



California WATERCOLOR Association

October 2012

P.O. Box 4631
Walnut Creek, CA 94596

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

2
From the President
Like Us on Facebook

3
CWA Workshops

4
Member News

5
43rd National Update
Member Updates

6
Proposed Bylaw
Changes
Good News/Bad News

7
Show News
Workshop Corner
Directors,
Committees,
Staff

8
Plein Air Corner
Sponsorships

9
Calendar

PLEIN AIR
Come paint with
us in Benicia
on November 17

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

General Meeting • 7:30 pm, Wednesday, October 17, 2012 • Shadelands Center, 111 N. Wiget Lane, Walnut Creek, CA

October Guest Artist Leslie Wilson



Leslie Wilson is a watercolor artist offering original watercolor paintings and commissions, including landscapes, still life and figures in an impressionistic style. Art has always been fundamental in her life. She has focused on watercolor painting for more than 20 years, capturing the moment in vibrant light and color, both en plein air and in the studio. She loves transforming the ordinary into the extraordinary and reminding people of the places they have been, the people they have met, and the truly remarkable light and color in our world.

She graduated from the University of Maryland with a B.A. in Secondary Art Education in 1973. She was published in *Splash 11* (2010) for "The Other Side of the Mountain." She is a Signature Member of California Watercolor Association and a member of Gallery Concord and Valley Art Gallery in Walnut Creek. She teaches ongoing watercolor classes in an Orinda studio, Civic Arts Education in Walnut Creek, and Adult Education in Dublin, California. See her website, www.lesliewilson.net, for details.

If you have ever been a student in one of Leslie's classes, you will recognize some of her painting catchphrases. A few of her classics are: place the paint on the paper, no dabbing, a little, some and alot, hard/soft/dark/light, and a dog in the woods. Listen for them during her October demonstration.



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 7:30pm,

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

Janet Groza

925.922.1235

Michele Weitzenberg

707.576.0466

cwa gallery

Gallery Concord

1765 Galindo

Concord, CA

925.691.6140

Hours:

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

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

Good Grief, Hannah! 834 Congratulations

What a tremendous show we will have. 385 CWA 43rd National Exhibition entrants submitted 834 images. Wow, that is impressive. A big round of applause and a huge thank you for submitting your beautiful artwork.

Thank you also to everyone on the 43rd CWA Exhibition Committee...

especially for the smooth electronic registration and judging. This first time process is proving very successful and eliminates a great amount of manual work. Now, we just have to be patient while the entries are reviewed for the exhibit. Our juror, Mike Bailey, will electronically review your entries and final decisions will follow. I wish all of you the very best results.

Newsletters are going electronic.

January 2013, CWA Newsletters will automatically be promptly delivered to every member's computer in brilliant color. We won't miss a single bit of information while we do our part to save a tree. The color advantage is green for everyone.

We have additional good news.

The current board has two more great people who stepped up to the volunteer plate. Thank you Iretta Hunter, Budget Director and Joan Gombos, California Show Director for filling these 2012 openings. We are building a great team. The Nominating Committee volunteers will continue their pursuit for a full 2013 CWA board. Thank you in advance for giving them your consideration if they approach you.

Please review the 2013 CWA board members and changes made to the by-laws. Your vote at the November general meeting is important.

Cheers to you and your fabulous art,

Karen J. Powers, CWA President

(510) 502-6211

karen_powers@hotmail.com

PS Hannah - my perfect grandmother who was an artist at growing red roses.



We now have 848 "likes" on our Facebook page!

If you haven't liked the CWA Facebook page yet, please go to <https://www.facebook.com/CaliforniaWatercolor> and click like.

Then check out the photo album and the events page.

We post local calls for art and other events CWA members might be interested in as well as CWA events and news. Please send us a message on Facebook if you think of something we should post.



CWA WORKSHOPS FOR 2013

For more info, check out artists' websites and/or the 2013 workshop brochures (available online at californiawatercolor.org/classes.php). And remember that if you sign up for two or more at the same time, you'll get a 10% discount.



Katherine Chang Liu Open Studio February 18-22/Inter-Adv

CWA's first guest artist for 2013 will be Katherine Chang Liu, an internationally known painter (37 solo shows), printmaker, and collage artist, juror (over 80 exhibitions), and teacher. Workshop: Katherine will address a common struggle—experienced artists with technical knowledge and experience who have yet to find their own voices. In her one-on-one discussions about the strength and direction of each student's work (both prior and produced in the class), she gives amazingly insightful, constructive, and inspiring feedback and guidance. CWA member \$555, non-CWA \$595. See Katherine's work at jenkinsjohnsongallery.com.

Birgit O'Connor Big, Bold & Beautiful Flowers March 18-22/All Levels

A self-taught watercolor artist, Birgit O'Connor specializes in florals and landscapes and has developed interesting techniques for painting rocks and sand. Her award-winning work has been recognized and published in over 24 national and international artist publications, and she contributes regularly to various art magazines and newspapers. Workshop: Birgit will guide you step-by-step through the painting process, share how she studies her subject, and teach her techniques for simplifying a flower and finding the WOW factor that creates dramatic paintings. Although some knowledge of watercolor is helpful, even beginners are welcome and encouraged not to be afraid. CWA member \$495, non-CWA \$550.

For more information on Birgit's workshops and her preferences for materials and supplies, visit her website at birgitoconnor.com.

Gerald Brommer Landscape Painting April 15-19/All Levels

Gerald Brommer is a renowned award-winning watercolor and acrylic painter, collage artist, innovative teacher, author and juror. He has written 23 textbooks for high school and college art classes, in addition to several other books on painting and collage, and produced ten video programs and five DVDs for practicing artists. Workshop: Gerald will focus on design and content while working with a variety of resources: Sketches, photographs, slides, old paintings and imagining. The emphasis is on understanding and interpreting the content of a landscape. CWA member \$425, non-CWA \$480. For more info on Gerald, google him; he does not have a website, but there are many images of his work and other info about him online.

Thomas Schaller The Architecture of Light May 10-12/All Levels

Following a 20-year career in New York City as an architect and architectural artist, Thomas Schaller is now a full-time watercolor artist living in California. He has won many awards for his architectural artwork and has authored two books: "Architecture in Watercolor and "The Art of Architectural Drawing." Workshop: "Light" is the constant narrative in Thomas' work; hence, light as the key to working effectively with values in a composition, is the focus

of his workshop. Thomas will demonstrate the fundamentals of identifying strong compositional subjects and how to bring strength and clarity to your compositions with a simple value organization. CWA member, \$375, non-CWA \$430. For more information on Thomas, visit his website at thomasschaller.com/about.

Ric Dentinger Seeing & Painting the Layers of a Subject July 15-19/All Levels

Ric Dentinger, who began his career as a professional illustrator and art director, is an award-winning contemporary realist who paints traditional subjects with a passion for watercolor that is reflected in his bold and confident approach with intense color and dramatic highlights. Workshop: Ric will teach his approach to seeing through the layers of a subject, along with unique methods of applying paint (incl. gouache for certain effects), and different perspectives on design and composition. Ric's workshop is designed to challenge both beginners and experienced artists alike. CWA members \$395, and non-CWA \$450. Visit his website at ricdentinger.com/art.

Jean Pederson Faces & Figures in Water Media September 16-20/Inter-Adv

Jean Pederson is an award-winning artist who balances her strong teaching abilities and writing with her continuing aspiration to convey her ideas in visual form. She has exhibited her work internationally and is the author of "Expressive Portraits: Creative Methods for

Painting People;" North Light Books has approved her to write a second book. Workshop: Jean will open the door into the exploration of various combinations of mixed media (watercolor, gouache, gesso, acrylics, inks, mark making tools, and collage) with an emphasis on water soluble paints and mediums as they relate to the human face and figure. The emphasis will be design and personal style; live models. CWA member \$475, non-CWA \$530. For more information on Jean, visit her website at jeanpederson.com.

Lian Zhen Chinese Brush & Watercolor Painting October 14-18/All Levels

Lian Zhen obtained a BA from UC and a Master of Architecture Degree from MIT after immigrating to the US from China. An award-winning artist, he has exhibited, juried and taught internationally. His three books on Chinese painting techniques have been distributed internationally. Workshop: Lian will include one day of Chinese brush painting, followed by four days of watercolor. On the Chinese painting day, students will learn about Asian Art theory, how to use Chinese brushes, ink and colors, and painting techniques for spontaneous-style Chinese paintings. (Note that Chinese painting supplies will be available at the workshop for a modest fee.) During the watercolor session, Lian will teach techniques including his "Color Pouring and Blending," as well as composition and coloring. CWA member \$495, non-CWA \$550. For more information on Lian, visit his website at lianspainting.com.

member news

Dick Green, CWA has a painting published in THE ARTISTIC TOUCH 5. Dick also has a painting accepted into the 44th Annual International Exhibition at the City of Brea Art Gallery in Brea CA.

Samantha McNally announces the launch of her new website www.samanthamcnally.com and a new venture making websites for artists. If you need a website, need your paintings scanned, need to get greeting cards and giclees printed, please contact Samantha for an easy way to do all of these things! Sam@samanthamcnally.com. (415) 828-4991.

Still Life Light Love Lemon by **Irina Sztukowski** won an American Art Award in 2012 Competition Realism Category. It was judged by 25 famous art galleries across the U.S. and earned 5th place in a tough competition between numerous artists from America, Australia, Austria, Belgium, Canada, China, England, France, Germany, India, Indonesia, Israel, Italy, Japan, Macedonia, Mexico, New Zealand, North Korea, Poland, Romania, South Korea, and Taiwan.



Still Life Light Love Lemon
by Irina Sztukowski



Yosemite Watercolorist, **Sally Owens**, will be joined by Point Reyes Woodblock Artist, Tom Killion, for "The High Sierra: Two Views," showing October 1st through November 19th at The Ansel Adams Gallery, on the Village Mall, in Yosemite National Park. Come enjoy the splendor of Yosemite in Autumn, & join in the Artists Reception, October 20th, from 2 - 4:00 p.m.

LaVone Sterling, California Watercolor Association member has been awarded Best of Show for her pastel painting of "Tippie", in the 57th Annual International Exhibit, "Bold Expressions", sponsored by Northern California Arts. The show runs from October 2-27th. It will be held at the Sacramento Fine Arts Center. Two receptions are scheduled. October 13th 5:30-8:30 and October 27, 1:00-3:00. The awards ceremony will be at the October 27th reception.



Tippie by LaVone Sterling

Larry Cannon, CWA has had a busy year, winning the Best Watercolor Award at the Carmel Art Festival and participating as a juried artist in the Sonoma Plein Air and Los Gatos Plein Air Festivals. He has also been included as one of the 40 invited artists from throughout the U.S. for the 14th Annual Laguna Beach Plein Air

Painting Invitational sponsored by the Laguna Art Museum in October. The photo below is one of his plein air paintings from the 2010 Invitational.



South Laguna View by Larry Cannon

Leslie Wilson's painting "Hess Road" was accepted in the San Diego Watercolor Society's International Exhibition. 15" x 22"



Hess Road by Leslie Wilson

Sayeko Nakamura's painting "Almost Spring" has been accepted into the 92nd National Watercolor Society (NWS). The exhibition held at the headquarters in San Pedro, Los Angeles California. Runs from September 29- December 2.



Almost Spring by Sayeko Nakamura

Ione Citrin's paintings will be in these upcoming shows:

Solo Exhibitions:

Metro Art Gallery
Pomona, CA
December 2012
Unitarian Church of Long Beach
Long Beach, CA
December 2012-January 2013

Group Exhibitions:

Celebration of the Arts
Lake Placid, N.Y. Art Expo
October 2012
Angels & Demons
On-line exhibition
October-November 2012
Red Dot Art Expo
Miami, FL
December 2012



Bamboo Curtain by Alvin Joe

Alvin Joe's painting of "Bamboo Curtain" was accepted into the Peninsula Jewish Community Center Art Show that runs from October 12-December 18, 2012. His painting "Quality Assured" was juried in the past California State Fair with an award.



Exhibition Of **Irene Brydon** Watercolors, August through November. Enjoy cappuccino or glass of wine while enjoying my watercolor paintings at BRITTMARIE cafe and wine bar.
1369 Solano Avenue
Albany, CA
Call (510) 527-1314 for hours.

CWA 43rd NATIONAL EXHIBITION UPDATE

We are delighted to see so many entries already in for the CWA 43rd National Exhibition. The entries are all in, and we are excited about the 834 amazing images from 385 artists.



We sent them all to our juror, M. E. "Mike" Bailey. Acceptance notification begins on October 15. Also check our website for a list of accepted artists. We all have our fingers crossed!



Book Sale!

We have a fine collection of used watercolor books to offer for sale at the General Meeting on Wednesday, October 17, 2012. Come early for the best choice.

Buy a book that: features something you want to learn, fills in a hole in your collection, or just takes your fancy! All proceeds will go toward the Members' Book Award for the 43rd National Exhibition. Remember, one of those amazing images will get this award, and it could be yours!

Member Updates

Carol Moore's Passing

It is with a very sad heart that I let you know that Carol Moore passed away this morning in Montana with her 2 daughters, Kristin and Cheryl, and her husband, George, at her side. She fought a long, brave battle with breast cancer. There will be a small service in Montana and one in San Mateo and I will let you know as soon as I know more.

Carol was a talented watercolor artist, a tireless volunteer, and very proud of her affiliation with these art groups.

George's address:

George Moore
603 Stonegate Dr.
Bozeman, MT 59715
RIP, my dear friend, Carol.

With sadness, Teresa Silvestri

Internment will be held Friday, October 19, 2012 at 1:30 p.m. at Saint John's Cemetery at 910 Oregon Avenue, San Mateo, CA. This is just up the road from her old house on Iowa Drive. A small reception will be held immediately after at a private home: 911 Sunset Drive, San Carlos, CA 94070. (The service/reception information will NOT be made public.)

To make a donation in Carol's memory:
Filoli Center, Attn: Carrie Drake, Development Manager
86 Canada Road
Woodside, CA 94062
www.Filoli.org

For more information, contact Kristin Lineback (Carol's daughter), at: (406) 581-1826 (cell)

Good Wishes for Members

Last month Samantha McNally wrote about past president Bill Yokoyama and asked that you let him know you're thinking of him.

Some other members to remember currently as they fight with difficult illness are Mary Spivey and Lee Garrison. Mary and Lee have been active members of CWA for many years volunteering as needed, serving on our board, and working for out-reach. Lee, at 90, has lost her sight but not her spirit. She is a signature member and past president.

If you take a moment to send these friends of CWA a card I know it would mean a lot to them and to their family.

Bill Yokoyama
43 Corte De La Canada
Martinez, CA 94582

Mary Spivey
2968 Linden Ave.
Berkeley, CA 94705

Lee Garrison
5798 Christine Dr.
Eureka, CA 95503

Regards, Sue Johnston, Membership

Proposed Bylaw Changes

The CWA Board of Directors has approved the following bylaw changes to descriptions of board positions, and will be asking for approval by the membership at the November general meeting. The changes that are shown in bold are considered minor wording changes and those with a border are considered significant changes.

In general, the changes are:

- VP is to be responsible for Membership rather than the National Exhibition.
- The National Exhibition is to be moved under a Directorship.
- Communications Director is to be changed to focus on external communications and publicity.
- Outreach is to be amended to eliminate reference to an Outreach coordinator, as that position does not exist any longer.

Section 2. Vice President. The Vice President shall direct the membership processes of recruitment, new member orientation, customer service and retention, record maintenance, shall oversee management of petition(s) for signature membership(s), and coordinate the production of the annual roster. The Vice President shall oversee the integrated communications management system, which combines the membership database and website into a common system, and oversee the member newsletter. The Vice President shall be responsible for duties or special projects as may be prescribed by the President and/or CWA Board of Directors. In the absence or disability of the President, the Vice President shall perform all duties of the President; shall have signature powers over the financial accounts along with the Budget Director, which shall have the same validity and binding effect as if done by the President.

Section 3. Director(s) of National Exhibition. The Director(s) of the National Exhibition shall direct the National Exhibition and shall act as board liaison to the National Exhibition Committee. The Director(s) shall select a juror **and exhibition site**, with concurrence of the Board. **The Director(s) is responsible for appointing all exhibition committee members.**

Section 4. Director(s) of California Shows. The Director(s) **shall be responsible for appointing** all exhibit chairpersons and jurors and shall have charge of all exhibits sponsored by the California Watercolor Association, including but not limited to determining the number of shows in a year. This shall exclude the annual National Exhibition. In the absence or disability of both the President and Vice President, the Director(s) of Shows shall preside. The Director(s) of Shows shall act as board liaison to the show chairs.

Section 8. Director(s) of Communications. The Communications Director(s) shall work with the board to publicize CWA and its activities, including contacting other arts groups and news organizations as requested by a board member or members. The Communications Director shall be responsible for maintaining CWA's Facebook and any other social media sites. The Communications Director shall be the designated board member to receive all inquiries sent to the info@californiawatercolor.org email address and to then pass said inquiries to the proper Board, committee, or staff person.

Section 10. Director(s) of Community Outreach. The Director(s) of Community Outreach shall prepare and execute all matters relating to art scholarship and community programs.



Good News/Bad News

The Good:

At the September board meeting it was decided to terminate the paper copy of our newsletter beginning January 2013. This decision is good for CWA in a number of ways. With the money saved on paper & printing we will be able to direct more services to our membership in ways such as paying a fee to arrange some member shows which are open only at a cost; bringing more costly but desirable presenters to our monthly meetings, even to our workshops. Perhaps augmenting the cost of a more expensive workshop presenter; offering a members award to our National Exhibition; securing a more high profile location for our National Exhibition; and little things like occasional treats for our members at general meetings and new and interesting videos for our video library.

The Bad:

Deciding to go strictly digital has been a difficult decision and a discussion at board meetings for the past two years. We value each and every member and leaving a few behind who won't be able to catch up on the monthly news was not an easy decision. We even had our printing company give us a price break to see how much it would cost us to accommodate such a small number of members (50 without email). Here is what we found out. The cost for printing out 50 copies of our newsletter would run up to \$200 per month. That does not include the handling and mailing fees which would up the cost about another \$100. To those who will be negatively affected by this decision I can offer these suggestions: Ask a family member or friend who is a CWA member to print out a copy for you at the beginning of each month or come to the general meeting and read up on the news posted near the entry. If you are a member with email but have requested a paper copy, I urge you to reconsider. To do so contact our data manager (cwa.data@gmail.com) and have her change your status so you won't miss a month of our newsletter.

We appreciate your consideration on this matter and hope you understand our decision was made in your best interest.



show news

The 14th Annual Art in the Park has Found a New Home:

This Fine Arts festival takes place on October 6 & 7 from 10 to 5 at San Ramon's Central Park at Alcosta Blvd and Bollinger Canyon Road, ¾ mile East of Hwy 680. This expanded event will feature 70 booths of fine art, live music, food, wine and childrens' activities. A judged art show will be in the Fountain Room of the Community Center. A new feature will be professional Chalk Artists showing their talents. Admission to the event is free.
Information: www.ADAS4ART.org or normawebb@comcast.net.

CALL FOR ARTISTS

The Moraga Art Gallery is accepting applications from Bay Area artists who have unique vision and quality work. We are especially interested in watercolorists! Please visit our website to learn about our gallery and the application process.

For more information, please contact Leslie Swartz:
leslieswartz@hotmail.com
(925) 376-9060
www.moragaartgallery.com

Save the Date - Call to Artists, Crafters and Purveyors of Handmade Goods.

Sacramento Fine Arts Center's (SFAC) 18th Annual Holiday Craft Fair. December 7,8,9, 2012. Sacramento Fine Arts Center, 5330B Gibbons Drive, Carmichael, CA 95608. 11 am-5 pm, Friday-Sunday. Special 2nd Saturday Opening 5-9 pm.

Prospectus online <http://www.sacfinearts.org/>
Click Call to Artists button.

Call for Artists

A Special Invitation for your Artists!
The DANIEL SMITH 11th Annual Art Contest offers a chance to WIN every week! Over \$40,000 in prizes! For information about the contest and to enter, please visit DanielSmithBlog.com

workshop corner

workshops by members and others

Chris Beck Workshop - Make Your Work Shine

Join me in this two-day workshop as we paint a colorful vintage ceramic salt shaker. You'll learn to create volume and shine and you'll have the option to customize the background. We'll cover taking an idea from concept to strong design and on to a finished piece, along with tricks to create your own background patterns. October 20-21, Saturday -Sunday, 10am-4pm at Guy Magallanes' Studio, 620 Taylor Way, #2, San Carlos, CA. Space is limited, so reserve your place now. Contact Guy at (650) 575-9158 or guy@guymagallanes.com for more information and to register.

board of directors

<i>president</i>	Karen Powers 510.502.6211
<i>vice president</i>	Open
<i>director california exhibits</i>	Joan Gombos 510.367.4295
<i>director of programs</i>	Carol Husslein 925.935.6779
<i>secretary</i>	Leslie Wilson 925.935.7529
<i>budget director</i>	Iretta Hunter 925.330.2988
<i>director of communications</i>	Open
<i>directors of workshops</i>	Wendy Oliver 925.280.1944
	Janet Groza 925.922.1235
	asst: Alexis Milea
	registrar: Michele Weitzenberg 707.576.0466
<i>co-directors of outreach</i>	Sheila Cain 510.845.0863
	Maryellen Reintaler 925.672.0102
<i>director of membership</i>	Sue Johnston 510.531.5471

staff

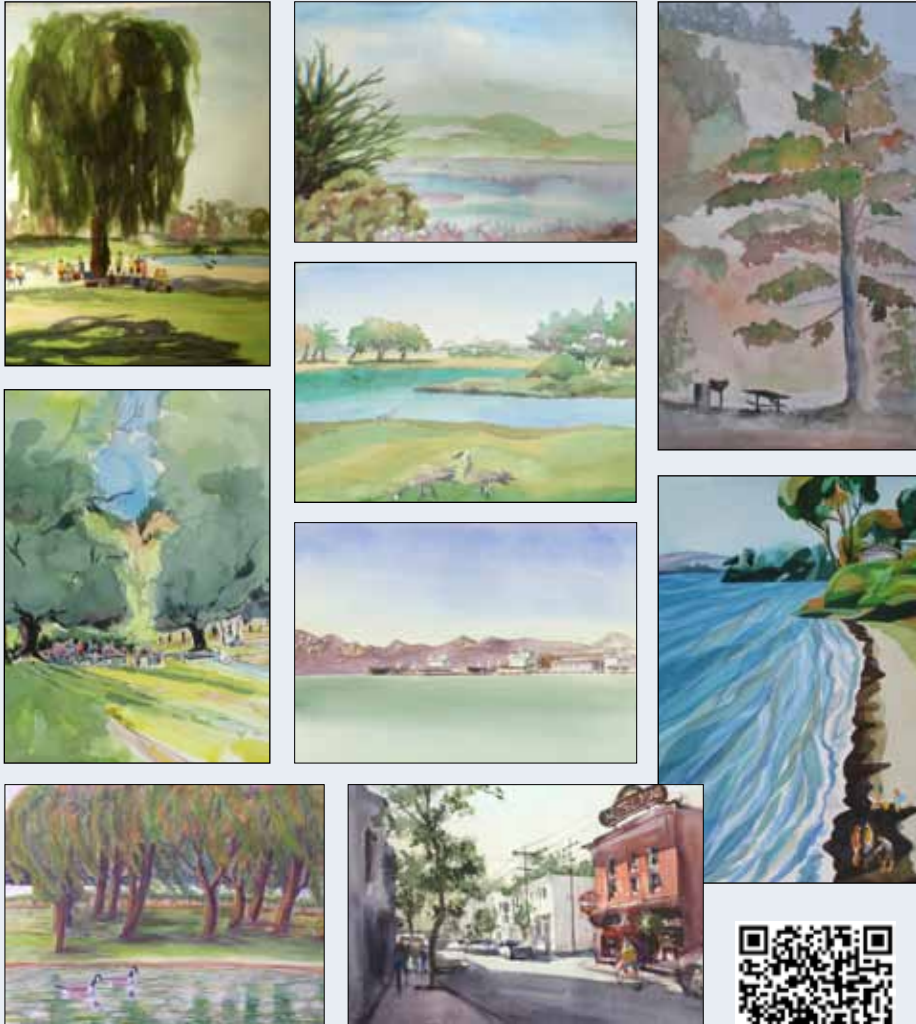
<i>membership/data manager</i>	Anne Jacobson
<i>newsletter editor</i>	Patricia Rosa
<i>accountant</i>	Melissa Alva
<i>audio/visual set up</i>	Annegret Van Gemenen- <i>primary</i> Don Husslein- <i>alternate</i>

volunteer committees

<i>national exhibition</i>	Open
<i>gallery concord co-directors</i>	Myrna Wacknov and Mary Spivey
<i>gallery concord treasurer</i>	Gladys Schaible
<i>gallery concord publicity</i>	Qian Gao
<i>community outreach</i>	Carol Smith, Helene Yu-June Rice, Mona Rivers-Vasquez, Jack Gautreaux, Charlotte Huntley
<i>mail distribution</i>	Sue Johnston
<i>hospitality</i>	Open, assistant: Open
<i>greeter</i>	Donna Gamel
<i>treasurer assistants</i>	Gladys Schaible Annette Hodtwalker
<i>video library</i>	Charlotte Morris* Carolyn WarmSun, Terrie Moore
<i>plein air</i>	Samantha McNally
<i>photographer</i>	Rollando Barrero
<i>panel rental</i>	Barb Bochenek* Pam Howett
<i>cwa webmaster</i>	Bruce Stangeland

*Chair of Committee

plein air corner



Painting with Friends at Miller Knox

by Andrea Baron

One of the many great things about painting “en plein air” with CWA is that you get to hang out with other like-minded people. Our outing on Saturday, August 18, was no exception. One of the largest groups to date met at Miller Knox Regional Shoreline Park to capture the beauty of the Richmond coastal area.

Sixteen artists overcame fog and cold wind to create their 3-hour masterpieces: Cez Acu, Andrea Baron, Masha Batkova, Susan Hilgendorf, Sara Kahn, Theresa Lo, Lea Lyon, Samantha McNally, Robin Moreno, Judy Rowe, Brian Rusnak, David Savellano, Irinia Sztukowski, Deb Taylor, Jean Womack, and Georganne Zaro-Eddy.

Paintings captured everything the park had to offer, including the shore, wildlife (read, Canada geese), beautiful old pines, the wind-whipped lake, picnickers gathered around the barbecues, and even a garbage can or two. The get-together at 1 p.m. enabled us all to see how our fellow painters interpreted the landscape. With that many people displaying their work, there was quite of variety of technique, color, and vision.

sponsorships

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

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

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

Contact Patricia Rosa at newsletter@californiawatercolor.org 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)





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

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	Margaret Fago
June	No Meeting
July 18	Michael Reardon
August 15	Pablo Villicaña Lara
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 Natoma, Folsom

**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).**

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 <small>(See workshop page of CWA's website)</small>
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



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