TENNESSEE WATERCOLOR SOCIETY
SUMMER 2014

MEDIUM

PRESIDENT'S MESSAGE

Success of Expanded Venue at Franklin Exhibition

You may be tired of hearing this from me, but I have to say it:
The activities that surrounded the opening of our exhibition in Franklin were all we had hoped for and more.

The week opened with the workshop which had filled up early in the registration. The participants all agreed that Pat Dews has a remarkable talent for critiquing a painting, and a number of the students produced some very impressive works.

On Friday night, a party was held at Gallery 202 just a couple of blocks away from downtown Franklin. Mickey Roos delicious BBQ and a cash bar started off the festivities with entertainment by 2 Country 4 Nashville, a duo who sang in the flavor of Johnny and June Cash and other country favorites, while various members took to the dance floor along with our juror. Complete with favors and door prizes, it was a blast!

The next day threatened to rain until mid afternoon so our outdoor plans for the beautiful grounds of O'More and the marketplace moved inside. Jerry's manager, Scott Manning, representatives of Windsor Newton and Mission Gold were on hand for the trade show. Both manufactures had products to show and sell, and had brought artists to demo them. Larry Leach gave the morning presentation and demonstration of Winsor Newton color properties. Florida artist Joanna Coke did the afternoon demo for Mijello Mission Gold showing the use of some of their intense pigments and her techniques. There were 98 people present for the morning demo, and after a great luncheon at Lillie Belle's, more than 65 started the afternoon. We had some wonderful door prizes to give out to members along with all the samples provided by Jerry's. The room was filled to overflowing by the time the awards were presented.



The top award was presented to John Wilkison, a founding and signature member, who told us after the ceremony that he had not entered a watercolor show in 40 years. Visitors to the show in the weeks that followed have been most enthusiastic of the artwork and have contacted us with the possibilities for other venues for future exhibitions. Also receiving rave reviews is the beautiful exhibition catalog designed by Nick Long.

Tuva Stephens had prepared a beautiful brochure about the scholarship and the recipient, Leslie Colin. Her whole family was present for her introduction and the presentation of the scholarship, so it was a very gratifying moment. The scholarship is being funded by the dues increase and our members' generous contributions. One of the best coincidences of this exhibition was that the student is selected by the regional TAEA (Tennessee Art Educators Association) and the entire state organization was meeting at O'More during the month the exhibition was hanging there.

Thanks to the hard work of co-chairs Wendy Latimer and Jan Batts, our first expanded exhibition week-end accomplished its goals. We had the largest turnout we have seen in years, got the attention of vendors through Jerry's of Knoxville, who provided us with a wonderful trade show, gave our members both a fun and educational experience, and attracted a lot of attention to the quality of work our members produce. What more could you wish for?

I know….Knoxville 2016 and John Salminen… We are already working on it, with plans for Breakfast at Jerry's and a long visit to their wonderful store, Start saving your money now! Lee Edge is hard at work on the plans, and I suspect you will be really sorry if you miss it.

BOARD and GENERAL MEETING

Pam Pate's Studio, Cookeville, TN
September 6, 2014, 12:00 Noon

Our fall meeting will be held in Cookeville on Saturday afternoon, September 6th at noon. A light lunch of fruit, sandwiches and sweets will be provided.

The agenda will include:

1. Recap of 2014 Exhibition and plans for 2016 Knoxville
2. Discussion of future awards notifications
3. Website redevelopment
4. Reports from the Regional Contacts
5. Old and New Business

On Sunday September 7th the traveling show will open in Cookeville at the Cumberland Art Society Gallery with a reception from 1-4 p.m.
It will be sharing the gallery with a fabric show that attracts a large crowd. We need to have at least a small crowd of watercolorists on hand!

Please plan to attend and stay over for the opening, if possible. The Cumberland Art Center is where we often have our off-year workshops. The Baymont Inn and Suites is the recommended hotel, and there are lots of restaurants in the area. Pam lives about six miles out of town, but it's an easy route, and by all accounts her studio is worth a visit.

We look forward to seeing you there and having you participate in the exciting things happening with TnWS.

Contact Barbara Jernigan (bbjernigan@gmail.com) if you are coming for the lunch count and directions.

STEP UP!
We need a Secretary and VP
This is a volunteer organization as such it needs more than dues from the membership.

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Executive B oard & Officers 2012 - 2014

President - **Barbara Jernigan**
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Secretary - **Needs Volunteer**

Treasurer - **Linda Campbell**
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This project is funded under an agreement with the Tennessee Arts Commission and the National Endowment for the Arts. The Tennessee Arts Commission is a state agency that funds and supports quality art experiences to ensure that the citizens of Tennessee have access to and participate in the arts. No person on the basis of race, color, national origin, disability, age, religion or sex shall be excluded from participation in or otherwise be subjected to discrimination of services, programs, and employment provided by the Tennessee Watercolor Society.



WEBSITE CHALLENGES and CHANGES

We would probably be hard pressed to find a member who has not had issues with our website going back to the original one up through the difficulties of the recent online entry process for the 2014 Exhibiton. My inbox is filled with complaints.

The events of the exhibition proved to your board of directors that some fundamental changes had to occur in the way the site is handled.

First, let me say that we owe a great debt of gratitude to Nate for getting us to this point. The site we have currently has proven to be a very valuable tool for our organization, and has shown us the promise that we need to honor for the future.

Secondly, while there are certainly things that need to be done to the design of the entry process, and language on the site, a lot of the problems experienced during entry were not the designer's fault. Other factors are at play:

1. We have a lot of members who by their own admission are not as savvy with the digital age as they need to be.

2. Browser incompatibility is a huge factor in today's environment, as those of us who work with complicated applications are made aware each day.

3. Old versions of browsers, not clearing the cookies and cache regularly, files that are too large or incorrectly formatted, etc., etc. all played a part in the problems many experienced.

Nonetheless, we have always tried to economize by using a one man webmaster instead of a larger design firm. That has not proven to be an economically sound decision.

In the search for someone to replace Nate, who had found that this job was stressing his time allotments, I spoke to the firm who designed and maintains the website for the companies that employ me.

Hillhouse Designs, owned by Jane Hillhouse, has a team of webmasters and designers. Jane is the daughter of a watercolor painter, Dr. Richard Luehrman who taught watercolor at a college in Missouri, and classes at Arrowmont after he retired. They had just hired a new member of the team who has expertise in WordPress which is the platform our site was built on. Nick and I obtained some quotes and we presented them to the board by electronic communications. A motion was made by Lil Clinard that we engage them to redesign our site, and it was seconded by Lee Edge and David Kramer almost simultaneously.

Justin Dickenson will be the lead designer. The redesign will take two to three months and will be in place for dues payment and the online show in 2015. Their firm will host our website as well as maintain it. Jane and Justin both understand we would like to have as much hands on ability to upload publications and information as possible, but it is important in an organization as widespread as ours to have a back up team, if we need them.

Lil is looking into the possibility of a grant to help defray some of the cost of the redesign and potentially we could apply for something that helps us maintain the site or post the exhibitions.

Your officers and board believes that despite all the problems we have experienced, the website has proven that it can pay for itself in membership and participation. Please lend us your continued support as we move forward.

Eleven Region I TnWS artists will be featured at the MGAL Platinum Artist Showcase (14 artists) at WKNO in Cordova, August 4-29. Reception: Friday, August 8th,6-8 pm WKNO Gallery (7151 cherry Farms Road, Cordova).

Fall ArtBeat Deadline SEPTEMBER 10

Send stories & images to Regional Contacts