

SWA Bulletin

Society of Western Artists

300 Piedmont Ave., Room 500, San Bruno, CA 94066

July-August 2008

(650) 588-1154

President's Message—SFC

Have you ever been at the point with a painting where you asked yourself: How can I make it better? Jane Hofstetter offered her comments that should help you go from a good painting to an award-winning painting on April 19 at our monthly SWA meeting. She demonstrated her seven principles for an improved painting in her critiques of paintings brought in by SWA members and visitors. I found her principles to be very helpful and clear, based on her years of painting and teaching. I found, however, that I could only concentrate on one of her principles at a time. And therefore, I was eager to buy a copy of her book, *7 Keys to Great Paintings*, which she had on hand, so that I could apply them one at a time. An example from the book: Make the focal area one-fourth of the sheet. The darkest dark and the lightest light should be in this area. I find these principles practical and useful. She had several award-winning paintings of her own in which one could see how they were applied in practice.

While watching the process of the judges' selections for the annual show, I was impressed with how chaotic it is to jump from one painting to another in no particular order. And, as a result, how much the organizing and hanging of a show can add to our enjoyment of the art.

Another thing that struck me was that many things that we respond to are images of icons. Perhaps unconsciously, the item selected as best of show seemed to me to be chosen because it reflected Edward Hopper, an iconic painter. I vividly remember the image of dingy, brick, blank walls in New York with children playing handball as a symbol of inner-city slums. Then I saw a painting by Ben Shan which depicted a red brick wall as a rich and varied tapestry and now I can never see the scene in the old way. It is always interesting to look at a brick wall for its various interesting texture and color. Looking at paintings can change your view of the world!

Keep on looking!

David McKean

Dues to Increase

After 15 years of \$35 dues, the Board of Trustees and the Executive Boards of San Francisco and San Joaquin Valle have approved a dues increase to \$45 effective January 1, 2009. This increase must be voted on by the membership at a regular meeting. **The voting will take place at the meeting on September 20.** This increase will ensure SWA's sound financial standing.

Board of Trustees Met on Friday, May 2

Gerald Boyd resigned due to his relocation. Pam Della resigned for personal matters. We are replacing Gerald Boyd and Pam Della with Lillian Wu and Doris Stirm. Please vote at the general meeting.

We covered multiple topics at the Board of Trustees' meeting. We are planning to raise dues next year. We talked about the brochure, location of annual, slides, finances, other chapters, new members, getting volunteers and having a catalog for the Annual Show.

We must acknowledge Sherry Vockel, who has done an incredible job of building a website for SWA and will maintain it in the future. If we didn't have members who volunteer to put in hours to make SWA work, we would not have the Society of Western Artists.

Please go to the website and see for yourself. I personally thank each Executive Board Member for all your time and efforts to make the Society of Western Artists what it is today.

Also, both Loretta and Ed Hawkins have been the backbone of SWA for many years. They have both been there whenever and wherever we've needed them. We appreciate and thank you for all your years of service and dedication.

Enjoy Every Moment and Paint!

Joyce Barron Leopardo, SWA

SWA Board of Trustees

President	Joyce Bernard Leopardo
Secretary	*Lillian Wu
Treasurer	Diana Jaye
Ann Basuino	Dean Dallin
Doris Guzman	Dennis Lewis
David McKean	Leona Moriarty
Loretta Hawkins	*Doris Stirm
Perry Close, Emeritus Trustee	

** to be approved by vote at the September meeting*

The SWA office can be rented for meetings and workshops for \$50 per day. Check with president David McKean (650-342-4547) for availability.

President's Message—SJVC

All members get ready for our upcoming PAINT OUT JUNE 28TH AT WOODWARD PARK at 9 a.m. We will meet at the Lakeview site (just inside and to the right of the entrance). Bring a sack lunch. We'll paint until 2 p.m., followed by a critique. Be on the lookout for a postcard that will be sent out soon giving more details.

SWA would like to extend our sincerest thanks to demonstrator Joy Harvey for her demonstration in May. It was an incredible demonstration of professionalism in the art of Chinese brush work and control. For nearly 30 years Joy studied the philosophy, calligraphy and painting of Chinese culture.

Congratulations to our members who were accepted in this year's SWA Annual Show. I would like to encourage all of our SJVC members to enter all of our annual shows.

SWA has a new website: www.societyofwesternartists.com. Many thanks to the hard work of Sherry Vockel for making this happen. We will now be able to view art and receive important information pertaining to our organization. Please feel free to direct any prospective candidates who are interested in joining our prestigious organization. You can now download an application (PDF) direct from the site to fill out to join.

Congratulations to those members who will be receiving their Signature Awards this year. Plans are under way for an exciting dinner award banquet. We on the Board of SWA SJVC are very excited for you and encourage all members to continue the highest pursuit of excellence in painting.

Just a reminder to all members to get your annual dues paid up for this year. If you haven't paid your dues yet, please send them to: SWA P.O. Box 3742, Pinedale, CA 93650. To enter shows, dues must be paid up to date.

Special thanks to the Chris Sorensen Gallery for allowing SWA to hold our recent 37th Annual Open Spring Representational Show. Congratulations to Michie Tanida who won Best of the Show for her sculpture, "The Dream." Many, many, thanks and appreciation to all of our volunteers and supporters who help to make SJVC 37th Annual Open Representational Art Show a major success. SWA only exists because of your support and your patronage. Our pursuit to maintain the highest quality of representational art is the goal of SWA.

There will be no regular meetings during the Summer Break. We will resume regular meetings in September.

"Art requires passion, dedication, discipline and sometimes the unexpected...."

Dennis Lewis

SWA Website: <http://www.societyofwesternartists.com>

The website for SWA is up and running! Please check it out at the web address above. It is still being worked on so your patience is appreciated. On the website you will find the latest newsletter, upcoming demonstrators, upcoming shows, show Entry Forms, etc. We are also developing an online gallery for Signature Members. At present, each gallery will be on the website for approximately 4 months. As time goes along, I will be contacting Signature Members for their digital images to put on the site.

Another feature on the website is "Members' Links." For all members who have websites, a link to their website will be listed. If you have a website and wish to be included in our "Members' Links," please send me your URL.

If you have any suggestions for our site, please let me know. I can be reached at: mzsherrylee@msn.com

Sherry Vockel

WATERCOLOR ART CLASSES IN MILLBRAE "ART FROM THE HEART"

Have fun painting watercolors from Award Winning Artist, Joyce Barron Leopardo, SWA

Classes ongoing on Tuesday Evenings from 6 pm-8pm

Held at the:
MILLBRAE RECREATION CENTER
477 LINCOLN CIRCLE
MILLBRAE, CA. 94030
(650) 741-8518

Solo Exhibition

"Places and Moments in Time"

By Ferenc Besze

Thursday, July 3, 2008—Sunday, August 31, 2008

Reception:

Sunday, July 13, 2008
3:00 p.m. – 5:00 p.m.

San Leandro History Museum & Art Gallery
320 West Estudillo Avenue
San Leandro, CA 94577

This bulletin is published 6 times per year (Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sep/Oct, Nov/Dec)

Advertise your workshops, classes, etc.

Rates: \$10 per ad per newsletter—50 word maximum; \$20 per ad over 50 words. Make checks payable to SWA.

Deadlines for ads and news is the 5th of Dec (Jan/Feb), Feb (Mar/Apr), Apr (May/June) Jun (Jul/Aug), Aug (Sep/Oct), Oct (Nov/Dec).

No brochures or printed matter accepted. Please type your ad and send with your check to: Laura Johnson, 3408 Beresford Ave., Belmont, CA 94002. You may send info to dollsinmin@sbeglobal.net. Check must be received before your ad can be published.

SWA

SOCIETY OF WESTERN ARTISTS, INC.

Invites you to their 2008 Artist Demonstrations and lectures:

- | | | |
|----------------|---|---|
| Jan. 19 | – | Alvin Joe – Watercolor |
| Feb. 16 | – | James Gleeson – Watercolor |
| Mar. 15 | – | Christine Crozier – Oil |
| Apr. 19 | – | Jane Hofstetter – Critique |
| May 17 | – | John Zanoni – Watercolor |
| Jun. 21 | – | Floy Zittin – Watercolor |
| Sep. 20 | – | Mark Monserrat – Oil and Acrylic |
| Oct. 18 | – | Decker Walker – Oil and Pastel |
| Nov. 15 | – | Terri Ford – Pastel |

SWA

SOCIETY OF WESTERN ARTISTS, INC.

Venues for 2008

- | | | |
|-------------------------|---|-------------------------------------|
| Pacifica | – | 4/1-4/30, receiving 3/22 |
| Octagon | – | 6/2-6/30, receiving 5/31 |
| ANNUAL | – | 7/1-8/2, receiving 5/10 |
| Sequoia Hospital | – | 10/1 – 11/30, receiving 9/13 |
| John Muir | – | 12/6-1/6/09, receiving 11/22 |

Director of Exhibits Needed

Do you have any new ideas for SWA exhibits? Are you a go-getter who wants to contribute to the further success of our organization? We have just the job for you. We still need to fill the position of Director of Exhibits. Please be an angel and volunteer for the job.

Call or email Ann Basuino (415-564-7254; Fineart78@aol) for more information.

Help with Workshops

SWA needs someone to handle workshops. If you would like the job or can suggest someone, please contact the board. The board would assist with contracts and artist compensation. The individual who handles a particular workshop gets to attend free!

Call or email Jeanne Nordness (650-364-5709; tasker1@mindspring.com) for more information.

Directions: From 280 south or north, take San Bruno Ave. exit. Turn west on San Bruno Ave. and proceed up the hill to Crestmoor Ave. Turn left on Crestmoor. Turn left on Piedmont (1 mile) and continue on into the Pen Crest property. Park in the parking lot on the right. Enter through the large glass doors and look for Bldg. E, Ste. 500 on your right.

2008 SWA Annual Show Winners

Best of Show	Carole Rafferty	Chinatown, SF
Portrait	Deborah Matlack	Rupa
Watercolor		
1st place	Geri Keary, SWA	T.I. Anchorage
2nd Place	Tom Freeman, SWA	Pacific Light
3rd Place	John Zanoni, SWA	Crystal Springs
H.M.	Carrie Drilling	Wall Street, Arches
Pastel/Mixed Media		
1st place	Gerald Boyd, SWA	Overmatched and Unprepared
Oil		
1st place	Electra Long	Cows of Sonoma
2nd Place	Edie Kirschner, SWA	Happy Trails
3rd Place	Michael Kirschel	Floral
H.M.	Diana Jaye, SWA	Asilomar Autumn
H.M.	Dean Dallin, SWA	A Place to Read

The annual show runs July 1 – August 2 with the awards reception on August 2, 1–3 p.m.

SOCIETY OF WESTERN ARTISTS

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PAID

Permit No. 9
San Bruno, CA

