

MARCH 2017

## 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. 6th 2017,  
Time: 1 - 3pm**

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

#### General Meeting

**Thursday Mar. 9th 2017  
Time: 6:30 meet and greet,  
7:00 pm-general meeting.  
San Fernando Valley Arts  
and Cultural Center,  
18312 Oxnard St., Tarzana**



#### **Eileen McCullough Demonstrator on Thursday March 9th, 7:00pm**

### Paint-Out

**See page 6 for details**

#### **Wednesday Group -**

Waiting for March 2017 details

#### **Saturday Group - Orcott**

Ranch, March 18th, 2017  
details on Page 6

### Workshop

#### **Eileen McCullough**

**1 day workshop  
March 18, 2017, 9am-4pm**

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

*Details on page 6*

**Eileen McCullough** is a plein air watercolor artist. She lives in Huntington Beach, California and has made her home town her favorite subject matter. Her paintings capture everyday life, hiking through the Bolsa Chica wetlands, dining outdoors and walking dogs in Central Library park. It is the artist's strong belief that a connection to your subject is imperative for a successful painting.

Eileen has had a busy career as an illustrator. She has worked in the surf wear industry, N.R.N Designs and Dekra Lite. During all the years of freelancing she always made time for watercolor painting. "I was lucky to have access to such gifted artists as Tim Clark, Linda Stevens, and Chris Sullivan."

While taking classes and workshops she developed her strong style. Her paintings are saturated with bold color and lyrical brushwork. Eileen is now working full time as a watercolor artist. "My formal training as an artist began very

young. My father was a watercolor artist and would take me out on location to paint. By the time I was ten, I had a sketchbook full of my drawings." Eileen was born and raised in Northern California. "I lived in watercolor country: redwood forest, the jagged coastline, and abandoned farmhouses were everywhere."

In 1982, Eileen moved to Southern California to attend the University of Long Beach. After graduating, she made Huntington Beach her permanent home. "While I loved my new home, I was at a loss as what to paint." This changed for the artist when she had her first child in 2000. Her time was spent playing outdoors with her son. She discovered the wonderful parks, nurseries and nature centers Huntington Beach has to offer. "The same beauty I found in Northern California I now see in my own backyard." With an endless inspiration for subject matter, Eileen's future is in watercolor.

## PRESIDENT'S MESSAGE...MARCH 2017



**M**ARCH is here - it is time for the leprechauns, four-leaf clovers, and green hats to make their annual visit. Oh what a happy month March is!

And march it is --- marching to a different drummer, marching to your own tune, marching back and forth, etc. Marching to transformation affects our life from the time we are born. Change can be a source of joy, but often there are feelings of discomfort, fear, or pain. At the heart of every transformation there is substance - and when we no longer resist the change and regard it as an opportunity to grow, we make way for some new and unexpected blessings.

**"When you change nothing, nothing changes. But with a new attitude, you can make a difference. So make today ridiculously amazing." — Anonymous**

To make change work for you, look at your situation and ask yourself how you can benefit from the transformation that has taken place. Reevaluate your plans and goals following a major change and you may discover you can even capitalize on these changes. Optimism, enthusiasm, and flexibility will aid you here but you must be willing to embrace it proactively.

**"One of the happiest moments ever is the courage to let go of what you cannot change" — Anonymous**

Embrace change in your life. It is invigorating and makes you feel animated, energetic, and with a desire to become involved in something new and different. Volunteer for something that gets your endorphins flowing, something that you have a passion for or an interest in. Remember that we all want to be connected to a community and we do that by getting involved. **SO GET INVOLVED!**

"Art is an intersection of many human needs" - Carl Andre

**KISS A BLARNEY STONE and KEEP ON PAINTING !**

*Marie Burdick, President*

### **GOT NEWS? TAKEN SOME GREAT PHOTOS AT OUR MEETINGS AND WORKSHOPS?** Share with all of us...

Please email the Newsletter Editor your news and photos at the **NEW EMAIL ADDRESS:**

**cherylscheerUAG@gmail.com**

**Don't forget to include all the facts: Who, What, Where, When and Why.**

### **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](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

### VWS HAS AN URGENT NEED FOR A PRESIDENT FOR NEXT YEAR, 2017-18.

I have been president for three consecutive years in the past and this is my fourth year! I cannot be president in the coming year. It is time for someone to step up and fill this position for a two-year period.

The benefits received from my years as President have been extremely rewarding to me personally. Traits I did not know I possessed became evident. Confidence in certain aspects of my life became visible and I became more able to share myself and my thoughts with others. This is an opportunity to find out new things about yourself.

As you all know, we are now a 501(c)3 and as a corporation we must have a President to head the Board of Directors. It is imperative that we have someone in this position. Please review your knowledge of other members and see if they would be willing to serve as President. Or perhaps they could replace someone currently on the Board so they could accept this position.

With a great Board of Directors as VWS currently has, the job of the President is not that difficult. Mostly it is presiding over the Board Meetings and the General Meetings once a month. That is only two times a month!

Again, please look around and see who might lead VWS through the next two years.

— Marie Burdick, President

**SHARE THE LOVE** - the collection box will be at the sign-in table for all donations, (cash or checks made out to "Free Art for Abused Children"). VWS contributed last year and we will again match the donations up to \$500 for this charitable cause. This is the last change to make your donations.

**Share Your Paintings on Facebook.** It's easy to do! Post your paintings on Facebook—it's a great way to share your art and connect with other members at VWS. We love to see what our members are working on and encourage everyone to use FB as a venue to show your paintings. Tell us about your latest creation and inspiration! Give it a try and let us hear from you. We all may learn something from each other!

**LOST and FOUND** — We found a green earring at the San Fernando Valley Arts and Cultural Center on Feb. 9. For more information please contact Selina Cheng ([selinachengart@aol.com](mailto:selinachengart@aol.com))

## CLASSES

**Brenda Swenson** has two destination workshops coming up. For additional information contact Brenda: [SwensonsArt@gmail.com](mailto:SwensonsArt@gmail.com) or visit her website: [www.SwensonsArt.net](http://www.SwensonsArt.net)

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

**May 15-22, 2017 & May 23-30, 2017**

Costa Brava & Barcelona Spain

Plein Air Sketching with Watercolor, 7-Day Workshop

**Website:** [www.frenchescapade.com](http://www.frenchescapade.com)

**Contact:** [Jackiecontact@frenchescapade.com](mailto:Jackiecontact@frenchescapade.com)

The Fukuhara 20 annual is May 18-22, 2017. David Deyell will demonstrate on Friday in Alabama Hills at 9am, provide critiques on Thursday, & individual help on other days. Get early hotel reservations and send \$150 to Michele Pearson at 1244 12th Street Unit 5, Santa Monica 90401 to get in. It is OK to mention "David Deyell" and VWS. Email: [michelep11@verizon.net](mailto:michelep11@verizon.net). See article below.

## 20TH ANNUAL HENRY FUKUHARA MANZANAR WORKSHOP

The 20<sup>th</sup> Annual Henry Fukuhara Manzanar Workshop is now open for enrollment. Organized by Past VWS President, Albert Setton, it will be a 5 day out door event from **Thursday May 18 to Monday May 22, 2017** in the Owens Valley, at the foot of the Eastern Sierra.

It will include 8 Instructional Outdoor Demos and 3 Group Critiques by prominent artist teachers including VWS members **Dave Deyell, Phyllis Doyon, Rea Nagel and Albert Setton**. Also teaching will be **Dan Dickman** from Keeler, **Woody Hansen** from Sacramento, **Ron Libbrecht** from Torrance, and **David Peterson** from Sacramento.

**Workshop Fee \$150.** For information on how to enroll go to [www.apcfinearts.com](http://www.apcfinearts.com), hover on *Workshop* to reveal the dropdown menu and click on *Workshop 2017*. For a peek at last year's workshop locations, instructors and group digital show click on *Workshop Gallery 2016*,



The SFVACC is sponsoring "Color Me Bold", an exhibition celebrating International Women's Day (March 8th) with a 3-week exhibit, artists' reception, live theatrical and musical performances.

[www.internationalwomensday.com](http://www.internationalwomensday.com)



**SUBMIT NEWS** by the 15th of each month to be printed in the VWS newsletter. **Who, What, Where, When and Why.** Send to Newsletter Editor Cheryl Scheer at **NEW** email address: [cherylscheerUAG@gmail.com](mailto:cherylscheerUAG@gmail.com)



## SOCIETY SHOW WINNERS

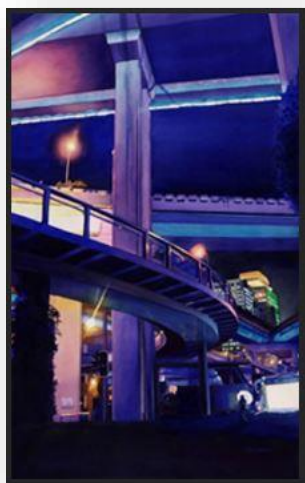


From left to right: Don Ferre, 2nd Place; Phyllis Solcyk, Honorable Mention; Marie Burdick, 1st Place; John Chapin, Honorable Mention; Susan Spector, Honorable Mention; Paula Diggs, 3rd Place.

## 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

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](mailto:VWSworkshop@aol.com)



Paul Jackson

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.)

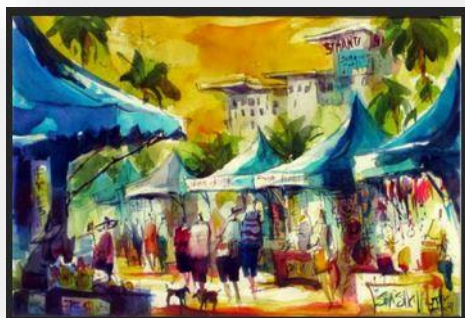
Tim Kitz, Demo: 5/11, Workshop: Friday May 19 (members \$50. / non members \$70.)

Mike Hernandez, Demo: 6/8, NO WORKSHOP



Tim Kitz

After Summer....



Eileen McCullough

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



Carol Carter



David Deyell Workshop

## TIPS FOR PLEIN AIR PAINTING

*Tips from "Aerie Art Garden" – Clonard & Bruce  
Thomas Studio & Gallery – Artist's Corner  
[www.aerieartgarden.com/artistcorner](http://www.aerieartgarden.com/artistcorner) - Palm Desert, Ca.*

### GETTING STARTED

1. Spend no more than 10 minutes looking for a spot to set up. Spend more time creating the painting, not looking for it.
2. Settle in and acquaint yourself with the surroundings. If there is anything that bothers you, move. Make sure your painting surface is in the shade. Close your eyes and take a slow, deep breath and relax. Visualize paint flowing and shapes emerging clearly in your mind. Let your mind explore all the possibilities.
3. **TomBo pen drawing:** When you are ready, note darks and light because they will change every 20 minutes. What in this scene appeals to you at this moment?
4. Look for what is unique about each shape. Do not generalize. Be specific.
5. Design your painting. Placement is important! Remember to place the center of interest off-center. Keep it **SIMPLE**. Don't paint everything you see. **SIMPLIFY!**

### START

1. Draw the horizon line, and then sketch the large areas (i.e., mountains, shrubs, trees).
2. Paint in the sky or the background (i.e., big

shapes).

3. Work on down the paper, darkening toward the foreground.
4. Plant trees, grasses, or flowers in the ground (dark at the base).  
Add sunshine to everything on one (same) side.

### TIPS FOR GOOD PAINTING

1. **SHADOWS** – follow the shape of the ground and the shape of what is blocking the light. Usually they flow from dark to light.
  2. Center of interest should have brightest color (lightest lights and darkest darks).
  3. Don't show detail in the distance. Paint what you see, not what you know is there.
  4. Paint details last.
- Paint clouds with soft edges, blending sides so they don't look like they were cut out of paper and placed on the page.

### FINAL CHECK POINTS

1. Check light source.
2. Make sure you have the middle ground and background lighter than the foreground.  
Do your trees or road get smaller in the distance? They should.

Reprinted 2-7-17

By Marie Burdick, President, VWS



## PAINT-OUTS

**Wednesday Plein Air Group:** Paint-out is on March 15, 2017 at Ranch Simi Community Park in Simi at about 10:00am. Take the 118 freeway, off at Erring and go south. Park in parking lots at the corner of Royal and Erringer. Walk downhill to lake. Meet near small waterfall. Consider joining in salad and pizza lunch at Toppers (near freeway). Water, trees, ducks, rolling hills & distant mountains for your compositions.



**Saturday Group (third Saturday of the month):** The March 18th paint-out will be at Orcutt Ranch, on Roscoe near Valley Circle...back by popular demand. Bring a snack and a chair. Looking forward to seeing everyone. Call me to let me know if you're coming so I can wait for you at the entrance....Beautiful Spring colors!!! Paula: [818 223 9153](tel:8182239153)

Top Row: Orcutt Ranch

Bottom Row: Ranch Simi Community Park

**Share Your Paintings on Facebook.** It's easy to do! Post your paintings on Facebook—it's a great way to share your art and connect with other members at VWS. We love to see what our members are working on and encourage everyone to use FB as a venue to show your paintings. Tell us about your latest creation and inspiration! Give it a try and let us hear from you. We all may learn something from each other!

**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 — **NEW email: [cherylscheerUAG@gmail.com](mailto:cherylscheerUAG@gmail.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](mailto:VWSworkshop@aol.com)

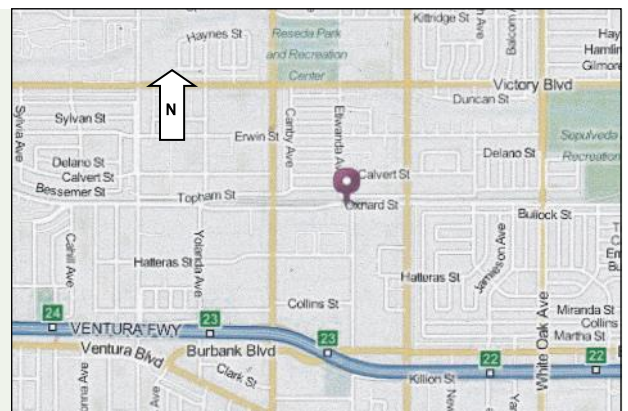
### Workshop Policy

- 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

**Our next meeting is on February 9th.** 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.





**Valley Watercolor Society**  
**2017 Annual Juried Exhibition**

***2016 Top Honor Winners***



Gary Friedman "Europa"



Karen Holly "Day Trip"



Peter McDonald "Mystery of the Deep"

**Reception: Sunday, March 19, 5-8 PM**

**Valley Watercolor Society**  
**2017 Annual Juried Exhibition**  
**March 14 - April 1, 2017**

**AT**

**SAN FERNANDO VALLEY ARTS & CULTURAL CENTER**  
**18312 Oxnard Street, Tarzana, CA 91356**  
(East of Reseda Blvd., west of Etiwanda Ave.)  
818-697-5525  
[www.sfvacc.org](http://www.sfvacc.org)

**Gallery Hours:**

**Monday-Saturday 11AM - 5 PM (closed Sundays)**

**[www.valleywatercolorssociety.org](http://www.valleywatercolorssociety.org)**

***Valley Watercolor Society is a not-for-profit organization***