

# SWA Bulletin

Society of Western Artists  
300 Piedmont Ave., Room 500, San Bruno, CA 94066  
<http://www.societyofwesternartists.com>

September-October 2008  
(650) 588-1154

## President's Message—SFC

Okay, you're painting a watercolor landscape and you want to bring a light value object in front of a dark area. Let's say you have a nicely rendered area of lush green foliage. Wouldn't a white egret look great right there! Too late? Not for Floy Zittin, our demonstrating artist on June 21. Using tracing paper she drew the outline of her egret in pencil where she wanted it. Then with a small brush dampened the area and lifted the color from the paper. What is the trick? Her watercolor paper has a couple of thin coats of gesso. This allows her to make subtle changes any place in the painting. Also, layering is made easy. So her paper has a wash with a variety of colors as an under painting. This stage is allowed to dry. Small details can be added or removed at any time and the area painted over, revised, softened or sharpened. A foreground object can be introduced over a darker area—blades of grass, branches etc. The adjustments she makes in the painting allow her to create a sense of depth in the composition. She can spend a lot of time tweaking the painting over several days with charming results.

She also paints on gesso prepared canvas. (There are some canvas products prepared for watercolor available.) Some of her paintings have a final coat of varnish and so do not need glass. I was reminded that all the painting media contain the same pigments. Tempera, egg yolk, oil, acrylic, wax, gum arabic, or in the case of pastels, just the tooth of the supporting surface. It is the pigments we are depending on for long life of the work.

Again this year, we awarded a prize of \$1,000 to a student attending the Academy of Art University for a painting we chose at their annual art show. In return for this generosity we get the use of one of the Academy's galleries for our annual show. A good deal? Your board thinks so. Let us know what you think. Also, we could use a home of our own! We do have a building fund. If you have any leads of a place please let one of our board members know.

You may have noticed the Academy of Art University logo appearing at more and more places around the city. Well, they are "now the largest private university of art and design in the nation," according to their catalog, with 11,000 students. "Students now have the opportunity to pursue a Bachelor of Fine Arts, Associate of Arts, Master of Fine Arts, Master of Architecture or Certificate Program, with over 30 areas of academic emphasis" (from the catalog).

There is a lot of good work going on there. We enjoyed their annual show.

Keep on looking, exploring, enjoying, experimenting. After all, what does it mean to be an "artist?"

**David McKean**

## General Meeting and Demo

**Saturday, September 20, 1 p.m.**  
**SWA Center, San Bruno**

### Julia Munger Seelos

Julia Munger Seelos had a career in retail store design and as an art director before devoting herself to painting full-time. She is an award-winning member of Monterey Bay Plein Air Painters Association, Laguna Plein Air Painters Association, American Impressionist Society and California Art Club, among others.

Julia Munger Seelos will do an oil plein air painting demonstration that will cover oil painting materials and their use, basics of composition and color theory. She will work from a photograph indoors and will cover equipment and materials to make the plein air experience easier.

You'll learn about subject selection and composition, and how to simplify for a dramatic and do-able painting. You'll learn how to apply paint thin to thick and dark to light to capture the quickly changing light.

## General Meeting and Demo

**Saturday, October 18, 1 p.m.**  
**SWA Center, San Bruno**

### Decker Walker

Decker Walker's love of art began as a child, but he started painting and drawing seriously in 2000. He is an award-winning member of SWA, the Pacific Art League of Palo Alto, and the Los Gatos Art Association.

Decker Walker will paint a portrait sketch from life in oil, using the alla prima painting methods that he employs in painting from live models, and the methods he used in paintings such as "Ready for Work," first place portrait in the 2007 SWA Annual Exhibition.

## President's Message—SJVC

To all members, I would like to apologize for the cancellation of our recent PAINT OUT that was scheduled for June 2008, due to bad weather and a health alert. The numerous fires here in the Fresno area in recent months and hot weather made conditions unsafe. However, please know that we have changed the new scheduled date for our PAINT OUT for this upcoming October 18 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 your postcard that will be sent out soon giving more details.

All members get ready for this coming September. Our upcoming guest speaker will be Phil Johnson. Phil is a former SWA President, and art historian who teaches at Fresno University. He will be lecturing on some interesting times in art history. This will be an educational and exciting opportunity for all members to learn more about the history of art.

To all members, dust off your brushes and get ready for our Annual Membership Show coming this November, to be held at Sunnyside Library. More information will be announced in upcoming postcards.

Also, mark your calendar. SWA and its members will be voting on our current dues. There will be a vote on an increase from \$35 to \$45 dollars. It's important that all members be present. Remember, your vote makes all the difference.

SWA has a new web site. Go to: [www.societyofwesternartists.com](http://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, if you haven't paid your dues yet, please send them to: SWA, P.O. Box 3742, Pinedale, CA93650. To enter shows dues must be paid up to date.

Many, many, thanks and appreciation to all of our volunteers and supporters who help to make SJVC chapter 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.

It's important not just to paint what you see, but, more important to paint what you feel.

**Dennis Lewis**

## Scholarship Winner

**Greg Gandy** is the recipient of the \$1,000 scholarship awarded to an Academy of Art University student by SWA. President David McKean says that Gandy's winning painting was a San Francisco neighborhood scene done in the manner of photo realism with an inviting sense of space and a painterly touch. The painting has a convincing mood and is rich in details.

## Most Popular Painting at Annual Show

Congratulations to **Joyce Barron Leopardo** whose painting, *Angel Face*, was chosen most popular painting at the annual show.

*Thanks to Sydney Clark for supplying refreshments for the June meeting and to Nick and Moira McShane Lucas for handling refreshments at the annual reception. Thanks to Deborah Matlack for her donation.*

*Thanks to volunteers who helped with Octagon receiving: Jeanne Nordness, chairperson, workers: Betty Olson, Edie Kirschner, Carrie Drilling and her sister Marcia; to jurors, Mary Huxley, Tom Freeman and Joyce Barron Leopardo; to hangers Carrie Drilling and Moira McShane Lukas.*

## 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

**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@sbcglobal.net](mailto:dollsinmin@sbcglobal.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:

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

## SWA

SOCIETY OF WESTERN ARTISTS, INC.

### Venues for 2008

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

A form is included in this newsletter for the Sequoia Hospital show. If you need additional forms, please go to the SWA website (<http://www.societyofwesternartists.com>) and download one.

*We are organizing a gallery on the SWA website. It will be available for paintings of signature members. Digital images will be required. Go to the website (<http://www.societyofwesternartists.com>), look at the gallery and email Sherry Vockel ([mzsherrylee@msn.com](mailto:mzsherrylee@msn.com)) if you are interested.*

**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.**

### 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.

*Welcome to New Members **Oksana Johnson, Rod Lamkey and Katherine McGuire.***

### Framing Your Artwork

If you frame a painting that is a 10 with a bad frame, you will bring that painting down on the scale.

If you frame a painting that is a 5 with a good frame, you will bring that painting up on the scale.

Remember, to keep your mats neutral (for judged shows) and your frames should be simple and not take away from your artwork, but complement the art.

Paint!

**Joyce Barron Leopardo, SWA**

### Dues Increase

**We will vote on the dues increase from \$35 to \$45 at the meeting on September 20. Please be there to make your vote count.**

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

### **SOCIETY OF WESTERN ARTISTS**

300 Piedmont Avenue, Room 500  
San Bruno, CA 94066

NON PROFIT

**PAID**

Permit No. 9  
San Bruno, CA

