



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.

March 2025 Demo Artist: Tom Francesconi

March 2025

CALENDAR

GENERAL MEETING AND DEMO WITH
TOM FRANCESCONI AND SOCIETY
SHOW

THURSDAY, MARCH 13, 2025, 7PM

ON-LINE ZOOM MEETING

Join Zoom Meeting

<https://us02web.zoom.us/j/84684824496?pwd=F8RmH2cDWJplob0xas93yw5tue3UUd.1>

Meeting ID: 846 8482 4496

Passcode: 467568

SOCIETY SHOW ENTRY :

Please email your painting image to
selinachengart@aol.com by 1PM,
Wednesday, March 12

MARCH WORKSHOP (via ZOOM)

Tom Francesconi—Sat Mar 22 – Sun
Mar 23, 2025, 9 AM- 1 PM, 2 days
[\[Register\]](#) \$140 for VWS members, \$180
for non-members

For 2025 Meetings & Workshops

<https://valleywatercolorssociety.org/events#!event-list>

PAINT-OUT (See page 3)

Currently suspended until further notice



Tom Francesconi studied watercolor at the American Academy of Art in Chicago. His paintings have been exhibited in many national exhibitions, which include the American and National Watercolor Societies. In 2015, Tom's painting was selected to travel to Shenzhen, China to be included in the National Watercolor Society's International Biennial Exchange Exhibition. In 2020, Tom's painting was chosen for inclusion in the NWS: 100 Years Exhibition and most recently, Tom's painting was one of forty paintings selected to hang in the Scottish National Gallery, Edinburgh, Scotland, as a part of the National Watercolor Society's 2024 Exchange Exhibition.

Tom has earned signature membership in numerous watercolor societies, including the American Watercolor Society, National Watercolor Society, Watercolor West, Rocky Mountain National Watermedia and the Transparent Watercolor Society of America, of which he has been honored with 'Master' status. Tom has served as president of the Transparent Watercolor Society of America and the executive director of the Illinois Watercolor Society.

His work has been published in eight books on American Watercolor. Tom has written articles for Watercolor Artist, Watercolor Magic and Watercolor magazines. Tom's award-winning painting, "Unleashed", was published in The Best of Watercolor: Winners From the 22nd Annual Splash Competition, June 2021.



President's Message



Hello ,

Hope everyone is doing well. We apologize that we had to cancel the February meeting and demo because of the inclement weather. I know many of you were looking forward to Brenda Swenson's demo. Moving on, we have a very talented artist, Tom Francesconi, for demo and a 2-day workshop, both online. His use of color and light is fabulous. Hope you can join us.

Finally! Our Annual Member Juried Exhibition is here! The show opens on March 2. Make sure to come to the reception on Sunday March 9 at 3 PM- 6PM. We will have food, drink and music galore! Invite your friends and families!

Stay well and keep painting.
John Chapin, President VWS

Call for Volunteers for Upcoming Annual Juried Exhibit

The Valley Watercolor Society will hold its 2025 Annual Juried Exhibit beginning March 2, 2025

VOLUNTEERS ARE NEEDED FOR THE ANNUAL EXHIBIT AND RECEPTION.




VWS had a very successful exhibit last year thanks to all who participated and volunteered their help. Let's make this year even better! We need your help in: Take-in, Gallery Sitting, Hospitality set-up and clean-up, Hanging and Labeling and Bin Art Set-up

Contact : Sylvia Crosbie, Exhibit Chair, sylvia_crosbie@bluetiehome.com or 818-902-1853.

All gallery sitters are welcome to bring their projects to work on while covering the gallery during the exhibit. We request that you take normal precaution to protect surfaces and be sure to clean up afterwards.

Valley Watercolor Society
2025 Annual Juried Exhibition

2024 Top Honor Winners

2nd Place	1st Place	3rd Place
		
Jan Godachi "Back Alley"	Liz Blum "Fresh From the Garden"	Karen Holly "In A Clutch"

Reception: Sunday, March 9, 3 - 6 PM
Exhibition Dates: March 2 - 26, 2025

Thousand Oaks Community Gallery 2331 Borchard Rd, Newbury Park CA 91320

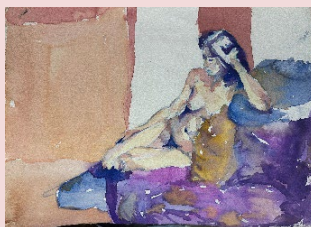
January 2025 Society Show Entries



Selina Cheng



Garv Friedman



Barbara Leitzel



Sharon McGuire

To enter the upcoming **March 13 General Meeting Society Show**, please submit an image of your painting to

Selina Cheng: selinachengart@aol.com by 1PM on March 12.

The demo artist will select awards: 1st, 2nd, 3rd, and two Honorable Mentions.

See all the entries from previous Society Shows here: <https://valleywatercolorsociety.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@valleywatercolorsociety.org with your details. Please see our complete list of teachers online at <https://valleywatercolorsociety.org/teachers/>

Gary Friedman

Award winning artist Gary Friedman will be teaching Watercolor Art classes at Simi Valley Sr. Center Saturday March 8th from 10 to noon. These will all be live classes (no Online Zoom). Register at rsrpd.org. All levels welcome. Techniques, design, composition and color theory will be covered.

Cris Gordy

Cris opens her new studio for in-person classes in Winnetka, CA. You can reach her at crisgordywatercolors@gmail.com.
<https://www.artspirationforall.org/workshops>

PAINT-OUT EVENTS

Don Ferre will be our coordinator for any organized paint-out events. He will provide dates and locations for any future meetings. Thank you Don for stepping in to help.

VWS 2024-2025 Workshop Schedule



Tom Francesconi
March 2025



Sarah Yeoman
April 2025



Kim Johnson
May 2025



Moh'd Bilbeisi
June 2025

Tom Francesconi –**On-line** Sat Mar 22 – Sun March 23, 2025, 9am - 1pm, 2-Days on ZOOM, [[Register](#)] \$140 for VWS members, \$180 for non-members

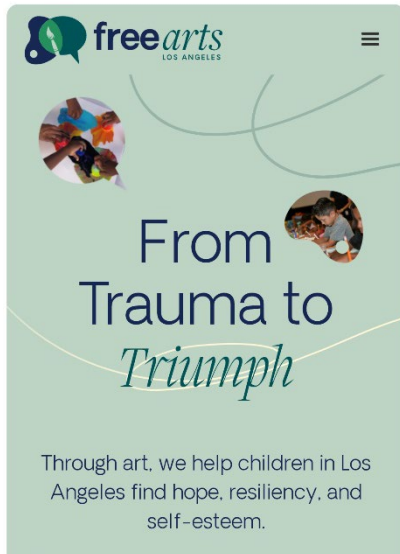
Sarah Yeoman –**Online** Sat Apr 26 – Sun Apr 27, 2025, 9am - 12pm, 2-Days on ZOOM, [[Register](#)] \$140 for VWS members, \$180 for non-members

Kim Johnson –**Online** Sat May 17 -Sun May 18, 2025, 9am - 1pm, 2-Days on ZOOM, [[Register](#)] \$140 for VWS members, \$180 for non-members

Moh'd Bilbeisi –**Online** Sat Jun 21 – Sun Jun22, 2025, 9am -1pm, 2-Days on ZOOM, [[Register](#)] \$140 for VWS members, \$180 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 Art News



Free Arts for Children

Please help us support Free Arts for Children again this year. Since our February meeting was canceled, we will extend the donation collection till April 30th. This nonprofit is a very worthy cause and VWS will match donations collected up to \$500. Your donation is tax deductible.

Please make your check out to **VWS** and mail to **Debbi Saunders**
3333 Alana Drive, Sherman Oaks CA 91403.

www.freearts.org

February 2025 Brenda Swenson 3-day Workshop



ART NEWS AND EVENTS AROUND TOWN



2025 NWS Member Exhibition . This ONLINE Exhibition is open to ALL NWS Members

Exhibition Dates May 1 - June 30, 2025. *The Deadline to entry is Friday, February 21, 2025 (4:00 PM Pacific Time)*

Enter on CaFÉ!



Watercolor West Call for Entry for 2025 the 57TH International Juried Exhibition. Entry Dates: March 15 -May 18, 2025.

Exhibit date: Aug 23-Nov 29, 2025

Visit www.watercolorwest.org for PROSPECTUS and enter online

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.

VWS FACEBOOK NOW LIVE!

The name of the VWS page is: **Valley Watercolor Society Community Service**

Enter the name in the **SEARCH** field of your FB page, then click on the name. Once it opens, click on the **LIKE** tab.

You can then follow, comment, add your paintings or interesting exhibits you know of or participate in! We are always looking to grow our community . We need your help to do better!

Please contact Sandra McDuffie (sanellen1946@yahoo.com) if you have questions or need assistance.

Thanks
Sandra

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 April 2025 Newsletter

This is a call for your submissions for the April Newsletter: Due on the 25th of March:

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.

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 25th will be included in the following month's newsletter.
- Submissions received after the 25th 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. 2 new DVDs on Portraits-[Mario A, Robinson](#) and [Mary Whyte](#)

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/>

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

Rosemary Altshuler-RosemaryAltshulerwatercolors.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

Dafna Gilboa — dafnasart.com

Jan Godachy — jangodachy.com

Cris Gordy — artspirationforall.org

Omar Noorzay — northridgeartstudio.com

Mary Zangerle — maryzangerleart.com

Judy Heimlich — judysartstudio.com

Fatemeh Kian-- 14kian.com

Michelene Laski — michreedlaski.artspan.com

Martha Inman Lorch — marthainmanlorch.com

Sandra McDuffie — sandramcduffie.net

Susan L. Meisel — slm-designs.com

Shirley Peppers — ShirleyPeppersArt.com

Iuliia Pozdina — iuliapozdina.com

Midge Reisman — midgereismanart.wixsite.com

Debra Reynolds — debraadamsreynolds.com

Deborah Swan-McDonald — deborahswan-mcdonald.com

Brenda Swenson — swensonsart.net

*To list your website, please email:
newsletter@valleywatercolorsociety.org*

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

Hey Watercolor Artists! Turn your paintings into vibrant, high-quality Giclée prints with our Epson SureColor P9570 at Northridge Art Studio. Affordable, stunning reproductions, with options like canvas or watercolor paper. **Why Us:**

- **Vibrant Colors:** Your work will pop with color, just as you imagined.
- **Preserve Your Originals:** Share your art without touching the original.
- **Prints That Last:** Long-lasting quality, made to endure.

Call 818.465.8222 or visit our website to get started!



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](#)

2024-2025 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

Directors

Workshops — Selina Cheng
Newsletter — Selina Cheng
Parliamentarian — Barbara Leitzel
Hospitality — TBD
Student Awards — Dorothy Lee

Committee Chairs

Website — Sharon Reaves
Facebook -- Sandra McDuffie
Drawings/Raffle — TBD
DVD Library Coordinator — Susie Tse
Paint-Outs — Don Ferre
Society Show — Selina Cheng
Photographer — Veronica Stensby
Nominating — Barbara Leitzel
Lifetime/Honorary Memberships — Marie Burdick

Email any VWS board member at
Admin@valleywatercolorsociety.org

Dear VWS Members,

We are asking you to give some serious thought to becoming a member of the Valley Watercolor Society Board. As you can see from the above directory, we have a number of vacant positions to fill and several more Board members have voiced their intention to retire at the end of the 2024-25 year.

We need a variety of skills and abilities for our Board. Mostly we need your enthusiasm and commitment to support VWS as a place to promote art and foster comradery. Please contact **Barbara Leitzel** at Admin@valleywatercolorsociety.org if you are willing to help.

Thank you!

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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