



Sierra Watercolor Society

sierrawatercolorsociety.com

April 2018

EXHIBIT NEWS

- The North Valleys Library Exhibit, **Celebrating Reno's 150th Birthday and 2018 Everywhere**, was hung on March 3 and will be up through April 13th. Thanks to the take-in team - Eileen Fuller, Ronnie Rector, Gail Kramer, Anette Rink, Colleen Reynolds, Laurel Sweigart, Cheryl Keaveney and Ken Heitzenrader - and to all the participating artists. We have 23 paintings which worked out well for this space. Using ConstantContact online registration and event management, we were able to have a checklist of artists and paintings as well as printed labels and bio cards prior to take-in, which made for a quick and smooth take-in day. Thanks goes to Colleen Reynolds for her work in ConstantContact, creating training materials, as well as training Show Chair Cheryl Keaveney. Stop in to see the show and vote for People's Choice!
- **"Bouquets to Reno's 150th Birthday"** will be our annual May/June exhibit at the Wilbur D. May Museum in Rancho San Rafael from May 1 to June 3. Joining Chair Marjee Smith will be Joycette Dapra, Sandy Retter, and Cheryl Keaveney as Co-Chairs. Registration for the show will be with ConstantContact and the email invitation has been sent out. **The deadline to enter will be April 24th. The take in date will be Tuesday May 1 from 11 - 1. Take down will be Sunday, June 3 from 12 - 2.**



Some paintings at the North Valleys Library exhibit

- The **"Anything Goes"** exhibit will be at the Sparks Library at 125 12th St. from June 30 to July 28. Ronnie Rector and Linda Parisi will co-chair. The exhibit is intended to showcase watercolor paintings done on different supports such as Ampersand Aquabords, canvas boards, or paper mounted to boards, etc., then varnished or preserved as to make glass and mats unnecessary, and using alternative ways to frame (or not to frame). *More information to follow.*
- Ruth Jaeger and Julene Hunter will chair the **Annual Judged Exhibit** at the Sparks Heritage Museum. Entry day is Friday, August 10, and pickup is Monday, October 1. The Judge will be Julie Gilbert Pollard, our August workshop artist. The artist reception is scheduled for September 22, from 1 to 4, to take advantage of the free Museum Day sponsored by the Smithsonian. All the paintings for the judged show will be upstairs. However, downstairs in the gift shop and adjacent area, artists entered in the judged exhibit may also display other work like miniatures, bin art, and greeting cards. Artists are especially encouraged to bring their miniatures - any age, any medium. Local festivals going on at the same time are: Hot August Nights (final two days), Sat & Sunday August 11 & 12; Dragon Boat Festival August 18; Rib cook off August 29 To Sept 3; Balloon Races Sept 7 -9; Air Races Sept 12-16, and Street Vibrations Sept 26-30. *This will be a great show to get exposure to your work.*
- The **Winter Exhibit** will be at the May Museum from November 14 to December 15, with Diane Sewell as Chair Person. Take-in will be on November 13 from 11 to 1, and Take-down will be on December 16 from 11 to 1. The SWS Holiday Brunch will take place there on December 1.

NEWS FROM THE BOARD

A MESSAGE FROM OUR PRESIDENT, RONNIE RECTOR

April 2018:

I really enjoyed Michael Reardon's workshop; it's always great to see how artists work, what colors they use consistently, and how they set up their work space. His comment about being the "Epson printer of painters" was so spot on! And, because of that workshop, I am now on the hunt to replace our audio equipment. If you have any suggestions or recommendations, please talk with me!

Thank you to everyone who helped roll tables and stack chairs after the demo. Your help was noticed and truly appreciated. Three of us were left at the very end, none of whom had a clue about how to fold up the camera boom or projector screen, where to store the miles of extension cords, or how to get the extra-long demo table back into the closet. It wasn't pretty! (Thank you Linda Parisi and Lisa Jefferson for helping me shove the equipment into closets and boxes and hidden piles. Way to go, team!)

So I am now on the hunt for 3 or 4 members for an AV Team, to set up and store away our audio and visual equipment. Volunteers would need to commit to being available after the 5 demonstrations we host each year, and prior to the start of our 4 workshops. Pretty please! I'll give you donuts and chocolate...

We have a new exhibit on the horizon, "Bouquets for Reno's 150th Birthday," at the May Museum. Our Exhibit Chair for this show is Marjee Smith (marjee198@gmail.com), if you have any questions. This show will also use the online registration process, so no entry form will be needed or posted on our website. More information will be sent to all members as we get closer to the take-in day.

Happy painting, and embrace the blooms of spring, whether in the garden or on your paper!

🌸 Ronnie



March Challenge Winners: First Place - Linda James, Second Place - Lynn Schmidt, and Third Place - Reid Sewell

OFFICERS	
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Newsletter	Lisa Jefferson
Publicity	Nancy Podewils-Baba
Website	Hope Thompson

Be sure to send any address, phone and/or email changes to Membership Co-Chair SALLY DUPRE at: sdupre@medicine.nevada.edu or 775-232-8362. Send items for the May newsletter to Newsletter Chair LISA JEFFERSON by April 20 at: ljeffersondesign@gmail.com

SIERRA WATERCOLOR SOCIETY

Treasurer's Report

Wednesday, February 28, 2018

2/1/2018 Wells Fargo Opening Balance \$ 31,992.70

	Income	Expenses
Art Angels	\$ -	\$ 450.00
Workshops	\$ 3,210.00	\$ 432.57
Operating	\$ 300.00	\$ 2,330.00
TOTALS	<u>\$ 3,510.00</u>	<u>\$ 3,212.57</u>

2/28/2018 Wells Fargo Closing Balance \$ 32,250.13

Income less Expenses: \$ 257.43

MEMBERS - be sure to visit our website, under Forms & Rules, to view our **Bylaws and Standing Rules**. There's information on exhibits and framing, how long elected officers serve, and so much more!

www.sierrawatercolorsociety.com



Banner Photo Credit: "Tahoe Rocks" by Cheryl Keveaney

MAY CHALLENGE

by Judy Berland

“2 COLORS ONLY”

We already did a Monochromatic Challenge and a 3 Primary Colors Challenge, so for May, you can only use 2 tubes of paint. Use them full strength separately, mix them together, lighten them by adding water, but do not add white or any other color. You may leave the white of the paper, but *do not use white paint*. Remember, *only 2 tubes*, but you may use as many brushes as you wish!!!

RULES FOR ALL CHALLENGES:

Entries will not be accepted unless they meet the following Challenge rules exactly - NO EXCEPTIONS

1. Do not sign your painting.
2. Entries must fit the theme.
3. Entries must be matted (they do not need to be framed).
4. Entries may only be submitted into one Challenge.
You may not enter a challenge painting into a second Challenge, even if it fits the theme.
5. Entries must be new, having been painted specifically for the Challenge.
6. Entries cannot have been shown in an exhibit prior to the Challenge.

2018 WORKSHOPS

DATES	ARTIST	Registration Opens	WEBSITE
May 9-11	MICHAEL HOLTER	OPEN NOW	www.michaelholter.com
August 14-17	JULIE GILBERT POLLARD	Coming soon	www.juliegilbertpollard.com
October 9-12	DAVID LOBENBERG		www.lobenbergart.com

Michael Reardon gave us a great workshop in March and a wonderful demo after our General Meeting on March 10.



ONLY A FEW SPOTS LEFT!

Michael Holter Workshop

May 9 - May 11, 2018 (Demo on May 12)

This workshop will focus on the use of watercolor to paint exciting paintings of people and places. You will explore the use of light and shadow to create interesting compositions and achieve dynamic results.

Michael will demonstrate his approach to creating his award-winning paintings and also show you several high-speed video demonstrations.

Many watercolorists have an aversion to painting people and with that in mind, special attention will be paid to the steps Michael uses to paint his award-winning figurative paintings. And by the end of the workshop you will feel confident that you can complete successful paintings.

Website for further information: www.michaelholter.com



MEMBER FEE: \$255 (Deposit: \$130)
 NON-MEMBER: \$315 (Deposit \$155)
REGISTRATION BEGINS: February 1
 Register soon to get your space. For more information contact Linda K. Parisi at parisiart@msn.com or 360-589-9330



ART ANGELS



Since the last Newsletter report, Art Angels has gone to two elementary classrooms—one at Anderson Elementary, one at Bernice Mathews Elementary; a third was cancelled (and rescheduled for a later date) because of a “snow day”. Many thanks to helpers **Linda James, Gail Kramer, Ute Vetter, J.R. Stafford, Cheryl Keaveney, and Nancy Le Sage** for making the experience so positive for the students! Linda will also be leading an Art Angels team at Libby Booth later this month, when I am in Hawaii; so extra thanks, Linda! Upcoming classes for which help is needed are as follows:

- Tuesday, April 10, 11:40 a.m.-3 p.m. Jesse Hall Elementary, 185 Shelby Drive, Sparks: need an alternate.
- Friday, April 27, 11:40 a.m.-3 p.m. Jesse Hall Elementary, 185 Shelby Drive, Sparks: need an alternate.
- Friday, May 4, 12:55-3:30 p.m. Bernice Mathews Elementary, 2750 Elementary Drive: need an alternate.
- ART ANGELS COMMUNITY WORKSHOP: Sunday, May 6, 12-3 p.m., Wilbur D. May Museum: need 1-2 instructors, 2-3 helpers.
- Friday, May 11, 11:40 a.m.- 3 p.m. Jesse Hall Elementary, 185 Shelby Drive, Sparks: need 2 helpers, one alternate.
- Tuesday, May 22, 11:40 a.m.-3 p.m. Jesse Hall Elementary, 185 Shelby Drive, Sparks: need 3 helpers, one alternate.
- Thursday, May 31, 11:55 a.m.-3 p.m. Libby Booth Elementary, 1450 Stewart (Lisa Mezzetti): need one helper, one alternate.
- Friday, June 8, 12:25-3:30 p.m. Spanish Springs Elementary, 100 Marilyn Mae, Sparks (Brie Gant): need 1 helper, 1 alternate.

COMMUNITY FOUNDATION'S NON-PROFIT CONNECTIONS PAGE

Lauren Renda, Program Officer at the Community Foundation of Western Nevada (Irenda@nevadafund.org, 775-333-5499), has invited SWS to create a page for their website, with a link to our website, so that people interested in donating know of our funding needs. Anyone interested in creating a page for us—free—can check out the Nonprofit Connections page at <http://nevadafund.org/give/nonprofit-connections/>, or can contact Lauren. I would be glad to provide information about Art Angels as one of our funding priorities.

Please call or email me if you have questions or if you can help with any of the above. Thanks so much!

Nancy Podewils-Baba, Outreach/Art Angels Coordinator

775-343-8100

njpodewils@gmail.com

SWS BIO CARDS AND BIO BOOK PAGES

by Alicia Cobb

It's time to start writing new or updated biography/artist statements for our upcoming shows. The bio cards are placed next to your exhibit paintings and should include a short paragraph about yourself (less than 100 words). Also include a photo of yourself. Everything that is on the Bio Card is then copied and pasted to your Bio Page for the binder unless you would like to send additional descriptions to enhance it (Max 250 words).

Each person is given 4 pages (front & back) to include a maximum of 7 images. Please make sure they are not blurry, are well focused, with even lighting, and as high of resolution as possible *without showing frames of your artwork. Please save and email them in .jpeg format. These binders are on display at most exhibits that have a space for them like the May Museum and the Sparks Heritage Museum.

Deadlines for submission to biographer Alicia Cobb, afcobb@att.net are as follows:

- **Spring Show:** Wednesday, April 25, 2018
- **Judged Show:** Wednesday, June 6, 2018

I will format the card and send you an electronic copy as well as print out 4 glossy copies of the Bio cards to be available to you at next exhibit you enter. **Thank You**

MEMBER NEWS & ANNOUNCEMENTS

Bold Expressions 2018

Northern California Arts, Inc. – 63rd International Open Juried Art Exhibit, Sacramento Fine Arts Center

Juror: Margarita Chaplinska. Online application deadline August 11, 2018; exhibit date: October 2-28, 2018. Best of show \$1,000, \$3,000 total cash & gift awards. For detailed Artist's Prospectus: norcalartsinc.org & click on call to artists. "NCA Bold Expressions 2018." Info: paul@nccn.net



There's a new FREE weekly watercolor newsletter! You can sign up on the American Watercolor Weekly website at americanwatercolor.net and get it sent right to your email.

Lisa Jefferson has had paintings accepted into two watercolor exhibitions:

"Shining Water" has been accepted into the Transparent Watercolor Society of America's Exhibition in Kenosha, WI, May 5 - August 5.

"Diamonds and Rubies" will be going to the Qingdao Laotian Museum in China as part of the Missouri Watercolor Society International Exhibition from June 19 to July 5.



Diamonds And Rubies, 30" x 22"

Shining Water, 20" x 28"



APRIL Book Of The Month

by Linda Halicki

Looking for fresh ways to develop paintings? Sometimes stumped on just what a painting needs to feel right? It may be time to check out Jane Hofstetter's **7 Keys to Great Paintings!** "7 Keys" addresses a number of classic design topics, as well as offering some fresh perspectives. As a sample, check out this opening poem:

- As you start your work, these words you'll recall, make a pattern of shapes big, medium and small.
- Can you move through the light shapes, we ask? Passage that's clear and not blocked is our task.
- Make the focal area one-fourth of the sheet, darkest dark, lightest light, not same shapes that repeat.
- Good value shapes, constant color change, use the color wheel but not the whole range.
- Irregular shapes that have good design, lie under our work and make it shine.
- To please the eye, use the golden mean. The 3:5 ratio will often be seen.
- Lastly look in your heart and paint what you see, then remembered forever your painting will be.

Enjoy expanding your artistic knowledge by checking out a title or two from the Sierra Nevada Watercolor Society library today. A complete title listing can be found at the SWS website (sierrawatercolorssociety.com), in the video section. Please contact the librarian at presidentsierrawatercolor@gmail.com Reserved materials will be brought to the next general meeting.

Please return all checked out books and DVD's at the General meeting so others may enjoy them.

MORE MEMBER NEWS & ANNOUNCEMENTS

TEACHING MEMBERS

Eileen Fuller 233-4796
eileenfuller@sbcglobal.net

Tricia Leonard 925-640-1156
triciastudio.com; triciastudio@att.net

Eva Stramer Nichols 530-414-1289
eva@mbay.net
beautyonlocation.com

Colleen Reynolds Watercolor Classes Available as On-Demand Video

Colleen has three online watercolor workshops through www.curiousmondo.com. Each on-demand video workshop is NINE hours of training recorded during a live broadcast - UNCUT! The video is available on-demand after purchase (kind of like Netflix), not as a DVD or a video download. You receive a login from the Curious Mondo team. Then you can watch, stop, and start the video at your leisure, from any device, anywhere you have a good Internet connection. Cool, huh?



Go West with Mae West in May

Colleen Reynolds is collaborating with the Carson City Classic Cinema Club for an evening with Mae West. During the evening, attendees will see the classic movie, *Go West, Young Man* with Mae West. Afterward, there will be an artist's reception with refreshments, no-host bar, games and giveaways in the theater lobby, featuring Colleen's painting, "Reign of Glamour". The inspiration for the painting came from Cinema Club's First Place winning float in the 2017 Nevada Day Parade. No wonder she wanted to paint her featured lady, eh? The same painting is now showing at the SWS Exhibit at the North Valleys Library.

Where: Brewery Arts Center Theater, Carson City, NV

When: Doors open at 5:30 pm, Movie begins at 6:00 pm, Artist's reception, games and raffles after the movie (about 7:30 pm)

How Much:
General Admission \$5
Seniors \$3.



Look for **Watercolor Basics**, **Flat Washes in Watercolor**, and **Watercolor Portraits** on the Curious Mondo website, under the Painting tab. Curious Mondo often runs promotional sales, so it's worth signing up for their distribution list. They have many creative courses available, not just for painting.

RONNIE RECTOR will be teaching:
"Silver Watercolor tips, Tricks & Techniques" at TMCC on Saturday, April 14, 2018, from 12:30 to 5 p.m. Registration is already happening online. Visit wdce.tmcc.edu for details.

♣ Western Nevada College Call for Artists ♠

Win cash and prizes!

Carson City Arts and Western Nevada College are collaborating on an art exhibit as part of the True Grit project from May 3 - July 6. Deadline to drop off artwork at the WNC Gallery is April 27. All entries will be exhibited in the show. Email **Mark Salinas** at msalinas@carson.org and receive a deck of cancelled playing cards. What you do then is up to you! There are no design restrictions but all art must hang on the wall. Winners will be announced Thursday May 3 (5:30 - 7:30 pm) at a reception to celebrate Carson City's NEA Big Read Grant Award and to kick-off 30 days of community programming based on "True Grit".

Western Nevada College
Bristlecone Art Gallery, 2201 W College Pkwy., Carson City, NV



UPCOMING WATERCOLOR COMPETITIONS

Try entering a watercolor exhibition! Here's just a few western state's shows with spring deadlines. Read the prospectus very carefully as every show has unique rules for entry regarding number of entries, membership, size, surfaces, and type of watermedia allowed. *GOOD LUCK!*

WATERCOLOR SOCIETY	LOCATION	EXHIBITION DATES	DEADLINE	WEBSITE	JUROR
San Diego Watercolor Society	San Diego, CA	Sept 30 - Oct 30	May 7	www.sdws.org	John Salminen
National Watercolor Society	San Pedro, CA	Oct 4 - Dec 16	May 18	www.nwsexhibition.com	Carla O'Connor*
Watercolor West	Brea, CA	Oct 13 - Dec 16	June 28	www.watercolorwest.org	Katherine Chang Liu
Rocky Mountain National	Evergreen, CO	Sept 7 - Oct 7	May 22	www.evergreenarts.org	Mary Ann Beckwith
Annual WASH Open Show	Sacramento, CA	Sept 4 - Sept 30	Prospectus available in May at www.sacfinearts.org		

*NWS Jurors: Carla O'Connor, Linda A. Doll, Linda Daly Baker

...AND NOW A WORD FROM OUR SPONSORS!

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Sierra Watercolor Society
 P. O. Box 70564
 Reno, NV 89570
www.sierrawatercolorsociety.com

MARK YOUR CALENDAR!

DATE	TIME	EVENT	CONTACT
4/7/18	10 a.m. to Noon	Board Meeting, Renown	Ronnie Rector, President
5/9 to 5/11/18	9 a.m. to 4 p.m.	Michael Holter Workshop	Linda Parisi, Vice President
5/12/18	10 a.m.; Demo at 1 p.m.	General Meeting & Demo by Michael Holter	Ronnie Rector, President
8/4/18	10 a.m. to Noon	Board Meeting, Renown	Ronnie Rector, President
8/14 to 8/17/18	9 a.m. to 4 p.m.	Julie Pollard Workshop	Linda Parisi, Vice President
8/18/18	10 a.m.; Demo at 1 p.m.	General Meeting & Demo by Julie Pollard	Ronnie Rector, President
9/8/18	10 a.m. to Noon	Board Meeting, Renown	Ronnie Rector, President
10/9 to 10/12/18	9 a.m. to 4 p.m.	David Lobenberg Workshop	Linda Parisi, Vice President
10/13/18	10 a.m.; Demo at 1 p.m.	General Meeting & Demo by David Lobenberg	Ronnie Rector, President

General meetings, demonstrations and workshops are held at
 Temple Sinai, 3405 Gulling Road, Reno, NV.