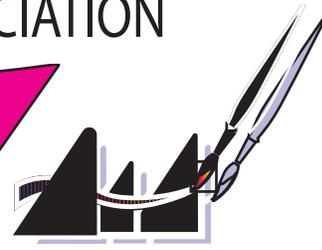


ARIZONA WATERCOLOR ASSOCIATION



Website: www.azwatercolor.com Email: AWA@Watercolor.org

JOANN MATHEWS - WINNER OF THE NWS SHOW

There is still an opportunity for you to sign-up for the JoAnn Mathews workshop for painting animal life forms from the wilds to your precious pets. Deadline to reach the required minimum number is 1/30. It is important to contact Linda Schooley, lvshooley@cox.net or call her at 623-388-6255. Don't miss this workshop on Feb.16, at the Church of the Beatitudes!



"Puppies"

Joann was born and raised in Cedar Rapids, Iowa. She started her career as an artist while operating a ski shop and llama trekking business in Leadville, CO in the early 1990s.

Joann returned to Iowa for a few years, then moved back to Colorado to continue her passion for art while living in Trinidad, Colorado.



Joann currently lives in Mesa, AZ with her husband, an aging aussie and multiple, intelligent and entertaining African Grey parrots. When not instructing art or painting commissioned work, JoAnn travels throughout Arizona, Scottsdale, Tempe, Mesa, Phoenix, and Tucson, meeting with clients and painting quality, award winning pieces of art.

JoAnn is a National and Local award winning artist. She has done commissions for National Dog Shows, The National Western Stock Show, and private collectors world wide.

She has had the great fortune to have had a studio in the A. R. Mitchel Museum in Trinidad, Colorado for several years. A.R Mitchell was a well known illustrator for the pulp cowboy novels.

Every year, Joann Mathews operates a booth at the Scottsdale Arabian Horse Show,



"Fawn"

painting, selling art and visiting with clients, potential customers and colleagues.

IN THIS *Issue*

- * JoAnn Mathews Demo
- * JoAnn Mathews Workshop
- * President's Message
- * News and Announcements
- * AWA Fundraiser
- * AWA Member News
- * AWA Calendar

PRESIDENT'S MESSAGE

Getting Started

President's Message for February 2013

A psychologist once tried to convince his audience that things were better now than in the past. He asked "When was the last time you went to bed worried about being eaten by a wild animal before morning?" Another psychologist (they seem to speak at gatherings of artists a lot) started his talk with "What if I could give you a pill? And if you took that pill you would always know exactly what to do—would you take it?" This may explain why the psychology business is not doing so well, or there may be something to this. It seems that we are busier than ever, and it is hard to start something new whether it is a new painting or a change in direction for our career. We think we would like to know "the answer", but I'm not so sure. Maybe life is very mysterious and all we will ever have is a collection of insights and never the final answer.

So, how do we start in a new direction? First, we need to not be

satisfied with things the way they are. Many people complain all the time, but that's different. When you are trying very hard and want to make a difference, you inevitably reach a point where what you have been doing is not enough. You may also be burned out, tired, and discouraged, but there are ways to move forward. First, set aside a time to work on what is important. Many couples, even after years of marriage, are setting date nights—time to do something together. You just have to stop the world and give yourself permission to think for awhile. Pick a time and tell people you are in a meeting. They don't need to know that you are meeting with your own future. Next, acknowledge what has worked well for you and then think about how satisfaction with that has stopped you from moving to the next level.

Now, ask yourself why do you paint. You may realize that the reason is now much different than when you started. Years ago I wanted to create paintings that seemed to be very real. I created scientific illustrations of insects and building illustrations. Then computer

graphics made much of that work obsolete. Others wanted to create pretty paintings of flowers, children, landscapes and other pleasant scenes. Once the craft was mastered, there was a hope to do something more significant—something that would cause a reaction in the viewer.

So, it comes down to starting. You need to pick a time for yourself—you deserve it! Take the time to think before you paint. Ask yourself what you really would like the painting to do. First, do it for yourself. Forget about what people might say about the painting and do something that has meaning for you. Next, realize you are not alone and your painting is the way you share your impressions with others. Nobody will see your painting the way you intended, but it may be just what they needed to see anyway.

After growing bored of realistic painting, I overlapped images of four people and two horses and painted each part of the picture to

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* = voting board member

** = votes only in the absence of the board member they are under

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PRESIDENT'S MESSAGE CONTINUED

make a composition that depicted a sense of these people even though it was totally unrealistic. It is a new direction and it may not turn out well, but its a start in a new direction.

This also applies to social situations including volunteering to make AWA continue to function. There is not much support for the arts even though they are more important than ever. It all comes down to how many people are willing to help even when they are not sure that they know what to do. There are people ready to help you find your way and I think you will find it rewarding. Let me know if you'd like to help and we'll get you started.

Jeremy
Jones
President

COMING IN MARCH

JEREMY JONES WILL PRESENT AN EVENING PROGRAM AT THE MEETING ON MARCH 14TH SHOWING EASIER WAYS TO UNDERSTAND AND USE PERSPECTIVE TO ADD DEPTH TO URBAN SCENES, LANDSCAPE, FIGURATIVE WORK, STILL LIVES AND EVEN ABSTRACT WORK. IT WILL BE FOLLOWED BY A WORKSHOP ON MARCH 16TH WHERE PARTICIPANTS WILL COMBINE DRAMATIC BUT EASY PERSPECTIVE WITH COLOR TRICKS TO CREATE MORE DEPTH IN THEIR PAINTINGS. YOU CAN DO IT!

JEREMY HAS BEEN DOING ARCHITECTURAL AND SCIENTIFIC ILLUSTRATION SINCE 1962 BUT STILL REMEMBERS HOW INSTRUCTORS MADE IT DIFFICULT TO UNDERSTAND PERSPECTIVE. IT IS ALL ABOUT JUST LEARNING HOW TO LOOK AT SOMETHING.

COGNIZANTITHESIS: SOLO EXHIBITION AT GLENDALE COMMUNITY COLLEGE

PAINTINGS AND DRAWINGS BY STAN KURTH

FEBRUARY 4 THROUGH FEBRUARY 27

OPENING RECEPTION: MONDAY, FEBRUARY 4,
2013, 6:00 P.M. - 8:00 P.M. AT THE PALM
COURT (STUDENT UNION 104)



Horse by JoAnn Mathews

PAINTING IN THE ROSE GARDEN AT MESA COMMUNITY COLLEGE!!

MONET DID IT WITH OILS IN FRANCE, BUT AWA IS GOING TO DO IT WITH WATERCOLORS IN MESA, WITH MCC (MESA COMMUNITY COLLEGE). YES, WE ARE PLANNING A COMMUNITY OUTREACH TO PAINT IN ONE OF THE TOP 10 ROSE GARDENS IN THE U.S. TENTATIVE INFO: **SATURDAY, APRIL 6, 2013, 10AM-5PM.** THIS SHOULD BE A GLORIOUS OPPORTUNITY TO PAINT PLEIN AIR WITH STUDENTS, TEACHERS, AND FRIENDS. THERE IS NO COST (EXCEPT YOUR SUPPLIES). JUST VISUALIZE THE COLORS AND IMAGINE THE FRAGRANCE. **FREE! SAVE THIS DATE** (WE HAVE TO CHECK WITH THE FLOWER GURU'S TO CONFIRM.) YOU CAN SELECT YOUR TIME TO FIT YOUR SCHEDULE. THE WATERCOLOR INSTRUCTOR AT MCC IS CYNDIE PETERSEN. SHE IS VERY EXCITED FOR HER STUDENTS TO MIX IT UP WITH OUR AWA ARTISTS. THERE WILL BE ADVERTISING... MORE TO COME NEXT MONTH.
LINDA SCHOOLEY

SPRING 2013 MEMBERSHIP EXHIBITION

I AM LOOKING FORWARD TO WORKING WITH ALL OF YOU FOR THE UPCOMING **SPRING 2013 MEMBERSHIP EXHIBITION.** YOU SHOULD BE RECEIVING YOUR PROSPECTUS IN THE MAIL THE FIRST WEEK IN FEBRUARY. OUR JUROR FOR THE EXHIBITION IS **JEANNIE MCGUIRE, AWS.** SHE WILL BE VISITING US FROM **PITTSBURGH, PA.** "HER WORK HAS BEEN DESCRIBED AS A BRILLIANT COMBINATION OF EMOTION, MOVEMENT, NATURAL DESIGN, AND SHEER ARTISTRY THAT HAS BEEN EXPANDED UPON FROM HER DAYS AS A COMMERCIAL GRAPHIC DESIGNER AND PHOTOGRAPHER." I HAVE BEEN LOOKING AT HER WEBSITE WITH PLEASURE AND LOOK FORWARD TO HER VISIT. SHE WILL NOT ONLY JURY OUR EXHIBITION, BUT SHE WILL BE HERE IN APRIL TO TEACH A WORKSHOP AS WELL. BE SURE TO CHECK WITH **MAUREEN MCGUIRE** TO SIGN UP FOR ONE OF THE WORKSHOPS! CHECK OUT **JEANNIE MCGUIRE'S** WEBSITE AT WWW.JEANNIEMCGUIRE.COM

WE WILL BE EXHIBITING THIS SPRING AT THE **HOME & DESIGN IDEA CENTER.** MARK YOUR CALENDARS FOR THESE IMPORTANT **2013 SPRING EXHIBIT DATES:** FEBRUARY 20 – DIGITAL SLIDES DUE / MARCH 4 – ARTISTS NOTIFIED / MARCH 28 – SHIPPED PAINTINGS DUE / MARCH 30 – DELIVER PAINTINGS TO HDIC 10 AM TO NOON / APRIL 18 – RECEPTION AND AWARDS 5:30 PM TO 8:30 PM / APRIL 27 – PICKUP PAINTINGS AT HDIC 10 AM TO NOON.

SINCE WE NOW HAVE A YEAR-ROUND OPPORTUNITY TO EXHIBIT AT THE **HOME & DESIGN IDEA CENTER,** WE WANT MORE AND MORE OF OUR MEMBERS TO BECOME FAMILIAR WITH THIS EXHIBIT SPACE AND EXPAND ON OUR RELATIONSHIP WITH THIS LOCATION. THERE IS A LOT OF POTENTIAL FOR YOU AS MEMBERS SINCE THE SPACE IS BEING OFFERED **FREE** TO **AWA MEMBERS,** IS OPEN 7 DAYS A WEEK, AND COMMISSIONS ARE ONLY **20%.** THEY LOVE OUR WORK, PROMOTE OUR GROUP AND OUR SHOWS, **AND** WE WILL ATTRACT DESIGNERS AND OTHER HOME-DESIGN RELATED GROUPS AND CONSUMERS AS THEY BECOME FAMILIAR WITH OUR VENUES.
WWW.AZIDEACENTER.COM

WE WILL BE AT A DIFFERENT LOCATION FOR THE **FALL EXHIBITION** THIS YEAR, AND I HAVE ALSO ALREADY BOOKED THE **2014 SPRING EXHIBITION** AT THE **SCOTTSDALE ARTIST SCHOOL.** MY GOAL IS TO FIND LOCATIONS FOR THE NEXT TWO YEARS AND ALWAYS BE BOOKED THAT FAR IN ADVANCE. SPACES FOR LARGER JURIED SHOWS LIKE OURS NEED A LOT OF PRE-PLANNING AND RESERVATIONS WELL IN ADVANCE, AND OF COURSE THE BUDGET IS A FACTOR. **SO!** GET THOSE GREAT PAINTINGS READY TO GO AND LET'S HAVE A WONDERFUL **2013 SPRING EXHIBITION** THAT INSPIRES US ALL!

OH YES, AND THERE IS A CORRECTION TO MY ADDRESS IN THE **MEMBERSHIP DIRECTORY.** YOU CAN REACH ME AT MY **CELL NUMBER: 480-369-0669,** MAIL: **4848 E CACTUS RD, SUITE 505-#143, SCOTTSDALE, AZ 85254.** YOU CAN REACH ME 7 DAYS A WEEK, TOO!

HAPPY PAINTING... DEL

AWA CHARITABLE FUND-RAISER

CALLING ALL AWA ARTISTS. JOIN IN THE FUN AND THE GIVING.

ONCE AGAIN ARTISTS FROM ARIZONA WATERCOLOR ASSOCIATION ARE PARTICIPATING IN A FUND-RAISER FOR THE GLENCROFT RETIREMENT HOME LOCATED IN GLENDALE, AZ. THE PURPOSE IS TO RAISE MONEY TO PROVIDE ASSISTANCE TO GLENCROFT RESIDENTS WHO HAVE DEPLETED THEIR FINANCIAL RESOURCES, THUS ENABLING THEM TO CONTINUE LIVING IN THEIR HOME AT GLENCROFT. THIS IS DONE THROUGH THE SALE OF WATER MEDIA ART.

YOU, YOUR FAMILIES AND FRIENDS ARE ALL INVITED TO THE GLENCROFT SPRING FESTIVAL ON SATURDAY, MARCH 2 AT GLENCROFT LOCATED AT 8611 NORTH 67TH AVE, GLENDALE. FEATURED ARE PAINTINGS, PRINTS, CARDS, ETC. BY AWA ARTISTS, BEAUTIFUL HAND SEWN AMISH AND MENNONITE QUILTS, AND GOOD FOOD TO EAT AND WONDERFUL AMISH CHEESES, FURNITURE, AND OTHER ITEMS FOR SALE AS WELL AS A HOST OF ACTIVITIES.

WE STILL NEED ARTISTS TO ACTIVELY PARTICIPATE IN SUPPORTING THIS EVENT. NOT ONLY DO PARTICIPANTS HAVE THE PRIVILEGE OF HELPING OUT SENIOR CITIZENS, BUT THEY HAVE THE OPPORTUNITY TO SELL THEIR PAINTINGS, PRINTS, CARDS, BOOKMARKS, ETC. THIS IS A GREAT OPPORTUNITY TO PROMOTE ARIZONA WATERCOLOR ASSOCIATION AND WATERCOLOR FINE ART AS WELL.

TO PARTICIPATE IN THIS EVENT, CONTACT DIANE PARNITZKE, CHAIRPERSON AT 623 386 2098 OR SHERRY KIMMEL, CO-CHAIRPERSON AT 602 439 6846.



"Horse Lying"
by JoAnn Mathews



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AT THE LAST BOARD MEETING IT WAS DECIDED TO OPEN A PAYPAL ACCOUNT FOR AWA. THIS WILL MAKE IT EASIER FOR US TO SELL THINGS FROM OUR SHOWS, TO SELL PAINTINGS ONLINE, TO PAY DUES AND TO RECEIVE DONATIONS. IT SHOULD MAKE MANY THINGS WORK BETTER FOR US AS WE CONTINUE TO UPDATE OUR PRACTICES. WE ARE IN THE PROCESS OF ORDERING EQUIPMENT AND FORMS AND THEN WE'LL LET YOU KNOW MORE ABOUT HOW YOU CAN TAKE ADVANTAGE OF THIS NEW SERVICE.

ARIZONA WATERCOLOR ASSOCIATION

ARIZONA WATERCOLOR ASSOCIATION WWW.AZWATERCOLOR.COM WORKSHOP REGISTRATION FORM

NAME: _____ DATE: _____
EMAIL: _____ MEMBER : YES NO
ADDRESS: _____ CITY _____
STATE _____ ZIP _____
HOME PHONE: _____ - _____ - _____ CELL PHONE: _____ - _____ - _____

PLEASE COMPLETE FORM AND MAIL WITH YOUR CHECK PAYABLE TO AZ WATERCOLOR TO THE APPROPRIATE CHAIRPERSON:

**JUROR WORKSHOPS ARE HELD AT THE ARIZONA ARTISTS GUILD BUILDING 9 AM – 4 PM
18411 N 7TH AVE, PHOENIX, AZ 85023**

CONTACT:

MAUREEN MCGUIRE H: 602-277-0167
924 E. BETHANY HOME RD.
PHOENIX, AZ 85014
MMCGUIRE@FASTQ.COM C: 602-361-3354

1-DAY: \$75 MEMBERS \$90 NON-MEMBERS
3-DAY: \$235 MEMBERS \$275 NON-MEMBERS

**SPRING JUROR'S WORKSHOP:
JEANNIE MCGUIRE**

- 1-DAY APRIL 13, 2013
- 3-DAY APRIL 10, 11, 12

TOTAL AMOUNT \$ _____ CHECK# _____

**MEMBER WORKSHOPS ARE HELD IN THE PATIO ROOM AT THE CHURCH OF THE BEATITUDES 9 AM – 4 PM
555 W GLENDALE AVE, PHOENIX, AZ 85021**

CONTACT:

LINDA SCHOOLEY 623-388-6255
18213 W. WEATHERBY DR.
SURPRISE, AZ 85374
LVSCHOOLEY@COX.NET

\$40 MEMBERS \$50 NON-MEMBERS

- FEBRUARY 12, 2013 KIM JOHNSON
- FEBRUARY 16, 2013 JOANN MATHEWS
- MARCH 16, 2013 JEREMY JONES

MEMBER WORKSHOP MONTH: _____

TOTAL AMOUNT \$ _____ CHECK# _____

AWA NEWS AND CALENDAR

SAVE THE DATES!!

The Arizona Watercolor Association Board Meetings start promptly at 5:15 PM at the Church of the Beatitudes Youth Center on Second Thursday Evenings of Each Month.

Fun Table 7:00 P.M.

Meeting 7:30 P.M. to 9:30 P.M.

Member Workshops:

February 12, 2013	Kim Johnson
February 16, 2013	JoAnn Matthews
March 16, 2013	Jeremy Jones

3 Day Workshops:

April 10, 11, 12	Jeannie McGuire
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1 Day Workshop:

April 13, 2013	Jeannie McGuire
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MAKE SURE TO RESERVE YOUR PLACE IN THESE WONDERFUL WORKSHOPS!

THREE AWA SHOWS IN JANUARY

IN JANUARY, THREE SHOWS WERE OPENED AT THE HOME AND DESIGN IDEA CENTER AND AT THE ARIZONA ART ALLIANCE. THE BEAUTIFUL AAA GALLERY AT THE PAVILIONS SHOPPING CENTER FEATURED THE AWA FROM JANUARY 14TH TO THE 28TH. A SHOW FOR JURIED ARTISTS AND A SEPARATE SHOW FOR EMERGING ARTISTS OPENED ON JANUARY 5TH (HDIC), AND WILL REMAIN UP THROUGH MARCH. EMERGING ARTISTS ARE MEMBERS WHO HAVE NOT YET BEEN SELECTED INTO THREE JURIED AWA SHOWS, BUT THESE ARTISTS WERE ABLE TO SHOW SOME VERY NICE WORK, SOME OF THEM FOR THE FIRST TIME. NEW MEMBER CASSANDRA SCOTT WAS AN AWA SCHOLARSHIP WINNER LAST YEAR AND IS SHOWING A LARGE DEPICTION OF THE GRAND CANYON. MORE EXPERIENCED ARTIST DIANE PARNITZKE IS SHARING ONE OF HER INTERESTING ABSTRACT WORKS AND SHOW CHAIRMAN DONNA LITTLE BROUGHT WONDERFUL STILL LIFES. NEWSLETTER PUBLISHER, CASEY WEBER, ALSO CAME THROUGH WITH A PORTRAIT. WE'LL WATCH FOR OTHER OPPORTUNITIES FOR SHOWS AND THE IDEA CENTER SHOW IS SCHEDULED TO HANG A NEW CYCLE OF PAINTINGS IN APRIL.

OF COURSE, WE ARE LOOKING AHEAD TO OUR JURIED SHOW IN APRIL AND WILL SEND DETAILS AS SOON AS THE LOCATION IS SET. BEYOND THAT, THE WESTERN FEDERATION SHOW WILL BE HOSTED BY AWA AT THE FOUNTAIN HILLS ACTIVITY CENTER IN 2014, SO YOU CAN LOOK FORWARD TO SEEING THAT.

THANKS TO ALL WHO TOOK THE TIME TO FRAME THEIR WORK AND GET IT TO THESE SHOWS.





Website: www.azwatercolor.com Email: AWA@azwatercolor.com



General Meetings - Church of the Beatitudes
555 W. Glendale Avenue
Phoenix, AZ
corner of 7th Ave.
602-264-1221

Feb thru May
2nd Thursdays of the Month
Fun Table 7:00pm
Meeting 7:30pm-9:30pm

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