



THE SOUTHERN ARIZONA WATERCOLOR GUILD

Sketchbook

SEPTEMBER 2019

www.southernazwatercolorguild.com

SEPTEMBER

General Meeting

Join us for our first program of the year: "What is this artist trying to say to me?"

Member **Fran McNeely** paints both abstract and representational pieces that strive to engage the viewer in spending time looking at her paintings. Often a viewer will react immediately to a painting based on color or familiarity with the subject. But a painting is much more than a viewer saying "I like the colors, or I like seascapes." Fran strives to engage a viewer – what feelings are evoked from the shapes, forms, design, color and artwork title?" Her paintings call out to the viewer- take the time to ask: "What is this artist trying to say to me?" This engaging slide presentation focusing on abstract painting is our first general meeting of the year. Join us September 9th, 6:30 for socializing and 7pm meeting at the Celebration Center, St. Francis in the Foothills, 4625 E. River Road just west of Swan.

(Our cookie lady has retired – thanks so much, Joie Adams!!! So if you want snacks, think about bringing fruit, cookies or little nibbles for our table.)

SAWG is on Instagram!

Thanks to our UA interns, SAWG now has a presence on Instagram. We had a fully booked free class for members on how to use Instagram on August 20th. This is now the primary publicity vehicle for a majority of successful businesses. We need content!!! If you'd like to submit a short video – anything from 20 – 60 seconds – on any art topic – film yourself with your cellphone and send it to our intern, Kirsten, and our member, Joanne Lustre, at Instagram@southernazwatercolorguild.com. Suggested topics – what is your favorite place to buy art supplies? Where do you take your favorite classes? Are you teaching a class – this doesn't have to be at the gallery, but can be anywhere in or out of town. What are your favorite brand of brushes and why? Paints? Paper? Other medium? This doesn't have to be watercolor – it can be any medium. Take the plunge and record yourself and send the video to our Instagram crew!! Instant fame!!! Know of opportunities for any artist? Video it and send it. Also wanted: any images of anything happening in the gallery at any time!! And follow us if you have an account!



Clip and Save! MEETING SCHEDULE

September 9	Monday	7-9pm	General Meeting	Fran McNeely, Artist Demo
October 14,	Monday	7-9pm	General Meeting	
November 11,	Monday	7-9pm	General Meeting	Michael Holter, Artist Demo
December	NO Meeting			
January 13,	Monday	7-9pm	General Meeting	Tom Lynch, Artist Demo
February 10,	Monday	7-9pm	General Meeting	Brenda Swensen, Artist Demo
March 9,	Monday	7-9pm	General Meeting	Ken Hosmer, Artist Demo
April TBD				
May TBD				

NEXT GENERAL MEETING
MONDAY, SEPT. 9TH
SOCIAL - 6:30pm
MEETING - 7pm
ST. FRANCIS CHURCH

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Sign up Now!

2019 - 2020 WORKSHOP SCHEDULE

- November 12-15, 2019
Michael Holter
- January 14-17, 2020
Tom Lynch
- February 11-14, 2020
Brenda Swenson
- March 10-13, 2020
Ken Hosmer



Welcome Back!!!

While a lot of you were traveling and relaxing, and hopefully having a great summer, your SAWG leadership/ chairs have been busy making sure the coming year is our best ever! Our first general meeting is an exciting look into the world of abstract painting. Fran McNeely will share her creative process in "What is this artist trying to say to me?" Join us on September 9th at 6:30 for the first general

meeting of our year. More information on page 1.

We have two interns from the UA, Kirsten Atkinson and Elizabeth Richardson, working for us for credit for their fall semester. They have been busy – follow us at our new Instagram account! at @watercolortucson! More about sending them content on page 1. They are also working on our Facebook accounts, looking to make our publicity more effective and permitting posing of images of our current shows. The world is going digital, whether we like it or not, and with print publicity so expensive, the plan is to maximize free Instagram and Facebook promotions to attract more patrons to the gallery, increase sales and attract a younger audience we are not currently reaching.

Also planned is a look at our website to see what kind of exciting improvements we can add. We would love to have an online gallery, where the paintings from our shows can be purchased as well as an opportunity for members to sell artwork through the gallery via our Virtual Gallery, which will be revamped. These are our goals – we'll see if we have the finances to implement them! Don't forget we have new opportunities for you to be recognized as a Guild supporter! We would love to publicize your \$500 donation (Gold Status), \$300 (Silver Status) or \$100 (Bronze Status) in the Sketchbook. Donations of ANY AMOUNT are always welcome and you may designate where you would like them to go (show awards, Angel Fund – we have a couple of veterans who were only able to exhibit because they were supported by our Angel Fund, workshops, scholarship, etc.)

To help keep us financially solvent (we are in the black!!!) we have modified our scholarship program. Dick Butler is working with the UA and a watercolor professor to select a student in her department to be the beneficiary of our program. She has also agreed to let me address her watercolor classes so we can try to recruit student members, in the hope of cultivating a long relationship with SAWG. Proceeds from the sale of paintings in our back gallery (rotating, priced to sell!) by Marian Kozachik will help fund that account along with interest from investment of some of our scholarship account in a commercial interest bearing CD.

Look for changes in our monthly meeting drawings! We will have a \$25 gift certificate from Arizona Art Supply at each meeting. Raffle tickets will still be One for \$1.00 and Six for \$5.00. All monies collected from the raffle will go to support our Show Awards! It's important to have substantial cash awards to attract top quality submissions. The more entries, the healthier our bottom line. We'd love to name an award for you – send any donation to the gallery with instructions.

We are overwhelmed at the response to our survey on potential art classes, and Loisanne Keller, who manages our calendar says she's having trouble finding open days for all the classes coming up!!! How exciting! Keep your eye on the new Member to Member Announcements (that replaced our old Seat Announcements) for upcoming classes as well as information on which member is showing where, has won which awards, has lost a loved one or has art items for sale! I hope you're enjoying the new format. Many thanks to Joanne Lustre who has taken on a MailChimp account and now sends out our eblasts, surveys and collects your Member to Member information! See more information to the right.

The SAWG Video Club will start meeting again. An eblast went out August 15th inviting the first 12 members to respond to join. See more information on page 7. I hope you are included in this fun free activity.

If you just joined, keep tuned for our fall "New Members Event!"
Happy painting!!
Karyn

Remember - To submit any articles for the Sketchbook to Sandy Walker, walkersj@cox.net. Deadline is always the 15th of each month.

MEMBER to MEMBER

Member to Member Announcements

Many thanks to Joanne Lustre who has taken on our eblasts (thank you, Sue Hildreth for YEARS of managing our communications!), is engaged in our new Instagram account (@watercolortucson) and compiling our new Member to Member Announcements Send your information to Joanne at: membertomember@southernazwatercolorguild.com by the 1st of every month. This digital publication will appear in your inbox on the 15th of each month, year round. Send her information and note it's for one of the following categories: "Now Showing" – are you entered digitally or physically somewhere other than SAWG?; "Awards" – we want to know and share your artistic achievements!; "Classes at the Gallery" – sorry, we only publicize classes being held at our gallery; "In Memoriam" – do you know of a member who has passed away or a member who has lost someone close and would like the membership to know? And "For Sale" – dust off those art items you'd like to offer for sale to the membership.

As of: July 31, 2019
Bank Balances: SAWG

Wells Fargo Bank:	
General Fund Checking	\$39,247
General Fund Savings	\$20,000
Total.....	\$59,247
Restricted Accounts:	
Scholarship Checking.....	\$ 4,818
Western Fed.....	\$11,836
Hollander Scholarship	\$6,594
Total.....	\$23,248



The response to our call for entries to Share Our Walls has been good. Our juror, Brenda Semanick, has put together a show of extraordinary quality. She is a local artist with a list of accomplishments that is impressive – look her up! We received entries from many media including watercolor, mixed media, photography, oil, ceramics, pastel and collage. The show has a bit of everything to see and enjoy.

The reception is Sunday, September 8, 2-4pm. Please plan to be there to greet all our guest artists and support our SAWG artists as well. Awards will be given at the reception.

Submitted by — Marti White and Nancy Huber, Show Chairs

The 2019 **ALL MEMBERS' SHOW!**

Enter Now!

The 2019 All Members Show will be the first show of the regular season this fall, opening Oct. 8. The Awards Judge will be Cynthia E. Miller, an award winning artist and educator. She will select winners and be with us for the reception and awards ceremony on Thursday, October 17, from 5:00-7:00pm. It's the perfect show for new members and first time exhibitors to submit their paintings. Entries are due by Friday, September 27. We are already receiving entries, so don't wait too long. Entry forms are available on the website on the "shows" page. We know that this show will be a huge success and kick us off to a great start for the new season.

Submitted by — Janine "Goldie" Aguilar

Frank Rose Gallery Show - Recap...

The Frank Rose show was a great success for the gallery. The total of all art sales during that time period was \$8,069. Definitely a huge boost for the gallery!! SAWG's commission of that total was \$2,017, and that's a wonderful benefit to the gallery especially for a summer month. And we may have reached more potential art patrons by introducing our gallery to many of his followers. Thank you for all your work to make it happen!!

Submitted by — Sue Rumsey



NEW! SHOW RACK CARDS
NOW AVAILABLE AT THE GALLERY & MEETINGS!
PASS THEM OUT TO YOUR FRIENDS!

SAWG Show Schedule 2019-20

Share Our Walls 2019
SEPTEMBER 5 – OCT 6, 2019
RECEPTION, SUNDAY, SEPT 8, 2-4PM

Marian Kosachik Gallery Exhibit

MAY 9 - OCTOBER 6
A ROTATING SHOW OF WORK BY
MARIAN KOSACHIK PRICED TO SELL

All Members' Show

OCT. 8 – NOV. 3, 2019
RECEPTION: OCT. 17, 5-7PM

*Color My World

NOV. 5 – DEC. 1, 2019
RECEPTION: NOV. 14, 5-7PM

Holiday Show

DEC. 3 – JAN. 5, 2020
RECEPTION DEC. 5, 5-7PM

Signature Members' Show

JAN. 7 – FEB. 2, 2020
RECEPTION: JAN. 16, 5-7PM

*Annual Show

FEB. 4 – MAR. 1, 2020
RECEPTION: FEB. 13, 5-7PM

*Fiesta Sonora

MAR. 3 – APR. 5
RECEPTION: MAR. 12, 5-7PM

Experimental Show

APR. 7 – MAY 3
RECEPTION: APR. 16, 5-7PM

*INDICATES A POINT SHOW

Want to Buy Framing Materials at Wholesale Prices?

Member Mike Dutton is putting together a program where members can send him orders with a check payable to SAWG from a catalog and mat samples (from the company that provided our Western Fed frames) for your custom frames/mats once a month. Mike will be at the gallery once a month when the orders come in to help you assemble your frames and answer any framing questions. We are so lucky to have members with specialized knowledge. Mike owned a framing company for many years and has proposed this program as an additional member for SAWG members. Details to come.

LOOK!

LOOK!

Activities and Classes in the Gallery!

We have activities for you in the gallery. Come take advantage of our space and your membership by joining in these opportunities to grow your art and your SAWG social network. For more information about these activities, see the Mini Workshop page on our website.

Open Studio

Open Studio continues every Tuesday morning from 9:00a.m. – Noon. This is a hosted relaxed time to come get social and paint with other SAWG members in the mini workshop space. Although this is a free activity, a voluntary fee of \$5 is recommended. Please enter through the back door.

The Gallery Art Book Club

The Book Club meets the third Wednesday afternoon of each month (September 18th), 1:30 – 3:00 p.m. Both fiction and non-fiction books will be chosen by the club members with the assistance of Janis Mathews, organizer of the Dusenberry Library Art Book Club. Contact Monica Hart at: Gallery@southernazwatercolorguild.com

The SAWG VIDEO CLUB

The SAWG Video Club resumes its monthly meetings on October 28th. It meets the fourth Monday of each month (except December) from 1 – 2:30pm at the gallery. An eblast went out August 15th inviting members to join. There's only room for 12, so we hope you responded promptly to join this club chosen video viewing and social paint along. Members meet under the captaincy of member Kim Fernandez at 12:45 to turn the gallery into a live action movie theater! Check with Kim to see if there's still room: kimfernandez72@gmail.com.

Mini Workshops



Try Your Hand At Watercolor

This mini workshop is perfect for people who are interested in pursuing an interest in watercolor. **Kathy McLean** is offering mini workshops in the SAWG Gallery to lead you through the process and the means to create your own watercolor painting - in one session! In one afternoon you can create and take home your painting with no prior painting skill (trace the scene to begin). All supplies are provided by Kathy. She will demonstrate step by step and guide students as they work. Each 2-1/2 hour session will produce a different painting.

Kathy has been painting for more than 20 years. She has hosted paint out parties and taught beginner classes garnering praise from her students for her patience and guidance. Maybe this is the opportunity you've been looking for to jump into watercolor.

Contact Kathy to register at: (858) 864-5728 or tkmclean@sbcglobal.net

Cost: \$40 per session (\$20 to reserve a spot)

September dates and times: Sunday 15th and Wednesday 25th, 1-3:30 p.m.

Yupo for Everyone!

Are you asking, "What is Yupo?" Or perhaps you've tried working on Yupo only to become frustrated with the results.

Sue Ritz invites you to join her in one of her three hour mini workshops in which she will focus on how to use Yupo (a tree-free paper). She will instruct students in the use of this relatively new surface for watercolor, from drawing on the surface to getting the paint to do what you want it to do.

For more information and registration contact Sue Ritz: (520)345-9166 or barracks_cover@hotmail.com

Cost: \$25 per session

Dates and Times: September 7th, 12 - 3pm • October 5th, 12 - 3pm • November 2nd, 12 - 3pm

Fundraising Ideas

We don't like to constantly have to go to our members to raise funds. You support your Guild by our membership dues, entry fees and donations. Thanks to careful management by your team, we are now in the black. To continue financial stability we are always looking for ideas for fundraisers. And we are not above stealing other groups' ideas! One suggestion was "Test Drive Watercolors!" A one day workshop open to the public (we'd rent space at St. Francis) to experiment with watercolors and introduce people to the Guild. If you have an idea, and especially if you would like to run a one day event open to the public, please send all ideas to Karyn at president@southernazwatercolorguild.com The more funds we collect, the more we can do for members!

Volunteers wanted!

I know, I know! But this is YOUR Guild! If you have some time – as little as an hour a week or a couple of hours a month – but don't know what you'd like to help with, contact Karyn at president@southernazwatercolorguild.com and she will connect you with a committee. You will not be in charge unless you want to run something. No one in SAWG is ever alone. We stand with you to help – but you know the saying – "Many hands make light work!" We are particularly looking for members to work with our interns on our Facebook and Instagram accounts. It would be a shame if when they're gone in December, our innovations go with them. This is something you can do from home that is entertaining and easy to learn. We desperately need a Grant Writer! We came close to getting a grant for our Veterans' Art Show – thanks Bill, Sue and Jenny! There's money out there – why shouldn't SAWG benefit? Please think about giving back to your community by volunteering to help sustain our new and exciting ventures. Also – this is my last year as your President. Start thinking about training with me. I'll run for Program VP so will still be with you to take on the extras beyond the usual duties. Let me know. Karyn

SAWG Recognizes Another *Tiftt Grant* Recipient

The Jewish Community Foundation just announced that the most recent recipient for the Janet and William "Bill" Tiftt Grant is Dan Thomas. Dan will be awarded the \$1,000 grant at a celebration and recognition in his honor at the first fall general membership meeting September 9th (at St. Francis of the Foothills on River and Swan). Please join me in recognizing this accomplishment for both Dan and SAWG. If you would like more information about the Tiftt Grant process or the next Grant cycle, please feel free to contact me, Nancy Holmberg, Grant Coordinator at (520)-240-3441.



The Western Federation of Watercolor Societies (WFWS) has some great news. The WFWS Board of Directors voted to create a new Master level for those who have been accepted eight times into Western Fed. How exciting it is that we have several SAWG members who will qualify for Master Membership level!

If you are accepted into the 2020 Western Fed show, you will receive an application form for Signature and/or Master Membership status with your acceptance letter. You need to have been accepted into three shows for Signature level and eight for Master level. If you are not sure if you qualify, your Guild Representative has saved all the information for every show but it will be your responsibility to fill out the form with all your accepted entries over the years.

Like the lottery in which "you have to play to win," first you have to enter to be accepted in the 45th Annual Western Federation of Watercolor Societies Exhibition. The Idaho Watercolor Society will host the exhibition in Boise, ID from June 4 – July 26, 2020. The deadline for entries is January 10, 2020.

You can find all the details in the Prospectus which is available as an attachment to the email sent out on July 24 to all members or on the SAWG website under the tab for shows.

Submitted by — Kay Sullivan

MORE - MEMBERSHIP NEWS

WELCOME NEW MEMBERS!

Adele Abrams
Leslie Alexander
Elizabeth Bade
Patty Cooper

Judith Donbergs
Beth Furst
Soma Han
Harrie Handler

Kay Henry
Christine Jorgenson
Casonti McClure
Perry McIntosh

Jane Mohler
Christopher Perry
Ellen H. Stamp
Patti Sulewski

New Season! Workshops 2019 - 2020

Sign up
Today!

With only four workshops this season, I was afraid they would fill on day one – July 15, and that I would have a wait list. However, after a little flurry of activity, there are still many spaces left especially in the Holter and Hosmer workshops. On September 1, non-members are eligible to register, so if you were undecided, hurry and enroll.

Michael Holter November 12-15 workshop called "Watercolor Impressionism: Faces and Places" will have you explore the use of light and shadow to create interesting compositions of people and places. He will help you overcome your aversion to painting portraits. To learn more about this artist visit his website: www.michaelholter.com.

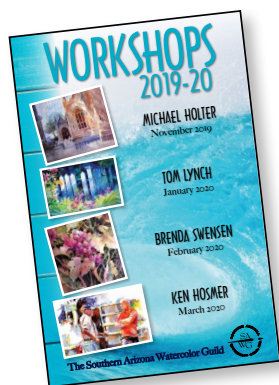
Tom Lynch will be here January 14-17. What a great way to start the new year! His dynamic workshop called "Watercolor Secrets Revealed" will help you push the limits of color, contrast and light. Tom's workshop is sure to help you learn new techniques. Hurry and get one of the last few slots. For more information, see his website: www.tomlynch.com.

Brenda Swenson I believe it will be a fine way to spend Valentine's Day with Brenda Swenson. She will be here February 11-14 to teach "Negative Painting with Watercolor." Watch her teach about under paintings, glazes and how to strengthen a painting with overlapping and interlocking shapes. See www.swensonart.net to learn more. Her workshop is about three-quarters full.

Ken Hosmer March 10-13 brings Ken Hosmer to Arizona. His workshop called "Energizing your Color" will teach you how to create light and dark pathways through your painting for the eye to travel. Learn more about Ken at www.kenhosmer.com.

So don't miss out on an opportunity to enroll in workshops with renowned artists. Get those brushes ready and let's paint!

Submitted by: Kay Sullivan, Registrar



NEW BROCHURES NOW AVAILABLE AT THE GALLERY!

Registration form is also available at the gallery and on the website.

Workshops 2020 - 2022 (Next 2 years)

Don Andrews - November 10-13, 2020
Andy Evansen- Jan 12-15, 2021
Mark Mehaffey- February 9-12, 2021
Graham Berry - March 9-12, 2021

Stephen Quiller- November 9-12, 2021
Dan Wiemer - Jan 11-14, 2022
Randy Hale - February 15-18, 2022
Steve Griggs- March 15-18, 2022

New in the Gallery!

Fresh paint! *The Gallery was recently painted and it looks great.*



GALLERY STATS for May, June and July. LOOK at us grow!

Year	Total Revenue	Art Sales	Visitors	Members	Shows
2019	\$12,141	\$10,982	534	112	Young at Art, Shy Artists, Frank Rose, Miriam Kozachik
2018	\$13,872	\$10,865	1,068	-	Western Fed, Young at Art
2017	\$ 4,751	\$ 1,759	300	132	Summer Shows

- We continue to have most visitors between 11-3 pm.
- During this time period in 2019, the gallery has had the following activities:
 - **Open Studios** - 12 sessions, attended by 59 members and \$221 donated to SAWG General Fund
 - **Book Club** - 3 meetings, attended by 18 members and \$80 donated to Show Awards.
 - **Mini-Workshops** -
 - Beginning Watercolor, 2 classes, attended by 12 people and SAWG's 25% = \$105.
 - Painting Class for Women Veterans, 1 class, attended by 6 people and \$25 donated.
 - Another Pair of Eyes - 1 session, attended by 4 members and \$20 donated to Show Awards
 - Intro to Scratchboard - 2 sessions, attended by 18 members and SAWG's 25% = \$60
 - Young Rembrandts - 4 sessions, attended by 4 students and SAWG's 25% = \$145
 - Frank Rose W/S - 2 sessions, attended by 16 members and SAWG's 25% = \$102 donated to Scholarships
 - **Receptions** -
 - The Young at Art show Reception - attended by ~100 visitors and members
 - Frank Rose Reception/Book Signing - attended by ~70 visitors and members
 - Shy Artist's Show Reception - attended by ~ 80 visitors and members
 - Veterans Show Reception - attended by ~ 70 visitors and members

In summary, during May, June and July of 2019, the gallery has hosted 30 events with 457 members/visitors in attendance and \$758 was donated to SAWG's general fund, scholarships or show awards!

Submitted by Monica Hart, 8/2019

Summer Publicity '19

Publicity has been busy this summer! May saw coverage of the Shy Artists' Debut Show, Marian Kozachik's ongoing exhibition, as well as the Young at Art Show. KGUN TV Channel 9 covered Marian's marvelous exhibition and her son, Ward Six Councilman Steve Kozachik gave an interview in our gallery. SAWG Signature member, Judith Billings is curating the rotating exhibition. Canvases change monthly if not more often, all artwork is priced to sell and all proceeds support our scholarship program, so come often to see the back gallery's changing artwork.

An active Publicity Committee - Sue Hildreth, Risa Waldt, Liza Bagshaw, Edlyne Sillman, and Nancy Homberg covered the city with rack and show cards for our wonderful (and profitable) Frank Rose exhibition and we had wonderful television coverage for our Veterans' Art Show. Did you see us on TV?

Sue placed ads in the Desert Leaf for all of our shows including the Veterans' Call to Artists, Frank Rose's Book Signing, and the Shy Artists' Show. Risa Waldt is discussing rental of our gallery for a real estate group interested in an after-hours meeting space. Risa also led a much appreciated watercolor workshop to a group of patients through MDA's community outreach program.

We are now live on Instagram! You can help publicize our Guild by taking photos/videos of any activity related to the Guild and sending the content to our intern, Kirsten, and member, Joanne Lustre, at instagram@southernazwatercolorguild.com.

Publicity for the Veterans' Art show was a huge success with repeated print ads, distributed flyers and wonderful efforts by show chair Sue Ritz who connected with VFWs and the local American Legion Chapter. Due to diligent press releases, emails and phone calls to local media sources we had significant news coverage including KOLD TV - 9 and KMSB - 11 and KVOA TV - 4 for several days with event coverage and interviews. It was amazing. The next day, Sunday, it was reported to me the Art Gallery got 17 visitors who said they saw the coverage on KVOA TV. Wow!

Talk up your gallery!!! We are on the move!

Sandra Montgomery — Publicity Committee Chair