

**VIRGINIA WATERCOLOR SOCIETY  
ANNUAL EXHIBITION PROCEDURES ADDENDUM**

**PURPOSE:**

The purpose of this Annual Exhibition Procedures Manual is to give each Virginia Watercolor Society, Exhibition Committee, guidelines to stage their Annual Exhibition and to act as an Addendum to the Virginia Watercolor Society By-Laws. This Addendum is not meant to impede the creativity of an Exhibition Committee and any additional activities are encouraged.

**EXHIBITION COMMITTEE GUIDELINES:**

- The Exhibition Committee will be guided by this Annual Exhibition Procedures Addendum adopted by the membership on May 3, 2014;
- The Exhibition Committee will choose a juror who shall not be a member of VWS.
- The juror may offer a workshop preceding or during the Annual VWS Juried Exhibition;
- The workshop shall be financially self-supporting and not encumber the income of the Annual VWS Juried Exhibition funds.
- Whenever possible, the Exhibition shall be staged in different regions of the State of Virginia;
- The Chairperson of the Exhibition Committee shall be provided with an Annual Exhibition Procedures Addendum and VWS Manual which will be maintained and updated by the State President and shall be amended each year according to any Resolutions passed at Annual Member Meetings and included in the Minutes of those meetings. The requirements for amendments will be as stated in the VWS Constitution and By-Laws.

**EXHIBITION AND NEWSLETTER SCHEDULE:**

The Exhibition Schedule will use +(plus) and -(minus) from the Exhibition Committee Installation at Annual Meeting and Exhibition Opening Date.

<b>Event</b>	<b>Timing</b>
Newsletter #1 Introduce new Exhib. Committee, Annual Meeting Minutes, Exhib. Report	+5 weeks after Annual Meeting
Newsletter #2 Progress of Committee	-36 weeks prior to Exhibition
Newsletter #3 Insert Prospectus, Workshop	-24 weeks prior to Exhibition
Newsletter #4 Exhib weekend details, including hospitality, Workshop reminder	-12 weeks prior to Exhibition
Deadline for Postmark of CD submission, entry form, fee	-12 weeks prior to Exhibition
Notifications Cards mailed	-6 weeks prior to Exhibition
Deadline to sign up for Exhibition events	-4 weeks prior to Exhibition
Receipt of shipped works	-10/11days prior to Exhibition
Receipt of hand delivered works	-3/4 days prior to Exhibition
Workshop	-7days prior to Exhibition
Business Meeting	am of Exhibition Opening Weekend
Awards Banquet	pm of Exhibition Opening Weekend
Exhibition Dates	According to Venue requirements
Pick-Up and Shipped works	Closing +1

## **EXHIBITION COMMITTEE MEMBERS:**

The Exhibition Committee shall stage the Annual VWS Juried Exhibition. The Exhibition Committee will be composed of a Chairperson, Vice Chairperson, Treasurer, Recording Secretary, Ex-Officio from the previous year's Exhibition and Committee Chairpersons as the Exhibition Chairperson deems appropriate to include: Awards Committee (Solicit for Prize Money) Exhibition Entries Receiving Committee. Hospitality Committee, Receiving and Hanging Committee, Publicity Committee, Workshop Committee, The duties of each member of the Committee shall be as follows:

## **EXHIBITION CHAIRPERSON:**

The duties of the Exhibition Chairperson shall be:

- Secure an exhibition venue for approximately 100 paintings;
- Reserve a site for a workshop based on the jurors needs
- Reserve a site for an Annual Business Meeting
- Reserve a site for an Awards Ceremony
- Appoint an Exhibition Committee and distribute a copy of the Annual Exhibition Procedures Addendum and their job descriptions to each member of the Committee.
- Chair at all Exhibition Committee meetings.
- Serve as consulting member of all Exhibition Sub-Committees
- Sign all checks of the Exhibition Account in the absence of the Treasurer.
- Create a list of possible jurors/workshop instructors and determine his/her dates of availability, present the list to the Exhibition Committee Members for a vote on the choice. (To avoid any misunderstandings, it is important that all contact, contracting, coordination with Juror go through the Committee Chairperson exclusively).
- Liaise with and host the juror and accompany him/her during the Awards selection or designate a member of the Awards Committee in case of absence.
- Arrange any presentations/reviews by the Juror to the Membership during the Exhibition Weekend with a slide show from the Entries Processing Committee.
- Develop an Exhibition Schedule using the date of Exhibition Opening and the number of preceding weeks as the schedule above and the attached sample Prospectus.
- Work with Exhibition Entries Processing Committee to create an Annual Exhibition Prospectus in a format as included with this document and send to Web Master and State President before sending it to the printer for proofing.
- Plan publication schedules and content for 4 issues of Waterlogue with the Newsletter Editor according to the above schedule.
- Work with the Web Master to post the Exhibition Schedule on the VWS website
- Oversee with Exhibition Awards Committee and Exhibition Treasurer to designate prize monies.
- Work with VWS State President to create an Exhibition Catalog.

## **EXHIBITION VICE-CHAIRPERSON:**

- The duties of the Exhibition Vice-Chairperson shall be, in the absence of the President, to perform the duties of the President.

## EXHIBITION TREASURER:

The duties of the Exhibition Treasurer shall be:

- Open an Account and keep a correct accounting of the Annual VWS Juried Exhibition.
- Receive monies from Submission Fees and Awards and sign checks for bills.
- Provide a financial statement at each Exhibition Committee Meeting and Members Annual Meeting.
- Provide a list of prize recipients to the VWS State Treasurer.
- Make sure blank W-9 Tax Forms are issued to prize recipient. This completed and signed form needs to be returned to the State Treasurer before checks are issued.
- Provide a complete final accounting of the Annual VWS Juried Exhibition to the State Treasurer within 90 days from the closing of the Exhibition.
- The top prize, Best in Show, will be \$1,500 from Virginia Watercolor Society, Operating Account.

## EX-OFFICIO CHAIRPERSON:

- The duties of the Ex-Officio will be to provide the Exhibition Chairperson advice and guidance when necessary.

## EXHIBITION RECORDING SECRETARY:

- The duties of the Exhibition Recording Secretary shall be to record proceedings of Committee Meetings, Members Annual Meeting. Submit Minutes of the Annual Meeting to the State President, newsletter (Waterlogue) Editor, State Historian, Parliamentarian and the Web Master.

## AWARDS COMMITTEE:

The duties of the Awards Committee will be to:

- Elect a Chairperson.
- Develop a list of prospective awards donors from the list provided by the previous Exhibition Committee and a list from a Exhibition Committee brain-storming session.
- The Committee will send out solicitation letters and accompanying award forms.
- Follow up phone calls to those solicited should be attempted by the Committee members.
- After receiving checks and other awards the Committee shall send 'Thank You' letters.
- The Committee should also work with the Exhibition Chairperson to create an Awards List for the Juror to choose paintings.
  - The top prize, Best in Show, will receive \$1,500 from the Virginia Watercolor Society.
  - Each prize recipient will receive a congratulatory letter with the name and address of the supporter with a request for a 'Thank You' letter to be sent by the recipient.
  - The prize recipient should receive a W-9 Tax Form with instructions to complete and send to the VWS State Treasurer who will then advise the Exhibition Treasurer to release the check.

## EXHIBITION ENTRIES PROCESSING COMMITTEE:

Consult with Web Master for procedure guidance concerning access to the database, with user name and password, exhibition forms, access web forms to include the following:

- Post Exhibition Entries to database.
- Create and send CD's to Juror for selection from Exhibition Entries.
- Update exhibition status in web forms for accepted/declined entries.
- Work with Exhibition Chairperson and Web Master to create, edit and proofread the Prospectus before it goes to the printer.
- Work with the Web Master to post the completed Prospectus for access by all members on the VWS Web Site.
- Send Accepted/Declined letters to those members who submitted to the show at a time designated in the Prospectus Schedule.
- Create a spreadsheet file of entries and a master CD or access folder for Juror's review
- Create a catalog of accepted image files for any Juror presentation, Catalog and Web Master
- Design a presentation with images of accepted paintings for Juror's review/ presentation.
- Send images to designated printer of the Exhibition Catalog through the State President.

## HOSPITALITY COMMITTEE:

The duties of the Hospitality Committee will be to:

- Elect a Chairperson
- Work with the Committee Chairperson to find suitable locations for the Annual Member Business meeting and cater for breakfast.
- Staff a reception table to distribute badges and welcome members and guests.
- Work with Exhibition Committee Chairperson to locate a suitable location for the Awards Ceremony and Dinner and liaise with their staff and caterers.
- Identify accommodation/lodging sites for visiting members and negotiate for rates for blocks of rooms.
- Plan other activities as deemed appropriate and create a Hospitality Plan including reservation forms and charges to individual members for dinner.
- Costs for the VWS Meeting breakfast could be borne by the Exhibition Committee funding, but the cost of the dinner shall be covered by individual members reservations.
- Publish the Hospitality Plan in the appropriate issue of Waterlogue.
- If the Exhibition Committee decides there will be door prizes and goody bags at the Awards Ceremony, this Committee will solicit for items.
- The Committee should also be responsible for creating the Member's name tags and ordering Awards Ribbons.

## PUBLICITY COMMITTEE:

The duties of the Publicity Committee will be to:

- Elect a Chairperson
- Email press releases to Virginia newspapers, other publications and audio/visual media announcing Exhibition and Workshop.

- Email VWS Area Representatives with press release for their local newspapers and art-related organizations.
- If the Exhibition Committee chooses to use Posters, the Publicity Committee shall provide image/copy and layout for printing and distribution.
  - The same poster could be used for local newspaper advertising and distribution to other watercolor organizations In State and Out of State.

#### WORKSHOP COMMITTEE:

The duties of the Workshop Committee shall be to:

- Elect a Chairperson;
- Work with Exhibition Chairperson to find a location for the workshop to accommodate the numbers of participants agreed upon by the Workshop Instructor and calculate participants fees accordingly.
- Develop a written contract between VWS Exhibition Committee and the Workshop Instructor.
  - If the Workshop Instructor is the Juror, jurying fees will be kept separate from Workshop Fee in the accounting.
  - Workshop costs will be self-supporting and not incur costs to the Exhibition Committee funds from submission fees.
  - Any profit made on the Workshop will be left in the Exhibition Operating Account.
- Create a description of the Workshop and makes sure it is distributed along with reservation form to all VWS members via the Waterlogue newsletter and VWS website.
- Provide Workshop Instructor's information to all participants
- Make reservations for the accommodation of the Workshop Instructor
- Receive and log reservations from participants.
- Send fees to the Exhibition Treasurer.
- Provide hospitality (snack, tea, coffee, etc.) to workshop participants.
- Assist workshop instructor where necessary

#### EXHIBITION RECEIVING AND HANGING COMMITTEE:

The duties of the Exhibition Receiving and Hanging Committee shall be to:

- Elect a Chairperson.
- The Committee will receive shipped and hand delivered works and check that the paintings meet the Prospectus and Hanging Guidelines as follows:

#### RECEIVING ACCEPTED PAINTINGS AND HANGING GUIDELINES:

- Upon delivery and/or acceptance of paintings, the Receiving Committee should check that the paintings are the same image and size as the original CD submissions.
- Remarks about the condition of the glass, frame, mat, backing, hardware and shipping container should be logged.
- If the accepted painting is found to be non-compliant with the Prospectus rules, then the painting should be removed and returned to the artist.
  - If the painting was originally shipped it should be repackaged and returned or, if it was hand delivered, will be stored with a notice to the artist to pick up.

- The State President will write a letter to the artist who will not be allowed to enter next year's exhibition.
- The Committee will also check for the correct tagging with Artist's Name, Title of Work, Medium and Price.
  - If the painting is Not For Sale (NFS) the correct insurance value should be noted.
- Each Delivery Box should be marked with artist's name and stored appropriately.
  - Committee should make sure that shipped boxes include an envelope with return shipping label which will be stored with owner's marked box.
- Any problems with the work should be referred back to the artist and the work will be disqualified where necessary.

## PROSPECTUS AND PAINTING SPECIFICATIONS:

The Annual Prospectus will be produced by the Exhibition Committee Chairperson with the Exhibition Entries Processing Committee in the manner and layout as attached and to include the following Prospectus Rules:

### ELIGIBLE WORK

Paintings in watercolor and other water media. No canvas, digital, computer generated or Gicleé art. If other mediums are used, water based media must dominate the piece. Collage elements will be accepted if painted in water-media by the artist. All entries must have completed within the previous four years at the time of submission and not painted under supervision. Works may not infringe upon another's copyright. If photo references are used, they must be the artist's own photographs. Work accepted for previous VWS juried exhibitions are ineligible.

### METHOD OF SELECTION

The juror will make selections of no more than one painting per artist from digital images on a Compact Disc (CD). Artists will be notified of the juror's choice and chosen entries must then be submitted for the exhibition and cannot be withdrawn. Final selection will be from the actual submitted works with the juror's and Receiving Committee's right of refusal for Prospectus infringements.

### ACCEPTED PAINTINGS SPECIFICATIONS

All paintings must be ready for hanging with screw eyes and wire, framed under acrylic glazing (no glass), using only white or off-white matting. Poorly matted or framed paintings may be disqualified and the decision made by the Receiving Committee is final. Maximum frame size in any direction is 40". This includes diptychs and triptychs, which must be in a single frame. Accepted paintings must correspond to the work submitted on the CD. Works that differ substantially from the entry file will be disqualified. The price of the painting should not change between submission and delivery. Paintings marked not for sale (NFS) should include pricing for insurance purposes.

Accepted paintings should be shipped in containers designed for that purpose with appropriate padding. No styrofoam peanuts should be used. Return shipping label should be attached to the painting. Each accepted painting should have a label attached to the back of the painting with Artist's Name, Phone Number, Title of Painting, Size of Painting and Medium with another label, with the same information, attached by string to extend from the wire to within

6 inches from the top of the front of the painting frame. This makes it a lot easier to identify and snip to create exhibition cards without looking at the back of the paintings.

#### NON-COMPLIANCE WITH PROSPECTUS RULES:

All accepted painting will be inspected by the Receiving and Hanging Committee upon delivery/receiving and checked that it is the same size, price and title as the original submission. If a painting is found to be non-compliant with Prospectus rules the painting will be withdrawn from the Exhibition and painting will be returned by whatever means it was delivered. The artist will receive a letter from the State President of non-compliance of Prospectus rules and a notice that the artist will not be eligible to submit to the following year's Exhibition. Membership fees from the artist will still be due in order to comply with continuous membership.

#### METHOD OF ENTRY

A maximum of three (3) digital images on a single (1) CD (one image per painting) in JPEG/JPG format at 300 dpi resolution may be submitted. The shortest side of the image should be no smaller than 1200 pixels (4"). The image should be cropped to show only the image, without text, matting, frame or background. Artist should refer to "Photography Guidelines" on the VWS web site. Image Files should be named as follows:

Artist's Name (Last name-first name-Entry#-Title of Painting: *Matisse-Henri-1-The-Open-Window*)

Entry Number (1,2 or 3)

Artists should avoid using commas, apostrophes or special characters other than a hyphen, and no spaces when naming paintings/files on the CD. Please insure what you list on the CD matches the painting you submit for consideration by the juror. VWS or the Exhibition Committee cannot be held responsible for mis-matched or mis-titled paintings.

Entries must be postmarked no later than the submission date in the Prospectus. Entries must be mailed in appropriate mailer with adequate postage.

The following is to be included in the envelope:

1. Single CD with 1,2, or 3 images
2. Entry Form
3. Notification card
4. \$30 entry fee (payable to: \_\_\_\_\_ the VWS Annual Exhibition)
5. #10 SASA with adequate postage stamped

#### SEND TO

A designated address for entry submissions

VWS Membership is required for Entry

New and returning members should send membership \$30 dues payable to:

Virginia Watercolor Society, Membership

PO Box 6742

Williamsburg, Va. 23188

#### PLEASE DO NOT INCLUDE MEMBERSHIP DUES WITH THE EXHIBITION ENTRY

Membership dues are due before January 31 but late dues may be sent at the time of entry until the Submission Date.

## DELIVERY OF PAINTINGS

Notification cards indicating the Juror's decision will be mailed according to the Exhibition Schedule (date\_\_\_\_\_ to be included in Prospectus). CDs will not be returned.

Accepted paintings should be shipped to arrive(date\_\_\_\_\_to be included in Prospectus) and should include Return Shipping label.

Hand delivered works will be accepted (date and time\_\_\_\_\_to be included in Prospectus)

## AWARDS

Awards will be given at the discretion of the juror, with a top award of \$1,500.00 provided by the Virginia Watercolor Society.

## LIABILITY & AGREEMENT

Although every care will be taken by the Society, the Exhibition Committee and (Venue Name), liability cannot be assumed for loss or damage of submitted works. It is suggested that artists wishing protection should insure their works independently. Submission of work to the exhibition shall constitute an agreement to comply with all conditions set in this prospectus.

## SALES

Please mark paintings for sale at your current market price. All paintings for sale will include a (\_\_\_\_%) Commission. (This commission is at the discretion or requirement of the venue towards their operating costs). Paintings can also be marked Not for Sale (NFS), but the insurance value should be stated. Prices listed on an entry form may not be changed.

## FURTHER INFORMATION

(Provide Phone Number, Address of designated person)

## MEMBERSHIP INFORMATION

Contact (Membership Chairperson, email address) and the VWS web site for more information

## AMENDMENT TO EXHIBITION PROCEDURES ADDENDUM:

Any Exhibition Committee who would like to make temporary changes to these guidelines should consult with the State President who will then consult with the State Board.

Any Permanent Changes to this manual can be made in the same way as the VWS By-Laws:

- By the Board presenting the proposed amendment to the Annual Meeting, or at a Membership Meeting called for that purpose.
  - Notice shall be presented to the membership, by the Board at least 30 days prior to the Annual Meeting in which action shall be taken. This notice should be via Newsletter, special mailing and/or notice on the VWS web site with an email to the membership
  - Two-Thirds vote of the members present at the Annual Meeting shall be necessary for adoption.
- By a member presenting the proposed amendment to the State President and the Web Master for inclusion on the VWS web site, in writing, signed by no fewer than ten members, at least 60 days prior to the Annual Meeting.
  - Two-Thirds vote of the members present at the Annual Meeting shall be necessary for adoption.



- The Board may meet in person or electronically to vote on an emergency or pressing matter. A majority vote of the Board shall be necessary for a temporary measure
  - The vote will then be presented to the Members at the Annual Meeting for an official amendment. The 30 days notice as provided in the above paragraph will still apply.
- Any such changes will be recorded in the Minutes of the Meeting which become an addendum to this document which will be amended periodically by the State President.

Composed by Lynn Hosegood 2014