

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.

CALENDAR

General Meeting:

Thu, Oct 10, 2019, 7-9pm
(6:30pm meet & greet)

Guest Artist: Dale Laitinen

Workshop:

[Dale Laitinen](#), 3 days:
Fri, Oct 11-Sun, Oct 13
9am-4pm

\$270 VWS members
\$330 non-members

Meeting & Workshop location:

[SFVACC](#), 18312 Oxnard St
Tarzana, CA 91356

Paint-outs:

Wed, Oct 2, 9am
[San Buenaventura Mission](#)
211 E Main St
Ventura CA 93001

Wed, Oct 16, 9am
[Paramount Ranch](#)
2903 Cornell Rd
Agoura Hills CA 91301

2020 Juried Annual Membership Exhibit

March 3-28, 2020
Reception & Awards:
Sun, March 8, 5:30-7:30pm
[Online Juried Shows Entries](#)
Opens: Sun, Dec 1, 2019
Deadline: Sun, Feb 2, 2020,
midnight

October 2019

Dale Laitinen will be demonstrating at our general meeting, Thursday, October 10, 2019 and holding a 3-day workshop Friday - Sunday, October 11 – 13, from 9-4pm.

Dale Laitinen has been painting for over forty years with thirty-five of those in watercolor. He is a signature member of the National Watercolor Society, and Watercolor West. He is a graduate of Modesto Junior College and San Jose State University with a BA in Art with a painting concentration. He is a past juror of many National and regional exhibitions including Watercolor West, Kentucky Watercolor Society, Utah Watercolor Society, Watercolor Society of Oregon, Red River Watermedia Show, Magnum Opus and many others.

A native of northern Minnesota, Dale has lived, moved, and traveled across the American West and this figures prominently in his work.

One of the signatures of a Laitinen painting is the long view with the natural forms of the topography being foremost. His works extend to the interaction between structures such as roads, dams, canals, powerhouses, and the natural landscape. In one of these paintings one might find a concrete dam that spans a river canyon, or a highway that cuts through desert sandstone, or a shadow of a bridge that crawls slowly across a red rock wall.



After college Dale spent eight years as an independent trucker hauling freight across country. In 1985 he turned to painting full-time.

Some of the periodicals he has been featured in: The Artist's Magazine, Watercolor Magic, Watercolor Magazine, and Drawingboard Magazine. Laitinen's work has been featured in several books including The Splash Series, Painting with the White of your Paper, The Transparent Watercolor Wheel and more. An active workshop instructor, Dale has traveled widely in both the US and abroad.

Dale's website is www.dalelaitinen.com

President's Message



Hello everyone, I hope all is well. During our first meeting we had a few technical problems with our new equipment which were quickly resolved by our equipment experts. Artist Fatemeh Kian's demonstration was truly outstanding and informative. Our next demonstration will be given by artist Dale Laitinen on October 10th and his work shop October 11,12,13. If you go to his web site you will see for yourself how good an artist he is. I am looking forward to seeing all of you at our next meeting and if possible bring a friend so they can experience an enjoyable, educational evening with us.

John Chapin, VWS President

2020 Annual Juried Exhibit Info

This year's Juror is [Timothy Kitz](#), an award-winning watercolorist whose plein air and studio work reflects a creative journey producing landscape, seascape, and urban scenes of a distinctive style, freshness and fluidity. His interpretation of our local environment is influenced by the California Scene movement and the early coastal impressionists. Kitz studied at the Toledo School of Design and Herron School of Art of Indiana University. He is on the faculty of the Brentwood Art Center in Santa Monica and is active with the Allied Artists of the Santa Monica Mountains and Seashore.

Please consider volunteering. We especially need help soliciting prizes (contact list provided), at take-in and hanging; with bin art sales; food and hospitality for the reception; sitters and greeters. You do not have to be in the exhibit to volunteer.

Contact sylvia_crosbie@excite.com and include your email address and telephone. Our 2019 exhibit was lovely and we sold quite a few paintings. With your support 2020 will be even better! –Sylvia Crosbie, Exhibits

Prizes:

Top Honors:

- * First Place \$300.00
- * Second Place \$250.00
- * Third Place \$200.00

Special Honors:

Gift certificates or merchandise.

Honorable Mention:

Gift certificates or merchandise.

Exhibit Calendar:

Entries open: December 1, 2019

Entry deadline:

February 2, 2020 midnight

Notification of Acceptance:

February 10, 2020

Take-In:

March 2, 2020, 1:30 – 3:00pm

Show opens: March 3, 2020

Reception and Awards

Presentation:

March 8, 2020, 5:30 – 7:00pm

Show closes: March 28, 2020

Pick-Up:

March 28, 2020, 5:00 – 7:00pm

Prospectus now available at
Onlinejuriedshows.com

Spread the Word Campaign

This is a special "shout out" to businesses who have agreed to support our Spread the Word campaign by displaying our postcards. Please express your thanks on behalf of the VWS by supporting them with your business.

This list is growing! . – **Norma Derr**

PICTURE PERFECT

19323 Vanowen St.
Reseda ,CA
818-342-4997

CARTER SEXTON

5308 Laurel Canyon Blvd.
North Hollywood, CA
818-763-5050

ASAP ART FRAMING

21101 Osborne St.
Canoga Park, CA
818-718-1022

U-FRAME IT GALLERY

6203 Lankershim Blvd.
North Hollywood, CA
818-781-4500

U-FRAME IT GALLERY

18954 Ventura Blvd.
Tarzana CA
818-344-4033

RENEE'S FINE ART STUDIO

20531 Devonshire St
Chatsworth, CA 91311
818-701-9887

FRAME STORE

11911 San Vicente Blvd.
Los Angeles, CA 90049
310-471-1195

September Highlights

Watercolor Demo at September meeting by **Fatemeh Kian**.



Norma Derr won **Fatemeh's** painting in the raffle!



First Place Society Show winner, **Gary Friedman**



This month we welcome new member, **Mimi Manners**, to VWS!



The **Society Show** is an opportunity for all members to show a painting at the General Meeting. Each month our guest artist selects four winners plus the plein air winner if there are plein air entries.



Congratulations to September's society show winners!

From left to right:

Don Ferré, 2nd Place; **Gary Friedman**, 1st Place; **Stephanie Fielden**, 3rd Place; **Lydiya Kazlas**, Honorable Mention.

[See more about the society show on the VWS website.](#)

Member News

Member news is comprised of member submissions. We want to feature **YOU** here! Please send your news and photographs! See our Guidelines for Submissions at the end of this newsletter.

Paula Diggs, Judy Heimlich and Ben Levin are showing in **"Language of Color"** at La Galeria Gitana, 120 N. Maclay Ste E., San Fernando, closing October 11, 2019.

Cheryl Scheer, graphic artist and teacher, will be the guest presenter at the monthly meeting of the San Fernando Valley Art Club. She will discuss an overview of the many places artists are showing off their work, and how you too can jump in and gain some fanbase for your own art. The meeting will be Tuesday, October 1, 2019, from 6:30 pm to 9:00 pm at the San Fernando Valley Arts and Cultural Center. (Members \$5, Visitors \$7). She will also give a "Hands On" workshop where we will bring our computers. She will go into more depth, examples, free programs to use, and ways to begin our own marketing campaigns. The workshop, **"Put Your Art On-Line"**, will be Sunday, October 19, 2019 from 1:00 to 5:00pm. (\$40).



Dafna Gilboa is showing in **"Eclectic Expressions"** at Encino Terrace Center, on now through February 15, 2020.

"Mayan Woman", acrylic and charcoal on paper, painted in Guatemala

Upcoming Paint-Outs

Why should I paint plein air? by David Deyell

Consider some reasons for painting plein air.

1. Most of the things that inspire artists are outdoors such as color, values, images, light and stories.
2. Collect information outdoors for studio art.
3. Learn to eliminate and relocate things you see. Unless you learn this you will never achieve your ultimate abilities.
4. An artist is not a camera, but a "creator of art" using imagination and art principles.
5. Outdoors we carry minimum equipment allowing rapid set up. Less brushes, paints etc. allow you to master your art tools.
6. Growth happens when you try something that is out of your comfort zone.

LEARN ART FROM OBSERVATION & PARTICIPATION. Master artists, who were also Southern California locals, such as Milford Zornes, Henry Fukuhara, Chris Van Winkle and Tom Fong created art outdoors. These artists are no longer with us, but there are other experienced plein air artists around, including VWS members. Also consider this, there are artists who give up on watercolor because they do not have a watercolor teacher; plein air is similar.

INFO FOR EVERY PAINT OUT:

Look for David. If you email David in advance at watercolorists@netzero.net, he will look for you.

Everybody is invited. We will help beginners. Artists are welcome to come out and see what they might need to bring next time.

San Buenaventura – Wed, Oct 2, 2019, 9am



Founded on Easter Sunday, March 31, 1782, San Buenaventura Mission is known for its beautiful gardens and faithfully restored artifacts.



211 East Main Street, Ventura, CA 93001: **From the South:** Take **US 101 North**, exit California Avenue in Ventura. Stay in the middle lane to the right. Go up three signals to **E. Main Street**, turn left. **From the North:** Take **US 101 South**, exit Main Street and turn right. The Mission is about 1 mile on your left, across Mission Park. Parking is available on Main Street.

[Visit their website.](#)

Paramount Ranch – Wed, Oct 16, 2019, 9am



Paramount Ranch offers several miles of easy to moderate scenic hikes through chaparral, riparian, and valley oak savannah plant communities. Equestrians and mountain bikers may access these multi-use trails. Wildlife sightings might include red-tailed hawks, acorn woodpeckers, blue heron and deer. The Ranch has been significantly damaged by the Woolsey fire.

We'll be meeting/painting near the railroad station.

2903 Cornell Road, Agoura, CA 91301

Take Ventura Freeway (U.S. 101) to Kanan Road exit. South on Kanan 0.5 mile. Left on Cornell Way and veer to the right. South 2.5 miles, entrance is on right side of the road

[Click here to visit their website.](#)



Events Around Town



Upcoming Exhibits at SFV Arts & Cultural Center - www.sfvacc.org

18312 Oxnard Street, Tarzana, CA 91356, 818.697.5525

California Art League – “Motion” - Oct 2-26, 2019, Reception Oct 5, 5-7pm

Women Painters West – “Falling into Place” – Oct 29-Nov 23, 2019, Reception: Nov 2, 5-7pm

Uncommon Threads – Nov 26-Dec 21, 2019, Reception: Dec 8, 4-7pm



Upcoming Events at Watercolor West

51st International Juried Exhibition, Oct 12-Dec 15, 2019, Reception Oct 12, 5-7pm



Monrovia Association of Fine Arts – **55th Annual Celebrate the Arts Show and Chalkfest** – event on Oct 5, 2019, 10am – 6pm



Simi Valley Art Association 2019 Open Juried Show – opening reception Sunday, Oct 6, from 3-5pm, awards 3:30pm in the atrium, Rancho Simi Recreation & Parks District Activity Center, 4201 Guardian St., Simi, CA 93063 (new location). Juror: Glen Knowles www.simivalleyart.org



The Getty Center – “Manet and Modern Beauty” – Oct 8, 2019-Jan 12, 2020, and “Bauhaus Beginnings” – ends Oct 13, 2019

Calls for Entry

“Shutterbug”, a photography exhibit at SFVACC is open for entries, at www.onlinejuriedshows.com

Check www.onlinejuriedshows.com for other calls for entry.

The International Watercolor Society (IWS), USA Chapter in Southern California Watercolor artists are invited to submit their work to competitions in about 80 countries. Membership free to US residents. Send your name, email address, website and home state. www.facebook.com/IWSUSACHapter/ Questions: contact Cris Gordy, IWS District Rep, 213-200-9398, crisgordy@sbcglobal.net

Classes taught by VWS Members

David Deyell, AIA Emeritus, retired Member University of California (805) 494-1700. Watercolor classes; continuous. Oak Park Wednesday Evening 6:30 to 8:30pm & Agoura Hills Tuesdays noon to 3pm.

Helene Jukoff teaches a weekly public class on Wednesday Mornings 8:45-11:10am at the LA Parks Wilkinson Center at Vanalden, just south of Nordhoff. The cost is \$5 plus \$2 for use of the terrific space. She also does private classes at her home in Northridge between 1-4pm. Interested people should call Helene at (818) 349-7933 or email her at rteachr@att.net

Deborah Swan-McDonald teaches watercolor at Otis College of Art and Design through the extension program and classes are on Saturday. She also teaches Absolute Beginners Watercolor on Wednesdays and Mixed Water Media on Tuesdays at the Calabasas Senior Center.

AC7 Fall Semester:

Artist Co-op 7 Painting & Drawing with Debbi Saunders & Terri Oates

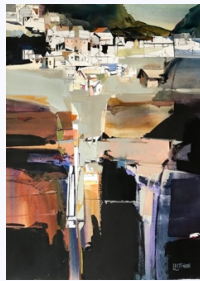
17 Oct 2019 10:00 AM SFV Arts & Cultural Center (8 sessions \$240)

Artist Co-Op 7 Right Brain Figure Drawing with Susan Gesundheit

28 Oct 2019 10:00 AM SFV Arts & Cultural Center (7 sessions \$420+models fee)

There is a new [Teachers page](#) on the VWS website for VWS members who conduct classes, hold workshops, or teach private lessons. If you'd like to be listed, just send an email to Kiran@valleywatercolorsociety.org with your details.

VWS Workshop Schedule



Dale Laitinen



Debbie Abshear



Julie Crouch



Andy Evansen



Lian Quan Zhen

2019-2020 Workshops

Workshops are held for one or three days from 9am – 4pm with a break in the middle for lunch. There is a refrigerator for a packed lunch, and shops and restaurants a short drive away. Upcoming workshops:

[Dale Laitinen](#) - Oct 11-13, 2019 - 3 days [[register](#)]

[Debbie Abshear](#) - Nov 15, 2019 - 1 day [[register](#)]

Dec - No Workshop

[Julie Crouch](#) - Jan 19, 2020 - 1 day [[register](#)]

[Andy Evansen](#) - Feb 14-16, 2020 - 3 days [[register](#)]

Mar 12 - TBD

Apr 9 - TBD

[Lian Quan Zhen](#) - May 15-17, 2020 - 3 days [[register](#)]

June - No Workshop

Location:

San Fernando Valley Arts & Cultural Center
18312 Oxnard St., Tarzana, CA 91356

Workshop Policy:

The workshop fee includes a 10% non-refundable cancellation fee if a cancellation is made more than 30 days prior to the workshop. A 50% non-refundable fee if cancellation is made between 30 or 7 days. No refund will be made for a NO SHOW or a cancellation with less than 7 days of notice prior to the workshop. The 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 breakeven point, or the demonstrator or location cancels. In this case, FULL refunds will be given. If for any reason your check or credit card payment is rejected by your bank, VWS will ask you for a reimbursement if any fine or charge is assessed by your bank to VWS. After two incidents, membership will be revoked. Enroll in workshops by bringing your check to any meeting, or enroll online at <http://valleywatercolorsociety.org/events>. Just select the desired workshop and scroll down to the "Register Now" button.

Member Websites

Find out about your fellow members' work at their home pages:

Trisha Bennett — <http://ArtbyTrishaBennett.etsy.com>

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

Sylvia Crosbie — <http://SylviaKCrosbie.com>

Judy Dekel — <http://judydekel.com>

Jan Evans — <http://janevansstudio.com>

Gary Friedman — <http://garyfriedmanart.com>

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

Dafna Gilboa — <http://dafnasart.com>

Sylvia Goulden — www.shgoulden.artspan.com

Judy Heimlich — <http://judysartstudio.com>

Karen Holly — <http://karenholly.com>

Nicqui Pearl Indics — <http://nicquipearl.jalbum.net/Portfolio/>

Harriette Kahn — <http://harri-ette.com>

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

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

Deborah Swan-McDonald — <http://deborahswan-mcdonald.com>

Charlottle Mullich — <http://charlottomullich.com>

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

Cheryl Scheer — <http://cherylscheer.com>

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

Phyllis Solcyk — <http://www.phyllissolcyk.com>

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

If you'd like to have your website listed in the newsletter, just email newsletter@valleywatercolorsociety.org.

Membership Update

Hi, Members!

If you have had any change in your contact information (email, address, phone, etc) please notify the Membership Chair at normaok@sbcglobal.net to update your profile. -Norma Derr

Connect with VWS

Social Media:

Visit the Valley Watercolor Society website. Here you can see the latest announcements, renew your membership, or register for workshops online. Check out our new membership area.

Like, follow, comment, and share your paintings on our [Facebook Page](#).

Catch up on previous communications here:

[Newsletter Archive](#)

[Newsblast Archive](#) (announcements between newsletters)

Newsletter Submission Guidelines

Did you get into an exhibit? Do you have a show coming up? Are you teaching a workshop, giving a demo, or have you published a book? Maybe you're hosting a local sketching outing or a trip to a tropical island for outdoor painting. Did you just win a Golden Lion at the Venice Biennale? Or maybe you just want your website to appear here.

Email your news to newsletter@valleywatercolorsociety.org by the 20th of this month for inclusion in next month's newsletter.

Submission Guidelines

Deadlines:

- Submissions received by the deadline each month will be included in the upcoming newsletter
- Submissions received after the deadline will be included in the following month's newsletter

Photographs:

- Photographs should be high-resolution images of at least 600 pixels across.
- You may submit photographs as email attachments, in a *.zip file, or via [WeTransfer](#).
- Photographs sent directly by email **must be submitted as attachments, not within the body of the email.**

2019-2020 VWS Board of Directors

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Email any VWS board member at info@valleywatercolorsociety.org.