



SWA December Notes 2014

Hello to SWA Friends & Members!

2014 closes with Iok-Hou Pang as our 2014 Artist of the Year. In December our meeting is instead a Holiday Party Luncheon in the heart of Fort Worth at the Reata.

This will be the final note from me as President of SWA after serving 3 1/2 years. It has been rewarding for me to see our dedication to the art of watercolor and membership grow. The bonus for me has been the addition of so many talented and creative friends. I am proud of the changes made in SWA during my presidency and want to use this opportunity to walk down memory lane with my final message.

The bylaws had an update as well as a new website. Our exhibitions changed with the addition of the Invitational Exhibition to honor our volunteers and began by hanging side by side with the traveling National Watercolor Exhibition. Our own National Exhibition was upgraded to become an outstanding International Exhibition with the top awards named as memorials to recognize dear departed members of SWA. Our Membership Exhibition prize fund was doubled. Now SWA is presenting another opportunity for visibility with our 2015 Online Show.

We hit the road by bus for field trips to Waco for the American Watercolor Society traveling exhibit, to Grapevine for our joint exhibit with National Watercolor Society and (my favorite) to the Dallas Arboretum to view the Dale Chihuly glass works and

concert. The fun continued with the January New Members Welcome Pizza Party and the FANTastic Fans Contest.

Importantly, we recognized the contributions of members Dave Maxwell, Colleen Erickson, Norma Lively and Mary Stitt by awarding Honorary Lifetime SWA Memberships.

In looking at the future, we will investigate options for a place of our own. The pieces are in place with a team for grant-writing, the online show as a fundraiser and a committee is forming to see what possibilities lie ahead.

Finally, it has been my pleasure to edit the monthly newsletter. When George Grant left in Oct 2011 I was happy to write it. The SWA Notes has also changed quite a bit and I plan to continue writing it. I leave the presidency in the capable hands of our next president, Celeste McCall. Still, there is much to do and I encourage each member to find a place to contribute to make this YOUR organization. My vision remains to see SWA rise to its potential and become a premier national watercolor association. Working together we can make it happen!



In November I visited Chichen Itza in Mexico—some of the original paint is still visible!

I'll see you at the next meeting!

Darla Bostick

President (and newsletter editor)

SWA Artist of the Year: Iok-Hou Pang with "Floral Dream"



November is traditionally the culmination of a year of beautiful works brought to the monthly meetings to vie for the Art of the Month Award sponsored by Asel Art Supply. It's always exciting to see what magic our members are performing with paint brushes and a bit of paint. In November the first place winners are invited to bring back their winning pieces from the current calendar year to see who is chosen as Artist of the Year. This year Iok-Hou Pang is our winner with his "Floral Dream" which was previously a monthly winner in May. Congratulations to Iok-Hou who is Signature Member of SWA. Our monthly competition will resume in January.

Treasurer's Report:



Current balance as of 15 November:
Checking Account: \$18,498.91
Building Fund: \$15,358.99

The funds in the CD have been transferred to a Money Market Account. At the November general meeting past-president, Colleen Erickson, reminded our membership of the history of this account explaining it was originally set up in 2005 as a Building Fund account. By a majority vote of those present at the meeting the funds in question were officially designated as a Building Fund Account.



SWA Members in the

Darlia Hobbs will be presenting the January demo at the Trinity Arts Guild meeting.

Jo Williams was the third place winner in the ArtNewsDFW online "Yellow Art Challenge."

Sharon Giles was awarded a 2nd prize for her watercolor monoprint "Leftovers" at Irving Art Association's Collage, Assemblage and Printmaking Exhibit. She also taught a workshop on watercolor monoprinting in October at Sparks Studio in Arlington.

Karen Michelle Anderson won a merchandise award for Mixed Media in the Richardson Civic Art Society Membership Show.

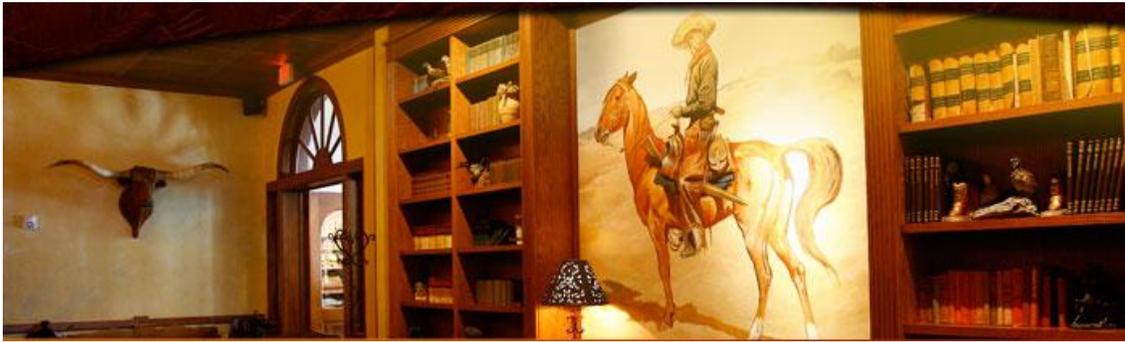
Michael Holter is providing a demo with the Richardson Civic Art Society meeting 20 January. He received the Best of Show Award in the Lake Granbury Art Association Fall Festival of Art where **Laurin McCrackin** was juror. Michael was also published in the December issue of *Southwest Art Magazine* in a section called "Something in the Water."

Amazon Smile Helps SWA as a Fundraiser for Holiday Purchases

This Holiday Season, if you are shopping online, please consider ordering from smile.amazon. When you select SWA as your donation recipient, smile.amazon will donate .05% of your purchase to SWA. When you go to smile.amazon a welcome screen will appear. You will be asked for your email address and you will create a password. [Also on the site they offer you an optional instant charge account, so you don't have to use your credit card number online if you don't wish to do that.] The next screen asks you to choose the non-profit your donation will benefit. Society of Watercolor Artists will be listed. Many thanks to Judy Huebener for setting this up for SWA. She mentions, "When I ordered a couple weeks ago, they gave me \$10.00 off my whole order. I don't know if that is still happening...."

The Amazon Smile is available year-round for purchases by our members and friends of SWA.

Holiday Party and Luncheon Set for 7 December in Fort Worth



Members and spouses are invited to gather at the Reata Restaurant on Sunday, 7 December at 1pm. The Justin Room is being held for our use but holds a maximum of 24 people. Be sure to RSVP as soon as possible to Darla Bostick at 940.320.5660 or email darlabostickart@gmail.com. The Reata is located in the heart of Sundance Square in Fort Worth at 310 Houston Street. Those attending may order from the menu or take advantage of the brunch offered for \$10-13 per person. All expenses will be covered individually and will include a 20% gratuity. The highlight of the event is the painting exchange. Those wishing to participate may bring a painting (or print) ready to hang. For more information about the restaurant visit <http://www.reata.net/fort-worth-restaurant.html>.

WELCOME

Our new website address is:
www.swawatercolor.com

New Members are:

Judith Canole of Highland Village, TX <Jcanole@verizon.net>
Elaine Jary of Bedford, TX elainejary@gmail.com
Pam Harbaugh of Ft. Worth, TX haynesharbaugh@sbcglobal.net
Suzy Ware of Arlington, TX suzy_ware@sbcglobal.net
Dawn Kerbs of Burleson, TX dkerbsart@gmail.com
Linda Taylor of Arlington, TX mdtaylor2@sbcglobal.net

Currently we have 160+ members

Membership entitles you to 20% at any Asel Art Supply with your membership card, a discount for entering any SWA show, access to the Annual Membership Exhibition in the Fall, free critique session before and demos during our monthly meetings, fellowship with like-minded creative folks and fun competitions (like the FANtastic Asian Fan Contest in the Fall and the monthly Art of the Month Contest sponsored by Asel at our meetings). We have a Holiday Party with a painting swap at a restaurant in December followed by a "Welcome to New Members" Pizza Party in January! But wait! That's not all! You also receive a monthly newsletter. Have your art work seen! As a member you are eligible to post on our Facebook and you may place one image on the website free (or pay \$20 a year to be included in the Premium Gallery with extra images and your website address). Benefits abound! While maintaining your membership if you are selected to 5 of our juried exhibitions (without disqualification) you earn SWA Signature Membership. Our membership year runs on a calendar basis, January through December.

We like new members...invite your friends! First visit is free.



15 December is 2015 Dues Deadline

To insure you are included in the 2015 Membership Directory, pay your dues this month before 15 December! You can mail your payment or easily pay online with pay pal. Those who have been members for 2012, 2013, 2014 are eligible to win a free workshop with Don Andrews in May if membership renewal is paid by 15 December. Those who are eligible will be automatically entered in the drawing.

SWA 4th Annual Invitational Exhibition Scheduled for January-February in Grapevine

In the heart of Historic Downtown Grapevine, you'll find the beautifully restored art deco-style Palace Arts Center, home to the Palace Theatre and the Lancaster Theatre. Threatened with closure in 1991, the historic Palace Theatre, built in 1940, was acquired by the Grapevine Heritage Foundation. The Palace served as the premiere entertainment venue for Northeast Tarrant County for many years and is prominently situated on Grapevine's Historic Main Street. The former 1930's Buckner Cash Grocery Store has been restored to its Spanish Mediterranean style design and is recognized by the National Register of Historic Places. Because The Palace Arts Center features performances, movies, visual arts and other private use, we expect thousands to view our art work at the show. The Annual SWA Invitational Exhibition is scheduled for January and February at the Lancaster Gallery. This show was begun by the current SWA President as a Recognition of Volunteers Exhibition and this marks its 4th anniversary. Darla Bostick is the Exhibition Chair and asks only for help to hang the show. There is no entry fee, no juror, no commissions. All sales will be directed to the artists.



Who: Those who have consistently volunteered their time and energy to make SWA an extraordinary art association-- who help with leadership positions, Exhibitions (prospectus, entries, hanging, reception, sponsors, catalog design/printing/distribution), Education (workshops, monthly meeting duties--greeting visitors, working with UNTHSC tech team/setting up demo artist, maintaining the Signature List, refreshment set-up, calendar of artists, Publicity (photography, website, newsletter), Finance (bookkeeping, auditing, fundraising), House and Properties, Painting of the Month and more. Those volunteers are—alphabetically (unless my list is incomplete—and *please* let Darla know): Rhonda Barefield, Darla Bostick, Marjorie Brannon, Lynne Buchanan, Marie Coerver, Bob Cook, Gail Cooksey, Debbie Downing, Norma Fitzwater, Sharon Giles, Hugh Heaton, Mary T House, Judy Huebener, John James, Diana Littlejohn, Norma Lively, Shirley Nichols, John Nickell, Celeste McCall, Brenda Morgan, Iok-Hou Pang, Bettye Reece, Veronica Ritchey, Lynda Robinson, Ray and Eloise Sears, Janet Southern, Jim Stewart, Mary Stitt, Jo Williams and Ann Winchester.

Where: Palace Arts Center, Lancaster Art Gallery and Theatre, 300 South Main St, Grapevine, TX

What: There are no framing requirements but those who are exhibiting are expected to present artwork in a pleasing, professional manner. Even art prints and giclees are acceptable so long as they are noted as such on the art work tags. This is a fun exhibition with few rules—because it is a public area where youths will see the works, nudes or otherwise inappropriate art work are prohibited. We have room for 23 pieces but the sliding hook and rod system does allow for a double row of art if necessary. It is suggested to bring one full sheet or 2 half sheets or smaller pieces each.

When: We are responsible for hanging and striking the exhibition ourselves. Works are due between 10:30am-12:30pm, **Monday, 5 January**. As pictured above, the hanging is done on wire. All information for tags will be printed by Darla, the Exhibition Chair with no changes on art pricing once submitted. She will bring the necessary materials for hanging pre-printed tags. Help with hanging is appreciated and those who wish can plan on eating lunch out on Main Street!

Preliminaries: Email Darla (darlabostickart@gmail.com) a copy of your image that may be posted on the website of the Lancaster Theatre/Gallery. Label it with your name and the title [example: SusieJones_SummerBlues]. Along with the image include the following which will be printed on your tag: Name of work, artist name and contact information (email/phone), price (or NFS), and perhaps a paragraph about you/the art image. When submitting your image to Darla there is no need to send a large file—under 1 mb is ideal.

DEADLINE for sending image/artist information is Dec 15 (but as soon as possible is appreciated).

'Reception' date and Strike: Rather than rent the space for an official reception, we have been invited to come visit on a Friday night when the lobby is bustling with activity during the 'Friday Nights in the Historic Palace Theatre' as the public gathers to watch classic movies and hear live entertainment while enjoying a bucket of fresh popped popcorn from the Concession Stand. More specifics on a date and time are forthcoming. If you can help carpool works to/from please let Darla know and we can help each other with the distance.

NOTE: If you are eligible to participate but choose not to, please let Darla know ASAP.

Let Your Creativity Fly with the 1st Online SWA Show

Our first online show is around the corner! We are looking for this to be a fun and exciting way to show your work and compete with others. Since all work must be listed for sale, there is a good chance to see some art work sold. Just imagine a show with no framing, no delivery or shipping and you don't have to prepare food for a reception! 1 or 2 paintings may be entered for \$10 each. It takes only minutes to enter. Every entry submitted will be included (nudes are accepted) in the online exhibit they are deemed too explicit in a sexual manner, contains graphic violence or is political in nature.

Calendar

Entry deadline and payment: Deadline for entry and payment by midnight, February 8th, 2015

Notifications and posting will be done online by March 1

Details

Open to all artists (members and non-members) working in watercolors, acrylics, water based inks, gouache, casein, or watercolor pencils/crayons.

No entries accepted into any prior SWA juried exhibitions may be submitted.

No class work allowed. Artist's original work only. Photos may be used as a reference as long as the artist uses their own photos.

Paintings must have been produced in the last 3 years, not shown in any SWA membership or international shows.

Entries in the online exhibit cannot be entered in any future SWA juried shows.

Images of accepted work may be used by SWA in print, web, catalog and promotional ads.

A printable catalog (pdf file) will be available March 1.

Paintings must all be offered for sale. All sales are handled through SWA with 20% being applied toward a "SWA building fund".

Payment

Pay online at: <http://www.swawatercolor.com>

Click on Exhibitions in menu and on the drop down menu click on 'Online Exhibition'. Scroll down the page to Paypal which is on the prospectus shown there.

Or pay with check mailed to: Hugh Heaton, 7005 Indiana Ave, Fort Worth, TX 76137

The Exhibit Chairman is John James. Any questions can be directed to the SWA email address.

Send your email entry info and photos to: swawatercolor@gmail.com

Election of Officers for 2015:

Our leadership for next year falls to the following officers. (There are still many opportunities for volunteers.)

President: Celeste McCall

President Elect: open

Treasurer: Hugh Heaton

Membership Directory: Paula Johnson

Secretary: Judy Huebener

Past President: Darla Bostick

Membership: Susan Henry

Exhibit Chair: John James

Workshops: Lynne Buchanan

Publicity: Bob Cook (to be voted upon at January meeting)

Looking for a New Home

There have been many small steps taken toward the goal of SWA having a home of its own. We have had a dedicated Building Fund since 2005. In April 2013 the membership of SWA was invited to lunch at Joe T Garcias to discuss ideas concerning a future home for SWA. Now, ten years later a committee is being formed to put together a plan and searching out options. This will require more than dedication from a few. Watch for details of the first planning committee meeting in next month's newsletter.

SWA International Exhibition Prospectus is Posted Online

With \$4000 in prizes, you won't want to miss entering the prestigious annual SWA International Exhibition. All eligibility requirements are printed on the prospectus at: www.swawatercolor.com

Calendar

March 13 : CD entries due

March 15: ELECTRONIC entries due - Incomplete entries or those received after midnight will be ineligible

April 1: NOTIFICATION DATE

April 28: SHIPPED PAINTINGS DUE

May 2: Saturday: noon-4:00pm HAND DELIVERED WORK DUE

May 3: Sunday: SHOW OPENS

May 24: Sunday: 2-4pm RECEPTION and AWARDS

June 13: Saturday: TBA - PICKUP HAND-DELIVERED WORK

June 23: SHIPPED WORKS RETURNED

SWA Workshop: Don Andrews is Coming to Fort Worth 19-21 May!

Selected as our juror for the 2015 SWA International Exhibition, Don Andrews will be teaching a workshop in May. SWA is offering a special workshop opportunity for those who have been in SWA for the past 3 years (2012, 2013, 2014). When those members pay their 2015 SWA dues before December 2014 their name will automatically go into a drawing to win a place at the Don Andrews workshop. The winner will be announced at the January meeting. Like they say, "Membership has its perks!" and SWA is pleased to offer this first-time complementary workshop drawing.



The workshop has several people registered to attend, so don't delay in placing your deposit of \$75 to hold your place (non-refundable should you cancel). Our website www.swawatercolor.com has a marvelous video of Don's approach to watercolor as well as registration/payment options. He is on the calendar for the regular monthly meeting on 18 May with SWA. The workshop begins the following day. **May 19-21, 2015**

10 am - 4 pm with 1 hour for lunch

St. Johns Episcopal Church - Fort Worth, Texas

\$275 for Members \$300 for Non-Members (\$75 deposit by January)

For more information contact Workshop Chair, Lynne Buchanan at 817-909-5366 or jenny.buchanan8@gmail.com



Volunteer of the Month: Debbie Downing

For many years we relied on Norma Lively to maintain the Signature List. When an organization has such an honor available to those exhibiting in our shows, it is an important task to maintain the List diligently. Norma took Debbie under her wing during the 2014 International and trained her for the transition. We thank Debbie for not only maintaining the paperwork but she has also volunteered to print the upcoming certificates for new Signature Members.

SWA Is On Facebook!

Please join SWA on Facebook. We need members and friends of SWA to join and begin posting! This will help others find us easier and should be instrumental in our publicity efforts for exhibitions and meetings. You can post photos of your work through the network. In addition, don't forget members may post one free painting image on our website. Have you done that yet? [Http://www.facebook.com/SWAWatercolor](http://www.facebook.com/SWAWatercolor)

Recap of Paula White November Demo



Paula White's demo for the November meeting began with a lesson on blending and layering of color. She relies on the Munsell color wheel and explained texture, color and shape are her top priority. Before beginning a piece she often works out a value study using the Notan Japanese study of light and dark harmony. She suggested a Tombow pen (waterbased marker) or even a sharpie marker can be used to define medium values when softened with the addition of water. Paula provided many tips for the use of yupo, which is actually a man-made plastic which can be painted on with many materials. She used Windsor Newton watercolors. Here are some notes made during her demo: Rather than drawing on yupo, use a script (or rigger) brush to map out shapes with fine lines (they will be absorbed into the scene as the painting progresses). Yupo is very forgiving and paint can be totally lifted off by using a soft cloth (or WalMart shop towel) to remove pigment. Foam tipped makeup applicators can also be used. In a seascape or beach scene, paint the background first then add figures later. For fruit or flora she paints the background first and adds the fruit later. For example: She started painting 'behind' the grapes on the backside of the cluster...and worked toward the front side of the cluster. To create 3-d. The grapes are layered as the cluster develops upward. She begins with the top of the paper and works down, and points out when a lot of texture is called for in the forefront, the horizon/sky needs to be calm. Use brush strokes all the way across the paper and work downward. For the sky she used only ultramarine blue and Windsor grey blended. To create white in the ocean she continued dragging water in horizontal strokes with the brush and as the pigment pulls from the surface it eventually will collect in ripples and gives the impression of motion in the ocean. To create the surf she lifted by dabbing with paper towels and spraying with water. The rigger brush was used to lightly wet portions of wave outlines to define the edges of the front wave. For the rocky outcrops in the water burnt sienna and carmine were mixed with a bit of blue for a grey-brown effect. Later more red was added with gold ochre for rocky light areas. She dabbed wadded plastic wrap on the rocky areas to create texture on the angular shapes of rocks. The sponge-tipped makeup applicator was used to remove paint down to the white yupo surface where the surf strikes the rocks and then a dark edge along the surf line was added in blues to indicate the places where the surf pulls back. The closest surf to the shore was lifted on the crest to reveal white. Paula ended her demo with a drawing for 3 of her yupo works with the lucky winners being Judith Canole, John Nickell and Veronica Ritchey.

SWA Sponsor colors of nature professional quality earth-friendly artists' paint

Colors of Nature is a Canadian company making watercolor paints made completely from natural ingredients. The paints are animal free, cruelty free, solvent free, petroleum free and are produced carbon emissions free. They claim professional quality performance, permanent or excellent light fastness at affordable prices and are long lasting. Colors of Nature offers SWA members a 20% discount code to use on their website. Each month they tabulate the total savings earned through our code and donate that same amount back to SWA. If any of our members make a piece of art using their paints they will post it on their website, blog and direct people to a site of the artist's choice. Ownership of the image belongs to the artist. Colors of Nature would seek permission from the artist for any other use.

Our SWA discount code: Members-20-SWA Shop at <http://shop.colorsofnature.com>

Our SWA Online Gallery—Is Your Work Represented?—It's *Free* with SWA Membership

The SWA online Members Gallery is a *free* service to our members and you are encouraged to submit an image of your work to Celeste McCall. A few members have gone the extra step to purchase space for a block of paintings and contact information (website, etc). If you are interested in the extra exposure of your work, the cost of the Premium Gallery space is only \$20/year. Send your image(s) to: Celeste McCall <cst136@yahoo.com>

Mark Your Calendar

The highlight of any meeting is the demo! Ann Winchester needs volunteers to help our demo artists unpack and repack.



Our Monthly meetings are held at the UNTHSC, Everett Building. Watch for a banner on the parking lot with directions to our room (or check the map on the website)

February we are back to our normal schedule:

5:45—Board Meeting

6pm—Critique with Jo Williams (bring in 1 or 2 works for some friendly advice)

7pm—brief business notices

7:15-9pm our demo, snack and art of the month

Sunday, 7 December: Holiday Party, 1pm Reatta

15 December: Dues Payment Deadline

15 December: Invitational Exhibition Entry Deadline

Monday, 12 January: (moved ahead) SWA meeting

2014 Society of Watercolor Artists Officers and Members Extraordinaire

President: Darla Bostick

President Elect: Celeste McCall

Recording & Corresponding Secretary: Judy Huebener

EDUCATION:

Monthly Programs: Ann Winchester (2015)

Workshop Chairperson: Lynne Buchanan

Monthly Critiques: Jo Williams

EXHIBITIONS:

Exhibition Chairs: Mary Stitt and Bob Cook

Prospectus: Celeste McCall

CaFE' Liason: Celeste McCall

Sponsorship: Rhonda Barefield

Hanging Chair: John James

Hanging Volunteers: John Nickell, Norma Fitzwater, Shirley

Nichols, Jim Stewart, Debbie Downing

Entry Requirements: Janet Southern

SWA Signatures/Certificates: Debbie Downing

Reception Photography: Gordon Henry

Catalog Distribution: Bettye Reece & Marjorie Brannon

MEMBERSHIP:

Membership Chair: Susan Henry

Membership Directory: Paula Johnson

FUNDRAISING:

Japanese Gardens: Marie Coerver

FANTastic Fans: Shirley Nichols

FINANCE:

Treasurer: Hugh Heaton

Professional Standards: Brenda Morgan

Grants: Watson Arnold

PUBLICITY:

Local Resources & Advertising: **need volunteer**

Website Manager: Celeste McCall

Website Consultant: Sharon Giles

Newsletter: Darla Bostick

Print Materials: **need volunteer**

Photography at Meetings: Veronica Ritchey

MEETINGS:

Greeters: Shirley Nichols, Diana Littlejohn, Lynda Robinson

Hospitality: Marie Coerver

House & Properties: Janet Southern

Painting of the Month Competition: Mary T House

Assistant to Demonstration Artist: Ann Winchester

OUT AND ABOUT:

Field Trip Organizer (s): open for FUTURE TRIPS!

Do you have news or a program /event idea?

Contact Darla Bostick darlabostickart@gmail.com