



May 2014

California WATERCOLOR Association

General Meeting • 7:30 pm, Monday, May 12, 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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PLEIN AIR
Come paint with us
May 17 at Briones Park

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

May Guest Artist Juanita Hagberg



Watercolor artist Juanita Hagberg likes to think outside the box - going beyond painting transparent watercolors on paper. In her exploration of surfaces that allow her to paint the textures that are integral to her work, she has used Tyvek, and collaged archival mat board and illustration board to achieve her vision. For the May 12 meeting (Monday night), Hagberg will demonstrate how she prepares the surface with tracing paper, and then uses watercolor, watercolor crayon, gouache, charcoal, and graphite to achieve her distinctive paintings. Juanita describes her work as “semi-abstract to abstract depictions of my impressions and emotional responses to nature. I love to be outside, soaking up patterns, colors, and textures of the natural world. My plein-air paintings and memories become the genesis of more abstract work.” She divides her time between Oakland, CA. and Camano Island, WA. Hagberg’s subject matter usually reflects her responses to rocks, trees, and water, and she will often paint in a series to fully explore a subject or idea. Paring down a subject to its essence and going beyond a literal rendering to

a more personal interpretation can seem daunting, but her method of working on a textured surface allows interpretation of nature in an unconventional way. Because the paint may react unpredictably on the collaged surface, it can become part of the problem-solving that she enjoys.

Juanita’s paintings have been in many juried shows, including “Yosemite Renaissance XXIX,” currently at the Yosemite National Park Museum Gallery.

After Hagberg retired from teaching in the Oakland Public Schools, she began to pursue her dream of painting watercolors, starting with a short watercolor class with Pablo Villicana-Lara. She is grateful to her generous mentors, Mary Spivey and Elizabeth Hamlin, and counts Alex Powers, Marianne Brown, Katherine Chang-Liu, and Dale Laitenen among her influences.

Watercolor Artist Magazine asked Juanita to write about painting watercolor abstracts, and she elaborated her process of painting in “The Unconditional Route – Simplifying the Process of Painting Abstract Watercolors,” (June 2011). Her popular article received the most responses to a feature they had ever received. In addition, Hagberg’s work has appeared in Watercolor Magazine, again in Watercolor Artist Magazine, watercolorartist.com, “Splash 11 – New Directions, The Best of Watercolor,” (Northlight Books and F+W Media), and Sue St. John’s “A Walk Into Abstracts, Vol. 6.”

Juanita is a popular workshop teacher and loves to inspire critical thinking, personal vision, and creativity in her students. She encourages them to go beyond their comfort zones and be able to effectively self-critique their work.

Come to the Monday night meeting, May 12, to find out how to add texture, depth, and create out of the ordinary watercolors.

Juanita’s website is
juanitahagbergwatercolors.com.





newsletter deadline info

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

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

Patricia Rosa

newsletter@californiawatercolor.org
5499 Wilke Dr.
Concord, CA 94521
Ph: 925.348.1120
eFax: 413.375.1851

membership/ data manager

Mail all changes of address,
phone number and email to:

Anne Jacobson

cwa.data@gmail.com
c/o CWA P.O. Box 4631
Walnut Creek, CA 94596

monthly meetings

Meetings are held the third
Wednesday of each month
(except June and December)
at 7:30pm,

Shadelands Center

111 N. Wiget Lane
Walnut Creek, CA

(NW corner of Wiget Lane and
Ygnacio Valley Road).

cwa workshop info

Wendy Oliver

925.280.1944

June Hunt

510.520.3802

Anne Jacobson

510.339.6916

e-newsletter info

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

from the president

Ear Whizz...

Where Are You, Special Something?

April 16, 2014, a day after editorial deadline, and the letter writing skills are sleeping.

It is very similar to starting a new painting. What should be said? Who is the subject?

Where does it begin? How can the color theme be determined? Why doesn't the special 'something' surface and offer a special pose? When will it begin? It happens to all of us, so it is said.

I hope this letter finds you with loads of subject matter. Recently, a special 'something' whizzed by my ears and caught my eye. It was very quick, petite and full of energy.

No, it was not a child. It was another one of the many birds in my tiny backyard.

After several scratches of my head and hours of observational patience, a few of the many hummingbirds were finally captured in huge watercolor, finished, paintings.

It felt like a safari for artistic dissection and analysis. These fabulous teeny lightweights displayed details of amazement often overlooked. The poses were definitely not in still life but certainly worth the time spent trying to capture a closer look at miniscule bits of feathers. Thank you, Anna's Hummingbirds, for coming into my view and challenging my patience.

Here is an observation opportunity that will soon be available, in still life, for all who take the time to look a little closer. The 2014, CWA Policies and Procedures, will soon be posted on the website www.californiawatercolor.org and ready for your review.

*Wishing you a special something in your ears,
Karen J Powers, CWA President*

WORKSHOPS REPORT MAY 2014



Stan Miller, AWS

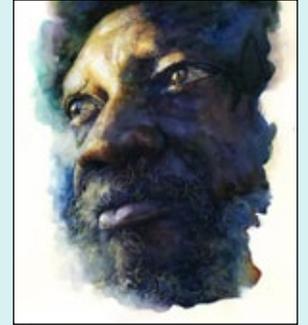
Painting the Portrait and Landscape in Watercolor

All Levels

5 Days, July 14 -18

Big News with CWA's Upcoming Workshops!

Stan Miller, a signature member and award winner with the American Watercolor Society, will be our July 14-18 workshop guest artist. If you subscribe to The Watercolor Artist Magazine (the June issue is in your mailboxes now), you'll notice that Stan Miller is the featured artist. In June, Stan is off to Thailand, as he was invited to teach a workshop for the Thai International Watermedia Event. Stan is also represented in the upcoming AWS Exhibition in New York. Three honors back-to-back, recognizing Stan's painting and teaching skills! We are pleased to be able to offer this July workshop to CWA members. CWA members \$595, non-CWA \$650.



Jeannie Vodden

Florals & Still Life—Very Colorful, Somewhat Loose

All Levels

3 Days/August 14 to 16

Jeannie Vodden is a versatile painter of portraits, still life, floral, landscape and fantasy. Jeannie will demonstrate her rhythmic wet-on-dry approach to watercolor using a limited palette of transparent staining color. The subject will be a small floral still life, working from photo references. The workshop will include watercolor demonstrations, plenty of painting time, individual attention and gentle critiques. Students will gain skill in basic watercolor techniques, the use of a limited palette, how to heighten color, and how to see and paint light and color.

CWA members \$395, non-CWA \$450.

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



ANNOUNCING

a New Workshop in September

Dick Cole

Re-Imagining the Familiar

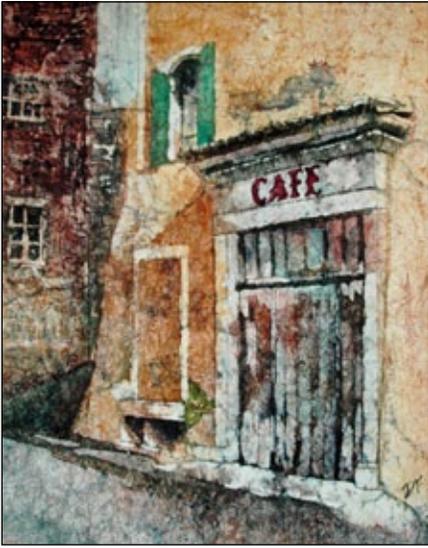
5 Days, September 15 -18

We are pleased to announce that Dick Cole will be giving a workshop entitled Re-Imagining the Familiar. The focus of this workshop will be to expand your watercolor experience by exploring new techniques and materials, and revisiting familiar ones from a different perspective. Students will be challenged to try to discover the extraordinary within the ordinary. "We need to learn to paint in our own 'backyards' in order to find the worthwhile in the commonplace". In the workshop, we will study and practice contrast through value studies. We will paint on different surfaces, combining

transparent and semi-opaque watercolor. This diverse workshop will include figure studies using old family black and white photos for reference, and marine and landscape themes using identifiable objects to establish scale. All painting sessions will begin with a preliminary value sketch. And above all, Dick says, he will endeavor to make the class a joyful experience. He has taught painting and illustration at the Academy of Art University, San Jose State University and Foothill College, and is an Artist Member of the California Art Club. A past president of the National Watercolor Society (NWS), Dick Cole (AWS, NWS, CWA, WW) is an illustrator/watercolorist with over 40 years of experience. A graduate of UCLA and The Art Center College of Design, he has worked as a graphic designer, art director, and illustrator in New York, Palo Alto, and San Francisco. CWA members \$440, non-CWA \$495.



member news



Diane Fujimoto has new work on display at Mike's Cafe at 2680 Middlefield Road in Palo Alto (650) 473-6453. Mike's Cafe is open every day for lunch and dinner. The artwork will be on display until the end of June. You can see more of Diane's work at www.dianefujimoto.com, including her new watercolor batiks.



Jane McCullough has had her work chosen for the American Watercolor Society's 147th Annual International Exhibition being held at the historic Salmagundi Club in New York City this month. This will be the second time that her work has been represented in this prestigious show.



Meeting of the Board III by Sandy Kay

Sandy Kay invited to exhibit in the Fabriano Watercolour Invitational Exhibition, Fabriano Italy...Grazie Mile!!! "Meeting of the Board III" - Watercolour - 15 x 23 - Image has been photographed for catalogue and the painting will be on its way to Italy next week. I am so thrilled to have received this prestigious invitation. This painting was done in the Grisaille method, where a complete grey scale painting is done first, then layers of colour are applied over that. In this case, since it is watercolour, the underpainting is actually a graphite drawing... this method is very time consuming however I LOVE the results. Fitting to use here, as Grisaille paintings can be found on the frescoed ceilings of the Sistine Chapel. www.sandykayart.com

Qian Gao, NWS, CWA, TWSA, had a Watercolor Painting Solo Exhibition in Lindsay Dirx Brown Gallery in San Ramon in April. This show included 35 of his recent paintings with varied subjects and sizes.

A promotional poster for a watercolor show. The title "THREE SIDES" is in large, bold, blue letters. Below it, "Watercolors by Barbara Tapp" is in smaller blue text. The dates "May 3rd through June 11th" and "Opening Reception May 17th from 7 to 9" are listed. The poster features three small watercolor illustrations: a person walking, a landscape with a house, and a blue abstract scene. At the bottom, it says "NIELSEN ARTS GALLERY & CUSTOM FRAMING" and provides the address "1537 Solano Avenue Berkeley CA 94701" and website "www.nielsenarts.com".

Barbara Tapp's upcoming Watercolor show "Three Sides" opens on May 3, 2014 in Berkeley. She has worked for the past 30 years as a sketch artist for the East Bay Area real estate industry and this is her first solo show here. The "Three Sides" cover illustration, Plein Air and her imaginary abstracts.

For more info go to:
www.nielsenarts.com

Mira White's "Sanctuary," an exhibition of mixed media and encaustic paintings, will be showing in Crockett from May 2-31, 2014 at the Epperson Gallery at 1400 Pomona St. The reception is May 3, 2014 from 4:00-6:00pm. For more info call (510) 787-2925. Mira also has an ongoing exhibit at the Zimmer Gallery on Lansing and Ukiah in Mendocino.



member news continued

board of directors

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

staff

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

volunteer committees

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



Summer Hill, Upper Valley by Robin Purcell

Robin Purcell AWS, NWS, MCWA had two paintings accepted to the California Art Club 103rd Juried Gold Medal Exhibition and sale at the Autry National Center, Los Angeles. The paintings are "Summer Hill, Upper Valley," 18 x 24 and "Luminous Meadow," 14 x 21, both plein air watercolor. She has also been accepted to the Paso Robles Festival of The Arts, Plein Air Signature Exhibition May 22 - June 29, 2014, Studios on the Park Atrium and will be exhibiting "Hollister Peak Morning," 14 x 21 plein air watercolor as a part of this exhibit. RobinPurcellPaints.blogspot.com



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

Historic Hoover Theatre
San Jose, CA 95126

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

Holiday Inn 35 Via Pico Plaza
San Clemente, CA 92672

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

*Chair of committee

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

PWS—CALL FOR ENTRIES

35th Anniversary International Juried Exhibition

The Pennsylvania Watercolor Society would like to announce their **CALL FOR ENTRIES**, for their 35th Anniversary International Juried Exhibition, November 8, 2014 - February 8, 2015, at the State Museum, Harrisburg, PA. Over \$12,000 in cash and merchandise awards. Limit 2 entries of which only 1 may be selected. Entry fees Members -1 or 2 entries (\$20); Non-members - 1 or 2 entries (\$30). Open to all artists 18 or older, working with water media on paper. All work must be original, done within the past three years and not previously shown in any PWS exhibit. No prints, copies, class work or computer work allowed. Collage elements must be less than 10% and comprised of water media on paper. No diptychs or triptychs. Maximum size is 60" (outside frame measurement) in any direction. Entry Deadline: July 12, 2014 (midnight E.S.T.) For Prospectus/Entry form, download from the website (www.pawcs.com) or email pwsjuriedshow@gmail.com.

ADAS Art in the Park

Applications are now being accepted for Outdoor Booth space in the 16th annual Art in the Park Fine Arts Festival in San Ramon, California. Located at the San Ramon Central Park, Alcosta Blvd at Bollinger, Art in the Park is sponsored by the Alamo Danville Artists' Society, the San Ramon Arts Foundation, and the City of San Ramon. Fine Art Categories: Painting, Photography, Ceramics, Sculpture, Fiber Art, Graphics and Fine Jewelry. Work must be original and created by the exhibiting artist. Artist's reproductions and note cards of their own work will be accepted as long as the majority of the work for sale is original. Deadline is September 15, 2014.

Please direct inquiries to ADAS: shows@sbcglobal.net
or call Tom Lemmer (925) 683-1066, www.adas4art.org

CALL FOR ARTISTS

All Mixed Up – Mixed Media, A National Art Exhibit

"Do something, do something to that, and then do something to that." Jasper Johns. Mixed Media can allow for great versatility in the creation of a work of art. Common media combinations include oil paint, graphite, textiles, or sculpture. However, mixed media pieces can include almost anything. Look around and see what you have -- then, do something to it!

Dates: July 11 - August 10, 2014

Reception: July 19, 2014, 3-5pm

Juror: Andrea Borsuk, Artist / Teacher / Curator

Awards: The Juror will grant \$1,000 in awards

Deadline: May 18 (11:59pm) 2014

Each artist may submit up to 3 digital/jpeg entries.

Download Prospectus and Entry at: onlinejuriedshows.com

Santa Cruz Art League

526 Broadway

Santa Cruz, CA 95060

(831) 426-5787 / www.scal.org



Longtime CWA member, Mary Spivey died after a long illness. She was an avid volunteer for the organization, and took on many tasks. Whenever there was something that needed to be done, Mary was there. Twice Director of the National Exhibition, she always referred to it as “the Annual.” If someone needed their painting returned, Mary would drive it back to them. In her 80’s, she became Director of Gallery Concord when no one else stepped forward. Always available to hang shows, review slides, make food, solicit donations, pick up people at BART, clean Gallery Concord, share her knowledge, and cover for someone to gallery sit – Mary did it all. She had helping hands, a generous heart, and a positive spirit. Her passions were CWA, people, and painting “en plein air.” Mary loved to travel anywhere in California to paint, especially Monterey and Yosemite to capture her beloved landscapes. Mary had a degree from California College of Arts and Crafts, and taught elementary, secondary, and adult education in the public schools, and never stopped helping and being a resource to fellow artists and students.

As a memorial to this unique artist and CWA supporter, a CWA National Exhibition award is being established in Mary’s honor – “The Mary Spivey Award for Excellence in Landscape Painting.”

Tax-deductible donations for this award may be sent to:
 California Watercolor Association
 PO Box 4631
 Walnut Creek, CA 94596

workshop corner

Abstracting Watercolor Landscapes with Pamela Howett

Discover how to translate emotion into a watercolor landscape painting. Photographs are invaluable—if used correctly. Beginners and continuing painters experience the landscape, through sketches to establish the values, color, mood and composition of the scene, getting to know the subject and loosening up as you go. Techniques are shown to move beyond realism to a bolder, more abstract version of a landscape with demonstrations, individual and group critiques. June 23-August 11, 2014. Mon. 6:30-9:30pm/8 wks/\$140. Register at Walnut Creek Civic Arts: (925) 943-5846 or www.arts-ed.org

“Traveling Conversations” Show and Workshop with Elaine Frenett, Jean Warren and Floy Zittin

May 1-31 at the Illahe Gallery, Ashland, Oregon. Reception, May 2. Presenting over 150 collaborative paintings and sketches produced over the past 8 years. Join in a special deep learning process of collaboration at the Workshop, May 3 at the Ashland Art Center. Available for purchase—an “Inspired Journal” with images from the show along with word inspirations on each page awaiting your own brush strokes. For more info call: (541) 944-2196 or (707) 875-9240.

Mira M. White Workshops Stunning Abstracts With Soft Pastels

May 17, 18, 19, 2014
 Mendocino Art Center
 4500 Little Lake St. Mendocino, CA
 Tuition: \$ 310 (member fee)/\$ 345 (non-member)
 Pre-register: (800) 653-3328
 or www.mendocinoartcenter.org

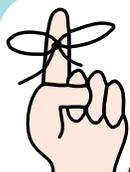
Mixed Media Meets Melted Wax!

Instruction only
 July 26-29, 2014 (4 Days)
 Mendocino Art Center
 Little Lake St. Mendocino, CA
 Tuition: \$ 414 (member price)/\$460(non- member)
 Instructor materials fee \$ 75
 Pre-register: (800) 653-3328
 or www.mendocinoartcenter.org
Please see materials list on art center website

CWA 2014 CALENDAR

CWA MEETINGS & DEMOS

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



Plan ahead!

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

June Newsletter

Deadline is May 15th.

Send to newsletter@californiawatercolor.org

Local Shows for 2014 that are in the planning stages:

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

Alta Bates will be late June through late August.

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

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

CWA WORKSHOPS

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

CWA PLEIN AIR DAYS

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

show news continued

CALL FOR ARTISTS

Sonoma County Art Trails

October 11, 12 and October 18, 19, 2014

Application Deadline for Prospective Artists is Friday, May 16, 2014

Sebastopol Center for the Arts has created a new fall juried open studio program - occurring the second and third weekends in October, which will be a seasonal complement to our annual spring open studio tour "Art at the Source." The application for prospective artists is now available. www.sebarts.org.

"HELLO SUMMER"

All Gallery Group Show by the Artists of Viewpoints Gallery

April 29-May 31, 2014. Reception to meet the artists on Friday (First Friday), May 2, 2014, 5:00-8:00pm. The artists of Viewpoints Gallery celebrate summer with an all gallery group show. The 15 local artists say, "Hello" to summer with individual interpretations in oil, watercolor, pastels, mixed media, pottery, and jewelry. To Learn more about Viewpoints Gallery visit: www.viewpointsgallery.com



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