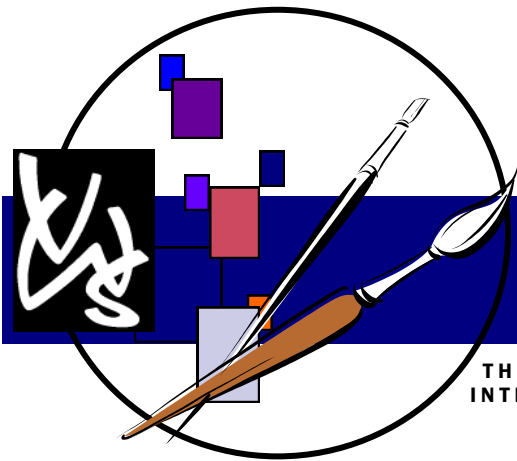


VALLEY WATERCOLOR SOCIETY NEWSLETTER

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



HAPPY NEW YEAR!

VWS Calendar

Board Meeting

Monday Jan. 9th 2017,
Time: 1 - 3pm

The basement conference room has been reserved at 7100 Hayvenhurst, just south of Sherman Way

General Meeting

Thursday Jan. 12th 2017
Time: 7pm

San Fernando Valley Arts and Cultural Center,
18312 Oxnard St., Tarzana



Paint-Out

See page 6 for details

Wednesday Group - Jan. 18th, 10:00am at Oak Canyon Community Park in Oak Park

Saturday Group - see page 6 for details

Workshop

Peggy Reid
1 day workshop
January 21, 2017

SF Valley Arts and Cultural Center
18312 Oxnard St.
Tarzana, CA 91356
Details on page 6

At our January meeting **Peggy Reid** will give a demonstration. Her workshop will be about putting figures into paintings.

"Making art has been my life passion. In college, I majored in studio arts at the University of Wisconsin and studied art history in Europe. I fell in love with watercolor in a summer workshop by Phil Austin, author of Capturing Mood in Watercolor. His premise was that you needed only a 6 color palette to make any color. Also, that brush work is the most important element in your painting because it conveys mood, emotion and visual excitement through texture.

After college, I enrolled at Layton School of Art for commercial art. There I met Doris White a nationally known contemporary watercolorist. Doris was interested in the fluidity of watercolor and the evolving of shapes into abstraction. She had a linear style that reflected her abstract impressions of city and nature.

In the mid-eighties, computers were changing the commercial art/advertising industry, so I went back to school for Computer Graphics. I

had a successful career in the advertising and publishing industry. My attention is now focused on my love and passion for painting.

Watercolor is my medium of choice, although I love to draw, paint in pastels and make original prints. What excites me about watercolor is watching the pigments move and mingle on the wet surface of the paper. I enjoy the opportunity to go "Plein-Air" painting. There is an exhilaration when painting outdoors as the sunlight bounces off surfaces making them hot pink and yellow, while the shadow colors are cool blues and purple.

*I bring my passion of watercolor to my teaching. My students are encouraged to explore the medium through experiments and practice to gain mastery of watercolor while having fun. On Tuesdays I teach a morning and afternoon class of **Journeys in Watercolor** at Brand Art Studios in Glendale.*

I was on the Valley Watercolor Society Board for 10 years as the newsletter editor. I am currently serving on the Watercolor West board as President."
— Peggy Reid

PRESIDENT'S MESSAGE...JANUARY 2016



WELCOME TO THE NEW YEAR – AND IT IS 2017. Can anyone believe that last year went so fast? I certainly can't! And we will celebrate this new year with our annual JANUARY NEW YEAR POT LUCK. Everyone gets to bring a dish to share and we get to sample lots of wonderful food. What a great way to start the year.

PLEASE READ EACH NEWSLETTER FOR ALL THE HAPPENINGS! The VWS board has so many wonderful events planned for this year; demos planned each month, and workshops almost every month with some incredible artists. Our own member and friend Peggy Reid is doing a demo and workshop in January. The annual exhibit is scheduled and we anticipate an enormous turnout this year as we have eliminated the November Jurying-in Process. All members in good standing are eligible to submit their paintings. It is a time to share your artwork with friends, family, and other artists – and perhaps snag a prize for your own artwork. Look for the details and Prospectus in this newsletter.

Something new in February is a “MEET AND GREET” for newer members to meet with some long-standing members to ask questions and get more information about what goes on. Again, see the newsletter for details.

VWS is fortunate to have Board members that have volunteered their time and energy for several years. Not only do we appreciate all the work they do, but we salute them for their devotion to VWS.

Volunteers are not paid – not because they are worthless – but because they are priceless!

“Volunteers do not necessarily have the time, they just have the heart.”
– Elizabeth Andrew.

One of the biggest benefits I have discovered in my many years on the Board is getting to know a very talented and diverse group of people. Each is unique in their ways and I have loved being a part of this interesting and wonderful group of incredible artists. I find inspiration in my association with them.

“It is not fair to ask of others what you are not willing to do yourself.”
– Eleanor Roosevelt.

Looking ahead, we will be searching out members to become a part of the Board, some to be replacing retiring members and some to be a co-director or committee member. See what interests you might have, and talk to someone about getting involved. I can guarantee you it will be a terrific experience, **SO GET INVOLVED.**

“Creativity is contagious, pass it on.” – Albert Einstein.

AGAIN – KEEP PAINTING!!

Marie Burdick, President

VWS BOARD OF DIRECTORS OFFICERS

President - Marie Burdick

1st VP, Programs - Deborah Swan
McDonald

2nd VP, Membership - Steve Rubin

3rd VP, Exhibits - Sylvia Crosbie

Secretary - Carol Hendrickson

Treasurer - Gail Green

DIRECTORS

Workshops - Selina Cheng

Past Pres/Parliamentarian - Diana Herz

Historian - Darlene Libby

Publicity/Webmaster - Debbie
Saunders

Newsletter - Cheryl Scheer

VWS COMMITTEE CHAIRS

DVD Library - Nancy Corran

Paint-Outs - David Deyell (Wednesday)
& Paula Diggs (Saturday)

Society Show - Don Ferre

Student Awards - Judy Heimlich &
Dorothy Lee

Hospitality - Christine Kaldjian

Drawings - Joanne Schaefer

Photographer/Social Media - Jan Evans

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 our Membership Chair at asrubinjr@gmail.com

MEMBERS NEWS

Marie Burdick and Cindy Mason have several paintings each in the Palm Desert Community Art Gallery in Palm Desert. "Art on the Edge" is an experimental group of 10 women painting in new and exciting directions. Their contemporary works will be exhibited January 19 through March 30, 2017. A reception will be held on January 23 from 5:30 pm to 7:00 pm.

Devorah Friedman, WW, PSW, received Third Place in the Watercolor West 47th International Juried Exhibition. She is a Signature member, along with having been accepted in the past three shows.



****ATTENTION** ALL NEW and NOT-SO-NEW VWS MEMBERS** Join some of the "old timers" for a MEET AND GREET before our February 2017 meeting at 6:30 pm. They will answer any questions you may have about our wonderful VWS, the how and why we do the things we do, and provide a more "intimate" introduction to some of our wonderful, friendly members. ALL ARE WELCOME! Hope to see you there. Any questions, call Joanne Schaefer at 818-342-0813.

"**Impressions**," an exhibit of landscape and figure paintings in oil, watercolor and mixed media by Nicqui Indics and Louise Noonan is showing at Canoga Park Youth Arts Center, 7222 Remmet Avenue, Canoga Park, 91303 (Just west of Canoga Blvd. and North of Sherman Way). Reception: Jan. 14th 6-8pm. Runs through 1/28/17 (818) 346-7099

CLASSES

Brenda Swenson has two destination workshops coming up. For additional information contact Brenda: SwensonsArt@gmail.com or visit her website www.SwensonsArt.net

April 5-10, 2017 San Francisco & Sonoma, CA
Plein Air Sketching with Watercolor, 5-Day workshop
Website: www.frenchescapade.com

Contact: Jackie contact@frenchescapade.com

May 15-22, 2017 & May 23-30, 2017
Costa Brava & Barcelona Spain
Plein Air Sketching with Watercolor, 7-Day Workshop
Website: www.frenchescapade.com

Winter Plein Air classes with Catherine Tarr: Fridays, Jan 6 to Feb 3, 9am-12pm, in Rustic Canyon Park. Tuesdays, 10am-1pm, Jan 3 to Jan 31, in Santa Monica. The fee for each session is \$180. This will be due by the 16th of December. All materials are welcome! Email for questions: catherinetirrstudio@gmail.com

Remember the New Year Potluck - January 12, 2017 @ 7:00pm. Please bring one of your favorite dishes to celebrate the New Year together!

VWS 2017 ANNUAL JURIED EXHIBITION

VWS's annual exhibition is a juried show with works shown to be selected by our juror, Brenda Swenson. To be considered for the show, your renewal dues must have been paid by October 31st, or if you are a new member, you must have joined by November 30th. Apply using Onlinejuriedshows.com. Go to the website and scroll down to the VWS logo on the left of your screen. Then follow the prompts to register and upload your image(s). Be sure to read the prospectus as it contains important guidelines. **ENTRIES CLOSE FEBRUARY 17, 2017.**

If you have any problems with your entry, please contact Onlinejuriedshows.com, or for general information contact Sylvia Crosbie, Exhibit Chair at Sylvia_Crosbie@excite.com, or call 818-902-1853. If you need assistance photographing your work, Deb Saunders' husband is available for a fee. Jan Evans has also volunteered to help (818) 667-0626; janevansstudio@gmail.com. Contact Deb at debsaun@live.com or call 818-903-3110. Remember, you can change entries or images up to the closing date.

You will be notified by email if your work is accepted February 24-25, 2017. **All necessary labels and forms will be included with the email.**

ANY MEMBER WHO ENTERS HIS/HER WORK MAY SUBMIT UP TO 10 PIECES OF BIN ART (UNFRAMED, MATTED AND PROTECTED) WHETHER OR NOT THEIR WORK HAS BEEN JURIED INTO THE EXHIBIT.

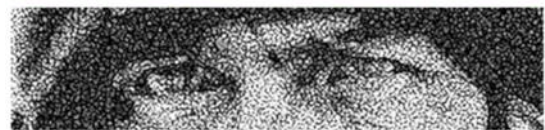
DATES TO REMEMBER:

ENTRIES CLOSE – FEBRUARY 17, 2017.....TAKE-IN – MARCH 13, 2017 6-8 P.M.....EXHIBIT OPENS - MARCH 15, 2017
RECEPTION MARCH 19, 2017 5-8 P.M.....EXHIBIT ENDS & TAKE-DOWN – APRIL 1, 2017 5-7 P.M.....FEES: \$40 FOR



The San Fernando Valley Arts and Cultural Center (SFVACC) in Tarzana in conjunction with the 2017 Greater Los Angeles Homeless Count is hosting "Street Scenes" January 10 - 28, 2017. Web site for the count is www.theycountwillyou.org. The SFV Count is January 24, 2017. Volunteers are needed. Please register through the count website: <http://www.theycountwillyou.org/>

STREET SCENES



MAKING THE HOMELESS COUNT

PLAGIARISM

Plagiarize - [plagiarist, kidnapper] – to take (ideas, writings, etc.) from another and pass them off as one’s own – plagiarism, plagiarist, plagiarizer.
- Webster’s NEW WORLD Dictionary

It is time to discuss plagiarism and original works of art as it relates to Valley Watercolor Society – and all other art organizations and societies. VWS has strict policies regarding the submittal of original art work into juried art exhibits, as do all other artist’s organizations. All “Call for Entry” forms contain a statement affirming that the art being submitted is the artist’s own original work. By signing the entry form, the artist acknowledges that the work is their own and not:

- Work done in a workshop
- Copies of other artists’ work
- Copies of photographs from other artists, magazines, or newspapers
- Recognizable copies of someone else’s work (paintings and/or photos)

Recent events, as well as those in the past, bring up the need to address this situation. Plagiarism and copyright violations are a danger both to VWS, as well as any gallery accepting work passed off as original. Works of art may be rejected or removed from an exhibit and proof of reference material may be required to establish that the work is the artists own. The seriousness of these offenses may lead to an artist being banned from entering any future VWS exhibits. For further information on copyright law, visit the United States Copyright Office online at <http://www.copyright.gov/>. Marie Burdick, VWS President, 8-14-09

VWS WORKSHOPS

Workshops start at 9 am, go to 4 pm, and are held at the San Fernando Valley Arts & Cultural Center, 18312 Oxnard Street, Tarzana, CA 91356

Here is the list of upcoming demonstrators and workshops. You can sign up for these workshops at the general meetings or contact workshop chairperson Selina Cheng, email: VWSworkshop@aol.com



Paul Jackson

Peggy Reid, Demo: 1/12, Workshop: Saturday January 21 (members \$50. / non members \$70.)

David Deyell, Demo: 2/9, Workshop: Saturday February 18 (members \$50. / non members \$70.)

Eileen Mc Cullough, Demo: 3/9, Workshop: Saturday March 18 (members \$50. / non members \$70.)

Paul Jackson, Demo: 4/13, 3-day Workshop, April 14, 15, 16 (members \$225. / non members \$285.)

Tim Kitz, Demo: 5/11, Workshop: Friday May 19 (members \$50. / non members \$70.)



Tim Kitz



Eileen McCullough

Mike Hernandez, Demo: 6/8, NO WORKSHOP

Carol Carter, Demo: 9/14, 3-day Workshop, September 15, 16, 17 (members \$240. / non members \$300.)

Debbie Absheer, Demo: 10/12, Workshop: Friday October 13 (members \$60. / non members \$80.)

Louisa McHugh, Demo: 11/9, NO WORKSHOP



David Deyell

PAINT-OUTS

Wednesday Plein Air Group: VWS plein air paint-out will be on Wednesday January 18, 2017. The location is **Oak Canyon Community Park** in Oak Park. Starting time about 10 am, letting it warm up a bit. This location has a small lake, hillside and trees. The park is at the corner of Hollytree & Kanan. Take 101 freeway and exit at Lindero Canyon going north. You will pass Costco on right. Turn right on Kanan and after you pass Churchwood (on left) turn left on second turn which is Hollytree. TURN LEFT ON VERY NEXT ROAD (Very short distance). Meet at lake parking.



Saturday Group (third Saturday of the month): In January we'll be painting at beautiful **Lake Balboa** on Jan. 21, 2017. We will meet at 10 in the parking lot by the playground and go over to the area near the bridge as you drive in to paint the lake. Contact David Deyell for questions: (805) 494-1700 or email watercolorists@netzero.net



Top Left: Oak Canyon, Left: Lake Balboa

The **Thousand Oaks Art Association Open Show** is coming up this February. This is an annual juried show at the spacious Community Gallery in Newbury Park (adjacent to Thousand Oaks). They are offering over \$2,400 in awards, in six categories. The entry process is Online Juried Shows, and you can access the site in one of two ways:

1) <https://onlinejuriedshows.com/Default.aspx?OJSID=8715>
2) www.OnlineJuriedShows.com, scroll down under "Current Shows" to find the TOAA Open Juried Show

You will be able to enter up to 4 pieces this year. **Entry Deadline:** Sunday, January 8, 2017. If you go online to enter, and have any problems, please email: Help@OnlineJuriedShows.com or call 949-287-8645. The OJS people are friendly and very helpful.

SHOW CHAIRS: Carolyn Ryan: carolynryanart@gmail.com & Linda Shaner: lshanerart@yahoo.com

Website: www.thousandoaksartassoc.org/

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 month's newsletter. Remember the five "W"'s, **Who, What, Where, When and Why**, when writing your press release. Send to Newsletter Editor Cheryl Scheer - email: cascheer@ca.rr.com

What is the society show? It is an opportunity for each member to bring their paintings to the General Meeting. Everyone is always interested to see what our members are painting. The Demonstrator that evening is asked to pick 4 winners. The first place winner receives \$20.00. Any VWS member may participate. We ask you only bring one painting per meeting since space is limited. Come to our next meeting with a painting and you could be picked as a Society Show Winner!

All workshops are held at The SFV Arts and Cultural Center, 18312 Oxnard St, Tarzana. **For information** contact workshop coordinator Selina Cheng at: VWSworkshop@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 break-even 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.

Our General Meeting and Workshop Location

SF Valley Arts and Cultural Center
18312 Oxnard St., Tarzana, CA . 91356-1502

Our next meeting is on January 12th. Traveling South on Reseda, 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.

