

FLORIDA WATERCOLOR SOCIETY

February 2011

Volume 2, Issue 81

www.floridawatercolorsociety.org

A LOOK AHEAD TO OUR 2011 CONVENTION IN SARASOTA

Join us for our 40th Annual FWS Convention at the Hyatt Sarasota, September 19 – 25, 2011. John Salminen and Ann Pember will be our workshop instructors.

Mary Lou Ringers
President



"The journey begins..."

Happy New Year and may 2011 bring us all together for a fabulous year of painting and sharing our love of watercolor in all of its variety. It's a wonderful journey, to be sure. Every painting leads to the next.

We are not only one of the largest state watercolor societies, but we are dynamic and growing and becoming a model for other societies to follow. Many of our members have won national acclaim. We receive complements from our exhibition venues, as well as our jurors and instructors for putting on such fine shows and conventions. We have a very dedicated and hard working board who work well together to make each year better. Thanks to every one of them and to every one of you because it is energy and passion and involvement that make it all work. Nobody is flying this plane alone!

When I first came "on board" in 2008, we were just beginning our going green endeavors with emailing the newsletter and updating the website and getting our members used to all of this "new fangled computer stuff". Now look at us. We have turned the digital corner and it is full speed ahead. To add to that, you overwhelmingly agreed that we should be allowed to paint on all surfaces created for watermedia. It's getting exciting for sure. We also now have two beautiful shows on the website, the Annual Exhibition and the 2010 Non-Signature Members Show.

Needless to say, the FWS website is your gateway to a great deal of information. You can now simply sign in to the Members Area and check not only the date you last paid your dues, but also your status. At our January meeting, the board agreed to make some other changes to the website. **After March 1, you will find a new WORKSHOPS button which will enable you to sign up early by downloading and printing a workshop registration form and mailing it along with a check to our Corresponding Secretary.** The new CONTACTS AND BYLAWS button is your link to each of the board members email addresses and other contact information. The NEWS and the EVENTS pages will be constantly updated to show the exhibition and convention details, so check them often. We will be adding our donors' links to our website too. Please support them with your business. If, for some reason, you cannot access the Members Area of the website, you can contact 1st VP, Kathy Durdin at kdurdin1@tampabay.rr.com.

We will be celebrating our 40th Anniversary with the Annual Exhibition held at Art Center Manatee in Bradenton and our Convention at the Hyatt Regency in Sarasota. Mark your calendars for the week of September 18 through

September 25. We are very excited to have John Salminen as our juror and workshop instructor and Ann Pember as our second workshop instructor. Ann and John will each conduct their four-day workshops at the Hyatt from Monday, September 19 through Thursday, September 22. Then, our Trade Show and artist demos will kick in for Friday and Saturday, September 23 and 24. Where else can a \$20 registration fee, which is good for both days, enable you to buy your art supplies at better than "on sale" prices? Where else can you get over 30 hours of in person demos and critiques tailored just to you and your needs? Add to that our famous early morning Paint-A-Round, the raffles, the silent auction, the Saturday night gala with entertainment - plus catching up with one another. What a deal! The Hyatt is a beautiful convention site, located in the heart of Sarasota and will fill up quickly, so be sure to make your room reservations early.

When you make your convention plans, please consider signing up for one of the volunteer shifts. During the Friday and Saturday of convention, we need close to a hundred slots covered each day! You will be able to indicate your availability on the convention registration form.

If you have not already paid your 2011 dues, reminders will go out in early March. Those who have paid their dues by April 30, 2011 will be receiving their convention brochures and prospectus in the mail in early May. You will also be able to register for the workshops and convention activities, and your hotel room, on the website. Entries for the Annual Exhibition will be digital and you will again be able to upload them to the website. CD submissions will still be an option. We have several tutorials in the NEWS link on the website for those who are still unsure of the process. Ginny Weber, our Digital Chair, is also more than willing to help you with that learning curve. So, stay tuned and keep your brushes wet and your digital cameras nearby.

In your dedicated service,

DUES ARE DUE NOW

It's time to pay our membership dues for 2011; and now we have 2 ways to pay!

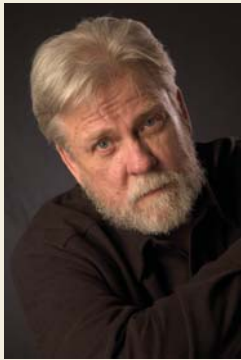
You can choose to pay on-line through our website or send a check for \$40.00 by mail.

To remain a member in good standing, maintain your status and be eligible for this year's competitions, your dues must be received by April 30, 2011.

Pay On-line:

-
- So Grab your credit card and go to www.floridawatercolorsociety.org
-
- Click on the "Member's Area"
-
- Enter your e-mail address and password.
-
- Click on "Submit".
-
- Click on "Pay Dues Online" and fill-in the needed information.

Forgot Your Password? Email Kathy Durdin and she will send you a new temporary password to your email address. Use this password along with your e-mail address to log onto the Members' Area. Once in, click on "Update My Contact Information", and change your password to one you can remember. Make your changes and then click on "UPDATE RECORD". If you need any assistance with this, contact Kathy Durdin at kdurdin1@tampabay.rr.com or 813-220-5800.



JOHN SALMINEN

Realism Through Design

In this new offering, John will share his approach to painting the urban scene in watercolor. John will help participants in all aspects of painting a representational cityscape or town scene – choosing the subject, adding mood and creating emotional content, lighting the scene for dramatic effect, using photo reference in a meaningful way and most importantly, strengthening and enhancing representational painting through design. The workshop will include demonstrations, critiques and lots of one-on-one individual help. Whether you've never tried painting cityscapes or are an experienced urban painter, this workshop will be an invaluable opportunity to gain new painting insights.



Times Square Umbrella II



ANN PEMBER

Painting Close-Focus Flowers in Watercolor on Traditional and Smooth Surfaces

Learn to paint fresh, vibrant watercolors with dynamic design, luminous color and strong value patterns. Ideas and concepts covered in Ann's book, "Painting Close-Focus Flowers In Watercolor", videos, "Vibrant Orchid, and Painting in the Flow of Watercolor", and new self published book on CD, "Make Dynamic Paintings In Watercolor", will be shared daily, along with painting demonstrations and individual instruction. Ann will share her techniques of painting on traditional watercolor paper and a variety of smooth surfaces, including smooth illustration board and paper treated with gel medium, or gesso.



Lotus

PLEASE JOIN US IN SARASOTA FOR OUR**40TH ANNUAL CONVENTION**

The beautiful Hyatt Sarasota will be our site for the 2011 Convention. We will have two exciting instructors, John Salminen and Ann Pember, both of whom will run four day workshops from Monday, September 19 through Thursday, September 22.

Our famous Trade Show plus ongoing demos by many of your "gotta see them" artists, will run for two full days, Friday and Saturday, September 23 and 24.

Art Center Manatee will host the exhibition which will be held from Tuesday, September 6 through Saturday, October 29 with an Opening Reception on Friday, September 23.

So save the dates and continue to check your emails from Constant Contact, the website and your newsletters for more information.

Sign up for Workshops will begin March 1.

This year you can sign up early for workshops by going to the web and printing the application from the **WORKSHOP PAGE** and mail it along with a check to Jane Collin, 6902 NW 70th St Tamarac, FL 33321 or you can call (H) 954-532-0017 (M) 954-801-9585 or email her at janecollin@comcast.net.

After May 1 you can sign up online and pay online using your credit card. We expect these workshops to fill quickly. Reservations will be taken in the order received.

GUIDELINES FOR 2011 EXHIBITION PAINTINGS

All members whose dues are paid by April 2011 should be looking for their prospectus in the mail by around May 10. Hopefully all will have paintings done and digital images sized and ready because the turn around time is not long with a June 17th deadline.

Make sure your address is correct on the web site members page. Contact Kathy Durdin at Kdurdin1@tampabay.rr.com or 813.220.5800 if you are unable to correct it or need extra help.

As you know, based on last fall's vote, paintings may be **on all surfaces created for watermedia** (ex: paper, clay coated or synthetic surfaces, illustration or paper mounted board, flat watercolor canvas), framed under Plexiglas. Frames should be smooth, with a flat or rounded profile, metal or wood, not ornate, carved, grooved, beaded or colored. (However black or white frames are acceptable.) Maximum frame width is 3 inches and frame size no larger than 60 inches in either direction.

FWS Signature Members will now be posted on the web site on the news page.

Becoming a Signature Member of FWS is a very big achievement.

If you do not wish to be listed please contact Debbie Cason Rankin at dcrankin@verizon.net

NEW information on your Members Page

When you sign in to the Members Area of the website, you will see a Dues Info box showing when your last dues payment was received and the amount. Now we have added your STATUS to this information so that you can check that as well.

Sponsor for Award

If you, or someone you know, would like to sponsor an award, please contact 2nd VP, Carol Frye at cfrye4art@msn.com or 863-688-7323

Password Problem??

Email Kathy Durdin at Kdurdin1@tampabay.rr.com. She can give you a temporary password that will allow you to sign in to the Members Area of the website where you can then go to Update My Contact Information and create a permanent and personal password for yourself.

Then, write it down somewhere so that you don't lose it ☺

BALLOT COUNT

The count is in and here are the results:

All Surfaces.....295

Only Paper.....199

All surfaces wins. Below is the "NEW" definition of the surfaces which you can paint on for All Florida Watercolor Society Shows.

Watercolor painting is defined as painting in water-soluble media on all surfaces created for watermedia, for example: paper, clay coated surfaces (ex: Claybord, Aquabord), synthetic surfaces, (ex: Yupo, Tiger Rag), illustration board, paper mounted board, flat watercolor canvas that can be framed and placed under suitable glazing material (Plexiglas)"

ATTENTION!! ATTENTION!!!

The database on the website is the only way for us to keep track of you, particularly if you spend some months out of the area. It is YOUR responsibility to keep your contact information up to date so that you can submit your digital images to our shows, get your newsletter, prospectus, convention information and registration and pay your dues online, among other things.

It's easy:

Go to the website at

www.floridawatercolorsociety.org

Click on the Member's Area button

Enter your email address and password

Click on **Update My Contact Information**

Move from box to box and change any information that is incorrect

Click on Update Record

IF YOU HAVE FORGOTTEN YOUR PASSWORD OR CHANGED YOUR EMAIL ADDRESS, CONTACT:

Kathy Durdin at Kdurdin1@tampabay.rr.com

If you do not have an email address, please call or write a note to our Membership Chair with your updated contact information.

You will be receiving emails from FWS through Constant Contact for the election of officers for 2012 and for a vote on by-law changes.

Check your spam folder and if there is anything marked FWS move it to your in box.

Please pay attention to these and **VOTE.**

Record-Keeping for Your Watercolors

Have you ever found yourself in a panic because you accidentally entered a painting in two shows with overlapping dates? You're afraid you will be accepted in both, and the painting will still be in the first show when it is due for delivery to the second show? Did you just realize the painting you entered into a show is already older than the rules allow? These are just two of the reasons you need to keep track of your paintings. If you are a prolific painter and enter a lot of shows, it becomes even more difficult to juggle all that data in your head. And if you fail to deliver a painting, the punishment is sometimes very harsh.

So to simplify your life, develop a system of record keeping for your paintings. Some artists keep cards in a cardfile. Some keep a notebook. It doesn't matter as long as you have the important information written in a way that you can easily access and keep current. Each painting should have it's own card or page. Begin it as soon as you complete the painting so you don't forget.

Here are some of the items I think should go into the record of each painting:

Thumbnail picture of painting

Title

Medium

Substrate

Framing

Date completed

Price

Sold to information (you might someday wish to borrow the painting)

Did you make a giclee? If yes, are they numbered? If so, that may require a separate record.

Shows entered and accepted

Dates of delivery and pickup

Awards received

Source (which photo, etc)

There are any number of software programs available to help the professional artist manage their business. But even a simple page in a notebook will be a giant step up from no record-keeping. So just a little left-brained work will make life easier for your creative right brain!!

Ginny Weber

P.S. I can email you a simple form that I made for record keeping. (Request .doc, .pdf, or .rtf format) You are free to use, rework, makover or discard it. ginron@gmail.com

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12-years in
Sarasota-Bradenton

Susana Cremin

has become a signature member of Baltimore Watercolor Society. She was chosen for her portraiture work. Susana has a new DVD, "The Secret of Color" which deals with two facets of color, she makes it simple to understand and fun.

Mary Alice Harley

has been accepted into the prestigious Florida Artists Group (FLAG). She also has had three of her mixed media paintings published in the book "Best of Worldwide Mixed Media Artists", Volume 1, Kennedy Publishing Co.

Teresa Kirk

took 1st Place in the Gold Coast Watercolor Society Volunteer Show and 1st Place in The National League of American Pen Women Show.

Miles G. Batt, Sr.

One man show.....Miles Batt Retrospective; 1976 - 2010
January 6 - April 23, 2011 (60 works)
Coral Springs Museum of Art
2855 Coral Springs Drive
Coral Springs, FL
www.milesbatt.com

Jeanne Dobie, AWS, NWS, TWSA-MS**AWARDS 2010:**

James McNeill Whistler Award, Transparent Watercolor Society of America, Green Bay Museum, WI
Honorable Mention, Pennsylvania Watercolor Society, PA
First Award in Watercolor, Tinicum Juried Art Exhibition, PA
Watercolor Award, Phillips Mill Juried Art Exhibition, PA

JUROR 2011:

Greater Lambertville Area Juried Exhibition for NJ and PA, Coryell Gallery, NJ
Juror of Selection, Alabama Watercolor Society Juried Exhibition, AL
Greater Norristown Area Juried Exhibition, PA

PUBLICATIONS 2010:

Dobie was interviewed for a full page article in Senior Voice, Alaska, to inspire artists of all ages.

PUBLICATIONS 2011:

Jeanne Dobie's popular book "Making Color Sing", will enjoy a 25th Anniversary Edition with a new cover. The original content is unchanged.

An e- book of "Making Color Sing" is also planned.

Mary Ann Miller

published "Travels With A Blue Vase" a mostly Mediterranean sketchbook of sketches and recipes of France, Italy and Greece.



Diane Schmidt is a new signature member of American Watercolor Society and will attend the exhibit in New York this April. Her painting "Waiting in the Wings" shown above.

She received signature status in National Watercolor Society this past October winning the Hilford Award for abstract art.



Taylor Ikin's award winning painting "Out On A Limb" at the Florida Watercolor Society Exhibition.



Kathy Durdin

graduated class of '77 from William and Mary and created a series of 15 paintings to showcase and celebrate the diversity of the Mason School of Business undergraduate student body. The paintings feature over 30 students. She was honored at a reception at Miller Hall hosted by the College President and the Dean of the School.

Barbara Wensel Severns FWS, FSWS

painting "Free Spirit" won the SILVER MEDAL and Award of Distinction in the Pastel Society of Central Florida Members Winter Show in Leesburg, FL. Also, Severns' watercolor painting "Haiku Moment" won an Award of Merit in the Visual Art Association Winter Show at La Galleria in The Villages, FL. Dec. 2010-Mar. 2011.

Suzanna Winton

just published a book with NorthLight Books called, "Realistic Watercolor Portraits."

Kathleen Maling

has received her NWS signature status and is in the traveling show. She also received her AWS signature this year as well.

Staying at the Hotel for Convention

For the upcoming Florida Watercolor convention, we all have a great opportunity to stay at the beautiful Sarasota Hyatt at a very reasonable price and this year you'll also receive 2 breakfast vouchers with each room night.

In addition, your stay at the Sarasota Hyatt helps Florida Watercolor keep the convention costs to you low -- your room helps us keep the other hotel charges low. The number of room nights FWS members book has a huge effect on how much the hotel charges us for the convention and banquet rooms.

Staying at the Hyatt is convenient -- particularly with all the great bargains that you will pick up at the tradeshow! Also, with a room at the Hyatt, you can easily take a break from the exciting demos and other activities.

Looking to 2012

In 2012, the FWS exhibition will be at the Mennello Museum of American Art, 900 E. Princeton Street, Orlando, FL. We are very excited that the juror will be Nicholas Simmons, who will also be providing one of the workshops at the convention. The other workshop will be taught by Soon Y. Warren.

Start planning now to sign up for one of those workshops! The FWS convention will be September 13-16 at the Double Tree Universal in Orlando.

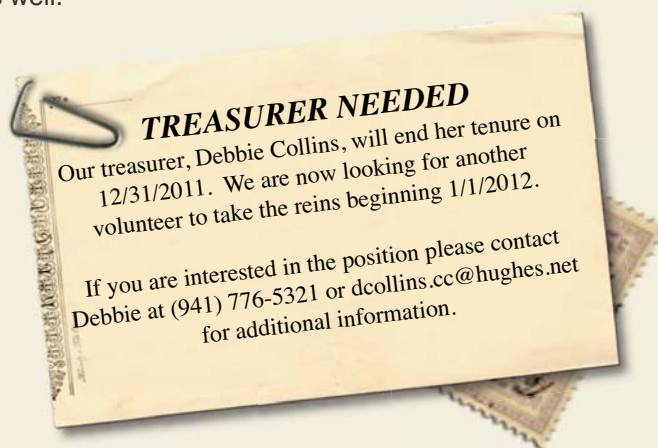
Please send
items for the
Newsletter to

Debbie Cason Rankin

dcrankin@verizon.net

Include:
Publications
Awards
Books
DVD's
One Man Shows
Signatures

Deadline
May 15



WORKSHOPS WILL BE LISTED BY ARTISTS AND WEB PAGE ONLY

Click on the web site next to the artists name and go directly to their web page for all the listings of their classes.

Steve Rogers AWS, NWS <http://www.watercolorsbyrogers.com>

Janet Rogers AWS, FWS <http://www.watercolorsbyrogers.com/schedule1.htm>

Jeanne Dobie www.jeannedobie.com/workshop.html

Ken Austin <http://www.kenAustinartist.com/page/page/1653986.htm>

Jean Grastorf (Mary - ART/TOUR) mary@artistworkshops.com

Lenny Gemski <http://www.lennystudio.com/francepainting.html>

Sue Archer aws nws twsa fws www.archerville.com

Tom Jones www.tomjonesartist.com/schedule.htm

Jaimie Cordero www.AquarelleStudiosandGalleries.com

Marylee Voegele www.maryleevoegele.com

Kathy Rabold www.kathyrabold.com

Watercolor Seminars www.artgally.com

Kris Parins WyWS www.krisparins.com

Joseph H Melançon www.josephmelancon.com

Lynn Ferris NWS, FWS www.LynnFerris.com

Pat Weaver www.patweaver.net

Phillip S. Steel www.philipssteel.com

Charles Passarelli www.passarelli-art.com

Taylor Ikin www.taylorikin.com

Anne Abgott www.anneabgott.com

Sue Allen www.sueallenart.com

Eric Speyer www.erikspeyer.com

Miles Batt www.milesbatt.com

Peter Spartaro <https://sites.google.com/site/peterspataroart>

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