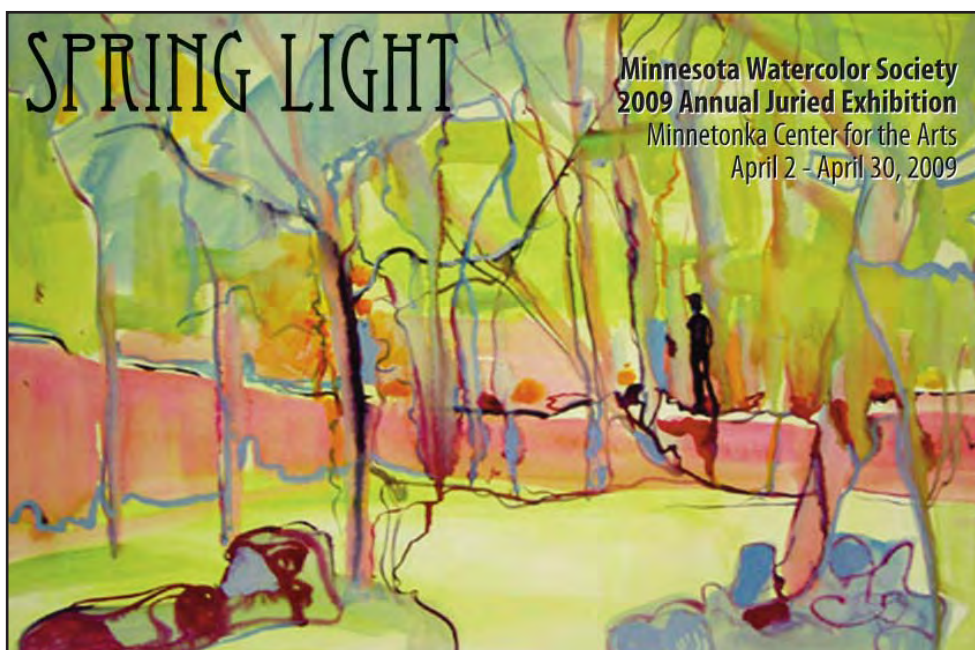


Spring Show Digital Entry Process Succeeds

The Spring Show has come together reasonably well. We need to tweak a few things to make it better in its new format. However, the images we received presented a great selection of work for our judge, Calvin deRuyter. I imagine a few of you felt as I did about this new approach. I was the proverbial "duck out of water." I have some digital background experience but have relied on my children to help me in preparing for digital entries. I've joked that technology was pleasantly passing me by. I imagined I would be dragged kicking and screaming into that world. The old way was comfortable. I could easily gauge quality and time commitment in the process. The addition of this new technology makes me feel like that duck walking awkwardly in my backyard in the early summer.

My viewpoint is changing. I need to meet the challenge of the new technology. I've arranged to have my geeky kids unravel some of the mysteries. This show has made me see the potential of the technology. The pictures were there on the screen, bright and beautiful. It was a pleasure to see them presented in the best possible way to show the color and detail. The process will include some humbling pain but I am fortunate to have family that can teach this technology to me. I know there are artists reading this who haven't a clue how to e-mail the right size jpeg and have few opportunities to have someone gently walk them through that learning curve. I believe we can offer some opportunity to prepare work for digital entry for those who have no knowledge. I would hope that we all find ways to familiarize ourselves with some of the processes. It's indeed here to stay!



"Spring Witness," by Emmy White
Thank you Emmy for sharing this beautiful creation.

The future may hold many digital opportunities to show your work. There are Web sites, including our own, juried exhibitions requiring digital entry, even shows on the internet! Digital imaging is used for publication of images, for preparation for fine art prints as well as many forms of printed material for marketing. Some of you only show in one or two juried exhibitions and skip most of the marketing. As I said, members can help fellow members with this preparation. I do hope that you will seek education in the technology we use today.

A special thank you to all who braved this new approach. We had a great response! Thank you to Dan Wiemer who wrote the digital instructions. A very

special thank you goes to Cathy Hearing, who allowed me a glimpse into this new world as she prepared the cds for our judge. I may still be a duck out of water with technology, but my aim is to be part of that happy group of mallards, flying so effortlessly overhead in the summer.

If you didn't make it to the opening, come enjoy the show at the Minnetonka Center through April 29! Remember, there are several paintings on the wall from people who had never entered a digital image before this show. Join us in our next digital adventure.

Deb Chapin

from the President



Our Spring Show for 2009 has begun. I want to thank all of our members who submitted entries for this show. This was the first show for which we required a digital entry and we were really uncertain as to how it would work out. I want to tell you how pleased I was with all of the entries. You did a great job of getting your images into a digital format. The process went without a hitch and we were able to get all of your entries loaded onto a CD for the judge. He found it very easy to review the images and to select the ones which he wanted for the show. Thank you for the effort that you put in to get your entries submitted. We had 120 images submitted and 78 were selected by the judge. He was very pleased with those that he selected, but also disappointed that he had to turn some down. There were many high quality paintings entered and it should be a great show.

I also want to remind you to sign up for our Member's Day Event on June 13. The registration form is in the newsletter. We will be able to accommodate only 60-65 people, so to insure that you get a space, please send in your registrations early. We will have two demo artists in the indoor morning session and for the afternoon, weather permitting, we will be working outside. We will have two plein-air painters who will be doing demos, and then members will have a chance to spend some time painting outdoors. It should be a really fun and informative day.

I'm looking forward to being able to spend some time working outdoors. It is something that I don't do often enough. For those of you who have never tried it or who are intimidated by it, this may be a great way to introduce yourself to an exciting way to paint. Besides being able to enjoy a beautiful day outdoors, painting outside forces us to focus on big shapes rather than small detail and to focus on light as a part of our painting. My biggest problem is trying to stay focused when there is so much to see and watch when I am outside. But the more I focus on the painting and trying to capture what I see, the better I am at expressing what I am trying to say about my subject. It is definitely high intensity painting and time flies by so quickly. We can concentrate on capturing the essence of a scene instead of small details. It helps us to make a statement about what we are feeling instead of a narrative. We are not describing the scene in intimate detail, but rather, focusing on our feelings and an impression of what lies before us. It can be an exciting breakthrough. We have many talented artists in our group who work plein-air. I hope that you will join us on Member's Day to experience this first hand.

May Mini Show

For our May 14th meeting plan on bringing a self- portrait! Yes, start working now! It will really be fun if a lot of our members do a self portrait and bring it to this meeting. If you paint abstract, do an abstracted version or something that represents you. Do whatever you would like – just so it is YOU!

Thank you, CeCeile Hartleib



BOARD OF DIRECTORS

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Northstar Liaison	Emmy White, 612-825-8312 ewhite1@comcast.net

PAST PRESIDENTS

2006-08 Dan Wiemer	1994-96 MarySue Krueger
2004-06 Andrew Evansen	1992-94 Carol Gray
2002-04 Sandra Muzzy	1990-92 Gwen Leopaldt
2000-02 Keith Donaldson	1988-90 Harry Heim
1998-00 David Rickert	1986-88 Sally Burns
1996-98 Jan Fabian Wallake	1983-86 Jeanne Emrich

BRUSHSTROKES

Editor	Therésa Weseman, 952-200-8592
Advertising Mgr	Mary Hanson, 952-476-6896
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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

10910 Quebec Ave. S., Bloomington, MN 55438
tweseman@earthlink.net

Advertising Placement

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

Color printing of BrushStrokes is made possible by a general contribution from Engineering Repo Systems.



Karlyn Holman demonstrated at the March MnWS Member Meeting. Many members turned out for the event.

MnWS NEW MEMBERS

Karen Nestingen Sandy Dinse
Roy Lindaas Julie Schroeder

We have 367 paid members.

*(Check the label on your newsletter to see
when your membership dues are due.)*

Bullet Points From the March MnWS Board Meeting

- 65 artists were accepted into the Spring Show. Postcards for the show are now available. Electronic postcard available on the Web site to use for e-mailing.
- Seeking for a volunteer to help coordinate hospitality for the Spring Show.
- The Fall Show of 2009 will need to have entries in sooner than normal. Details will follow before the summer break.
- Burnsville Art Center will accept us for the Fall Show of 2010.
- Still need another demo artist for the Member's Day event.
- The board will conduct a survey to its members on whether we still mail out the newsletter or only post it on the Web site.
- Still openings in Dan Weimer's April Workshop. Details on the Web site (www.minnesotawatercolors.com) on how to register.

Open Board Positions

- Treasurer
- Hospitality Director
- Advertising Manager of BrushStrokes

Please contact the Board if interested. The board's contact information is located on page 2 of the newsletter.

Letters to the Society

Dear fellow artists:

The State Fair Art Show is one of the premier exhibitions of art in the state. Although the entry is free, it is difficult to enter since the artist must bring the physical object of art to the Art Building, wait a few days, then do "the walk of shame" with the majority of artists who were not accepted. This is a bother for those artists who live in the metro area, but it makes it very difficult for outstate artists who have to drive several hundred miles several times, especially considering that the majority of work is rejected.

Allowing work to be juried by digital imagery would prevent that difficulty. Most art exhibitions require digital images for jurying, including the Minnesota Watercolor Society. Others require slides or printed images. Even that "old-fashioned" way would improve the situation.

I think the STATE Fair Art Show should be accessible to artists throughout the state. The Minnesota Watercolor Society can be a powerful voice to encourage that idea. I hope you will consider an official position on the matter and also consider networking with other artist groups to give ALL the artists in the state a chance to be in such a prestigious show.

Sincerely,
George M. Pope, Signature Member, MnWS

Sedona – Land of the Red Rocks

If you have ever been to Sedona you know how delicious the colors of the landscape are there and what fun it is to put together a 'red rock' palette of colors so different from those we use for Minnesota. For anyone who has not been there, trust me when I say that Sedona is a landscape just waiting to be painted.

While I was there I had the chance to participate in the kick-off of their First Fridays gallery tours of the 2009 season (similar to our First Thursdays in northeast Minneapolis). It takes place in the heart of Sedona and features local artists, many with national and international recognition. The city provides free trolley rides between the various galleries and showrooms where the artists were present to talk about their work while we sipped wine and nibbled on great guacamole.

One of the stops was at the Sedona Arts Center, which was having the awards recognition night for their Member Juried Exhibition. I had the opportunity to meet the Gallery Director, Shirley Eichten Albrecht (formerly from Minnesota) to talk about the show. It is a mixed-media show that they break into two categories with two separate exhibition areas. They have a professional artist category and an emerging artist category. Each exhibition has its own judge with awards for first through third in each of the various media. We talked awhile about the criteria for each category, how they determine which show each artist participates in and the number of applications they receive. Shirley said this show enjoys some of their highest in participation and is perhaps the most well received by the public because of the on-going commitment and encouragement it demonstrates to artists of all levels of talent and intent. I agreed, it was terrific to see the professional level art being recognized for the achievement of those artists, while at the same time providing an equally quality opportunity and thrill for those just getting started or those who choose to embrace their art as an avocation.

So, now I'm wondering if we could ever consider something like this for our Minnesota Watercolor Society?

Kathleen Riopelle

Thank you to Deb Chapin for all your organization, laughter and enormous help and a very special **Thank you** to all the wonderful volunteers at the Minnesota Watercolor Society and The Minnetonka Center for the Arts, who have helped with this year's spring show, "Spring Light." I truly appreciate everyone.

Thank You! Deb Magelssen

Minnesota Watercolor Workshop

October 5-9 (Mon – Fri)

Myna Wacknov www.mynawacknov.com

Wacky Portraits - Many Possibilities From One Image

Cost: \$395 Members \$435 Nonmembers



This workshop is for those people who wish to move away from strict interpretation of a photograph and explore the potential for more unique and creative alternatives. People don't need to be particularly good at portraits to take this workshop. You will learn ideas

for designing, not how to get a good likeness. Everyone will be working with the same image, provided by the instructor, to maximize the number of variations produced in the time frame of the workshop. We will be working with a portrait image, but the principle learned in the workshop will work with any subject matter. Each day will explore a different element of design and how it could apply to the image at hand.

Be prepared for fun, creative excitement and a fast paced and highly structured environment.

Workshop Registration

I would like to register for the following workshop

- ☐ Myna Wacknov/Wacky Portraits –
Many Possibilities from One Image
members \$395 nonmembers \$435
October 5 - 9 (Mon-Fri)
Location: Bloomington Art Center

For detailed information about the artist or workshop visit our Web site at: www.minnesotawatercolors.com

For inquiries contact: Kathleen Sovell, Workshop Chairperson
Phone: 612-374-3195
E-mail: jksovell@comcast.net

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-Mail _____ @ _____

(MnWS does not share e-mail addresses with others.)

Please send \$125 deposit.

Cancellations in writing must be received no later than two weeks prior to the workshop to qualify for a full refund. If the workshop is cancelled, money will be promptly refunded.

Amount Enclosed: \$ _____

Make checks payable to Minnesota Watercolor Society and mail with form to:

Workshops
Susan Zinschlag
2353 Glacier Way
Hastings, MN 55033-3757
Phone: (651-437-9327)
E-mail: s.m.zinschlag@att.net

Workshops and Classes

Want to find more workshops?

Visit the Minnesota Watercolor Society's Web site at www.minnesotawatercolors.com and click the "Happenings" link at the top of the page.

To include your listings on the Web site please e-mail information to webmaster@minnesotawatercolors.com

FALL FUSION

While we are all looking forward to summer, it's not too early to think about our Fall Exhibit. This year, you will have a special opportunity for your artwork to be featured in a live performance taking place at the Bloomington Art Center (BAC).

In September, we will be hanging our members show in the Atrium Gallery of the BAC. Two weeks prior to our show, they are sponsoring a Fusion Event as part of their Literary Program. The Fusion Event takes place in their Black Box Theater and combines the written word with original music composition, dance, and visual arts. This year their theme is "Water" which coincides with our fall show theme "Ripples & Reflections, Views from the River". As a result, they are inviting us to include selected watercolors from our show as digital images for projection during performances.

The Fusion Event takes place on Friday and Saturday, September 4 & 5. To have your work considered for inclusion in the Fusion Event, you will need to submit your artwork via CD, similar to the entry process for our spring show. Because this event precedes our show, we will need your artwork earlier than normal. Submitting your work for the Fusion Event is not a requirement to participate in the fall show. Instead, this is a fresh new way to include your work in the broader artistic community.

Artwork for the Fusion Event will be selected by Kate Pettit, BAC Board Member and Coordinator of Literary Program. Mark your calendars now so you won't miss this opportunity to see your work in a whole new light.

Submissions must be postmarked by August 10.

Mail your artwork via CD to:
Sonja Hutchinson
Fall Exhibition Chair, MnWS
1424 Baldur Park Road
Wayzata, MN 55391.

Minnesota State Fair Fine Arts Competition

It's no April Fool. April 1, 2009 is the start of registration for the State Fair. Registration deadline is Monday, July 20 at 4:30 p.m. It is always an exciting experience to see if one can get accepted. Last year there were 2,400 pieces entered and only 385 accepted. Someone stated that there were not a lot of watercolors submitted, so let's get our brushes and paints out and do something for an entry in the State Fair. Get together with a friend or several friends and plan a day out to have lunch and drop off your painting either August 7, 8, or 9 at the Fine Arts Center and for the next Friday, Saturday or Sunday to pick up those paintings that were not accepted. Company is always better when you have good or bad news to share. At present I am doing 50/50 at being accepted. I tried four times and was accepted twice. Quite good because a lot of people I know have

yet to be accepted and have entered a lot more times than I have. Rejection is not an indicator of how bad a painter you are, just how strange the judge is. Also the only way to get into the Salon 300 at the Hopkins Center for the Arts is to have submitted artwork to the State Fair and not be selected. Room is limited so go there soon after picking up your painting.

New in 2009! Any accepted work that the exhibitor chooses to list as FOR SALE will be sold through the State Fair at a 20 percent commission. All accepted entries will remain on exhibit throughout the fair.

As in prior years, registration is on-line only at www.mnstatefair.org, click on "Competitions" and then "Fine Arts". There you will find links to all the rules for the State Fair Competition and the Salon 300, plus the entry form.



Good luck and I hope we'll see lots of our members in the State Fair Fine Arts Competition.

Dianne Jandt

The Girl with the Gallery

A book report by Nancy Carney

In the early part of the 20th century, the center of the art world began to shift from Paris to New York City. Contributing to this were the 1913 Armory Show, knowledgeable wealthy American art collectors, immigrating European artists, and a 26-year-old woman named Edith Gregor Halpert.

In her biography, *The Girl with the Gallery*, (Public Affairs, 2006) author Lindsay Pollock describes how Edith's aggressive promotional techniques and sales tactics brought prestige to the emerging American art market and helped establish American modern artists.

When Edith opened her Downtown Gallery in New York's Greenwich Village in 1926, she was determined to elevate American art and artists to the level of their European counterparts. Through her numerous and innovative group shows, one-artist spotlights, and her skillful matching of wealthy buyers with struggling artists, Edith boosted the careers of a long list of emerging American artists including Stuart Davis, Jacob Lawrence, Charles Sheeler, Arthur Dove, Ben Shahn and, eventually, Georgia O'Keeffe.

During the Depression, when artists were literally starving, Edith appealed to the New York elite such as the Rockefellers and Guggenheims to help support her artists. She worked in Washington, D.C. on behalf of her artists, ensuring they were included in the Public Works of Art Project (PWAP). In the 1930's Edith almost single-handedly created a market for primitive American folk art.

During World War II, Edith exploited American patriotism with folk art exhibits and by showing paintings exclusively by American artists depicting American history and scenery. When seven of her Downtown Gallery artists were drafted, she arranged special exhibits by artist-soldiers.

Edith Halpert ran the Downtown Gallery for 44 years, struggling to build the American art market, often creating something out of nothing. Her skills with marketing, promotion and selling are an inspiration. As we struggle in 2009 to maintain our artistic careers in the Minneapolis/St. Paul art market, during a bad economy, we could all learn a few tricks from *The Girl with the Gallery*.



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Minnesota Watercolor Society Members' Day
Saturday, June 13, 2009
RAIN or SHINE – Fish Lake Regional Park Enclosed Pavilion
14900 Bass Lake Road, Maple Grove MN 55311
9:00 AM – 5:00 PM
REGISTRATION FORM

Please fill in the information requested and return the completed form with a check made out to MNWS Members' Day for the total amount.

Mail to: MarySue Krueger
 18321 Tristram Way
 Eden Prairie MN 55346

Registration forms must be received by Thursday, June 4, 2009.

Directions: From I - 494, take Bass Lake Road (County Road 10) west 1 mile to the park entrance. Pavilion is about ¾ mile into the park.

Maps available at www.threeriversparkdistrict.org

Questions? Contact Catherine Hearing at 651-777-8158, cathy@chearding.com

or

MarySue Krueger at 612-716-4829, wurtzzel@aol.com

----- Cut here -----

Name _____ Phone _____ - _____ - _____

Address _____

City _____ State _____ ZIP _____

Email _____

Registration fee **\$25.00**

Box lunches are available for **\$9.00**. Sandwiches are on Hoagy buns. All choices include fruit, side salad and dessert. Beverages will be provided. Please select from the choices below.

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Turkey | <input type="checkbox"/> Egg Salad |
| <input type="checkbox"/> Roast Beef | <input type="checkbox"/> Veggie Wrap |
| <input type="checkbox"/> Chicken Salad | |

☐ I would like to order _____ box lunch(es) at \$9.00 each for a total of.....\$_____.

Total amount enclosed..... \$_____.

I volunteer to help with Members' Day:

- | | |
|---|---|
| <input type="checkbox"/> Check-in | <input type="checkbox"/> Artists' assistants (4 needed) |
| <input type="checkbox"/> Refreshments and lunch | <input type="checkbox"/> Cleanup |

exhibits

- ▶ **Judy Fawcett** will be exhibiting watercolors at the Hudson Hospital Patient/Staff area Apr. 15 - Jul. 12.
- ▶ **“Pat Greer – A Retrospective,”** features paintings created by Greer, co-director with Marion Ward from 1977-1986 of Edina Art Center. Exhibit opens Apr. 2 and continues thru Apr. 25 with a reception from 2 - 4 p.m. on Sat., Apr. 25; 4701 W 64th St., Edina; 952-903-5780.
- ▶ **“The Long Zoom,”** Sandra Muzzy and Jeanne Long’s exhibition of the Arboretum from a distance and close up, has been extended through June at the Macmillan auditorium at the University of Minnesota Landscape Arboretum. www.arboretum.umn.edu/TheLongZoom.aspx
- ▶ **5th Annual School of Realism Student Show**
Classical drawings and paintings including the nude human form created by 7 full time students of the Edina Art Center’s four-year School of Realism. Reception 5 - 8 p.m. Thurs., June 4. Show continues thru June 13; Foss Gallery at the Edina Art Center; www.EdinaArtCenter.com
- ▶ **The Wauwatosa Plein Air Affair**
Jul. 9 - 18, Wauwatosa, Wisconsin. Anyone interested will be able to submit artwork for judging and auction. For more info go to WauwatosaPleinAirAffair@yahoo.com or call 1-414-442-3993.

Northstar Meetings

Held at The Roseville Oval at Roseville Skating Center, 2661 Civic Center Dr. Directions from MPLS, take Hwy. 280 to Hwy 36 and East to Snelling North Exit, turn right on County Road C, drive past Hamline Ave. and left into Civic Center Drive before Lexington Ave.

Upcoming Workshop:

Carrie Burns Brown, April 20-24
Registration forms can be obtained on www.northstarwatercolorsociety.com. or by contacting Georgiana Ruzich at 763-424-5164

Upcoming Meeting & Demo: April 23

Carrie Burns Brown

Art On A Line: May 14 - 16

Fine Arts Building on the State Fair Grounds
www.northstarwatercolorsociety.com/artoneline.html

MEMBER happenings

Send member news to: BrushStrokes, 10910 Quebec Ave. S., Bloomington, MN 55438 or email tweseman@earthlink.net. Images are welcome and will be used as space permits.

- ▶ Marian Alstad has been appointed to the position of MnWS historian. Marian has been a member of MnWS for more than 25 years and has a collection of newsletters and society information going back many years. She will be organizing and keeping track of information as we go forward. If you have any questions about our history or what has been done in the past, you are encouraged to talk with Marian.
- ▶ Judy Fawcett’s painting, “Under Construction”, was accepted to the TWSA exhibit which will be held at the Kenosha Public Museum, Kenosha, Wisconsin May 2 - Jul. 26.



“Under Construction,” by Judy Fawcett

Online Newsletter Response

Last month’s newsletter presented a question to it’s members, “E-mail or Paper Brushstrokes?” Here is one response from a member: *“I’m a paper kind of guy. Northstar puts their newsletter on line, and it soon gets moved down the list of incoming e-mails, and I seldom completely read it. I keep the Brushstrokes around and usually read it several times (don’t ask why). It’s real and in my face and spurs me to do something about the watercolor thing.” ~ G. P.*

We want to obtain more feedback from you, the association members, before we make any decisions on this option. Please feel free to e-mail Carol Wingard, Membership Chairperson, cjwin48@hotmail.com with your comments.

MnWS calendar

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

Apr. 2 **Spring Show,**
Minnetonka Center
for the Arts
Reception:
April 2, 6 - 8:30 p.m.
Show runs:
April 2 - April 30

May 14 Nels Femrite

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

MEMBERSHIP APPLICATION

**Mail your application and check payable
to Minnesota Watercolor Society to:**

Carol Wingard, Membership Chair
10427 Fawns Way
Eden Prairie, MN 55347

MnWS Membership Dues:

- ☐ Single \$30
- ☐ Couple/Family: \$40
- ☐ Seniors (65+) \$25

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Address _____

City _____

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— MnWS Mission Statement —
"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."

10427 Fawns Way, Eden Prairie, MN 55347-5117

