



MARCH 2007

Gold Coast

954-560-8665

NEWS

NESSA GRAINGER

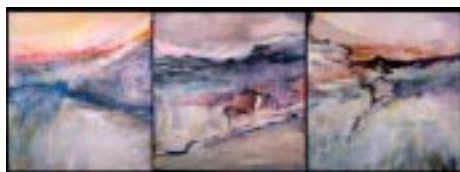
Nessa Grainger has a renowned reputation in the world of watercolor painting! Her teaching goal is to encourage freedom to experiment and to bring out your own imagination and creativity. In this month's workshop, special attention will be given to color values and color relationships. At the same time, the principles of art design, composition, line,



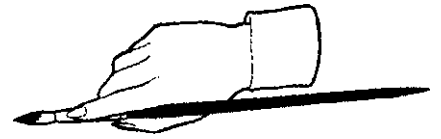
rhythm and texture are emphasized. Different types of watermedia – inks, acrylics and collage give rise to innovative ways to enhance watercolor.

Her education was at the Philadelphia Museum School of Art, Tyler School of Art and the Pennsylvania School of Art. She was featured in Splash 3 and in Gerald Brommer's "Collage Techniques" and holds twelve Signature memberships!

Come with an open mind to absorb Nessa's creativity and see what you can take home that will fit your style of painting. There will be something for everyone!



From the President's Sketchbook



Last month the groundhog may have predicted more winter but things are springing along at Gold Coast Watercolor Society. We had an incredible demonstration by member, Sally Cooper, who pinch hit for Betsy Dillard-Stroud, using acrylic and watermedia pencils. Her abstracts are just breath-taking!



The 2007 membership rosters were distributed at the February meeting and will be available at the next few meetings for your pick-up. They also contain the by-laws.

The Main Library has forced us to change the Members Only show pick-up date to March 20th from 10 A.M. - noon. Please note this change on your schedule. Taxes have been filed and the budgeting process continues to be refined. The web site has some additional updates. Last month's newsletter was the first produced in house and an electronic version is coming. Thanks to the Wednesday paint-in group for helping out! Finally our raffle for the outreach scholarship fund raised \$200. February has been quite a month; I can't wait to see what March brings. Happy Pigment pushing!

-Cole Wolford

OPPORTUNITIES

The first Surfside Arts Festival will be held March 24 – 25 in the town of Surfside between Collins Avenue and Abbott Avenue.

Our website www.goldcoastwatercolorssociety.com continues to be updated page by page. The members links page was the most recent one to be brought up to speed. If you have your own website that you would like included just let us know at gcws@colewolford.com. Suggestions for the GCWS website are always welcome. We are working on getting the exhibitions section completed to reflect the most current shows. If you are interested in helping out with the website please email our webmaster Carl Philips or me.



Volunteer of the Month

The tax man cometh and thanks to Mary Watkinson, the tax man goeth!

Our treasurer recruited her next door neighbor – retired dean of FAU's business school, to help with our taxes. He donated his time and is planning on making GWCS a project for a graduate student. Way to go, Mary! Mary has been busting her chops trying to convert all our financial commitments to the accountant friendly program, Quickbooks. All this hard work will make keeping to our budget a much simpler task. Mary has been instrumental in getting our numbers out of the red (cadmium or quinacridone?) and into the black. We are very lucky to have her on our Board. Thanks, Mary!

Plug It In, Plug It In

Starting with our next newsletter, Gold Coast Watercolor Society will further enmesh itself into the 21st century. That's right, folks, we are going electronic! As you may already know, you can access, read, download and print previous issues of the newsletters. Taking it a step further, we will be able to email you the newsletter hot off the press! By signing up for the email option, you will receive the newsletter the day it is done.

There are other benefits in doing this as well. The newsletter is in color and you may print as many copies as you want. The cost of printing and postage are saved as well; not to mention saving a few trees over the course of a year. One other thing to remember is if you choose the electronic option, you will be among the first to receive the workshop reservation brochure since it will be sent to you electronically instead of through snail mail. Let Marcia know if you wish to take advantage of the new opportunity.

PRESS RELEASES

Sandy Fein won 3rd place for two pieces entered at BAG's Black and White Show in February.

Lois Ostrow and **Carol Thaw** won awards at the Parker Playhouse. Carol and **Jane Collin-Butch** also bagged awards at ArtServe's African Diaspora Show in February.

Mary Harding and **Fran Scheffler** received Juror's Recognitions at the BAG Black and White exhibition.

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.

ARE YOU HAVING PROBLEMS VIEWING GCWS VCR TAPES?

VCR tapes - especially frequently viewed tapes such as GCWS's or Blockbuster's - tend to accumulate dust, dirt and other residues. If you experience a fuzzy picture or excess noise, it is a sign that it's time for maintenance or clean-up of your VCR - not for a new VCR! Just like mopping the floor or changing the oil in your car, proper maintenance is a necessary evil. Beg, buy or borrow a VCR head cleaner tape - Target has them for \$6. It takes about 3 minutes - follow instructions to do the job. Some of the GCWS tapes are over 15 years old and have valuable contents that cannot be replaced with more modern CD's. This is one way to help preserve them. -Jerry Smietanka

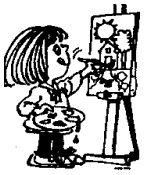


LAST CALL!

Nessa Grainger's workshop, March 19-23 at the Kiwanis Club has one open spot! You're in luck! Get your creative juices flowing! Nessa's goal is to encourage freedom to experiment, with special emphasis on color and value while still remembering the importance of design. Design is the basis of all our paintings, be it traditional watercolor or experimental. Don't let this one pass you by! Magic is still in the air - as fast as this spot appeared, it could disappear! Contact Teresa Kirk 954-436-2859 or SWGFL@AOL.COM.

Those of us lucky enough to make the other two workshops are still in awe. Frank Francese's workshop flowed with lots of color and emphasized no drawing on the paper - just direct, spontaneous painting! He took us outside of the envelope and helped push us to plan ahead. We sat shivering - one of the coldest days so far this winter - as Betsy Dillard Stroud sparked us with her intuitive and spontaneous style of painting. From opaque to transparent, collage and stamping, we tried them all, no rules holding us back! Some even bought their first tube of gouache for experimentation. It surely pushed our hearts to racing and our heads a-spinning.





Carol's Corner

Gold Coast Watercolor Members! Where were you, Saturday, February 17th?

I was so positive that all our plein air painters would be joining me at the Broward Art Guild's "Quick Draw Art Event" that took place at Georgie's Alibi in Wilton Manors and I was so disappointed to see so few of us attending! What an exciting and stimulating event that was open to all artists! We were all on natural highs for the day. The weather started at a cold, cold 58 degrees but while we were painting, we didn't even feel our fingers and toes freezing. (It also rose to a decent 70 degrees by the late afternoon!) We should have many more art days like this!

Artists checked in around 1:00, their paper was stamped to ensure that they used a blank sheet and they were positioned wherever they wished within a two block radius when a bell rang at 2 P.M. signaling the start of the competition. Those artists not in range of the bell used a timer. At 4 P.M., the bell rang again. All paintings had to be completed and framed by 5 P.M. when judging occurred. Some were still dripping wet!

Carol Thaw
Ana Llaurado
Verny Sellers



Marcia Herschy, Carol Thaw
Monty Thompson



NANCY HERKERT



Marcia Hersch, Monty Thompson
John Cleland

Congratulations to all the winners – GCWS members swiped the top two awards: **Nancy Herkert** won "Best in Show"; Ana Llaurado took "First Place". Other members painting were **Carol Thaw, Monty Thompson** and **Marcia Hirschy**. GCWS members who came out to cheer the painters along were **Jane Collin-Butch, Elaine Briggs, Susanna Clemm, Marlene Panico** and **Cole Wolford**. At 6 P.M., the auction started inside Georgie's Alibi. Forty-one paintings were auctioned and sold! – Congratulations to all artists who came out to support a wonderful art event sponsored by BAG. Again – I want to remind you that you don't have to go to Europe to find places to paint! We have wonderful scenes in our own backyards.



50/50 RAFFLE BENEFITS SCHOLARSHIP/OUTREACH

The Scholarship and Outreach Fund continues to grow. The 50/50 raffle at the January meeting raised over \$50 and the artist gift basket raffle during the February meeting brought in an additional \$200. Way to go Jane Collin-Butch and Bill Brown!! Diann Brassord, our chairperson for the Scholarship and Outreach Committee, has been working the last several months to identify the recipients of the annual award. We are grateful to all of our members who have chosen to help the GCWS Scholarship and Outreach Fund by supporting the raffles.

HEADS UP!

Our last three exhibitions are gearing up! Be sure to check your calendar so you don't miss these dates – a few have been changed! Our 32nd MEMBERS ONLY EXHIBIT will be held at the Broward County Main Library, 100 South Andrews Avenue, Fort Lauderdale in Gallery 6 beginning March 1st.. By the time you receive this newsletter, entry time will have passed, but don't forget the reception, March 6, from 7 – 9 P.M. Bring friends and enjoy the top artistry in the area.

Take down has been changed to: March 20, 2007 from 10 to 12 P.M. sharp.

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ASK ANNIE!

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Dear Annie,

I have painted in oils and struggled to apply texture in my paintings. It was so gloppy! Switching to watercolor, I still want to have texture – how do you get that textural look unless you paint straight from the tube?
- New to watercolor

Dear New,

You have come up with one way. . . apply paint straight from the tube. That, of course, puts you right back into the oil technique. John Salminen uses textures in watercolor in many interesting ways. He plays on the viewer’s natural attraction to texture, helping them relate more personally to his paintings. Drybrushing creates texture in a simple way. Just drag a brush loaded with paint and very little water over the surface, either as an under painting or on top of dry watercolor. Scrumbling is close to drybrush. When you rub one color over another in scrumbling, it comes over thinner and more muted.

Salt applications are usually the first technique learned in watercolor class. Watching, mesmerized,

as amazing textures emerge can lead to an overdose situation. Edgar Whitney said, “Texture challenges wit, enriches and augments and is the antidote for monotony . . . but overemphasis is dangerous.”

Texture can be obtained in watercolor paintings by using tools other than brushes. Try a little paint on a palette knife in a swipe across a tree trunk, roadway or other still life subjects. Instant texture! Salminen achieves texture by dropping in masking fluid to make stripes, circles, dots and other items in his paintings. When removed, the mask leaves white paper on which he can spatter paint, drybrush or get subtle color with a mouth atomizer. He also says, “. . . I want to add passages of texture to the overall design and composition. I sometimes place many small shapes in close proximity. Even though these shapes may represent or suggest certain objects, when used together they can read purely as texture.”

Try these suggestions: see if you can come up with other ways that may combine some or personalize some textural techniques. Just remember, a little can go a long way.

NEW 2007 ROSTERS

The new 2007 membership rosters were passed to members at the February meeting. Please pick yours up at the March meeting. If you are unable to attend the meetings, please send a self-addressed, stamped 9”X 6” envelope (63 cent stamp) to GCWS, ArtServe, 1350 E. Sunrise Boulevard, Suite 113, Fort Lauderdale, FL 33304 and one will be mailed to you.

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.

We know that every stroke you make is an investment...that is why we make the best Kolinsky Sable

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The dense hair count and tapered belly maximize its holding capacity.

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800-426-6740 call for your free catalog today!

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

Marketing Ploy

Becky Rainey, the desk-top publisher for the Gold Coast Watercolor Society, also prepares brochures for artists at a very reasonable cost. If you are showing your work at any venue – church fairs, outdoor art exhibits, offering demonstrations, etc., - it's a wonderful marketing ploy! Her hourly rate for set up is \$15 an hour. A sample tri-fold glossy presentation with color pictures on the outside and black and white information on the inside is 250 for 55¢ each. The more brochures you order, the cheaper the printing rate will be – such as: 500 for 45¢ each, 1000 for 40¢ each... Folding is additional. Turnaround time is usually under two weeks.

Contact Becky at beckyrainey@gmail.com for further information or snail her, 202 Garwood Drive Nashville, TN 37210-5116.

FLORIDA FOCUS will be held at ArtServe, 1350 East Sunrise Boulevard, Fort Lauderdale from March 17th to April 7th. Entry must be postmarked by March 6th and entries are to be delivered on March 17th from 10 – 12. Be sure your labels are on the back as they will be checked for security purposes. No changes may be allowed after the judge arrives. The reception, sponsored by Bitner Goldman, will be March 22nd from 7 – 9 P.M. and is open to the public. Pick up will be April 7th from 10 A.M. to noon.

Our last show, **WORKSHOPS AND CLASS EXHIBITS** will be held at the Ann Kolb Center, 751 Sheridan St. in Hollywood. If you have taken any workshops or classes you may enter those paintings in this exhibit. Deadline for entries is March 19. Take in is April 1st from 10 A.M. to noon. The reception, free to all, is 7 – 9 P.M. at the Ann Kolb Center. Take down is April 30th from 10 – noon.

All of our shows are staffed by volunteers – please respect the intake and pick up times and be prompt.

OFFICE WISH LIST

We are in need of a clock, a power surge strip and a mouse pad for our new office at ArtServe. Please contact Cole if you wish to donate any of these articles, 954-537-3310.



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?

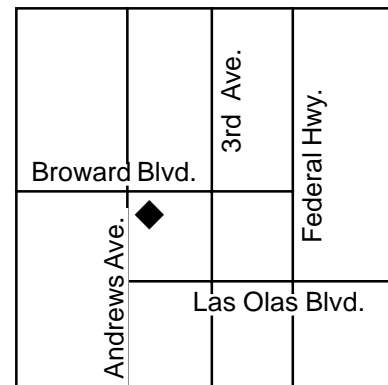
These are the working volunteers who take time to help Gold Coast Watercolor Society in many ways – such as intake, hanging shows, pick-ups, deliveries, hospitality, membership, newsletter, desk-top publishing, etc., who are not officially listed under Board Members and Standing Committees: **Jean Ellerie, Joyce Hallman, Toni 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 wherever 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

MARCH 2007

- 1 Delivery, 32nd Annual Members Only Exhibition
Fort Lauderdale Main Library, Gallery 6, 10:00 - 12 Noon
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
- 20 **Pick-up, 32nd Annual Members Only Exhibition
Fort Lauderdale Main Library, Gallery 6, 10:00 - 12 Noon**
- 22 Reception, Florida Focus, Forms and Shapes ArtServe 7:00 - 9:00 P.M.
- 28 Paint-In Lauren Roper, Ballet Dancer 9:30 - 2:00, ArtServe



Broward County Main Library
100 S. Andrews Ave.

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.



