



2010-2011 OFFICERS

To contact an officer, view the Officer Section at www.wsalabama.org

President: Jaceena Shepard
President Elect: Tora Johnson
1st Vice President (Exhibition Director):
Nanette Jones
2nd Vice President (Membership Director):
Heike Covell
3rd Vice President (Publicity):
Winnie K Cooper
Treasurer: Kay McWhorter
Recording Secretary: Melinda Mathews
Corresponding Secretary: Barbara Prior
Historian: Marjoryn Creighton
Parliamentarian: Craig Gallaway
Workshop Director: Nanette Jones
On Site Workshop Director: TBA
Director of Long Range Planning: Geri Davis
Director of Regional Representatives:
Diane Shepherd
Newsletter/E-Newsletter/Website Director:
Nanette Jones and Heike Covell

WELCOME TO NEW MEMBERS:
Christine Unwin – Michigan
Betty Rigsby - Alabama

It is official: the Watercolor Society of Alabama is now a member of the American Frame Alliance Program. Our club number is A491. We encourage you to visit www.americanframe.com to check out its frames and prices when you need frames. On the home page of the website, you can upload the image of the painting you want to frame, and put the mat and frame around the image to see how it will look before you purchase the frame. Really neat. Try it – you'll like it.

Many of you use Photoshop Elements on a regular basis. I want to tell you about a very interesting book written by my friend, Susan Tuttle. The title is "Digital Expressions." It was published by North Light so you know it is good. You can buy it at Amazon, from North Light and from other book sellers.
Nanette

PRESIDENT'S MESSAGE

Happy Painting Experiences this 2011 New Year!

It is tradition to make a New Year Resolution. Tell me, what is yours? Could it be that you want to be a better artist, paint something everyday, start an art business, or market your art more successfully? Perhaps your resolution is to enter more art exhibitions or juried shows. If so, do you have a plan to accomplish your new resolution? If not, watch your E-mail In Box for WSA tips on how to be successful in this area.

I, personally, started this New Year with a heartfelt passion to make the WSA 70th National Exhibition Anniversary Year one of which we at WSA can be proud. Will you join me? I truly need your help. The WSA Board of Directors is on board but all of us together can't do it alone. The Board has been working diligently to structure this year's programs to enhance the WSA organization for our members. We have had two Board Meetings and have made great strides in "proposing" needed changes to the Bylaws; e.g., "Water media" is well defined; the organizational structure is streamlined to enable volunteers to be more proactive; the membership dues are aligned to meet the economy struggle that all organizations are facing; and other proposed changes will help the membership understand how our organization will better serve them. These proposed changes will be forwarded to you for review/approval in the near future.

The Board has also changed requirements for the 2011 National Exhibition. The prospectus now allows you to enter up to 3 images into the competition. This will provide a greater opportunity for one of your pieces of art to be chosen for exhibition. The 2011 National Exhibition Venue has large exhibition rooms and the juror will be asked to select 110 pieces from the entries for exhibition. Those of you who have been holding off entering a National Exhibition should use this time to submit three of your best images (by e-mail or CD) because

the possibility of your art piece being chosen is great. Please review the prospectus for the entry requirement changes before entering. The Deadline for WSA to receive your images/entry form is February 15, 2011. Don't be late!

The Exhibition brings to mind the Cash and Merchandise Awards that will be available for the juried best of the best. Recently you were notified of the establishment of a Signature Member's Award and a Juried Member's Award for the 2011 National Exhibition. I am excited about the comments I received concerning the need for these new awards and want you to know how much WSA and I appreciate your response. We still need more of you to contribute to the award fund so WSA can provide a significant cash award to a Signature Member and to a Juried Member from the donations received. Please take time and write a check to WSA for any amount that you can. Send it to me along with the form that was enclosed in the letter to you. Your donation is tax deductible. Remember, the winner of one of these top awards could be YOU!

The Workshop that will be held in conjunction with the 2011 National Exhibition will be a joyous and artful experience. Elizabeth Chapman has many years experience as an art teacher and a working artist. Her ideas are fresh; her techniques are mesmerizing as she makes a story unfold to those who experience her demonstrations. Please take advantage of this great opportunity. You will take home many new techniques and you will have the time of your art filled life! Information for the National Exhibition and the Workshop is at WSAAlabama.org.

I send my heart felt appreciation to each of you for being a member of the great Watercolor Society of Alabama. Please remember that our goal this year is for every member to secure an artist friend or neighbor to join our 70th Anniversary National Exhibition. Please let me know when you meet this goal; we'll keep track and Celebrate in Style!

Jaceena F. Shepard
President, WSA

MEMBER NEWS:

DIANE SCHMIDT received signature membership in National Watercolor Society and won the Hilford award for abstract art. She also

won 5th place in the Florida Watercolor Society exhibit and the Holbein merchandise award in Pennsylvania Watercolor Society.

CRAIG GALLAWAY was in the Bluff Park Art Show the weekend of October 2, 2010, and won the Hugh and Jackie Dye Award for his painting "Past and Present."

VICTORIA LENNE

Newell-Hendershot Watermedia Exhibition, *Abandoned*, Different Strokes Award; Southern Appalachian Art Guild National, *Red & Green Nudes*; PINNACLE, Foster Tanner Fine Arts Gallery, Tallahassee, FL, *It Is Written*; Quinlan Art Center and Museum, Gainesville, GA, *Abandoned & In The Cleft*; ADSO Ft Walton Bch, FL SE Regional, *Red & Green Nudes*

MARSHA CHANDLER says: My website, www.marshachandler.com has been updated with many new paintings under 'Recent Paintings'. I hope you will check them out. I was told by a juror that I should create more still lifes because of my ability to capture them so realistically. That is what I have been concentrating on. Most of my paintings in the juried shows have been still lifes. I have been trying to build a cohesive body of work to present to galleries. I think that I've succeeded and will be approaching galleries soon. I will keep you posted.

During October, the prestigious Atlanta Artists Center in Buckhead, GA is featuring one of my paintings, 'Passignano Sidewalk Café 2', which won an Honorable Mention. My first one woman show is at the Smyrna Public Library, Smyrna, GA. It features 23 of my paintings which will be displayed through October 30.

The Southern Appalachian Artist Guild's 2010 National Juried Show at the Richard Low Evans Gallery in Blue Ridge, GA is showing my painting, 'Wine and Dine', Oct. 16-Nov. 13. The opening reception is Oct. 16 at 5:30 p.m.

The Cultural Arts Council of Douglasville's 24th Annual National Juried Exhibition will feature my paintings, 'Cherries Jubilee' and 'Tomato Reflections'. The opening reception and gallery talk will be on Sunday, Nov. 7, 3-5 p.m. at the Cultural Arts Center in Douglasville, GA. S

Three of my paintings are at the Georgia National Fair's 20th Fine Arts Exhibition in Perry, GA, two of which won Merit Awards

Other juried shows that have included my works in 2010 are the Georgia Watercolor Society Member Show at the Quinlan Arts Center in Gainesville, GA, the Watercolor Society of Alabama's 69th National Exhibition in Troy, AL, the Metro Montage 10th Exhibition at the Marietta Cobb Museum of Art, Marietta, GA and several juried exhibitions at the Atlanta Artists Center in Buckhead.

GLORIA BAKER had paintings accepted in the following exhibits:

1. "Catharine Lorillard Wolf Art Club 114th Annual Open Juried Exhibit", this will be held at the National Arts Club, 15 Gramercy Park South, New York, N.Y. The exhibit runs from Oct 5 - Oct 29, 2010
2. "The 29th Annual Adirondacks National Exhibition of American Watercolors" this exhibit was held at the Arts Center, Old Forge, New York. The exhibit ran from Aug 21 - Oct 3, 2010, my painting was chosen to travel after the close of the exhibit
3. "Mississippi Watercolor Society 25th Grand National Watercolor Exhibition", this will be held at the Mississippi Museum of Art, Jackson, Mississippi. It runs from Oct 3 - Jan 2, 2011

E. JANE STODDARD, NWS

Accepted into following shows:

American Society of Marine Artists
Blue Water/Deep Water East Regional Show
Missouri National Watercolor Show
Society of Water Color Artists Mid Atlantic Show

Louisiana National Watercolor Show
Adirondack Show of American Watercolor
Hudson Valley Show

Pennsylvania National Watercolor Show

Catherine Lorillard Wolfe Art Club
Watercolor West

Mississippi National Watercolor Show
Rhode Island National Watercolor Show
Northeast Watercolor Show

American Artist Professional League

Awards:

Society of Watercolor Artists – Honorable
Mention

Award of Excellence - Louisiana

Mississippi Grand National – 3rd Award

Rhode Island National – David Margo Memorial
Award – 1st Place

CLWAC (Catherine Lorillard Wolfe Art Club) –
Edgar Whitney Award for Excellence in
Watercolor

Jerry Wray is being honored by LPB (Louisiana Public Broadcasting) by showing her at work on a painting during their fund raising drive auction of paintings. She was selected as one of the six artists featured within the 30 minute LPB artists profile program "Louisiana Artists on Canvas". This demonstration was done at the LPB station in Baton Rouge. It is to be aired October 22 at 9:30pm.

She is also all set for her one person exhibit at the Macon Art Gallery, Macon, GA starting November until December.

Carnival Cruise Lines and Creative Art Workshops

Chris Unwin and Linda Baker

Watercolor Adventures - May 10 - 22, 2011

Join us on the beautiful, brand-new Carnival Magic for a 12 day adventure! Study watercolor with Chris and Linda. Come and paint Venice, the most painted city in the world. Your friends are welcome to join us! Please book early as this will be a very popular cruise. Prices are expected to rise after June 15, 2010, so for the best price book as soon as possible. Also, if you book now, as an extra bonus, you will receive a \$25 per person or a \$50 per stateroom on board credit for you to spend as you desire.

You must book your cruise with Chris to be a part of this painting group. Chris is a Cruise Lines International certified agent.

*Call her at (248) 624-4902 or
(800) 750-7010*

Prices are expected to rise, so don't delay. You can cancel and get a complete refund if you do so before Feb 2, 2011.

Cruise Fares: Deposit - \$500 per person Air is not included.

Inside Cabin: \$1,482.94 per person includes all taxes and fees.

Balcony Cabin: \$2,282.94 per person includes all taxes and fees.

Fares are based on double occupancy. If you have a 3rd and or a 4th person, call Chris for the reduced fares. Workshop fee: \$500

If you are a single traveler, call Chris because she may be able to find someone to share a cabin with you.

The year 2010 flew by, and we are looking forward to another successful year in 2011. Dues for the year 2011 are payable on January 1, 2011 and become delinquent after March 1, 2011. Anyone who has not paid renewed dues will be removed from the database on or about April 1st. **Note: Renewing member dues paid after March 31st is \$30.00.**

If you plan to enter the competition for the 2011 (70th) National Exhibition of the Watercolor Society of Alabama, you may wish to pay your dues at the time you submit your entry. Or, if you prefer, this may be the ideal time to send in your 2011 dues directly to the membership chair.

A few of you have already paid 2011 dues. If dues are payable, please pay now or mark your calendar that dues need to be paid before March 31st, 2011. The Bylaws require that a member must pay dues each year in order to maintain any points accrued toward Signature Member status and to retain Signature Member status.

Dues are \$25.00 per calendar year. Your check should be made payable to the **Watercolor Society of Alabama** (or WSA) in that amount and mailed to:

**Heike Covell
WSA Membership Chair
11012 Willingham Drive
Huntsville, AL 35803-2073**

Cut Here _____ Cut Here

Name: _____

Address: _____

City: _____

State _____ ZIP _____

PH: _____

Email: _____

Website: _____

**Mail check for \$25 payable to WSA to:
Heike Covell, Membership Chair
11012 Willingham Drive
Huntsville, AL 35803-2073**



Watercolor Society of Alabama

**Heike Covell
11012 Willingham Drive
Huntsville, AL 35803**

Is Your Painting 8"x10" or 10"x8" ?

What's the difference? One is height and one is width. Or, is one the width and one the height? Well, it has different significance in different situations.

If you are ordering a framed painting out of a furniture catalog, the width is usually given first and height is the second number. Often, when you are ordering a photographic enlargement, the short side is listed first and the long side next. Confusing, right?

So, what's my point? It seems that a certain "standard" has evolved for listing your painting dimensions when entering an exhibition or presenting at a gallery. Yes, that's correct; if your painting is vertical/portrait, it should be listed as 10"h x 8"w, with the height listed first and the width listed second. If your painting is horizontal/landscape, it should be listed as 8"h x 10"w.

No, I don't know why the height is placed first; however, a fixed standard is necessary. Entering Exhibitions = Height X Width