

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.

June 2024

CALENDAR

**GENERAL MEETING (ON ZOOM)
DEMO WITH ARTIST ALEXIS LAVINE, NWS
AND SOCIETY SHOW THURSDAY,
JUNE 13, 2024, 6PM**

**Zoom Link for VWS General Meeting
and Artist Demo**

Date: June 13, 2024,

Time: 6:00 PM Pacific Time (US and
Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/81069589191?pwd=emZ2WXF1N3o2eU1YSjMzdmJOZFhkdz09>

**Meeting ID: 810 6958 9191
Passcode: 743114**

**SEND SOCIETY SHOW ENTRY TO
SELINA CHENG BY 12 NOON, JUNE. 12**
selinachengart@aol.com

JUNE WORKSHOP:

ALEXIS LAVINE – Sat-Sun, June 22 and 23
2024, 10am – 2pm. On-line via Zoom
Workshop fees: \$120 for members, \$160 for
non-members.

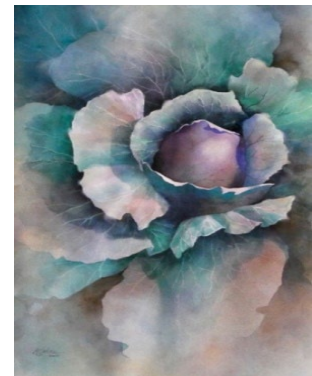
PAINT-OUT WEDNESDAY, June 12, 9AM

Leonis Adobe Museum
(See Page 3 for details)

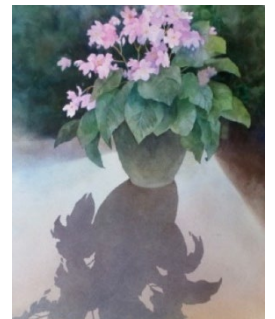
watercolorists@netzero.net

– David Deyell

June Demo Artist: Alexis Lavine, NWS



I was a passionate plein air painter for many years. Recently, I have been working more in my studio, where I can slow down my brush and take more time to design and craft my paintings with the utmost of care, to create the most impact in my work and communicate with my viewers as effectively as possible. I have discovered a new fascination with the clothed human figure, and have been focusing on telling stories, using grouping, cropping, and placement of the figures within my picture plane.



Education is tremendously important. I earned two bachelor degrees and a master's degree, before embarking on my path as a painter. I continue to study art whenever possible, and I also teach painting and drawing classes and workshops. I love to speak about art, share my experience and knowledge, and help my students achieve greater success.

I am a signature member of the National Watercolor Society, Watercolor Honor Society, Transparent Watercolor Society of America, Watercolor West, Northeast Watercolor Society, and Southern Watercolor Society. Recently honored as "One to Watch" by Watercolor Artist Magazine, my paintings have been published in Splash, The Artistic Touch, The Best of Watercolor, Watercolor Artist, and The New Palette. Creative Art Press has published a five-DVD instructional series, called "Creative Watercolor Painting Using Photos" featuring my watercolor demos.

President's Message



Hello everyone,

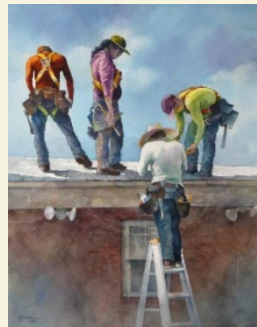
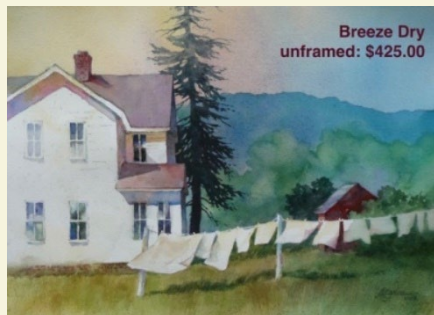
Summer is here! Let's enjoy the outdoor and keep painting. We have a paint-out at the Leonis Adobe Museum in Calabasas on June 12 with David Deyell. There are many interesting historical things to paint there. After painting we will go next door to the Sage Brush Cantina for lunch. This will be our last get together until next September.

This month, our demo artist is Alexis Lavine. Alexis is an accomplished and creative artist who will share with us many great tips on design and composition. Alexis' will have an onlines workshop on June 22 & 23. Please sign up at the VWS website.

Hope to see you at our June meeting. **Please note that we have an earlier start time for the meeting at 6 PM._**

John Chapin, President VWS

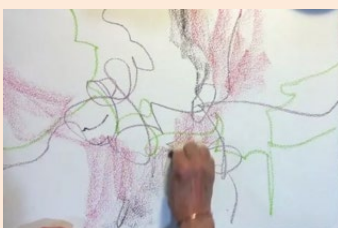
ALEXIS LAVINE Workshop Descriptions - June 22 & 23



“Design for Success!” This workshop focuses on enhancing paintings through strategic design, creative drawing, and effective techniques. During demos, I explain my process in detail with a clear Zoom view, answering questions throughout. Critiques are positive, emphasizing strengths and offering improvement suggestions. I provide individual feedback via shared screens. After demos, I spend the rest of the class on one-on-one discussions, reviewing student projects and offering guidance. Students send photos for review, and we discuss progress via screen sharing. Detailed pre-workshop information, daily recaps, and Zoom recordings are provided to reinforce learning.

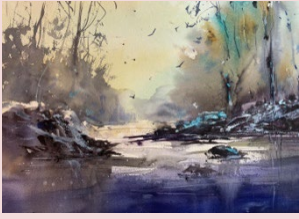
Kathleen Scoggin Demo on 5/9/24 General Meeting

Kathleen Scoggin gave a fun demo of her approach to abstract designs. She uses various tools such as wax, crayon, pastel pencils to supplement and enhance the design in watercolor. She typically starts with two analogous colors and adds a third complementary color to complete the palette.



May 9 Society Show Winners

Congratulations to Society Show Winners



1st Place
Gary Friedman



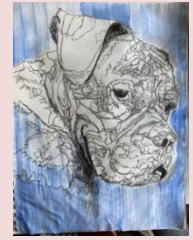
2nd Place
Selina Cheng



3rd Place
Debra Reynolds



Honorable Mention
John Chapin



Honorable Mention
Barbara Leitzel

To enter the upcoming **June 13TH General Meeting Society Show**, submit one emailed JPEG **June 12TH** by 12 noon to **Selina Cheng**: selinachengart@aol.com The demo artist will select awards: 1st, 2nd, 3rd, and two Honorable Mentions. See all the entries from previous Society Shows here: <https://valleywatercoloristsociety.org/society-show/>

Classes taught by VWS Members

There is a [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 Newsletter@valleywatercoloristsociety.org with your details. Please see our complete list of teachers online at <https://valleywatercoloristsociety.org/teachers/>

Upcoming Paint-Outs – Wednesday, June 12, 9 AM – David Deyell



Hi Plein Air Artists:

VWS Plein Air artists will paint on Wednesday, June 12 we paint at the Leonis Adobe Museum campus in Calabasas. Starting time is about 9 AM. Suggest we dress western since there will be school tours also visiting.

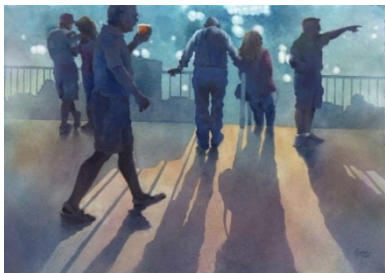
Email David Deyell at watercolorists@netzero.net and let him know if you can attend and we will look for you.

Address: 23537 Calabasas Rd, Calabasas CA 91302

No fee to attend and everyone is in charge of themselves. Follow directions of our hosts.

VWS Plein Air events are free with VWS membership.

VWS 2024-2025 Workshop Schedule



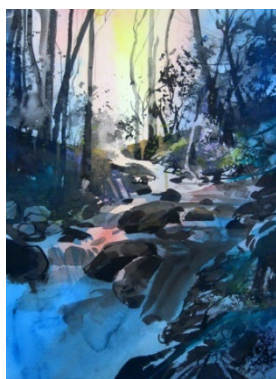
Alexis Lavine
June 2024



Dongfeng Li
September 2024



Laurie Goldstein-Warren
October 2024



Joe Cibere
November 2024



Keiko Tanabe
January 2025



Brenda Swenson
February 2025

Alexis Lavine – **Online** Sat Jun 22 – Sun Jun 23, 2024, 9am - 2pm, 2-Days on ZOOM, [\[Register\]](#) \$120 for VWS members, \$160 for non-members

Dongfeng Li – **Online** Sat Sep 18 – Sun Sept 20, 2024, 9am - 1pm, 2-Days on ZOOM, [\[Register\]](#) \$120 for VWS members, \$160 for non-members

Laurie Goldstein-Warren – **Online** Sat Oct 19 – Sun Oct 20, 2024, 9am - 1pm, 2-Days on ZOOM, [\[Register\]](#) \$120 for VWS members, \$160 for non-members

Joe Cibere – **In-Person** Sat Nov 16 – Sun Nov 17, 2024, 10am - 1pm, 2-Days, [\[Register\]](#) \$120 for VWS members, \$160 for non-members

Keiko Tanabe – **Online** Sat Jan 18 – Sun Jan 19, 2025, 9am - 12pm, 2-Days on ZOOM, [\[Register\]](#) \$140 for VWS members, \$180 for non-members

Brenda Swenson – **In-Person** Fri Feb 21 – Sun Feb 23, 2025, 10am - 2pm, 3-Days, [\[Register\]](#) \$220 for VWS members, \$260 for non-members

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 of any fine or charge assessed by your bank to VWS. After two incidents, membership will be revoked.

Enroll in workshops online at <http://valleywatercolorsociety.org/events>. Just select the desired workshop and scroll down to the "Register Now" button.

Member News

Dorothy Lee is exhibiting a painting for Asian American Pacific Islander Month at the Bob Hope Patriotic Hall on Figueroa Street near downtown L. A. This year's theme honors Asian Americans in military service and immigration. May 6-June 3, 10 AM- 4 PM. Free admission

Selina Cheng has a painting juried in for the 56th Annual Watercolor West International Exhibition, July 6-Aug 3.

Paula Diggs

Paula Diggs will have watercolor paintings on display July 7- August 17 in the artists alley at the Calabasas Tennis and swim Center 23406 Park Sorrento Calabasas.

Paula also has 2 watercolor paintings in the juried members show for Westlake Art Guild at the Thousand Oaks Community Gallery, June 3-25.



Sharon Reaves, VWS Webmaster, is offering her professional services in website design, update and maintenance to VWS members. She can be contacted at SHARON@REAVESGALLERY.COM

Reprint your Watercolor Paintings with Northridge Art Studio (Omar Noorzay)

Hey there, Watercolor Artists, Photographers, and Creatives! Explore our Giclee printing service at Northridge Art Studio. Using the Epson SureColor P9570, we'll reproduce your work into vibrant, high-quality prints at an affordable price.

Why Choose Us?

Vibrant Colors: Our ink magic ensures your colors shine, faithfully capturing the beauty of your watercolors just as you imagined.

Versatile Options: Whether it's canvas, watercolor paper, or another medium, we have the perfect surface to showcase your masterpiece.

Print to Last: The Epson SureColor P9570 delivers consistent, top-quality prints designed to stand the test of time.

Preserve Your Originals: Keep your cherished originals while sharing the love with high-quality reproductions for your fans to enjoy.

Visit our website or give us a call at 818.465.8222 to discuss how we can help you reproduce your work for your next exhibit or customer, all at a very affordable price.



Slate of Board of Directors for 2024-2025

OFFICERS

- President John Chapin
- 1st VP Programs Debi McDonald
- 2nd VP Membership Norma Derr
- 3rd VP Exhibits Sylvia Crosby
- Secretary Veronica Stensby
- Treasurer Debbi Saunders

DIRECTORS

- Workshops Selina Cheng
- Parliamentarian Barbara Leitzel
- Newsletter Omar Noorzay
- Hospitality Sandra McDuffie
- Student Awards Dorothy Lee

COMMITTEE CHAIRS

- Website Sharon Reaves
- Facebook Sandra McDuffie
- Drawings/Raffle Joanne Schaefer
- DVD Library Coordinator Susie Tse
- Paint-Outs David Deyell
- Society Show Selina Cheng
- Photographer Veronica Stensby
- Nominating Barbara Leitzel
- Lifetime Honorary Membership Marie Burdick

All current 2023-2024 Officers, Directors and Committee Chairs have agreed to continue to serve for the coming year, 2024-2025. Thanks to all the board members for their dedication and hard work.

We will still need volunteers to assist some of the board members this year.

Hospitality Chair, Sandra McDuffie, will need assistance with providing refreshments and setting up when in-person meetings return later in the year.

Treasurer, Debbi Saunders, wants to begin teaching her job to a member who is interested in taking over the function next year.

Other board members have offered to work with anyone who is interested in learning about their functions, as well, with an eye to taking over in the future.

If you are interested in participating, please contact **Nominating Chair, Barbara Leitzel** at admin@valleywatercolorsociety.org.

ART NEWS AND EVENTS AROUND TOWN



NATIONAL WATERCOLOR SOCIETY 104th INTERNATIONAL OPEN EXHIBITION

Entry opens April 1st via Call for Entry (Café)
Exhibition Dates: October 1 – November 3, 2024
NationalWatercolorSociety.org



San Diego Watercolor Society 44th International Exhibition

Call for Entries-Submission Deadline Date: May 6, 2024
Exhibition Dates: September 29-October 31, 2024
www.SDWS.org

PLEINAIR SALON MONTHLY COMPETITIONS

<https://pleinairsalon.com/monthly-winners/>

and go here for the rules:

<https://pleinairsalon.com/competition-rules/>

This is run by Plein-air Magazine.

Check Online Juried Shows

www.onlinejuriedshows.com and

CaFÉ www.callforentry.org for other calls for entry.

Northridge Art Studio
Where Creative Minds Meet and Learn

Kids Fun Summer Art Camp

Enroll Your Child for an Unforgettable Art Camp Adventure!
May 31, 2024 – August 9, 2024
Days: Monday - Friday

Per Week - Rate: \$250
Per Day (10 am - 1:00 PM) Rate: \$65
Extended Hours Available
Art Camp Registration Fee: \$40 per Family

Discounts:
20% Off: If purchased by May 25th
10% Siblings: If attending camp at the same time.

About Summer Art Camp:
Art Camp at Northridge Art Studio is an immersive and creative experience designed to inspire young artists and nurture their artistic talents. Our camp offers a unique opportunity for children to explore various art forms, unleash their creativity, and make new friends in a supportive and engaging environment.

For More Information:
818.465.8222
NorthridgeArtStudio@gmail.com • NorthridgeArtStudio.com
Northridge Art Studio
9349 Melvin Ave. Unit 9 • Northridge, CA 91324

VWS FACEBOOK NOW LIVE!

Our Facebook page is up and running!

For members/public to access our PAGE, you must log into your Facebook Account.

Enter: VALLEY WATERCOLOR SOCIETY COMMUNITY SERVICE in the SEARCH BOX at the top left corner of the page.

REQUEST TO ALL MEMBERS

We encourage all members to actively invite fellow watercolor artists to become part of the Valley Watercolor Society. Together, let's expand our community and foster the growth of art in our localities.

Call for Submission for VWS Newsletter

This is a call for your submissions for the next issue of newsletter:

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?

What have you been painting during our at home time?

Or maybe you just want your website to appear in the newsletter.

If you have any news to share, send to: newsletter@valleywatercolorsociety.org.

Email your news to newsletter@valleywatercolorsociety.org by the 20th each month for inclusion in the following month's Newsletter.

NEW MEMBERS PLEASE SEND A SELFIE HEADSHOT!

We will post your picture under our New Member section to welcome you to the organization!

Especially now, since we are not meeting in person, nice to see a new face!

SUBMIT ART MATERIALS FOR SALE...!

Cleaning out your studio? Got an extra easel? Extra brushes, paints, paper? Post in our newsletter!

SUBMIT YOUR WATERCOLOR ART QUESTIONS & TIPS...!

If you have a watercolor discovery you want to share, or a burning question for our members...we want to know!

SUBMIT OPPORTUNITIES AND EXHIBIT VENUES, AND SHOWS YOU KNOW OF!

Where do you go to pique your artist inspiration? Websites? museums? galleries? And what opportunities have you seen for submitting for exhibitions? In galleries, online, don't keep it a secret, tell us!

Those of you who regularly send newsletter items, please send them along:

- Photos and any accompanying comments for recent VWS paint-outs
- Society Show photos & winners
- General Meeting Demo photos
- New members photos & names
- President's Message

SUBMISSION GUIDELINES:

- Submissions received by the 20th will be included in the following month's newsletter.
- Submissions received after the 20th will be included in the issue after the following month.

Photographs (send a pic of your painting for your member news!):

- 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**.
- **Please do not send photos within the body of the email.**
- On a Mac and unsure how? [Check out this link](#).

DVD Library

VWS maintains a lending library for members consisting of professional instructional videos from various watercolor and water media artists and recordings of previous VWS guest artist demonstrations.

See the updated list on our website since Joe Cibere recently donated 18 DVDs

VWS DVD library is available to all current VWS members via mail. VWS will pay mailing fees to send DVDs to members in a reusable envelope; renter pays return postage using the reusable envelope, return address label will be provided. DVDs are loaned for one month; the maximum is 2 DVDs per month.

Contact Susie Tse: sytse3@verizon.net to order. Links to lists of DVDs is available on our Web site: <https://valleywatercolorsociety.org/dvd-library/>

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? Do you have any art stuff to sell? Or maybe you just want your website to appear here.

Email your news to newsletter@valleywatercolorsociety.org by the 20th each month for inclusion in the following month's Newsletter.

Submission Guidelines

- 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 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**.
- On a Mac and unsure how? Go to <https://www.lifewire.com/os-x-mail-conventional-attachments-1172730>

Member Websites (to access website, press CONTROL then Click link)

Debbie Abshear — debbieabshear.com

Rosemary Altshuler — RosemaryAltshulerwatercolors.com

Donna Barnes Robertts — altadenaartist.com

Liz Blum — lizblum.com

Selina Cheng — selinachengart.com

Sue Cohen — suecohenfineart.com

Sylvia Crosbie — SylviaKCrosbie.com

Julie Crouch — juliecrouchart.com

Gary Friedman — garyfriedmanart.com

Caren J. Gafni — artistcarenjgafni.com

Mardilan Lee Georgio — mardilanleegeorgio.com

Susan Gesundheit — susangesundheit.com

Dafna Gilboa — dafnasart.com

Jan Godachy — jangodachy.com

Cris Gordy — artspirationforall.org

Judy Heimlich — judysartstudio.com

Patsy K. Heller — patsyheller.com

Claudia Kazachinsky — claudiakazachinsky.com

Fatemeh Kian — 14kian.com

Micheline Laski — michreedlaski.artspan.com

Martha Inman Lorch — marthainmanlorch.com

Susan L. Meisel — slm-designs.com

Shirley Peppers — ShirleyPeppersArt.com

Lori Pollack — loripollackart.com

Iuliia Pozdina — iuliapozdina.com

Midge Reisman — midgereismanart.wixsite.com

Greg Radionov — gregoryradionov.ru.gg

Debra Reynolds — debraadamsreynolds.com

Deborah Swan-McDonald — deborahswan-mcdonald.com

Brenda Swenson — swensonsart.net

To list your website, please email:

newsletter@valleywatercolorsociety.org

FACEBOOK NOW LIVE!

Our page is up and running!

For members/public to access our PAGE, you must log into your Facebook Account. Enter, VALLEY WATERCOLOR SOCIETY COMMUNITY SERVICE in the SEARCH BOX at the top left corner of the page.

Connect with VWS

Visit the [Valley Watercolor Society](http://www.valleywatercolorsociety.org) website (www.valleywatercolorsociety.org). Here you can see the latest announcements, renew your membership, or register for workshops online. Check out our new membership area. Catch up on previous communications here: [Newsletter Archive](#)

2023-2024 VWS Board of Directors

Officers

President — John Chapin
1st VP Programs — Debi McDonald
2nd VP Membership — Norma Derr
3rd VP Exhibits — Sylvia Crosbie
Secretary — Veronica Stensby
Treasurer — Debbi Saunders

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Facebook -- Sandra McDuffie
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DVD Library Coordinator — Susie Tse
Paint-Outs — David Deyell
Society Show — Selina Cheng
Photographer — Veronica Stensby
Nominating — Barbara Leitzel
Lifetime/Honorary Memberships — Marie Burdick

Email any VWS board member at
Admin@valleywatercolorsociety.org

WWW.VALLEYWATERCOLORSOCIETY.ORG

You are receiving VWS Newsblasts as a member of Valley Watercolor Society.

Our mailing address is:

Valley Watercolor Society
San Fernando Valley Arts & Cultural Center
PO Box 17192, Encino, California 91416

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