

## CALENDAR

**May 10, 2012**

Luncheon meeting 11:30 a.m.

Scheduled Feature:

**Scholarship Awards  
Presentation**

(See details page 2)

## Exhibitions

**Laguna College of Art & Design**

July 3 to August 9, 2012

Prospectus enclosed

## President's Message

Dear Fellow Women Artists,

Sometimes it's good to shake things up a little and make changes. When I paint alone in my studio I spend a lot of quality time with myself. But when I take a workshop, I get to spend time with other painters. And that's an entirely different kind of quality time.



*illustration by Louis Gadal*

I was at the Palm Springs Art Museum for a week at the end of March and I rediscovered how valuable it is to share other artists' energy and vision. Not to mention how great it is to have a marvelous instructor guiding your hand. Going with two special friends was also a joy and made the non-studio time extra wonderful. The joy of unloading all

your supplies on Monday at 9 and not having to move the paints, brushes, canvas, papers, etc. until Friday afternoon is only exceeded by the fact that you know each evening that you can come back tomorrow and repeat the wonder. And the variety of art being made in the workshop was awesome... oil landscapes, pastel abstracts, figurative mazes, Matisse-like imagery and, of course, our collages.

The desert was also amazing – everything blooming! And if you haven't been to the Palm Springs area in a while, I highly recommend you visit Sunnylands in Rancho Mirage. The home of the Annenbergs, it served as a meeting place for presidents, diplomats and entertainment stars. There is an amazing new conference center and garden that is beyond beautiful and even if you can't visit the house (tickets are very limited but available online if you're lucky), acres of gardens alone are worth spending hours wandering through.

Here's wishing you a wonderful Spring and a little shaking up as well.

**Susan Rosman, Co-president**

And let me add, congratulations are in order to our WPW members reaching Active Status: Mardi de Veuve Alexis, Lucie Hinden, and Bonnie Sue Schwartz.

**Lynn Gadal, Co-president WPW**

## ARTIST LICENSE PLATE FRAMES!

*Together we can market the website  
and declare our place in the world!*

GET YOURS AT THE NEXT LUNCHEON • Thursday, May 10

Custom Frame \$6.00 each • Check or cash accepted

To order by mail, send a check for \$11.30 (includes postage)

made out to **Women Painters West** for one frame, \$17.30 for two to:

Mara Thompson • 734 Cedar Street, Apt A

Santa Monica, CA 90405



visit us at [www.womenpainterswest.org](http://www.womenpainterswest.org)

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## PROGRAM NEWS

### ***Elizabeth Patterson, colored pencil artist April 2012 Featured Luncheon Speaker***

Elizabeth Patterson, colored pencil artist, was the featured speaker at our April luncheon meeting. Her openness in sharing her difficult path to becoming a full time artist with exclusive gallery representation after a devastating hand injury was heartwarming. The masterful drawings from her "Rainscapes" series and discussion and images of her colored pencil technique was of great interest to the members in attendance. WPW

Betzi Stein  
Program Chair  
[betzi@betzistein.com](mailto:betzi@betzistein.com) 310 202-0474



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## Scholarship Awards Presentations

Please join us to hear and see the students' artwork, May 10<sup>th</sup> at our luncheon. The Scholarship Committee met at Otis Art Institute on Friday, March 30 to select 6 students who will receive their awards at our WPW Awards luncheon. Barbara Frankel, Scholarship Chair, Lynn Gadal, WPW co-president, and past presidents, Nancy Goodman Lawrence, June Phelps, Lorraine Strieby, and Loraine Veeck were the jurors of selection. WPW

**Julie Margalit Lavee** passed away March 14, 2012 at the age of 89. For many years, she was an Active member of Women Painters West. She was an accomplished artist. When asked what to look for in her abstract painting, she explained, "Abstract images are not meant to be subject to verbal descriptions. But the emotions and memories evoked on both sides make the communication possible." WPW



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### Great Thanks to all the Newsletter Staff Contributors

**Managing and layout editor:** Ken Marsh  
**Feature articles:** Susan Rosman; Betzi Stein;  
Diane Karpel; Donna Buch  
**Photos:** Betzi Stein  
**Mailing:** Mathilde & Dan Lombard

## MEMBERSHIP OPPORTUNITIES

**HOT HOT HOT**

**CALL FOR WPW ARTISTS'  
STUDIOS FOR SUMMER  
TOUR 2012**

**DATE TO BE DETERMINED  
ARTISTS PLEASE CALL  
DIANE KARPEL, 818-388-7770**

Jury Day is Thursday, May 3, 2012, St. Bedes,  
good luck to all applicants!

Helpers needed on Jury Day! Please contact:  
Susie Gesundheit, 818-216-8091  
[soozworm@aol.com](mailto:soozworm@aol.com)

Membership Chair:  
Diane Karpel, [Djk62@aol.com](mailto:Djk62@aol.com)  
Committee:  
Susie Gesundheit, [soozworm@aol.com](mailto:soozworm@aol.com)  
Harriett Lahana, [Harriett.Lahana@gmail.com](mailto:Harriett.Lahana@gmail.com)



## MEMBERS' NEWS Nancy Lawrence

**Pat Dispenziere's** painting, "Tallinn," was juried into the "Western Colorado Watercolor Society 20th Annual Watercolor Exhibition," Grand Junction Art Center, CO, and won the Liquitex Award. "Scavengers" was juried into the "Watercolor Art Society-Houston 35th International Exhibition" and won a Merit Award. The show qualifies her for signature membership in WAS-H. "Window Shopping in France" won an Honorable Mention in the "Carlsbad Oceanside Art League Annual Members Show." "Family Outing" was juried into the "Southwestern Artists' Association 11th Annual Exhibition."

**Carole Gillin** has 3 paintings at La Galeria Gitana through June 15. She also has two paintings in "Dreams on Canvas," one of which was selected as a feature piece. Both pieces will be shown at the Four Seasons Hotel in Westlake from May 4 to 31.

**Andrea Rubin Kichaven** and **Erella Teitler** were two of the featured artists in "Hadassah Through The Eyes of the Artist," Zena & Pauline Gatov Gallery, Alpert Jewish Community Center, Long Beach.

**Pat Salmons'** painting, "Space Flight," is in a juried exhibit at the Schomburg Gallery, which runs through April 25. The show was given a full-page feature in the *Palisades Post*, and Pat was one of the four artists profiled.

**Virginia Wyper** was juried into the "NWS Membership Exhibition," NWS Building, San Pedro. The exhibit runs through May 13. *wpw*

To submit your art events, send your information to Nancy Lawrence @ [tearmyartout@mac.com](mailto:tearmyartout@mac.com). All submissions must be sent no later than the 10th of each month.

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## Photographing your art work

Photographing your artwork is a must for today's artists. Not only is it a record of your artwork, but crucial for submission into galleries and exhibitions. It is also a tool for advertising art. Your artwork is your calling card. Almost all galleries look at digital images, they do not look at actual artwork. WPW is requesting that all artists entering exhibitions have their artwork photographed prior to take in.

Many of our upcoming exhibitions will require either photographs or jpeg images, especially because of travel distance to galleries. It is good to be prepared ahead of time. If you are looking for a photographer, call a board member. They may be able to assist you in your search. If you have an image, but are unable to burn a disc, there are several cost effective places that will burn a disc for you, such as Costco or Walgreens.

It's always best to photograph your work prior to framing. Glass or plexiglass reflects light like a mirror and is not good for photographing. Basic guidelines for your photographed artwork are:

1. Images should have proper representation of actual color. Avoid photographing your artwork near objects or walls with intense color that would reflect into your image. Neutral backgrounds work best.
2. When photographing, proper light exposure is critical. If you do not have professional lighting equipment, then try to photograph your work in natural sunlight. Bright sunlight is not best, however. Generally, early morning or before dusk, helps to avoid unwanted shadows, glare, or white-spots.
3. Images should be lined up properly, so that square or rectangular artwork remains square or rectangular of the image. Make sure your artwork is flat against a surface and level.

Work should be photographed with a tripod, but If you do not have a tripod, stabilize the camera the best as can. Try putting your elbows on a table or a chair-back to help stabilize the camera. Check your viewfinder before snapping the photo, to assure that you are lined up correctly.

4. Insignificant background behind the artwork should be cropped out.

Most digital cameras take jpegs by default. Use the highest resolution setting and the largest photo size when setting your camera. When photographing art, turn off your flash. It will create hot spots. File size can be reduced after the photo is taken to meet submission standards. Working from a larger file is always better than working from a smaller, lower resolution file. You will have a better quality image. Working from a smaller file will cause a decrease in quality of the image when making it larger.

As professional artists, we should be representing our artwork in a professional manner. Not only should the art be prepared properly for hanging standards, we should be keeping archive images of our artwork. WPW

***Donna Geist Buch***



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## DIGITAL IMAGE PROCESSING FOR EXHIBITION SUBMISSIONS

To help you prepare your digital images for submitting exhibition entries, here are step-by-step instructions to follow for Photoshop Elements specifically, but the process applies to other digital photo editing software systems.

### Photographing a work of art for digital processing

A good quality digital image of your work is best taken without flash in open shade or direct sunlight with no shadows, and definitely not through glass.

Use a level to align both the painting and the camera horizontally/vertically. Also position the lens with the center of the painting to avoid parallax distortions that occur when the surface plane of the picture and the camera's imaging plane are not parallel. Use a tripod or steady the camera on a railing, etc., especially with cameras that do not instantly take the picture when you hit the button. While digital cameras seldom blur an image due to movement, hand held images are sometimes askew.

For more helpful information, refer to the article, **Photographing your art work**, on page 4.

### Submitting a digital image on a CD

#### IMPORT your image(s) to the computer

**OPEN** the file(s) from your camera card and copy onto your computer for digital processing in the software you use.

**CROP** the image so that only your painting is visible. If you choose to adjust the contrast or color saturation, this is the time to do it. Remember that your final product must closely resemble your painting in both value range and color saturation.

#### **Be sure your file mode is RGB**

**GOTO:** Image > Mode and check off RGB Color. Get the image to the correct size and resolution:

**OPEN** the **Image Size** dialogue box.

**GOTO:** Image > Resize > Image Size.

Change the resolution to 300 pixels/inch. The longest side of your image should be 1920 pixels, so which ever is longer, Width or Height, change that number to 1920. The other dimension will change accordingly.

**Be sure *Scale Styles, Constrain Proportions, and Resample Image Bicubic* are all checked. CLICK OK.**

#### SAVE your Image

**GOTO:** File > Save As

Change the File Name to comply with the instructions in the prospectus. It should be your name and the title of the painting.

File format must be JPG. ***Jane Doe\_Title.JPG***  
**CLICK SAVE.**

On the next screen, change the **Quality** to **Maximum**. In the **Format Options**, choose **Baseline (Standard)**.  
**CLICK OK.**

#### COPY your file(s) to CD

Use the Help function on your computer if you do not know how to do this. Make sure you have actually burned the CD. Take the CD out of your computer, put it back in and open one of the images on the disk to make sure the disk has burned correctly. If a problem, redo it.

Label your CD with your name and the title(s) of your painting(s). Use a CD marker, not a felt tip pen. Put the CD in a protective sleeve before mailing.

If there is no online submission, you must mail your entry with a completed registration form and your check. WFW

**WOMEN PAINTERS WEST  
BALLOT FOR THE YEAR 2012-2013**

Election of the 2012-2013 Officers of the Board of Directors will be held on May 10, 2012. Please bring this ballot to the May meeting or send the ballot as stipulated in the following paragraph.

Any **Active-status** member who is unable to be present at the Annual Meeting may mark her ballot for Officers and Art Jury members. Ballot may be mailed to the Corresponding Secretary:

Donna Geist Buch  
20416 Stagg St.  
Winnetka, CA 91306

**All absentee ballots** must be signed, enclosed in a sealed envelope which is also signed by the voter, and then enclosed in a second (outer) envelope for mailing or other form of delivery.

**OFFICERS OF THE BOARD OF  
DIRECTORS**

*Please cast one vote for each office.*

**Co-Presidents**

- Lynn Gadal & Susan Rosman
- \_\_\_\_\_

**First Vice President/Exhibitions**

- Andrea Kichaven
- \_\_\_\_\_

**Second Vice President/Programs**

- Betzi Stein
- \_\_\_\_\_

**Recording Secretary**

- Ann Marie Ferreira
- \_\_\_\_\_

**Treasurer**

- Lois Ramirez
- \_\_\_\_\_

**Membership Chairpersons**

- Diane Karpel, Susan Gesundheit & Harriett Lahana
- \_\_\_\_\_

**Corresponding Secretary**

- Donna Geist Buch
- \_\_\_\_\_

**THE ART JURY**

*Please cast a total of five votes for five jury members.*

- Rosemary Bandes
- Estelle Beigel
- Janet Bothne
- JoAnn Formia
- Carol Kleinman
- Esther Pearlman
- Pat Salmons
- Bonnie Sue Schwartz
- Andrea Kichaven
- Betzi Stein
- Mara Thompson
- Judith Lindenberg
- Toby Salkin

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**Signature (for absentee ballots only)**

# PROSPECTUS



## WPW @ LAGUNA COLLEGE OF ART & DESIGN Campus Gallery

July 3 - August 9, 2012  
*Gallery closed July 4 - 6*

Reception  
Thursday, August 2  
6 - 9 pm  
First Thursday Art Walk

Laguna College of Art & Design,  
Campus Gallery  
2222 Laguna Canyon Rd  
949.376.6000  
lagunacollege.edu  
Monday - Friday, 12-4 pm

Please read this Prospectus thoroughly  
DIGITAL ENTRIES ONLY  
DEADLINE FOR SUBMISSION OF ENTRY:  
Must be received by Friday, May 25, 2012

### Eligibility

- Work must be your own original artwork, not done under an instructor's supervision, and not exhibited in any previous WPW show.
- Work must not exceed 30" in any direction, including frame.
- Work must be wired and ready to hang.
- No sawtooth hangers for work larger than 14."
- If necessary, glass may be used on work measuring no more than 18" x 24" (432 sq. inches).
- Gallery quality frames with neutral mats in good condition (frames with loose canvases or chipped/damaged frames will not be accepted).
- The artist agrees to permit WPW to reproduce the exhibited artwork for the purpose of limited WPW publicity and documentation.
- Commission on sales is 25%.
- Please see Exhibitions Rules in your WPW directory, page 22, for the complete guidelines regarding your entries.

### Guidelines

- Digital format (jpeg files). This exhibit will be juried by DVD or CD images, along with 5" x 7" photo only.
- Entries must arrive no later than May 25. Send WPW entry form, entry fee, SASE for the return of your DVD/CD, and the DVD/CD containing high resolution jpgs (300 pixels/inch, 7" maximum any side). Each jpg must be labeled with title, size, medium, price. Also include a 5" x 7" print/photo of each entry. Send to Susie Gesundheit, 3720 Meadville Drive, Sherman Oaks, CA 91403.
- The artists will receive the acceptance letter of artwork by mail no later than June 15.
- The accepted artwork must be delivered to one of the designated locations on Monday, June 25, between 12 and 3 pm:  
Westside drop-off to Andrea Kichaven  
2370 Malcolm Ave., Los Angeles, CA 90064  
Valley drop-off to Suki Kuss  
5455 Calhoun Ave., Sherman Oaks, CA 91401

- Entry fee is \$30 for one or two submitted pieces. The gallery retains 25% of each piece sold.
- Invitations for the show will be available at drop off on Monday, June 25. Suki Kuss and Andrea Kichaven will have invitations available.
- At the end of the show, all participants MUST pick up their artwork on Friday, August 10, 9 am - 5 pm at LCAD. Artwork that is not picked up on this day will be donated to a charity.

### Exhibition Information

The reception at Laguna College of Art and Design, Campus Gallery will be during the First Thursday Art Walk. Information: [info@firstthursdaysartwalk.com](mailto:info@firstthursdaysartwalk.com).

### Important Dates to Remember

May 25 - Deadline for entries. Send entry forms, high resolution images on DVD or CD, along with 5" x 7" photo, with title, size, medium & price to Susan Gesundheit, 3720 Meadville Dr., Sherman Oaks, CA 91403.

June 1 - Show juried by Gerald Brommer

June 15 - Letter of acceptances

June 25 - Invitations available at drop off locations

June 25 - Bring artwork to drop off locations, 12 - 3 pm

July 3 - Show opens (*gallery closed July 4-6*)

August 2 - Exhibition Reception, 6 - 9 pm

August 9 - Show ends

August 10 - Artwork MUST be picked up at Laguna College of Art & Design between 9 am - 5 pm. Work not picked up on this day will be donated.

### Exhibit Chairs

Suki Kuss  
sukimonstercat@aol.com / 818-780-2512  
Andrea Kichaven  
arubinkichaven@gmail.com / 310-475-0524

### Exhibit Juror

Gerald Brommer



Lynn Gadal  
3648 Coolidge Ave.  
Los Angeles, CA 90066

**Luncheon Meeting**

May 10, 2012 at 11:30 a.m.

**At:**

Monterey at Encino Glen  
16821 Burbank Blvd.  
Encino, CA 91436

**Program:**

Scholarship Awards Presentation

**Menu:**

Caesar Salad with chicken or  
Baked potato with steamed vegetables

**Cost:**

\$24 (to be paid when you check-in at the door)

**Board Meeting:**

10:00 a.m.

**Reservations must be received by 12 NOON on Friday, May 4, 2012**

Please e-mail or call for reservations:

Telephone: Mara Thompson (310) 399-7519 Please speak clearly  
E-mail to: lunchwpw@earthlink.net

Please leave your name if you are bringing a guest(s) and please spell the name.

Guest(s) Name(s) \_\_\_\_\_

Member's Name \_\_\_\_\_

*If you are unable to attend after making a reservation, please call Mara before the deadline, or you will be held financially responsible for the cost of the luncheon.*