



Newsletter

QUARTERLY
2009

Special Points of Interest:

- 2009 Demonstration and Seminar Series
- Annual Meeting Special Speaker: Sheila Hansberger
- "The Most Valuable Lesson Learned", John Salminen and Joanna Mersereau
- Ben and Mary Rabe Award

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Summer



The President's Message

By JoAnn Formia

Our Juror Scott Moore has made his selections for the Watercolor West 41st Annual Juried Exhibition and the show has been received by our Exhibition Director Francesca Brayton. I want to take this time to express my thanks to both Francesca for taking on a rather complicated task and her husband Bob for his expertise and assistance. Congratulations to the artists who were selected for the show and to those who ventured into the digital age by submitting their work either by e-mail or on CD. With time, frequency and experience we will all beat the challenge.

Everyone has received their new Roster and the Demonstration Series Flyer. We have some great artists offering us a chance to experience first hand how they approach their work and share their talent. Hope to see you there.

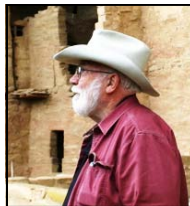
Also, in this issue there is an opportunity being offered for the first time to anyone interested in becoming an active participant in the Purchase Selection Program. You just have to contact our Chairperson, Joseph Stoddard at jstoddard@skadesign.com announcing your intention to participate and he will give you all of the pertinent information. This contact and arrangements must be made prior to August 21st, the Friday before the day that the Purchase Selections are made. It is a terrific way to add to your personal art collection.

Have you ever been curious about the jurying process? Your questions will be answered at the Watercolor West Annual Meeting by Sheila Hansberger, a past President and current board member of the National Watercolor Society. The Annual Meeting is open to all members and begins at 3pm Saturday, September 12th. The 41st Annual Juried Exhibition opens immediately following the meeting at 5pm. Look forward to welcoming you to the Annual Meeting and sharing what is sure to be a great show.



For a preview of some of their paintings go to jolleyart.com to see more information on Donal Jolley who will demonstrate on Saturday, September 19th. Go to sharontowle.com to see more information on Sharon Towle who will demonstrate on Saturday, September 26th. Call Riverside Art Museum to reserve your seat at the demonstrations. 951-648-7111

Four Artists Will Share Their Techniques



Donal Jolley

Donal Jolley's demonstration will be a landscape painting of a scene from one of his recent trips to the southwest. He will take us along step by step as he works through the painting starting with the sky, the middle ground and then the foreground. As he creates the landscape scene for us he will explain how he tries to do justice to the depth of field and the spatial scale of his scene. He will talk to us about his color palette and how he chooses which colors to use. Of his painting techniques he says, "I don't have a lot of gimmicks, just plain ol' watercolor".



Sharon Towle

Sharon Towle's demonstration will include a slide show of some of her past work that will illustrate the unique details that make some of her paintings so memorable. During her painting demonstration she will explain how she achieves some of those unique details and color techniques. For example, Sharon likes to "bounce and reflect" one color off another color and she often uses bright flecks of pigment to liven up a subject making it sparkle. All this and more will be part of Sharon's demonstration.



Calendar

Dates to Remember

41st Annual Juried Exhibition at the Riverside Art Museum (9-12-2009 to 10-24-2009)

08/03 to 08/07	All accepted shipped work must be received.
08/21 Friday	Deadline to register for Purchase Selection Program (see Sneak Peek, page 4)
08/22 Saturday	Juror Seminar with Scott Moore 9am to 1pm
08/23 Sunday	Hand delivered paintings due 9am to Noon at RAM Purchase Selection Program (Must register by 08/21)
09/12 Saturday	Annual Meeting, Sheila Hansberger 3pm to 5pm; Opening Reception 5pm to 7pm
09/19 Saturday	Donal Jolley 10am to 3pm
09/26 Saturday	Sharon Towle 10am to 3pm
10/17 Saturday	Joanna Mersereau 10 am to 3pm
10/24 Saturday	Bill Hudson 10 am to 3pm Pick up hand delivered paintings 3pm to 5pm

at the 2009 Watercolor West Demo Series



Joanna Mersereau

Rather than tell stories of the places Joanna Mersereau has known and painted, she intends to let the viewers into her thinking process as she paints and

demonstrates. She will explain the compositional problems, demonstrate her painting procedure and her solution to the painting. She will also go into some detail about her own personal belief system which has allowed her to continue to strive to be a better painter in spite of rejections from exhibits. She will give examples of how she stays focused, strives to be her own best critic and most importantly, she never gives up.



Bill Hudson

Bill Hudson will paint Oregon's famed Heceta Head Lighthouse in the morning fog as viewed from the beach below the rocky cliffs. He will

begin with a series of photos he recently took to discuss his composition and approach. He'll use his image exhibited at our show entitled "Santa Barbara Morning" to discuss the optical properties of the sea and why they are so appealing in a painting. He will provide each attendee with a handout that summarizes his painting goals, processes, materials, tools, techniques and marketing outlets.



For a preview of some of their paintings go to joannamersereau.com to see more information on Joanna Mersereau who will demonstrate on Saturday, October 17th. Go to watermenart.com to see more information on Bill Hudson who will demonstrate on Saturday, October 24th.

Call Riverside Art Museum to reserve your seat at the demonstrations. 951-648-7111

For Your Information: *The Riverside Art Museum*



The Riverside Art Museum
3425 Mission Avenue, Riverside, CA 92501
(951) 648-7111

The 41st Watercolor West Annual Open Juried Exhibition will be on display at the Riverside Art Museum from September 12th to October 24th, 2009. The Riverside Art Museum is the largest visual arts museum and arts center serving the 3.5 million people of the Inland Empire. It is housed in a 1929 National Historic Building designed by the architect, Julia Morgan.

Opening Reception and Awards will follow the Annual Meeting on September 12, 2009. Meeting from 3-5pm; Reception from 5-7pm.



F. Y. I.



Sheila Hansberger



Don't forget to attend the Juror Seminar on Saturday, August 22 from 9am to 1pm where Scott Moore will present a slide show of his work as well as a preview of the paintings he selected for the 2009 exhibit.. Call Riverside Art Museum to reserve your seat! 951-684-7111



Annual Meeting Guest Speaker

Sheila Hansberger will Speak About the Jury Process

At the Annual Membership Meeting, prior to the opening of the Watercolor West Exhibit, Sheila Hansberger will share her knowledge of the jurying process with a lecture titled, "The Inside Track to Juried Shows".

A past president of Watercolor West, Sheila has been privileged to be a part of the juried show process almost 100 times, by working on jury committees, serving as the Show Chair and as a juror herself. Over the past 30 years she has gained valuable insight into how the procedure works.

Her lecture will cover the anatomy of a juried show and she'll share stories of jury day experiences. She'll also offer suggestions to help you increase your chances of getting into shows.

Hansberger's works have garnered many awards and she has had work accepted to a

variety of prestigious exhibits including the American Watercolor Society in New York and Colorado's Rocky Mountain National Watermedia Exhibit. Her work has also been accepted to annual exhibits of the National Watercolor Society and Watercolor West where each organization honored her with Signature status. She is currently serving on the Board of Directors for the National Watercolor Society.

Please join us for this informative seminar from 3pm to 5pm on September 12th. The Opening Reception to Watercolor West's 41st Annual Open Juried Exhibition will directly follow the Annual Meeting at 5:00. Refreshments will be served as we all get our first look at the paintings in the show and watch the Awards Presentation.

We hope to see you there!

Sneak Peek: 2009 Purchase Selection Program

Every year, Watercolor West invites art patrons from the Inland Empire to participate in the annual exhibit's Purchase Selection Program. This year, we are making this opportunity available to all patrons.

You will have the opportunity to preview the show with other Purchase Selection participants prior to the opening, and be able to select a painting of your choice from the eligible paintings on display. You will then be able to purchase that painting for \$700.00, plus sales tax. (The Riverside Art Museum does not take a commission from Purchase Awards.)

Most of the paintings will be for sale. You will be one of a select group that will have first pick. The painting you select will be recognized in the exhibit and the show catalog with your name or your company's name as a Purchase Selection Award for the artist. You will also be getting a beautiful piece of original artwork at a very reasonable price.

Please contact Joseph Stoddard (jstoddard@skadesign.com) if you would like to be a part of the Watercolor West 2009 Purchase Selection Program.

The earlier you sign up, the better. The deadline to sign up for this unique opportunity is Friday, August 21, 2009.

“The Most Valuable Lesson I Learned was...”

Insights from the Studios of John Salminen and Joanna Mersereau

John Salminen is an award-winning artist, juror, teacher and First Place winner of Watercolor West's 2005 Annual Juried Exhibition. Here are some insights from the studio of John Salminen; He writes:

The best thing about lessons is that they never end. Each time we put a painting on view we're sharing ideas and every painting we see has the potential to reshape our thinking. Over the years as I've looked at painting after painting, I've come to realize that it's the value structure that catches my eye and maintains my interest more than anything else.

I recently read a wonderful quote: "Value carries the load but color gets the credit". Through this understanding, I've learned to incorporate careful value decisions into each painting I do. Every time I go to a show or



“Rainy Day Times Square”

open a magazine or catalog, I find something that constitutes a new wonderful lesson or creates a new challenge for me. So who knows, maybe my 'most valuable lesson' is still to come. I'll certainly keep looking!



“Lotsa Pots”

Joanna Mersereau is an award-winning artist, one of the founding members of Watercolor West. and the First Place winner of Watercolor West's 2007 Annual Juried Exhibition. Here are some insights from the studio of Joanna Mersereau; She writes:

Since I was a student of Milford Zornes for more than 30 years, it is hard to pick out just one "most valuable" lesson. However, I

think it might be design. He taught that all art is based on structure, the simpler, the better. He would illustrate this by making a Japanese symbol, showing how the letter could be the foundation of a painting.

From my first watercolor paintings on location and representative of the scene, I have come to find that basic design and interaction of the elements, while not totally abstract, relies more on structure than on realism. Figures also fascinate me, especially of those men and women who toil. Their faces, hands, feet, and garments are a rich source of design and color.

Diego Rivera, Matisse, Gauguin, Charlot are other mentors of mine. I advise beginning artists to compare themselves to the "greats", rather than to their peers. Find out how they thought and solved art problems. Don't be afraid to paint "your way". You will always be true to yourself as were the greats!



We will
continue this
Series
with more artists
telling us their
“Most Valuable
Lesson”

Thanks to
John Salminen
and
Joanna Mersereau
for sharing
their thoughts
with us!

Joanna Mersereau
will be one of the
featured artists
in the 2009
Demonstration
Series.





Criteria for Member News

Please note that the following items may be included in this column:

- Awards in Exhibitions
- Publications
- Solo or two artist exhibitions
- Small group invitational exhibitions
- Serving on juries
- Additions to permanent collections

The following items will NOT be included:

- Admissions of an entry to a juried exhibition
- Workshop listings
- Member News items achieved more than six months before submission

Sending the information:

The preferred method is via e-mail for both pictures and text. Use "Member News" in the subject line.

E-mail to: Newsletter@watercolorwest.org

Autumn issue deadline is October 1, 2009

Thank You!

Member News Congratulations!

Htun Tin's watercolor painting "*China Girl*" won First Place at the Emerald Spring Exhibition. His "*San Francisco Chinatown*" won Artist Association Award at Northwest Watercolor Society, 69th Annual Open Exhibition.

Chris Beck's work will be featured in a full-length article in the August 2009 issue of *Watercolor Artist Magazine*. The article is a general overview of her work, focusing on her use of the ordinary things from the daily life of her childhood as subject matter.

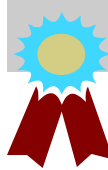
Henry C. Meier, AWS was Juror of Selection and Awards for the Annual Open Juried Exhibition for the Colonie Art League in the greater Albany, NY area. Henry was also chosen as the featured artist for the Colonie Art League, presenting a demo at their monthly meeting this past May.

Bev Jozwiak (NWS, WW, NWS, MOS), received the Purchase Award in Northwest Watercolor Society's 69th Annual Open Exhibition for her painting "*The Downpour*". Her painting "*Hannah*" won the Al Zerries Memorial award in the Louisiana Watercolor Society's 39th Annual International Exhibition in May.

Fealing Lin is one of the 15 featured artists in an upcoming instructional book, "*Watercolor Secrets*", coming out in August 2009 by North Light Books. In this book, Fealing contributes a chapter titled "*Painterly Portraits that Capture Personality*". Her self-portrait, "*Fealing - The Painter*" was selected for the cover of this book.

Donal Jolley was invited to participate in the Paint-Out with 20 other artists celebrating the 100th year of Zion National Park. His paintings will be included in "*A Century of Sanctuary*" at the Zion Natural History Association.

Dottie Burton won the Memorial Award for her painting "*Dignity of Manner*" at the 50th Texas Watercolor Society and 2nd Place Award at the 17th Annual National Exhibition of the Western Watercolor Society for her painting "*Sassy*". Her painting "*Seasons of the Heart*" won the Award of Distinction at the Missouri National 9th Annual Open Exhibition. She also won the Dakota Brush Award at the Georgia Watercolor XXX National Exhibit. Her painting "*Natasha*" won the Patron Purchase Award at the Watercolor U.S.A. 2009 Exhibit and she won the Dr. P.H. Martin Award for her painting "*Break Time*" at the Alabama National Exhibit.



The Ben and Mary Rabe Award

With the Annual Exhibition not too far off, some background on one of the important cash awards is in order. Mary Rabe was one of the founding members of Watercolor West and served many years on the society's board in various positions including president from 1980 through 1984. Benjamin Rabe was a noted Redlands artist, architect and philanthropist. Through the years Ben and Mary generously supported Watercolor West with their hard

work and by providing cash awards for the annual exhibitions and other financial assistance. After Mary passed away Ben gave an endowment to Watercolor West to fund a memorial award for Mary and continued to fund the "Weird but Neat" award. To recognize his long-term support, Watercolor West made Ben an Honorary Member in 2000. When Ben passed away in 2001 the award was renamed to honor both Ben and Mary.

Member News Continued

Clonard Thomas won Coachella Valley Watercolor Society's Painter of the Year, with "Palm Glory". Her painting "Western Riders" is the Rancho Mirage Library Program & Exhibits cowboy summer theme cover.

Theodora T. Tilton's one-person show, "Theodora Tilton: Painting of Nature" will be exhibited from July 3 through August 2, 2009 at the Nature Art Gallery, Museum of Natural Sciences, Raleigh, NC.

Brenda Swenson was awarded Signature Membership in Northwest Watercolor Society.

Her painting "Vista del Arroyo" was selected to be included in "Splash 11, New Directions".

Henry W. Dixon's new book, "Paint Amazing Watercolors From Photographs" was recently published by North Light Books. He also juried the Top 100 for the Paint America Competition, January 2009.

Francesca Brayton received Signature Membership from the Hawaii Watercolor Society.



Watercolor West Membership

Sustaining Associate requires only an appreciation of purely transparent watercolor and the payment of \$25 annual dues.

Juried Member requires at least one painting accepted and exhibited in WW Annual Juried Exhibit and the payment of \$25 annual dues

Signature Member requires three paintings accepted and exhibited in WW Annual Juried Exhibits and the payment of \$30 dues.

Dues are payable February 1 and delinquent April 1. Watercolor West will send out a dues notification on approximately January 1.

All member categories receive the newsletters and catalog of the Annual Juried Exhibit. Only Signature Members may use the name or initials of the society in the signing of their paintings.

For more information email membership @watercolorwest.org

New Members Welcome !

Juried Members

Mark Mohr, Roeland Park, KS



Sustaining Associates

Anne Abgott, Cortez, FL
 Betty Barss, Medford, OR
 Jeni Bate, Salton City, CA
 Ally Benbrook, El Cajon, CA
 Ranita Brazell, Fresno, CA
 Nancy Caldwell, Huntington Beach, CA
 Daniel Cromer, Spartanburg, SC
 Susan De Armond, Corona, CA
 Dani Dodge, San Diego, CA
 Joan Engman, Alhambra, CA
 Barbara Field, South Pasadena, CA
 Diane Fujimoto, Los Altos, CA
 Sandra Graham, Orange, CA
 Barbara Kimmel-Palmer, Prescott, AZ

Darlene Kraft, Lake Arrowhead, CA
 Rolf Lygren, Carmel Valley, CA
 Catherine McElroy, Etna, CA
 Laurel Lake McGuire, Honolulu, HI
 Dixie Moore, Placentia, CA
 Fawn Ornelas, Orange, CA
 Mary Ann Morse Osko, Glendora, CA
 Barbara Parish, Hesperia, CA
 Elizabeth Preston, Claremont, CA
 Karen Riehm, Phoenix, AZ
 Jennifer Ellen Robertson, Ann Arbor, MI
 Patricia Saunders, Fallbrook, CA
 Joann Skare, Mission Viejo, CA
 Jackie Sorensen, Mission Viejo, CA
 Joan Hock Steyaert, Bethesda, MD
 Salvador Valencia, Pittsburg, CA
 Christine Weatherby, Encinitas, CA
 Jude Wiesenfeld, Chatsworth, CA
 Christopher Wynn, Richmond, VA

Patrons Award *An Invitation to Participate*

Watercolor West wishes to invite everyone to contribute to our Patrons of Watercolor West Award for the 2009 Annual Exhibition. Those who contribute a minimum of \$50 to the fund by September 15th will have their names published in the catalog as Patrons. Please make checks payable to Watercolor West with a notation that it is for the Patrons Award.

Mail to Watercolor West c/o Jim Salchak, 18220 Hoffman Ave. Cerritos, CA 90703.

Thanks!

Newsletter Summer Issue 2009

Watercolor West Board of Directors 2009 and 2010

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Gladys Nichols, Member at Large

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