



Coachella Valley
Watercolor Society

Brush Up May 2025

General Online Zoom Meeting: May 12, 2025

5:30 PM Social, 6:15 PM ZOOM Meeting

Zoom Step-by-Step Guide (page 8)

(CVWS members will be sent a link via email)



<https://www.carol-carter.com/>



2025 Painter of the Year Judge: Carol Carter

Carol Carter is an American artist whose work has been exhibited in seven countries and published worldwide.

Carter exhibited in International Watercolor Masters, London, England and Saigon, Vietnam in 2024.

THREADS, 75 portraits of US immigrants exhibited at Heartland Art Club, March 2024 and Schmidt Art Center, Belleville, IL, February 2025.

She received an ARPA Grant from the Regional Arts Commission in 2023.

Carter received the Woman in the Arts Recognition Award, National Society of Daughters of American Revolution in 2021.

Carter was elected Master Signature Member of American Women Artists. She received the Snehil Lifetime Achievement Award, Snehilsrijan, India.



President's Message



Bob Hannah, President

CVWS 2024 – 2025 Officers

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Newsletter: Jean Grover

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Chairs:

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Grants: Nancy Rizzardi

Membership:

Connie Collins

Painter of the

Month/Year:

Marilyn Blitz

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May 2025

It's hard to believe that the 2024-2025 season is nearing the end of the year.

This month will feature our Painter of the Year competition. As has been reported multiple times, members who participated in the Painter of the Month during the season and won a ribbon, are eligible to enter the Painter of the Year. I'm quite sure you'll see some great artwork in this show.

This will not be a General Meeting at the Joslyn Center, rather we will be attending via Zoom, an online meeting from the comfort of your own home or place of choice as you see and hear the judge's comments about all the paintings and the selection of ribbon winners.

It has been an eventful year, and I can't believe how fast time has flown. Someone once told me that life is like a roll of toilet paper, the closer you get to the end the faster it goes. Such was the case with this year and all the activities we've been able to enjoy as members of this great organization.

We're still interested in getting new members, so keep forging ahead and bring in those new members.

Until next month, keep putting those "miles on the brush"!

Bob

April 2025 Painter of the Month

Photos courtesy of Terry Simmons

1st Place: Karin Harris
"Mysterious Marshland"



2nd Place: Richard Fox
"Flowers on the Patio"



3rd Place: Maggie Dover
"Fish #1"



Honorable Mention:
Cheryl Pikora, *"Mountain Dream"*



Demonstrator's Choice:
Karin Harris, shown here with
April demonstrator Carol Carter



All the ribbon winners for the 2024-2025 Season are invited to participate in our Painter of the Year Program at the May 12th General Meeting. It will be a Zoom format, and each artist may submit a painting through the CVWS website. It may be the "Ribbon Winner" or another water-based painting, photographed without a mat or frame. Please include the title, size, and medium with the entry. More information will be sent to each of the eligible artists.

Our judge this year is Carol Carter, an internationally exhibited artist. She will present a program with commentary on her choices for 2024-2025 Painters of the Year as well as a thoughtful critique of each of the other entries. It makes for an entertaining and truly educational experience for all of us.

Member Contribution

Submitted by Connie Zane

Making art teaches us many things: patience, determination, intuition - to name a few. These skills rarely just fall into place. They usually take time and emanate from some diligent work. We wish art was easy, but it rarely is. We might enjoy the challenge, but frequently there is lots of hard work and frustration along the way. And that's precisely why it's so genuinely exhilarating when we produce something that pleases us.

Here are some insights from artist, David Limrite, who has given us permission to share one of his recent blogs where he discusses 'easy versus challenging'. Check out his website <http://www.createanyway.today> for more of his inspiration.

Easy Is Not Always Better

By David Limrite

Nobody ever said being an artist and making art was going to be easy. And no matter how long you have been an artist, you know how difficult making art can be sometimes. This is not such a bad thing.

Of course, there are times when we are in the flow and creating just seems easy. But these times are rare. At least for me they are. Most of the time creating is just downright challenging.

Which, again, is not such a bad thing. In my 45 years of art making experience, easy is not always better.

I almost always learn way more from paintings that were challenging and difficult to make. When a painting fights me back, I try even harder to solve the issues in order to create what I want to create. I try even harder to make it work, and, as a result of my increased efforts, the work is usually better, more interesting, more exciting, and sometimes more surprising.

For me, a painting that comes too easily, is often boring, uninspired and flat. When you are faced with a painting that is being difficult and challenging, and is fighting you back, slow down, relax, be kind to yourself and focus on the process rather than the outcome.

And don't be afraid to challenge yourself when a painting challenges you.

P.S. Discover one-to-one private coaching with myself or Jordan Blaquera, cofounder of the Create Anyway Collective: [About David Limrite & C. Jordan Blaquera, Artist Mentor & Coach — Create Anyway](#)



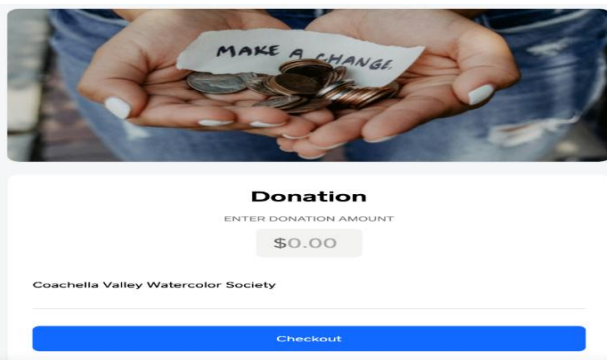
News

CVWS Treasurer Cindy Mason reports:

The generosity of our members never ceases to amaze me. Two of our members donated their commissions from the show which added another \$237 to the profit of our annual show.

If you would like to make a donation to CVWS, click here:

<https://www.cvws.org/donation/>



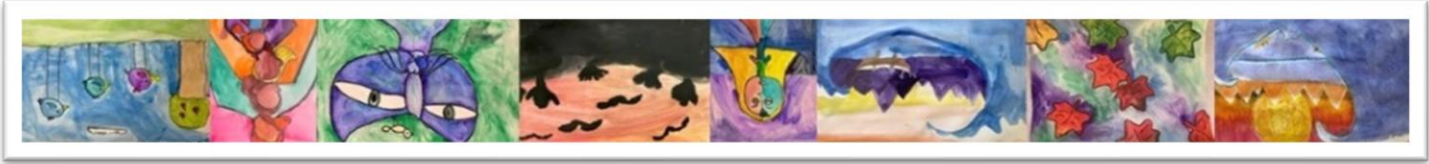
From CVWS Treasurer Cindy Mason:

The document below provides statistics that I'm sure most of you will find interesting.

2025 CVWS ANNUAL SHOW STATISTICS

Members Entered			75	<u>Sales</u>			89
Members Sold			45		Bin Paintings		41
		60% of Members sold art			Framed Paintings		48
<u>Framed Entries</u>			346		Traditional	25	
	Traditional		164		Open	6	
	Open		63		Mini Masters	15	
	Mini Masters		69		Plein Air	2	
	Plein Air		50				
<u>Estimated Attendance</u>			764	<u>Sales per Day</u>			
	Thursday		261		Thursday	\$6,040	
	Friday		175		Friday	\$2,680	
	Saturday		137		Saturday	\$4,025	
	Sunday		191		Sunday	\$6,464	
					Total	\$19,209	
				<u>Sales Ranges</u>			
					\$50-100	\$1,825	19 Paintings
					\$101 - \$200	\$7,130	46 Paintings
					\$201 - \$400	\$5,604	18 Paintings
					\$401 - \$1,000	\$3,550	6 Paintings
					\$1,001 - \$2,000	\$1,100	1 Painting

CVWS Grants Program



The mission of the CVWS Grants Program is to benefit children and youth in the Coachella Valley by providing funds to community youth organizations for the purchase of water-media art supplies and related educational materials.

2024 Grant Recipient: Tools For Tomorrow www.toolsfortomorrow.org

Thank you again for the 2024 Coachella Valley Watercolor Society Grant.

Watercolor painting is a cornerstone of the visual arts offered in Tools For Tomorrow's Creative Club program. Students love painting and ask to paint every week. Tools For Tomorrow (TFT) used the provided funds to purchase high-quality, heavy weight watercolor paper, watercolor pan paints, watercolor pencils, and high-quality paint brushes. Each teaching artist was given a pad of 140 lb. watercolor paper to use for a special project during the Creative Club session. Students and teachers enjoyed having this quality paper as it made a difference in their final artwork. We expanded the use of our watercolor pencils this year as well, and students love working with this unique way to paint.

Our teaching artists read the book *Ish* by Peter H. Reynolds to students. This is the story of a boy who loves drawing but is frustrated because he can't get it to look just right. He discovers the power of "ish" and starts to make art based on how he feels rather than trying to achieve a perfect look. We pair this with a lesson about Pablo Picasso and students draw a face-ish portrait. They use watercolor pencils to color their face and activate the pencils with water and their paintbrushes. This project is very empowering as it helps them understand that art doesn't have to look a certain way, and they are impressed by how the colored pencils turn into watercolor paint. It is a wonderful lesson and art project.

I have attached a few images of the projects and students working. We appreciate your support. For the 2024-2025 school year we had 48 Creative Club programs in 25 schools and at three Boys & Girls Clubs. As a part of our program, we provide every student a free art kit to use during our class and keep at the end of the session.

Emily Culhan, Program Director



Odds & Ends

CORRECTION: Suzanne Pierson's name was misspelled in the March newsletter. Please accept our apologies, Suzanne!

SAVE THE DATES: NEXT CVWS ANNUAL SHOW March 2026

Submitted by Ian Cooke:

The last show is only just over and we did cover costs with a beautiful show at the Artists Center once again.

We have discussed dates with the Artists Center and are pleased to announce that **we are booked in for March 1-8, 2026**, yes next year!

One change in our favor is that they will allow us to carry out intake on the Monday. This means we can start hanging on Monday, finish on Tuesday, and open for visitors Wednesday to Sunday. We also need to fit in judging and the reception in this new format. This gives us one additional day for sales!

Advance thinking, but do keep the week free to help with the show.



If you hear of someone who needs a bit of cheer or support, please contact our Sunshine Chairman, Cindy Green at (425) 765-9509 or cindynwrs@seanet.com



Editor's Note: If you have a topic or feature that you'd like to see included in the CVWS newsletter, or on the CVWS.org website, please send an email to:

cvwsnewsletter@gmail.com

Many CVWS members offer excellent painting instruction and classes. Call for information:

Ian Cooke	760 408 3313
Ellen Jean Diederich	701-799-9505
Bob Hannah	206-409-9786
Karin Harris	808-268-0847
Dave Howell	425-319-5858
Moirra Johannessen	760-322-2523
Diane Morgan	760-902-8855
Alicia Siegler	650-207-0585
Kristen Olson Stone	808 469-2092
Suzy Voss	209-768-7647
Alleyn Yasskin	503-206-9313
Connie Zane	775-846-9719



Instagram:

<https://www.instagram.com/cvwatercolor/>



Follow us on social media!

Facebook:

<https://www.facebook.com/search/top?q=coachella%20valley%20watercolor%20society>

Instructions for Joining the CVWS Zoom Meeting

5:30 Social Time, 6:15 Meeting Begins

We recommend you log in 10 minutes before the meeting to get yourself set up.

ALSO Watch the YouTube Videos at the end of this page.

1. Zoom works best: a. Desktop Computer or b. iPad or Tablet or c. IOS/Android Phone.
2. Get on your device, open your CVWS email and look for “Meeting ID#...write this number down. Then click on the link in the email that says “Join Zoom Meeting”. This will take you to Zoom. If you want to listen via regular telephone (not smartphone), use any of the teleconferencing phone numbers at the bottom of the email invitation.
3. When Zoom opens, click Join a Meeting.
4. It will ask for the Meeting ID Number and Password, which will be in your email invitation. Enter your name. This identifies you to others in the meeting.
5. Click Join. Then Click Join With Video or Join Without Video, if you don’t want others to see you.
6. Click Join with Computer Audio. If you don’t have a microphone enabled on your device, you can type in your questions during the Q&A using the Chat feature at the bottom of your screen. If using an Android or IOS phone, tap the screen and the controls will appear. **YOU’RE IN!!**
7. When you enter the meeting, you will see the person that is talking on your full screen (“Speaker View”). If you would also like to see the other participants in the meeting in a grid layout, switch to “Gallery View”. The controls for these are: a. Desktop Windows or Mac: On the top right of your screen. b. Ipad: On the top left. c. Android/IOS phone: Swipe left to switch from Active Speaker view to Gallery View. Keep swiping left to see more of the gallery.
8. Your microphone and video on/off are on the bottom left of a desktop. Tap the screen for smartphones and Ipad and the toolbar will come up. You will see icons for the microphone and video with a bar through them if they are not on. During the meeting presentations, your mic will be off unless you’re called on to ask a question, and then the meeting manager will turn on your mic.
9. If you want to leave the meeting, click End, then Leave Meeting. **There are a number of good videos that you can watch to help you use Zoom for the first time. Here are a couple:**

Joining a Zoom Call for the 1st Time – A Fun and Easy Connection: <https://youtu.be/9isp3qPeQ0E>

Joining a Zoom Call for the 1st Time – A Cozy Step by Step Guide: <https://youtu.be/6fIYWnfTc5o>