



Coachella Valley
Watercolor Society

Brush Up January 2025

General Meeting: January 13, 2025

5:30 PM Social, 6:15 PM General Meeting

at the Joslyn Center

73750 Catalina Way, Palm Desert, CA 92260

January Demonstrator:

Ellen Jean Diederich, RRWS, TWSA, WW, WSA

Ellen Jean Diederich, with studios in Rancho Mirage, CA & Fargo, ND is a national award-winning painter creating Neo-Impressionistic paintings working primarily in watercolor and acrylic. Ellen's rural and city backgrounds play a significant role in her choices of subject matter. She particularly enjoys painting landscapes, flowers, architecture and domesticated animals. Proud of her Midwest heritage, she brings sincerity and love to each painting.

Having earned a BA in Art Education and a BFA in Fine Art, Ellen is an honored alumnus of Minnesota State University-Moorhead. She has been painting professionally since 1985 and has exhibited widely. She was featured in Fargo at the Plains Art Museum and the Underbrush Gallery, The Rourke Art Museum in Moorhead, The Capital Gallery in Bismarck, the Jean Stephen Galleries in Minneapolis, and many more in the Dakotas and Minnesota.

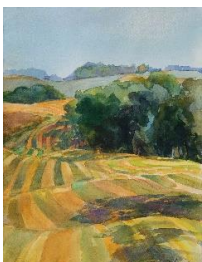
Diederich is the author and illustrator of two award winning children's books and an art book Progressive Painting -Your Creative Journey. She is also a workshop instructor and juror. She teaches both watercolor and acrylic workshops.



Ellen's website:
www.givinity.com



Lake Side Birch



Swaths of Gold



Traffic Patterns



The Plains



Sugar Plum Visions

President's Message



Bob Hannah, President

CVWS 2024 – 2025 Officers

President: Bob Hannah

Exec. VP: Connie Zane

1st VP- Programs:

Alleyn Yasskin

2nd VP – Shows:

Mary Anne Brower &
Ian Cooke

3rd VP – Publicity:

Lance Brechbill

Treasurer: Cindy Mason

Recording Secretary:

Alicia Siegler

Corresponding Secretary -

Newsletter: Jean Grover

2023-2024 Committee Chairs:

DVD Library: Vera Knowles

Equipment: John Ressler

Grants: Nancy Rizzardi

Membership:

Connie Collins

Painter of the Month/Year:

Marilyn Blitz

Raffle: Tracy Hartman

Sunshine: Cindy Green

Web Chair: Lance Brechbill

Workshops:

Sue Ober & Traci Davis

CVWS President's Message

Merry Christmas, Happy Hanukah and Happy Holidays! It's hard to believe another calendar year is ending and a New Year is just around the corner. And with the new year comes some great things for the Coachella Valley Watercolor Society. The tradition continues with our monthly Painter of the Month (POM) competitions at all our General Meetings. Remember if you are awarded any POM ribbon during the year you cannot enter POM again this year. That ribbon gives you the right to enter our POY (Painter of the Year) in May.

First up: our General Meeting on Monday, January 13th when our demonstrator will be one of our own, Ellen Diederich. Her work is wonderful and I'm looking forward to her demonstration.

Also at our January meeting will be the start of the push leading up to our Annual Show in March. This is a perfect time to bring your donations for our gift baskets. Donations can include wine (always a favorite), new or unused art supplies, the gift of art lessons and other items you might deem appropriate for a gift basket. And speaking of wine, this year the Galen will allow only white wine to be served at the show so donations of white wine for consumption at the opening night reception will be much appreciated.

This show is very important to us and our only real fundraiser of the year. So, let's get the word out, talk it up to your friends and neighbors and any groups to which you belong. Distribute the annual show brochures around to your common areas if you live in communities which afford you that opportunity. These brochures will be available at our meeting in January.

The rest of our season which runs through May is chock full of events for you to enjoy, however I'll leave that for upcoming newsletters (I must have something to write about).

And keep the push going for new members. New members are the lifeblood of the organization. They bring renewed enthusiasm, participation, new ideas and a fresh spirit to any organization, including ours. We need and want them!

Until next month, keep putting those "miles on the brush"!

Bob

December 2024 Painter of the Month

Photos courtesy of Beverly Humphries

1st Place: Connie Collins



It's a Rose

2nd Place: Ellen Diederich



Fish & Chips

3rd Place: Annette Zack



Poppies Galore

Demonstrator's Choice & Honorable
Mention: Alleyn Yasskin



The Price of Rubies

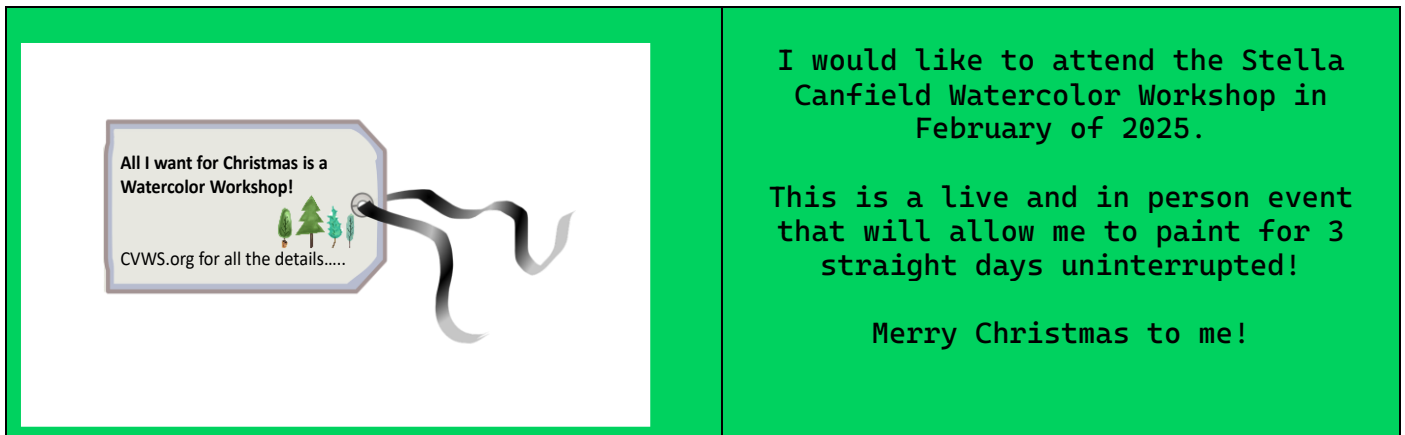
Three ways to enter Painter of the Month: 1) Sign up for next month at the General Meeting POM desk (Best!) 2) Email Marilyn Blitz, POM Chair mblitz@gmail.com 3). Call Marilyn 252-381-0993. The deadline is Friday before the meeting. Please remember that you are required to have painted your POM submission within the last 2 years.

Workshops

From Sue Ober, Workshops Chair:

How many of you are getting asked the question this time of year “What do you want for Christmas”?

Mom, Dad, Uncle Bernie, do you need art supplies for Christmas? What about a gift card for Michaels? So, tell your kids, grandchildren and nieces or nephews you would like to attend a workshop! A live and in person workshop. Take this hand-crafted Christmas Tag and post it where everyone can see. Like the refrigerator!



...and why should I take a workshop?

1. You get to meet GREAT like-minded people.
2. Practice theory you can use at your studio or kitchen table.
3. Relaxing, positive setting you can learn from.
4. Invest in yourself.
5. Looks good on a resume.
6. Total immersion – no distractions.
7. Move forward for future success.
8. Networking with like-minded individuals.
9. Learn a new technique.
10. Have a great time!

These are only a few reasons to take a Watercolor Workshop. If you only come away with #10 then it will be worth it.

CVWS is dedicated to bringing in top artistic talent and to provide a hands-on learning experience with every workshop. The objective of any workshop should be to guide participants through a process where they interact together, explore options and experience a new theory or technique. All the reasons listed above work towards this objective. No matter what happens, attending a workshop means you can walk away with a new idea, colleague, or friend.

Workshops, continued

Live and in person Watercolor Workshop...

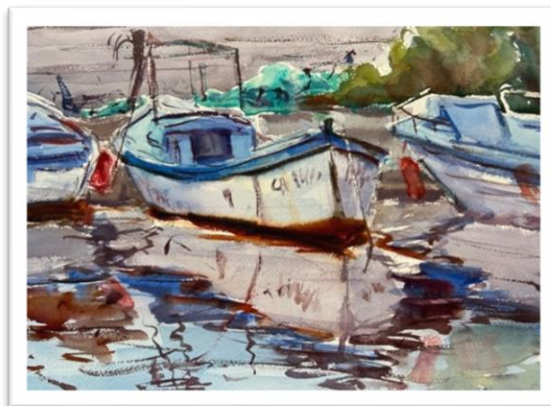
Please join the Coachella Valley Watercolor Society in welcoming Stella Canfield to the Desert in February of 2025 for a wonderful watercolor workshop.



Stella teaches watercolor, juries and participates in exhibits initiated by art organizations in the USA, Europe and Asia. She has received many international awards for her work. Her paintings are in several private, corporate and museum collections in America, Europe and Asia.

She is an official Brand Ambassador of Daniel Smith, USA president of IWS California and a Representative of the USA for UrbinolnAcquerello, Italy.

Stella Canfield will be presenting her 3-day workshop from February 11 through the 13th. (Tuesday, Wednesday and Thursday). This workshop is \$450 for Coachella Valley Watercolor Society Members and \$500 for non-members. Please visit www.CVWS.org to register, or contact Susan Ober at watertonsue@gmail.com



News

CVWS ANNUAL SHOW March 2025

Painters, paint away for our Annual Show in March! March 4 is take-in, the reception is March 6 and the show will be open March 6-9. The application forms for the show will be on the website in January. Please remember to bring donations for our baskets and white wine to our January meeting.

-- Mary Anne and Ian



The Galen, 72567 Highway 111, Palm Desert, CA 92260

Mission Statement To promote the creative talents and art appreciation of its members, to stimulate art interest and support art education for the young people in the Coachella Valley.

Entry Deadline Enter online by February 19th, or mail entry form to CVWS, P.O. Box 565, Palm Desert, CA, postmarked no later than February 17th

Intake Tuesday March 4th, 10am to 12noon. PAINTINGS WILL NOT BE ACCEPTED AFTER 12 Noon. Deliver artwork to The Galen, 72567 Highway 111, Palm Desert, CA 92260.

Gala Reception and Sale Thursday March 6th, 2025, from 5:00-7:00 p.m.

Show Dates Thursday March 6th to Sunday, March 9th, 2025, from 10:00am– 4:00 pm

Pick Up Sunday, March 9th, 2025, from 3:00 – 4:00 p.m. Work will not be released early.

Eligibility of Artists All artists who are currently CVWS members are encouraged to enter.

Entries Allowed This is one show with four different categories: TRADITIONAL, OPEN, PLEIN AIR and MINI MASTERPIECES. You may enter one or more of the categories. One, two or three paintings may be entered in each category, up to a maximum of 8 overall. A total of up to EIGHT bin paintings may be entered. NOTE: Each artist is allowed to enter only THREE FULL SHEETS (image size 22" x 30") TOTAL IN THE SHOW. Check the detailed show rules.

Entry Fee 1-3 paintings \$40, 4-6 paintings \$50, 7-8 paintings \$60.

Sales All paintings must be for sale. Prices may not be changed once the painting is entered. CVWS will handle all sales and will charge the artist a 35% commission. Artists who sell a painting on the first day may bring a replacement painting for the second day. Minimum price for paintings in the Traditional, Open and Plein Air categories: \$150. Minimum price for paintings in the Mini Masterpieces category: \$95. Minimum price for bin paintings: \$95

Judge This is a competitive show and will be judged by Chip Tom.

Awards

- TRADITIONAL PRESENTATION 1st, 2nd & 3rd place & 6 honorable mention ribbons
- PLEIN AIR, OPEN and MINI MASTERPIECES PRESENTATIONS: 1st through 3rd place ribbons and 3 honorable mention ribbons for each category.
- EMERGING ARTIST 2 ribbons for the best work by artists entering their first show.
- FULL SHOW Best in Show ribbon chosen from amongst all four categories.
- PUBLICITY ART AWARD picture chosen for the 2025 Annual Show advertisements.

News, continued

DONATIONS to CVWS

Submitted by Cindy Mason



CVWS is so fortunate to have generous member donors. From July 1, 2024, through December 15, 2024, we have received \$2,005 in donations. Last year during the same period we received \$424.

In December we were notified of a \$200 donation from the Art on the Edge (AOE) experimental group – all of whom are also members of CVWS. The AOE donation was in honor of Pat Kodet. She was a treasured member of AOE and is greatly missed. As many of you know, Pat not only was an accomplished artist, but she was a teacher all of her adult life. This \$200 gift in her honor will be used for a grant for children's art education.



Pat Kodet

In addition, CVWS was also generously gifted \$1,500 from Nancy Rizzardi. Nancy offered the following, *"I've never lived in a valley that was so generous to various charities and organizations. Having been a member of CVWS for over 15 years I appreciate all the efforts of our volunteers and would like to see smaller groups also be able to realize their missions."*

Nancy has asked that these monies be applied to our Annual Show to help offset the \$2,000 per day rent we pay to the Galen.

If you would like to make a tax deductible donation to CVWS, visit our website at <https://www.cvws.org/donation/>

Membership

Welcome to New CVWS Members:

- Sharon Mabrey
- Bonnie May
- Julie Sexton

Member Contribution

Making the Grade

Submitted by Connie Zane

One of the things to love about watercolor is how using the right amount of water enables colors and values to gradate and blend. Sometimes they do this without our permission, but if we let gravity have its way, some wonderful results can happen. It's an occurrence specific to watercolor and generally we love its effect.

Graded color (a gradual blending from, say red to yellow) is simply aesthetically pleasing and serves to bring a softness into our work. Graded values (a gentle shift from dark to light) subliminally prompts us to travel toward light as we scan a painting. You may not realize this is happening, but gradation is urging your eyes to move.

Gradation helps the eye travel around a painting without solely relying on directional lines, stark contrasts or bold shapes. A graded area can effectively direct us to a focal point without our being aware of it and ad designers use this technique all the time to manipulate their viewers. It is often so subtle that you scarcely notice it.

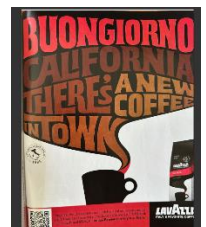
Awhile back, I spent an afternoon cutting out magazine ads to study the way professionals direct our attention. Commercial artists use a lot of tricks. Yes, bold colors, strong contrasts, and sharp lines are obvious shout-outs, but gradation is in there too, gently nudging us toward the focal area. These designers are masters at channeling our gaze, and we can borrow some of their gimmicks to entice our viewers to look where we want them to in our own paintings.

Gradation is a useful tool to add to your creative repertoire. And next time you open a magazine, see how many ads you discover where gradation helps to focus your attention. You'll need to assess carefully, for a graded patch can be easy to overlook.

Try gradation in one of your own paintings to see its effect. Basic examples might be:

1. A graded sky, lighter at the horizon, will bring your eye to the horizon every time.
2. A graded darkening at the corners of a painting will help focus your attention on the center.

I could not help spotlighting this brilliant ad. The designers employed it all: Strong color, shape, value, line....AND gradation. They've done everything to keep you engaged for longer than you might have intended. Red draws you in. White shapes subtly suggest faces savoring the aroma and taste of coffee, and warm, graded browns feel like a hug. I'd probably buy this coffee if I could find it. There are several great lessons here.



Getting to Know You!

Written by Kathy Weyer



Maggie Dover

“Necessity is the mother of invention.” That seems to be Maggie’s Dover’s theme. During the lockdown, she ran out of greeting cards and decided to make her own; her cards have been a hit with friends and strangers alike. But there’s a story to tell first.

Maggie’s creative endeavors were stifled at a very young age when the teacher leaned and whispered in her ear that she would never be an artist because she colored outside of the lines. (*Isn’t that the hallmark of a good artist?*) While in Hawaii, she was interested in fashion design and began to create with her hands - knitting, crocheting, macrame, etc. After marriage and work, she moved to Sun City Shadow Hills and joined a watercolor group, but the teacher stopped teaching and Maggie asked her for private lessons - she would work on a project, the teacher would lift some paint and add some darkness to enhance the painting and show Maggie how to improve her work without criticism; just demonstration of little ways to improve. That is how Maggie learned the intricacies of watercolor; thus was born a good friendship that lasts to this day. Maggie is drawn to Asian artwork, specifically Sumi-A, and is studying in earnest.

Maggie joined the CVWS after going to the Annual Show and being impressed with the quality and creativity of our members. She exhibited in the 2023 CVWS art exhibit and won Emerging Artist of the Year! She will be entering again this year.



Odds & Ends



PLEASE NOTE THE CHANGE OF TIME FOR OUR GENERAL MEETINGS

*SOCIAL TIME 5:30 PM
GENERAL MEETING 6:15 PM*



If you hear of someone who needs a bit of cheer or support, please contact our Sunshine Chairman, Cindy Green at (425) 765-9509 or cindynwrs@seanet.com



Editor's Note: If you have a topic or feature that you'd like to see included in the CVWS newsletter, or on the CVWS.org website, please send an email to: cvwsnewsletter@gmail.com

Many CVWS members offer excellent painting instruction and classes. Call for information:

- | | |
|-----------------------------|---------------------|
| Ian Cooke | 760 408 3313 |
| Ellen Jean Diederich | 701-799-9505 |
| Bob Hannah | 206-409-9786 |
| Karin Harris | 808-268-0847 |
| Dave Howell | 425-319-5858 |
| Moira Johannessen | 760-322-2523 |
| Diane Morgan | 760-902-8855 |
| Kathleen Scoggin | 503-515-9633 |
| Alicia Siegler | 650-207-0585 |
| Kristen Olson Stone | 808 469-2092 |
| Connie Zane | 775-846-9719 |



Follow us on social media!



Instagram:

<https://www.instagram.com/cvwatercolor/>



Facebook:

<https://www.facebook.com/search/top?q=coachella%20valley%20watercolor%20society>

NEWSLETTER PUBLICATION DATES Submissions to the newsletter are due on or before the 15th of the month. We are always interested in hearing about any good news you have about your creative life (awards, show acceptances, etc.). cvwsnewsletter@gmail.com