



www.valleywatercolorsociety.org

MARCH 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 Mar. 5th 2018

Time: 1:00 - 3:00 PM

7100 Hayvenhurst, just south of Sherman Way

General Meeting

Thursday Mar. 8th,

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 -

March 21th at 10 AM at Rancho Simi Community Park

Saturday Group -

March 17 at Orcutt Ranch

See page 6 for details

Workshop

Brenda Swenson, 3 day Workshop: Fri-Sun, Mar. 16-18, at the SF Valley Arts and Cultural Center
18312 Oxnard St.
Tarzana, CA 91356

Brenda Swenson Demonstrator on Thursday March 8th, 7:00pm

Brenda Swenson is the artist author of two books, Keeping a Watercolor Sketchbook (Finalist, Award of



Excellence) and Steps to Success in Watercolor. Her artwork has been featured in Splash 11, 12, 14 & 19, Artistic Touch 4, Creative Freedom, Watercolor Artist, Watercolor Magazine, Watercolor Highlights, Wheels



of Time, Plein Air Magazine and numerous other publications. She has two instructional DVD's on painting



and sketching techniques. Brenda has achieved signature status in WW, NWWWS, and SDWS. An active participant in the arts commu-



nity she has served on the board of directors for the National Watercolor Society and Watercolor West. She is in demand to demonstrate and teach her painting techniques to groups nationwide and abroad. ☺

PRESIDENT'S MESSAGE...MARCH 2018



March will be an exciting month for us. Our annual spring exhibit is opening at the SFVACC (our regular meeting place). Once again it looks like it will be a great showcase of our member's hard work. Tues., March 13th the show opens and our Reception is Sunday **March 18**. We would love to see everyone come out to view the beautiful art

work that our members have submitted. There will be wine, cheese and crackers, and other goodies. Be sure to come before the awarding of the Prizes to the winners. The more, the merrier!

March also brings us a demo from renowned artist Brenda Swenson. Brenda has been a member of VWS for as long as I can remember. It's wonderful to see how far she has come in the international art world. She is much sought after for her demos and workshops all around the country as well as writing magazine articles and being featured in them. She is also giving a 3 day workshop. We would like to see you there for our March meeting.

Looks like March is indeed blowing in like a Lion!

Diana Herz, President

WVS 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 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

Liz Blum, SFV, Sunday

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 <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://charlottesmullich.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

Trisha Bennett www.ArtbyTrishaBennett.etsy.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

Nancy Whitlock received a 3rd Place Award in the 2018 Thousand Oaks Art Association Open Juried Show for her Watercolor titled "A New Curb for Naples." The Show was displayed at the Newbury Park Community Gallery during the month of February 2018.

Members websites continued:

Gary Friedman -- garyfriedmanart.com

Rea Nagel -- www.watermediabyrea.com

PRINTMAKING & SCISSOR CUTTING

February 20 – March 10, 2018

Artists' Reception February 24

5:00 – 7:00 pm



ROCK



PAPER



SCISSORS

Enter December 22, 2017 until
January 29, 2018

www.sfvacc.org

Gary Friedman will have a one man watercolor exhibit at the Canyon Theatre Guild, 24242 Main St., Old Town Newhall, 91321 from March 24th to April 29th.



This painting was accidentally put on the front page of the February newsletter, in the article for Keiko Tanabe. It was painted by Brenda Swenson. Sorry for the error!

—Newsletter Editor



SAN FERNANDO VALLEY
ARTS & CULTURAL CENTER
18312 Oxnard Street
Tarzana, CA 91356
818.697-5525



Valley Watercolor Society
2018 Annual Juried Exhibition

2017 Top Honor Winners



Janis Elias "Silver Bullet"



Gregory Radstone "Lounge"



Karen Holly "Purple Reflections on Gold"

VWS TEACHERS

Watercolor classes; continuous. Oak Park Wednesday Evening 6:30 to 8:30 PM & Agoura Hills Tuesdays noon to 3 pm. David Deyell, 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

CALL FOR ENTRIES

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

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.

VWS SHOW

Important Exhibit Dates

Take-In: Sunday, March 11, 2018, 4:00 – 6:00PM

Show opens: Tuesday, March 13, 2018.

Exhibition dates: Tuesday, March 13 through Saturday, March 31, 2018

Reception and Awards Presentation: Sunday, March 18, 2018 TIME: 5:30 – 8:00 P.M.

Show closes: Saturday, March 31, 2018

Pick-Up: Saturday, March 31, 2018, 5 – 7 P.M.

If you have questions, call Sylvia Crosbie at 818-902-1853.

SOCIETY SHOW WINNERS



Left to Right: Carol Arias - HM; Charlotte Mullich - HM; Stephanie Fielden - HM; Marie Burdick - 3rd Place; Alanna Chandler - HM; Carol Winet - HM; Myrna Goodman - HM



From left to right: Don Ferre - 2nd Place; Fatemi Kian - 1st Place; Green - HM; Judy Meyer - HM; John Chapin - HM; Anita Kedrowski -

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

- ◆ **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



Barbara King won the Keiko Tanabe original painting

Next Calendar Year:

- ◆ Peter Morris Demo: 10/11/18, Workshop: Sat, 10/20/2018, members \$60. / non members \$80.)
- ◆ Dave Lobenberg, Demo: 11/8/18, Workshop: Fri-Sun, Nov. 9-11, members \$240. / non members \$300.)



Helene Jukoff



Jan Godachy

DEMO ARTISTS WEBSITES

[Carol Carter](#)

[Debbie Abshear](#)

[Louisa McHugh](#)

[Joe Cibere](#)

[Keiko Tanabe](#)

[Brenda Swenson](#)

[Nick Runge](#)

[Jan Godachy](#)

MEMBER HIGHLIGHTS



Gail
HM.



Fatemi Kian
1st Place November Society Show



Don Ferre - 2nd Place, Marie Burdick - 3rd
Place November Society Show



NEW MEMBERS



Pat Ralston, pictured
Not pictured: Carol Adamson

Keiko Tanabe Demo



Keiko Tanabe 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.



Come join us for **Saturday, March 17.** The paint-out will be at Orcutt Ranch, on Roscoe near Valley Circle. We will be there from 10:00am to 2:00pm. Bring a snack. There are farm buildings, groves gardens and lots of different type of trees. Contact Liz at Lizblum@mac.com if you need more information.



The **Wednesday Paint-Out** will be on March 21 at 10:00am: Rancho Simi Community Park. Erringer & Royal. meet at lake waterfall. Please email David Deyell at watercolorists@netzero.net or call Soni McFarland at (818) 800-5105 if you will attend.



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.

