



# California WATERCOLOR Association

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

March 2010

P.O. Box 4631  
Walnut Creek, CA 94596

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

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## Celebrate St. Patrick's Day, March 17th, with CWA and CHARLES REID!

Reid will be our Guest Artist for the CWA General Meeting

Charles Reid's painting buddy, Tony Bennett, says: "There is only one way to describe Charles Reid's artistry: one picture's worth a thousand words. Take one look at his brilliant watercolors and you realize nobody does it better."

Back by popular demand, making his 3rd appearance to CWA in 8 years, is artist extraordinaire Charles Reid. Charles' fans are legendary – this workshop sold out very early – and they often travel around the country to attend his workshops (including our own Leslie Wilson). The last time that Charles was here for a general meeting, he gave a presentation of his work, but this time we've persuaded him

to do a demonstration. So here is an opportunity to see Reid at work and learn about his unique approach to watercolor, and his creative processes!

CWA's second workshop of the year with Charles Reid includes a three days of painting live models and two days of working from historic photographs. Reid will demonstrate his drawing techniques that help him to render an accurate portrait of the models. Charles will show us how he achieves the freshness in his watercolors for which he is rightly famous.



Charles Reid was the featured artist in the August 2009 *Watercolor Artist*. He has long been considered a master of the medium of watercolor, and has written eleven books on painting in watercolor and in oil. His paintings are fresh and spontaneous, displaying his profound understanding of light and color and expert drawing ability. The viewer is immediately drawn into his rich compositions. His figures are beautifully rendered, in a simple, direct and natural, gestural manner that reveals his interest in painting the light as much as the person.



(continued on next page)

## newsletter deadline info

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

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

## membership/data manager

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

## monthly meetings

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

## cwa workshop info

June Hunt 510.525.0965 or  
Karen Powers 510.502.6211  
Anne Jacobson 510.339.6916

## cwa gallery

Gallery Concord  
1765 Galindo, Concord  
925.691.6140  
Hours: Thurs-Sun, 11-4pm  
Free parking available behind the Gallery

## 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.

## Reid continued



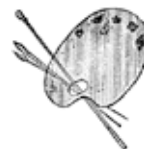
In addition to his books, Charles has made instructional videos and DVDs, including “Charles Reid, Painter: The Figure in Watercolor,” inspired by his classic book, “Figure Painting in Watercolor,” and his most recent DVD, “Charles Reid’s 10-Lesson Course” (a 4-hour, 3-DVD set, highly recommended by Leslie Wilson). Charles has long been appreciated for his instructional techniques – as another artist once said of him: “I recall Reid causing quite a sensation among my fellow students at the art college when his watercolor painting books were first published. I have always admired Reid’s contemporary impressionistic paintings, which are often both spontaneous and whimsical in their feeling, yet based on fine and solid draftsmanship.”

Reid was born in Cambridge, New York, and studied art at the University of Vermont at Montpelier and the Art Students League of New York. He has won numerous awards, including the Childe Hassam Purchase Prize at the American Academy of Arts and Letters, and from the National Academy of Design and the American Watercolor Society. In 1980 he was elected an Associate of the National Academy of Design. Public collections of his work include Smith College, Yellowstone Art Center, Brigham Young College, Roche Corporation, and the National Academy of Design.

## PAINT IN FRANCE/ITALY

MAY-SEPTEMBER  
2010

*Petit Rousset*



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[info@rousset-perigord.org](mailto:info@rousset-perigord.org)



**Charles Reid**  
**March 15-19**  
**Watercolor Figure/ Historic**  
**Photos (Waitlist only for this**  
**class)**

Internationally known artist and teacher Charles Reid is making his third appearance in 8 years to CWA. This class will include 3 days of painting live models. Intermediate/ advanced – CWA & non-CWA \$650.

**Use those Volunteer Hours towards a workshop in 2010!**



**Mike Bailey, May 18-20**  
**Color Workshop**

Mike Bailey's Color Workshop can help cure "painter's lament" -what to do with paint from multiple manufacturers. All levels are welcome - CWA Members \$240; non-members \$275.



**Charlotte Huntley, June 15-17**  
**Have Brush, Will Travel!**

Do you need a shot of creativity? Then come have fun and learn with Master Signature CWA member Charlotte Huntley. All levels welcome – CWA \$240; non-CWA \$275.



**Myrna Wacknov, Aug 16-20**  
**Beginning Watercolor Portraiture**

CWA's Myrna Wacknov will be here for those who wish to develop their skills drawing and painting an accurate portrait. All are welcome - CWA \$395; non-CWA \$450.

**Skip Lawrence, Sept 13-17**  
**Finding Your Voice in Paint**

After you have explored all the "how to's" of painting, are you still stuck with the "why?" Then come to Skip Lawrence's workshop. All levels are welcome – CWA members \$395; non-CWA members \$450.

**Nicholas Simmons, October 18-21**  
**Watercolor on the Edge**

In a few short years, Nicholas Simmons has become one of the most exciting contemporary watermedia artists on the scene – come find out why! All levels welcome – CWA \$315; non-CWA \$360.

## Submissions

To date (2/15/10), we have received 154 entries. History indicates that the majority of entries are received in the last week before the closing deadline (2/20/10) and we anticipate a record number of submissions this year. International entries are increasing in number, which is very encouraging, as it enhances the reputation of CWA National Exhibitions as we move forward. Perhaps the exhibition will evolve into an even more international event in the future!

## CWA water media definition

CWA's policy is that for exhibition purposes we accept watermedia on paper and paperboard, matted and framed under plexiglass. We also accept watercolor on watercolor canvas with a protective glaze and sealed, and watercolor on Yupo.

Watermedia includes:

- Transparent watercolor
- Opaque watercolors: gouache
- Watercolor pencils
- Watercolor crayons
- Inks
- Dyes
- Tempera
- Acrylics (on paper/paper board, not on canvas)

## Volunteer Involvement

We are grateful to the members who volunteered by signing up on the clipboard sheet that was passed around at the January 20th general meeting to assist with verification of images for the 41st National Exhibition. This important activity will take place on Saturday, March 6th at Gallery Concord at 10 a.m. Please let us know if you can bring your laptop computer to assist in viewing the CD of entries. Each team of two volunteers needs a laptop.

This year, for the first time, members can also sign up online as a volunteer at the CWA website: <http://www.californiawatercolor.org>

We are welcoming additional volunteers for March 6th: verification of submitted images.

Other volunteer events will follow:

April 10: mailing acceptance letters: need 10 volunteers

May 22: receiving paintings: need 20 volunteers

May 23: judging the awards: need 10 volunteers

July 10: hanging the exhibit: need 20 volunteers

July 14 – Sept 19: Docents for the Exhibition (be a docent for one day or many!)

Sept 25: taking down the exhibit: need 17 volunteers

Sept 26: packing paintings for shipping: need 6 volunteers

The 41st National Committee will next meet at Gallery Concord on March 10 at 7 pm.

## member news

**Valerie Cohen**, in Reno, NV, has a new website: [valeriepcohen.com](http://valeriepcohen.com). Christopher Schink's The Palette Magazine (issue #32) includes Cohen's article, "Painting in Grief."

**Karen Powers**, CWA Workshop

Director, was awarded 1st place honors for "Tenacity." Please visit this beautiful library and the show before Feb 28. Orinda Library, 24 Orinda Way, Orinda CA 94563. Art Show through March 1, 2010. Located in main entrance hall of library.

**Terri Hill** has her painting "Petal Power" accepted into the WAS-H 2010 33rd International Exhibit in Houston Texas, March 6-April 9, 2010. <http://www.watercolorhouston.org>.

**Linda Sutton's** orchid painting "Imposing Presents" won a commended award at the Artists for Conservation annual and was featured on the cover of Wildscape Magazine in the UK Now home it is

included, (with other florals) in "Fresh Cut" a group show including Susanne D'Arcy, Lina Liu, Randall Sexton, Carol Tarzier and Wanda westberg. At the Epperson Gallery 1400 Pamon St, Crockett CA. [eppersongallery.com](http://eppersongallery.com) Feb. 6th – March 7th.

CWA member **Ron Ridley** has a video posted on YouTube. Check it out at: <http://www.youtube.com/watch?v=UtP-1InEMms>.



"Petal Power" by Terri Hill



**Juanita Hagberg** visited Kim Hwang's 5th grade classroom at Delaine Eastin Elementary School in Union City. The students were introduced to brush characteristics, spatter and sponge techniques, washes and line. The students then learned about and painted imagined landscapes. Their next task was to remove a shoe to do a contour drawing and a painting of their footwear. Some interesting and creative paintings emerged!

CWA Outreach in February went from elementary school to high school. On

February 5th **Jack Gautreaux** was the guest artist at the Palomares Art Festival at Palomares Elementary in Castro Valley. He taught 28 fifth graders to paint a simple landscape using different techniques, spontaneity and control of their brushes. The children were attentive, enthusiastic to learn and proud of their results. Their teacher asked us to come back next year. Jack was assisted by Michal Weinstein, Assistant Outreach Director.

On February 12th **Charlotte Huntley** taught an art class at Concord High School for thirty-four 10th, 11th and 12th graders. The room was crowded but the students didn't seem to mind. Charlotte taught the children different techniques, including how to paint a wash, how to color wet-into-wet and how to mix black using only the primary colors. Charlotte's visit was the inauguration of this classes' watercolor unit which goes on for about 4 - 6 weeks with progressively more complex assignments. Charlotte was assisted by Michal Weinstein, Assistant Outreach Director, Warren Dean, the art instructor and Neal Huntley, Charlotte's ever helpful husband.



Far left: Drawing footwaer under Juanita Hagberg's direction. Above: Scenes from Concord High School with Charlotte Huntley.

## happenings & events

Gallery Concord had a wonderful reception for their Winter Show on Friday, Jan 8. The featured gallery artist is **Janet Walton** and the guest artists are **Karen Flamme**, a fiber artist and **Lucy Beazley**, a figurative ceramic sculptor. Also showing are all the Gallery Concord Members with different styles of watercolor paintings. Dana Street Trio played live music and every body had a great time! Go to the gallery and look at these art works if you missed the reception (Gallery is open Thursday – Sunday, 11am – 4pm). Gallery Concord is at 1765 Galindo St. Concord.

Top: Visitors view Janet Walton's paintings. Below: Dana Street Trio wows the crowds with jazz.



### Future CWA Shows to Enter:

**The Bay Model Show** in Sausalito is to be held July 12th to August 16th. Judith Klausenstock is the First Chair. A second chair is being sought. It was suggested by David Savellano that Dave Broad and Lucy Arnold would be great assests as they live in Marin. The prospectus will be available next month for the newsletter. There has be a large reconstruction project at the Bay Model, and the dates have been changed due to the extended construction completion date.

**Art Academy Gallery**, 79 New Montgomery SF show October 2010.

**50th Spring Art Annual at Woodbridge Winery.** March 19 – 21. Open to all media. Receiving: Mar 5 and Mar 6, 12 – 4 pm at Lodi Community Art Center Gallery, Lakewood Mall at Elm and Ham, Lodi. All entries must be for sale, 35% commission. Fees \$12 per entry. For more information: Rich Allen (209) 333-3855, richallen1940@sbcglobal.net.

**2nd Annual Plein Air Paint Out at Sunol Regional Wilderness** on April 3, 2010, from 8:00 to 2:30. Artists may sign-in as early as 6:30 am. Registration with East Bay Regional Park District's Registration Department begins on February 9 at <http://www.classweb.ebparks.org/eConnect5.2/Activities/ActivitiesDetails.asp?ProcessWait=N&aid=4849&From=fas>. For more info: Naturalist Dino Labiste, e-mail at [dlabiste@ebparks.org](mailto:dlabiste@ebparks.org) or call (510) 544-3215.

### **Alameda County Arts Commission Now Accepting Applications for New Public Art Registries.**

**Deadline: March 19, 2010.**

Many of Alameda County's capital improvement projects include a Percent-for-Art Program in which professional artists are commissioned to make artwork for each site. Due to the upcoming schedule of construction projects, many of the artists commissioned for these public art projects will be selected from two registries of pre-qualified artists (Artist Registries). Artists who qualify for the Registries will be considered for public art projects related to the Highland Hospital Acute Care Tower Replacement Project; Castro Valley Boulevard Streetscape Project; and the San Lorenzo Library Renovation Project. Additional projects may be added to this list and may be related to youth services, health care, social services, public protection, and general government programs.

### **Artist Registry 2010-2011: Permanent, Site-Specific Public Artwork**

Open to professional artists residing in California.\* This Registry is for artists who have experience making permanent, site-specific public artwork; opportunities

**ISAP Open International Show** (80% Acrylic on any surface) in Santa Cruz, CA; juror, Gerald Bromer; due date May 15. Bromer workshop Aug. 2 to Aug 6. <http://www.isap-online.com>

**2010 Tri-City Open Studios Tour**, May 1 - 2. Open to artists in the Tri-City area. Deadline: March 15th. Applications are available on-line at [www.fremontartassociation.org](http://www.fremontartassociation.org) and at the Association's Gallery located at 37659 Niles Boulevard in Fremont.

**Pennsylvania Watercolor Society 31st International Juried Exhibition**, Oct 1 - Nov 14, 2010, at the Crary Art Gallery in Warren, PA. The opening reception: Oct 2, 1 to 5 pm, Awards Ceremony at 3 pm. Over \$5000 in cash awards plus merchandise awards. Download the prospectus at [www.pwswc.com](http://www.pwswc.com).

will be available for exterior and interior projects, be appropriate for artists working in a variety of materials and styles, and have a range of project budgets. Individual contracts may range from approximately \$20,000 to \$200,000.

### **Artist Registry 2010-2011: Small-Scale, Wall-Mounted Artwork**

Open to artists who live, work, or rent/own a studio in Alameda County.\*\* This Registry is for artists who are making small to mid-sized, wall-mounted, two-dimensional or low-relief artwork. Individual contracts may range from \$4,000 to \$20,000; artists may be commissioned to make one new artwork or a series of new work.

### **Application Information**

View the complete Call for Artists at: [www.acgov.org/arts](http://www.acgov.org/arts) and click on "Opportunities" or call (510) 208-9646 to receive the information by mail. To be considered for these opportunities, artists must register and submit an application through the CaFÉ website, [www.callforentry.org](http://www.callforentry.org) (search for "Alameda County"). A separate application must be submitted for each registry.

com or by contacting John W. Walker, Exhibition Chair, at 4077 Bowser Road, New Freedom, PA 17349, (717-235-5310) ([walkerjohnw@gmail.com](mailto:walkerjohnw@gmail.com)) with a SASE.

### **Southern Colorado Water Societies**

first national watercolor exhibition - "Aquarius National." Aug 14 - Oct 23, 2010. Sangre de Cristo Art Center, Pueblo, Colorado. Deadline for entries: May 14, 2010. Juror: Stephen Quiller. Prospectus can be downloaded at [www.scws.us](http://www.scws.us).

### **Call for Artists, Art in the Park,**

Danville: 12th Annual Fine Arts Festival, October 2 & 3, On the Town Green, Front Street Park, by the Library. Categories: Paintings in All Media, Photography, Ceramics, Sculpture, Graphics and limited openings in Fine Jewelry (no crafts). Sponsored by Alamo Danville Artists' Society and the Town of Danville. Art in the Park includes a Judged Inside Art Show and food, wine and live entertainment. Booth spaces are 10' x 10' and the fees are \$70 ADAS members and non-members are \$85 + 10% of sales for Art in the Schools fund. Artist's applications available: e-mail [normawebb@comcast.net](mailto:normawebb@comcast.net) or call 925 828-9170.

**Artists Flea Market**, Saturday, April 24, 8:00 am to 2:00 pm, DeLucchi Park, First at Neal, Pleasanton (adjacent to Farmer's Market). Shovel Out Your Studio! Go Home with Cash in your Pocket! New or used: easels, frames, art books, mat cutters, tapes, bargain art, seconds, paints, canvas, craft supplies! Sign up for a 10 x 10 space for only \$25. Non-PAL members welcome. Spaces not preassigned, first come first serve. Send check by April 17, payable to PAL, & mail to Gail Ruvalcaba 3738 Vineyard, Pleasanton 94566. Phone information: Dorothy Maestas at (925) 846-6726.

**"The Essential Nude,"** April 15–18 at Bothwell Art Center, Livermore. Co-sponsored by LAA. Receiving will be on the 11th. Artists interested in a prospectus should email for the PDF, Barbara Stanton at [microangelo@earthlink.net](mailto:microangelo@earthlink.net) or send a SASE to 1222 North P St. Livermore, CA 94551-1661.

## CWA Financial Report

From a financial viewpoint, CWA has a lot going on. We get income from membership dues, workshops, show entry fees, artist sales commissions, donations, and many other sources. Our expenses include the costs to put on workshops, shows, and school programs, as well as our member services - newsletter, roster, monthly programs. In addition we have the usual expenses of running a non-profit organization - insurance, taxes, bookkeeping, etc. This article provides the annual reporting of the past year summary of all this, and the budget for the current year.

CWA ended up the year 2009 with a small deficit. The total income was \$108,200 and

the total expenses were \$112,400. This was primarily due to the cash flow timing of the 2009 National Exhibition - much of the income was received in 2008 and all of the expenses were in 2009. We feel that this will turn around in 2010.

The pie charts show the breakdown of the budget for 2010. The total income is projected to be \$128,300, and the total expenses to be \$127,600. This budget, adopted by the CWA Board of Directors, shows a slight surplus which will provide some reserve for the year. Some particular items to note:

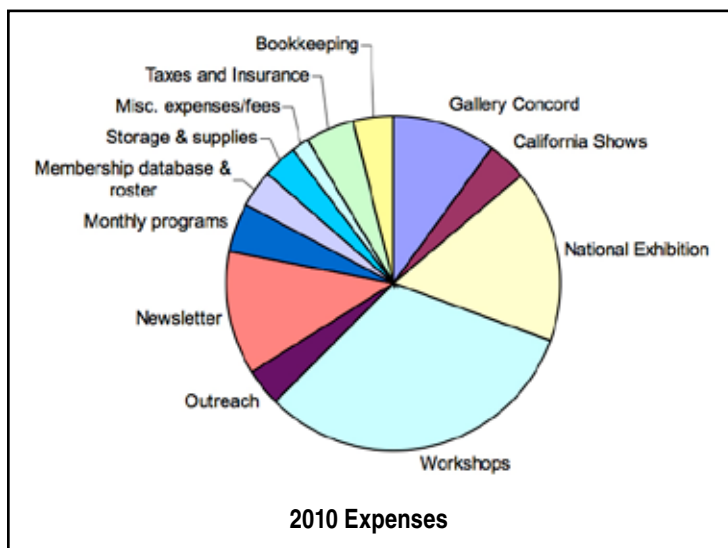
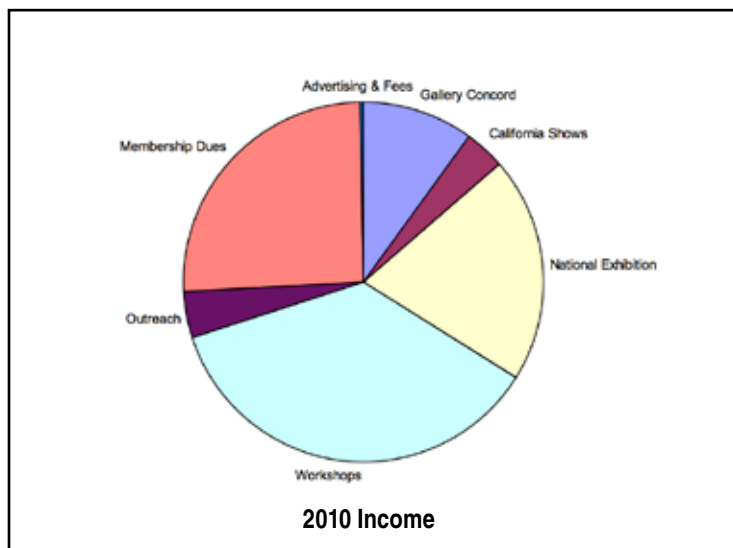
- Workshops and the National Exhibition are both large income sources and large

expenses, but both are projected to show a profit.

- We are projecting an increase in membership dues in 2010. Please encourage your fellow artists to join so we can make sure this happens.
- The CWA Newsletter continues to be a major expense, primarily for printing and mailing the hard copies. Switching to receiving the newsletter by email will help CWA's finances and you also get to see it in color!

If you have any questions on this information, feel free to call me.

— Marilyn Miller, Budget Director



## artist spotlight



"Acoma Pueblo"

I came to painting very late. I actually came to making art late. In the small, rural southern Indiana town in which I grew up, there was very little art in the schools until high school, where in order to graduate, one needed a semester of art. In that semester I was exposed to a variety of things, but what grabbed me was wood carving. I always intended to do more, but college and life intervened.

In 1991 I began stone carving at Santa Monica College and fell in love with it. It took a while, but I got to that point of co-creating sculptures with the stone—a real "in flow" experience. The tendons in my wrists began to complain, so I left each carving session on Saturday morning and went straight to the acupuncturist. *(continued on page 8)*

## Carolyn WarmSun



# workshop

designer

workshops by  
members and others

## Helping Artists Become Better Artists –

**Since 1983.** Art in the Mountains has 22 fine art painting workshops including studio and plein-air classes in Bend and Newport, OR, San Francisco

and Santa Barbara, CA, and Kauai, HI. Master artists instruct in watercolor, acrylic, oil, pastels, drawing and mixed media. See our 2010 instructors and locations: [www.ArtintheMountains.com](http://www.ArtintheMountains.com) or Call (503) 930-4572.

**“Vibrant Watercolors” with Claire Verbiest.** Friday, Saturday & Sunday March 26-28, 2010, 9:30 - 3:30 p.m. Fee: \$295. Location: Walnut Creek/Concord. There is still availability in this workshop. Claire Verbiest will explore with you the unique properties of the fluid and transparent medium of watercolor. Topics, such as, how to render light, work with color, contrast and value, shape, texture, and composition will be addressed. We will use a variety of subject matter to produce paintings full of energy and strength. The course is designed for all levels of expertise. There will be lots of time to paint as well as individual help and critiques. Leave with your very own, one-of-a-kind vibrant watercolor paintings. Space is limited. Please call (925) 639-7161 for reservations or email [pam.howett@sbcglobal.net](mailto:pam.howett@sbcglobal.net).

**Travel Sketching with David Savellano, CWA.** Learn the basics of quick sketching and watercolor painting techniques to capture the essence of a scene. Traveling with a sketchbook or journal allows you to record your memories, explore and see the

world in new, creative ways. With David’s expert instruction and guidance you will learn and practice techniques at the Frank Bette Center for the Arts (FBCA) studio and at Alameda and Oakland outdoor locations. We will review the principles of drawing, perspective, people, buildings, landscape elements including basic watercolor techniques for travel sketching. Basic drawing skills recommended. Class schedule: 3 days, 10am to 4pm, March 19th, 20th (Friday, Saturday) and March 27th (Saturday). Cost: \$175 members, \$200 non-members. Call FBCA (510) 523-6957 or register on-line at [www.frankbettecenter.org](http://www.frankbettecenter.org).

**Creating Watercolor Memories of Tuscany** September 4 – 11, 2010. Instructor: Sandy Delehanty. This small group painting trip is designed for 8 to 12 students and already has 5 deposits from returning students. The price of \$2,649.00 per person double and \$2,749.00 per person single includes: All meals, lodging, instruction, local transportation and museum tickets paid for in US dollars prior to the trip. Learn about the food, the history and the culture of Cortona and feel right at home in “our little town”. If you would like to join us, complete details can be found on line at [www.ToscanaAmericana.com](http://www.ToscanaAmericana.com) or telephone me at (916) 652-4624.

**“Juicy Fruit” Watercolor Workshop by Terri Hill.** 3-day hands on workshop with demos, design lectures and technique instruction. Friday through Sunday, March 26, 27, & 28 at the Los Gatos Museums Gallery, 24 N. Santa Cruz Ave, Los Gatos. Only 10 spots available! Contact Terri Hill, [terrihill@designerhill.com](mailto:terrihill@designerhill.com) or (408) 248-2354.

## artist spotlight continued

After I moved to the Bay Area in 2000, however, my wrists finally became so painful I had to stop. This was not only a huge loss, but a worry. Retirement was only a few years away and I knew I had to find something artistic I could do.

I decided to try painting (surely holding a brush would not hurt) and found Pablo Villacana-Lara teaching watercolor at Piedmont High School. What a fortunate find—a gentle, very caring person who taught basic techniques and gave enormous support. Pablo also encouraged his students to engage with CWA. I’ll never forget one of my first meetings when Jane Hofstetter was the presenter. I watched her take an action, see what the paint and water and paper wanted to do in response, and based on that, take another action. I got goose bumps—it would be possible to get to that state, which I had so loved with the stones, with painting.

Since then, I have overcome my phobia of drawing, thanks to Mira White; observed and experimented with Myrna Wacknov; learned color theory and mixing from Dorcas Moulton; and painted with the East Bay Plein Air group which has graciously supported my awkward attempts to address the great outdoors.

I have added writing, including poetry, to my creative pursuits. I have in mind a book with my nature paintings providing the inspiration for poems or stories that help people make a better connection with our earth—to “see” that human and nature are one, sharing great potential for beauty. In this I see one of the threads of my life: years in the mental health field, followed by years as an Organization Development Consultant in the health arena, and now a vision of art as healing. A satisfying continuity.



“Grace”

# directors

## board of

*president*

**Samantha McNally** 415.828.4991

*vice presidents*

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**Desmond Elder** asst: Emi Beifuss

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*secretary*

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**Nan Lovington** 925.930.6503 asst: Michal Weinstein

*director of membership*

**Sue Johnston** 510.531.5471 asst: Sandra Gorski

# committees

## volunteer

*national exhibition*

Christine Dougherty,\* Desmond Elder, Emi Beifuss

*gallery concord co-directors*

Pablo Villacana-Lara and Carol Jurasin

*gallery concord treasurer*

Gladys Schaible

*gallery concord publicity*

Qian Gao

*area representatives*

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

*community outreach*

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*mail distribution*

Sue Johnston

*hospitality*

Donna Gamel 510.595.1583 assistant: Sandra Gorski

*greeter*

**Position Open**

*treasurer assistants*

Gladys Schaible, Annette Hodtwalker

*video library*

Doreen Yates\*, Cathy Riggs\*

*panel rental*

Barb Bochenek\*

*cwa webmaster*

Bruce Stangeland

\*Chair of Committee

# staff

*membership/data manager*

Anne Jacobson

*newsletter editor*

Lin Teichman

*accountant*

Kathy Vigil

*audio/visual set up*

Thomas McFadden

# sponsorships

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

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

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

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

## sponsor levels

### Distinguished Donor

Full Page/7.5 x 10  
3 months: \$750  
12 months: \$3000

### Benefactor

Half Page/7.5 x 5  
3 months: \$450  
12 months: \$1800

### Fellowship

Third Page/7.5 x 3.25  
3 months: \$360  
12 months: \$1440

### Patron

Quarter Page/3.75 x 5 (vert)  
3 months: \$240  
12 months: \$960

### Friend

Eighth Page/3.75 x 2.5 (hrz)  
3 months: \$180  
12 months: \$720

### Classified

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



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

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

Return Service Requested

# calendar

## 2010 MEETINGS & DEMOS

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

## March 2010

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

## 2010 MEMBER SHOWS

Jan 18 - Feb 27	Bick Blick, Berkeley (proposed)
Feb 27 - Apr 9	John Muir Hospital, Walnut Creek
April - May	Bay Model, Sausalito
May 17 - June 27	Dick Blick, Berkeley
July 14 - Sept 17	41st National Exhibition, San Francisco
October	Art Academy Gallery, San Francisco
To Come	Walnut Creek Library

## 2010 WORKSHOPS

Feb 15 - 19	Christopher Schink
March 15 - 19	Charles Reid
May 18 - 20	Mike Bailey
June 15 - 17	Charlotte Huntley
Aug 16 - 20	Myrna Wacknov
Sept 13 - 17	Skip Lawrence



February 16, 2010

California Watercolor Association 41st National Exhibition  
Presidio Officers' Club Exhibition Hall  
San Francisco, California  
July 14 - September 19, 2010,  
July 18 - Artists' Reception

Dear Members,

The highlight of CWA's year is the National Exhibition in San Francisco, which attracts renowned watermedia artists from throughout the world. Last year's show of 100 paintings was selected from more than 600 entries, with \$18,000 in awards.

CWA is very pleased to return to the historic Presidio of San Francisco, in the Presidio Officers' Club Exhibition Hall, site of the 2009 show Water+Color. This exhibition drew more than 10,000 visitors, and the Presidio Trust considers it one of their most successful shows.

Supporters and patrons of CWA receive prominent recognition in the Exhibition Catalog which is sent to every CWA member and to each entrant. Catalogs are both collectibles and references, with many additional copies sold at the Presidio during the exhibition and throughout the year.

We would very much like to have your help sponsoring the 41st Exhibition awards with a tax-deductible contribution of cash, merchandise, and/or gift certificates. Thank you in advance for your consideration.

Please use the donation form, however, you are not restricted to the suggested levels of giving. Any and all donations are greatly appreciated and will help to create generous awards. Make all checks payable to CWA and send all donations to:

Stephen Schumm, Fundraising Chair  
1250 E 3rd St.  
Benicia, CA 94510

(510) 333-8203 [sdschumm@pacbell.net](mailto:sdschumm@pacbell.net)



# California Watercolor Association

## Exhibition Donor Contract

**The 41<sup>st</sup> National Exhibition July 14 – September 19, 2010**  
**Presidio Officers' Club Exhibition Hall, San Francisco, CA**

**Donation Levels**

- To make your donation, select the level of giving and list the amount of the donation in the 'Donation Amount' column.
- Please specify if donation will be all in cash or part cash and part merchandise / gift certificate.
- Please total your donation in the space provided to the right and complete the Donor Information section below.

**National Exhibition Catalog**

- Offered free of charge to all the entrants and donors
- Sent to all California Watercolor Association members
- Kept as a reference for many years
- Advertising Specifics:
  - Artwork must be received by: **May 15, 2010**
  - Formats accepted are digital or camera-ready artwork.
  - Images should be scanned at 300 dpi.
  - PDF file format preferred. We can accept JPG, TIFF, or EPS files.
  - Proof read your art – we are not responsible for typos.
  - Contact Lin Teichman at 925.838.6328 for assistance.
  - Send artwork to [newslettercwa@gmail.com](mailto:newslettercwa@gmail.com) or to the fundraising address below.
  - Full Page / no bleed: 7.5 x 10; full bleed: 8.5 x 11 with 1/8 bleed past the crop marks.
  - Half Page / 7.5 x 5
  - Third page / 7.5 x 3.25
  - Quarter Page / 3.75 x 5 (vertical)
  - Eighth Page / 3.75 x 2.5 (horizontal)

**National Exhibition Donation Level of Giving**

Distinguished Donor	Amount
<ul style="list-style-type: none"> <li>• \$1,500 cash <b>or</b> \$500 in cash <b>and</b> \$2000 in merchandise/ gift certificates.</li> <li>• Free full page catalog ad</li> </ul>	
Benefactor	
<ul style="list-style-type: none"> <li>• \$900 cash <b>or</b> \$250 in cash <b>and</b> \$1300 in merchandise/ gift certificates.</li> <li>• Free 1/2 page catalog ad</li> </ul>	
Fellowship	
<ul style="list-style-type: none"> <li>• \$500 cash <b>or</b> \$1000 in merchandise/ gift certificates.</li> <li>• Free 1/3 page catalog ad</li> </ul>	
Patron	
<ul style="list-style-type: none"> <li>• \$200 cash <b>or</b> \$500 in merchandise/ gift certificates.</li> <li>• Free 1/4 page catalog ad</li> </ul>	
Friend	
<ul style="list-style-type: none"> <li>• \$50 cash <b>or</b> \$200 in merchandise/ gift certificates.</li> <li>• Free 1/8 page catalog ad</li> </ul>	

<b>TOTAL</b>	
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Donor \_\_\_\_\_  
(as it should appear in the show catalog)

Contact Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_  
(please print)

Address \_\_\_\_\_ City \_\_\_\_\_ State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Donation Category \_\_\_\_\_ Cash \$: \_\_\_\_\_ Merchandise/ Gift Certificate Amt \_\_\_\_\_

Description of Merchandise/Gift Certificate \_\_\_\_\_

Shipment date \_\_\_\_\_ Send form with donation to:

**Stephen Schumm, Fundraising Chair, 1250 E 3rd St, Benicia, CA 94510**  
**510.333.8203 [sdschumm@pacbell.net](mailto:sdschumm@pacbell.net)**

➤ Make checks payable to: California Watercolor Association      **Donations must be received by May 15, 2010**

California Watercolor Association is a tax-exempt organization under IRS 501(c)(3), federal tax ID # 51-0142997 rev 020310