

# COLLAGE

January 2010



## SHOWING YOUR WORK, A PANEL OF YOUR PEERS

by Paul Foster, VP of Programs

Wondering about web sites? How much do they cost (time, money, effort) to develop and maintain? Are they worth the effort? Do they pay off? How about getting your paintings in a gallery? What are the pros and cons of putting your work in a gallery? Thinking about a co-op gallery? Are art fairs a good venue for watercolor paintings? What does it cost to get set up to participate in an art fair? What happens when it rains? These are but a few of the questions we hope to answer at our January general meeting when Showing Your Work, the theme of our January program, will be discussed by a panel of your peers.

Among the panel members who have agreed to share their experiences are: Donna Lee Clemenson, Chuck Danford, Pat Carney, David Cuin, Sydney Eitel, and Kate Wyman. In setting up this program, I've had the opportunity to visit with these panel members and to view their web sites. All of these folks are excellent painters and have had a wealth of experience with web sites and galleries. Some have participated in art fairs and other venues. I believe that this will be a most interesting and informative meeting. Bring your questions and your own experiences, be they good or bad. Help us to have a free wheeling discussion of the pro and cons of these and other artistic venues.

Listed at the right are our panel members and their web sites. If you have a chance, take a few minutes and visit them before our meeting.



The annual Downtown Denver Arts Festival held Memorial Day Weekend.

**Donna Lee Clemenson**  
[www.DonnaLeeClemenson.com](http://www.DonnaLeeClemenson.com)

**Chuck Danford**  
[www.CharlesDanford.com](http://www.CharlesDanford.com)

**Pat Carney**  
[www.PatCarneyFineArt.com](http://www.PatCarneyFineArt.com)

**David Cuin**  
[www.DavidCuinArt.com](http://www.DavidCuinArt.com)

**Sydney Eitel**  
[www.ArtisticEndeavors.org](http://www.ArtisticEndeavors.org)

**Kate Wyman**  
[www.SunDancerArts.com](http://www.SunDancerArts.com)

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## MISSION STATEMENT

The Colorado Watercolor Society is an organization dedicated to uphold the highest standards and principles of art and to promote, encourage, educate and foster an interest in fine art in all media, especially watermedia.

The Colorado Watercolor Society meets at the First Plymouth Congregational Church, 3501 South Colorado Blvd. in Englewood, (southwest corner of Hampden Avenue and Colorado Blvd.) in the Plymouth Hall. The Collage newsletter is published monthly (except July and December) to all CWS members.

## TO SEND ARTICLES AND IDEAS OR TO SUBMIT ADS

### CONTACT:

David Castle, Editor  
[editor@coloradowatercolorssociety.org](mailto:editor@coloradowatercolorssociety.org)  
 303-521-8361

## DATES FOR CWS MEETINGS, SHOWS & EVENTS



### CWS Monthly Meetings and Events

- Tuesday, January 12, 2010: North Critique Meeting 10:00 a.m. (Standley Lake Library)
- Tuesday, January 19, 2010: Board Meeting 4:30 p.m.
- Tuesday, January 19, 2010: Ice Cream Social & General Meeting 7:00 p.m.
- Friday, January 22, 2010: South Critique Meeting 9:00 a.m. (Koebel Library)
- Wednesday, January 27, 2010: Submission deadline for the February *Collage* and for website updates

### CWS 2010 State Watermedia Exhibit

Colorado History Museum – Denver, CO  
Exhibit Dates: March 5 - 14, 2010

Co-Chairpersons: Carol Hunsaker and Susan Smith  
Juror: Ratindra Das

- Tuesday, December 15, 2009: Entries Due
- Friday, January 29, 2010: Notifications Sent
- Thursday, March 4, 2010: Hand Delivery of Paintings (8am-10am)
- Friday, March 5, 2010: Opening Reception
- March 1 - 5, 2010: Ratindra Das Workshop

### WFWS 35th Annual Exhibit

Utah Cultural Center - West Valley City, UT  
Exhibit Dates: May 14 - June 28, 2010

CWS Delegate: Sydney Eitel  
Juror: Carla O'Conner

- Sunday, November 15, 2009: Entries Due
- Thursday, January 28, 2010: Notifications Sent to Delegates
- Friday, February 19, 2010: Matted Paintings Due to Delegate

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## WHY YOU SHOULD CONSIDER BECOMING TREASURER

By Janice Hanson, Treasurer

The Treasurer's job is a wonderful behind-the-scenes position on the CWS Executive Board. While the banking aspect of the job is so important, the Treasurer's ability to participate in the various Board decisions regarding exhibition locales, program content and other potential opportunities is what enhances the position. We are in exciting times at CWS.

The CWS books are computerized using QuickBooks Pro 2005 software. (I am working on a Dell PC with 256 MB memory.) The past Treasurers from 2000 on have done a masterful job of setting up the accounts on QuickBooks so that all that is needed is the entering of deposits and payments into the system. Financial reports are generated automatically by the software and it is easy to access information as needed.

Our Board has many enthusiastic and amazing members on it and getting to know them adds so much to one's CWS experience.

For a great exposure to the business side of art, please consider becoming CWS's Treasurer. For any questions, please contact me ([jchanson52@aol.com](mailto:jchanson52@aol.com)) or Chuck Danford ([ckdanford@comcast.net](mailto:ckdanford@comcast.net)).



## MORE DETAILS ON UPCOMING CWS EXHIBITS

### Western Federation 35th Annual Exhibit

Western Federation of Watercolor Society's 35th annual exhibit will be in Utah in 2010. The deadline for WFWS entries was November 15th and notifications will be sent to our CWS delegate, Sydney Eitel, by January 28, 2010. A group of us from CWS will be going to the exhibit - join the fun!

### CWS 2010 State Watermedia Exhibit

Exhibit Dates for the 2010 CWS State Exhibit are March 5 - 14, 2010. Entries were due on December 15, 2009 and notifications are expected to be going out on January 29, 2010. Our Juror is Ratindra Das (who will also be doing a workshop) and our Co-Chairs are Carol Hunsaker and Susan Smith. Please be sure to thank both Carol and Susan for stepping up to make our 2010 Exhibit happen!



# MESSAGE FROM THE PRESIDENT

By Sydney Eitel, President Colorado Watercolor Society



## HAPPY NEW YEAR!



Sydney Eitel, *Whooooo*, watercolor collage, 12 x 12 inches

I am sitting here with a few quiet moments pondering what I should share in this article. My first thought is that I am so blessed to be a part of this growing group of artists in Colorado. I am honored to be your President. Thank you for this opportunity.

I have been reading a book written by an Arizona gallery owner, Jason Horejs, called *"Starving" to Successful*. Jason has filled this book with good advice for getting into galleries and selling more art from a gallery owner's perspective. I am finding myself challenged to set some new goals as an artist. How perfect is that... to begin a new year with new goals and challenges?

I would like to invite you to look at some obtainable goals with me. Colorado Watercolor Society has many options to help goals to be reached. Do you want to become a better painter? Are you looking for new inspiration? Do you want to get into shows? Do you want to be an award winner? Do you want to get into a gallery? Do you want to sell

your artwork or more of your artwork? What things do you come up with?

The more involved I have become with CWS, the better painter I have become. Critique groups are invaluable in growing as an artist. CWS provides several critiques in meetings each year, but the North and South Critiques meet every month. Painting with another artist helps keep you

accountable and helps you to see new things. Sometimes just watching another painter will bring inspiration to me. Look in the Roster and see who lives near you. See if they would like to paint together.

Talking about inspiration, CWS offers some fantastic workshops. And check out the library: books, DVD's, and magazines for the low cost of \$0. Just give Elaine Bergner \$20 to hold while you check out the item you want. Return it to the next meeting to Elaine, get your \$20 back and enjoy the new ideas you have discovered.

CWS offers opportunities to enter your work into juried local, statewide and multi-state exhibits. The CWS website features award winners and juror information ([www.ColoradoWatercolorSociety.org](http://www.ColoradoWatercolorSociety.org)). Perhaps studying some of these paintings will help you to see what types of paintings are selected by jurors. At the same time, if your work

has not been selected, don't grow discouraged. I was told once that an artist keeps his rejection notices and figures after 200 of them acceptance notices would come. A bit excessive to make a point, but I just heard that he isn't doing much with his jewelry business because he is focusing more time on his artwork. Something is working. My point is, keep trying, you will get there.

Now, I come back to the reading I have been doing and my list of goals that is developing. If you want to get into galleries, the number one thing on the list to do is to paint. The author believes you must have 20 – 25 gallery ready pieces to approach a gallery. Also, approach galleries that would be conducive to the artwork you create. For example, a gallery that sells to an audience who wants western cowboy art work will not do well to carry my flamingos and elephants. Do your homework and find out where your art could work.

I hope you come to the meetings - I know Paul Foster has planned a couple of meetings devoted to providing information on what is working for artists and how you can market your artwork. In February, our meeting will visit the RedLine Gallery.

Networking with other artists can make a wonderful difference in your painting experience and inspiration. This can give you the support and encouragement that will make the difference in your art life. CWS has over 400 members. Chances are high that an artist lives near you.

Have a great year of painting and networking.

Happy Painting, Sydney Eitel



# AWARDS SOUGHT FOR STATE EXHIBIT

Awards are an important draw for artists who enter juried exhibitions and the number of awards is a sign of prestige of the sponsoring organization. It is always an honor to get a First or Third Place, and much more so when sweetened with a cash or merchandise award. Many artists decide to enter a competition based on the size and number of awards. We are offering you an opportunity to attract more entries and add additional prestige to the Colorado Watercolor Society's 19th Annual State Watercolor Exhibit, March 5 through March 14, 2010.

CWS sets aside \$1,650 for cash awards and also solicits art businesses and others for cash and merchandise awards. There are even some CWS members who give an award in honor or in memory of a beloved family member or friend.

We are asking for your help by adding to our awards. The award can come from an individual, family or business. Why not ask members of your art club or critique group to contribute toward an award and name it after the group or give the award an art-related name? You might know of a business that would be pleased to be asked to donate a cash or merchandise award. And do remember that CWS is a non-profit organization, so contributions are tax deductible.

If you have questions, please contact State Exhibit co-chairs Carol Hunsaker at 303-399-7651, [chunsaker@q.com](mailto:chunsaker@q.com), or Susan Smith at 303-979-7494, [sus.d.smith@comcast.net](mailto:sus.d.smith@comcast.net).

Cut Here

Donation Form  
19th Annual Colorado Watercolor Society  
2010 State Watercolor Exhibit | March 5-14, 2010

Name/s: \_\_\_\_\_  
(as you wish it/them to appear in program)

Address: \_\_\_\_\_ City \_\_\_\_\_ ZIP \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

AWARD: Cash/Amount: \$ \_\_\_\_\_ Check #: \_\_\_\_\_  
(made payable to CWS)

Merchandise Description: \_\_\_\_\_

Merchandise Value: \$ \_\_\_\_\_

NAME OF AWARD: \_\_\_\_\_  
(as it will appear on the certificate and in the program)

Please return this form, along with your check, by February 15, 2010 to:  
Carol Hunsaker, Co-Chair  
458 Jackson St.  
Denver, CO 80206

By Camille Scott,  
Corresponding Secretary



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**NEW STORE**

- After calling the meeting to order, Sydney Eitel asked for corrections and approval of the minutes of the October meeting. She also related that the digital workshop given by Jan Eitel was enthusiastically received and would be given again in the near future.
- Pat Foster discussed the success of the Member Show that was held in Longmont. Better than average sales were had and the advertising and reception were pluses as well. Pat reported on the progress of the upcoming State and New Trends Shows.
- VP of Programs, Paul Foster, gave an overview of the presentations for the coming months. January will be a panel discussion on promoting your work followed by a Saturday visit to the Redline Gallery in February. Stay tuned for some great presentations in the coming months.
- Terrey Harrod, our VP of Workshops, has been hard at work lining up some wonderful presenters. The finalized list will be available online and in the *Collage* very soon.
- Janice Hanson presented a budget for 2010. After minor changes the Board voted to approve. Thank you Janice for all the hard work - it is much appreciated!!
- It was reported that we have 430 members. Carla Rouse related the effectiveness of our *Collage* to reach everyone. The cutoff dates for paying dues throughout the year was discussed and necessary changes were voted on and passed. The new policy will be available on the website.
- Chuck Danford, President Elect and Camille Scott, Coresponding Secretary gave brief reports about their duties. The meeting was adjourned at 6:30pm.

## IN MEMORIAM

By Gene Youngmann, CWS

Members of the Colorado Watercolor Society Western Federation Committee sadly announce the passing of a very dear friend of WFWS. Yvonne (Bonnie) Swinney passed away on Thursday, December 3, 2009 after a long battle with brain cancer. Services were held in Lubbock, TX on Saturday, December 5.

Bonnie was known to all of those who attended WFWS Delegate Meetings and Exhibitions in recent years. She was the backbone of the West Texas Watercolor Society (Lubbock) Western Federation Committee. She organized and presented the WFWS31 exhibition in 2006.

Bonnie and her husband Jim Bob became instant friends to all of the society delegates, alternates, spouses and artists that attended the recent WFWS exhibitions and were here in Colorado for WFWS32 in 2007. Bonnie will be sadly missed, not only by the members of WFWS but also by the many members of WFWS that she touched in her special way over the past few years. CWS joins WFWS in deepest sympathy for the loss of this great lady, this great artist and this guiding light of WFWS. Our thoughts and prayers are with her husband Jim Bob, her family and the members of WTWS.





COLORADO WATERCOLOR SOCIETY

P.O. Box 100003  
Denver, CO 80250-0003



Go to [www.ColoradoWatercolorSociety.org](http://www.ColoradoWatercolorSociety.org)  
and see the COLLAGE in color!

- **Tuesday, January 12, 2010:**  
North Critique Meeting – 10:00 a.m.
- **Tuesday, January 19, 2010:**  
Board Meeting – 4:30 p.m.
- **Tuesday, January 19, 2010:**  
General Meeting – 7:00 p.m.
- **Friday, January 22, 2010:**  
South Critique Meeting – 9:00 a.m.

Submission deadline for the  
February COLLAGE is  
Wednesday, January 27, 2010

## SERVICES FOR MEMBERS

### CLEAR ARTWORK BAG ORDERS

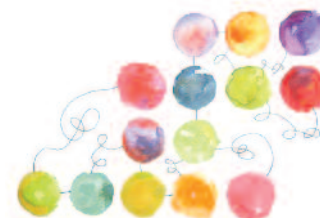
<b>"BAG ORDERS"</b>			1/1/08
Bag Size +	Price Ea.	#.ordered	Sub total
4 x 5	.14		
5 x 7	.18		
8 x 10	.25		
9 x 12	.30		
11 x 14	.34		
12 x 16	.40		
16 x 20	.50		
18 x 24	.65		
22 x 28	.78		
28 x 36	1.60		
<b>Name</b>		<b>Total:</b>	
<b>Ph:</b>			
<b>Cathy Pennak</b>			
P: 303-755-5245			
E: <a href="mailto:cpennak@ecentral.com">cpennak@ecentral.com</a>			
Fax: 303-755-4147			
<small>Note: Listed sizes, are suggested outside dimensions of foam core + mat + art . Actual bag sizes are slightly larger to accommodate for thickness of matted artwork.</small>			

CWS Member Cathy Pennak offers a valuable service for CWS members wanting to place orders for small quantities of clear, fine art bags for packaging artwork. Anyone who has tried to buy these locally or online knows that they must either buy in large quantities or spend a whole lot to get just a few.

By buying in quantity, Cathy helps CWS artists avoid spending more than they need. As for the pricing on the bags, Cathy offers this service for free and doesn't make any "profit" on orders.

As far as contacting Cathy, lots of people phone, fax or send an email (all contact info is on the order form). Members can pay in cash or check - no tax added on.

Contact Cathy directly with any questions or to place an order!



[www.ColoradoWatercolorSociety.org](http://www.ColoradoWatercolorSociety.org)