

THE SOUTHERN ARIZONA WATERCOLOR GUILD

# Sketchbook

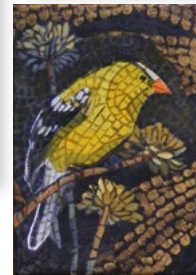


DECEMBER 2018

www.southernazwatercolorguild.com

## Holiday Show & Gala

Don't miss the SAWG Gala Holiday Party/Show Reception, Thursday, December 6th from 5 – 7pm. Good food, good friends – new and old, and, as always, fantastic art!



### More for your Membership!

January 21st 1:00 – 2:30 at the Gallery: Framing on the Cheap – Karyn Vampotic and Mike Dutton will show the first 10 members to rsvp beginning on December 21st by emailing Karyn at president@southernazwatercolorguild.com how to use a \$3.00 - \$12 thrift store frame to show off your masterpiece. Participants will bring a small painting they want framed. All of the rest of the supplies except D rings and wire, but including a frame will be provided. Step by step you'll learn how to maximize profit from the sale of a painting by minimizing your upfront costs. Go home with a framed painting! RSVP begins December 21st and closes when the maximum of 10 participants is reached.

### Membership Directories are Here!

The 2018-19 Directories are here! Be sure to pick up your copy at the next General Meeting, or any time at the Gallery.

HOLIDAY GALA  
THURSDAY, DEC. 6TH  
5-7:00PM  
SAWG GALLERY

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MEETING SCHEDULE



**2019 WORKSHOP SCHEDULE**

November 13-16, 2018  
**Pat Weaver**

January 15-16 & 17-18, 2019  
**Randy Hale**

February 12-15, 2019  
**Lian Quan Zhen**

March 12-15, 2019  
**Fealing Lin**



## MESSAGE FROM THE PRESIDENT



How WONDERFUL to see so many members and guests at November's General Meeting! Such great energy in the room! Lots of information, a great demo – what more could you ask for? What more? Why - I'm so

glad you asked!!!

There are so many ways for you personally to get involved with your guild. You can JOIN a committee. Don't know what's out there? Email me. ENTER a show – get to display your work and offer your talent for sale! Entry fees help support us. SIGN UP for a workshop! Get excited, learn new techniques and convince the Board that you want to continue to bring national talent to you! JUMP IN to a brainstorming session! We're always looking for ways to link SAWG to the community for more visibility! TALK SAWG UP to your friends and neighbors! Get new members/potential art buyers. This is a word of mouth town. VOLUNTEER to paint one Sunday a month or every two months – having our Open Studio sign outside brought in many gallery visitors! They made a beeline for the painters in action. Docents are there to take care of everything else – just sit and PAINT! COME to meetings! BUY a Jim Click Raffle Ticket for fabulous prizes and ALL the money stays with SAWG! BUY one of our beautiful aprons! A Tom Lynch Secret Tool to help you with composition and values both indoor with photos and outdoors painting plein air. MAKE A DONATION – we LOVE TO TAKE YOUR MONEY! Everything helps - \$10 - \$10,000. You can even designate where your donation should go! Bottom line is, this is YOUR guild. Step up and MAKE IT PERSONAL! Get involved!

I hope to see everyone at our GALA HOLIDAY PARTY/HOLIDAY SHOW RECEPTION. Bring your checkbook – this will be your last chance to buy a raffle ticket to win a brand new 2018 Jeep Grand Cherokee Summit, two first class roundtrip tickets virtually anywhere or \$5,000 cash! One ticket for \$25, five for \$100. The drawing is December 13th! ALL MONEY FROM TICKET SALES STAYS WITH SAWG!

With all sincerity, as we enter the holiday season, I want to wish all of our members health, happiness, connection to family and friends and above all, peace of mind. Now go paint!

Karyn

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

## SHOW NEWS

# COLOR

## MY WORLD SHOW

A great big thank you to all of the artists that participated in the 2018 SAWG Color My World Show, and to all of the volunteers that have made sure that the gallery walls were beautifully hung and our reception a lovely affair. Pat Weaver chose and presented the following awards:

*Congrats!*

Best of Show  
**Peggy Steffens**  
Insight

Award of Excellence  
**Dennis Garrison**  
Going Home

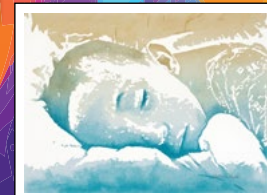
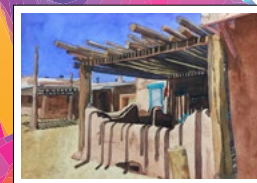
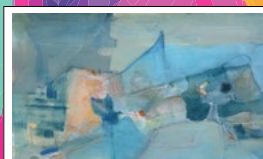
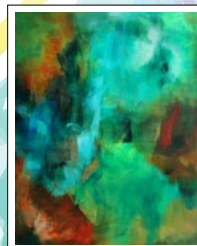
Award of Merit  
**Fran McNeely**  
Looking Down

Award of Merit  
**Carolyn Streed**  
Taos Pueblo

Fountain Studio Award  
**Carol Hillsbery**  
Taking a Break

Honorable Mention  
**Nancy Huber**  
Dreaming

Honorable Mention  
**Margaret Erath**  
Visitor in the Olive Tree



*Reception*



# Holiday Show



The Holiday Show opens to the public on December 3, 2018! Remember, this is our best-selling show of the year so I hope you entered it. Applications were accepted and the crew put together to hang this fun and varied show. When a piece sells, it gets to be replaced by the artist for free. Our show reception is combined with the Guild Holiday Party so invite yourself, your family and friends, and have a good time. Send everyone you know to the gallery to view and buy Holiday presents!

*The Best-Selling Show of the Year!*

## *Arizona Aqueous 2019*

Arizona Aqueous will be held at the Tubac Center for the Arts January 18, 2019 through February 24, 2019. **The deadline for entry is December 7, 2018!** Coming up very soon. Arizona Aqueous is a point show for SAWG members and counts as a national show for Saguario Fellow status. The entry form is on CaFE (Call For Entry).

Submitted by - Marti White, VP of Shows

## Workshop Wall Rental

Do you have a body of work that you would like to exhibit? Maybe you have a friend you would like to share a wall with in the SAWG Gallery to show your work together. The workshop room wall is for rent during each of our regular shows. It is a rental bargain for \$200 + tax of \$17.40. That works out to about \$10/linear foot of hanging space.

The wall is rented for November, December and February. It is available during the Annual Show – one of our biggest shows of the year in January! Then in March you can piggy back on the Fiesta Sonora Show – which is another great opportunity. In April it is the Experimental Show and it is all yours for \$217.40.

The contract can be found on the Resources page on the website. Fill that out and send it with your check to the SAWG Gallery attention VP of Shows to reserve the wall for your special exhibit of your art. Any questions can be directed to [shows@southernazwatercolorguild.com](mailto:shows@southernazwatercolorguild.com).

## All Members' Show

The All Member Show was spectacular and we thank all artists so much for participating. There was one painting from the show, 10 bin paintings and several sets of cards sold during the show. Lynn Fleishman was gracious and complimentary about the artwork as she judged this show. We congratulate the award winners and also every one of our members who entered this show. Your support of SAWG and our ongoing shows is very much appreciated. Please know that your support keeps our guild going and that is a very good thing. Nancy Holmberg and Joanne Lustre.



**Peoples Choice Award - Rick Wheeler**





## *New Member Event and* **RECAP** *"Nuts and Bolts of Entering a Show"*

New members gathered for a fun filled program on Saturday, November 17th on the St. Francis campus to get to know each other and then jump in to a presentation of entering SAWG shows. Karyn Vampotic led the first hour, by an introduction to SAWG's basic structure and the benefits of membership, then had the attendees interview neighbors then introduce each to the group. Nancy Holmberg offered opportunities to participate in a variety of committees.

Marti White explained the ins and outs of entering a show. The program was topped off by Nancy Huber demystifying resizing a jpeg image for show entry. It was three hours of interaction and learning.

A very warm welcome to the new members of our SAWG family!!!!

## **ATTENTION NEW MEMBERS!**

### ***Did you know that all SAWG Members are eligible to rent a bin?***

This is another opportunity SAWG provides where you can display up to 15 of your favorite matted, unframed art prints and/or original works of art for sale to gallery visitors? Fees are modest and the display periods are for a three-month minimum time period.

If you would like more information on how the process works, you can contact Pat Jordan (pmj1133@gmail.com / 520-742-1528). Or go to the SAWG website and click on SHOWS, then RESOURCES, then BIN RENTAL POLICY for full details, and call or email Pat with any questions you have. The next opportunity to rent a bin will be for the period beginning January 8th and ending March 31st. Watch your email on or about December for the opening date to sign up for a bin.

## **2018-19 Show Schedule**

### **Holiday Show**

DECEMBER 4, 2018 – JANUARY 6, 2019  
RECEPTION, THURSDAY, DECEMBER 6, 5-7PM

### **Annual Show**

JANUARY 8, 2019 – FEBRUARY 3, 2019  
RECEPTION, THURSDAY, JANUARY 17, 5-7PM

### **Signature Show**

FEBRUARY 5, 2019 – MARCH 3, 2019  
RECEPTION, THURSDAY, FEBRUARY 14, 5-7PM

### **Fiesta Sonora**

MARCH 5, 2019 – MARCH 31, 2019  
RECEPTION, THURSDAY, MARCH 14, 5-7PM

### **Experimental Show**

APRIL 2, 2019 – APRIL 28, 2019  
RECEPTION, THURSDAY, APRIL 11, 5-7PM

*Sign up Today!*



# Workshops 2018-2019

## January workshop - Randy Hale

Our Pat Weaver workshop, the first in our gorgeous new space at St. Francis, saw a good time had by all! Next up in January is Randy Hale ([www.halegallery.com](http://www.halegallery.com)), offering two 2-day workshops. As of this writing, his first one has just one space left, but there is still room in his Thursday/Friday class. Teaching fluidity and confidence in your watercolor painting is his mission! Lian Quan Zhen ([www.lianspainting.com](http://www.lianspainting.com)) is coming in February, offering color-mixing exercises and watercolor techniques for all levels of students. Fealing Lin ([www.fealingwatercolor.com](http://www.fealingwatercolor.com)) will wrap up our 2018-19 workshop season with expert lessons on watercolor portraiture for artists with intermediate to advanced skill levels. There is still room in Zhen and Lin, so don't miss this opportunity to study with these internationally known watercolor artists and instructors!



### Pat Weaver recap

Pat Weaver taught us many things in our 4-day workshop, starting with improving our drawing skills and color theory to painting subjects of our own choices. She also demonstrated painting a floral on Yupo paper and on glossy photographs! She spent time with each student individually and was very thorough and honest. She announced her retirement from teaching workshops to our class, telling us we "were her swan song." The workshop space is ideal for painting, with the large north facing windows, comfortable seating, plenty of space and a handy kitchen for our use. Everyone learned something and all of us improved our skills. Pat included critiques of pieces we brought in on the first day and also on our workshop pieces on the last day. Submitted by - Karen Brungardt

## Coming Soon!



### Randy Hale

**TWO Sessions!** January 15 & 16,  
January 17 & 18, 2019  
\$225 SAWG Members •  
\$275 Non-Members per session  
"Making a Splash with Watercolor"  
All Skill Levels (maximum of 18)



### Lian Quan Zhen

February 12-15, 2019  
\$395 SAWG Members • \$495 Non-Members  
"Watercolor Paint Themselves"  
All Levels (maximum of 22)



### Fealing Lin

March 12-15, 2019  
\$395 SAWG Members • \$495 Non-Members  
"Luminous Watercolor Portraiture"  
Intermediate to Advanced Skill Levels (maximum of 25)

# Publicity

The Publicity Committee will be running eight radio spots on prime time on KXCI FM radio, 91.3, on December 4th and 5th, to advertise SAWG's Holiday Show. This is in addition to online listings in five media. Ads continue to be placed in the Arizona Daily Star's Caliente with either a graphic or a photo of a painting in the show. Please submit paintings with jpegs for the next show as early as possible with a chance for them to be highlighted in our advertising. Our workshops are advertised as open to the public, in the Town Crier section of the Desert Leaf.

The gallery survey of guests proved that word of mouth is our most effective advertising. Our publications, both print and online, as well as our radio ads promote SAWG as a great opportunity to purchase quality artwork. Please keep distributing our Rack Show cards as well as SAWG's colorful business cards, to businesses you patronize, your friends and family. Invite everyone to our Gallery and Receptions!

Our part in SAACA's Open Studio was such a huge success that we want to have our own Open Studio Event more often. If you are interested in painting on any Sunday, we can put out the Open Studio sign and attract gallery visitors. Meanwhile,

Risa continues to reach out to new businesses moving into our area as well as our neighboring businesses in the Plaza at Williams Centre.

Bob and Helen Jennette visited the Splendido Retirement Community, dropped off our Show Rack Cards and invited their Assistant Program Director to bus Splendido residents for a gallery visit. Thanks to the Jennettes' vision and energy we have added retirement communities to our list of new contacts. Many thanks to the Jennettes!

Sue Hildreth is assisting the Publicity Committee by helping to place our free listings in various media, to increase our visibility in the community.

Thank you all for speaking up about SAWG and encouraging friends and family to shop at our Gallery! Together we will spread our message and artwork all over Tucson!

*submitted by - Sandra Montgomery & Risa Waldt*

## SCHOLARSHIP NEWS

# THANK YOU!

The Scholarship Committee would like to thank all who participated in the Art Supply Garage Sale with donations and purchases. It was a big success! Over \$1300 was made from the sale! A big thanks to Judy Constantine and Sue Emer for help with pricing and the sale!! And a really big thanks to the anonymous donor who generously added \$3000 to the Scholarship Fund!!

*Submitted by - Tracy Lynn Ross and Sue Rumsey -  
Scholarship Committee*

## MEMBERSHIP NEWS

# MEMBERSHIP NEWS!

### CONGRATULATIONS!

**Fran McNeely** received her Saguaro Status

**WELCOME NEW MEMBERS!**  
**Daniel J. Conboy**

*Please remember to turn in your form once you reach a new status. We'll help when needed, but it's up to you to track your point shows.  
For more details CHECK online under Membership.*

**REMINDER**  
Member News goes in the Seat Announcements

## American Frame Discount

If our members use the code ALLIANCE2018 when they place an order, they should get the discount.



PROD MEMBER OF THE  
**ALLIANCE PROGRAM**

### As of: October 15, 2018 —

#### Bank Balances: SAWG

Wells Fargo Bank:	Restricted Accounts:
General Fund Checking ..... \$34,5334	Scholarship Checking..... \$ 1,707
General Fund Savings ..... \$28,782	Western Fed..... \$11,299
Total..... \$63,315	Hollander Scholarship ..... \$11,592
	Total..... \$24,598

# DVD LIBRARY

The DVD Library lending is going well! Remember, you can always find the list of DVDs available through our website under "Members", choose "Resources" and find the list. You can reserve a DVD in advance that way if you so choose by emailing me with your request at dockie@Q.com.

The DVDs are rented for \$1.00 for one month's use and can be returned to me at the next meeting OR returned to the Gallery into the DVD file folder in the office AND by notifying me by email (dockie@Q.com) or call or text me at 520-825-1845. If you text me, make sure you put your name in the text so I know who it's from!

We have a new donated DVD: "The Grand View" by Stefan Bauman. This DVD is about creating great Plein Air paintings with the effects of light and how to create atmospheric perspective and mood using value.

**Happy Viewing!**



## VOLUNTEERING as a SAWG Gallery docent can be a lot of fun!

Volunteering as a SAWG Gallery docent can be a lot of fun. Meet fellow members, greet the public, sell art!

And lastly, it's a lot more fun if you are up to date on gallery procedures. There are some new ones, but nothing is too difficult. An orientation session is just the thing to bring you up to date, whether you're a new or renewing member.

We will be having orientation sessions on December 12, and January 9. All at 1pm at the Gallery. Going forward we plan to use the 2nd Wednesday of each month as an orientation day, barring scheduling conflicts. Dates will be in the newsletter each month. If by any chance you need a different date, that can be worked out.

To sign up contact Kitty Sturrock at [kittysturrock@gmail.com](mailto:kittysturrock@gmail.com) or 262-893-4982.

### Interested in being a Gallery Docent Volunteer or Substitute?

The Gallery Manager maintains a list of volunteers and substitutes. Those members on the list, are contacted by the Docent Coordinator (by email) to determine interest and availability to docent for each show. You select when you would like to docent whether or not you are exhibiting in the show. Join us! Contact the Gallery Manager at [gallery@southernazwatercolorguild.com](mailto:gallery@southernazwatercolorguild.com) to add your name to the list. If you need to delete your name, the Gallery Manager can do that also.

**Reminder!** If you leave an item or a note at the gallery, please be sure to include the following information:

1. Who does the item or message go to?
2. Date the note and
3. Sign the note. Things have been left at the gallery and we don't know who they belong to or how to return them or how to follow up on messages that are not clear. Thanks in advance for your help.

*Submitted by Monica Hart*

### Gallery Stats for September with a comparison to 2017 and 2014 (River Gallery):

Total Revenue:	2018 \$1,891	2017 \$700	2014 \$2,942 (includes calendar sales)			
Total Visitors:	2018 - 206	2017 - 99	(Note: The Gallery participated in the Open Studio Tours on Oct. 27th & 28th)			
By Day of Week:	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2018 32	2018 25	2018 29	2018 46	2018 37	2018 42
	2017 19	2017 14	2017 12	2017 18	2017 17	2017 18
By Time of Day:	9-11	11-1	1-3	3-5	Members Only:	
	2018 13	2018 86	2018 80	2018 27	2018 80	
	2017 0	2017 38	2017 48	2017 13	2017 61	



## FACEBOOK NEWS

The "All Members Show" was promoted on Facebook with the money garnered from entry fees. We spent the total budget of about \$62 and the results are as follows:

- We reached 4,990 people through Facebook
- 180 people clicked through all the photos
- People shared the posts with their Facebook friends
- We had comments and reactions ("likes")

*We are reaching people with our Facebook presence! Keep up the great art!*



## Clip and Save! MEETING SCHEDULE

December	Thursday	5-7pm	Holiday Gala	SAWG Gallery
January 14,	Monday	7-9pm	General Meeting	Randy Hale, Artist Demo
February 11,	Monday	7-9pm	General Meeting	Liam Zhen, Artist Demo
March 11,	Monday	7-9pm	General Meeting	Fealing Lin, Artist Demo
April TBD				
May TBD				