



FEBRUARY 2007

Gold Coast

954-560-8665

N E W S

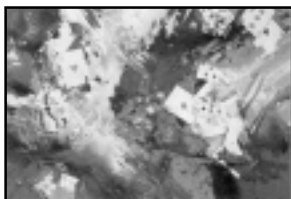
BETSY DILLARD STROUD

Betsy Dillard Stroud grew up in Rocky Mount, Virginia with a most unique family – straight from the pages of a Tennessee Williams play, plus a smidgeon of Eugene O’Neill and a touch of Noel Coward. At the age of eight an insightful uncle gave her a set of oil paints and she began studying with a private tutor drawing cartoons of wild, blond frizzy-headed women. Late in the sixties, she moved to Arizona and the wild-west colorations and subjects added to her eastern upbringing began to infuse multiple options for her paintings.

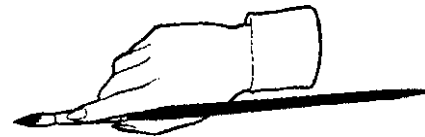


Betsy has her B.A. from Radford University and M.A. from the University of Virginia, where she was the first woman in the graduate arts program. After completing her orals and all the course work for a doctorate, she decided to write a book – and that decision changed her life! She is a signature member of AWS, RMNWS, SWS and AWA and has paintings in four countries and the Bahamas, in the meantime, she conducts workshops – she’s conducting our own GCWS workshop this month! - and she judges exhibitions and writes books. Her most recent book is *Painting from the Inside Out* and a newer one, *The Artist’s Muse: Unlock the Door to Your Creativity* may be in bookstores, now. You’ve probably read many of her articles in *Watercolor Magic* and *International Artist Magazine* where she was an associate editor from 1998 – 2001.

Let’s welcome – our distinguished demonstrator for the February 20th meeting - Betsy Dillard Stroud!



From the President's Sketchbook



I hope everyone is well on their way to finishing their entries for our 32nd Annual Members and Florida Focus shows. Again, another busy month has passed. The demo by Frank Francese was amazing. I still can't figure out how he kept his white spaces on his paper. The workshop was packed with enthusiastic painters pushing their creative envelopes.

The budget committee presented its report to the board. We are doing most of our printing in-house now – a big money-saver! The PO Box and storage have been consolidated to our office at ArtServe as well. The GCWS website has been updated, too. These are just some of the things happening in our group – check out the entire newsletter for all of our activities. Happy Pigment Pushing!

-Cole Wolford

Volunteer of the Month

Season is in full swing and so is Gold Coast Watercolor Society's workshop series. Teresa Kirk and Jennifer Kellum provided us with an incredible workshop experience with Frank Francese in January. The amount of preplanning and organization by these two volunteers was obvious. From contract negotiations to food selections, Jennifer's and Teresa's goals were to give us the best workshop possible. By seeing how exhausted our workshop members were at the end of each day, I know they met their mark. Thanks, Teresa and Jennifer; I can't wait to see what the next two workshops bring!

- Cole Wolford



NEW 2007 ROSTERS READY!

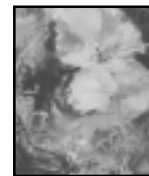
The GCWS 2007 Rosters will be available for pickup at the next meeting. We have brought the publishing of this incredible resource in house. This offers us a huge cost savings and much more flexibility. We can print them on demand and update them as we go along. We also will have a listing of lifetime members and the by-laws will be included. We have had many efforts to make sure all the information is correct but if something has been missed please let Britt know by email, phone or letter. As a reminder, out of respect for all of our members, please do not share names, addresses, emails or phone numbers with anyone or any business outside of GCWS.

ONE DOWN, TWO MORE TO GO!

As the Magical Mystery Tour promised, we were blown away by Frank Francese. We learned to think outside the box, tested our negative painting skills and tossed our pencils to the waste can. If you missed his demo – shame on you!

Betsy Dillard Stroud is our next workshop instructor, February 19 – 23, and her guidance in abstracting realism and exploring both opaque and transparent methods marries both spontaneous and intuitive painting. She's sure to stimulate the mind in directions that we've never gone before. We have one spot available because of a cancellation! Call immediately to secure it if you are available! We're also gearing up for Nessa Grainger in March.

WORKS ON CANSON PAPERS DECEMBER, 2006



PRESS RELEASES

Susanna Clemm's "Breezy Fruit and Yellow Vase" was featured on page 12 in the Palette #20 magazine.

Lynne Kroll was one of 10 new signature members in the American Watercolor Society. This was achieved by having artwork accepted three times in a ten year period. The display is at Salmagundi Club Galleries, NY, March 27 – April 22, 2007.



"Lynne Kroll's AWS 2007 signature art piece"

Putting The Squeeze On Our Budget

The budget committee presented its report at the board meeting on January 10th, 2007. Dot Olson outlined many recommendations from the committee to decrease the projected \$6000 shortfall for 2006-2007. The board accepted most of the recommendations. ALL areas of GCWS were very important to us, so obviously, Dot was faced with a difficult task. Her experience and expertise made this as palatable as it could be.

Here is a summary of the items approved by the board:

- The June meeting will be eliminated due to minimal attendance.
- The food budget (meetings, exhibits and workshops) will be trimmed a bit.
- The April newsletter will be a condensed flyer and the June issue will be eliminated.
- The 2007 Workshop show will ease entry requirements allowing for more entrants.
- Outreach will be funded by fundraising activities.
- Printing will be shifted to in-house as much as possible, including the membership roster.
- A \$5 increase in dues will be effective 2007/2008.

Dot and the budget committee deserve our heartfelt thanks for their hard work in making sure Gold Coast Watercolor Society continues to be financially strong.

Ruth Karp and **Maggie McClellan** are featured in the March, 2007 issue of American Artist magazine on page 10 as examples of winners in the Miami Watercolor Exhibit.

Rose Urbina has generously donated several art books to our Awards Committee for future merchandise gifts. Thanks, Rose

Classified Ads

Members only. Send a \$5 check written to GCWS, your 18 word ad (plus your name, phone and address) before the 20th of each month in order to place your ad in the following month's newsletter.

New ad chair is: Carol Rothman, 954-384-1661, 3833 Pine Lake Dr., Weston, FL 33332..

two watercolor brushes
...one low price!

DANIEL SMITH
Aquarelle Flat and Watercolor Round

Our 1 1/2" Aquarelle Flat Brush is full bodied with enough spring and toughness to easily pull color from a dried palette. It features a beveled acrylic handle for scraping.

The #4 Synthetic Squirrel Brush combines the paint-carrying capacity of natural squirrel with the resilience of synthetic fibers along with a comfortable soft-grip handle.

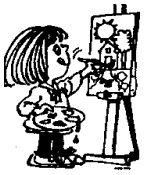
	Reg. Price	save 45% \$15.95 off reg. price
Aquarelle Flat 1 1/2"	\$24.19	
Round #4	\$3.69	
Shipping & Handling	\$7.95	
	\$35.83	

only \$19.88 + free shipping

Use offer code: **SAGC0207**
at danielsmith.com/offer or call us!
Expires 03/31/07. Shipping is free within the USA.

DANIEL SMITH.COM
800-426-6740 call for your free catalog

Please alert Daniel Smith that you are a member of GCWS if you order from them



Carol's Corner

Exhilarating, exciting and exhausting was the week that we had our first 2007 workshop – with Frank Francese. Run, don't walk if you have another chance to take a workshop or watch a demo with him! Frank is really a hands-on guy – he did two demonstrations a day – each one taking from 15 minutes to no more than 50 minutes to finish a whole sheet. This proves that you don't have to labor over your paintings. I completed 4 paintings one day! Not as good as Frank's were, but not too bad. Each day we had a different theme. Upon viewing one of my paintings, my husband asked, "Why did you put the barn in the middle of the painting?" When we asked Frank, his response was, "Rules are made to be broken!" Many thanks go to Teresa and Jennifer for all their dedicated work and also to Mary Blumberg for securing the contract with Frank several years ago. I'm looking forward to resuming our paint-outs in April and I hope that many of you will join us in the spring. Be sure to call me on Mondays to find out the location and directions to where we will be painting on the following Wednesday. We may still have two openings for the paint-Ins at ArtServe for session 11B. Check the calendar, and call if you'd like to join the fun!



Welcome New Members:

Hedy Berman
1019 NW 114th Ave
Coral Springs, FL 33071
954-729-5170
hberman5@myacct.net

Leslie Brock
1139 NE 18th Ave
Ft Lauderdale, FL 33304
508-237-6787
lbrock7@mac.com

Kevin Hanlon
9454 NW 46th St.
Sunrise, FL 33351
954-742-7836
Khanlon1@bellsouth.net

Ann Lovern
1753 Poinsettia Drive
Ft Lauderdale, FL 33305
954-565-0041
alovern@bellsouth.net

Kathleen A Mauro
3054 Grandiflora Dr
Greenacres, FL 33467
561-762-2004
kathleen28@adelphia.net

Noel Rosenbower
511 Bayshore Dr #208
Ft Lauderdale, FL 33304
954-565-1450
noelwayne@aol.com

Ms Lamar Spalding
716 NE 25 Way
Ft Lauderdale, FL 33304
954-563-3890
dlsPAL@bellsouth.net



???

ASK ANNIE!

???

Dear Annie,

I read all the magazines and all the new technique books, go to workshops and even start over many paintings, but I still have trouble making my paintings look like winners. Can you suggest some ways to do this? Is there a secret to taking home the prize?
- Struggling

Dear Struggling,

Let me compliment you on your struggle! You are working hard, maybe too hard. I searched several books on this subject (you may have read some of them,) and came up with a few ideas from Carole Katchen's, Make Your Watercolors Look Professional.

She suggests:

1. Work with assurance. If you enjoy free flowing watercolor paint, remember control does not mean stiffness. Allow the paint to run in wet areas of the paper. Then work with those accidents to develop your subject.

2. Apply fearless use of color. Dale Laitinen uses bold division of shapes and that fearless use of color with an intimidating contrast of darks and lights.

3. Find interesting shapes. If you love abstract paintings it is especially important to fully develop shape and color. Again using those darks to advantage. Don't forget the negatives.

4. Personal vision is a sure sign of a winning painting. Check out Carl Dalio's work. His own sense of color is imaginative in a realistic way. The shadows in all his paintings are alive with gorgeous blues, magentas, and glowingly mottled grays.

It seems the advice one can get from true winners is to continue to experiment with color, shapes and design. Exaggerate, extrapolate, agitate and love what you do! Good luck!

- Annie

OPPORTUNITIES

The Best of ArtServe is to be held at Tamarac City Hall. 954 462 8190 for time and date.

ArtServe will hold a Membership Tea on March 24, 2:00 P.M.

Palm Beach Watercolor Society will hold its 24th Anniversary Open Juried Watercolor Exhibition at Coral Springs Museum of Art, March 6 -26, 2007. Deadline for submission is February 20th. Entry forms are available on line: www.pbwatercolor.org or Attn: Rubin Levine 5169 Poppy Place, Delray Beach, FL 33484.

The annual Art and Jazz in the Park at Victoria Park will be held March 18, from 12 to 4 P.M. Cash prizes will be awarded – call 954 462 4347 for more information.

Broward Art Guild's First "Quick Draw" Event will be held in Wilton Manors, Saturday, February 17, 2007. Call 954 257 6862 for more info or join the crowd of onlookers from 2 to 5 that afternoon.

Plantation Art Guild offers \$1200 in cash prizes at their Open Show - Take in is 2/23 from 10:00 - 12 Noon.

MEMBERSHIP APPLICATION

Please mail this filled out form with a check for dues: \$30 annual or \$300 lifetime or \$15 student made payable to Gold Coast Watercolor Society and mail to Membership Chair: Britt Silkey, 323 NW 105th Street, Miami, FL 33150. 305-754-5456.

Name _____ Phone _____

Address _____ E-mail _____

City, State, Zip _____

Summer (if different) and dates _____

Please include a self-addressed envelope if you wish to receive a membership card.

OOPS! The article about getting onto the web by webmaster Debra Martelli was missing much of its content in the previous newsletter, so we are reprinting it. Please keep this revision handy and strike the earlier version.

WEB MASTER: Debra Martelli <http://www.debrasstudio>

QUESTION: To prepare a website, what do you need from the artist?

ANSWER: You need to send your portfolio (digital pictures of the work you wish to be included) and content (your artist's statement, bio, and whatever other listings you may wish – such as: honors, galleries or organizations to which you belong.) Slides or photos are acceptable, but would be charged extra to scan.

QUESTION: How much does a webmaster charge to prepare an artist's site?

ANSWER: A simple website with twenty images, may cost about \$300 to design, organize, and upload to a host* (host not included). There may be a small charge to maintain (adding new images or content) the site once it is completed. If you would like to sell your artwork on line The webmaster will charge extra to add the buttons for sales to the site. PAYPAL.com offers a free, fast and secure merchant account, charging a percentage only when you sell a painting.

*Hosts such as netfirms.com charge \$65.00 a year for domain name and host, renewable yearly. The allotted space is 6GB. Those websites requiring movement (flash) may be much more expensive.

QUESTION: What about making a website yourself and updating it?

ANSWER: There are companies online such as Bigblackbag.com you can make a website yourself on line. They charge a monthly fee of \$25.00 a month with a \$50.00 one time setup fee, and \$12.00 for a domain name. A 12 month commitment is required for monthly subscriptions. The allotted space is only 100MB anything more will cost more.

QUESTION: Can you recommend a particular software if an artist wishes to 'do-it-yourself'?

ANSWER: The most inexpensive software to do it yourself would be Frontpage You would need some experience on the computer to learn how to use this software.

QUESTION: Please give specific expenses when you contrast the two methods – 'do it yourself' – versus hiring a web-master.

ANSWER: Hiring a web-master would be a one time fee, unless you would need to update the site and then you would be charged by the hour a small fee, after that you just renew the domain and host. Using an online company to 'do it yourself' can be expensive in the long run as they charge you a monthly fee which could add up.

QUESTION: What makes a strong presentation?

ANSWER: Good content and informative information – not just a listing of events – will catch someone's eye more easily.

Changing your images, events and content as more awards come your way is wise, too.

QUESTION: What about sales?

ANSWER: Be cautious. PAYPAL.com offers a free, fast and secure merchant account, they charge a percentage when you sell a painting. Merchants Account offers a contract and charges a fee – approximately \$250 per year. The more 'hits' you receive on your website can lead to more sales.

QUESTION: What experience do webmasters have?

Answer: They get there experience by building websites and taking courses in design, html, and various softwares used for constructing websites. Some webmasters have experience in programing.

QUESTION: How do you advertise a website?

ANSWER: The easiest way is to exchange links with other artists, or sites of similar content. Submitting to search engines such as Google, MSN and Yahoo. Local directories is another way.

QUESTION: Example, If a group of 10 artists went together, say five pictures each and a short one page bio/statement, how much would it cost per artist to have a joint website – no flash, changing pics every three or four months?

ANSWER: That would depend on the design of the site, I would say \$500.00 and up maybe \$20.00 per hour to update.

QUESTION: Please give some examples (two or three) of websites that you have done (of course, ask permission from the artist first) that interested artists might pull up on their computers.

ANSWER: www.martellistudio.com,
www.onessimofineart.com,
www.sherryoneill.com, www.joannaciampa.com,
www.roadshowcompany.com,
www.connectwithyourcreativity.com, these are just a few I have done many more and not just artists sites, they can all be reached from my links page on www.debrasstudio.com

GOLDCOASTWATERCOLORSOCIETY.COM

**Get our Newsletter early!! Just log on to the
goldcoastwatercolorociety.com website.
The website carries the current prospectuses, links
to some artists and other information of value.**



**contact Carl Phillips, 954-873-2531 or
carlphillips@hotmail.com
for additional information.**

IS YOUR NAME HERE?

These are the working volunteers who take time to help Gold Coast Watercolor Society in many ways – such as intake, hanging shows, pick-ups, deliveries, hospitality, membership, newsletter, desktop publishing, etc., who are not officially listed under Board Members and Standing Committees: **Jean Ellerie, Joyce Hallman, Tone Eisenhauer, Marilyn Romano, Elaine Kahn, Karen Titus, Norma Sumner, Jake Leibowitz, Barbara Salvage, Leona Whitlow, Natalie Levy, and Pat Van Kampen.** Thanks for all you do! It's the volunteers who run this organization! All other members, please step forward where-ever you can – call the chairperson in charge of an area in which you can help and offer your skills and services!

Gold Coast Watercolor Society needs YOU!

CALENDAR 2007

FEBRUARY 2007

- 14 Paint-In Joe Green 9:30 - 2:00, ArtServe
- 14 GCWS Board Meeting 3:00 – 5:00 ArtServe
All members are welcome!
- 19-23 Betsy Dillard Stroud Workshop
9:00 - 4:00, Kiwanis Club
- 19 Entry Due (postmarked) 32nd Annual
Members Only Exhibition
- 20 GCWS Monthly Meeting 7 P.M. ArtServe
- 28 Paint-In Katie Audette 9:30 - 2:00, Art Serve

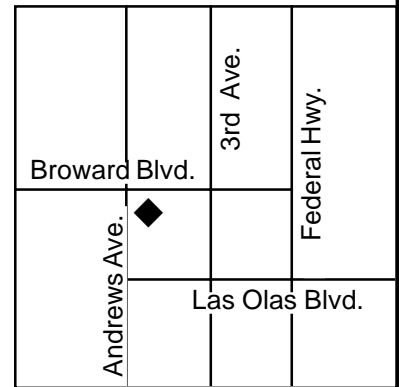
MARCH 2007

- 1 Delivery, 32nd Annual Members Only Exhibition
Fort Lauderdale Main Library, Gallery 6, 10:00 - 12 Noon 100 S. Andrews Ave.
Unaccepted works pick-up, 3:00 - 4:00 P.M.
- 6 Entry due (postmarked), Florida Focus, Forms and Shapes
- 6 Reception 32nd Annual Members Only Exhibition
Fort Lauderdale Main Library, Gallery 6, 7:00 - 9:00 P.M.
- 14 GCWS Board Meeting 3:00 – 5:00 ArtServe
- 17 Florida Focus, Forms and Shapes Delivery ArtServe 10:00 - 12 Noon
Pick-up unaccepted work, 3:00 - 4:00 P.M.
- 19-23 Nessa Grainger Workshop, Kiwanis Club 9:00 - 4:00
- 19 Workshop and Class Exhibit, Entry due (postmarked)
- 20 GCWS Monthly Meeting 7 P.M. ArtServe
- 22 Reception, Florida Focus, Forms and Shapes ArtServe 7:00 - 9:00 P.M.
- 28 Paint-In Katie Audette 9:30 - 2:00, ArtServe
- 28 Pick-up, 32nd Annual Members Only Exhibition
Fort Lauderdale Main Library, Gallery 6, 10:00 - 12 Noon

APRIL 2007

- 1 Delivery, Workshop and Class Exhibition 10:00 - 12 Noon, Ann Kolb Nature Center, 751 Sheridan Street, Hollywood, FL
- 3 Reception, Workshop and Class Exhibition 7:00 - 9:00 P.M.
- 7 Pick-up, Florida Focus, Forms and Shapes, ArtServe 10:00 - 12 Noon
- 11 GCWS Board Meeting 3:00 – 5:00 ArtServe
- 17 GCWS Monthly Meeting 7 P.M. ArtServe
- 30 Pick-up Workshop and Class Exhibition, Ann Kolb Center 10:00 - 12 Noon

Gold Coast Watercolor Society 954-560-8665



BUSINESS ADVERTISING

GCWS is offering a new program this year for any commercial business to have an ad by the month or annually (nine months) placed in the newsletter. No workshops may be advertised. Ads may offer paints, supplies and other art information.

Rates are:

- Quarter page \$60 per issue
- Half page \$90 per issue
- Full page \$150 per issue

There is a 10% discount for three consecutive months • 20% for six months • 30% for 9 months

Ads may be changed monthly and must be paid in full to the treasurer, Mary Watkinson, 1217 Tangelo Isle, Oakland Park, 33315 prior to publication. Advertising content is due to the editor by the 20th of the month preceding the issue.

If you should decide to order from any of our ads, please mention Gold Coast Watercolor Society.



CLASSIFIED AD

Claire Dorst has space for two more watercolorists in his Boca Studio – includes minimal storage and helpful instruction. Call 561 392 2003.

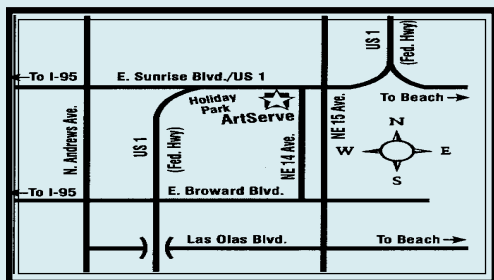
Gold Coast Watercolor Society
 1350 East Sunrise Boulevard, Suite 113
 Ft. Lauderdale, FL 33304

Forwarding Service Requested

**DATED MATERIAL
 PLEASE DELIVER PROMPTLY**

OUR NEXT MEETING

Date: Tuesday, February 20, 2007
Place: ArtServe Auditorium
 1350 East Sunrise Blvd.
 Fort Lauderdale, FL
Time: 7:00 - 9:00 PM
 954-560-8665



**Gold Coast Watercolor Society
 meets the third Tuesday of each month
 at Art Serve from October through May.
 Mark Your Calendar and . . .
 "Go For The Gold!"**

MEMBERSHIP INFORMATION

Membership is open to all persons interested in the art of watercolor.

Regular Member \$30
Student Member (full-time art student) \$15
Life Member \$300

2007 late dues are payable.

Make checks payable to Gold Coast Watercolor Society.

Mail to: Britt Silkey
 323 NW 105th Street
 Miami, FL 33150

Report any change of address or non-receipt of newsletter also to Britt.

Contributions to the newsletter are welcome, submit by the 20th of the month. If you want to submit an article or an item for member news, please type or print it and bring it to our monthly meeting, or mail to Marcia Hirschy, 2625 SE Fifth Court, Pompano Beach, FL 33062. Topics relevant to watercolor are welcome, i.e. product reviews, member news, awards, news of other watercolor clubs, art tips, techniques. Please submit photos of artists or their works; we will gladly return them in your stamped, self-addressed envelope.

OFFICERS AND DIRECTORS

President: Cole Wolford 954-537-3310 cole@wolfschmidt.net
1st Vice-President: Henriette Arnold 954-920-4574 hkitte@aol.com
2nd Vice-President: Nancy Herkert 954-252-0438 knack@aol.com
Treasurer: Mary Watkinson 954-292-3475 Mary_55@bellsouth.net
Recording Secretary: Jane Collin-Butch 954-370-2061 janeb@comcast.net
Corresponding Secretary: Bill Brown c954-370-1286 Wbj35@bellsouth.net
Directors: Jennifer Kellum 954-434-4550, Dot Olson 954-763-4462,
 Dianne Nance 954-524-5081
 Gold Coast Water Color Society 954-560-8665

STANDING COMMITTEES

Exhibitions Henriette Arnold 954-920-4574
Awards Chair, Joan McIver 954-943-5091
 Bill Brown c 943-895-8593
General Manager Jerry Smietanka 954-784-6092
Membership Britt Silkey 305-754-5456
Outreach Programs Diann Brassard 954-784-0210
 Nancy Leslie 954-941-8748
Demonstrations Nancy Herkert 954-252-0438
Newsletter Marcia Hirschy 954-941-8269
 coolqueenie22@bellsouth.net
In-House Printer 954-560-8665
Workshops Teresa Kirk 954-436-2858
 Jennifer Kellum 954-434-4550
Wednesday Paint Outs Carol Thaw 954-389-0374
Saturday Paint Outs Nancy Herkert 954-252-0438
Hospitality for Exhibitions Joyce Lihan 954-564-0426
Art Video Rentals Emily Rushin 954-523-6342
Sunshine Jean Ellerie 561-391-1962
Publicity Susanne Clemm 954-456-2865
 cathena@nyc.rr.com
Website Carl Phillips 954-873-2531
 carlphillips@hotmail.com
Classified Ad Chairman Carol Rothman 954-384-1661
Refreshments Chairman Bennie Edwards c954-439-0787