



VOLUME 53

January 2010

# VISUAL INTEREST

*The Society of Watercolor Artists' Newsletter*

## *The Presidents Message*



Whew! Thank goodness, I just learned that we will be able to have our January 18 meeting in Everett Hall. The medical school students have the day off for the Martin Luther King holiday, but it won't interfere with our meeting. I sure hope we won't have an ice storm or other weather event.

I'm looking forward to a busy and productive year. Don't forget that your CD entries for our International Juried Art Exhibition must be received by January 22. (Latecomers are welcome to drop them off at my house, as many of you did last year). Good luck to everyone who enters. I hope this will be our best show yet.

For those keeping score, I have again postponed my knee surgery. However, my neighbors now insist that I actually pick up after my little dog, Nala, and I have to admit that chasing after her, and picking up her "deposits" has made me feel immeasurably better and my knee hurts much less. Popular wisdom holds that diet and exercise are key, but I refuse to listen. Here I am going out on a limb to announce that it does make me feel better to exercise! Who knows what 2010 will bring.

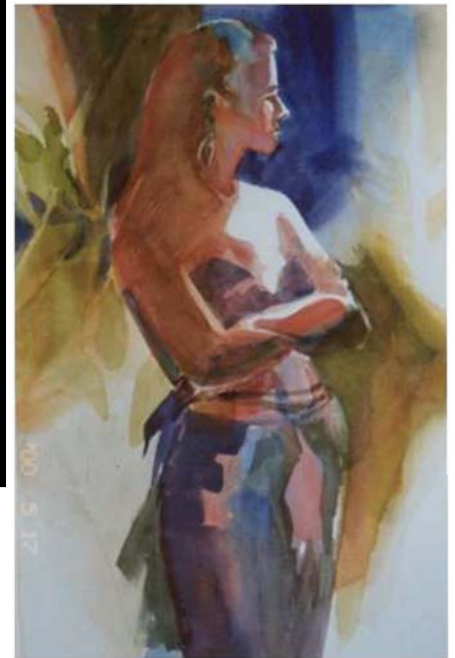
We'll be announcing the availability of SWA Aprons at the January meeting. Speak to me or Robin Brown to put in your order. They will be navy, have two pockets, and have the SWA logo embroidered across the top. Regular and plus sizes will be available; they will cost \$20.

By the way, we had a wonderful Christmas dinner at Café Milano, and our painting exchange went well for nearly everyone. Pam Fritz had more than five of her selections taken from her, but even she went home happy at the end of the evening.



Ann Winchester, who coordinated the evening, and I, can't begin to express our appreciation for Laurin McCracken's marvelous seminar on "Marketing Your Art." Those who attended know how great it was and how full of useful information. Laurin is a gracious and captivating speaker, who is very generous in offering other artists the information it has taken him several years to assemble. He shared interesting anecdotes and useful tips and tidbits on how to market your art. First and foremost was the fact that before beginning a marketing campaign, an artist must have a goal and know clearly what it is they hope to achieve. He also stressed that just as with any other product, an artist must establish their work and themselves as a "style" or "brand." Especially important, the artist must always assure that the work they present is of the highest quality. Laurin has agreed to present this seminar again in the spring, and we will do our best to follow his suggestions to "market" this seminar far and wide so that everyone has a chance to learn from this remarkable painter and friend.

## *Diane Petrushka - Demonstrator for January*



"Any artist owes a lot to those who have been willing to share their learning...in my case, two perceptive teachers in grade school, the art moderator for our high school yearbook and two very fine instructors in college. Credit also is due Barbara Goldstein for her weekly sessions, and Betty Lynch, Don Andrews, and Judy Betts for their wonderful workshops."

From college Diane joined the design department of a packaging firm and four years later found her working in preliminary design at North American Aviation and then came motherhood. She has continued her pursuit of painting since moving to Texas in 1977. Diane has been a member of SWA since it was established in 1986, is a signature member and has been president twice.

***"Creativity is allowing oneself to make mistakes...Art is knowing which ones to keep"***

## *An Idea for 2011*

### **Art Calendars for 2010 -- Make Yours Local!**

'Tis that time of the year - new art calendars are being published for 2010. Before you purchase yet another Impressionist calendar, consider first the local productions that support local charities or art associations:

**Irving Art Association** has published its 2nd annual calendar with 13 reproductions of artwork by IAA members. The price is only \$12 for a standard-size calendar (full color on 8 & 1/2" x 11" size cardstock which opens to a 11" x 17" format). To purchase or see more artwork, see the [IAA website](#) or email [bfuqua@aol.com](mailto:bfuqua@aol.com)

## *SWA Christmas Party at Milano's*



**Milano's Italian Restaurant**  
3416 West Seventh St  
Fort Worth Dec 7th



## About our president - Mary Stitt



*"Blue Plate Special", "Leaves in Gold",  
"Gardener's Delight"*

When asked where she's from, Mary Stitt seldom gives the same answer twice. An Air Force "brat" who joined the Foreign Service, she feels she comes from "everywhere," including Colorado, California, Michigan, Kansas, South Dakota, Texas, Washington, DC, Mexico City, Moscow, and Madrid.

"I have spent my life hoping to find out what I want to be when I grow up, and still don't know exactly. My father assured me that this was just the way life was meant to be. He lived this way himself; after training to be a chef and hotel manager he spent his life in the Air Force. I have lived my life as though it were a rollercoaster ride, never having had a definite plan or goal. I have been blessed with great luck, and the ride has been terrific."

A suggestion from her younger sister led Mary to major in art at OU, where she used her "photographic" or visual memory skills to her advantage by focusing on Art History. "Hands on" studio art classes required no study, but they also did not include much useful information. "Acrylics were new, and we were encouraged to experiment with them instead of oils. The only painting technique I remember actually being taught was how to stretch watercolor paper. I've learned more from our SWA demo artists than I ever learned in four years of college."

After college, having no plans but knowing how to type and take shorthand, Mary took a temporary job as a clerk-typist with the Office of Economic Opportunity in Austin, which turned into a 29-year government career. She loved working with Head Start and other anti-poverty programs in the Southwest Region, particularly Louisiana, where she traveled so often she has added it to her list of places she "comes from." After ten years she moved to San Antonio to become an investigator with the Equal Employment Opportunity Commission. A fight with her boyfriend prompted a call to the State Department's EEO office; six months later she was in the Foreign Service. On a whim, and with absolutely no training on the job, she accepted an assignment in Mexico City as Assistant Personnel Officer. She was quickly hooked on the Foreign Service life. To avoid being sent to a hot and humid country, she asked for a cold weather post, which led her to Moscow during the last two years of the Soviet Union. "The KGB bugged my apartment, but I think they quickly tired of hearing me talk to my two Shih-Tzu's—clearly I knew no state secrets." From cold, snowy Moscow, she was sent to the elegance and warmth of Madrid, where she spent weekends driving all over Spain exploring amazing castles and cathedrals. "All of my life choices were made as though I had flipped a coin, and luckily for me I've been blessed with good jobs, (mostly) great bosses, loving friends, and marvelous adventures."

After retiring from the State Department, (two days after a tiff with her boss), she joined The Art League in Alexandria, Virginia, which has 1,200 artist members, and is housed in the Torpedo Factory, a building full of working artists. There she took classes, served on the Board, and was Assistant Gallery Manager before moving to Fort Worth in 2005 (again on a whim involving a failed romance). Although she studied watercolor at The Art League, she prefers to paint with pastels. "I use my duties as President of SWA as my excuse for not painting more often, but the truth of the matter is, my 'talent' in art has always been my ability to appreciate the work of others. Most of my career involved discovering and nurturing talented people and their careers," which she believes is what she's best at. "I'm certainly enjoying being surrounded by all the talented artists in SWA, and I vow to work harder as a painter in the years to come."



## Gather Inspiration!

**MEET ROBIN BROWN AT THE JAPANESE GARDEN** (*Marianna Alfaro and Marie Coerver may also be there*) to gather photos or quick sketches for small paintings you will do at home for the April 24th and 25th Japanese Garden Festival. No charge (other than the \$3.00 admission to the Garden)...*"just meet us there. The Festival is a lovely event. Your art work will be purchased and appreciated. Work small - you will be shown how to reproduce your work for Gift Cards and Post cards. (inexpensive...use your own printer or a local Office Supply Store) I will let you know the day and time at the January 18th meeting (take a flyer)...it may be early one Saturday or Sunday, or one day during the week in February".*

We guarantee you will be inspired and will look forward to returning to the October Japanese Festival



*Please call if you have any questions.*

Robin Brown

817-927-7888 [robinredux@netzero.net](mailto:robinredux@netzero.net)

## Aprons

*Artist Aprons with the SWA logo embroidered on the bib - will be offered to members for purchase starting in January. We may offer two colors for the Aprons and we may offer shirts. SWA President Mary Stitt and Robin Brown will have further ordering information for you at the January 18th meeting.*

## **RULES FOR PARTICIPATION IN PAINTING OF THE MONTH**

- Painting of the month starts in September and ends in April with May as end of the year.
- Paintings must be hand delivered to the monthly meetings.
- You agree to let the winning painting be shown at Asel Art Supply in Fort Worth until the next meeting.
- You are responsible for delivery and pick-up at Asel's, located at 825 Foch St.
- You are responsible for your own insurance. SWA or Asel's will not be responsible for any loss or damage.
- All work must be original, and water media. No prints.
- Winners are chosen by the members at the meeting
- Winners will be featured in the SWA Newsletter.
- A gift certificate will be awarded to the winners who will be ineligible to compete again until May when Painting of the Year is determined. This is an Asel Art Supply rule.

## Welcome New Members

**Ann DeRulle** [www.AnnDerulleArt.com](http://www.AnnDerulleArt.com)  
17735 Windflower Way #108  
Dallas TX 75252 972-733-1719

**Collette Jones** [artresourcestudio@hotmail.com](mailto:artresourcestudio@hotmail.com)  
6304 Circo Dr.  
Granbury TX 76049 817-326-3360

## Changes

**Judith Wolf** 817-656-0681

**Diana Favor** [dianak1968@live.com](mailto:dianak1968@live.com)

## SWA Notables

- **Thank you Laurin McCracken and Dave Maxwell for the generous cash donations to SWA.**
- **Tom Lynch's workshop is scheduled for April 20-22, 2010. St. John's Episcopal Church Parish Hall has been secured for this event and will be available from 8:00AM til 5:00PM Tuesday thru Thursday. Check Tom out at [www.tomlynch.com](http://www.tomlynch.com)**

Contact Carolyn Jehring for additional information at 817-263-8183 or E-mail [c.jehring@att.net](mailto:c.jehring@att.net)



- **Darla Bostick is currently lining up participants for an art retreat/workshop in Sedona, AZ for mid-April. She has several cabins reserved for our use. If anyone is interested, they can email her at: [darlabostickart@yahoo.com](mailto:darlabostickart@yahoo.com).**
- **Don't forget that your CD entries for the International Juried Art Exhibition must be received by January 22.**

If you have information for this segment please send it to George Grant at... [gagrants36@yahoo.com](mailto:gagrants36@yahoo.com)  
or call 817-246-3239

*For some who have not been to our meetings lately....*

**When you drive into the parking lot of UNTHSC, the Research and Education Building building to the right houses Everett Hall. When you are facing the building, located left of the center of this building is a handicapped entrance. Take this entrance and when you enter turn right. Everett Hall's entrance is the first room on your left.**

*SWA meets the third Monday of every month  
(except June, July, & Aug) at...*

**UNT HEALTH & SCIENCE CENTER  
EVERETT HALL**

**Research and Education Bld., First Floor**

**3500 Camp Bowie Blvd., Fort Worth, Tx 76107**

**Board Meeting:** Monday, Jan. 18th 5:15 pm

**Critique Group:** Monday, Jan. 18th 6:00 pm

**General Meeting:** Monday, Jan. 18th 7:00 pm

- As always, you can bring your paintings to critique at 6pm before our regular meeting.

**REGISTRATION FORM**

**SWA DUES ARE DUE JANUARY 1, 2010**

**\$40 Single Membership    \$30 Seniors (65+)**

**\$5 Extra Family Member**

**(Dues are delinquent as of March 1, 2010)**

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip (9 digit)** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Make check payable to: SWA and send to :**

**Shirley Nichols**

**2525 Ryan Place Dr, Fort Worth TX 76110-2506**

**Phone 817-247-9091    [senichols@flash.net](mailto:senichols@flash.net)**

**OFFICERS 2009 - 2010**

**President:** Mary Stitt  
**Past President:** Dave Carpenter  
**President Elect:** Judy Marlar  
**Vice President:** Ann Winchester  
**Secretary:** Diane Petrushka  
**Treasurer:** Janet Southern

**Directors**

**Administration:** Mary Stitt  
**Budget, Finance:** Janet Southern  
**Development:** Judy Marlar  
**Education:** Ann Winchester  
**Marketing:** Judy Marlar  
**Membership:** Shirley Nichols

**International Show:** Judy Marlar  
**Membership Show:** Judy Marlar  
**Painting of the Month:** Sharon McGlasson  
**Signature Members:** Norma Lively  
**Cultural Activities:** Robin Brown & Marie Coerver  
**Community Involved Arts:** (Open)  
**Critiques:** David Maxwell  
**Plein Air:** George Grant  
**Workshops:** Carolyn Jehring  
**Catalog:** Colleen Erickson  
**Prospectus:** Colleen Erickson  
**Internet / Web:** Colleen Erickson  
**Photography:** Colleen Erickson  
**Newsletter:** George Grant  
**Telephone Committee:** Mary Stitt & Carolyn Jehring  
**White elephant Sale:** Mary House  
**Greeters:** June Chavern  
**Hospitality:** Marie Coerver  
**Historian:** (Open)

**Please consider volunteering for one of our  
"Open" positions**

**We have 171 members that have paid their dues.**

**If there are changes not noted in this newsletter, please contact...**

**George Grant @ 817-246-3239 or**

**E-mail [gagrants36@yahoo.com](mailto:gagrants36@yahoo.com)**

**SOCIETY OF WATERCOLOR ARTISTS**

**[www.swa-watercolor.com](http://www.swa-watercolor.com)**

- PO Box 471571 Fort Worth, TX 76147 - 1400
- SWA is a 501 c (3) organization    • Gifts and donations are tax deductible

**Society of Watercolor Artists, Inc. Founded in 1981**