LETTER FROM THE PRESIDENT

This newsletter is full of exciting news! I started by listing everything...but you’ll see for yourself!

In general, Membership’s up, our website’s HOT and our e-news blasts are full of the latest! We’re creating more options for you to grow, share in and experience watercolor! On the business side, the Board has refreshed it’s job descriptions recently, and we’ve established the first working budgets...ever!

Welcome to Bob Haskins who is our treasurer. He and Gayle Mondie have been learning the nuances of QuickBooks software. So glad Barbara Stubing, who held various positions on the TWSA Board for the last several years, initiated that software introduction. Kristin Dam, who held our Prospectus Chair, has moved on to more splendid things, and we found (or re-found) Robin Berry to pick up her position. Thank you to our past Board members and welcome to our new!

We’re thrilled with the quality of our 2010 catalog (our shining glory) with a magnificent continuation of the quality we’ve come to expect in our catalog’s presentation. Thank you to Catherine Savage for setting the standard and Jeanne Fredriksen for the continuation - without skipping a beat! AND delivered in time for the Celebrate Watercolor dinner event!

Thanks to all of the Board, who volunteer so much of their time to serve our artists and patrons. We’re growing (even in this climate!) due to this creative Board who shares ideas easily and works diligently to get the jobs done!

I’m reminded of our long line of hard working, industrious and focused Board Members over the last 35 years. They offered a remarkable exposure of our members work to the public, and also offered our members exposure to so many nuances of the watercolor medium; thrilling us all with the variety, strength and subtlety of this medium. Thank you to all!

Our 35th Annual Exhibition opens May 7th, 2011, at the Kenosha Public Museum. We have a couple of exciting things planned to commemorate the event. Stay tuned!

Remember:

Your outstanding entries are due Jan 15, 2011!

Check out tips for digital entries on our website.

Getting that Hi-res image from you is crucial!

Help us grow.

Lenox Wallace

www.watercolors.org
Exhibition!
Sheryl Fletcher Coon, TWSA Exhibition Chair

With the 2010 TWSA Annual Exhibition behind us and such a pleasant memory, I’d like to quickly recap some of the highlights as well as provide info on the 2011 show.

The use of two jurors worked well and we received many comments and confirmations from artists and spectators alike as to the quality of the show. The TWSA will again be using the two juror format for the 2011 TWSA Annual Exhibition. This year’s jurors will be Eric Weigardt and Roberta Carter Clarke.

The 2011 TWSA 35th Annual Exhibition will be held once more at the Kenosha Public Museum from May 7th until July 31st, 2011. The TWSA provided three gallery walks last year, one each month of the exhibition. Thank you to Catherine Nash, Suzanne Hetzel and Lenox Wallace for taking the time to accommodate this request. This venue has been so generous and helpful to the TWSA, and we are fortunate to be offered another year’s contract. Over 40,000 attended the museum during the timeframe of our show. Of the paintings that were available for sale, 10 percent were sold!

Our top three prizes were awarded to John Salminen’s Washington Square, Harold Allanson’s Red Snapper, and Marlin Rotach’s Imp’s Glow.

We were able to give over $11,000 dollars in award monies in 2010. We feel we will be able to increase that amount in the coming year. Our Award chairs are Christine and Richard Reichow and they do an outstanding job. Their work, along with the generous contributions we receive through members and other contributors help us in reaching one of our goals, to reward excellence in this medium we all enjoy so much.

Important details and deadlines:
- Prospectus is available and can be printed online off of our TWSA website.
- Read prospectus closely and follow the instructions. If you have ANY questions, my email is just a click away at twsaexhibition@aol.com.
- Tips for getting the best out of your digital entries are on the website. High resolution is important, and if you need help, ask a friend or relative or take it to the local stores that print pictures. They can help you, too!
- Remember to send everything asked for. SASE, whatever monies are due, entry form and/or membership form and DVD/CD. Fill the entry form out fully and don’t forget to sign it and place a value on your painting you are entering. Even if it is Not For Sale, the museum needs a value for insurance purposes.
- When sending your disk, please make certain it is enclosed in a case or surrounded with materials that will keep it safe from breakage. (Cardboard, etc).
- Please remember to write the info requested on the prospectus CLEARLY on the DVD/CD.
- ALL ENTRIES ARE DUE BY JANUARY 15TH, 2011
- NOTIFICATIONS OF ACCEPTANCE WILL BE MAILED MID MARCH.

Good luck to all of you and I look forward to another wonderful watercolor exhibition in the year 2011.

Images of Celebrate Watercolor 2010

Frank and Catherine Nash and Barbara and Mike Dorr

Jack and Linda Richeson and Suzanne Hetzel

Bonnie Becker and Guest

Dinner Guests Hanging Out

Washington Square, John Salminen

Red Snapper Harold Allanson

Imp’s Glow Marlin Rotach
TWSA Expands Its Workshops

To better serve our population and with the enthusiastic partnership of the Kenosha Public Museum, TWSA is greatly expanding its workshops!

January will be the inaugural winter “Cabin Fever Workshop” held January 20, 21, 22 at Kenosha Public Museum. It will be instructed by Dick Shipley, TWSA. This three day workshop is for experienced beginners and intermediate painters who are looking for inspiration, new techniques, and a general jump start to their painting. **Members: $235, Non-members: $260.**

May will bring a chance for real novices to try their hand at watercolor. In a one day workshop, May 14th, taught by Catherine Nash, TWSA. All materials will be provided so encourage your friends and family to sign up and have a day of experiencing watercolor first hand under Catherine’s gentle and experienced instruction. **Members: $100, Non-members: $125.**

June offers our traditional workshops with Eric Weigardt, TWSA, NWS and Roberta Carter Clark TWSA, AWS. The Clark workshop is already sold out, but there are still some spaces in each of the Weigardt workshops. Eric’s fresh and spontaneous approach with strong design will be a wonderful experience for any advanced beginner, intermediate or advanced painter. Dates are: June 6-10, and June 13-17. This is one of the few times Eric’s been coaxed to the midwest, so don’t let this opportunity go by! **Members: $500, Non-members: $540.**

September will be our last new workshop of the year, “Fall Into Watercolor”. Joye Moon will bring her flair, talent and energy to a fabulous 4 day workshop September 13,14,15,16, again at the Kenosha Public Museum. **Members: $400, Non-members: $435.**

For details and other information, see our website [www.watercolors.org](http://www.watercolors.org), Suzanne Hetzel, 847 372-5622.

You can also contact the Kenosha Public Museum with questions at: 262 653-4140.

We hope to see you with a brush in your hand!

_Suzanne Hetzel, Workshop Chair, President Emeritus_
Ever wonder how to get richer darks? Or cooler greens? Or smoother washes? Or where to get a certain product? Or ANYTHING ELSE related to transparent watercolor?!!

Have we got a deal for you! Members are invited to email TWSA with their watercolor related questions, and we’ll forward them on to one of our volunteer Master Artists. You can expect to hear from John Salminen, Roberta Carter Clark, John Maslen, Ratindra Das, Tom Francesconi, Jill Witty, Fredrick Graff, Mark Mehaffey, Kent Addison, Kathleen Conover, and others.

There’s no trick or charge. This is just one more benefit of being a member of TWSA!

Just email info@watercolors.org and put Masters On Call in the subject line. If you don’t have email, just write Gayle Mondie, VP TWSA, 26164 W. Vista Ct., Ingleside, IL 60041. Next thing you know, you’ll have your answer.

Bonus! Really good questions that are relevant to our membership will be published in the newsletter and on the web. We’re waiting to hear from you!

Masters On Call’ Question and Answer

Dear TWSA Master,
What can you tell me about Arches watercolor paper?
- Is there a right and wrong side on which to paint? I paint on the side with the readable watermark.
- How old can paper be before it no longer has a good surface on which to paint?
- How should you store unused watercolor sheets?
  - Should they be taken out of the plastic bag in which they are shipped?
  - Should they be stored flat?
  - If they are put into wooden storage cabinets will they absorb the acidity of the wood?
- Should I go out and buy metal storage units?
  - What paper do the Masters prefer and why do they like it better?
  I’ve been using Arches paper successfully for 8 years and suddenly my last 3 paintings on 300# hot press have been unusually difficult. The paper seems to be absorbing an excess amount of pigment and or water in spotty areas all over the paper making my smooth transitions impossible to correct.
i sent this inquiry to the manufacturer of Arches paper and haven’t gotten any response. I thought your panel may be able to answer these questions for me.
Sincerely, Janet
Hello Janet,
Here are my responses to your questions.
- I use Arches paper quite a bit. It’s funny what a watermark will do to make us paint on that particular side. If you can, think of the paper as a cotton tee shirt. The shirt is the same material whether it is right side out or not. If we removed all seams and any sign of a collar, it would all look and be the same. The same is true for watercolor paper. If we remove the watermark, we are left with a piece of paper made up of 100% cotton fibers, regardless of what side is used. That said, if you look closely at the paper, you may be able to detect a slight difference in texture from one side to another. That textural difference does not reflect a difference in quality. So, depending on what your feelings are regarding a watermark, go ahead and paint on either side. I certainly have!!
  - I have painted on paper that I thought was pretty old but “old” is a relative term. If you keep it away from cardboard and the like, I think you should be fine.
  - Laying your paper in a flat, horizontal position is the best option for storage. I keep all my unused paper on a large shelf in a wood cabinet in my studio.
  - I keep my paper in the original plastic until I am ready to use it. Since I buy in bulk, sometimes that means the paper will stay in an unopened bag in my studio for more than a year! When the time comes to use it, I simply open the bag and take from it, one at-a-time. In this way, the paper never comes in contact with the wood surface. Is that better than allowing the paper to rest against the wood? Perhaps, but I really do not know.
  - After 25 years of painting, I have had no issues with my process. I also travel a lot and the plastic helps protect my paper during these times. If you already own an adequate wooden storage unit, I would not spend more money on metal. Use that money for more paint and paper!!
  - Like so many other things in my life, I enjoy variety. I keep a variety of papers (weight, texture and brands) in my studio. But, I probably find myself using Arches the most. It is heavily sized and I think that is one of the reasons it is so popular with many artists--it has the ability to stand up to a lot of abuse! Sizing is an additive process in the manufacturing of watercolor paper that enables the paper to receive the medium. But, too much sizing can cause the paper to act like a resist. Sometimes with Arches, that will reveal itself as little speckles of white paper that are left behind after the brush has passed over the surface. To prevent this from happening, I will often wipe the surface down with a clean sponge moistened with water, before I paint. It takes the “bite” out of the sizing and provides a much more “paint-friendly” surface.
  - As far as your recent difficulty is concerned, it sounds as if the paper may be suffering from an uneven distribution of sizing. Just as too much sizing can be problematic, so can a lack of sizing. Without enough sizing, watercolor paper will act like a blotter. Although I have never had this issue with Arches paper, it could be that you just have a bad batch. It may be worth the effort to appeal to the store where you purchased the paper, for a replacement.
I hope you will find this information helpful. I wish you much fulfillment in all your future creative endeavors.
My best,
Tom Francesconi
Catherine Nash, TWSA

Of the eighty accepted paintings in the 2010 exhibit, twenty-two were newly accepted (for the first time). Those qualified for Signature Status this year are-


Qualified for Signature with Master Status this year are-

Kris Krupinski, Jeanne Dobie and Lenox Wallace.

Congratulations to all with these honors.

A reminder to all of our Signature members: Dues must be kept current to keep your signature membership and use of TWSA letters. Life members of course are always “current”. Payment is due by January 15, 2011, for next year 2011.

TWSA and Online Payments

Gayle Mondie, Vice President

Within the next year or so we will provide an online payment option for all fees that we also accept via check, for example; membership dues, entries, awards dinner, to name a few. We hope to have this in place in time for our 2011 dinner reservations, so you will be able to pay using your credit card, or if you have one, your PayPal account. Instructions will be sent out once we have the technology up and running! It’s fairly intuitive, but we want to be sure that everyone has the step by step when the time comes.

But before all of that we will have a “Donations” button where those who would like to donate to our awards fund will be able to do so quickly and easily. From the home page, click on the donations button and it will bring you to a screen where you enter the donation amount and provide your credit card information, it will process your donation and then bring you back to the TWSA screen. This is all done through a secure site.

Question: How expensive is it for TWSA to make use of this new technology?

Answer: The cost is 30 cents per transaction, and a 2.2% (non-for-profit rate) fee to accept payments on PayPal.

Is it worth it?

Well, let’s take a closer look. You would pay 44 cents for a stamp to mail your check to TWSA, and then it costs TWSA at least another 44 cents to mail a small number of checks to our treasurer who then either takes the checks to the bank (gas), or mails them, yet another stamp. You can see that the PayPal transaction fees are in line with or less than the costs associated with snail mail, and far more efficient.

Again, more information will be coming to you on this. We look forward to making things seamless, and yes always transparent!

Frank Nash
Membership Chair

Renewal Time!!

We are now accepting membership renewal dues for 2011. The Board has kept the dues at the same $35 rate as last year. Renewal membership forms were mailed directly to you as part of the annual mailing, and are also downloadable from the website.

Please remember to UPDATE your contact information, especially your current e-mail address.

We are growing!!

Congratulations and welcome to all our many new members who have joined TWSA this year -- our active memberships are up over 18% from last year!! We now have artists joining TWSA year round. Check the TWSA website for the list of great artist’s benefits you get as a member!

Robin Berry, TWSA

TWSA Members and Friends, the 2010 Fall mailing was sent a few weeks back - you may recall seeing the three pieces of key information in the brochures titled: Prospects, Workshop and Membership. If you missed the mailing, you can find it at http://watercolors.org or if you prefer to have it sent to you in the US Mail, follow the same link for easy instructions to receive the mailing.

Entries for the 2011, 35th National Exhibition are due by January 15, 2011. If you are not a member, you can download a membership application at the link above. The annual dues are $35. Membership is required to enter the exhibit. The fee for entering is $10 for one image and $15 for two images. There is no fee for Life Members. Entry fees are non-refundable.

Go TWSA Marketing Team!

We are putting together a dynamic group of folks to handle our TWSA marketing. We have assembled a small core group, however, if you have marketing experience and want to be part of this team, now is the time!

What’s this team like?

Oh my goodness, they are passionate and excited about what our organization is poised to do within communities across the country as we educate and engage others regarding the purest medium of all - and word has it this group is known to get things done and have fun doing it.

Sign you up?

Ok, simply send an e-mail to info@watercolors.org and let us know you’re interested, you’ll be glad you did!
Dan Burt, TWSA, AWS, DF, NWS informs us that he won the Exhibition Award at the 29th Annual Adirondacks Exhibition of American Watercolors in Old Forge, NY in August 2010. He also won a juror’s award at the annual Watercolor West exhibition in Brea, CA in October 2010.

Dick Green, TWSA Master, had a painting included in The Artistic Touch #4.

Betty Dennis, CWA, TWSA had a painting accepted into the 2010 California Watercolor Association 41st National Exhibition.

Brenda Swenson’s paintings have been included in Splash 11 New Directions, and Artistic Touch 4. She was selected as the Featured Artist at the San Dimas Festival of Arts, and received a Silver and Bronze award for her paintings in the 34th Annual National Exhibition.

Carolyn Epperly was awarded signature membership at the National Watercolor Society’s 90th annual show in San Pedro, California.

Denny Bond won the Richeson Award in the Baltimore Watercolor Society Regional Watercolor Exhibition 2010. He also received 1st Place, Works on Paper, in the Art of the State Exhibition in Harrisburg, the Forest Runes Award in the 29th Annual Adirondacks National Exhibition of American Watercolors, the Bowles Award for Portrait Excellence in the 7th Biennial National Art Exhibition at the Visual Arts Center in Punta Gorda, FL, a cash award in Watercolor USA 2010 in Springfield, MO, 3rd place in the Pennsylvania Watercolor Society Member’s Show, and the PWS Member Award for Realism in the Pennsylvania Watercolor Society 31st Annual International Juried Exhibition. Several paintings were exhibited at Agora Gallery in NYC during the 2010 Chelsea International Art Exhibition. His paintings will be featured in How to Paint Watercolor Flowers, a technique how to book published through Reader’s Digest.

Don Taylor, Panama City, FL, had a two person show “Transparent Spectrum” at the Gadsden Arts Center, Quincy, FL June-Aug 2010; and a one person show at the Council on Arts and Culture exhibit at the ArtPort Gallery at the Tallahassee (FL) Municipal Airport Aug-Nov 2010. He was awarded the Murray Wentworth AWS Memorial Award in the 79th Annual Hudson Valley Art Association 2010 exhibit in NYC July-Aug 2010 and the Purple Sage Brush signature status in 2010 by TWS (Texas W/C Society). He was featured in the 2010 Best of America Watermedia Artists Volume 2, and in the 2010 edition of International Contemporary Artists.

Ellen Jean Diederich, TWSA received an award of excellence for her painting in the Watercolor Society of Alabama online exhibition. This painting is also one of three of her watercolors being published in a new book Best Watermedia Artists in America.

Hazel Stone, TNSW, PWCS, ISEA, CWAz, AWA, PWS, NWWS, AzAq, KWS, PPWS, TWS has had paintings juried into these exhibitions. The 2010 Kansas Watercolor Society National Exhibition, The Wichita Center for the Arts, Wichita, KA, the Mississippi Watercolor Society Grand National Watercolor Exhibition, Mississippi Museum of Art, Jackson, MS, She was juried into the Pennsylvania Watercolor Society’s 31st Exhibition Cravy Art School and Galleries, Mechanicsburg, PA., and the Arizona Watercolor Association National Watermedia Exhibition 2010, Arizona State University West Library.

Jeanne Dobie, AWS, NWS, TWSA Master Status signed a contract with Random House Publishers, NY, who plan to offer her popular book “Making Color Sing” in an e-book version. Jeanne won the James McNeill Whistler Prize at the Transparent Watercolor Society of America, Kenosha Museum, Kenosha, WI. Her paintings were also selected for the American Watercolor Society Exhibition 2010, NY; the Mid-Atlantic Regional Exhibition sponsored by the Baltimore Watercolor Society, MD; the Adirondack National Exhibition of American Watercolors, Old Forge, NY; and for the Philadelphia Water Colour Society: and the Pennsylvania Watercolor Society Exhibition. She won the National Watercolor Society Award for Excellence in Watermedia, in the Philadelphia Water Color Society National Juried Exhibition, Berman Museum, PA. Jeanne Dobie was the Juror of Selection and Awards for the 2010 Philadelphia Water Color Society Membership Exhibition, at the 4th generation Newman Galleries, Philadelphia, PA. and will be the Juror of Selection and Awards for the 2011 Alabama Watercolor Society Juried Exhibition, AL. Jeanne had paintings exhibited in the Phillips Mill Fall Exhibition, New Hope, Pa (First Prize - Watercolor); Mid-Atlantic Regional 2010 Exhibition, Baltimore Watercolor Society, MD; the Transparent Watercolor Society of America 2010 Exhibition, WI; and the American Watercolor Society 2010 Exhibition, NY.

Laurin McCracken, AWS, NWS, TWSA, had paintings selected for inclusion in two of the most important art shows in the international market; the Shanghai Zhujiajiao International Watercolour Biennial Exhibition, and the 2010 Beijing International Art Biennale (BIAB). His awards include a Merit Award in the Louisiana Watercolor Society’s 40th Annual International Exhibition, and First Place in the Society of Watercolor Artist, Fort Worth, 29th Juried Art Exhibition. Another painting received the Purchase Prize in the Tennessee Watercolor Society 32nd Exhibition. His paintings have also been included in the following competitive shows: Two paintings were selected for inclusion in the Bi-State Show of the Meridian Museum in Meridian, MS. and the Pleiades Gallery, New York, NY, 29th Annual Juried Exhibition. These publications include his paintings - Splash 11, which was recently released and the upcoming Splash 12, Artistic Touch #4 which is to be released soon and The Best of Watercolor published by American Artist, and in Award Winning American Watercolorist to be published in China in 2012.

Kristin Dam earned Signature Membership at the Catherine Lorillard Wolfe Art Club in New York City, NY.

Reiko Hervin’s painting was selected as one of 10 finalists of ‘Flowers & Gardens’ Challenge No.56 in the International Artist Magazine April/May Issue #72, 2010.

Christopher Wynn’s watercolors will be included in the upcoming edition of “Splash 12”; He is featured in “Splash 11” and “Best of America’s Artists, Watercolor, Volume 2” will include three of his paintings. He was also recently awarded signature status in.
MEMBER NEWS

Continued

the Baltimore Watercolor Society, The Virginia Watercolor Society, and the Alabama Watercolor Society. Christopher was also awarded the Virginia Watercolor Society’s Catalyst Catalyst Productions Award at the current Baltimore Watercolor Society’s 125 Annual National Juried show, held in North Bethesda, Maryland.

Ratindra Das AWS, NWS, TWSA Master Status, was an invited artist at the Shanghai Zhujiajiao International Watercolor Biennial Exhibition. Ratindra attended the opening reception and legendary Chinese banquet in Shanghai, China. He has also been invited to exhibit at the 2nd Invitational Exhibit of Contemporary International Watermedia Masters to be held in May in Nanjing, China. This will be the second time he will be participating in this exhibition. He had a featured article “Breaking the Rules” in the winter issue of Watercolor Magazine, and “Workshop 101” in Watercolor Artist, in the April issue. He will be included soon in “Best of Watermedia” by Kennedy Brothers. Ratindra received an award in Inaugural Signature American Watercolor Exhibition at Fallbrook Art Center, CA. And he served as selection and award juror for Colorado Watercolor Society state show.

Steve Rogers AWS, NWS was this year’s chairman of the three member Awards Jury for the American Watercolor Society’s 143rd Annual International Exhibition. He was also the sole juror/judge for the Watercolor Society of North Carolina. Steve won the Pathfinder Award / The Jack Richeson Gold Award / Florida Watercolor Society Award (it’s really just one award) at this year’s Florida Watercolor Society Annual Exhibition and the Lithohaus Printers Award at the Tri-State Juried Watermedia Exhibition (Florida, Georgia and Alabama). He also won the Winslow Homer Award at TWSA.

Kathleen Alexander, announces that she will host another workshop at the popular member retreat; “How to Work with Watercolorists.” This retreat that will take place September 9-12, 2011, at the beautiful Mountain Laurel Retreat Center, North Carolina. Kathleen will be the instructor and she invites all interested to contact her to inquire about this retreat. Kathleen is a widely traveled artist, she will take you to her favorite art locations in the area.

Verena J. Heroux, Newport News, NC reports that International Artist, magazine Oct/Nov issue, published an article on her artwork - a ten page spread including several images of her watercolors.

Sterling Edwards is happy to announce his blog! http://blog.sterlingedwards.com.

Gloria Miller Allen, TWSA, tells us that she was appointed artist in residence in Zion National Park, Utah Oct. 15 - Nov. 15.

Kenosha Public Museum

5600 First Ave.
Kenosha WI 55140
262-653-4140
35th Annual Exhibit
Saturday, May 7, 2011 - Saturday July 31, 2011

TALK TO US

Tell us what you think, know or do. If our members would like to hear what you have to say, we'll publish it. newsletter@watercolors.org

TWSA

Officers & Directors

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• president@watercolors.org
Gayle Mondie, Vice President
Bonnie Becker, Secretary
Bob Haskins, Treasurer
Sheryl Coon, Exhibition Chair
• exhibitionchair@watercolors.org
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• fwnash@att.net
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Michael P. Mosher, TWSA Attorney
Information: info@watercolors.org

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Morris, IL 60450

MEMBER WORKSHOPS
TRIPS AND TOURS

Brenda Swenson
January 22 & 23, 2011, Color Theory for Watercolorist, 2-Day Workshop, $175.00 VIVA Art Center, Sherman Oaks, CA. Info: Brenda@Swensonsnet (626) 441-6562

American Frame

TWSA has built a new relationship with American Frame, a catalog and online framing business. They will donate 5% of any purchases made by TWSA members! All you have to do is tell them you are a member, and give our number, A465. That’s it! All proceeds will go toward our Awards Fund. A handy tip would be to write the number on your catalog. You can get a catalog online at www.americanframe.com, or by calling their toll free number: 1-888-628-3833.
the Transparent Watercolor Society of America

the 2010 Exhibition Catalog & DVD

$15/ Catalog
$10/ DVD

previous Exhibition Catalogs & DVDs available
[contact Peg Shea for more info]
309-862-3793 or email at peg.shea@verizon.net

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Make check payable to TWSA
Mail order and check to: Peg Shea, 14 Thomas Dr., Normal, IL 61761