

New Mexico Watercolor Society
PO Box 11604
Albuquerque, NM 87192

brushstrokes

www.nmwatercolorsociety.org

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NMWS is a 501(c)3 organization. All donations are tax deductible.

DATES TO REMEMBER

March '09

- 1 NMWS Dues Deadline (March 1st)
- 2 Load-In Little Theater - 2 to 3 pm
- 6 Entry Deadline NMWS Spring Exhibition
- 10 West Fed Award Notices
- 15* March Brushstrokes Deadline, 5pm
- 16 Meeting - Albuquerque Art Museum
Board 5:30, Social 6:30, Program 7:00
- 21 MasterWorks Miniature Entry Day
Large Art Delivery Date 11am - 1pm
- 23 Load-Out Little Theater - 2 to 3 pm

April '09

- 3 MasterWorks Opening & Awards 5 to 8 pm
- 4 NMWS Spring Exhibition Notices
- 7 - 9 Ann Smith Workshop - 5 to 9:30 pm
- 15* March Brushstrokes Deadline, 5pm
- 20 Meeting - Albuquerque Art Museum
Board 5:30, Social 6:30, Program 7:00
- 25 New Members Tea - Doe's - 1:30 to 4pm
- 26 MasterWorks Pick-Up - 12 to 2 pm

May '09

- 1 - 31 Western Fed - May 1 to 31 - San Diego
- 4 - 8 Tony Couch Workshop - 9 am to 4 pm
- 4 Meeting - Hispanic Arts Bld - Expo
Board 5:30, Social 6:30, Program 7:00
- 8 NMWS Spring Show Opening - 6 to 8 pm

March Program

March 16th Program: Features Tricia Love

Many of us have tried our hand at capturing the transparent, delicate, elusive character of glass. A well-done depiction of glass is delightful to look at, and sooner or later, many artists feel the urge to give it a try. We are lucky to have as our March program presenter Tricia Love. Tricia is the recipient of many awards – at the NMWS Spring and Fall shows, at Expo New Mexico exhibits, and elsewhere. Tricia loves to paint all kinds of glass. Maybe you have admired her portrait of a collection of mason jars in all their wavy transparent splendor. Or her glass bowls of fruit. Come to our March 16th meeting and learn how she does it. You will be fascinated, and you'll learn a lot!



Please report any errors in this newsletter to the editor
woodyduncan@comcast.net - Thank You

President's Message

How to price a painting?

When sending my entry into MasterWorks and knowing that Spring show entries are due March 6th, I thought I'd try to come up with ideas on how to approach pricing more systematically than I have in the past. I talked to artist friends, read articles and just thought about it a bit. Here's some ideas that influenced me and hopefully, will be helpful to you.



1. When pricing your work, check out what's selling either by asking fellow artists or looking at work that has sold at shows, festivals or galleries. Work sells, not only because it's good but because it's priced for the market.

2. Now try to think of where you are in terms of the market. How does your work compare with others? It makes sense that prices for the same size painting from two different artists are different, dependent on experience and recognition. Also, professional artists in galleries cannot undersell their gallery. Those of us not in galleries have greater freedom to establish prices.

3. Establish a price structure. What is your most frequent image size and determine a base price. **It makes no difference how much you love it or how long you worked on it***. Then, take your base price and compute what other sizes would be. For example, if your favorite size is a half-sheet, priced at \$350.00 (unframed, unmatted), then a quarter sheet would be \$175.00.

4. The final price determinate is the additional cost of matting/framing. This varies enormously and judicious frame purchase practices can help a lot in cost control. On the other hand, if you *really* don't want to sell it because you *really* do love it and worked on it almost forever, price it *really, really* high. Each of us must find our own way in determining our place and price in the art world. Always, most importantly, is that you keep painting! Enjoy!

Mary Oelschlaeger

Brushstrokes Submissions

*Submit news for the next Brushstrokes
by the end of the day on the 15th of the month to
brushstrokes@nmwatercolorsociety.org
or **snail-mail** it to: Brushstrokes, c/o **Woody Duncan**
7236 Calle Montana NE, Albuquerque, NM 87113-1277

New Members Tea - April 25th

Attention new members: Our new members tea will be coming up April 25th from 1:30 to 4:00 pm. You will soon be receiving your letter of invitation to get together at my house to enjoy good food, socializing with other new members & learning about what our watercolor society has to offer you. Please R.S.V.P. as soon as you know if you can attend. Those new members who have belonged for awhile but have not attended a new members tea, are also welcome. Thank you.

Doe Bennett, chairperson. 299-4945

Venues & Opportunities

Show opportunity: I am looking for professional-level art for upcoming shows at the New Mexico Cancer Center (the largest exhibition and sales gallery in the state). Work must be available for three months and must be for sale. I am currently collecting a pool of new names to be considered for future shows. If interested, please contact Terry Lawson Dunn, curator, with images and contact information at:

Dunn27@juno.com or 505-821-8901.

Thank you, Terry

“NMWS Dues Deadline”

**NMWS Dues Deadline is March 1st
In order to keep your membership current
and be eligible to enter exhibitions,
participate in workshops
and be listed in the 2009 directory**

Please Pay Your Dues

Thank You

Western Federation

Thanks to everyone who entered the 2009 **Western Federation of Watercolor Societies Exhibition** Paintings were accepted from the following NMWS artists for the 34th Annual Exhibition to be held at the San Diego Watercolor Society Gallery, May 1 – 31, 2009.

Congratulations to each artist!

**Dave Cook
Charles “Bud” Edmondson
Jane Fritz
Deborah Odum-Hutchinson
Peter Krusko
Johnny Mullins
Todd Tibbals
Susan Weeks**

**Rusty Weather
Winter is Coming
Cholla Cactus
Whirling Yet Serene
Placer Mountain
E Ticket Ride
Lanchas del Sur
Tunnel Vision**

**Marty P. Loscerbo
(alternate)**

The Ice Cream Maker

This years exhibition will be in San Diego

May 1 - 31, 2009

Dave Cook WFWS Delegate

dadecook@juno.com

Opportunities

2009 Starlight Ranch Artist Retreat & Workshops

Small classes in an inspirational setting at Starlight Ranch with lots of demonstrations and personal attention (lunch included!). Strategies for Landscape Painting with David Schwindt 21-23 February and again 22-24 September; Portrait Painting (oil & pastel) with Fred Miller 5-8 May; Watercolors with Bud Edmondson 19-21 June; Splash Ink w/ Watercolor with Ming Franz 10-12 July; and finally Painting Horses at Starlight w/ Carolyn Lindsey, 9-11 October.

To register, call **Deb at 281-6839**

or go to www.starlightranchnm.com

New Mexico Art League

Announcing the 80th Anniversary Fine Art Show for the New Mexico Art League June 13-27. Categories, Oil/Acrylic, Watercolor, Pastel, and Drawing. Best of Show \$650. In each category: 1st Award, \$300, 2nd Award, \$200, 3rd Award, \$100. Download a prospectus at www.newmexicoartleague.org pick one up at the League, 3407 Juan Tabo NE, or send a #10 SASE to NMAL, PO Box 16554, Albuquerque, NM 87191.

Entry deadline for the show is April 10.

Thank you, Jerry Love

Tamara Rymer will be showing in the upcoming **Cowgirl Up! 2009** Art from the Other half of the West, Invitational Exhibition & Sale. The show runs from March 27th – May 3rd in Wickenburg, Arizona. For more information go to www.cowgirlupart.com

Read Brushstrokes On-Line

Did you realize that you can read back issues of the NMWS newsletter on-line ?

<http://www.nmwatercolorssociety.org/>

then click on the “Newsletter” link.

Brushstrokes Editor’s Notes

It would be most helpful if your submissions for brushstrokes were in MS Word, Times New Roman -10 pt. allow the text to wrap around as you type.

Indicate the topic and month in the subject line of your e-mail to:

brushstrokes@nmwatercolorssociety.org

Please understand that your information may be edited to fit the space available.

Thank You, **Woody Duncan** (editor)

New Members

Alla Bor

Diana Davidson

John L Sachko

Barbara McGuire

Please let **Sally Boyd** (Membership VP) know of any changes in your contact information. ie: address, phone, e-mail, etc. **505 -821-7484** saboyd@Q.com

Sorry - Tony Couch Workshop

It is absolutely FULL (36) with 2 on the waiting list.

NM Watercolor Society Spring Workshop

May 4 – 8, 2009 - Thank You

Donna Dionne, Workshop Chair 873-4229

ddionne41@comcast.net

Alternate Spaces

The Kimo Show, and the Loma Colorado Library Exhibit were both a roaring success. Thanks to all who participated. The next Alternate Spaces exhibit is at the Albuquerque Little Theater. Load in is Monday, March 2nd from 2:00 to 3:00 pm. Load out is Monday, March 23rd from 2:00 to 3:00 pm. The Little Theater takes 25% on all sales.

Contact Suzie Clark for information suziec2@aol.com

Carol Carpenter Watercolor Classes for March

Two six week sessions are available: Monday 1PM to 3:30 pm begin on March 2, 2009. Saturday 10 am to 12:30 pm begin on March 7, 2009. Classes are to be held at the Hoffmantown Shopping Center. Cost. \$150.00, \$30 deposit.

Contact Carol Carpenter 505-884-1196

Carol@CarolCarpenterWatercolors.com

Volunteer to Teach

Recently, a notice was sent to our website about teaching opportunities sponsored by Citizen Schools. This organization is a "national educational initiative that mobilizes adult volunteers to help improve student achievement in afternoon apprenticeships" (weekly 90 minute learning projects.) Keliko Adams is the Campus Director at Wilson Middle School and she wrote to us after finding our website through the ABQ Arts website. She thought that there were many students who would like to "learn and do more" with art but don't have the opportunity.

She wrote: "If you are at all interested or know of anyone who might be interested in collaborating with us, please let me know. Keliko can be reached at 971-241-1404 or

kelikoadams@citizenschools.org.

You can check this program out at

www.citizenschools.org.

Spring Prospectus

Submission Deadline for NMWS Spring Show is March 6th - Don't Forget to Enter

The Prospectus for the upcoming NMWS Spring Show is STILL available on the NMWS website at:

www.nmwatercolorssociety.org/ProspSpring09.html

In our effort to make the submission process more accessible to all, as of this show we will accept entries in digital format submitted in a CD or via e-mail. This CD must conform to all the specifications stated for e-mailed digital images. It can be mailed together with your application or in advance. Please remember **deadline for submission is Friday, March 6th**. Hope to see YOUR paintings submitted!

Art Related News



Good luck to all those who entered the Watermedia Division of MasterWorks. There were **168 entries from 78 artists in the watermedia division**.

March 21 is the delivery date for accepted paintings and also the day in which you can deliver your miniature paintings to be juried into the show. Deliver your paintings to the Hispanic Arts Building between 11 am and 1 pm.

Also there are still a few opening left for the Miniature Workshops, April 15 -17. You can register for one day or all three days. The presenters will be this year's Miniature Division's judge Susan Brooke, exploring the world of miniatures using acrylics, Margy O'Brien, drawing nature using pencils, ink, watercolor or any combination and Paul Murray working with light in pastels. You can call Barbara Lohbeck at 260-9977 for more information or to register.

Linda McKay 294-2935 wclinda@comcast.net

The **APS Metro Youth Art Exhibit** is here again, showing great art by high school and middle school students. NMWS is sponsoring 3 awards for excellence in watercolor. If you would like to see the show, it will be held at the Fine Arts Gallery at Expo NM, March 6-April 5, Tu-F 3-6pm and Sa-Su 1-5pm. Enjoy.

Volunteers Needed

The following positions are open
Secretary, Paint-Out Chair and Holiday Party Chair
Help is also needed on the Social Committee and the Exhibitions Committee
contact **Mary Oelschlaeger 281-0841**

Classes and Workshops

Watercolor Workshop in Taos

Ask either Donna or Woody and they will tell you that you are missing a wonderful week of painting and instruction in Taos. Of course the hospitality, friendships and great food at the Sagebrush Inn makes this week more than worthwhile.

Sunday, June 14th - Saturday, June 20th, 2009

For information contact Judy Jones at Adams State College, in Alamosa, Colorado. e-mail ascart@adams.edu

Eloise Rogers Watercolor Classes

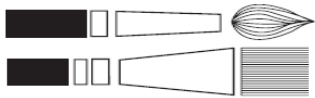
Landscapes and Flowers - Six Weeks, February 9, to March 16, 2009 Mondays 1-3:30
Central United Methodist Church
201 University N.E. (Near the University)
Call Eloise to register — 256-0066

"Painting the Figure in Watercolor"

class offered by **J. K. Drummond**
Sundays 1 - 4 pm Hoffmantown Center
March 15 - April 5 - \$135 - 254-9915

new mexico watercolor society

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873-4229	ddionne41@comcast.net

Subcommittees

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MW Workshop	Anne Cox
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MW Delegate/Files	Patti Derganc
235-8561	pderganc@comcast.net
Holiday Party	Doe Bennett
299-4945	everettcoyote@msn.com

March
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2009

Southern Chapter News

SC Annual Spring Show: Bill Rakocy, resident of El Paso, TX, and noted southwest artist and author will jury and judge our 3rd annual Spring Show. Notification of acceptance of entries will be Friday, March 13 and Intake on Tuesday, March 31, 10 am – Noon. Do mark the reception, Friday, April 3, 5 – 7 pm., at the Branigan Cultural Center on your calendar. You won't want to miss it.

Programs: we invite you to join us for our **March meeting**, Sun., 8th, at 2 pm, to hear local artist, Jo-An Smith. Under the title, **Free Flowing Into Intricate Detail**, Jo-An will share her watercolor inspirations and favorite techniques as well as examples of her bold and innovative work. We will again meet in the Good Samaritan Retirement Home Arts & Crafts Room off of Telshor on Buena Vida Circle (in the Administration Building). **Please note the change in date, time and place for April's program.** We will meet **Friday, April 3, 9:30a.m. at the Branigan Cultural Center**, to hear the thoughts of our Spring Show judge, Bill Rakocy. After a break for lunch, Bill will critique paintings for those who have signed up for this activity.

Paint-outs: March - Farm and Ranch Museum 9:30 to 11:30 am, Wed., March 18. Admission is Free on Wednesdays to Las Cruces residents. **April** – Wed., April 15, at the Pelham House, Hatch, New Mexico. Arrive 9:30 to 10 am., lunch will be at noon - \$25. Stay later to continue painting if you like. Sign-up list and directions to Pelham House Sanctuary and Retreat will be at our March meeting. Or call or email Penny Duncklee, pendunck@earthlink.net, or 523-1889, to reserve a space for lunch and to indicate any foods you do not eat. You won't want to miss this annual event.

Jan Addy, President, NMWS-SC

If you have news for SC Brushstrokes, please send your material to Jan Addy no later than the 14th day of the month prior to the publication month.