



Editor Debra Bruner

Summer Edition 2025

From Our President:

Here we are in August of 2025. I find it hard to believe that we are already halfway through the year, and we have both an amazing Rotunda Show and a stunning Annual Exhibition and Workshop in our rear-view mirror.

Our juror, Kathleen Giles told me that she and her husband both enjoyed experiencing Boise for the first time and especially because she saw such excellent work from so many Idaho artists. I have a feeling that Idaho might be a new favorite fishing destination for her husband. Thank you to Hugh Mossman for letting Mr. Giles experience fly fishing in Idaho. Also, my sincere thanks to each of you that worked to make this year's Annual Exhibition and Workshop successful, with special appreciation to Scott & Shaun Muscolo, Susan Kluksdal and Jean Ah Fong.

Annual Meeting – Our Annual Meeting is now only 9 weeks away. If you are planning to stay at the Mountain Village Resort in Stanley, you might want to **stop reading this Newsletter, pick up your phone and call their reservations desk: 208-774-3661.**

The dates are **Thursday, September 11, through Saturday, September 13.** This will be a great opportunity to learn from our IWS Signature member from Coeur d'Alene, Jessica Bryant. She is teaching a 3-day landscape workshop. Or, take advantage of some plein air painting with PAPI artists in the beautiful Sawtooth Mountains. I think this will be an annual meeting you won't want to miss.

IWS Leadership Urgently Needed - According to our membership directory, we have 259 members from across Idaho. Prior to the annual meeting, we will be sending you out an electronic ballot with a slate of officers for the coming 2 years. The only position we do **not** have a volunteer for, is treasurer. Dennis Hayzlett has done a yeoman's job with our financial reporting, but he is no longer able to handle this for IWS. I know among the 259 members, there must be someone who has financial skills and willingness to help us with our books.

Please step up and let me know you would be willing to help. Contact info below.

Gratefully,

Carol HasBrouck Browning

IWS President

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"The Power of Words in the Artistic Process" Linda Aman

I'm always looking for new ways to spark imagination and bring fresh inspiration into my paintings. Over the past few years, I've explored different styles, added new compositions, experimented with bold color combinations, and expanded my range from realism to abstraction. These creative shifts have brought me joy and kept ideas flowing.

One simple technique I often share with the artists I teach is the use of **descriptive words**.

Before and during the painting process, I usually have a vision or emotion I want to express. One of my secrets is writing down words that reflect the mood or story I hope to convey. I write them nearby so I can glance at them as I paint.

Why use words? They help clarify my thoughts and guide the direction of the painting. They also help me think about what I want the viewer to feel or discover. Sometimes, just one word can inspire an entire series.

For example, I once set out to create a sense of calm and serenity in a painting. After it was finished, I asked several people how it made them feel. Their responses included *peace*, *quiet*, *restfulness*, and *stillness*. That feedback confirmed I had captured what I intended and inspired me to start an entire series called *A Breath of Fresh Air*, which I still add to today.

In another example, I used words like *mystery*, *layering*, and *hidden* to guide a series of abstract paintings. Viewers responded with comments like, "It feels like an adventure," exactly what I was hoping to hear.

Sometimes, I change the words as the painting develops. I might cross out words and replace them with others as the work takes on a different feeling. These words never limit my creativity. Instead, they provide clarity and often even help with the title of the piece.



(In fact, sometimes I have the title before I begin painting.)

Here's a word list I used recently when painting in Hawaii:

Whimsy, juicy, spontaneous, bright, playful, childlike, complimentary colors, tropical, purple with yellow, orangish red with green, imaginary, tropical foliage for pattern, and layers.

I didn't follow the words rigidly. I played, explored, and let them guide me loosely. The result was a joyful, colorful piece that captured the beauty and fun of a tropical vacation.

This simple practice of using words can be incredibly inspiring. Give it a try, play, explore and see where the words take you. Let me know how it works for you! linda@amanarts.com © Linda Aman June 2025

THE LOADED BRUSH



By Hugh Mossman

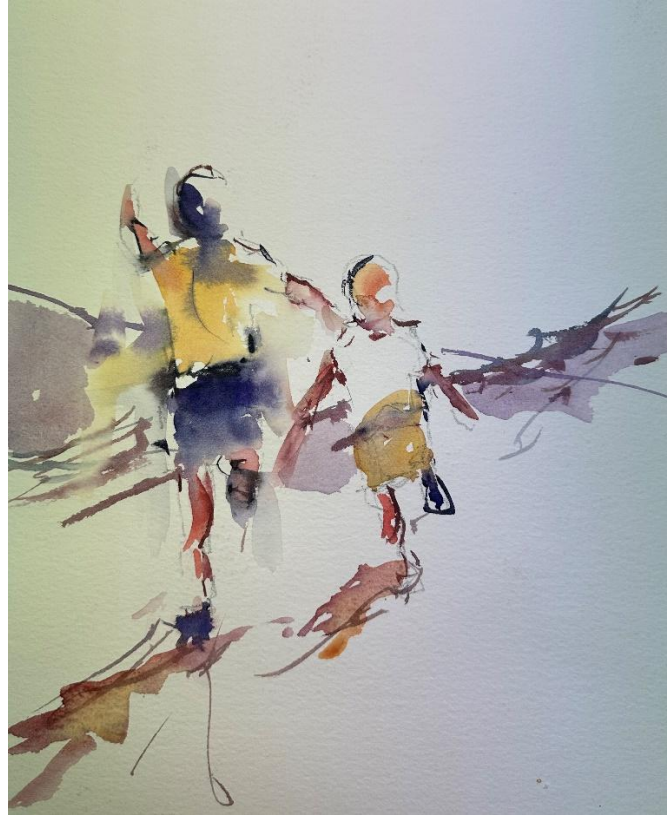
LINES ARE FUN

If you were like me, your first steps as an artist were line drawings, probably crayons, trying to recreate an object or idea on paper. Anything even remotely recognizable drew high praise from parents or teachers. For me, it was cartoon characters. I could do a decent Mickey Mouse or Goofy and my mom thought I was ready for Walt Disney studios. Drawing was fun and I could do it for hours.

As artists, we all know that line is an important element in design. To plan a painting, most of us will start with lines to contour the principal shapes, but lines can be much more. They can be drawn or painted, wide or thin, clean or rough, scratched or etched, dark or light, etc. Using lines to connect shapes, such as telephone wires between buildings, or tree limbs between landscape shapes can add interest and connection.

I particularly like the use of lines to create an unfinished look, leaving part of the painting for the viewer to fill in. One artist I have long admired is Charles Reid and he is a master of using lines. In his book, "Pulling Your Paintings Together", he extols the use of contour drawing where the focus is on the shape rather than the details. He is uniquely creative in this with figures and I have attached an example of this from his book.

In an effort to follow his lead, I did a simple watercolor of two brothers running together, using a #4 extended point rigger with Payne's grey to create some shape line contours and then connecting the shapes with a few colors. Try this exercise yourself without getting too hung up on details. I think you will have fun, just like you did when you picked up your first crayon!



WFWS50 Exhibition Report May 1, 2025

The West Texas Watercolor Society hosted the WFWS50 exhibition in Lubbock, Texas. Delegates met at the Fairfield Inn and Suites Lubbock Southwest in Lubbock, which was a short distance from the Lubbock airport, from Thursday afternoon, April 10, 2025 to Sunday morning, April 13, 2025. Delegates received gift bags, information, and name tags. There was an excursion via trolley to preview the WFWS50 exhibit at the Museum of Texas Tech University from 4 pm to 5 pm. Later, delegates and guests gathered on the back patio of the hotel for socializing and appetizers. The WFWS50 juror, Ken Call, presented a demo on the prior Tuesday evening and led a three day workshop starting on Wednesday, both at the Museum of Texas Tech. He attended all WFWS events, including the reception and awards ceremony. The Fairfield Inn and Suites Lubbock Southwest hosted the WFWS delegate meetings on Friday, April 11, from 9 am to noon, and Saturday, April 12, from 9 am to noon. Pre-ordered box lunches were delivered to the hotel by WTWS members on both days. Neal Kleman, representing WTWS, hosted the delegate meetings. I represented IWS with Pam Grant. The Friday morning meeting began with a review of WFWS50, a review and approval of the WFWS49 minutes and final report, and a review of WFWS Policies and Procedures. IWS dues for WFWS51 were confirmed received by the Colorado Watercolor Society. Delegates agreed to a fee increase to \$250, which includes \$50 earmarked for the WFWS website. I paid the additional \$15 to CWA after the meeting. There was a long discussion regarding WFWS Policy and Procedures, Article V, Sections 4 and 5. Section 4 concerns ineligibility of paintings that have been exhibited in a national or international show. Delegates amended Section 4 to name specific national/ international shows (AWS, NWS, and TWSA) and to allow past participation in online shows. Section 5 concerns penalties for non-compliance with the prospectus requirements and plagiarism. Three paintings were disqualified from WFWS50, including one for copyright infringement. Delegates amended Section 5 to add a penalty for plagiarism. This will be a bar from participation in WFWS for two years (the two subsequent shows) for the first offense, and a lifetime ban for the second offense. Beatrice Trautman from CWS presented a preview of WFWS51, including the schedule of events and a proposed prospectus. WFWS51 will be held at the Curtis Center for the Arts in Greenwood Village, Colorado. The juror will be Xi Guo. Entries will be received via ArtCall. Tentatively, WFWS51 exhibition dates are May 4 to June 27, 2026. The delegate meeting will be on May 8 from 9 am to 2 pm, and the reception and awards ceremony will be that evening. ArtCall entries open December 12, 2025 and close February 11, 2025, artist notifications will be sent March 4, 2026, and artwork is due to delegates April 1, 2026. The Xi Guo

workshop is May 5 to 7, 2026. The delegate meeting and awards ceremony will be at the Hilton Garden Inn in Denver with discounted rooms for \$155 per night. Delegate excursions are planned for May 9. Xi Guo will jury awards, host the workshop, and attend the awards reception. WFWS51 estimated income: \$24,550; estimated expenses: \$33,908. The Saturday morning meeting included a review of WFWS documents in Google Docs, a review of Master Signature List record keeping and a request for updates, a discussion on alternative framing methods, and a discussion regarding delegate responsibilities and WTWS's difficulties with communication from delegates (not IWS) and with the appropriate packing and shipping of paintings by delegates. I clarified that once members achieve WFWS Signature Status, WFWS does not remove them, but they do note who is deceased. Saturday evening, delegates attended the WFWS50 awards reception at the Museum of Texas Tech from 6:30 pm to 8:30 pm. The museum displayed 100 WFWS paintings in two rooms. Four IWS members achieved WFWS Signature Status this year, and Jessica Bryant accepted her award in person. Neal presented 18 WFWS50 awards worth a total of \$15,990. Ken Call shared his reasoning for choosing each award. Neal then shared some of her research into the first ten years of WFWS, and presented six Special 50th Awards in honor of WFWS's 50th anniversary. WFWS50 catalogs were distributed to all IWS artists (31) that entered the show. WTWS also provided a certificate to everyone accepted into WFWS50. Shelly Johnson IWS WFWS Delegate shellyjohnson@yahoo.com





East Region News – June 2025

Our 2nd regional show for 2025 was a great success and took place at The Art Museum of Eastern Idaho (TAM) from May 1st through June 7th. Our next regional show will be at the Willard Art Center in Idaho Falls starting in September. This show will be in conjunction with the IWS Annual Traveling Show's visit to Idaho Falls and our Regional Featured Artist Show which will be the work of Carma Hobbs this year.

Eight artists from the East Region were accepted into this year's Annual Juried Membership Exhibition. Congratulations go out to Tamare Burnett (3rd Place), Carma Hobbs, Cynthia Bowman, Teresa Wade, Kerri Lindstrom, Diane Hill, and Les Scott. And another congratulation to regional artist Tamara Burnett on having her acrylic painting of her dogs Jinjer & Jasper accepted into the National Oil & Acrylic Painters Society's 2025 Online Exhibition and her watercolor painting "Curious Friend – Alpaca" accepted into the Bifarin 2025 Animals of the Planet International show.

As a final note I will be stepping down soon as the Regional Director for the East Region and I am looking for a replacement. If you are interested, please contact me.

Thanks,

Les Scott

Regional Director – East Region

Elizabeth LaRowe Idaho Watercolor Society South Central Idaho

My husband and I spend our summers in Red Lodge, Montana. It's a beautiful location that lends many wonderful places to Plein Air paint. We are about 60 miles south of Billings. As a member of the Billings Art Association, I was invited to have a wall at the Sandstone Gallery for the months of June and July. The majority of pieces I chose to hang were completed in the month of April during a 20 for 20 art challenge. No instruction or critiques, we chose our own personal challenge to create for at least 20 minutes, for 20 days.

My challenge was to choose poses from photographs I had taken of fishing people. I watercolor painted them on 8 x 10" gessoed panels finishing them by spraying on a protective Krylon acrylic varnish. I must admit that I ended up painting the backgrounds very quickly often within 20 mins but the fishing people were completed through many 20-minute sessions throughout the 20 days!

I highly recommend Kelly Anne Powers www.learntopaintpodcast.com where several times a year she offers a 20for20artchallenge. She offers a week of suggestions on how to create and set up for your personal challenge before you begin. This is for anyone, beginner or professional. It's a way to find the time and encouragement to create.



Special Discount for Idaho Watercolor Society Members – Join Us at Eagle Plein Air! October 4-11th, 2025.

Hello Watercolor Friends,

We're thrilled to invite members of the **Idaho Watercolor Society** to join the [Eagle Plein Air Festival](#), happening this September in beautiful Southwest Idaho!

As a thank you to our watercolor community, IWS members receive **\$10 off registration**. Don't miss this opportunity to connect with fellow artists, and take part in a week of inspiring events and compete for over \$4000 in cash, ribbons and special awards.

Registration includes:

- 🎨 7-Day Plein Air Competition
- 🌸 Art in the Garden Quick Draw Challenge

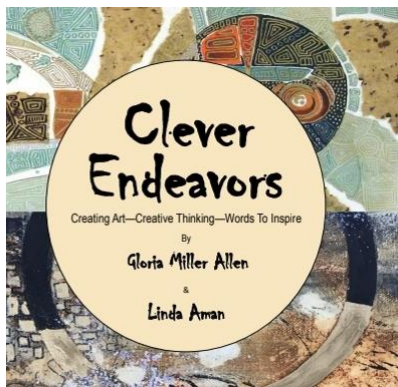
- 🌙 Nocturnal Painting Competition
- 🎵 Depot After Dark
- 📍 5 Paint-Out Locations
- 👤 Daily Painting Demos
- 🏆 Friday Awards Celebration
- 🖼️ Saturday Show & Sale

Register now to claim your discount and secure your spot: <https://www.eaglepleinair.com/>

We'd love to see your watercolors capturing the beauty of Eagle!

Warm regards,
Meg Glasgow
Director, Eagle Plein Air Festival
-- [FINER FRAMES](#)

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Gloria Miller Allen and Linda Aman have co-authored a book titled *Clever Endeavors*—a Celebration of Creative Art, Creative Thinking, and Words to Inspire. Featuring our artwork, mini lessons, philosophy, poetry, humor, and practical tips. The book is available on Amazon, or you can purchase a signed copy directly from either of us.

Gloria gloriamillerallen@msn.com Linda linda@amanarts.com

From the Editors Desk:

It'd been a wild ride so far this summer. I am learning the ins and outs of this news letter template. I wanted to let you all know about a program I have been using to assist me in marketing my art website and painting on social media. Art Helper AI is a marketing assistant developed for artists by artist marketing experts. I am going to give you a little preview using one of my paintings along with a link to try out for a free trial. It can interface with any website, however, I use Art Store Fronts as my website platform.



Meet “The Mane Attraction”—a captivating watercolor portrait that brings the spirit of the West right into your home. This piece features a majestic horse, its flowing mane and soulful eye rendered with Debra Bruner’s signature blend of soft hues and expressive brushwork. The gentle, layered washes of watercolor create a serene backdrop, allowing the horse’s personality and strength to shine through.

Why You’ll Love It:

- *Instantly adds warmth, character, and a touch of ranch life to any room.*
- *A conversation starter for guests—who can resist that mane?*
- *Ideal for collectors of western art, animal lovers, or anyone seeking a unique, handcrafted statement piece.*

Bring home “The Mane Attraction” and let your walls tell a story of freedom, beauty, and a little bit of wild spirit. Because every space deserves a dash of equine charm!

[ArtHelper.ai](#)

This site helps me create content for large time swaths so I can schedule them out for a month or more. A huge time saver.

Debra