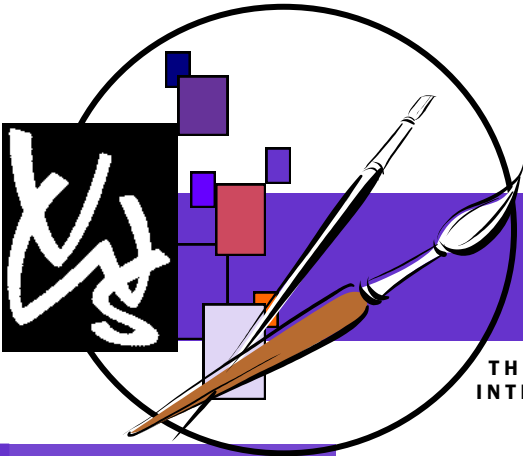


VALLEY WATERCOLOR SOCIETY NEWSLETTER

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 Nov. 5th 2017

Time: 1:00 - 3:00 PM

7100 Hayvenhurst, just south of Sherman Way

General Meeting

Thursday Nov. 9th,

Time: 7:00 pm

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

Facebook

Visit our page at: <https://www.facebook.com/ValleyWatercolorSociety/> and post your paintings :-)

Paint-Outs

Wednesday Group - Nov. 1st at Agoura Hills Recreation and Events Center & 15th at Peter Strauss Ranch

Saturday Group - Nov. 25th at de Anza Park

See page 6 for details

Workshop

Louisa McHugh, 1 day Workshop: Sun, Nov. 12th at the SF Valley Arts and Cultural Center 18312 Oxnard St. Tarzana, CA 91356

Louisa McHugh Demonstrator on Thursday November 9th, 7:00pm

My journey began when I started college at the School of the Art Institute of Chicago. It was there I first studied watercolor... After just



the first year, though, I fell into the common misconception that art is not a job, so, I wandered off in search of a more technical career that would be more likely to generate a stable income. In 2005 I graduated from Columbia College in Chicago with a degree in Cinematography. I came out to CA shortly after graduating, and, got into the union as a camera assistant. After a very brief stint in the film business, I decided to return to my roots as a painter. I took a class at Otis, and soon my style began to really develop. I toiled away on my own and studied magazines as I experimented



with different methods and techniques. Soon I was winning awards and receiving significant recognition.

My work is figurative and, now, is moving away from being so laden with de-



tail. I'm concentrating on developing a looser, more expressive style with an emphasis on the human form.



PRESIDENT'S MESSAGE...NOVEMBER 2017



"Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep." Scott Adams

What is the purpose of taking so many art classes, watching esteemed artists demonstrate their craft, or taking workshops? Practice, practice, practice! It's to keep us motivated and inspire us to practice our art. Learning from others in a relaxed, friendly atmosphere is the purpose of our VWS workshops. We try to schedule a variety of artists with different techniques and ways of expression. More often than not, you won't create a masterpiece in a workshop. Those paintings done in workshop are most likely to end up in the trash. But wait! While you are painting you are learning. While you are learning, you are making mistakes. And, once in a while there's a keeper!

All those "keepers" that we've created are for sharing, too. Remember to bring in a painting to share at our General Meeting Society Show. We'd love to see your work!

Remember, you won't have any way to have any "keepers" if you don't actually do the physical act of creating. Come to our meetings and be inspired!

See you at the meeting!

Diana Herz, President

WWS BOARD OF DIRECTORS OFFICERS:

President - Diana Herz

1st VP, Programs - Debi McDonald

2nd VP, Membership - Steve Rubin

3rd VP, Exhibits - Sylvia Crosbie

Secretary - Carol Hendrickson

Treasurer - Debbi Saunders

DIRECTORS:

Workshop Chair - Selina Cheng

Newsletter Chair - Cheryl Scheer

IT/Communications - Kiran

Historian - Janis Elias

Past Pres/Parliamentarian - Marie Burdick

WWS COMMITTEE CHAIRS:

Drawings - Joanne Schaefer

DVD Library - Nancy Corran

Hospitality - Christine Kaldjian

Life/Honorary Memberships - Darlene Libby

Nominating Committee - Mich Laski

Paint-Outs - David Deyell, Conejo, Wednesday

Paula Diggs, SFV, Saturday

Photographer/Facebook - Jan Evans

Society Show - Don Ferre

Student Awards - Judy Heimlich & Dorothy Lee

VWS MEMBERS WEBSITES

If you are interested in having your website published in our monthly newsletter, please email me your name, and the URL to your website.

Cheryl@valleywatercolorsociety.org

Beth Pfaffinger <https://www.vermiciousknidart.com/>

Brenda Swenson <http://www.swensonsart.net/>

Claudia Kazachinsky <http://claudiakazachinsky.com/>

Mark Kay Wilson <https://www.instagram.com/mkwartist/>

Greg Radionov <https://gregoryradionov.ru/gg/>

Judy Heimlich

Susan Spector <http://susanspectorart.com/>

Randi Zafman <http://randizafman.com>

PhyllisSolcyk <http://www.phyllissolcyk.com/>

Selina Cheng <http://selinachengart.com/>

Susan Gesundheit <http://www.susangesundheit.com/>

Joette Snyder <http://www.joettesgallery.com/wp/>

Charlotte Mullich <http://charlotttemullich.com/>

Karen Holly <http://karenholly.com/>

Pong Apinyavat <http://pongapinyavat.com/>

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

Susan Gesundheit and **Dafna Gilboa** are exhibiting together at Encino Terrace Center Lobby Art Gallery thru March 16, 2016. Walkthrough with the artists is November 8, 11:30am-1:00pm at 15821 Ventura Blvd. in Encino.

Having trouble with transportation to VWS events. Maybe some VWS member in your neighborhood would be willing to bring you along. Any VWS member may request a copy of the VWS Membership Directory for their personal use. Email: asrubinjr@gmail.com

Selina Cheng's painting won 1st prize at the Women Painters West member show "Unintended Consequences-Embrace the Unexpected" currently showing at Chaffey Community Museum in Ontario.

[Professional Development Programs for Artists](#) - with Stephen C. Wagner: Learn how to jump-start your artist career and promote your artwork with clear and concise recommendations with informative examples. Saturday, September 16th, 10AM-12Noon at the Women's City Club, 160 N. Oakland, Pasadena, CA - \$20 cash per person at the door.

"Collage & Effect" Collage Artists of America juried show: 24 Oct-Nov 11 "WHO DO YOU THINK YOU ARE?" Nov 14-Dec 2 Artists' Reception - Sunday, Nov 19 from 5:00 - 7:00 pm www.sfvacc.org



BEGINNING NOVEMBER 1, 2017 YOU MAY ENTER OUR 2018 ANNUAL EXHIBIT AT ONLINEJURIEDSHOWS.COM. PLEASE REVIEW THE PROSPECTUS CAREFULLY AND CONTACT SYLVIA CROSSBIE, EXHIBIT CHAIR, AT 818-902-1853 IF YOU HAVE ANY QUESTIONS.

Congratulations to VWS member, **Charlotte Mullich** who won a third-place ribbon for her art work in the Watercolor Painting category at Beverly Hills the weekend of October 21st. With artists, were given in categories painting, dia, photog- raphy, ce- ramics, glass and sculpture and watercolor. Charlotte also sold one of her watercolor paintings and several prints at the Pasadena Art Walk the weekend of October 14.



Nancy Whitlock's painting "A New Curb for Naples" was accepted into the California Art League's 2017 Gold Medal Show "Glow." Nancy received a Merchandise Award for her painting which was exhibited during the month of October at SFVACC.

VWS TEACHERS

VWS Members Only - Teachers please email cheryl@valleywatercolorsociety.org your **Name and Phone Number Only** (no photos, etc) if you would like to be included in this section.

LOST AND FOUND

VWS Members Only - If you lost or found anything at a VWS event, please email cheryl@valleywatercolorsociety.org

CALL FOR ENTRIES

SPECIAL EVENTS

SOCIAL MEDIA

In an effort to increase our social media presence, the VWS is asking all of you to follow us on Facebook:

https://m.facebook.com/profile.php?id=102021629873257&ref=content_filter

CLASSIFIED ADS

Please email cheryl@valleywatercolorsociety.org if you wish to place a short ad here for art items you wish to sell or art items that you are looking to purchase.

Art Supply Basics Every Artist Should Have

by Terry Henry (*From Cheap Joe's Art Supplies*)

If you search the internet you will no doubt find hundreds of sites with lists of art supplies that every artist should have in their respective "tool boxes". If you ask an artist how much art stuff is enough you are likely to hear "...just a little more!"

With that in mind and in the spirit of great art, we will now offer you our thoughts on the basics every artist should own and even finish with a few that we all wish we could add to our studio.

1. The most basic tool you should own, regardless of your chosen medium, is a good pencil or pencil set. For general sketching a 2B will be sufficient. Pencils are graded from hard (9H) to soft (8B) with the 2B somewhere in the middle. This means you can use it for general sketching and shading but might want to have a 6B for more intense shading and a 7H for really light areas.

2. Like it our not, not everything we draw will make the grade and that's where our second basic art supply comes in handy: the eraser. The two that should be in every artist tool kit would be the vinyl and the kneaded eraser. Kneaded erasers can be molded and used to erase or to lighten lines or areas of shading without completely erasing them. The vinyl or plastic eraser is soft and can be used to eliminate lines without tearing your paper. Graphite residue does not build up on them and they typically last a long time.

3. Now we need something to draw on. [Read whole article](#)

SOCIETY SHOW WINNERS



From left to right: Joanne Schaefer (Honorable mention), Gail Green (1st Place), Fatima Azar Kian (Honorable Mention), Helene Jukoff (3rd Place), Stephanie Fielder (Honorable Mention), Paula Zinn (2nd Place).

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

Below 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

- ◆ Louisa McHugh, Demo: 11/9/17, Workshop: Sunday, November 12 (members \$60. / non members \$80.)
- ◆ Joe Cibere, Demo: 1/11/18, Workshop: Sat/Sun, January 20 & 21 (members \$120. / non members \$160.)
- ◆ Keiko Tanabe, Demo: 2/8, Workshop: Fri/Sat, February 9 & 10 (members \$120. / non members \$160.)

DEMO ARTISTS WEBSITES

[Carol Carter](#)

[Keiko Tanabe](#)

[Debbie Abshear](#)

[Brenda Swenson](#)

[Louisa McHugh](#)

Jan Godachy

[Joe Cibere](#)

[Nick Runge](#)



Louisa McHugh



Brenda Swenson

- ◆ Brenda Swenson, Demo: 3/8/2018, Workshop: Fri-Sun, March 16, 17 & 18 (members \$180. / non members \$240.)
- ◆ April: TBD
- ◆ Jan Godachy, Demo: 5/10/18, Workshop: Sat, 5/19/2018, (members \$60. / non members \$80.)



Joe Cibere



Keiko Tanabe



Jan Godachy

MEMBER HIGHLIGHTS



Phyllis Solcyk
1st Place October Society Show

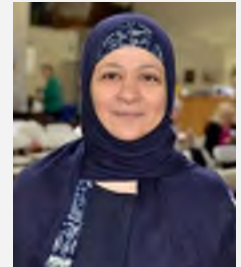


Peggy Dunn won a Debra
Abshear painting

NEW MEMBERS



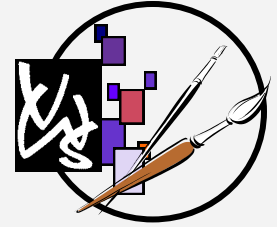
Lydija Kazals



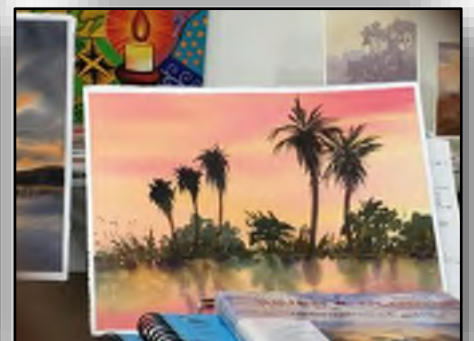
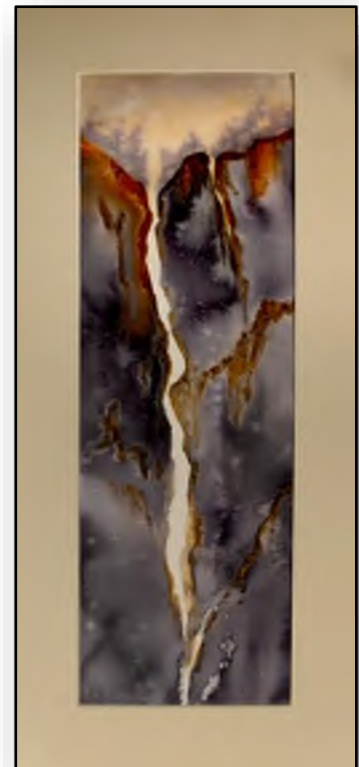
Fatemeh Azar



Peggy Dunn



Debbie Abshear Demo and Workshop



PAINT-OUTS

VWS members and potential members are invited to join in the following paint outs. These venues are great to inspire your painting creations. The more you look and SEE the more your imagination permits you to create art. **Saturday November 25**

Paint out will be at de Anza Park on Lost Hills Road. We'll meet at 10:00. Bring a lunch, there are tables to put your work on and mountains to paint. December will be at Lake Balboa on Dec 23rd...Paula (818) 223-9153.



Wednesday, November 1st at Agoura Hills Recreation and Events Center, & November 15 at Peter Strauss Ranch starting about 10 AM. Site selected for possible fall colors, trees, river bed (sometimes wet) mountains and such. Meet in dirt parking lot, walk to restrooms. Directions, photos and such are available on YOUR computer. Please email David Deyell at watercolorists@netzero.net or call Soni McFarland at (818) 800-5105 if you may attend and I will look for you. Art Critique on Nov. 15th—bring art or paint it there.



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

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 to enter the gate of the parking lot.

