Rhythmic dripping of icicles on my deck punctuates the deep indigo of the lake in winter and leads my gaze to the blinding snow draped mountain that I refer to as nude in summer when the snow is gone. I am in my studio loft where I come for contemplation. The silence and solitude of the here and now is deafening and my only quiet thought is ... “What have I done?” I agreed to become the president of NWS!

What was I thinking? There are at least 5 other things I had lined up to do in this chapter of my life; no, make that 50 other things. NWS is the organization I aspired to belong to, am honored to be a member of, but never had a desire to lead. Now, in the still vacuum of this moment, I am flooded with my rationale for saying yes. It’s the people! The people who have believed in NWS from the beginning and those who now work to keep it viable.

For the past year I have had the privilege of shadowing Ken Goldman in his role as President. His belief in NWS and his efforts toward achieving greater recognition, sponsorship, and support of NWS are truly admirable. As he worked with the board of directors and others in fulfilling the many responsibilities of NWS, I had the chance to get to know people behind the
scenes and witness their collective dedication. They are all talented volunteers working together, and every one of them also has 50 other things they could be doing, and have made the choice to volunteer part of their valuable time to NWS.

As I begin my term as president of NWS, I am filled with anticipation! I am impressed by what this team of volunteers accomplishes! I am excited to have the chance to work with those who are continuing, and looking forward to adding more volunteers to fill positions that will be opening. We definitely have room for more willing volunteers! We also will be adding several committees and urge you to join us.

Some of the board positions opening may be:

- Treasurer
- Director(s) of Exhibitions
- Facilities Management and Maintenance
- Technology

Committees: (Committee work in progress)

**NEWS FLASH!** We are getting ready to celebrate! NWS will be 100 years old in 2020! Plans have begun and the excitement is building for this gala celebration! Plan now to be a part of it in October of 2020, and join one of the planning committees now to be a part of the fun. It will be here before we know it. We have a lot to celebrate together!

**NEWS!** We are updating our bylaws. The changes in the past 100 years are mind boggling! Through continual NWS updates in response to artists’ changing needs and opportunities, the basic goals of NWS have stayed solid. Now, with more opportunities for artists in this age and era of rapid advancement in products and technology, it is again time to revise our bylaws to accurately reflect the changes that have come about in our operating procedures over time. We want your input. What an exciting time to be alive and especially to be an artist!

We need to establish several other committees for specific tasks and to make recommendations to the board of directors. Some of these are:

- Finance
- Fundraising & Donors
- Long Term Planning
- Hospitality
- Organizational Outreach and Connection

This is a great time for us as artists and it is a pivotal time for NWS.

Now is the time to be a part of it. Where do you fit and what will you do?

These are some of the reasons I said YES to NWS!

I would love to have you join me in the adventure. If not now, when?

With gratitude for the opportunity,

Robbie

PS. We are older than the Academy of Awards for Motion Pictures! APPLAUSE!
The Value of Watercolor
LAURIN MCCRACKEN, NWS, AWS, WHS

The question comes to me in many forms. How do we advance the reputation of watercolor? How do we get over the age-old prejudices against our medium? How do we reposition the value of watercolor in the minds of collectors and gallery owners and print journalists and museum directors? How do we combat the idea that watercolor is a fugitive medium? How do we address the price differential between watercolor paintings and those painted in oil or acrylic?

I believe the answer lies with watercolorists. We need to believe in our medium. We need to be more publicly supportive of our medium.

We have to be the champions of our medium.

I was recently in a discussion with several watercolorists about this issue. One said he did not call himself a watercolorist, but was just an artist to avoid the stigma associated with watercolor. Another asked why would he want to be identified with a lesser art form and therefore he called himself a painter.

I think this approach is wrong, wrong, wrong and seriously detrimental to our goal of advancing the recognition of watercolor as a superior art medium.

I think all of us who pride ourselves on the creation of quality art through the medium of watercolor should stand up and shout, “I am a watercolorist, I am proud to be a watercolorist, and I am proud of my medium, watercolor.”

How can we get anyone to believe watercolor is an equal to or better art form if we hide our pride under a basket and duck our heads rather than admit our chosen medium is flipping fantastic?

Many times, we are our own worst enemy. I recently saw the price listing of paintings by 30 top watercolorists from all over the country. All the paintings were of the same size and offered for sale unframed, in my mind a real “apples-to-apples” comparison. The prices ranged from a few hundred dollars to a few thousand. If we are so uncertain about the value of our art, how can the public be wiser?

We are beginning to see a number of examples of artists who have moved up the price point (yes, let’s face reality and talk about sales in the language of the marketplace, such as price point and all that terminology) of their paintings in the galleries in which their work is shown.

Over the past 5 years, I have been able to move the price of my full sheet paintings from $2,800 to over $5,000. A number of my watercolor friends have greatly exceeded those price points. Agreed, you have to be in the right gallery in the right geographic area of the country.

There are also many stories of watercolorists selling their paintings on-line for prices in the thousands. But if you price your paintings in the hundreds, that is what you will get for them and you will be supporting the public’s lower opinion about the value of watercolors.

You have to get away from your painting board and understand the dynamics of the retail art market. If you just sit back and complain that no one is paying enough money for your paintings, then you are doomed to selling your paintings under their value.

If you are sitting there waiting for a top gallery to find you and sell your work at top dollar, you are in for a shock. It isn’t going to happen. If you want success in the market you have to work to make that success happen.

If you only want to sell your paintings in Memphis, TN, then you have to be aware that
Memphis is a $350 watercolor market. If you are not willing to go where you can get a better price, then you have no reason to complain. If you want to sell your paintings for thousands of dollars, you have to find galleries that will and can sell your paintings at those prices. They exist, probably not just down your street and around the corner.

Fort Worth is not a city that values watercolors. The top prices in local galleries rarely exceed $1,000. And it usually has to be a painting of Bluebonnets. There are a lot of very wealthy people in Fort Worth; but they don’t, as a rule, buy their paintings locally. They go to New York, London or Paris. This is just a fact of life. You can’t sit on the corner of Main Street and 7th and cry about the fact that you can’t get the value you want for your watercolors in Fort Worth.

On the other hand, Fort Worth’s annual Main Street Art Show attracts fine painters, sculptors, print makers, etc, from all over the country. I have talked with watercolorists who are selling $50,000 to $150,000 and more worth of paintings during the four days of the fair. Most told me that they do three to six fairs a year. Those artists know their market, work hard to create a volume of work, and are willing to work the fair circuit to enjoy a very high standard of living.

If we continue to look for and support those establishments that do treat us and our work with respect, we will raise the value of watercolor across the marketplace, across the country, and around the world.

If I could, I would wear an insignia on my collar that proclaims I am a watercolorist, just the way I wore my captain’s bars when I was in the Corps of Engineers of the US Army. I was proud of being an officer serving my country, and I am equally proud to be a watercolorist.

**We all need to become advocates and educators in this cause.** We need to submit our best work to competitions. We need to attend those exhibitions. We need to support galleries and exhibition spaces that show watercolor. We need to go to opening nights for shows for other watercolor artists.

Each of us plays a part in making watercolor a more important and desired medium. Get out there and spread the message. Watercolor is great!

---

Silver, Cherries, Pears & Magnolia
Watercolor on paper

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---

Laurin McCracken is an architect who has put to use the skills learned over the years in drawing, photographing and observing as a watercolorist.

Born in Meridian, Mississippi, he attended Auburn University and holds a Bachelor of Arts and a Bachelor of Architecture from Rice University and a Masters in Architecture and Urban Planning from Princeton University.

He is a signature member of more than a dozen watercolor societies including the American Watercolor Society, National Watercolor Society, Watercolor West, Transparent Watercolor Society of America and Southern Watercolor Society. He is the current president of the Watercolor Honor Society of the USA.

Laurin lives and paints in Fort Worth, Texas.
Let’s face it, we live in a fast paced world where it’s hard to keep up with all that’s happening. There are lots of interesting things you might be interested in that occur faster than we can produce, and the mail carrier deliver, in our printed newsletter.

If that’s the only way you receive your NWS news, consider setting up a free email account so you can stay abreast of things that are distributed digitally in our News Splash.

Simple go to the NWS website and log into your profile. There you can select to receive automatic announcements under the “Email Subscriptions” tab — and never miss a thing!

---

April  1  Entry opens for International Exhibition

May    3  Annual Members Exhibition opens
       5  Opening Reception
       18 Entry closes for International Exhibition

June   11 International Exhibitors posted
       30 Members Exhibition closes

October 4  International Exhibition opens
        19 Mixer
        20 Reception and awards ceremony, annual general meeting and awards luncheon, held at The Double Tree, Hilton, San Pedro, followed by open reception at the NWS Gallery

December 16 International Exhibition closes

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A New Way to Help NWS
ALICE KAYUHA

Want to make a donation to NWS at no additional cost to you? Try this. Our Treasurer recently registered NWS onto Amazon Smile’s list of non-profit organizations. Amazon will donate 0.5% of the price of your purchase to NWS each and every time you make a purchase through smile.amazon.com.

Here’s how to get started. On your first visit to AmazonSmile (smile.amazon.com), you are prompted to select a charitable organization from the list of eligible organizations. Select the National Watercolor Society from the list. Then, in the future, be sure to log into smile.amazon.com and your donation will automatically go to the NWS account. At the end of each quarter, Amazon will send us a check. If each of us who shops on Amazon does this it could become an admirable amount.

---

Bylaw Review
MATTHEW BIRD

Do you submit your artwork to exhibitions using slides? No? Me neither.

But that’s what’s in our bylaws.

As Robbie mentioned in her introductory message, your board of directors is reviewing and preparing to revise our bylaws to reflect our rapidly changing world. Among other possibilities, this will include separating our operating procedures into a separate document.

We want the input of our members — the sooner the better! You can review our current bylaws here:

NationalWatercolorSociety.org/page-1335516

If you have suggestions, or would like to be involved with the bylaw committee, please email Judy Saltzman at: jas4sail@gmail.com or Matthew Bird at: NWSNewsletter@gmail.com
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<th>New NWS Associate Members</th>
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hat’s the secret to getting into an exhibition? Which exhibitions should I choose? What should I enter? These are some of the questions we get asked most, and the answers are harder now than ever before.

Historically, salons were held by an inspiring host so people could gather together to exchange ideas, refine taste, or increase knowledge. From the Salon de Paris to the Royal Academy of London to the Armory show in New York, artists have sought to be included in numerous exhibitions. Acceptance can make a career.

Today, artists have many exhibitions to choose from; the opportunities to exhibit your work are greater now than ever before. And your goals will determine which are important for you to enter.

**Which exhibitions should I choose?** Get familiar with what is available and make a list that is in line with your goals as an artist. Perhaps you like the prestige of a national organization; you want to work toward getting a certain signature membership; you are interested in more exposure in a certain region of the county; or maybe you just want to go for a big award. Whatever your priorities, select a few exhibitions that are right for you and carefully read the prospectus for each.

Every show has different rules and requirements. For example, NWS has begun framing the majority of the work, allowing artists to ship their painting rolled in a tube. This saves on shipping costs and limits the damage that often accompanies boxed work that is matted and framed. In addition, the exhibition becomes a more cohesive presentation. This is an example of something that should be considered when selecting shows to enter: framing (or reframing) costs, shipping, and the amount of your time spent.

**What should I enter?** Well your best piece of course! That piece that you are passionate and excited about. Set aside your best work for the shows at the top of your list. Once you’ve made the submission, go back to the studio and create another painting. DO NOT submit the same painting to multiple shows.

This is important. Be respectful to your fellow artists and to the host organizations. If you are chosen for a show and then withdraw, you are taking the place away from another deserving artist. Also remember our exhibitions are for maximum exposure, usually 2-3 months, and then allow 3-4 weeks for the return once the exhibition is ended. Don’t commit your painting to another show prematurely. If there were a “secret” to getting into an exhibition, it would be through your best work, careful research and planning, and setting reasonable goals. The secret is hard work and perseverance.

A checklist:

1. Make a list of exhibitions and prioritize the ones you want to pursue.
2. Read each prospectus thoroughly.
3. **READ THE PROSPECTUS AGAIN.**
4. Decide which of your best paintings fits the criteria and set it aside for that show only.
5. If accepted, read the shipping documents thoroughly and include requested information.
6. Plan to come to the opening to find new friends, hook up with old ones and meet the artists you’ve always dreamed about.

Know that NWS is an exhibiting society. We are about you, and the education of the public as to the state of water media. All members of the board are accessible for your questions. 

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The National Watercolor Society holds two competitive exhibitions; one exclusive to Members only, juried by a non-member, and an International Exhibition open to any artist over the age of 18. It is juried by three of our signature members voted to that position by the membership. (These three jurors also appraise work submitted for review to achieve signature status.) A fourth judge, who may not be a member of the society, decides the awards. We have had museum directors, art critics and artists capable of several mediums serve in this potion. In each of our competitions we allow only one entry per person.
Matthew Bird, NWS, was awarded in the first David International Watercolor Grand Prix and Café Break became part of the permanent collection of the Qilu Art Museum in Shandong, China. He won the Presidents’ Award for Oyster Still Life in the Mid-Southern Watercolorists 48th Annual Juried Exhibition.

Rita Crooks’ Calf on the Roof, won The Sky’s The Limit Award in the 9th Annual Signature American Watermedia International Exhibition.

Ratindra Das NWS, AWS(DF) received the Chris Van Winkle Memorial Award in Watercolor West, and the Evergreen Artists Association Award in the Rocky Mountain National Watermedia Exhibition.

Jeanne Dobie’s, NWS, AWS, TWSA-M, PWS, PWCS, FWS, WHS, well recognized book, Making Color Sing, is now published in Russian, and she was excited to learn that she will be the juror of their first landscape exhibition. Copies of the Russian book can be ordered online at www.ozon.ru.

Valya Hristova’s painting Little Sunshine won the Savior Faire Award in the California Watercolor Association’s (CWA) 48th National Exhibition. This was her third exhibition acceptance, earning her signature status.

Mike Mazer, associate member, recently had the privilege of being unanimously approved by the National Board of Directors of the American Artists Professional League at the Salmagundi Club in NYC, as their first signature member elected in decades and the eighth signature member overall in their 89-year history. There are currently over 600 members in the organization and only 13 signature members. Mike also won the Winsor and Newton Award in watercolor for his painting Lobster Boat in the AAPL’s 88th Grand National Exhibition.

Associate Member Kim Minichiello, GWS, PWS, LWS, was awarded the Winsor & Newton Award in the 151st American Watercolor Society Exhibition and was selected for the 2018 AWS Traveling Exhibition for her painting, Maiko’s Misedashi.

David Poxon has a new 180 page book, Watercolour Heart & Soul, published by Bannister Publications.

Sharon E Rawlins, NWS, won the Katharine A Lovell Memorial Award for her watercolor Leah After the Party in the Catharine Lorillard Wolfe Art Club’s 121st Annual Open Exhibition at the National Arts Club in New York City, January 2018.

Franks Spino’s Citrus Squared was awarded the Dong Kingman Award at the 151st Annual Exhibition of American Watercolor Society and was also published in Art of Watercolor magazine Issue 29 as a selection for the Readers Competition. Morning Prayer, Athens was awarded First Place at the 23rd Annual Splash of Watercolor Exhibition of Brevard Watercolor Society. What Now My Love was published in the June issue of Watercolor Artist Magazine. Florida Reflections III received the 1st Place Award Watercolor Category in the Best of the Best Show at the A. E. Backus Museum and Gallery in Fort Pierce, FL.

Sharon Towle, AWS, WW, has a painting titled Tulip Shadows, in the new Splash 19: Illusion of Light, by North Light Books, due to come out this summer.

NEXT NEWSLETTER DEADLINE: JULY 1, 2018

Please follow the newsletter guidelines on the next page when you make your submissions!
NEWSLETTER GUIDELINES

We are proud that our members receive so many accolades; however, we are limited in what can be included.

WE PRINT the following for Signature and Associate members:
- Awards (only from national or international exhibits open to all artists. No "members only" shows.) Indicate the award[s] you received.
- Recent publications that include your work
- Special honors (i.e., signature membership to national art groups; serving as juror; having work added to permanent collections, etc.)
- Inclusion in invitational, solo or two-artist exhibitions

WE DO NOT PRINT:
- Your workshops or websites
- Your inclusion into exhibits (unless you get an award and it is in an exhibit open nationally to all artists)
- Items more than 6 months old

Submitted material will be edited if it does not conform to the above criteria OR in order to fit space available.

REQUIREMENTS:
- Indicate your member status (signature or associate)
- ACCOLADES: Submit your information PROPERLY FORMATTED and in the 3rd person. Use the Accolades section in this newsletter as a guide. Be specific about titles and dates.
- ARTICLES will be reviewed for content and relevancy. NWS reserves the right to accept or reject articles and to edit the contents to fit.
- IN MEMORIAM: NWS will publish one submitted photo, space permitting.
- CALL FOR ENTRIES: Submitted and applicable to NWS will be posted on our website.
- WE REQUIRE A PERSONAL SUMMARY OF YOUR ACHIEVEMENTS. A MONTHLY NEWSLETTER WILL NOT BE GLEANED FOR CONTENT.

DEADLINES:
Spring: March 1; Summer: July 1; Winter: November 1.

ONLINE PREFERRED | NWSnewsletter@gmail.com
(Indicate “NWS Newsletter” in subject line, or it may be missed.)
MAIL-IN | NWS Newsletter Editor, 915 S. Pacific Avenue, San Pedro, CA 90731-3201

ARE YOUR DUES PAID?
CHECK LABEL ON NEWSLETTER See if paid until 4/1/2018
If not, please go online to pay: www.nationalwatercolorsociety.org
or send your check to:
NWS, 915 S. Pacific Avenue, San Pedro, CA 90731-3201
Membership dues are $50 for Signature and Associate

ARE YOU A SIGNATURE OR ASSOCIATE MEMBER IN GOOD STANDING?
Don’t miss out on your member benefits, make sure your dues are up to date. If you are lapsed or have questions about your membership, please contact the membership director:
Nancy Swan ncswan@cox.net

Upcoming International Exhibition Jurors And Alternates

2018
Carla O’Connor
Linda A. Doll
Linda Daly Baker

Alternates
Michael Schlicting
Charles Rouse
Doug Lew

2019
Jean Grastorf
Elaine Daily Birnbaum
Frank Eber

Alternates
Zi Feng
Bruce Bobick
Joe Cibere

2020
Dean Mitchell
Katherine Chang Liu
John Salminen

Alternates
Chris Krupinski
William Hook
Stan Kurth
Don’t miss these NWS Membership Discounts!

Congratulations to all our members who were selected for the 2018 Member Show! Before you box up your painting and ship it out, remember our sponsors who are generously offering our members discounts and opportunities not found elsewhere. Please be sure to thank them and take advantage of these membership privileges!

Visit the Members Only side of our website for discount codes, professional opportunities, free samples, and more.

**Airfloat**
NWS Members can receive a 20% discount on all products

**Masterpak**
NWS artist have the following discounts through April 13, 2018:
20% off Premium MasterPak Boxes, PrintPaks, Archival Tubes
10% off Standard MasterPak Boxes, PrintPaks

If you are planning to join us for our Member Show, be sure to take advantage of our discounted room rates at the Crowne Plaza, San Pedro: NWS special room rates for May 4 & 5, 2018, $132/night, which includes hot breakfast.

You can book your room 3 ways:

- Calling the Crowne Plaza reservations desk: 310-519-8200
- Through the booking link: Crowne Plaza
- Via the website. (Just be sure to reference the rate code to take advantage of the discounts.)

If you have made a reservation, please notify Will Rasmussen at: Will@robbielaird.com
In Memoriam

Barbara Day, NWS
Barbara Day passed away on February 24, 2017. She was 96 years old.

Barbara lived her entire life on the west coast. While her love of painting began with oils, once she experienced watercolors she knew that was her medium. She said watercolors “freed” her.

Barbara was most known for her watercolors of clocks and watches. She spent about a week at a watch repair shop sketching and making small paintings of the innards of clocks and watches. She then created larger watercolors from these sketches.

These “watch” paintings got her international recognition.

Sally Lou Hollingshead Lambrecht, NWS
Sally Lou Hollingshead Lambrecht of Summerfield, NC, daughter of the late Estell Charles and Fay Willham Hollingshead, passed away peacefully at home on August 18, 2017.

Sally is survived by her loving husband of 59 years, Arthur Glen Lambrecht, and their four sons: Kurt and wife Amy; Charles and wife Nan; Paul and wife Ginger; and Bruce and wife Hilary. She is also survived by 12 grandchildren and one great-grand child: Katie, Rachel, Jenny, David, Sam, Malcolm, Rosie, Charlie, Gena, Mollie, Sam, Isaac, and Jack.

Sally was born on June 10, 1931, in Sharon. After graduating from Sharon High School in 1949, Sally received a B.A. in Art Education from Edinboro College in 1953 and an M.A. in Art Education from Pennsylvania State University in 1957. She taught for 33 years in the public schools of Pennsylvania and Virginia, her students ranging in age from kindergarten to college.

Sally was an accomplished professional artist and a committed community volunteer. She was a signature member in many watercolor societies: National Watercolor Society, Southern Watercolor Society, Virginia Watercolor Society, Watercolor Society of North Carolina, and Pennsylvania Watercolor Society. In South Boston, Virginia, Sally was involved in many art projects, including serving as the first president of Parsons-Bruce Art Association, a chapter of the Virginia Museum, and vice-chairman of the Halifax County Festival of the Arts. Some of Sally’s art work can be found at www.sallyhlambrechtstudios.com.

Virginia Ann Hotchkiss Bacon
Loving mother, grandmother, aunt, sister, and anyone’s friend, Virginia Ann Hotchkiss “Ginny” Bacon passed peacefully at her home in Portuguese Bend on August 21, 2017 at the age of 87. She attended Westlake School for Girls, Stanford University, and graduated from Long Beach State in 1959.

Ginny was an artist, mostly in watercolor painting. Early in her career, she taught art at Narbonne High School. She loved teaching art. She was involved with the Palos Verdes Art Center (PVAC) and a volunteer at the PVAC "Artists Studio." She took classes there for many years and was a South Bay Watercolor Society member. Her art was displayed in many art shows and she won awards for her unique, free flowing, abstract watercolors. For several years she had her own studio in the lofts in San Pedro where she created some of her finest work.

Donald Patterson
Donald Patterson passed away on February 7, 2018 at the age of 87. He was a well known, award-winning artist.
2018 NWS Annual Member Exhibition
May 3 – June 24, 2018
NWS Gallery, 915 S. Pacific Avenue
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2018 Member Exhibition