

“April” Meeting— Spring Show Reception

By the time this issue reaches you, the Awards Reception for the 2005 Spring Juried Exhibition “Making Waves” may have already taken place. Since the reception fell at the very end of March, we want to remind you that it still replaces the regular April meeting. There is **no regular April membership meeting!**

We’ll see you in May for Dan Wiemer’s demo on landscapes.

Also, you might want to mark your calendar now for our first meeting in September, when we’ll have a program somewhat different from our usual fare. On September 8, Dr. Catherine Warrick will present a program titled “Connecting to Your Creativity Thru Heart-Centered Meditation”. Dr. Warrick recently presented this program at the Minnesota River School of Fine Art, where the participants were so inspired that some of them formed a group to continue working with her techniques.

Then, in October, it will be Fall Open Show time again. So, if the Spring Show has given you “show fever”, grab your brushes and get started on that Fall Show masterpiece!

■

Also in this issue of *BrushStrokes* . . .

- ◆ Board Considers Accepting Digital Images for Shows—p.4
- ◆ Onnalee Graham at Martin Luther Manor—p.3

Coming Up in the May Issue
Spring Show Award Winners!

making waves

Minnesota Watercolor Society Spring Exhibition

Important Dates

Show Dates: March
31–April 28, 2005

Opening Reception and
Awards Ceremony:
6–8 p.m. Thursday, March
31

Pick up paintings: 9 a.m.–noon,
Saturday, April 30

Minnetonka Center for the Arts
(952) 473-7361
2240 Northshore Dr
Wayzata, MN 55391

Don’t Give Up!

by Dick Green

A few years ago I submitted what I thought was a good painting to the Minnesota Watercolor Society juried show. It was rejected! I did not give up on the painting and entered it into the Transparent Watercolor Society Exhibition where it was accepted and also won an award.

I then entered it into the Watercolor USA Exhibition in Springfield, Missouri. It was accepted there, too, and selected as a patron purchase. It now hangs in a museum in Missouri. It was also selected to be published in *The Artistic Touch 3* publication. So don’t give up on your work if it gets rejected. ■

[Given the higher than usual number of submissions to the Spring Show, the competition this time was stiff, so thanks to Dick Green, one of our most experienced and award-winning members, for this sage and timely advice.—ed.]

Renew Now! Dues Increase May 31

MnWS dues will change on May 31, 2005. Dues paid before May 31 will be \$25.00 (\$20.00 for seniors 65+), but after that the dues will be \$27.00 (\$22.00 for seniors). Family dues will remain the same at \$35.00.

Not sure if you need to renew? Check your mailing label to see when your membership expires. ■

Write for *BrushStrokes!*

Rather write the news than make the news? Always dreamed of your own byline?

BrushStrokes is your newsletter—stories, essays and articles by members are always welcome. We are always delighted to have members report on shows, workshops, demos, and other events. Write a book or magazine review, play critic and tell us why we should all go see the latest exhibition, share your specialized skill or knowledge, hop on your soapbox and start a discussion. Send a photo of a MnWS event or activity. And, of course, keep sending in announcements of special events and honors in your artistic life.

Send submissions via email to the *BrushStrokes* editor, Lynne Baur, at lbaur@mac.com, or by snail mail at *BrushStrokes* Editor, 1830 Dutch Heritage Court, Baldwin, WI 54002. Photos and other images may be sent by email, or regular mail as prints or slides. The deadline for each issue is the 15th of the month before. If you have questions or need assistance, call Lynne at 715.688.2680.

Got news but hate to write? Call or email Lynne anyway. Give her the facts and she’ll deal with making it readable. ■

MESSAGE *from the President*



I recently was invited to be the demo artist at the Red River Watercolor Society. While taking questions, someone asked where and how I sell my paintings. I explained that I do a few art fairs during the summer months, where I usually sell many original watercolors, but that the rest of the year is pretty much spent painting and building up my 'stock'. As the words were still resonating in my head, I realized that that wasn't nearly good enough. Not that I hadn't known it already, but when you get asked in front of a group and actually have to verbalize your inadequacies, it hits home with greater force. What would I do if I didn't get juried into my favorite large fairs, a distinct possibility? Getting a larger closet to hold my paintings shouldn't be the answer, but right now I don't have many alternatives.

We are in the art business because we love to paint, and yet many of us approach the 'business' side of it reluctantly, viewed as a necessary evil. Without sales and promotion, however, it's going to be awful tough to continue nourishing that love of creating. When broaching the topic amongst a group of fellow artists, it's usually on their list of 'goals' for the coming year. We can practically start our own support group ("Hi. My name's Andy, and I have to do a better job of marketing."). The main thing is exposure, any way you can get it, and there are a few simple ways to get started if you haven't already.

The Minnesota Watercolor Society's website provides one opportunity. Right now there are only 9 members who have gotten their paintings up (no, I'm not one of them—told you I'm bad). If you don't have a web page already, this is a painless way to start. Go to minnesotawatercolors.com and it will walk you through the process. Our newsletter editor, Lynne Baur, has done a great job creating this service for our members, and I hope more of you will take advantage of it. Sandy Muzzy also has done a nice job of keeping a rotation of artists displaying at the Martin Luther Manor in Bloomington. If you have 20-30 paintings and are interested, give her a call. Our Fall and Spring Shows are a great opportunity to have your artwork seen by a large number of people in a gallery setting. Don't underestimate the importance of any of this!

If you're like me, you subscribe to a variety of art magazines. I love finding the latest issue of *Watercolor* or *International Artist* in my mailbox, what my parents refer to as 'happy mail'. The articles and paintings are wonderful to look through. Yet the most useful magazine I receive might be *Art Calendar*. Not only does it list juried shows and gallery opportunities every month, but they regularly print articles on marketing and promotion. A quick glance through the last few months provides articles on transforming your home into a gallery; the foundation of art marketing; finding the angles of self promotion; making a living as an artist; coloring yourself successful in the art marketplace; etc. They may not be as fun as the articles on various artists' creative processes, but don't discount them just because they aren't accompanied by lots of glorious color illustrations. Perhaps the reason many of us aren't better at promotion is because we don't have a clue how to start, and these articles can point you in the right direction.

We have an abundance of talented painters in our organization, and I want to see more and more of us succeed as artists. Most of us aspire to be in a gallery, I presume. However, you don't want to begin approaching galleries until you feel you're ready, and we all have different expectations of ourselves. Until that time, we need to explore what other avenues are available to us. I don't have the answers, or I wouldn't need that large closet. But one of my 'goals' is to find out.



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HOW TO REACH US:

INFORMATION•VOICE MAIL LINE
952-996-9228

WEB SITE: www.minnesotawatercolors.com

BrushStrokes Newsletter

BrushStrokes is published monthly, September through June. Deadlines are the 15th of the month. Send letters to the editor and art related stories that help inform or educate members to:

MnWS BrushStrokes Editor

1830 Dutch Heritage Ct.

Baldwin, WI 54002-5155

lbaur@mac.com

(please do not use lbaur@att.net--account no longer active)

Advertising Placement

For ad rates or to place advertising, contact
Mary Hanson 952-476-6896

"I've Found My Joy!" by Onnalee Graham

After decades served in the "Commercial Art" community of Minneapolis, I finally got serious about painting watercolors, my first love.

Originally there were just 75 pieces entered in my data base; now there are over 700, with series on Boy Lake, the BWCAW, Cities,



Down East, Europe, Florals, Glacier Park, the North Shore, People and Portraits and the South-west Canyon-lands. Of the 57 judged shows I have entered, I have won 56 ribbons and awards.

Most of my training came via "just doing it" and a book my father gave me when I was 15: "Ways with Watercolor" by Ted Kautzky, who, it turns out, also taught Zoltan Sabo. I took a workshop with Zoltan on that basis, then later Tony van Hasselt, Christopher Schink and Frank Webb. Painting en Plien Aire in Europe was fantastic; we "tail-gated" our lunches in some wondrous places—but how things had changed since 1956! A week on Big Mountain with Gary Spetz was fun as we each learned from the other. Now I'm adding to a new series: Down East, where we sailed for a week on a marvelous gaff-rigged Schooner, the "Grace Bailey", built in 1882.

I take my E-Z Up tent top and WATERWORKS by Onnalee to Ely's Blueberry Arts Festival for the last week-end of July, staying with my daughters and picking berries with them afterwards. Last fall WATERWORKS was at the first Lakeville Arts festival--what a bonny fair THAT was! May will find me at Northstar's Art on a Line in the Fine Arts building at the Minnesota State Fair. With luck, I may be at Powderhorn and Elk River again. Currently, there are ten works hanging on the

MAA Art Wall at Curran's Restaurant, 42nd & Nicollet Av. S. through April 30. I meet my fair expenses by selling prints and note-cards derived digitally from my originals.

I sincerely believe Julia Child was right: "If what you are doing does not make you absolutely tremble with joy, you are doing the wrong thing." I've found my joy! ■



ART THERAPY WORKSHOP April 17 from 1-4pm



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color pencil, photography, cards,
travel, batik, dollmaking,
jewelry, and more!

p.s. Note from Diana : Hey, everyone. Isn't Lynne doing a super job on this newsletter!!! She's tops!

MEMBER *happenings*

Send member news to: *BrushStrokes*, 1830 Dutch Heritage Ct., Baldwin, WI 54002-5155, or email to lbaur@mac.com.

Robin Berry's painting "Grooming Snowy" (below) was selected to be published in *Splash 9: Tips and Techniques*, due out in October, 2006. It was also awarded Second Place in the Animal category for the 2005 *Watercolor Magic* Watermedia Showcase.



▲ "Grooming Snowy" by Robin Berry.

CeCeile Hartleib received an Award of Excellence in the Manhattan Arts International Small Works 2005 Competition.

Kathy Braud had a solo show at the 2nd Floor Gallery at Thrivent Financial, 625 4th Ave. S in Minneapolis from March 5-25, 2005.

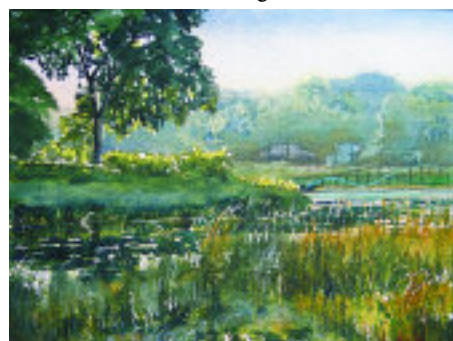
Karen Knutson won an Award of Excellence for her painting, "Quitting Time" at the Elk River Area Arts Alliance 2005 Exhibition. Her painting "Computer Age" was accepted into the Missouri Watercolor Society 2005 Exhibition, and "Quitting Time" and "Cycles" were accepted into the Red River Watercolor Society 2005 National Juried Art Exhibition. Karen is the judge and juror for the Northern Arizona Watercolor Society 2005 Exhibition that is held in Sedona, Arizona. She will



▲ "Quitting Time" by Karen Knutson.

teach a 5 day watercolor and collage workshop from May 9- May 13th there. For a workshop schedule of Karen's classes, check out the "schedule of events" on her website, www.karenknutson.com.

Jeanne Long received the Best in Show Award (and \$500) for her painting "Reflecting Pool" in the 32nd Annual Northern Lights juried fine art exhibition. The exhibition, consisting of works in all media,



▲ "Reflecting Pool" by Jeanne Long.

Board Considers Allowing Digital Entries for MnWS Shows

[Recently, BrushStrokes received the following submission from George Pope, a member from Silver Bay, whom you may recall as the Best of Show winner in our last Spring Show. The matter was discussed at our March board meeting. A report on that discussion follows George's note.—ed.]

George writes:

"How about another controversy to follow the Colored Versus White Mat debate and the 'What's a Watercolor' discussion? I suggest a Slides Versus Digital Image debate.

I'd like to make the case for digital. Slides are difficult for all of us and I'd bet that most of us have a digital camera and computer. The digital

image is viewable immediately, whereas slide film may be difficult to find; once loaded, much of the roll is likely to be wasted if a show is coming up; return of developed slides may take many days; slides must be retaken if inadequate and the process repeated; finally, slides require laborious packaging and snail-mailing.

Digital images are instantly available electronically. After the purchase of a digital camera and computer, the cost of digital is nothing. In my opinion, the quality of even a 3 megapixel image is more than adequate to represent the original work, and digital images can be projected to the same size as slides.

I don't know how many of us live outside the metro, but all the issues of slides become more difficult in outlying areas. I vote for digital. What

Welcome!!

NEW MEMBERS

We have 391 paid members to date.

Laura Golias

Anthony Hedrick

Susan E. Kennedy

Chris Dinesen Rogers

Terry Saario

is at the Century College Gallery, 3300 Century Avenue, White Bear Lake, MN from March 6 through April 8.

Jane Underhill's painting "Grandma's House" won Fifth Place in the Beginner Category of the North Light Book Club's Annual Cover Competition.

Rhonda Bank's painting "Mi Casa" was one of 80 paintings out of 263 submissions selected by juror Carol Orr for the Arizona Watercolor Association 2005 Spring Membership Exhibition. The exhibition is April 3-29, 2005 at the Brio Fine Arts Center in Scottsdale, Arizona.

Dick Green had a painting accepted into the Louisiana Watercolor Society's 35th International Exhibition in New Orleans, Louisiana, June 4-24. Paul Jackson selected 82 paintings out of 562 entries.

A watercolor by **Terry Genesen Becker** was selected by judge Dale Laitinen for inclusion in the 12th Annual National Watermedia Exhibition in Moorhead, Minnesota. The exhibition, sponsored by the Red River Watercolor Society, runs from May 2 to June 21.

Congratulations Everyone! ■

do you think?"

Report on the Board discussion:

Many board members agree with George that it would be great if we could allow digital images for show entries. In fact, ideally, we would prefer to allow slides, prints or digital, to make entry as easy as possible, but there are some technical difficulties to work out before we can implement such a change.

For one thing, digital images look different when viewed on different monitors, so it is difficult for the artist to be sure the judge sees what he or she intended. With a slide, you can be reasonably sure that the color, brightness and sharpness of the image the judge sees will be what you saw when you looked at your slide. Also, although digital images *can* be projected, the Society does

—cont on p. 5

the WORKshopper

Send **Workshop** listings to: *Workshopper*, 1830 Dutch Heritage Ct., Baldwin, WI 54002-5155, or email to lbaur@mac.com.

Marian Alstad

- ▶Ireland, May 5 to 16, 2005
- ▶Tuscany, July 9 to 16, 2005
- ▶Greece, Sept 29 to Oct 9, 2005

For details call Marian Alstad at 612-824-6460 or e-mail mardi4011@aol.com ■

Jan Fabian Wallake

- ▶2005–May 3-5. Toledo Artists' Club, Toledo, Ohio. Contact: Norma, 419-865-6993.
- ▶2005–June 13-16. Dillman's Art Resort, Lac du Flambeau, WI. June 13-16, 2005. Contact 715-588-3143.
- ▶2006–June 19-23. Art-in-the-Mountains, Bend, Oregon. Contact: Debra Prater, 541-923-2648.
- ▶2006–Nov. 11-14. Brevard Watercolor Society, Cape Canaveral, FL. Contact: Linda Neal, 321-751-5520.

Jan has a once-a-month, three-hour class in Roseville. If you are interested in joining this fun and friendly group, call Jan at 651-351-1301 (no long term commitment—come when you can, pay only for the class you attend). ■

Charlotte Laxen

- ▶The Palette of Provence, July 20–31, 2005. Lavender and sunflower fields, markets and magical scenery; 6 nights in Bonnieux, 4 nights in seaside village of Cassis. Limited to 12 artists. Contact: Scottie Watson, 952-285-1272 or scottiew1@msn.com. ■

Lana Grow

- ▶Aquamedia & Collage: Experimental and Energizing
June 20-24, 2005, Watertown, South Dakota.
Contact: Jennifer Stone 605-882-1396. ■

Karen Knutson

- ▶Abstract Watercolor and Collage Workshop—Adding metallic touches to your paintings.
Friday and Saturday, March 18 and 19, 2005 at Avalon Arts in White Bear Lake (651-429-4489). ■

- ▶Landscape Techniques, April 16 at Studio 61 in Hastings, 9:30-3:30. Cost is \$65. Contact: Andy (651) 480-1742 to register. ■

Upcoming MnWS Workshops

Mar 28–Apr 1, 2005–Karlyn Holman

Oct 11-14, 2005–Ken Hosmer

For MnWS workshop information contact Bonnie Crouch, coordinator (952-945-0682) Dianne Jandt, registration (952-891-2375) or John O Leary, publicity (952-888-0638)

Digital Images for Shows

—cont from p. 4
not at this time own such a projector, and they are still rather expensive. So, if both slides and digital images were allowed, the judge would probably have to view them under different conditions, or the slides would have to be scanned, which would require a technically proficient volunteer to do the scans and to match the scans to the slides, to ensure that the image viewed by the judge was the image the artist intended.

There were also concerns raised about the ease with which digital images can be manipulated, but since many artists are now having slides made from their digital files, requiring slides does not prevent this.

Finally, just as it requires care and practice to photograph artwork well with a film camera, it also requires care and practice to get a good digital image. It is certainly true that digital cameras can produce great images, but not all of us have the experience to shoot artwork. If you already have a pro you trust shooting your slides, you may be reluctant to make the change.

Despite these problems and concerns, the Board felt it was well worth continuing the discussion to see if solutions can be found that will allow the ease of digital submission for those who want it, without compromising the integrity of the judging or creating an undue increase in the already major task faced by our Show Chairs, and without forcing artists who are not yet prepared to submit digital images to give up slide submission.

Unfortunately, because this change would require the solution of some technical problems to ensure it is even feasible, it is not yet

Northstar News

Workshops

May 16-20, 2005: *Carla O'Connor*

October 17-21, 2005: *Jerry Seagle*

Contact Carol Jernigan (651) 459-5103

Meetings

April 21. *Ellen Diederich demo*

May 13–15. *Art on a Line Show & Sale*

May 19. *Carla O'Connor demo*

Meeting location is Centennial United Methodist Church, 1524 W. County Rd. C2 at Snelling in Roseville.

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appropriate to debate the issue.

But, it would be extremely valuable for the Board to hear from members, both regarding their preferences and especially, their experiences, positive, negative or mixed, with digital submissions for other shows or opportunities. Please share your experiences and opinions with a board member. If you, or someone you know, have been involved on a show committee or as a judge for a show that accepted digital images, we would especially like to hear from you. We are also interested in hearing from members who might have the expertise to assist with resolving technical problems.

[Regardless of what we decide, it is likely slides will be required in some settings for a while yet. If you shoot digital images, there are a variety of online services where you can upload your digital files and have a slide made quite inexpensively. GammaTech (www.gammatech.com) is one I've been happy with, easy, fast, inexpensive and good quality. Google "digital-to-slide transfer" to find others.—ed.]

MNWS*calendar*

Programs are held the second Thursday of the month at 7:00 pm.

April
March 31: Spring Show Reception, 6–8 p.m. at Minnetonka Center for the Arts. No regular meeting in April.

May
May 12: Dan Weimer–landscapes

The Minnesota Watercolor Society meets monthly September–May. No regular meetings in June, July or August. Happy summer painting!

September
September 8: Dr Catherine Warrick-“Connecting to your Creativity thru Heart-Centered Meditation”.

LOCATION: Christ Presbyterian Church, 6901 Normandale Blvd., Edina, MN (Corner of 70th St. S. and Hwy 100)

MEMBERSHIP APPLICATION

MnWS Membership Dues:

- Single: \$25
- Couple/Family: \$35
- Seniors (65+): \$20

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“To further development of the watercolor artist by providing a supportive environment with education and exhibition opportunities, and to promote public appreciation and greater visibility of the art.”

— MnWS Mission Statement