



Coachella Valley  
Watercolor Society

Est. 1989

# BRUSH UP

NOVEMBER 2016

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## GENERAL MEETING, JOSLYN CENTER November 14, 2016, 7PM

**Ruth Ellen Hoag** will be our demonstrator for our meeting on Monday, November 14. You may remember her from her helpful and gentle critiques at our Painter of the Year program last May. Her bio from her web site, [www.ruthellenhoag.com](http://www.ruthellenhoag.com), follows:



**"Warm Spell" by  
Ruth Ellen Hoag**

### This is My Story

As a graduate of Manhattan School of Music with a French horn major, I embarked on a thirty-year music career. While living in Japan, I discovered painting and found my new passion. Nearly all my work is figurative in nature. As such, I'm always experimenting with various approaches and painting styles. My quest is to capture a sense of movement with the characters or the space they occupy.

Though I grew up in a rural setting and love the idea of aloneness, I am drawn more to life in the city. Fond memories of music making, market places, walking through parks, daytime and nighttime, feed the inspiration for my paintings.

My paintings have been awarded in many national and international exhibitions: including medaling in [American Watercolor Society](http://www.americanwatercolor.com), and winning top honors at [San Diego Watercolor Society's](http://www.sanwatercolor.com) International Exhibition. Most recently, I earned a coveted Signature status from [National Watercolor Society](http://www.nationalwatercolor.com). I've also attained Signature membership in San Diego Watercolor Society, [California Watercolor Association](http://www.california-watercolor.com) and [Watercolor West](http://www.watercolorwest.com).

For the last several years, I have also juried exhibitions and demonstrated my work for art organizations and been an invited artist instructor for workshops in several western states and as far south as Rio de Janeiro, Brazil.

A number of books and magazines have published my work including [Watercolor Artist](http://www.watercolorartist.com) and [Palette Magazine](http://www.palette-magazine.com).

**A reminder for all CVWS Members! It is time to send in your Membership Renewal forms and payment for the July 1, 2016 to June 30, 2017 year.. Please return them as soon as possible. The forms are on-line through our Web site...<http://cvws.org> or contact Janis Clarke at 760-409-2242**



# OCTOBER 2016 PAINTER OF THE MONTH



*Moira Johannessen, 1st Place*



*Diane Archie Moore, 2nd Place*



*Cindy Mason, 3rd Place*



*Ian Cooke, Honorable Mention*

It's a wonderful time to bring in a painting for Painter of the Month. The members enjoy seeing the paintings and it is a chance to show what you can do!

You do not have to frame them but a mat and backing board are required.

If you've thought about entering, **now** is definitely the time.

Please call or email Moira Johannessen and make her happy.

760 322-2523 moirajohannessen@gmail.com

# CVWS FIELD MICE NEWS

Coachella Valley Watercolor Society has its own group of painters that paint in Plein Air, known as the Field Mice. This is an outdoor painting activity done in various locations in the Coachella Valley. The 2015-2016 schedule has been completed and is posted on the website. This is an opportunity to paint outdoors, have time for socializing with other painters, and see how they treat each painting opportunity. This group is open to all levels from beginner to advanced. Don't hesitate to join the fun.

A number of our artists got started and made many improvements while doing Field Mice painting. Check out the schedule, web browse the locations, and you will get some idea of the art opportunities.

Sessions run 9-12 AM with some painters getting there earlier. Here are the details for November. Remember, the Plein Air show is in March this year, as part of the Annual Show; so let's get painting.

An email is sent blind copy to a number of those who have an interest in Field Mice activity. Please advise if you wish to opt out of getting this mail or if you wish to be added to the list. Contact Susan Ober at [watertosue@gmail.com](mailto:watertosue@gmail.com) or Nancy Whelan at [peridot39@ymail.com](mailto:peridot39@ymail.com)

## NOVEMBER Field Mice Paintouts



*2016 Field Mouse of the Year  
DEL LUNDE*

**Stay for lunch to join in some  
lively, painterly talk!**

### November 1

Palm Desert Civic Center  
Fred Waring Drive/San Pablo Ave  
Bring bag lunch and meet at  
Fisherman's statue @ 11:30am

### November 8

Faye Sarkowsky Sculpture Garden  
72567 Hwy 111, Palm Desert  
Bring bag lunch

### November 15

The Living Desert  
47900 Portola Ave, Palm Desert  
Meet at Entrance at 11:30am for lunch.  
Bag lunch or café

### November 29

Vintage Nursery  
78755 Darby Rd, Bermuda Dunes  
Bring bag lunch



## PRESIDENT'S MESSAGE



**Marcia Slater  
Hatfield**

Welcome home to our members just arriving back in the desert! I hope you are looking forward to a great year with CVWS. We opened October 10 with Robin St. Louis introducing the summer challenge. Members presented paintings that they did last summer, or paintings completed on a new surface or painting from a different perspective. It was an interesting and challenging exercise and fun to learn from everyone's experiences.

We have an exciting year of programs planned. You will want to come November 14 for a demonstration by Ruth Ellen Hoag. Many of you will remember that she judged our spring show last year.

Please return your membership forms and dues checks to Connie Collins as soon as possible. This is the revenue that we use for rent of our meeting facilities, payment of demonstrators, and other club expenses.

We also welcome your ideas to recruit new members. If you paint with a group or know people who paint or are interested in painting, invite and bring them to a meeting to encourage them to join us. Our programs help us grow as artists and we are a fun, friendly group!

See you November 14!

*Marcia Slater Hatfield, President*

## PAINTER'S CORNER



**"Head's Up"  
by Scott Stoltman**

### **Scott Stoltman**

In 1980, I attended the American Academy of Art in Chicago. It was a grueling year of endless hours laboring over project after project. In the end, I knew there was no way I was going to be an artist for a living. I set my paint brushes down for 25 years.

Flash forward to 2006. Ending a 20 year career in the airline industry, I found myself facing a mid-life crisis, and was in need of reinventing myself. I began to paint again. I chose watercolor because that is where I left off at the Academy. At first, I found the medium impossible.

On the verge of giving up, I came across a tutorial by Kathleen Alexander in Watercolor Artist magazine. I followed along, replicated her painting, and from that point forward it started to click. Because my art education was very brief so many years ago, I feel I'm a self-taught artist and have a long way to go.

*Ed. Note: Scott's painting, "Head's Up" was juried into this year's prestigious Watercolor West Exhibit. Congratulations, Scott.*

***"I hate flowers. I only paint them because they're cheaper than models and they don't move."  
~Georgia O'Keeffe***

# ART NEWS AND MEMBER KUDOS

At the October 10 General Meeting, **Debra Mumm** Introduced a new project to the CVWS members. She is glowing with enthusiasm for this new project and the awesome space in Palm Desert. She invited anyone who shares the vision to join in the organization of the CREATE Center, an exciting space, and a unique creative vision that inspires the local community, visitors and cultural tourists with a wide range of programs.

## CREATE Center for the Arts Palm Desert

The concept for CREATE Center for the Arts Palm Desert is the idea of local artist, activist, educator, curator, consultant, speaker and Coachella Valley native Debra Ann Mumm. Having served the local creative community for more than 25 years, she has always felt there was a need for a place to engage in art making and show work. In fact, as someone who has spent her lifetime dedicated to the arts in one way or another, the vision for the center came to her a decade ago.

By championing our creative community with a dedicated, 5,000 square foot multi-use facility — a central gathering place alive with possibility — we can engage artists, art lovers and other creatives in search of support and inspiration. Located in the center of Palm Desert's new Cultural Corridor, we'll offer everything from drawing and painting to printmaking, screen printing, crafting, video production, fashion and more. With maker spaces and on-site equipment in full view, people can ignite their ideas, work on projects, and create to their heart's content. The facility will also be a center for formal gallery exhibitions, open mic and poetry readings, art classes, workshops, concerts, lectures, demonstrations, film screenings, and private and community events. Yes, all in one place. Imagine it, because we already have.

Debra Ann Mumm

CREATE Center for the Arts Palm Desert

[debraannmumm@gmail.com](mailto:debraannmumm@gmail.com)

[760.880.3800](tel:760.880.3800) mobile

Enquiries welcome

**See next page for additional arts initiatives in the valley.**

## Welcome New Members

**Roland Hiers, Rancho Mirage**

**Gary Diamond, Palm Springs, Eden Prairie, MN.**

**Shirley Celli, Palm Desert**

**Irma Franco and Arturo Alvarez, Cathedral City**

**Ben Lander, Palm Springs and Minneapolis, MN**

To date, 74 members have joined or renewed, which is approximately half of our membership for last year. If you haven't already submitted the membership form and dues for 2016-2017 please do so by downloading the form at our website, CVWS.org and submitting with your check. We still need the form submitted even if you pay online using PayPal.

You may also renew at our next meeting on Monday, November 14 at 7 PM.

**Janis Clarke, Membership Chair**

**Connie Zane** was juried into the Collage Artist's of America show in San Fernando, CA, which is held in November.

**Bonnie Ruttan** was honored to have 2 pieces accepted in the Brand Library 44th Annual Works on Paper Exhibition in Glendale juried by Laddie John Dill.

Drawing at the Community Center in Palm Desert will return in January. Emails will be sent out to everyone on the email list in December.

**Mimi Gregov, Life Drawing Chair**

## CVWS MEMBER INSTRUCTORS

Ron Hanner	760-464-9620
Moira Johannessen	760-322-2523
Pat Kodet	530-388-8241
Diane Morgan	760-902-8855
Sonja Price Ravet	425-747-6748
Connie Zane	775-846-9719
Kathleen Scoggin	503-515-9633



Most have websites where you can see their work.

# *Art and Politics in the Valley*

## **City of Palm Desert General Plan Update**

Palm Desert is poised for exciting changes as the City plans how our community will develop over the next 20 years through an update of its General Plan

Areas that have been identified for the most change under the updated General Plan include the Highway 111 corridor, the undeveloped lands west of the Cal State and UCR campuses, and San Pablo Avenue from Magnesia Falls Drive to El Paseo.

Key concepts include creating a walkable, landscaped, community space on San Pablo with wide sidewalks, shade trees, a cycle track, and reduced traffic lanes; reworking the frontage roads on Highway 111 to make them flow more easily and provide wider sidewalks and enhanced landscaping; and permitting new development of taller, mixed-use buildings at strategic locations.

## **Newly Formed California Desert Arts Council to Unify, Empower, Promote, and Advocate for the Arts in Coachella Valley Region**

PALM SPRINGS, California — A new, nonprofit organization dedicated to growing and sustaining the arts, creating jobs, promoting cultural tourism, and optimizing economic impact of the creative community will be introduced November 1 at the Greater Palm Springs Economic Summit, the Coachella Valley Economic Partnership (CVEP) announced today.

The California Desert Arts Council (CDAC), a 501(c)(3) charitable nonprofit organization, will spearhead development of a multi-year marketing and engagement campaign, partnering with the Greater Palm Springs Convention and Visitors Bureau (CVB), to brand and promote the region as a destination for arts and culture. CDAC will also collaborate with CVEP and local high schools, colleges, and universities to expand training and development of talent for the creative workforce.

“We look forward to facilitating collaboration and strategic alignment of the arts community,” said CDAC President & CEO Christi Salamone. “CDAC offers a unified voice and a centralized resource to empower, promote, and advocate for the region’s arts and culture assets, as well as support arts education. Our efforts will identify and channel valuable resources and information to support and create jobs so vital to our local economy. Scott White, President and CEO of the CVB, was first to sign on as a partner and will also introduce CDAC at the economic summit. “Cultural tourism is one of the largest and fastest growing tourism markets globally,” White said, noting the cultural tourist stays longer and spends more, according to Americans for the Arts’ *Arts & Economic Prosperity* data. According to the Creative California Desert Economic Study commissioned in 2012, the creative community contributes more than \$1 billion annually to the local economy.

“This partnership fills a long expressed need in the local arts community to champion the advancement of the creative economy,” says CVEP CEO Joe Wallace. “Local arts councils play a vital role in the overall cultural, social, and economic development of a community, and CDAC gives us a partner solely committed to this sector. Together we can lift the arts through professional development so businesses and organizations can thrive. We want sustainability and smart growth.”

# CVWS

## 2016-2017 CALENDAR

- Nov. 8, 9 am Field Mice Paint-out, Faye Sarkowsky Sculpture Garden
- Nov. 10, 9:30 am Board Meeting, Portola Community Center, Palm Desert
- Nov. 14, 7 pm, General Meeting, Joslyn Center, Ruth Ellen Hoag, Demonstrator
- Nov. 15, 9 am, Field Mice Paint-out, The Living Desert
- Nov. 29, 9 am, Field Mice Paint-out, Vintage Nursery
- Dec. 1, 9:30 am Board Meeting, Portola Community Center, Palm Desert
- Dec. 6, 9 am, Field Mice Paint-out, Cahuilla Hills Park
- Dec. 12, 7 pm., General Meeting, Joslyn Center, Palm Desert, Watercolor West Slides and Potluck
- Dec. 13, 9 am, Field Mice Paint-out, Moorten Botanical Gardens
- Jan 3, 9 am, Field Mice Paint-out, Coachella Valley Preserve
- Jan. 5, 9:30 am Board Meeting, Portola Community Center, Palm Desert
- Jan. 9, 7 pm., General Meeting, Joslyn Center, Demonstrator Janis Cipriani Willis
- Jan 10, 9 am, Field Mice Paint-out, Coachella Valley Preserve
- Jan 17, 9 am, Field Mice Paint-out, La Quinta Old Town
- Jan. 24, 9 am, Field Mice Paint-out, Indian Canyons
- Jan. 26 Small Image Show Intake  
27 to Feb 14 Small Image Show  
Palm Desert Historical Museum
- Feb. 2, 9:30 am Board Meeting, Portola Community Center, Palm Desert
- Feb. 7, 9 am, Field Mice Paint-out, Villa Royal Inn
- Feb. 13, 7 pm., General Meeting, Joslyn Center, Sterling Edwards, Demonstrator
- Feb. 14, 9 am, Field Mice Paint-out, Downtown Palm Springs
- Feb, 21, 9 am, Field Mice Paint-out, location TBA
- Feb 28, 9 am, Field Mice Paint-out, Jackalope Restaurant

### 2016-17 Officers

President:	Marcia Slater
Executive Vice President	Pat Kodet
1 <sup>st</sup> VP (Programs)	Robin St. Louis
2 <sup>nd</sup> VP (Shows)	Traci Davis
	Ian Cooke
3 <sup>rd</sup> VP (Publicity)	Cindy Mason
Treasurer	Connie Collins
Recording Secretary	Nancy Rizzardi
Corresponding Sec. (Newsletter, Website)	Marilyn Blitz

### Committee Chairs

Equipment	John Ressler Alicia Siegler
Field Mice Paint-Outs	Nancy Whelan Susan Ober
Historian	Joyce Kingman
Hospitality	Wanda Boystun Mary Minamide Donna Clack
Life Drawing	Imelda Gregov Vera Knowles
Membership	Janis Clark
Directory	Carole Cole
New Member Liaison	Diane Moore
Newsletter, Website	Marilyn Blitz
Painter of the Month	Moira Johannessen
Programs	Robin St. Louis
Publicity	Cindy Mason
Raffle	Sunny Patton
Shows	Traci Davis Ian Cooke
Sunshine	Gloria Mucciolo
DVD Library	Nancy DiJulio
Workshops	Diane Moore Nina Harlan

### **2016-2017 CVWS Show Dates**

Small Image Show  
Palm Desert Historical Society  
Intake Thurs Jan 26, 2017  
Reception Friday 27th  
Show runs to Feb 14th

28th Annual Juried Show  
Traditional, Open and Plein Air Categories  
Palm Springs Air Museum  
Intake - Thurs March 9, 2017  
Reception Thurs evening  
Show Friday 10 and Saturday 11<sup>th</sup>

P.O. Box 565, Palm Desert, CA 92261



**General Meeting November 14, 7 PM , Joslyn Center**

Joslyn Center is located at 73750 Catalina Way, Palm Desert, CA 92260. It is about half way between San Pablo Ave. and Portola Ave, South of Fred Waring Dr. and North of Highway 111. You can access it from either Portola or San Pablo.

