

# SWA Bulletin

Society of Western Artists  
2625 Broadway Avenue, Redwood City, CA 94063  
<http://www.societyofwesternartists.com>

November-December 2009  
(650) 588-1154

## President's Message—SFC

On Saturday, September 19, a room full of very interested people watched closely while Karen Frey demonstrated her way of working with watercolor. As she added darker values over her underpainting, which she calls "drawing with a brush," I noticed that the hue (that is the color) was always changing while she carefully controlled the value (light/dark). One key to the exciting paintings she creates is a high quality paper—"Lanacquerelle." The paper takes additional layers of paint very well, allowing for rich colors. Her work is very careful and controlled. She leaves spaces of white paper for fine details, a necessary part of "transparent watercolor" painting.

If you would like to learn more about Karen's methods, you may sign up for her Watercolor Workshop on January 30 and 31. Visit the web site for more information and an application.

Now, I know that many of you loyal SWA members have not yet visited our (your!) new gallery location: 2625 Broadway, Redwood City, one half block east of El Camino. So, do plan to come see Myrna Wackov paint a watercolor portrait on October 17 at 1:00 p.m. Come see our beautiful new gallery and check out the many workshops available to you for the coming year. The gallery can also be rented for an activity you may want to plan.

As the sun gets lower and the shadows longer notice how colors change with the season. We may get richer Fall colors this year! Keep looking.

**David McKean**

## Hakl Scholarship Fund

SWA has received a distribution from the Joe and Helen Hakl Trust to establish a scholarship fund.

## Signature Award Application

If you have enough points (150) for your signature award, please send an application, along with photocopies of your show receipts, to Doris Guzman.

## SWA Needs Your Email Address

We are hoping to send most of our newsletters by email to save time and money. We need your email address for this and other communications. Please send to Carrie Drilling at [ccdilling@pacbell.net](mailto:ccdilling@pacbell.net)

**June Levine** sold a painting at the last show.

*Welcome to New Members Gary Coleman, Susan Migliore, Gerda Ungerman, Catherine Delfs, Nancy Wulff, Jan Grady, John Quilici, Allen Rozelle and Linda Allen.*

## General Meeting and Demo

Saturday, November 21, 1 p.m.

SWA Gallery, Redwood City

## Guy Magallanes

Guy Magallanes is accomplished in many of the arts, including theater, design, illustration, and watercolor. He currently teaches at the Redwood City Senior Center and Filoli and conducts a yearly workshop at Asilomar. He is the author of *Watercolor Secrets*.

Guy experiments with different techniques to paint images that surround him. Natural scenes such as landscapes, animals or floral images are his focus. Hyper-realism is how he classifies his style of painting by enhancing abstract shapes with exaggerated color which fit together in a myriad of ways to make a finished image.

Guy loves to paint big, but acknowledges it is easier to move smaller images. Why not have a ball painting both? Magallanes will show you how to play with techniques painting on a smaller scale, working with elements of your image, getting to work all of the kinks out before going large. He then shows you how to go larger, working faster and freer for a finessed and finished large image.

## October/November SWA Gallery Show

### Congratulations to Award Winners:

1st Place	Audrey Fellows, SWA	<i>Helena</i>
2nd Place	Helen Minella, SWA	<i>Vineyard Beauty</i>
3rd Place	Carole Rafferty	<i>London SW1</i>
HM	Stephanie Getzler	<i>Waiting for My Girl</i>
HM	Carrie Drilling, SWA	<i>Gerbera Reflections</i>

**2009 SWA Annual Most Popular Award Winner**  
**Stephanie Getzler** *Lost in Paradise*

## Gallery Manager Needed

Responsible for physical aspects of SWA Gallery (supplies, lighting, etc.). Working with Gallery coordinator for gallery space rentals. Board member position entitling extra entries into gallery shows. Must be computer and internet user. All Board positions are voluntary.

Contact Diana Jaye 650-322-0148 or [dianajaye@aol.com](mailto:dianajaye@aol.com)

## President's Message—SJVC

As another year comes to a close we have plenty of SWA events keeping us busy.

We ended September with John Wiens as our demonstrator. John shared his approach to doing watercolor landscapes. In particular, how to use one of the four possible tonal plans which organize all values for maximum impact. John is currently teaching watercolor classes at Fresno City College. Thank you, John, for sharing with us.

Our fall membership show will be at the Sunnyside Library. Receiving was Oct.3rd and Oct.10th was the reception & awards presentation. Congratulations to all the winners! Also, Oct.24th will be our Fall Paint-Out at Woodward Park. Thanks for participating.

Going into November, We will have our annual Potluck/Auction meeting. Bring your surplus art materials for auctioning along with your favorite food dish. We will also be brainstorming for upcoming 2010 events. Don't forget SWA members are invited to participate in the Clovis Veterans Memorial Art Show. Good Luck.

Lastly, December 5th will be the day for our last meeting this year. Phil Johnson RETURNS!

Phil will continue his Art History slide show bringing us up to modern times. If time permits there will be a video of the artist Sergei Bongart. Our former president, Dennis Lewis, will also show slides from the recent bay area Membership show. Thanks to you all for your support and Happy Holidays!

**Rudy Murrietta**

## Gallery Staffing

To operate the SWA Gallery, Artists must staff the Gallery one day for each painting exhibited. There are some members who are not able to staff for various reasons. These members can ask another member to substitute or pay \$50 for an experienced gallery sitter. If there are any members interested in being a paid staffer, please call Alisan Andrews, Gallery Coordinator 650-368-7714 or [alisanandrews@yahoo.com](mailto:alisanandrews@yahoo.com).

## New: Peoples' Choice Award

At the last SWA Board Meeting it was decided that for Gallery exhibits (not the annual) we would request gallery patrons vote on a "The Peoples' Choice" award. At the end of the exhibit, the ballots will be counted and the winner will receive a special award ribbon. The painting will be displayed on an easel during the next exhibit. This will ensure that gallery patrons explore each and every painting and gives the staffer an opportunity to interact with guests/visitors.

## SWA CONTACTS

Gallery Coordinator	Alisan Andrews	650-400-8623
Workshops	Sherry Vockel	650-873-0118
Demonstrations	Jeanne Nordness	650-364-5709
Director of Exhibits	Carrie Drilling	650-692-8998
Advertising	Laura Johnson	650-591-1595
Hospitality	Moira McShane-Lukas	415-468-2147
Membership	Loretta Hawkins	650-588-1154

## SCHEDULE OF EVENTS

### October/November SWA Gallery Show

10/7-12/4 receiving 10/3

### October

23, 24, 25 Terri Hill Watercolor Workshop

### December/January SWA Gallery Show

12/9-1/21 receiving 12/5

### January

1/22-1/29 Sequoia High School Exhibit

1/30-1/31 Karen Frey Watercolor Workshop

Gallery Hours: 11 a.m. – 5 p.m. Wednesday - Saturday

## Framing Requirements for Shows

For many years there has been a criteria that all paintings under glass or plexiglass must have a white, off white or cream mat. A thin colored liner is acceptable. This has been overlooked in recent years and SWA will begin enforcing this standard again starting with exhibits in 2010. Paintings with colored mats will not be accepted.

## Plein Air Painters of America Paint the National Parks

This traveling exhibit will go to a number of museums throughout the country, but will have its inception at the Haggin Museum in Stockton, CA. October 2, 2009. There will be a gala week-end with artists from all over the country having a paint-out and an exciting week-end of activities. Come and see a splendid show, with each artist having painted a different National Park for the traveling exhibit. Works will be for sale. For further information see [Hagginmuseum.org](http://Hagginmuseum.org) or Plein Air Painters of America website.

*The SWA gallery can be rented for meetings and workshops for \$100 per day or \$50 per half-day. Check with Gallery Coordinator Alisan Andrews (650-400-8623) for availability.*

**The 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@sbcglobal.net](mailto:dollsinmin@sbcglobal.net). Check must be received before your ad can be published.

## SWA and Sequoia High School Connection

(Your response is requested)

*It was suggested and a committee was formed to look into a relationship with the local high school. Sequoia High School is about one and a half blocks from the SWA Gallery in Redwood City. A committee was formed which included: Alisan Andrews, Tom Ayers, Jeanne Nordness, Joyce Leopardo and Judith Puccini. A meeting was held with the Art Director at Sequoia and she is very excited about the prospect of a relationship with SWA. The following proposal (recap) was brought to the Board of Directors at the September meeting and it was agreed that we would move forward the Sequoia Connection proposal and our next step is to find out what you think about this and your interested level.*

### Proposal (recap):

- \* Work with the International Baccalaureate and some of the Introductory Art Students
- \* Provide 4–6 demo's/classes during the school year, length of demo/class to be determined—not more than a couple of hours. (Location either classroom or gallery)
- \* Sequoia HS to have an exhibit/show and reception in the SWA Gallery Jan. 22–29, 2010. Prize: monetary, provided by Hawkins Memorial Fund (approved by Board)
- \* Invite serious art students to monthly demos. in the gallery
- \* Scholarship support for student to attend workshop (both SWA and Sequoia HS scholarship) TBD

Sequoia Students to provide assistance to SWA by:

- \* Help with intake, hang and remove exhibits
- \* Provide gallery assistance, sitting and receptions (student will earn Service Hours for their graduation, they will sit with an

adult SWA member)

- \* Potential for a Student and SWA Mentor Exhibit at Sequoia HS in their new Gallery soon to be completed

Here are the questions: Would you be will to give a demo/or short class to a group of serious minded art students either in the classroom or at the gallery. (This commitment would be only one time and the duration would not be more than a couple of hours)?

Would you be willing to have a student sit with you during your gallery sitting hours and mentor the student on the procedures in the gallery and the way to discuss the exhibit with visitor?

Do you think that the involvement of SWA with a local high school is a valuable asset to SWA and the Community?

Do you have any other ideas or comments that would be beneficial to this project?

Are you interested in participating with this project other than giving a demo/class?

Your responses to these questions would be extremely helpful to qualifying the program. I realize that not everyone has e-mail so please respond by phone, or by a note mailed to the gallery at SWA, Attn: Sequoia Project, 2625 Broadway, Redwood Ctiy, CA 94063, or call or e-mail Alisan Andrews, at 650 368-7714 or [alisanandrews@yahoo.com](mailto:alisanandrews@yahoo.com).

*The Society of Western Artists thanks the Sequoia High School Music Director, Jane Woodman, and her many talented students for providing wonderful music in the gallery for the 2009 ART WALKS and the Annual Reception. We look forward to working with the students again in 2010. Thank you!*

# SWA

**Invites you to their Artist Demonstration:**

**Nov. 21**

**Guy Magallanes Watercolor – [www.guymagallanes.com](http://www.guymagallanes.com)**

## SWA Gallery Exhibitions

**October/November 2009 SWA Gallery Show**

**October 7 – December 4**

**Receiving October 3**

**December/January 2010 SWA Gallery Show**

**December 9 – January 21**

**Receiving December 5**

If you need forms, please go to the SWA website (<http://www.societyofwesternartists.com>) and download them.

*For a list of local or national competetions and call for artists, check the SWA web site.*

**Directions: From 101:** Take the Whipple Avenue exit. Go west on Whipple and turn left on El Camino Real. Turn left on Broadway. **From South 280:** Take the Woodside Road exit. Go east on Woodside to El Camino Real. Go north on El Camino. Turn right on Broadway. **From North 280:** Take the Edgewood exit east. At Alameda de las Pulgas turn right. At Whipple turn left. Take Whipple to El Camino and turn right. Left on Broadway. 2625 is on the RIGHT side.

# BILL

Annual Membership Dues  
Due on or before January 1, 2010

Dear SWA Member:

1. If your membership expiration date is 12/31/09 (see address label) please remit on or before January 1, 2010.  
FRESNO MEMBERS WILL BE BILLED BY SFVC.

2. BE SURE to include your computer address label.

Annual SWA Dues \$45.00

Tel. No: \_\_\_\_\_  
(helps to complete our roster)

ADDITIONAL DONATION \_\_\_\_\_

AMOUNT ENCLOSED \_\_\_\_\_

EMAIL: \_\_\_\_\_

***SOCIETY OF WESTERN ARTISTS***  
2625 Broadway Avenue  
Redwood City, CA 94063

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<b>PAID</b>
Permit No. 9 San Bruno, CA

