

www.valleywatercolorsociety.org

JANUARY 2018

## 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 Jan. 8th 2018

Time: 1:00 - 3:00 PM

7100 Hayvenhurst, just south of Sherman Way

#### General Meeting

Thursday Jan. 11th,

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** - Jan. 17th at Oak Canyon Community Park, Oak Park  
**Saturday Group** - TBD

See page 6 for details

### Workshop

Joe Cibere, 2 day Workshop: Sun, Jan. 20-21, at the SF Valley Arts and Cultural Center 18312 Oxnard St. Tarzana, CA 91356

### Joe Cibere Demonstrator on Thursday January 11th, 7:00pm

"The challenge is to know when to stop and let the medium take over. That's why the most successful paintings seem almost effortless," Joe asserts. "I always look forward to interacting with art patrons and other artists to give feedback about the creative process & affirm that visual expression is one of life's greatest joys."

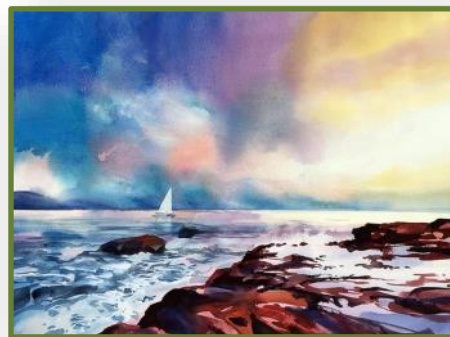


Joe Cibere is a signature member of the National

Watercolor Society and his painting style demonstrates his love of nature and wilderness. His "abstract realism" paintings integrate strong design and balance with a sense of illusion and have appeared in "Watercolor Magazine" and in the Interna-



tional Artists book "The Watercolor Sky and Cloud Techniques of 23 International Artists". His work is also part of both corporate and private collections. His studio is at Studio Channel Islands, Room R4 in Old Town Camarillo, CA, <http://www.studiochannelislands.org/education/classes-for-adults/watercolor-with-joe-cibere/>



Joe has been a guest demonstrator at several area art organizations and conducts workshops on watercolor technique throughout the year. Joe has also studied with several acclaimed watercolor artists including: Tony Couch, Nita Engle, Tom Fong, Katherine Ghang Liu, Stephen Quiller, Thomas Schaller and Karen Vernon. 😊



## PRESIDENT'S MESSAGE...JANUARY 2018



Thanksgiving, Christmas, Hanukah, and New Year. I hope they were all good ones for you! Family, food, drinks, parties, Whew! Are you exhausted? It's time for us to get back to our usual routine and I hope you have included coming to our monthly meeting. Even though you may not paint in the style of our visiting demonstra-

tors, and even if you don't care for their style, we all learn something new that evening. We try to have a variety of artists and styles so that all can enjoy the demonstration. If you haven't attended lately come and enjoy this month's demonstrator; Joe Cibere. He is always a fun person to teach us things.

This month is our annual "Welcome the New Year" potluck. Everyone really enjoys this meeting and I'm sure we won't disappoint this year! It's fun to sample the contributions of food that people bring and to relax and meet new friends. If you come, please bring a dish (hot or cold) to share with at least 8 people. Cheese, cookies, casseroles, lunchmeat, YUM. We will start the evening a little earlier so we can enjoy the food. Let's start our New Year off with a happy tummy and good friends!

See you at the Meeting!

*Diana Herz, President*

### WVS BOARD OF DIRECTORS OFFICERS:

President - Diana Herz

1<sup>st</sup> VP, Programs - Debi McDonald

2<sup>nd</sup> VP, Membership - Steve Rubin

3<sup>rd</sup> VP, Exhibits - Sylvia Crosbie

Secretary - Carol Hendrickson

Treasurer - Debbi Saunders

### DIRECTORS:

Workshop Chair - Selina Cheng

Newsletter Chair - Cheryl Scheer

IT/Communications - Kiran Kaur Saini

Historian - Janis Elias

Past Pres/Parliamentarian - Marie Burdick

### WVS 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  
\_\_\_\_\_, 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](mailto: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 <http://judysartstudio.com/>

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

Randi Zafman <http://randizafman.com>

Phyllis Solcyk <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/>

Mary Guzman <http://www.marikitastudio.com/>

Sylvia Crosbie [www.Sylvia K. Crosbie.com](http://www.SylviaK.Crosbie.com)

Dafna Gilboa <http://dafnasart.com/>

Micheline Laski <http://michreedlaski.artspan.com/>

Cheryl Scheer [cherylscheer.com](http://cherylscheer.com)

For more information about Valley Watercolor Society visit our website at [www.valleywatercolorsociety.org](http://www.valleywatercolorsociety.org)

Members with a concern or wanting a membership list can email us at:

[valleywatercolorsociety@hotmail.com](mailto: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](mailto:asrubinjr@gmail.com)**

## MEMBERS NEWS

**Valya Hristova's** painting "Little Sunshine" has been juried by Dean Mitchel and accepted into "48th National Exhibition" of CWA. This was her third exhibition acceptance into the California Watercolor Association (CWA) earning her Signature status in CWA. The exhibition will be held at the [Marin Society of Artists Gallery](http://www.marinsocietyofartistsgallery.com), 1515 3rd Street, San Rafael, California January 3 - January 31, 2018. Opening reception: January 6, 3-5 pm

**Jocelyn Cole** won Best in Show for her watercolor painting at the 2017 Art Classic, Santa Clarita Artists Associations' Annual art show. **Gary Friedman** got a Merit Award for his watercolor painting. The show has categories in acrylic, oil, watercolor, sculpture, mixed media, dry media, and photography. More info at [www.santaclaritaartists.org](http://www.santaclaritaartists.org)

STREET SCENES EXHIBIT DATES January  
9 - 27, 2018 Artists' Reception - January 12,  
2018 5:00 - 7:00 pm



[www.sfvacc.org](http://www.sfvacc.org)



### Brenda Swenson: What is the Purpose of Art?

Life is busy. When I get time for myself I need something that will recharge my creative battery and feed my weary soul... sketching.

Sketching is a very broad term and I'm often asked, "What exactly is a sketch?" A sketch is anything I do in my sketchbook. Some people will disagree...that's okay. Let's face it the world is full of rules, laws, guidelines, restrictions, constraints... What I do in my sketchbooks is not defined or dictated by anyone but me (big smile). What happens in my sketchbook is my playground, my challenges, my success, my failures... my business.

My sketchbook is a safe place to go when I want or need to recharge, create, stretch, grow, play, explore and sometimes pour out my heart. Within the pages I don't ask for anyone's approval or acceptance. Everyone needs a safe place to call our own. A place where we don't seek or need anyone's approval or acceptance.

You will learn more about me by looking through one of my sketchbooks than seeing an entire show of my work. Why is that? My paintings are me at my best (dressed up, made-up and on my best behavior). My sketchbooks are a true picture of me (in my play clothes, being silly, exploring my world, hurting...as a friend would see me).

I take my sketchbooks everywhere I go. You can find me sketching at a cafe, in a garden, airport, sketching with friends...or a hospital. People passing by like to comment. Most of the time they say, "nice sketch", "wish I was talented" or "are you an artist?" But I've also heard, "What a shame it's in a sketchbook, you could have sold it". Why is it that so many people do not see the value of something unless they can attach a dollar amount to it?

I'd like to leave you with this questions. What is the purpose of art if it does not feed the soul of the one who creates it?

Happy Sketching!

-Brenda

## VWS TEACHERS

Watercolor classes; continuous. Oak Park Wednesday Evening 6:30 to 8:30 PM & Agoura Hills Tuesdays noon to 3 pm. David Deytell, AIA Emeritus, retired Member University of California 805.494.1700.

## LOST AND FOUND

VWS Members Only - If you lost or found anything at a VWS event, please email [cheryl@valleywatercolorsociety.org](mailto:cheryl@valleywatercolorsociety.org)

## CALL FOR ENTRIES

[DailyBrushwork.com](http://DailyBrushwork.com)

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

## CLASSIFIED ADS

Please email [cheryl@valleywatercolorsociety.org](mailto: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.

**VWS 2018 ANNUAL JURIED EXHIBITION** is a juried show with works to be selected by our juror, John Paul Thornton. To be considered for the show your renewal dues must have been paid by 9/30/17 or, if a new member, you must have joined by 11/30/17. Apply using [Onlinejuriedshows.com](http://Onlinejuriedshows.com). Go to the website and scroll down to the VWS logo on the left of your screen. Follow the prompts to register and download your images. Be sure to read the prospectus for important guidelines. Entries close 2/18/18 at midnight.

If you have any problems with your entry, please contact [Onlinejuriedshows.com](http://Onlinejuriedshows.com). For general information contact Sylvia Crosbie, Exhibit Chair at [Sylvia\\_Crosbie@excite.com](mailto:Sylvia_Crosbie@excite.com) or call 818-902-1853. For assistance photographing your work, Deb Saunders' husband is available for a fee ([debsaun@live.com](mailto:debsaun@live.com); 818-903-3110.) Remember you can change entries or images up to the close of entries.

You will be notified by email if your work is accepted beginning 2/23/18. All necessary labels and forms will be included. Any member who enters 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. Fees: \$45 for up to three pieces.

### IMPORTANT DATES

Entries close 2/18/18

Take-in 3/11/18 4-6 PM

Exhibit Opens 3/13/18

Reception 3/18/18 5:30 - 8 PM

Exhibit ends & take-down 11/31/18 5-7 PM

Unless otherwise indicated on the entry forms all works exhibited will be available for online sale through Daily Brushwork at no additional expense (no commission - artist keeps all proceeds).



## SOCIETY SHOW WINNERS



From left to right: Judy Doohan-Meyer, (Honorable Mention), John Chapin, (Honorable Mention), Helene Jukoff, (1st Place), Paula Zinn, (Honorable Mention), Nancy Conan, (2nd Place), Charlotte Mullich, (Honorable Mention), Pam McDonald, (3rd Place), Sandra McDuffee, (Honorable Mention)

## 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](mailto:VWSworkshop@aol.com)

- ♦ **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 \$160 / non members \$200.)**

### DEMO ARTISTS WEBSITES

[Carol Carter](#)

[Keiko Tanabe](#)

[Debbie Abshear](#)

[Brenda Swenson](#)

[Louisa McHugh](#)

Jan Godachy

[Joe Cibere](#)

[Nick Runge](#)



Joe Cibere



Helene Jukoff

- ♦ **Brenda Swenson, Demo: 3/8/2018, Workshop: Fri-Sun, March 16, 17 & 18 (members \$180. / non members \$240.)**
- ♦ **Helene Jukoff, Demo: 4/12/18, Workshop: Sunday April 15, (members \$60. / non members \$80.)**
- ♦ **Jan Godachy, Demo: 5/10/18, Workshop: Sat, 5/19/2018, (members \$60. / non members \$80.)**



Brenda Swenson



Keiko Tanabe



Jan Godachy



## MEMBER HIGHLIGHTS

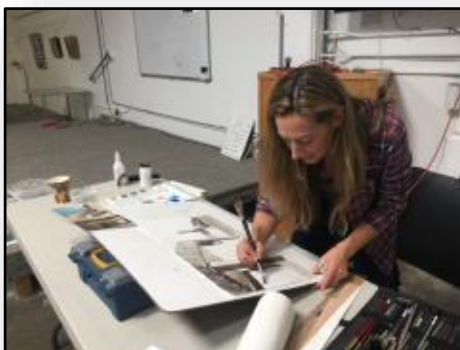
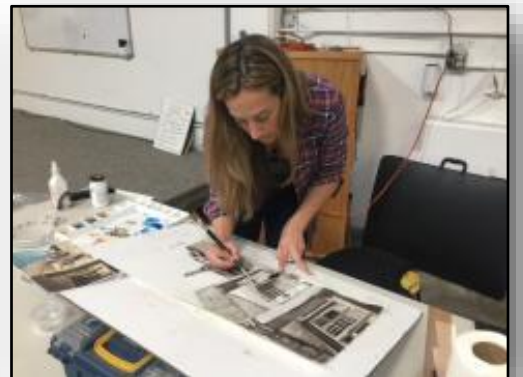
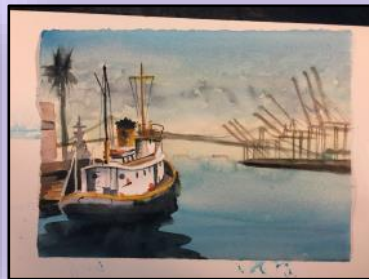


Helene Jukoff,  
1st Place November Society Show



Myrna Goodman won a  
Louisa McHugh painting

## Louisa McHugh 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.

There is no **Saturday January Paint-outs** announced yet. Watch the News Blast for information updates.



The **Wednesday Paint-Out will be on January 17th** at Oak Canyon Community Park, Oak Park, at the corner of Hollytree & Kann. Meet at lake parking. Trees, steep hills,



water, mountains and some simple structures. Take the 101 to Lindero Canyon, go north. Pass Costco on the right. Turn right on Kanan, and after you pass Churchwood, turn left on second turn at Hollywood, and TURN LEFT INTO VERY FIRST ROAD (A SHORT DISTANCE).



Please email David Deyell at [watercolorists@netzero.net](mailto:watercolorists@netzero.net) or call Soni McFarland at (818) 800-5105 if you may attend and I will look for you.

**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](mailto: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.

