an early 2015 present. We know you deserve it!



member news



You've Got to Have a Truck by Barbara Tapp

Barbara Tapp was awarded first place, in the Watercolor division for her painting “You’ve Got to Have a Truck,” at the inaugural 2014 Lost Coast Plein Air event. The event was held at Shelter Cove in Humboldt County with over 40 painters attending.



Irresistible Force by Larry Cannon, CWA

Larry Cannon CWA will be exhibiting his plein air watercolor “Irresistible Force” in the San Diego Museum of Art Artists Guild 2nd Annual Plein Air Exhibition. He also is currently exhibiting watercolors in the Santa Paula Museum of Art, the Haggin Museum of Art, the Pasadena Museum of History, and in the American Society of Marine Artists 16th National Exhibition and in the Summer Invitational at the Art Essex Gallery in Essex, CT.

workshop corner

David Savellano

Combine Art and Travel with David Savellano in Italy June 4 -18, 2015. Imagine 14 magical days... Savor a gelato in an Umbrian village cafe and panoramic views of Assisi – and along the way discover the legend of St. Francis of Assisi while sketching and painting every day. The combination of travel sketching and painting gives you the best of both worlds; the immediacy of travel sketching and the spontaneity of plein air painting. Attend an informational slideshow November 15, 2014, 1:00 to 3:00pm at Frank Bette Center for the Arts, 1601 Paru St., Alameda, California, presented by La Romita Director Edmund Zimmerman. Email an RSVP or ask questions of David Savellano at eastshoreart@comcast.net

If combining art and travel appeals to you, enroll today. Go to <http://tiny.cc/2e63kx> for registration information

Michael Reardon and Iain Stewart

Join Michael Reardon AWS NWS CWA and Iain Stewart NWS for a week of painting and instruction on the Costa Brava in Spain. The dates are May 18-25, 2015. This is a truly unique opportunity to improve your watercolor painting with two award-winning watercolor artists. Whitewashed villages, dramatic seascapes, and the seductive light of the Spanish Mediterranean await you. The workshop is organized by French Escapade, www.frenchescapade.com. For more information contact Jackie Grandchamps at contact@frenchescapade.com or at (510) 483-5713, or contact Michael at mreardon@mreardon.com or (510) 655-9442. There is a \$200.00 discount for registrations made before November 30, 2014.

Karen Frey Workshop

Karen Frey will be teaching “Eat, Sleep, Paint”; a workshop at La Romita in the beautiful Umbrian region of Italy from May 4 - 18, 2015. Our focus will be on both painting en plein air and developing a sketchbook. For more information contact Karen Frey at blumule@att.net or (510) 652-9837. To learn more about La Romita visit their website at laromita.org.

Tom Lynch – Watercolor Secrets Revealed

Hosted by WASCO March 16-20, 2015. The objective of the workshop is to show the vast range and flexibility of watercolor and to put emotion and conviction into painting by exploring and experimenting, and developing creativity of each individual. This 5 day workshop will be held at the 4-H foundation of Sonoma County on Commerce Blvd, Rohnert Park from 9:30 am to 4:30 pm daily

Level: Intermediate/Advanced

The cost is \$450.00. Payment due with entry.

Please call or email any time with questions:

dianaliebe03@yahoo.com or (707) 245-7512, (707) 739-7285



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plein air Samantha McNally
photographer Rolando Barrero
panel rental Barb Bochenek*
Pam Howett
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*Chair of committee



National Exhibition

2015 Show

Mr. Weigardt has selected 75 beautiful paintings to be our 2015 National Exhibition. The venue this year will be the Harrington Gallery in Pleasanton. The Opening Reception will be held on January 15, 6:00 – 8:00pm. We will honor the Award Winners that evening.

November will be very busy. Receiving for the shipped paintings will be the week of November 10 – 14. Hand Deliveries will be dropped off on Saturday, November 15, 10:00am – 12:00 noon. Mr. Bukovnik will join us for brunch and Awards on Monday, November 17, 10:00am – 1:00pm.

We have a solid group for volunteers in place for the above events, but if you don't want to miss out email me. More hands are always better.

2016 Show

I'm thrilled to announce that our 2016 National Exhibition will return to San Francisco. We will exhibit at the Academy of Arts University at their Gallery in the Cannery the month of January! Lots more information will come your way as the details are worked out. We hope to include our Plein Air artists, our Outreach group, our Workshop teachers in order to host a banner Exhibition. STAY TUNED!

Ruth Miller
national@californiawatercolor.org

Dear Elizabeth...

Questions and answers about watercolor art

Exploring the Edge with Dorcas Moulton

I asked Dorcas Moulton, the October CWA artist demonstrator about how and where she shows her work to the public. Although tangentially, I was following up on last month's column, where I found answers to questions about managing the effect of water on paper. Most of column's content came from CWA member, Linda Sutton and while I was looking for illustrations, I found a national show on Sergeant's work. The Sergeant show was so beautiful that I was sorry to have missed the experience. I wondered what else I might have missed. I began an intensive Internet search for other museum sponsored watercolor exhibits and I found very little.

I thought that interviewing a working artist might provide some insights as to where watercolor paintings are showcased. Several CWA members have studied with Dorcas and spoke highly of the experience. I interviewed Moulton, who recently retired from Merritt College where she taught watercolor, pastels, color theory, life, and botanical drawing. At the October meeting, Dorcas provided a Powerpoint presentation and a demonstration of color theory.

Dorcas confirmed my findings when she commented, "Museums are no longer places where (watercolor) artists are coming out". Dorcas explained that watercolor painting is primarily shown by societies such as CWA or in galleries. In addition, some communities provide strong support for the arts in general and watercolor artists benefit along with others. Dorcas mentioned the Oakland Art Murmur; adding the community of Oakland lists Art as a growth industry. Dorcas has shown her own work in galleries and shows throughout the Bay area and in the larger region of Western States.

As a recent retiree, Dorcas is happy to have more time for painting. Dorcas has a passion for painting and gardens. Her El Sobrante home is surrounded with gardens. I did notice that Dorcas has delicate green hair and I began to think about how experimental good watercolor artists can be.

Dorcas is continually experimenting with new ways to paint and currently is combining organic materials and acrylics. The outcome is a three dimensional construction of unique natural shapes on paper. She loves multiples and uses printed images, repeated images, and 3D constructions. She works with prints and adds to the surfaces using multiple medias. Dorcas may offer some workshops in her garden soon. A final comment from Dorcas was to read Watercolor magazines to find shows.



Edward Hopper - Couple Drinking, 1906-07,
Watercolor, Pencil and Conté crayon on paper

I began to search through old Watercolor magazines that were piled up on my desk. I found one more museum based show that included watercolor. New York's Whitney museum developed a show on Edward Hopper's drawings. The website is <http://whitney.org/Exhibitions/HopperDrawing>, for people who like to search the Internet for information. Some watercolors were included with the drawings.

I came to some conclusions from my research on showing watercolor art. First, watercolor is a somewhat edgy medium. We are out on the peripheries of the traditional art world where the media is regarded as a support to more formal painting or an enhancement to drawing. The cutting edge position means more restrictions and more freedom as Dorcas illustrates with her wonderful 3D organic paintings.

A final thought is that amazing events and substances evolve along the edges. Think about the edges between forest and meadow, between oceans and beaches, and between theatre and music. I am going to start paying closer attention to the emerging worlds of watercolor painters and how they show the work.

As always, thanks in advance for your questions that prompt the column. If you have a few minutes, the Edward Hopper feature at the Whitney Museum site is worth visiting. A short video shows how Hopper made his home in the city and provides a walking tour of the sites that inspired his most famous paintings.

Thanks for reading and send your watercolor questions to ejohns5513@aol.com.

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

CALL FOR SUBMISSION

“Fusion” National Juried Exhibition 2015 - at Arc Gallery

May 2, 2015 - June 20, 2015 at Arc Gallery, 1246 Folsom St, San Francisco 94103
Mix it UP! Fusion is the binding of two or more things into something new that possesses properties of both, incorporating different styles, ideas and designs. Arc is seeking artwork that expresses Fusion. Show us what Fusion means to you. Categories accepted are Sculpture, painting, drawing, photo, printmaking, ceramics, assemblage, collage, mixed media, fiber art, artist book. Works must be submitted online before midnight (in your time zone) on February 22, 2015, to be considered by juror. Please go to Arc Call for Artists at www.arc-sf.com/call-for-artists.html
Non-refundable entry fee of \$35 per entry. Juror is Olivia Ongpin

For more info, contact ArcGallerySf@gmail.com, (415) 298-7969.
www.arc-sf.com.

CALL FOR ENTRIES

6th Annual Signature American Watermedia Exhibition

Fallbrook Art Center's 2015 World of Watercolor
February 8 - March 22, 2015

Open to all artists who have achieved official signature status in one or more of the one or more established watercolor or watermedia societies in the U.S. Paintings must be watermedia on paper or yupo, have been completed within the past two years, and source material original. Digital entries only in .jpg format.

Deadline for Entries: November 21, 2014

Juror: Stephen Quiller, AWS-DF, NWS,

RMNW, Society for Painters in Acrylic and Casein

Cash and Merchandise Awards: \$10,000

Prospectus: <http://fallbrookartcenter.org/download/SAWE2015Prospectus.pdf>

Contact Info: (760) 728-1414 or info@fallbrookartcenter.org.

Double Dip Gallery will be hosting

“The Autumn Harvest Exhibit”

A cornucopia of acrylic, pastels, and watercolors as a prelude to our holiday exhibition beginning mid-November. Our Gunther's Ice Cream flavors of the month will be Pumpkin and Pecan Pralines. The exhibit will start on the First Friday Art Hop which will be held on November 7, 2014.

John's Painting



VA Artwork



CWA Outreach

Thank You CWA Outreach Alameda County Fair Prize Winner

Our award winners from the Alameda County Fair appreciate CWA.

CWA Autumn Art Festival Alameda County Fair Prize Winner

Dear California Watercolor Association,

I thank you so much for the award and money gift I received for my watercolor painting through the Alameda County Fair I was so honored to be recognized as the cowinner of the First Award for Best Watercolor 9-10th grade. It was very generous of you to think of young painters like me! I plan to continue painting and especially with watercolor because they are my favorite media! Thank you again!

Sincerely,

Charlotte Miranda

VA Martinez

The collaboration between the CWA Outreach Program and the Veterans in Martinez continues to develop and grow. Since we began our work with the vets, we have witnessed and experience the growth of several promising artist. At the last meeting, they brought in selected paintings painted with CWA Outreach. CWA volunteers, Victoria Bianco, Marianne Elliot and Sheila Cain assisted them in matting their works and matting the works of others who were not present.

Toward the end of the days Outreach John, a vet, rolled up in his wheel chair and commented on great the paintings looked. We pointed out that the painting being mounted was his. He gave us a big smile and said, "I painted that?" We assured him that it was his work. He'd signed it. He was an artist. He was thrilled by the impact matting added to his painting.

We were all delighted with how matting added to the impact of the art work. All together 32 pieces were matted in preparation for the upcoming "in house" show. The hope is that this show will go on the road to local galleries or restaurant venues.

The Autumn Art Festival will be held on the 22nd of October from 10 - noon at the Recreational Therapy Center. The Festival will feature the mounted art, live music, refreshments and painting demonstrations. We CWA volunteers are honored to work with these veterans.



Santa Cruz **August 16, 2014**

Robert Frost knew that when two roads diverge, one must make a choice. Standing in the parking lot of Wilder Ranch State Park in Santa Cruz on August 16, 2014, and sorry that they could not travel both, six artists made their choices. Gina Koenig, Samantha McNally, and David Savellano took the original Pacific Coast Highway downhill to the historic farm, and they settled in for the morning painting the buildings, animals, and gardens. Andrea Baron, Theresa Lo, and Brian Rusnak chose the three-quarter mile dirt road to a bluff overlooking a beach where humans were not allowed, to protect the nesting snowy plovers. And although Frost apparently didn't make it back to the fork, hopefully, we'll all return to Wilder Ranch and paint on "the road not taken."

– Andrea Baron

CWA 2014/15 CALENDAR

CWA MEETINGS & DEMOS

November 19, 2014	Sal Valencia
January 21, 2015	Leslie Wilson
February 18, 2015	Katherine Chang Liu
March 18, 2015	Joyce Faulknor and Guy Magallanes
April 15, 2015	Member White Elephant
May 20, 2015	John Finger
June 2015	NO MEETING
July 15, 2015	Iain Stewart
August 19, 2015	TBD
September 16, 2015	Joseph Zbukvic
October 21, 2015	Mary Ann Beckwith
November 18, 2015	Carol Maddox
December 2015	NO MEETING

CWA Member Show

Boundary Oak

October 16 - December 18

3800 Valley Vista Road
Walnut Creek, CA 94598

Pickup:

Thursday, December 18 11:00am - noon

Chairperson:

JoAnn McMahon
(510) 848-1207
joannm1@me.com

Juror:

Dorcas Moulton

2015 CWA WORKSHOPS

February 16-20	Katherine Chang Liu
April 20-24	Charles Reid Session 1
April 27-May 5	Charles Reid Session 2
July 16-18	Iain Stewart
September 14-16	Joseph Zbukvic Session 1 (EB)
September 18-20	Joseph Zbukvic Session 2 (SF)
October 22-24	Mary Ann Beckwith

2015 CWA PLEIN AIR DAYS

Watch for details for the
2015 Planning Meeting



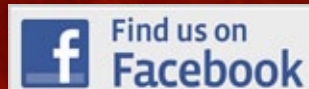
Plan ahead!

Submissions for the
newsletter must be
received by the 15th of
the month prior to publication!

December Newsletter

Deadline is November 15th.

Send to newsletter@californiawatercolor.org



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