

VALLEY WATERCOLOR SOCIETY NEWSLETTER

THE PURPOSE OF THE VALLEY WATERCOLOR SOCIETY IS TO PROMOTE INTEREST, KNOWLEDGE AND APPRECIATION OF WATERMEDIA THROUGH MEETINGS, EXHIBITIONS AND OTHER APPROPRIATE ACTIVITIES.

VWS Calendar

Board Meeting

Monday June 6, 2016
All Board members meeting and end of the year Luncheon. Time: 11—2 pm. Marie Callendar's 19310 Business Center Dr. Northridge, CA 91324, Phone: 818-993-070

General Meeting

Demonstrator, Julie Crouch, Thursday June 9th at 7pm

SF Valley Arts and Cultural Center, 18312 Oxnard St., Tarzana

Map on p 6

Paint-Out

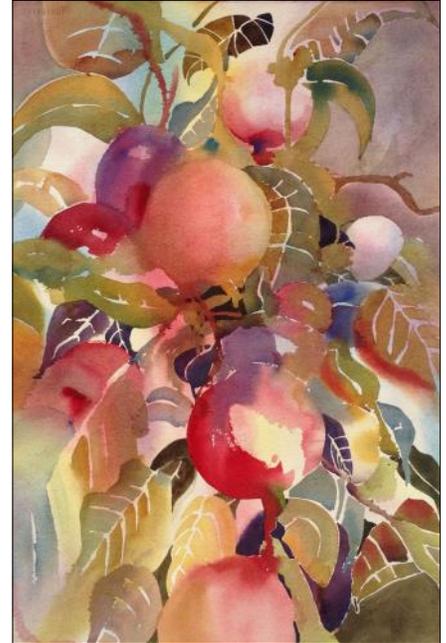
Wednesday June 15th, Rancho Sierra Vista/ Satwiwa NSP time: 10-2

Saturday June 17, 10-2pm at Orcutt Ranch Park Details p. 4

Workshop

No workshop in June
See page 6 for the

Details on page 6



**Julie Crouch
Demonstrator,
Thursday June 9th**



Julie Crouch is a graduate of UCLA and Loyola Law School. When she retired from practicing law in 2002, she started taking watercolor classes and hasn't put her brushes down since. She has studied with Gerald Brommer, Frank Eber, Tom Fong, Frank Francese, Fealing Lin, Barbara Nechis, Carl Purcell, Brenda Swenson, Mel Stabin, Joseph Stoddard, Christine Sullivan, Chris Van Winkle and other local artists.

Julie teaches watercolor weekly at the City of

San Gabriel Community Services Department and Sierra Madera's Creative Arts Group. Julie is currently on the Boards of Watercolor West and Mid-Valley Arts League and has also served on the Board of National Watercolor Society. Her work has been juried in to several national exhibitions. She is a member of Valley Watercolor Society and has received Valley Watercolor Society Top Honor Awards in 2012 and 2015 juried exhibitions. Julie lives in La Canada with her husband of 35 years, Chuck Crouch.

PRESIDENTS MESSAGE



JUNE 2016

It's June, the last meeting month of the year for VWS and the last Letter from the President for me. It's time for someone else to head up the Board. But before I go I'd like to recap what was done in the past 3 years of my Presidency.

First, and foremost, we became a 501 (c)(3), which designates us as a charitable institution. With that accomplished, we were able to receive the money that was due to us from the dissolution of VIVA. Next, we had to find a temporary home as the Encino Community Center was

no longer a workable location for us. St. Michael's Church was a good temporary spot but did not work for many in our group so we had to find yet another place. The SFVAA's Cultural Center came to fruition and we jumped at the chance to help support them and make it our new home. We heard the feedback from many of you that you like the facilities so as long as this works out, here we stay.

Other things changed, too. Members no longer pay an entrance fee to our monthly meeting and demonstration, the DVD rentals became a free Library and new members are being rewarded with a free one day workshop. We have purchased new equipment that makes the video and audio work better at our demos and workshops. We lost a few members with the move, but have gained new members, too. And, I see that there is a willingness to participate more in the society as more people have begun to volunteer.

Lastly, I would like to thank your incredible Board Members who meet each month to iron out these things I've described to you above. The Chairs do not stop working because it's summer, but firm up the dates for exhibits, demonstrations, and workshops, along with the space to hold these events. I could not have done the job of President without their help. And, to all of you who have volunteered for Committee Jobs, or even just bringing in the snacks for the meetings, Thank You! Thank you for being patient with me the first 6 months or so while I felt comfortable chairing the meetings. You were all so kind!

It has been my pleasure being the President of an amazing group of people who are truly talented and share a passion for watercolor.

See you at the meeting!

Diana Herz

MEMBERSHIP DUES

VWS membership renewal starts June and ends September 30-2016. Membership dues are for one fiscal year July to July of 2016-2017 and are considered delinquent after September 30th of each year. Continuing your membership enables you to exhibit in the Annual Members Show, monthly demonstrations, newsletters and workshops at the membership price. It is important when renewing your membership that you fill the attached form so that we can keep our information current and accurate. The information on the header of your check is insufficient. **Send renewal form and a check for \$40.00 to VWS Membership: 3870 Carpenter Ave., Studio City, CA. 91604** The membership form can also be downloaded from our website: www.valleywatercolorsociety.org.

BOARD OF DIRECTORS:

OFFICERS 2016

President - Diana Herz

1st VP, Programs - Deborah Swan McDonald

2nd VP, Membership - Emi Essaw

Assistant: Steve Rubin

3rd VP, Exhibits - Peter McDonald

Secretary - Carol Hendrickson

Treasurer - Gail Green

Workshops - Selina Cheng

Newsletter - Peggy Reid

Publicity - Jan Evans

Historian - Darlene Libby

Parliamentarian - Marie Burdick

COMMITTEE CHAIRS:

Hospitality - Christine Kaldjian

Student Awards - Olive Schroder,
Judy Heimlich

Jurying-In - Darlene Libby

Publicity & Photographer - Jan Evans

Society Show - Don Ferre

Paint-Outs: David Deyel(Wednesday)

Paula Diggs (Saturday)

Drawings- Joanne Schaefer

Media Specialist - Don Ferre

DVD Library - Nancy Corran

Webmaster - Debbi Saunders

Artist's Organization coordinator
Marie Burdick

For more information about Valley Watercolor Society visit our website at www.valleywatercolorsociety.org. Members with a concern or wanting a membership list can email us at: valleywatercolorsociety@hotmail.com Our email box is monitored daily so a board member will soon be in contact with you. **Has your Contact information changed?** Email tanteverde@yahoo.com

MAY HIGHLIGHTS

Photos courtesy of Nancy Whitlock



Society Show winners for May and Deborah McDonald's beautiful butterfly demonstration painting



MEMBERS NEWS

In April, **Nancy Whitlock** was juried in as a Member of the California Art League. In addition, Nancy also had two watercolor paintings juried into the Cal Art League Member's Show - "A Moment in Time," which will exhibit from June 4 to September 8, 2016 at the Blinn House in Pasadena.

Guy Newell had a painting on display in the Burbank Art Association's "Spring Art Exhibition" at The GEO Gallery, April 4 to May 13, 2016.

Pam McDonald has a one-woman art show "Traveling the World in Watercolor" exhibiting June 13 - July, Reception June 18th, time 4 - 6:30pm at the Geo Gallery, 1545 Victory Blvd. Glendale Ca. (Between Western and Sonora St.)

Deborah Swan McDonald's painting, Shane, was accepted into the Transparent Watercolor Society of America 39th National Annual Exhibition. It will be on display at the Kenosha Public Museum on the shores of Lake Michigan until August 7, 2016.

She also has a painting, Butterfly Nebula, included in the North Light book, Incite 4 The Best of Mixed Media. It will be available for purchase in October 2016.

"For whom does one paint? For oneself. The painter must fulfill his own needs and must meet his own private standards." Ben Shahn

THANK YOU FOR YOUR SERVICE

Thank you doesn't seem to say enough for the outstanding job of service done by the outgoing VWS Board members. **Diana Herz** our president has served a three-year term. It hasn't been an easy 3 years as she has stated in this month's president's letter. Some of the challenges were the relocation of our meeting place, the 501c3 incorporation, and the ups and downs of moving the organization forward. Under her presidency she has put life and growth back into Valley Watercolor Society. Diana, job well done, we applauded and thank you.

Peter McDonald has been a hard working exhibit chair. Being the moving force behind getting the Annual show juried and hanging is a daunting task. He got us connected with JuringOnline annual exhibit and helped us through the learning curve of entering our annual exhibit on line. Everything that Peter has done for VWS has been with calm nerves and his special touch of class. Peter, job well done, we applauded and thank you.

Emi Essaw brought her organizational talents to the VWS board when she took over Membership chair. She straightened out addresses, double entries of members who got remarried, divorced and moved. She organized a member's interest list so the board could know our membership better. Membership is the life blood of an organization and is not an easy job keeping all the membership contacts current. VWS is grateful for her time, meticulous skill and the attention to detail she put into membership. Emi, job well done, we applauded and thank you.

HAPPENINGS

A very special exhibit honoring **TOM FONG** will be held **June 10 & 11 and June 17 & 18** at Walker House Second Floor Gallery in San Dimas. The exhibit will feature the paintings of TOM FONG and many of his students. The artists' reception will be held on Saturday, June 11 from 5:30 to 8:30 p.m.

Saturday June 4th, Brea gallery Workshop, Judy Schroeder – Keeping a watercolor Journal. For additional details or to register call the Gallery at (714)990-7731, City of Brea Gallery, 1 Civic Center Circle, Brea, CA 92821

Watercolor West: Entry deadline is **June 22** for 48th Annual International Juried Exhibition at the City of Brea Gallery. The exhibit opens October 2 and runs thru December 18th 2016. Watercolor West promotes the beauty and fluid express of transparent watercolor. For prospectus and entry posting go to Watercolor West's website: www.watercolorwest.org.

National Watercolor Society: Entry deadline is for **July 15**, the NWS International Exhibition. The exhibition will be held Oct. 22 -Dec.18. Jurors are Frank Webb, AWS, NWS, Paul Jackson, AWS,NWS, and Myrna Wacknov, NWS, Robbie Larid. Awards juror is Derrick Cartwright, Director University Galleries, USD. \$40,000.00+ awards. Upload prospectus: nationalwatercolorssociety.org.Info:424-225-4966.

STEPPING DOWN

I am stepping down from the VWS Newsletter Editor position. After ten years as newsletter editor this is my last VWS issue. I feel it is time for some new thoughts and fresh ideas. September 2006 was my first newsletter for this for this organization. I had just retired from a career in advertising, graphic design and publishing. I had joined a small plein-air group of which Marie Burdick was a member. She introduced me to Barbara Hope who was doing a 4 page black & white newsletter for the club along with other board duties. What was intended to be an interim help for a year turn into a 10-year journey. I have served under 5 club presidents: Barbara Hope, Michelene Laski, Dory Marlal, Marie Burdick, Diana Herz. Over the years the newsletter became 4 color and has evolved into the current 6 page format. I have also designed many brochures, pamphlets and exhibit flyers for VWS. The newsletter has helped promote VWS and many of its members, exhibits, demonstrations and workshops. Now it is time for me to work on my paintings, set up my website and my teaching.

The new editor will be Cheryl Scheer. She will be starting with the September issue there is no newsletters July and August. Cheryl is a graphic web designer and has taught computer skills. She is very capable and will do an excellent job. You may contact her with your newsletter information at phone 310-991-9724 or email cascheer@ca.rr. *"That's the News"* **Peggy Reid**



PAINT - OUTS

Wednesday Group - Plein-air June 15th, Rancho Sierra Vista/ Satwiwa NSP Green Rolling Mountains at Indian Cultural Center **Rancho Sierra Vista Satwiwa!** Main Entrance: Ventura Fwy (101) to Lynn Rd exit. South on Lynn Rd 5.25 miles to Via Goleta. Park entrance is on the left. Starting time about 10 am. For more information contact David Deyell at watercolorists@netzero.net. David is a dedicated plein-air painter and teacher.



Saturday Group - June 17th at Orcutt Park from 10-2pm.; 23600 Roscoe Blvd., West Hills, CA 91304. There are lots of trees and shade and many spots to paint. All you need is your painting equipment. 10am to 2pm..Meet Please call: **Paula Diggs phone 818-223-9153** and let me know if you plan to come...thanks Paula

THANKS TO OUR DONORS

VWS would like to thank the following company's who have graciously donated awards and prizes to us throughout the year. We are thankful for your support.

Continental Art Supplies, Salis International - Dr. Martin's, Artist's Magazine, Watercolor Artist Magazine, North Light Shop, Jack Richeson & Co., Inc., Strathmore Watercolor Paper, Holbein Artist Materials, Art Photography Certificate, Gift certificate from Carter Sexton, Winsor & Newton, M Graham & Co (www.mgraham.com), Golden Artist Colors Inc., Canson Inc

TEACHERS DIRECTORY

Valley Watercolor is gifted with many talented teachers as members. Many of our members give private lessons out of their home. The following list is of professional teachers who have established programs. They have been demonstrators and given workshops for Valley Watercolor Society. If you are looking for inspiration, personal growth or to learn something new you might take a class from one of these teachers.

Julie Crouch teaches two classes: *City of San Gabriel Recreation Center*, 250 South Mission Drive, San Gabriel June 15 - August 10, 2016 This class is designed for beginning to intermediate watercolor students who want to expand their knowledge of the medium. Wednesdays, 1 pm to 4 pm. No class 7/20 and 7/27. *Creative Arts Group*, 108 North Baldwin Ave., Sierra Madre, CA. Beginning Watercolor June 23 - August 18, 2016, This fun and comprehensive class provides an introduction to watercolor and drawing in a safe environment to nurture your creative skills. This class is designed for beginning watercolor students or students who need to review the basics. Thursdays, 9:30 am to noon. No class on 7/21 and 7/28.

David Deyel, *landscape watercolor classes: Wednesday Evenings* at 1000 Kanan Road, Oak Park 6:30 to 8:30. A complete demo painting each class. Individual critiques. Classes scheduled through summer months. Sign up thru Oak Park 818.865.9304. *Landscape watercolor classes: Tuesday afternoons* 12 noon to 3 PM Agoura Hills Rec & Events Center, 29900 Ladyface Court. 2 demonstrations each class, one dry brush & one wet into wet. Sign up at center 818.597.7366. All classes are continuous, no start or end. David will also be teaching a six-day workshop in Yosemite and the Yosemite Art Center starting July 11-16, 2016. Each day a separate plein-air class from 10 am to 2 pm. David will paint a demo and provide individual critiques. Advance sign ups 209.372.4207. A \$10 per day donation to the Yosemite Conservancy is the fee, plus park entry. Contact David if you have questions: watercolorists@netzero.net.

Jeanne Hyland: Take a road trip to ALBUQUERQUE, NM; SEDONA, AZ; LOS ALAMOS, NM and ARTISAN EXPO 2016 "Creative Ascensions" held at Buffalo Thunder Resort minutes north of Santa Fe, NM (sign up online through Artisan: www.expoartisan.com.) For Jeanne Hyland's "Wet and Workable" workshop. Have fun exploring the range of what watercolor can do. Keep paintings "workable" for hours in dry climates to lift, sculpt and rework. Learn to control edges, glaze color layers for rich color and form, and easily feather in gradations. Develop strategies to distill your subject into simple shapes, values and colors. For more information dates and details visit her website - www.jeannehyland.com or email; workshops@JeanneHyland.com, Or register online at JeanneHyland.com.

Valia Hristova teaches "From Tradition to Abstract" by using water mediums such as gesso, ink, acrylic and pastels. *Brand Art Library & Studio*, 1601 W. Mountain St., Glendale. register by phone 818-548-2184; or online parksonline.glendale.ca.gov. She also teaches at Creative Arts Center, 1100 W. Clark Ave. Burbank

Deborah McDonald - I am currently teaching Mixed Water Media for the Savvy Seniors program sponsored by *Calabasas Parks and Recreation*. The class meets on Tuesday mornings April through May. The next session begins in September 2016. I am teaching advanced and beginning watercolor at *Otis College of Art and Design* on Saturdays. The next session begins June 4 and lasts through mid August. I am also teaching watercolor for Otis at the *Los Angeles Arboretum* in Arcadia. The next session begins June 5 and lasts through July.

Pam McDonald teaches Watercolor on Mondays 9:30-11:30. Creative Arts Center, 1100 West. Clark Ave. Burbank, Ca. It's usually a 10 week class. New classes start June 22, 2016.

Rea Nagel teaches at *Carter Sexton Art Store*, 5308 Laurel Canyon Blvd, North Hollywood, Ca. My class is on Wednesday morning from 10:AM to 1:pm. It is a small class, contact me at 818-908-5919.

Peggy Reid teaches "Journeys through Watercolor", Tuesdays, 2 classes - Morning 9:00 am -12:00 pm and Afternoon 12:30 pm - 3:30. Weekly demonstrations, fun projects, exploratory techniques, use of color and spontaneous watercolor, help students gain a mastery of the medium. *Brand Library and Art Studio*, 1601 W. Mountain St., Glendale. register by phone 818-548-2184; or online parksonline.glendale.ca.gov

Veronica Stensby teaches a Basics of Watercolor class on Saturday mornings at Carter-Sexton Artists Materials in NoHo. Summer session starts in mid-June. Contact Veronica Stensby at stensbyfine-art@gmail.com or call 818.383.3344. Information is also available at Carter Sexton Artists Materials, tel: (818).763.5050.

Brenda Swenson, Brenda Swenson, the STUDIO, South Pasadena; Watercolor workshops in Negative Painting, Collage, Sketching Techniques, Illustrated Journal, and travel workshops to Europe. For complete workshop listings visit her Website: Welcome to Brenda Swenson's Online Art Gallery---From Sketches to Paintings

2016 - 2017 WORKSHOPS

Workshops start at 9 am go to 4 pm.



Iain Stewart - 3 day October 14-15-16, I am most often motivated by capturing a definitive lighting condition and how it influences shape and value rather than faithfully representing the subject as witnessed. Watercolor is uniquely suited for this task as "light" is the reserved white of the paper and must be protected from the first brush strokes and throughout the painting process. **(members \$225. / non members \$285.)**



Phyllis Doyon, Friday November 11 - I have always loved to work with watercolor and water media, enjoying the vibrant colors and flow of the paint. Committing to bold color early in the painting keeps the work clean and transparent. This is what gives watercolor its sparkle and life. **(members \$50. / non members \$70.)**



Peggy Reid, Saturday January 21, 2017 - A popular teacher at Brand Art Studios. Fundamentals, intuitive thinking, expressive brushstrokes and techniques make watercolor fun. My workshop will help you discover new and interesting ways to paint. **(members \$50. / non members \$70.)**



David Deyell, Saturday January 18, 2017 -The emphasis will be on having fun with design and composition. David will paint an energetic colorful demonstration. Whatever your creative style; realistic, impressionistic or abstract art, David stress the tools, principles & elements of art. **(members \$50. / non members \$70.)**



Eileen McCullough, 2 Days - March 17 & 18th - Her paintings capture everyday life, hiking through Bolsa Chica wetlands, dining in outdoor cafes and walking dogs in central park. It is the artist's strong belief that a connection to your subject is imperative for a successful painting. **(price TBA)**



Paul Jackson, 3 days - April 14-16 - Paul Jackson is one of today's most versatile and visible contemporary watercolorists. Whether his subject is landscape, cityscape, portrait, architecture, still life or abstract, Paul captivates his audience with genuine emotion, intensity and finesse that energize each of his creations. **(members \$225. / non members \$285.)**

General Meeting and Workshop Location

SF Valley Arts Center - 18312 Oxnard St . Tarzana, CA . 91356
between Etiwanda Ave and Reseda Ave.

Our next meeting is on June 9, 2016 traveling on Reseda South, Oxnard is the next intersection just after the Metro Orange Bus line terminal. If traveling North on Reseda, Oxnard is the intersection just before the Metro Orange Bus line terminal. There is parking on the street and also in the back of the building complex. To access the back parking lot you can drive through the arches and through the gate, or turn at the corner and use the alley way to enter the gate of the parking lot.

You can sign up for these workshops at the general meetings or contact workshop coordinator Selina Cheng, email: VWS-workshop@aol.com

Workshop Policy

- 1.) The full amount for each workshop is required when you sign up. Your space will not be guaranteed without payment by check or cash.
- 2.) The workshop fee includes a 25% non-refundable cancellation fee (except as noted in #4 below) if a cancellation is made less than 7 days prior to the workshop, unless the spot is filled. Any refund given will be minus the 25% cancellation fee.
- 3.) No refund will be made for a NO SHOW or a cancellation with less than 2 days of prior notice, unless the spot is filled.
- 4.) For workshops that are 3 days or longer, we require a deposit of 50% with sign up. These workshops are with artists from out-of town and special financial arrangements have to be made for their visits. The full amount is due 60 days prior to the workshop. A cancellation fee of 50% (instead of 25%) applies.
- 5.) A workshop may be cancelled at the discretion of the Workshop Chair and the President if any of the following occur:
- There are less than 10 participants, the workshop is not at a financial breakeven point, or the demonstrator or location cancels. In this case, full refunds will be given.
- 6.) Payment by check for individual workshops must have a current date and should not be post-dated. Checks for multiple workshops and cash will be promptly deposited.

Got news? Submit all news, publicity, exhibit reviews, photographs and bits of interest by the **15th of each month** to be printed in the following months newsletter. Remember the five "W"'s, **Who, What, Where, When and Why**, when writing your press release. Send to news editor Cheryl Scheer - email: cascheer@ca.rr.com



Valley Watercolor Society

The purpose of the Valley Watercolor Society is to promote interest, knowledge and appreciation of watermedia through meetings, exhibitions and other appropriate activities.

Application for Membership - PLEASE PRINT

Please mark one: **NEW** () **RETURNING** : () Member from _____ to _____ Status: Member () Juried-in ()

We welcome anyone interested in water media to join VWS as a member. If you would like to be eligible to enter our Juried Members Exhibit in the spring, you will need to join and pay your dues by **September 30th** as well as be a juried in member . We offer this Jurying-In opportunity to our members each November. Please check our newsletter for further information on this event.

Return this form with your \$40 dues to:

VWS Membership - 3870 Carpenter Ave., Studio City, CA 91604

Name _____

Date _____

Address _____

Preferred phone number: _____

Preferred Email _____

Web Site _____

Tell us about your background in art and why you paint?

How did you hear about VWS?

Our organization runs on volunteer power. Please consider how you can help us keep it vital beyond paying your membership dues. Here are some areas we could use your help. You can start as an assistant to the current officers, to make yourself familiar with the duties.

Please mark at least one:

___ Hospitality

___ Paint-Outs

___ Society Shows

___ Publicity

___ Drawings

___ Workshops

___ Scholarship Awards

___ Newsletter

___ DVD Library

___ Exhibits