



California WATERCOLOR Association

April 2011

P.O. Box 4631
Walnut Creek, CA 94596

www.californiawatercolor.org
email: info@californiawatercolor.org

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April Paintout in San Francisco

Attention CWA members!

Our April paintout is in San Francisco this month. Check the calendar page of www.californiawatercolor.org for details.

General Meeting • 7:30 pm, Wednesday, April 20, 2011 • Shadelands Center, 111 N. Wiget Lane, Walnut Creek, CA

April Guest Artist Janet Rogers



Janet Rogers is an award-winning artist, and a popular watercolor instructor, teaching through the United States as well as in Europe. Well-known for her portraits and floral paintings, she is a signature member of the American Watercolor Society, and the

Florida and South Carolina Watercolor Societies, and has won many awards in various exhibitions and competitions. Janet has also been a featured artist and demonstrator at Epcot, Walt Disney World, and many art groups and watercolor societies. Currently residing in Florida with her husband who is also an artist, Janet is traveling to California to give CWA the privilege of hosting her first workshop here.

Capturing the likeness and personality of her subjects, whether they be flowers or people, without focusing on unnecessary details, Janet's work is characterized by gestured strokes of transparent color, natural blends of warm and cool pigments, wet-in-wet blends of bright colors, well-focused accents of white paper, and careful use of hard edges. Janet says, "I love the qualities of watercolor – its fluid nature. To me, the interaction of artist with the medium is like a dance – full of motion, feeling and expression. I love to watch the painting develop and to discover new color and composition. As a teacher, I would like to enable students to find their connections with watercolor in new and expressive ways."

To help workshop participants connect with the floral subject of her workshop, Janet will collect fresh flowers and create beautiful, inspiring bouquets to paint. She will demonstrate various "fun" exercises geared to interpreting flowers in a loose and expressive manner. Instruction will facilitate

discovering the unique "nature" of individual flowers and "finding" new colors. Combining demonstrations with individual help, Janet will support students in letting the medium itself lead to new adventures in watercolor. Goals will include "keeping the whites", avoiding "mud", and intuitive color and composition.

The objective of Janet's workshop instruction on portraits is to enable students of all levels to quickly gain confidence in approaching the portrait in a more spontaneous, intuitive, and expressive way. Janet will begin by giving a short lesson on head construction (eliminating fear), followed by "fun" exercises including warm-up drawings and paint application that will reveal how to achieve translucent flesh tones, discover new and unique colors, and create fresh and lively interpretations of subjects. Janet will also cover children's portraits, as well as gesture figure painting. The goals of the workshop are learning to see differently, developing new skills, being open to new experiences with watercolor, and having lots of fun.

Janet's work is represented in the Northlight Gallery in Kennybunkport, Maine, and is included in the book "The One-Hour Watercolorist" by Patrick Seslar, published by North Light. Cheap Joe's Art Stuff has produced four new DVD's by Janet. "Expressive Watercolor Portraits", "Expressive Watercolor Florals", "Watercolor Rhythms with Figures" and her latest "Expressing the Bouquet in Watercolor".

Janet's work was featured in the July/August 2009 issue of American Artist Magazine in an article written by Stephen Doherty, Editor.

We look forward to Janet's demonstration at the April general meeting and, for those of us fortunate enough to be in her workshop, to spending a week under her inspiring and expert tutelage.



newsletter deadline info

The deadline for placing items in the newsletter is the 15th of each month prior to publication. Send articles and photos by disk, email, fax or in writing to:

Patricia Rosa newsletter@californiawatercolor.org
5499 Wilke Dr. Ph: 925.672.3052
Concord, CA 94521 eFax: 413 375.1851

membership/data manager

Mail all changes of address, phone number and email to:
Anne Jacobson cwa-data-mgr@comcast.net
c/o CWA P.O. Box 4631, Walnut Creek, CA 94596

monthly meetings

Meetings are held the third Wednesday of each month
(except June and December) at 7:30 pm,
Shadelands Center, 111 N. Wiget Lane, Walnut Creek, CA
(NW corner of Wiget Lane and Ygnacio Valley Road).

cwa workshop info

June Hunt 510.525.0965 or
Karen Powers 510.502.6211
Wendy Oliver 925.280.1944

cwa gallery

Gallery Concord
1765 Galindo, Concord
925.691.6140
Hours: Thursday -Sunday, 11:00 - 4:00 pm
Free parking behind the Gallery,
accessible only from Clayton Road
(just west of Galindo)
<http://www.galleryconcord.com/>

e-newsletter info

To receive this newsletter electronically (and in color) please send a note to our Data Manager with the email address at which you wish to receive the newsletter. You will then no longer receive it on paper in the mail, but will receive it via email.

notes & announcements

Need Help Entering the CWA 42nd National Exhibition?

Shadelands is generously allowing us to use their wireless internet and their lobby so we can help our members enter our 42nd National Exhibition. Call Samantha McNally 415-828-4991 or email info@californiawatercolor.org to arrange an appointment on Saturday, April 9, 2011 between 9:00 am and noon. All you have to bring is your CD or a flash drive with your paintings saved as a jpeg and your credit card. We can help you submit your entry online on www.californiawatercolor.org. This will be by appointment only, so be sure to call or email ahead and make your appointment. The Shadelands Center is located at 111 N. Wiget Lane, Walnut Creek, CA. The lobby is on the other side of the building from where we have our general meetings.

Artists Flea Market

Saturday, April 30, 2011, 8:00 am to 2:00 pm, DeLucci Park (First St. at Neal), Pleasanton. Sell your unwanted supplies & equipment, marked down artwork, art books & tapes, frames, paints, etc., or buy supplies you have always wanted to try but didn't want to pay big bucks for. 10x10 Booth spaces are available for \$25. Sponsored by the Pleasanton Art League. For information call Gail Ruvalcaba 925-846-8960.

Stop Art Scams

I don't know if anyone has brought <http://stopartscams.blogspot.com> to our membership attention, however it helped me when I was contacted by a thief to "buy" my paintings. "Scammers use the Internet to find new victims. I fight back using the Internet to educate and help artists NOT become victims." Kathleen McMahon is an artist, gallery owner and self described "Anti-Scam Samurai."

Carol Husslein

Do You Enjoy Painting Flowers?

Do you like the way that Janet Rogers captures the essence of flowers and portraits with transparent watercolor? She does it with a spirit of play. If you would like to work under the guidance of this expert watercolorist, sign up for her April workshop; we still have a few spaces left. Register at <http://www.californiawatercolor.org/workshops.html>.

Alexis Milea, Workshop Publicity Person

Order Your Framing Supplies From American Frame

Mention that you are a member of the California Watercolor Association or our code for their Alliance Program: A183 at the time of purchase. CWA will get 5% of the sale for our building fund! You can order from them online at www.americanframe.com or by phone at 888-628-3833.

Join CWA's Facebook Page

Go to www.californiawatercolor.org and click the Facebook link at the bottom of the home page.

Check the Member's Gallery Page of CWA's Website

Go to <http://www.californiawatercolor.org/gallery.html> - If you're a member, we can list your website there. Email communications@californiawatercolor.org with your name and web address.

We Need More Volunteers!

Sign up to help CWA at <http://www.californiawatercolor.org/volunteering.html>.

Registration now available for these stimulating and inspiring workshops!



Janet Rogers
**“Expressive
 Flowers, Faces
 and Figures”**
April 18 - 22
(All levels)

Using a series of “fun” painting exercises, students will develop a direct, loose and natural approach to painting; although the demos and instruction will begin with flowers and end with the portrait/figure, students may choose to paint only flowers or portraits. Janet, an AWS Signature Member, is a very experienced workshop instructor and enjoys working individually with students in addition to providing class instruction. \$395 for CWA members.



David Savellano
**“Travel
 Sketching
 and Plein Air
 Painting”**
June 14 - 16
(All levels)
WAIT LIST

Well known for his highly instructive workshops on this subject, CWA member David will teach techniques and tools for quick sketching and watercolor painting that will enable you to record your travel experiences meaningfully, artfully and with great efficiency. \$245 (3 days) for CWA members.



Jeannie McGuire “Figurative Design”
May 16 - 20 (All levels)

With a strong emphasis on design, contrast, paint consistency and the sense of an emotion or story of the figure, Jeannie will give individual attention during the initial design process and provide critiques along the way to encourage unique style in the depiction of figures or faces, using watercolor in a non-traditional way. \$395 for CWA members.

Cheng-Khee Chee
**“Watercolor:
 Synthesizing East
 and West”**
September 19 - 23
(All levels)
WAIT LIST

Each day, Cheng-Khee will teach/demo a different concept/technique (traditional, saturated wet, improvisational, crinkling, marbling and monoprinting), and then work individually with students as they apply the concept to their own works, using their own reference material. The focus will be on process, not product. \$395 for CWA members.



Kathleen Conover
“Chaos to Order”
October 17 - 21
(All levels)

Kathleen’s objective is to further develop students’ compositional skills with daily demonstrations and design-strengthening exercises, along with innovative approaches to problem solving; she will also share new painting techniques including the use of gesso and acrylic mediums with watercolor to create texture. \$395 for CWA members.
 NOTE: Kathleen has a painting in the AWS Traveling Exhibition of 40 paintings which is currently touring the country.

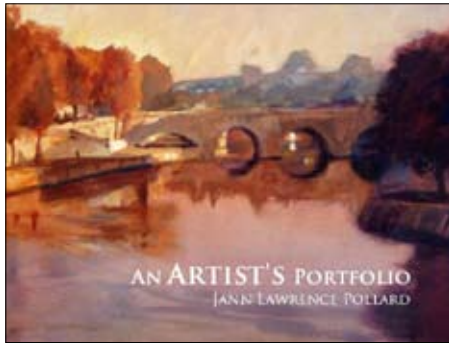




Diane Fujimoto will have a solo show in the Fireside Gallery at The Sea Ranch Lodge, in Sea Ranch, California, April 1 - 30, 2011. "France from My Palette" is the title for a series of paintings inspired by her travels through France in recent years. There will be a public reception on Saturday, April 1, 2011 from 5:00 - 7:00 pm. Email diane@diane-fujimoto.com or info@searanchlodge.com for more information.

"Plat de Jour" by Diane Fujimoto

Jann Pollard is pleased to announce a new book, titled "An Artist's Portfolio - Jann Lawrence Pollard". This book is a compilation of my life's work to date, is a high-quality lustre finish, and includes 100 images and 80 pages. You can view and/or order the book directly on the publisher's website at: www.blurb.com/bookstore/detail/1969048. It includes images of landscapes, cityscapes, flowers and gardens, interiors and cafés. Old world architecture is a favorite subject including many paintings from Paris and Venice. Jann has also been included in the recently published, "Best of Worldwide Landscape Artists," Kennedy Publications - available online.



"An Artist's Portfolio" by Jann Lawrence Pollard



"End of the Day" by Pat Dispenziere

Pat Dispenziere's watercolor "Canal Travelers II" was awarded by Linda Doll AWS, NWS the first award in watermedia in the Carlsbad Oceanside Art League 60th Annual Membership's Award Show. The show dates are March 2 - April 6, 2011. Pat's watercolor "End

of Day" was awarded the first award in watercolor in the Poway Woman's Club art exhibit at the Poway Center for the Performing Arts March 2 - March 29, 2011. John Salminen NWS, AWS. DF juried Pat's watercolor "The Closed Door" into the Watercolor Society of Houston's 34th International Exhibition. The exhibition opens March 19 - April 15, 2011 at the WAS-H Gallery in the heart of Houston's Museum District. "Tallin", a watercolor by Pat was juried by James Toogood AWS, NWS into the Louisiana Watercolor Society 41st Annual International Exhibition to be held May 7 - 27, 2011 at Place St. Charles in New Orleans.



"Friends Eel River" by Lucy Arnold

Lucy Arnold's exhibit, "Beasts and Beauties", is at Gallery One in Petaluma through April 3, 2011. Butterflies, beetles, frogs and fish are some featured creatures in her recent natural history themed works. A few of her colorful cosmic abstracts are also included in the show. Bernard Healey's exhibit, "Cliffs, Water, Sky" runs concurrently in the gallery. Lucy's watercolor, "Friends of the Eel River", won First Place at Marin Society of Artists current juried show, "Dance, Music, Flowers".

Gallery Concord Announces its Newest Show

"Spring Blossoms"

March 31 – June 26, 2011
The opening night reception is
Friday, April 1, 2011
6:00 – 8:00 pm

*Light refreshments and beverages will be served,
and music will be provided by the Glacier Jazz Trio.*

The "Spring Blossoms" show will feature Pablo Villicaña Lara, a watercolor artist from Concord, California. Award winning artist Pablo Villicaña Lara received his Bachelors of Fine Arts from St. Mary's College in Moraga, California, and Masters of Fine Arts in drawing with distinction at California College of the Arts in Oakland, CA. After creating with Oils for several years as well as Ceramics, Pastel, and Textiles, discovering the quality of light



and clarity of colors that could be achieved with watercolors changed the course of his artistic career and has exclusively worked with them for the past 20 years. Pablo has received numerous awards including Best of Show for the Society of Western Artists, many first, second, third place, and honorable mention awards with the California Watercolor Association's exhibitions, included in the American Watercolor Society, Transparent Watercolor Society, Northwest Watercolor Society, as well as other societies. Pablo was raised in both Mexican and American cultures and most of his paintings reflect his Mexican Native heritage. Through bold color, dramatic lighting, handmade objects such as pottery, baskets, blankets, musical instruments, cultural objects, and portraits of family members and traditional people, he creates paintings that speak of the heart of his people and the culture that many are trying to preserve.



March Outreach



March has been our busiest month yet for outreach. The activities that CWA volunteers and representatives participated in for March were as follows:

- 1. DPIE (Dublin Partners in Education)** where Nan Lovington and FROgard served as judges for an Elementary School Art Show.
- 2. Foothill Middle School in Walnut Creek** where Nan Lovington and FROgard did a watercolor demo of different techniques.
- 3. Eagle Arts Expo at Clayton Valley High School** where Leslie Wilson and Pablo Villicaña Lara were art judges.
- 4. Habitat For Humanity** where FROgard attended to see how CWA Outreach can help out in the future at family events.
- 5. USPO (United State Post Office) Duck Stamp Event** in Sonoma where children's art will be done to help determine which one/or ones will be used for future stamps. FROgard went for the day and did watercolor with the children.
- 6. An Outreach Brochure** is now available for handouts. This was another March project. Thanks to Nan Lovington, FROgard, and Anne Jacobson. The artwork you see here is from that brochure.



Wow We Sure Could Use More Volunteers For Outreach Demos!

Don't Be Shy... Please Sign Up When Asked!



To Volunteer, contact outreach@californiawatercolor.org



CWA 42nd National Exhibition

The Marin Society of Artists Gallery in the Marin Art and Gardens Center

September 8 - October 9, 2011, September 18, 2011 - Artists' Reception

Juror

Katherine Chang Liu is an abstract painter, printmaker, and collage artist of international repute. She will be presenting a workshop at Gallery Concord on February 14-18, 2011, designed for those experienced artists who are in pursuit of their own voice.

Venue

The Marin Society of Artists Gallery is located within the Marin Art and Garden Center in Ross, California. A favored locale for weddings and other festive events, it also attracts many artists, who can be seen working to capture their interpretations of the lush gardens, structures, and pathways open to the public. The Gallery has been the home of the Marin Society of Artists since 1927.

Exhibition Calendar

April 23	Due date for entries	July 10	Juror's awards
June 6	Juror selection notification	September 8	Show opens to the public
July 5-8	Shipped paintings received (FedEx/UPS only)	September 18	Awards & Artists' Reception, 1 - 4 pm
July 9	Hand delivered paintings received	October 9	Last day of show

Sales

The California Watercolor Association, a non-profit organization, requests a 35% donation from all sales.

Eligibility

The 42nd National Exhibition is open to all artists past their 18th birthday. Paintings must be two-dimensional, and primarily of water-based media on paper surface or watercolor canvas; Yupo/Tyvek accepted. Paintings on paper must be protected under Plexiglas: no glass. Pastel or collage may only be used together with water-media as the major, dominant, element. No digital media, photography, prints, or reproductions. Source material and composition must be wholly original and not derived from any published images.

Entries must be recent works completed after July 2008, entirely the work of the entrant, and not shown previously in a CWA National Exhibition. No workshop or class work. Artists who fail to exhibit an accepted entry are disqualified from the next three CWA National Exhibitions.

Size Limits

- Minimum Image: 140 square inches, no side less than 10 inches
- Maximum Frame: 40"x 40" outside dimensions
- Maximum Weight: 40 lbs

Framing

All paintings must be framed in simple, square-cornered, frames ready for hanging. Mats (optional) must be white or off white.

Entries (Online Only)

Artists may enter up to three images submitted as digital files only. Images must in jpeg format, saved at 300dpi (dots per inch), 4" in the longest dimension, one painting per file, and maximum file size of 1MB. Each image must have its own file name and be in this format: LastName-FirstName-PaintingTitle.JPG.

Full details are in the online entry procedure, as well as tips for making digital files. If you do not have access to the Internet, or don't feel comfortable using it, camera stores, copy centers, and community centers are some of the many resources available. Free access is also available at most libraries. For help from CWA, contact us at: 42ndnational@californiawatercolor.org.

Fees (Non-Refundable)

Payments shall be made to CWA via PayPal, which accepts credit and debit cards, as well as individual PayPal accounts. If you don't have one of these account types and need to pay by check, please contact CWA at: 42ndnational@californiawatercolor.org.

- CWA Members: \$30 for 1 image, \$5 each additional image, maximum of 3 images.
- Non-members: \$40 for 1 image, plus \$5 each additional image, maximum of 3 images.
- Those Non-members wishing to join CWA at the prorated annual cost may add \$35 annual dues during the entry process. Existing CWA members may also renew at the rate of \$45 during the entry process. Benefits of membership, which are effective for the rest of 2011, are at <http://www.californiawatercolor.org/>.
- A complimentary catalog (\$15 value) will be sent to each entrant.
- Additional catalogs are \$15.00 plus shipping fees.
- Accepted artwork will be charged receiving and storage fees: \$25 for hand delivered work, \$50 for shipped work.

Accepted Entries

- Only one entry per artist may be accepted.
- All artists will be notified by email before June 6, 2011.
- Artists with accepted artwork may be asked for a higher resolution image for the catalog.
- Full instructions for shipping will be included in the acceptance notification email.
- Each accepted painting will be represented in the catalog.
- Accepted work must match submitted image; received paintings not consistent with submitted image may be disqualified.

Conditions and Liabilities

No work may be withdrawn before the end of the exhibit. CWA and the Marin Society of Artists reserve the right to photograph artwork or copy images for promotional purposes. Insurance coverage is the Artist's sole responsibility, both in transit and during the exhibit. Neither CWA nor the Marin Society of Artists insures the artwork, and neither shall be responsible for loss or damage to any artwork submitted. Accepted artists must sign a release of liability.

The submission of entries to this competition shall constitute an agreement on the part of the Artist to the terms and conditions as set forth in this prospectus.

Prospectus and detailed instructions are at <http://www.californiawatercolor.org/prospectus.html>

or Send SASE to:
Prospectus CWA 42nd,
1740 Arlington Blvd, El Cerrito, CA 94530

Completed entries must be submitted electronically by April 23, 2011 to be considered.

Other information:

42ndnational@californiawatercolor.org
Eileen Libby 510-619-7056



workshop

workshops by
members and others

corner



Birgit O'Connor Watercolor Workshops

Spring Flowers, April 30 - May 3, 2011,
Mendocino, CA. To register call
707-937-5818 or 800-653-3328.

Within the Flower, August 15 - 19, 2011,
Mendocino, CA. \$445. To register call
707-937-5818 or 800-653-3328.

Treasures from the Shore, August 22 - 24,
2011, Mendocino, CA. \$295. To register call
707-937-5818 or 800-653-3328.

Shipwrecks, September 10 - 1, 2011,
Point Reyes National Seashore, CA. \$135
(\$115 Members). To register call
415-663-1200 ext. 373.

Exploring Watercolor, September 24, 2011,
Point Reyes National Seashore, CA. \$135
(\$115 Members). To register call
415-663-1200 ext. 373.

Lighthouse Landscapes, November 12 - 13,
2011, Point Reyes National Seashore, CA.
To register call 415-663-1200 ext. 373.
For more information contact:
Birgit O'Connor, P.O. Box 828, Bolinas, CA,
415-868-0105, birgitoconnor@sbcglobal.net,
www.birgitoconnor.com.

Tesia Blackburn Spring Sale on Workshops!

In a fit of Spring Fever I'm offering a 50%
discount on a workshop when you register
with a friend. Here's how it works: register

yourself and a friend for any workshop
on my website, get 50% off the second
registration! Then you and your friend split
the savings! You each save 25%! You will get
your 50% savings in the form of a refund,
credited back to either your Paypal account
or the credit card you used to register.
Email tesia@blackburnfineart.com, or go to
<http://a.eb18.emailsparkle.com/sendlink.asp?>

Fremont Art Association Gallery Watercolor Mini Workshops

Mondays, April 4, 11 and 18, 2011,
10:00 am - 2:00 pm.

Week One: Textures on metal or wood.

Week Two: Composing from two or
three photos.

Week Three: Intro to watercolor portraits.
Fee: \$75. for all three or \$30 per day

Dates To Be Announced May and June.
Watercolor painting on Location in historic
Niles. Make some new art for the FAA Niles
Showcase in July 2011. 37659 Niles Blvd.,
Fremont, CA 94536, 510-792-0905.

Santa Cruz Art League Weekend Workshops

The Demystification of Watercolor
Understanding the characteristics of the
colors, creating drama, variations on saving
white, possibilities for making corrections,
painting reflections, surface texture. Offered:
April 2 - 3, 2011. Level: Beginner Plus/
Intermediate. Time: 9:00 am - 3:30 pm,
please bring lunch. Fee: \$150 / \$130-
Members. Instructor: Jo-Neal Boic.

Loose and Lively!

This will be a fun, inspiring and invigorating
class to help you loosen up and paint freely
and expressively in acrylics. We will be
working on small paintings. Offered: April
16 - 17, 2011. Level: All. Time: 9:00 am -
3:30 pm, please bring lunch. Fee: \$150 /
\$130-Members. Instructor: Susan Dorf.

Beauty of Still Life Painting

Vibrant, color popping oil paintings. Open
to all levels. Experience this free painting
process. No need to be an expert in drawing
skills. You will learn to find the images
within the shapes. Offered: April 9 -10, 2011.

Level: All. Time: 10:00 am - 3:30 pm, please
bring lunch. Fee: \$145 / \$125-Members.
Instructor: Lorraine Catania.

Collage Workshop

A playful exploration of tools, techniques
and materials, with a brief history of 2D &
3D collage from around the world. Some
materials will be provided, but feel free to
bring your own favorite surfaces, brushes,
glue(s), paper, magazines, or stuff to rip, tear,
and unexpectedly reuse. Offered: May 14 -
15, 2011. Level: All. Time: 9:00 am - 3:30
pm, please bring lunch. Fee: \$150 / \$130-
Members. Instructor: T. Mike Walker.

Figurative Drawing

Facilitated by Open Studio artist Richard
Bennett. \$16 (Members \$14; Students \$10).
Drop-Ins welcome!

Monday Night Drawing

Drawing from a model - no instruction.
Evenings 7:00 -10:00 pm. (1 and 3rd
Monday Afternoon Drawing and Painting
1:00 - 4:00 pm. Live model, longer poses
will start September 20, 2011. Cancellation
Policy: Full refund 7 calendar days prior to
1st class, 2 - 3 weeks for refund.
Phone registration 831-426-5787 or sign up
online under "Classroom" at: www.scal.org
Mail payment to: SCAL, 526 Broadway,
Santa Cruz, CA 95060.



Mira White

Experimental Watercolor Intensive Layering and Pouring Techniques

Saturday and Sunday, April 9 - 10, 2011,
10:00 am - 4:00 pm. Lafayette Studio, Plaza
Center, Lafayette. Tuition: \$ 200. Supply
list at www.miraMwhite.com (click on
Workshops). To preregister, contact
Mira M. White at miraMwhite@me.com,
or 925-947-5773.

34th Annual Alamo Danville Artists' Society (ADAS) Spring Art Show

It will be a weekend event at Blackhawk Plaza in the main Rotunda. The show dates are Saturday, April 30, 2011 and Sunday May 1, 2011. The Artists Reception, open to the public, will be held at the ADAS Blackhawk Gallery on Saturday evening April 30, 2011 from 5:00 - 7:00 pm.

**Town of Danville
New Art Exhibit, Finding Balance:
Glass Art in the Bay Area**

March 18 - May 7, 2011 at the Village Theatre Art Gallery. This invitational exhibition will delight a variety of guests with its diverse palette of color and light, rhythm and balance. Local and regional glass artists exhibit functional and sculptural objects that span decades of glassmaking in the Bay Area. From world renowned glass makers Michael Nourot and Curator Randy Strong to up and coming protégés like ten year old Theo Hanks, this show will highlight the variety of techniques found amongst the glass art world.

**The Hayward Arts Council
Call For Artists**

An opportunity for you to exhibit your creations at a fabulous new venue in downtown Hayward: Submit jpegs, CDs, or photographs of your art in any medium except jewelry or other small pieces. All renderings will be considered. All art must be delivered to the venue on April 9, 2011, noon to 4:00 pm. Show Dates are April 13 - May 27, 2011. Entry fee for current members of Hayward Arts Council: \$35 up to 3 pieces, \$50 up to 5 pieces; non-members (includes a discounted HAC membership) \$55 up to 3 pieces, \$70 up to 5 pieces. The Hayward Arts Council At Cinema Place Gallery, 1061 B Street, Hayward, CA. For instructions or more information call the Hayward Arts Council at 510-538-ARTS.

**Swedish Festival Fine Art Show
Artist Call**

Kingsburg's Swedish Festival May 20 - July 18, 2011. Activities include a juried fine art show Sponsored by the Kingsburg Art Center, a Swedish pancake breakfast, a parade and the coronation of the Swedish Festival Queen. Many booths, rides and

activities. Categories for the fine art show: Oils, Acrylics, Watercolor, Pastel, Drawing, Mixed Media, Sculpture, Fine Art Photography (includes all fine art photography, digitally enhanced photos [photos taken by the artist and altered by that artist] and computer generated art [art done completely on a computer by the artist]). A prospectus is available at www.gaildaleyfineart.com/kingsburgartcenter. For more information: Patricia Brock (Show Chair) 559-896-3544, Gail Daley (Gallery Chair) 559-960-2428, kac@gaildaleyfineart.com, or go to www.gaildaleyfineart.com.

1st Annual Napa Valley Art & Music Festival Call For Artists

The 1st Annual Napa Valley Art & Music Festival will take place July 1 - 3, 2011 at Trinchero Family Estates Main Street Winery at 100 South St. Helena Highway in St. Helena, CA. The Festival is being organized by the St. Helena Rotary Foundation. Events kick off with a gala Premier Friday evening. Show hours on Saturday and Sunday will be 10:00 am - 6:00 pm. Musical entertainment will be offered from 12:00 noon - 5:30 pm. Categories include: 2-Mixed Media, Functional Art, Printmaking, 3-D Mixed Media, Glass, Sculpture, Ceramics, Jewelry, Watercolor, Drawing, Painting, Woodwork, Fiber, and Photography. Jurors include the nationally renowned curator, executive director, and writer Michael Monroe and nationally famous artist, curator and writer Bruce Helander. There will be a \$1000 cash prize for best in show, and invitations to return next year for best in all categories. Application fee is \$50. Booths are available. All applications are through Juried Art Services. Prospectus is available at http://www.juriedartservices.com/index.php?content=event_info&event_id=414. CWA members are invited to apply. For questions or inquiries, contact Sandy Durden at applications@nvamf.org or 707-603-2675. See our website at www.nvamf.org.

Clovis Art Guild Old West and Rodeo Fine Art Juried Show

The Clovis Art Guild would like to invite CWA members to participate in the Old West and Rodeo fine art juried show. The categories are Old West & Rodeo in any

medium (The Old West, the Western Way of Life, Cowboys and Indians and The Rodeo), Oil and Acrylics, Watercolor, Pastel, Drawing, Mixed Media, Sculpture, Aspiring Artist, and Student. Receiving is April 14, 2011 from 3:30 - 7:00 pm, at the Clovis Memorial Building at 5th & Hughes, Clovis, CA. Cash and Ribbons for Best of Show. 1st, 2nd and 3rd in each category. Must be 10 entries in each category for monetary awards. Artist's reception is April 19, 2011 from 6:00 - 8:00 pm. For information contact Hilda Vandergriff 559-322-6557, hvandergriff@aol.com or Cris Loyd 559-855-2456, www.gaildaleyfineart.com.

**San Gabriel Fine Arts Association
Annual Spring Open Juried Show**

San Gabriel Fine Arts Association will hold their Annual Spring open juried show at the Grapevine Room (324 S.Mission Dr., San Gabriel, CA 91776) in the historic Mission district. Take in dates are Thursday, April 28, 2011 from 2:00 - 8:00 pm and Friday, April 29, 2011 from 8:00 am - 12:00 noon (note that artwork must be hand delivered and picked up). For detailed rules and entry forms, call 626-282-1448 or email tpsmith@earthlink.net.

**The Pittsburgh Watercolor Society
presents its 65th Annual International Exhibition 2011 Aqueous Open**

September 25 - October 30, 2011 at Gallery Sim in Pittsburgh, PA. Over \$5,000 in cash and prize awards. Juror: Skip Lawrence. Entry deadline is June 18, 2011 Prospectus available at www.pittsburghwatercolorssociety.com. Contact Elene Page, elenepage@verizon.net, 412-264-9150. Skip Lawrence, will be teaching a workshop in association with the show. For complete workshop details contact schasports@aol.com or 412-421-3369.

**Illinois Watercolor Society
27th Annual Open Juried Exhibition
Call for Entries**

June 10 - July 16, 2011 to be held at The Next Picture Show, A Fine Arts Center Dixon, Illinois. Entries must be postmarked by April 9, 2011. The Prospectus is available for download at www.illinoiswatercolorssociety.org. IWS is now accepting digital images for entries via email.

sponsorships

The CWA newsletter is accepting ads from anyone who would like to be a sponsor of CWA. The newsletter is sent out monthly to all of our members. It is a very effective way to reach a large audience of artists. All CWA artists paint with watercolors, but not exclusively. Many members also paint in oils, acrylic and pastels.

We are offering the following sponsor packages that reflect available advertising space. All ads, except Classified, run for a minimum of 3 months and are payable in advance. A 10% discount is available to CWA members, members also get classified ads for free. Deadline for insertion is the 10th of each month prior to publication (ie, February 10 for the March newsletter).

Formats accepted are digital or camera-ready artwork. Images should be scanned at 300 dpi. File format preferred is PDF, but we can accept JPG, TIFF, EPS files. All ads will appear in black and white in the print version, and in color in the email version.

Contact Patricia Rosa at
newsletter@californiawatercolor.org
or (925) 672-3052 for further information.

sponsor levels

Distinguished Donor

Full Page/7.5 x 10
3 months: \$750
12 months: \$3000

Benefactor

Half Page/7.5 x 5
3 months: \$450
12 months: \$1800

Fellowship

Third Page/7.5 x 3.25
3 months: \$360
12 months: \$1440

Patron

Quarter Page/3.75 x 5 (vert)
3 months: \$240
12 months: \$960

Friend

Eighth Page/3.75 x 2.5 (hrz)
3 months: \$180
12 months: \$720

Classified

text only: approximately 400 characters,
incl spaces. \$50/month (free to CWA
members and non-profit organizations)

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Frank Bette Plein Air Paintout

2011 Frank Bette Plein Air Paintout, a 5 Day City-wide Art Event - A Juried Event & Fundraiser. Deadline for applications is April 8, 2011 (Postmark or drop-off) 40 artists will be selected from all applicants to paint "en plein air" within Alameda City limits. All 2D painting mediums are acceptable, and must be created without the benefit of photography. The paintout will take place from Monday, July 25 – Saturday, July 30, 2011. Judging of submitted artwork and awards will take place on Friday, August 5, 2011 at the Frank Bette Center of the Arts. Grand Prize: Ad in Plein Air Magazine. For more information about PAPO and links to the 2011 Prospectus and Application visit <http://www.frankbettecenter.org/>.

3rd Annual Spring Plein Air Paint Out

The members of the California Watercolor Association are invited to participate in the 3rd Annual Spring Plein Air Paint Out at Coyote Hills Regional Park on April 9, 2011, from 8:00 am to 2:30 pm. Artists may also sign-in as early as 6:30 am. Registration with East Bay Regional Park District's Registration Department starts on March 8. Contact Naturalist Dino Labiste via e-mail at dlabiste@ebparks.org or call 510-544-3215 for a copy of the rules and instructions on registering.

First Plein Air Paintout

It rained on our very first paintout, but Marshall Lockman, Samantha McNally, Leslie Wilson and Joel Summerhill showed up at Gallery Concord anyway. We painted from the inside looking out. Here's a picture of Joel, painting what's out the window at the Gallery. We hope for sunny weather for all the rest of our scheduled dates. Check www.californiawatercolor.org for the list. We'll be going to the SF Ferry Building on April 16, 2011 and the details can be found on the calendar page of our website. Also, click 'like' on CWA's Face Book page so you get all the reminders and up to date notices. You'll see the link to our Face Book page at the bottom of our website.

Michael Reardon Plein Air Workshop

Michael Reardon will be hosting his first plein air workshop of 2011 on April 16 -17, 2011. In the inaugural workshop, he will focus on plein air fundamentals, such as perspective, composition, and palette set up. It is a two day workshop. Each session will last from 9:30 am -1:00 pm. We will meet at the Oakland Rose Garden each day. The fee for both days is \$80.00.

Please see www.reardonwatercolors.com for more details.

CWA Plein Air 2011 Dates

April 16	SF Ferry Building
May 6 (Friday)	Blake Gardens
May 21	Mare Island
June 18	Borges Ranch
July 16	Quinn's Lighthouse
August 20	Lands End
September 17	Treasure Island
October 15	Viansa Winery
November 19	China Camp

We hope to see you out there in the sunshine, painting and enjoying getting to know your fellow CWA members.

Samantha McNally,
CWA Communications Director and plein air painter.



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WATERCOLOR
ASSOCIATION Box 4631 • Walnut Creek, CA 94596-0631

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calendar

2011 MEETINGS & DEMOS

April 20	Janet Rogers
May 19 (Thursday Night)*	Jeannie McGuire
June	No Meeting
July 20	TBA
August 17	TBA
September 21	Cheng-Khee Chee
October 19	Kathleen Conover
November 16	TBA
December	Holiday Party

2011 WORKSHOPS

April 18 - 22	Janet Rogers
May 16 - 20	Jeannie McGuire
June 14 - 16	David Savellano
September 19 - 23	Cheng-Khee Chee
October 17 - 21	Kathleen Conover

*Due to a scheduling conflict the May General Meeting will be held on Thursday, May 19, 2011 at 7:30pm.

2011 MEMBER SHOWS

June 1 - 30	Orinda Public Library
March 31 - June 26	"Spring Blossoms" Gallery Concord
Sept. 8 - Oct. 9	42nd National Exhibition

Watch this space for more shows to be added.

CWA PLEIN AIR PAINT OUTS

10 am to 1 pm. See www.californiawatercolor.org for details.

April 16	SF Ferry Building (11 am to 2 pm)
May 6 (New Date)	Blake Gardens
May 21	Mare Island
June 18	Borges Ranch
July 16	Quinn's Lighthouse
August 20	Lands End
September 17	Treasure Island
October 15	Viansa Winery
November 19	China Camp

Plan ahead! Submissions for the newsletter must be received by the 15th of the month prior to publication! Send to Patricia Rosa (see page 2).

Are you looking for Watercolor vectors or photos? We have 120429 free resources for you. Download on Freepik your photos, PSD, icons or vectors of Watercolor. Watercolor Vectors, Photos & PSD. +120,000 Free graphic resources. Related Setting up Watercolor Palette Colors like a Pro (A Beginners Guide). Setting up a watercolor palette can be a bit of a brain-teaser, especially when you begin learning watercolors. When I first started painting it took me a while to figure out which colors to use and how to organize them. And over time, I've agonized over the best choice of paints to include in my Shop Watercolor Paintings created by thousands of emerging artists from around the world. Buy original art worry free with our 7 day money back guarantee. Whether you are looking for an original watercolor painting or a high quality art print, Saatchi Art has over 134,311 original watercolor paintings for sale from emerging artists around the world. Read more. Introduction History of Watercolor Paintings Watercolor Paintings Techniques Artists Known For Watercolor Paintings.