



October 2023

P.O. Box 4631
Walnut Creek, CA 94596
www.californiawatercolor.org

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California WATERCOLOR Association

ZOOM Demo for Members and Guests at 7:00 pm PST, Wednesday, October 18, 2023.



October ZOOM Demo Juanita Hagberg

There will be a **ZOOM General Meeting and Demo** by Juanita Hagberg for CWA members and friends to participate, on Wednesday, October 18, 2023, from 7:00–9:00 pm PST.

Keeping it simple, the **ZOOM link** and **passcode** below will be the same for all our General Meetings in 2023.

ZOOM Link: <https://us02web.zoom.us/j/88067424194?pwd=dIA1MmpiaG11OGtxNURqK0JWSXVhZz09>

Meeting ID: 880 6742 4194

Passcode: 319828



Earth Endures, and The Old One by Juanita Hagberg

Juanita started painting watercolors after her career as a public school teacher. Not content to only use watercolor paper, her exploration of non-traditional substrates led to her discovery of Yupo. She enjoys working on this unpredictable surface and the creative possibilities it presents. The unusually named paper, which is actually a polypropylene (plastic) material, suits Juanita's intuitive and experimental method of painting. While it can be difficult to control paint applications using this surface, it nevertheless provides opportunities for wonderful surprises, textures, and rich values. Paint sits on top of the surface and can be applied thickly, burnished, and subjected to various textural applications. Both representational and more abstract artists will find exciting options when painting on Yupo. Additionally, very large works (up to 60" x 10 yards) are possible, and the paint can be completely wiped off if the result is not satisfactory. Many painters love the presentation option of not framing under glazing.

Juanita likes to push watercolor to inventive and less predictable outcomes. Her quest to paint what something feels like, rather than a literal rendering, has led her to abstraction. Nature is always her subject. She loves to be outdoors and still

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**CWA 54th
National Exhibition**
EXTENDED DEADLINE
OCTOBER 15, 2023

Go to page 8 for more info!

54th National Exhibition

CALL FOR ENTRIES



EXTENDED Deadline
▶ **October 15, 2023**

Carolyn Lord
Juror of Selection

Barbara Tapp
Juror of Awards

**January 10 to
March 9, 2024**

\$15,000 in Anticipated Awards

This year, our National Exhibition will be held virtually on our web gallery.

▶ **Thirty additional paintings will be selected for the exhibition!**



Carolyn Lord, *April Afternoon*



California Watercolor Association

Deadline, October 15 • [Click here for Prospectus](#)



Board of Directors

Open positions Available!

Volunteers Needed!

President



National Exhibition



Secretary



Vice Pres/Membership



Workshops



Co-Communications



Co-Programs



Co-Community Outreach



VACANT-2024

At-Large



At-Large



Co-Member Shows



Budget Director



Plein Air Coor



Inquiries please contact:

Georganne Zaro-Eddy
zaroart@aol.com

Rekha Joshi
rekhaj2014@gmail.com



CWA Depends on Volunteers

Without our Volunteers, CWA cannot function. We count on you to help us make a difference in schools, our community, and our organization. If you can help, we have vacancies on the Board of Directors as well as committee chairs that need to be filled (two-year commitment).

Volunteers earn credit for being good members. Each hour of credit can be accrued towards items like workshop days, CWA aprons, catalogs, panel rentals for shows, 20-minute critiques by CWA Signature and Master Signature members, and more. Board meetings are held via Zoom on the first Tuesday evening of every month except July and December. The added benefit of joining our CWA team is making new acquaintances with other artists, sharing ideas, and furthering your own artistic growth.

To help get acquainted with the positions to be filled, we can put you in direct contact with the outgoing retirees who will be happy to share with you their activities and responsibilities. You are welcome to be a guest at one of our regular Zoom board meetings as well (no obligations). If you are considering joining our team and want to learn more about the positions, please contact our recruiting committee:

Georganne Zaro-Eddy | zaroart@aol.com | (925) 980-7722

Rekha Joshi | Rekhaj2014@gmail.com | (408) 781-2835

CWA Volunteer Positions Available:

President

Vice-President/Membership

Co-Director, Communication

Co-Director, Programs (2 Chairs)

Co-Director, Member Shows

Plein Air Coordinator

Standby Volunteers



Community Outreach

Martinez Veterans

How to Volunteer, Paint Regularly, and Help Others

Some of you may think that if you volunteer your time to CWA you'll have less time to do your "real work" painting. As Co-Director of Community Outreach, I have found that working with Community Outreach and the vets has only stimulated me to do more of my own artwork.

The vets at Martinez VA Hospital often wheel in from their rooms or come from outside of the hospital to practice painting with watercolors. On one occasion a vet, Jerry, walked in a bit late. The other vets jokingly asked Jerry "What time is it?" There was a big clock on the wall directly across from Jerry's seat. Jerry good-naturedly replied, "It's time to paint." One of the volunteers, Marianne, set him up with a palette, brushes, water, and paper. Then she sat down beside him. Marianne was a great observer of people and ascertained that Jerry didn't see well, and was possibly blind.

She asked him his favorite color to which he replied, "blue." She mixed up a big puddle of ultramarine blue. Then she filled up one of the larger brushes and put it in Jerry's hand, guiding his hand to his paper. Once Jerry felt the brush on the paper it was obvious that Jerry had painted before. He had a feel for the paper and made a good, energetic stroke. Marianne repeated the process and together they painted from the outside to the center of the page. There, with a different blue, Jerry made a special flourish and finished the painting.

When Veterans Day rolled around, the Martinez VA Hospital went all out. We had a large art show. There were speeches and live music. Families came to visit vets, and we CWA volunteers gathered as well. I approached one vet who had quite a bit to say about the artwork in the vets' art show and it was not complimentary. I asked why he thought that our paintings weren't art. He said that they were just paintings of objects and real art drew the viewer's eye through the whole page. That's what made a painting art.

I challenged him to tour the vets' artwork with me and point out the best painting. As we toured he looked and looked, shaking his head no. Finally, he spotted Jerry's blue painting. He stood, gazing for several minutes, and then declared that Jerry's painting was the truest artwork on display.

I thanked the vet for his insight, never disclosing that he had chosen a blind man's painting as the best in the show. I took a long and hard look at the painting. It had mystery and good energy. Others around me saw the suggestions of a drama going on. It was definitely an interesting abstract painting.

You never know what's going to happen when the vets paint together. If you volunteer with CWA you may find, as I have, that working with the vets loosens you up and inspires you to do more of "your real work," your own painting.

On the right is a sample of vets' paintings made with CWA Community Outreach volunteers.

Sheila Cain

Co-Director, Community Outreach

- Who:** Volunteers, YOU, and Maggie Metcalf plus Georganne Zaro-Eddy
- What:** Assisting vets with watercolor painting
- Where:** Martinez VA Hospital, 150 Muir Road, Martinez, CA 94553
- When:** Twice a month, 1:00 pm, day TBD (on Tuesdays or Wednesdays)
- How:** Call Maggie at (925) 849-5212 or Georganne at (925) 980-7722 for more info or to volunteer





Mailing Address

California Watercolor Association
Post Office Box 4631
Walnut Creek, CA 94596 USA

To Email a Board, Staff or Committee Member Go To

www.californiawatercolor.org/contact.php
and choose a recipient from the drop down menu.

Membership/Data Manager

Make changes to your address, phone number and email on the members home page, under membership when you're logged with a current membership account. Email datamanager@californiawatercolor.org if you have trouble logging in.

Monthly ZOOM Meetings

are held the third Wednesday of each month from 7:00–9:00 pm, unless otherwise specified. .

Newsletter Distribution

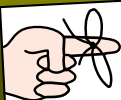
To receive this newsletter electronically please contact the Data Manager with the email address at which you wish to receive the newsletter.

CWA Photo Notice

CWA may be taking photos or videos at CWA events. Your presence at CWA events constitutes your "permission, consent and release" to be photographed without compensation whatsoever in perpetuity. Images may be used online and in print exclusively by CWA explicitly for publicity, information and promotion.

COVID-19 Notice

Please note that all future dates, workshops and events (CWA and Non-CWA) are subject to change due to Federal, State of California, and local COVID-19 restrictions. Please confirm with any of the organizations or events listed in the newsletter before submitting artwork or making plans to attend a future event.



Plan Ahead!

Submissions for the newsletter must be received by the 15th of the month prior to publication!

**November Newsletter
Deadline is October 15th.**

Click here to make a submission.



CWA Member Show Colors — Subdued or Wild

San Ramon City Hall Gallery

Online Entry

September 4–October 14, 2023

Awards

1st Place — \$150, 2nd Place — \$100,
3rd Place — \$75, and 4 Honorable Mentions — \$35

Show Calendar

(Save these Dates)

September 4	Online entry begins
October 14	Entry deadline
October 19	Notification to accepted artists and posted on the CWA website
October 27	Deadline for receiving shipped paintings
November 1	Artwork drop-off at the San Ramon City Gallery, and hang show
November 2	Gallery show opens
TBD	Awards to artists at reception, and posted on the CWA website
December 15	Exhibitors receive an email reminder about artwork pick-up
December 22	Show closes, and pick up paintings at the Gallery

To Enter

Log in to the Members page at www.californiawatercolor.org. Go to **Shows/Exhibitions**, then **Member Shows**, then choose **Colors**. Confirm your information, add your painting details and upload your images. Entry Fee is \$25 for one or two images, \$35 for three images.

Venue

San Ramon City Hall Gallery
7000 Bollinger Canyon Road
San Ramon, California 94583

Questions

Email shows@californiawatercolor.org



GARY TUCKER



"Through the media of watercolor and my process of painting I find power through brushwork, and subtlety through transparency. Watercolor differs from other media in that there is a performance aspect to it. The fine pieces come out in one sitting and very often like a classic performance, something happens, a fusion of mind and subject, an improvisation that cannot be duplicated" — Gary Tucker



LIVE

Light and Shadow with Watercolor

4-Day In-Person Workshop | October 16–19, 2023

Advanced Beginner[†]

CWA Members \$525 Non-Members \$595

During the 4-day workshop we will focus on what goes into building a watercolor whether in the field or in the studio. Through sketches and studies we develop our ability to think through a painting and in that process, identify the essence.

Artist's website garytuckerartist.com

[†]Some experience with watercolor helpful

WAIT LIST ONLY



Juanita Hagberg

Abstraction in Watercolor on Yupo

3-Day In-Person Workshop | November 1–3, 2023

Advanced Beginner to Advanced

CWA Members \$195 Non-Members \$255

Juanita Hagberg always wanted to be an artist. She loved drawing and was attracted to anything creative. Experiencing nature is paramount to her, and she loves painting in plein air, and these impressions become the genesis for her abstractions.

Artist's website juanitahagbergwatercolors.com

LIVE



CWA strives to provide our students with some of the best workshops with the top professional artists of our time. Please join in the fun. We look forward to meeting you.

In-Person Workshops will be held at the Danville Ranch Clubouse, 1895 Ridgeland Circle, Danville, CA 94526.

For full workshop descriptions, pricing, and online registration, go to <http://www.californiawatercolor.org/classes.php>.

To request additional information, go to www.californiawatercolor.org/contact.php and choose **Workshops** from the **Recipient** drop-down menu.



CWA Board of Directors

President	VACANT
Vice President/Membership	VACANT
Co-Director, Member Shows	Kathleen Stumpf
Co-Director, Member Shows	VACANT
Co-Director, Communications	Trina Drotar
Co-Director, Communications	VACANT
Co-Director, Programs	Pat Wai
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Co-Director, Budget	Donna Corrigan
Co-Director, Budget	Kathleen Catton
Director, National Exhibition	Michael Friedland
Secretary	Leslie Wilson
Co-Director, Community Outreach	Sheila Cain
Co-Director, Community Outreach	Georganne Zaro-Eddy
Director, Workshops	Joe Tringali
Member At-Large	Janey Kaiser
Member At-Large	Rekha Joshi

CWA Support Personnel

Bookkeeper	Melissa Alva
Membership/Data Manager/ Webmaster	Adrienne Hefter
Newsletter Editor	Patricia Rosa

CWA Volunteer Committees

Audio Visual Set Up	VOLUNTEER NEEDED
Community Outreach	Sheila Cain Maggie Metcalf
Co-Video Librarians	Joe Tringali (Chair) Barb Bochenek Madeline Shelby
Co-Hospitality	Susan Scolnick Jean Holmes Sharon Hopkins
Mail Distribution	Carol Husslein
Panel Rental	Carol Husslein
Plein Air	VOLUNTEER NEEDED
Workshop Registrar	Pat Wai

To Email a Board, Staff or Committee Member:

Go to www.californiawatercolor.org/contact.php and choose a recipient from the drop-down menu.

EXTENDED DEADLINE OCTOBER 15!

CWA 54th National Exhibition

CALL FOR ENTRIES

EXTENDED Deadline
► **October 15, 2023**

This year, our National Exhibition will be held virtually on our web gallery.

Thirty additional paintings will be selected for the exhibition!

Carolyn Lord
Juror of Selection

Barbara Tapp
Juror of Awards

**January 10 to
March 9, 2024**

Juanita Hagberg

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does impressionistic plein air paintings. Her studio work derives from memories and emotional connections to her experiences in nature.

Hagberg's widely collected watercolors have been juried into The de Young Open, The Signature American Watermedia Exhibition, and Yosemite Renaissance. Her articles and paintings have been published in the *Splash* series, *Watercolor*, and *Watercolor Artist* magazines.

Break out of your comfort zone, and learn about some interesting opportunities for taking your watercolors to another level. Join us and paint along or not, for a look into what might be a new direction for your painting.

Artist website at juanitahagbergwatercolors.com



Pinnacle by Juanita Hagberg



Sanctum by Juanita Hagberg



Running Marble Canyon by Juanita Hagberg



New Wave III by Juanita Hagberg



Curl by Juanita Hagberg



Member News



After School by Sheila Cain



Horn Reflections by Ruth Miller

Shelia Cain, CWA and Ruth Miller, MCWA

Shelia and Ruth were both honored to have their paintings, *After School* and *Horn Reflections*, included in this year's de Young Bay Area Open.

The museum received over 8,000 entries and accepted 800 art pieces to be hung salon style, floor to ceiling.

The show opens on September 30, 2023 and runs through January 7, 2024.

[Click here](#) for more details.

Ruth Miller's website at ruthmillerwatercolors.com



Pinnacle by Juanita Hagberg

Juanita Hagberg

Juanita's painting, *Pinnacle* (watercolor on Yupo), was selected for the Women Artists Making Their Mark 2023 – O'Hanlon Online Gallery Show, in Mill Valley, California. The show was juried by Donna Seager and Suzanne Gray, of Seager Gray Gallery. The show runs August 22–October 3, 2023.

[Click here](#) to view the online gallery.

Artist's website at www.juanitahagbergwatercolors.com

Show News

CALL FOR ENTRIES Illuminating Perspectives Exploring Light in Innovative Art

All mediums including painting, drawing, video, digital, film, projection, photography, sculptural and experiential are encouraged to apply.

Deadline for Submissions: November 17, 2023

Exhibition Dates: January 6–February 11, 2024

Awards: 1st place—\$500, 2nd place—\$300, 3rd place—\$100,
and (2) Coordinators Awards—\$50

Juror: Georgie Friedman

[Click here](#) to enter via EntryThingy

[Click here](#) to view prospectus

SEBASTOPOL
CENTER FOR THE ARTS
FOR THE

282 S. High Street
Sebastopol, CA 95472
www.sebarts.org

Plein Air News

Contra Costa Plein Air

Contra Costa Plein Air is a friendly group of artists who get together to paint at scenic locations around the Bay Area and beyond. The paint-out schedule is random, usually weekdays, with dates and locations inspired by the weather and members' suggestions. New artists are always welcome! There is no fee to participate.



They will be painting in Walnut Creek on October 1, 2023, at the field with Diablo views across the street from Northgate High School.

[Click here](#) for posts of upcoming paint-outs on their blog, or [click here](#) to visit Contra Costa Plein Air on Facebook,

CWA Member Resources



Watch Us on YouTube!

Did you miss a general meeting demo? Want to go back and review part of a demo again? Watch now on YouTube.

Check out our YouTube Channel and subscribe to get notified of our latest demos from your favorite artists! Don't forget to subscribe to the channel!

Thank you, and enjoy!



CWA Michael Holter Demo



CWA Stephen Berry Demo



CWA 50th National Art Show at the Harrington Gallery



CWA 50th National Show 2020



CWA Roland Lee Demo



CWA Leslie Wilson Demo

And More!



Click here to go to the CWA YouTube Channel, and don't forget to click the subscribe button!

<https://www.youtube.com/c/CaliforniaWatercolorAssociation>



CWA Video Library

Staying engaged and creative is easy...just go to the CWA website and view the library catalog, note the video that you are interested in, and send Madeline the catalog number in an email and she will check to see if it's available. She will let you know about its availability and mail it to you if available. It is your responsibility to return the video 30 days after receiving. It can be dropped off at Madeline's home or mailed. All you need to do is pay postage.

[Click here to view our entire catalog.](#)

It can also be found by going to our website and clicking the **About Us Tab** and following the link to **Video Library**.

Checking out a video will be simple, please follow the steps below:

- 1) You must be a Member
- 2) Once you find a video that you are interested in, note the **Catalog Abstract Number**.
- 3) Email me at madlnshelby@aol.com, with the **Catalog Abstract Number** and I will check its availability. I will send you a verification if it is available or let you know if it is checked out.
- 4) If the video is available we will mail it to your home via USPS. Your address on your membership records will be used for shipping.
Please log in and make sure your address information is up-to-date.
- 5) Your rental period is for 30 days. You are responsible to return the video to me. You are responsible for return shipping costs.

Return Address:
Madeline Shelby
482 Broadmoor Blvd.
San Leandro, CA 94577

6) Members who return videos after 30 days must pay a \$5.00 Late Fee. Lost videos must be replaced at the video replacement value.

We are excited to offer this service and hope it will lead to your creative enjoyment.

Madeline Shelby



2023 CWA Calendar

General Meetings & Demos

January 18, 2023 Birgit O'Connor (ZOOM)
February 15, 2023 Uma Kelkarr (ZOOM)
March 15, 2023 Frank Eber (ZOOM)
April 19, 2023 Thomas W. Schaller (ZOOM)
May 17, 2023 Daniel Smith, and
Hahnemühle Representatives (ZOOM)
June 21, 2023 Amit Kapoor (ZOOM)
July 2023 Summer Break — NO MEETING
August 16, 2023 Susan Blackwood (ZOOM)
September 20, 2023 Gary Tucker (ZOOM)

October 18, 2023 — ZOOM Demo
Juanita Hagberg
(for Members & Guests)

November 15, 2023 Carolyn Lord (ZOOM)
December 2023 Winter Break — NO MEETING

Go to **Monthly Meetings** under the **About Us** tab at
www.californiawatercolor.org for updates.

CWA Workshop Series

January 23–25, 2023 Thomas W. Schaller
The Power of Design (ZOOM)
February 22–24, 2023 Birgit O'Conner
Big, Bold and Beautiful Flowers (ZOOM)
March 11–12, 2023 Uma Kelkar
Juicy Watercolors (ZOOM)
April 23–26, 2023 Frank Eber
Beyond Technique: Finding Individual Expression (LIVE)

October 16–19, 2023 Gary Tucker
Light and Shadow with Watercolor (LIVE)

November 1–3, 2023 Juanita Hagberg
Abstraction in Watercolor on Yupo (LIVE)

To request additional information, go to
www.californiawatercolor.org/contact.php and choose
Workshops from the **Recipient** drop-down menu.

CWA 54th National Exhibition

January 10–March 9, 2024
Extended Entry Deadline — October 15, 2023
[Click here](#) for Prospectus

CWA Member Shows

Signature Members Show
Firehouse Arts Center — Harrington Gallery,
Pleasanton
June 24–August 26, 2023

So Serene
John Muir Hospital, Walnut Creek
July 15–August 18, 2023

Colors — Subdued or Wild
City Hall Gallery, San Ramon
November 2–December 22, 2023

Plein Air on Hiatus

Check for updates on our website and social media!

Welcome New Members

Kathleen Bennett, Suma CM, Hu Gaoshan,
Irina Kharlamova, Maynard Mangaron,
Sandra McDuffie, Jody Miles, Emerson Munkres,
Ami Parikh, Sue Pearlstein, Eric Wiegardt
To email membership, go to
www.californiawatercolor.org/contact.php and choose
Membership Director from the **Recipient** drop-down menu.

DON'T MISS IT!

Community Outreach Art Supplies Sale

at **GREAT SAVINGS** to our **CWA Members!**

[Click here](#) to download the spreadsheet
with currently available items.

To purchase contact Sheila at sheilahillcain@gmail.com or
Georganne at zaroart@aol.com

