



Central Ontario Art Association

August 2019

www.coaart.com

President's Message

***"Take everything as it comes;
the next wave passes.***

Deal with the next one." -Tom Thomson



Thanks to everyone who took part in the "Perceptions" show at the Dundas Archives and Museum.

I spoke to every artist who picked up their work.

Here are some of the comments .

" Good central location for COAA members."

" Preferred the drive to Dundas rather than the 401."

" Beautifully hung by Austin, the curator."

" 3 month length of the show made it worthwhile."

" The Dundas School of Art had their Annual Art Show at the same time as our take in, so we could attend that."

" Lots of shops and great places to have lunch or a delicious dessert in downtown Dundas while we're waiting for the judging."

You may not know, but meetings, celebrations, etc. also take place in this space in the Gallery. I see that as a plus. When someone is attending a function, they can look at all the beautiful art and possibly purchase something.

Again, congratulations to all the winners at our "Perceptions" Show!

We tried to have our paint-out in Ingersoll but the weather didn't co-operate. We had a torrential rain storm followed by a heat wave in the afternoon!

We must try this again ! These days are always great opportunities to get to know one another better.

If you haven't registered for Geneva Park, please do so today! Cut off date is August 15 .

Remember registration for any show is always one month before the take in so it's Thursday, August 29 for our Crossection Show in Etobicoke.

Take in is Sunday, September 29 from 9:30 - 10:30.

This is an earlier time so make note of this.

Hope to see you on September 13th at Geneva Park.

Debra

Debra Lengyell
COAA President

Don't miss our Annual General Meeting at Geneva Park. See page 2 ...

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Geneva Park

Weekend Workshops/Conference

Friday, Sept. 13th to Sunday, Sept. 15th

Registration closes August 15th



Full details were in the May newsletter and accompanying brochure.

Also available to download from the website www.coart.com or www.ecoaa.ca

Questions? Contact Sheila Davis at sdavis@rogers.com or 705-426-7871

COAA Annual General Meeting



Nominations are open for Executive Positions as of AGM 2019

We are fast approaching our COAA Annual General Meeting, Saturday, Sept. 14, 6:15 pm at the Geneva Park Weekend. We will be electing members to fill 3 vacant positions.

Our organization can only function when these positions are filled.

It is an opportunity to network with COAA members, providing support and leadership.

As a team, with feedback from members, the executive brings new ideas to the table, always looking to provide new ways of improving the membership experience.

For example: Preregistration for exhibitions, PAYPAL option, redesigning the membership form, acquiring new exhibition venues, and sending monthly updates.

There are 3 vacancies. Which role do you feel would be most rewarding?

Vice President: Assists the President, overseeing the general operation and coordination of business and exhibitions. Following the 2 year term, steps into the role as President.

Secretary: In charge of the minute book, recording the minutes of executive meetings and the AGM.

Membership Chair: Receives and processes membership renewals, and new member applications, maintaining accurate records on EXCEL and depositing cheques in the COAA account at TD.

How much time is required to do one of these jobs?

Peak periods vary with each position.

Most business and decision making can be done via e-mail and phone calls.

Meetings are minimum 2-3 per year, extra only if important new business arises.

A brief report is presented at each meeting.

Executive positions are usually held a minimum 2 years.

As a "bonus", travel to meetings and the AGM is covered, as is accommodation at Geneva Park.

If you would like to serve on the executive in one of these roles, and would like more information, contact Debra Lengyell at president@coart.com or Gail Ivanco at vicepresident@coart.com





COAA Annual Juried Members' Show Crossection 2019 at Etobicoke Civic Centre October 1 to October 24

***Pre registration cutoff date Thursday, August 29, 2019.**

Take-in: Sunday, September 29, 9:30 -10:30 am

Jurying: 10:30 -12:00 noon (after take in)

Pick up of non selected work: 12:30 noon -1:30 pm

Opening Reception and Awards Sunday, October 6, 2:00—4:00 pm

End of show Pick up Friday, October 25, 10:00 am to 11:00 am

Full details in the brochure accompanying this newsletter and available to download from the web-site www.coart.com

*Members must be in good standing to enter our exhibitions.

Volunteers are always needed and appreciated to help with take in and take down at our exhibitions. If you are available for a couple of hours on these dates, please contact Crossection Convener Debra Lengyell at president@coaart.com or phone 519-502-8428

**** Membership for the current year must be paid at least one month prior to exhibition.***

Calls for Entry and Exhibition Opportunities

Watch for notices about COAA Exhibitions in Spring 2020. Locations and dates will be available soon. If you know of an exhibition opportunity of interest to COAA members, please send to newslet-

Upcoming Workshops

"Pen & Ink with Colour Wash"

1 day WORKSHOP

August 17

with Brenda Turnour
at the Chapel Gallery, Bracebridge



Emphasize will be on "Golden Mean", Vanishing Points, wonky architecture & fun! At the haunted Woodchester Villa where Brenda may share some of her 'stories'.

Gold Leaf Gilding

WORKSHOP

with Charles Douglas
in Owen Sound:

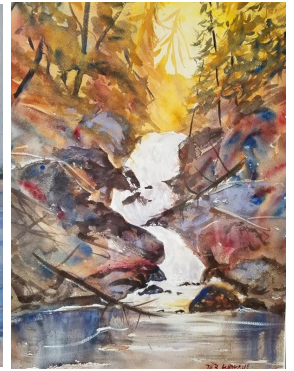
October 5 - 9

Art on Canvas, Paper & Panel;
Water Gilding;
Intro to Gold Leaf Restoration.

Details at gildingstudio.com or
email charles.studio@usa.net.

See "Hands on" techniques page 8

Members' News



Rose Marie Nicolucci's watercolour submissions were juried into the Federation of Canadian Artists' Annual International Mail-In Art Exhibition (AIMAE).

"Blanket Flowers" and "Fading Fleurs" (above) were in Vancouver on display from May 27 to June 16.

Rose Marie entered 5 paintings among those at the Toronto Watercolour Society exhibition at Sunnybrook Hospital May 14 to June 20.

Oxford Creative Connections Juried Members' show reception at Ingersoll Creative Arts Centre was held July 7.

Linda Trowell's acrylic, "On the Rocks" is above left.

Deb Riopelle's watercolour "Cascade" (right) was also accepted. Exhibition continues to August 18.



VISUAL
ELEMENTS
61 ANNUAL
JURIED
EXHIBITION



Deb Riopelle is pleased to announce her watercolour "The Boathouse" was accepted in "Visual Elements 61" Annual Juried Exhibition at the Woodstock Art Gallery. Several other COAA members' works were accepted. Reception was held July 17th. Show continues to October 12.



It is with great pleasure that Wendy Carmichael Bauld accepted an exclusive invitation as one of the artists in Le Festival De Bargemon.

Bargemon is a charming medieval village in the South of France about an hour and a half from Nice.

The group of about 25 international artists will have two weeks of studio time from July 11-24th and then exhibit during the festival from July 25th until the closing concert on July 28th.



More Members' News



Linda Trowell showed several early works during June/July at the Elm Hurst Inn, Ingersoll, one of the venues available to members of Oxford Creative Connections.



Brenda Turnour took part in a successful "Art on the Dock" Tour in Kennisis in July. If anyone has the chance to be a guest here, do it!! Brenda was invited to be guest speaker at the Muskoka Arts & Crafts Group in July She spoke about bizarre, scary, unique experiences which she has had in the Art World. It was the largest turnout that the group has ever had.



Margaret Peter OSA, SCA exhibited her landscapes at Miijdaa Café and Bistro, Quebec Street, Guelph to July 6. "Emergence" is one of her abstract -oil and cold wax paintings on exhibit July and August at the Rebecca Gallery on Bloor Street in Toronto.



Louise Scott-Bushell, Karen Hurley, Z'Anne Keele, Robin Mitchell, Barbara Clarke and Christine Van Driel are all COAA members and are the founding members of A New Artists Collective (ANAC) a realist group of painters. The group has their premier show on now at the Assembly Hall in Etobicoke from July 4th to August 15th.

"The Art of the Cocktail" is on display at the show and was just purchased. We all have 12 paintings on display.



Louise Scott-Bushell is thrilled and excited to have been accepted into the McMichael Volunteers Fundraising Art Show to take place in Kleinburg on Oct. 18th to 20th. "Twilight Enchantment" is one of Louise's entries.

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Paint-out Ingersoll at Creative Arts Centre July 17



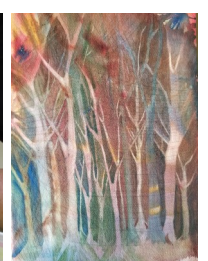
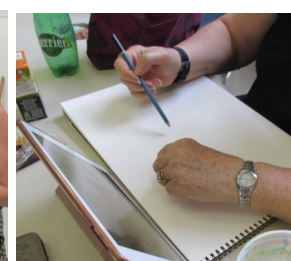
Unfortunately the 'plein air gods' were not smiling on us the intended day of our paint-out. Thanks to the few who braved the elements (rain storm) and gathered to chat and paint indoors. We shared a few laughs over coffee, muffins and lemonade, and made the most of the day. The skies cleared and the sun came out mid afternoon about the time we headed out into the heat and went our separate ways. "Always next time!"



"ICAC is a wonderfully welcoming place even on a dark and stormy day. It was fun to get together with others" —G.I.

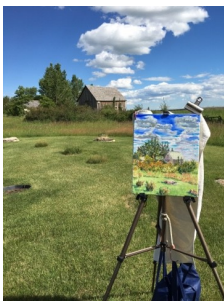
"Wonderful environment!"

I wish we had something like this in Kitchener". — D.L.



"Art Isn't A Product. It's an experience." —Lori Lansens

Members' Forum



QUESTION: *If a few people in my area would like to get together for a paint out, what would I have to do to coordinate it through COAA and have it published in the newsletter and web site?*

ANSWER: You may host the event at your own home/studio/garden, or choose a nearby park, or building as a meeting place to start.

As host you provide some indoor space but not expected to 'entertain' a crowd. It's nice to provide morning coffee and a snack but everyone brings their own brown bag lunch and art supplies.

Choose a day, date and time, several weeks in advance, and contact Debra Lengyell at president@coaart.com who will notify members of the date and location in the monthly update, and post on social media .

Paint-outs are a great way to get to know other COAA members while enjoying a day of making art and socializing. Hope to hear of a paint out in your area soon.

QUESTION : *Why am I having difficulty accessing the COAA website?*

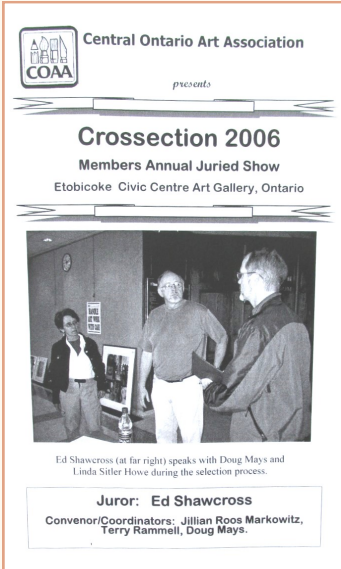
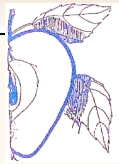
ANSWER: There are other organization that use the same acronym that we do.

When you try to Google search us, you may get all kinds of other things.

The best way to get to the web site is to enter the whole address: www.coaart.com



Looking back...Crossection 2006



Front Cover Shown at left: Members Annual Juried show Etobicoke Civic Art Gallery, Ed Shawcross (at far right) speaks with Linda Sitler Howe during the selection process.

The Juror Ed Shawcross is a respected full-time artist, as well as an active and enthusiastic workshop instructor.

In addition to teaching Beginning and Intermediate Life Drawing courses at Max the Mutt Animation School in Toronto, he teaches a variety of drawing and watercolour painting courses and seminars for many schools and art organizations.

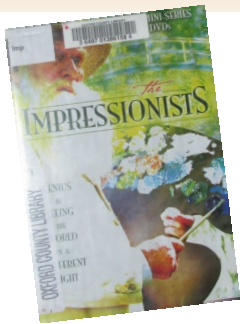
A Past President of The Canadian Society of Painters in Watercolour, he is also an elected member of the Society of Canadian Artists and the Central Ontario Art Association.

Ed has been involved with many group exhibitions and has several solo exhibitions to his credit. His work has been exhibited throughout North America and can be found in many private and corporate collections.



Award winners were : Gordon Miller, Susan Blackadar, Carolyne Pascoe, Susan Donati, Doriel Laing, Wilhelmina Begemann, Gary Duncan, Rosemary Delehanty-Scholl, Vicki Brophy, and Helen Purvis,

Members Suggest ...Books, DVDs, U-tube, videos

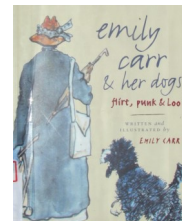


the IMPRESSIONISTS

The lavish BBC production as seen on public television

Looking back on his life in 1920, Claude Monet (Julian Glover) recalls the story of the Impressionists-a movement that shook the foundation of the art world .With his fellow painters, Auguste Renoir and Frederic Bazille, they began a forty year struggle against the Paris art establishment. Overcoming criticism, poverty and misfortune Monet along with his counterparts eventually achieve the success they only dreamt possible.

DVD "extra" 55 minute Claude Monet Documentary "Painter of Light"
© 2006 BBC © 2006 KOCH Entertainment LP



emily Carr & her dogs

flirt, punk and Loo

WRITTEN and ILLUSTRATED by
EMILY CARR

"This charming and appealing book combines stories about dogs with drawings of dogs by the famous Canadian artist and writer Emily Carr"

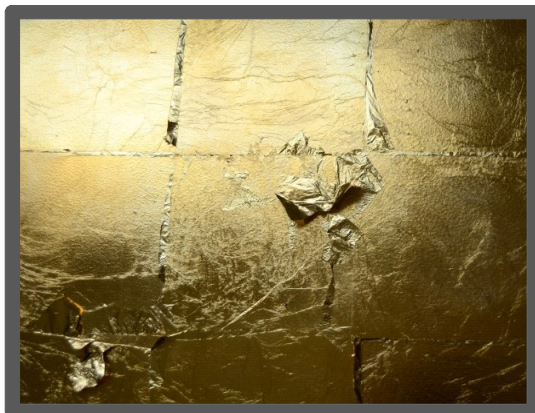
Copyright ©1997, 2002
by Douglas & McIntyre

The Art of Gold Leaf Gilding

The act of adding a thin coat or wash of gold over an object or surface is called gilding. The use of gold foil and leaf dates back over 3,000 years to the Egyptians who adorned wood, plaster, glass and metal with its luster. One has only to think of the many treasures unearthed from King Tut’s tomb to understand how the luster of gold must have had a very special significance to that ancient sun worshipping culture.

Gold is often associated with the sun, glory, and the divine. As a metal, it emits a radiant light and is capable of transmitting heat; its warm glow draws our curiosity and reminds us of things precious and sacred. Being soft and pliable makes it easy to work with and shape into objects of adornment and decoration and to form into thin sheets called leaves. The leaves are applied to objects or works of art using glue called size. Various techniques are available depending on the material being covered and desired effect.

The application of gold to artwork and architecture is found in many cultures. In the West it has been applied through history to walls, columns and plasterwork in European churches and buildings, to the frames that protect old works of art most often seen in museums, and on the paper pages of illuminated books such as historic copies of the bible.



We also see gold applied directly to the surface of artwork, which was most notably employed in historic illuminated iconography—scenes of religious significance most often painted using egg tempera on wood or marble panels. We also see it applied to more modern oil paintings by artists such as Klimt (1862-1918), Hundertwasser (1928-2000) and Damian Hurst among others.

An artist wishing to apply gold leaf to works on paper, canvas or panel must search high and low for traditional materials and techniques. Craft foils and glues abound in art stores, but actual gold foil and museum quality size must be ordered from suppliers like Natural Pigments in California or Gilded Planet in New York. In

Toronto, Gwartzman’s Art Supplies still stocks some supplies for intrepid artists looking to add an 18 to 23.5 karat sheen to their work.

About the Author: Ursula Toelke

Trained as a fine artist in oil paint, charcoal and pencil, Ursula Toelke explores traditional techniques for making images. A keen interest in consciousness and beauty fuels her portraiture and landscapes, which can be seen at UrsulaToelke.com.



Mind your Business



*2 Things Every Artist Should Know About Marketing their Art

Marketing is necessary yes, even for artists).

Anyone can be a marketer. Let's take a few minutes to determine whether or not each of those statements are true.

1. Marketing is necessary. There is no way around it. Sales are vital to creating income. Whether your primary studio income is from originals, commissions, reproductions, merchandise (t-shirts, mugs, calendars, etc.), licensing, teaching, or some combination, you must have sales in order to have income. Agreed? Marketing is absolutely vital to making sales. Doubt that? Consider: How many times have you sold anything to anyone who didn't know you existed? How often have you sold a painting or drawing to anyone who knew you, but didn't know you were an artist? I'm guessing the answer is never. People who become your customers have heard about you and about your work. Marketing in some form was responsible for that, whether it was casual by word-of-mouth or in an advertisement in an art magazine, a press release per, or a website. Bottom line: If you want to sell art, you MUST market.

2. Anyone can be a marketer Protests: "I don't like to market." "I'd rather stay in the studio and let someone else do the marketing." "I'm not a people person." Nearly five years as gallery director exposes a person to a lot of artistic philosophy on this topic. I didn't say "marketing will be easy for everyone." I said "anyone can be a marketer." Every artist will market their work sooner or later. You really can't prevent it.

Get rid of one false perception. When most people hear the word "marketing," an image leaps to mind, a used car salesperson, the huckster canvassing the neighbourhood, a late-night infomercial. That is *not* what marketing really is.

Understanding this one concept is what turned me from a marketing-is-a-necessary-nuisance artist to someone who can market herself fairly well. It can change the way you look at marketing, too.

Here's how: You're already marketing, you just don't know it. We all market every day whether we realize it or not. How?• When you talk about your latest painting with a friend, you're marketing. • When you talk about your work with a stranger, you're marketing.

• When you update your website, post pictures on social media, or join an art conversation, you're marketing.

That's *passive marketing*. Then there's intentional marketing. Buying advertisements, attending an art or trade show, participating in an exhibit, or any of a number of other ways of promoting your work. You go into it with the goal of making a sale.

What type of marketer are you? Most of us are inclined to one of those types. It's possibly true, that most artists are introverts who prefer to be left alone to create, most of us are naturally inclined to passive marketing. We love to talk shop.

We discuss our methods, subjects, mediums, and inspirations for hours.

The problem is that we're usually talking to other artists: people unlikely to buy our art. Some artists also love to promote their work more actively. They actually enjoy the business side and can talk about their work to anyone who's interested, fellow artist or not.

These artists can connect directly with a buyer, approach sales with ease, and make the rest of us green with envy.

Is there help for the rest of us? Of course!

The solution is ridiculously easy (at least on paper). Simply start talking shop to people who are *not* fellow artists. Speak with the same enthusiasm about your methods, your subjects, your medium, and your inspiration to the people who are interested in your work. The more of a connection you make with them, the better chance they'll buy something from you. Maybe not today, but there's always tomorrow.

Create an introduction for yourself. Come up with a simple, short sentence that summarizes your art. Something you can memorize and speak with ease at a moment's notice. Something like: "I help people make art they can be proud of," or "I try to capture on canvas the unique character of the city landscape."

What does that do for you? First of all, it gives you a stock answer to anyone who asks what you do after finding out you're an artist. It also breaks the ice.

If they're interested you follow up with a little more explanation and the conversation goes for there. If they're not interested, you move on to another conversation .

Sound cheesy? Fake, maybe ?

Could be, but if you work on your single sentence introduction you'll have taken the first step to talking to perfect strangers.

About your art .Just make sure it suits your work and your style, and give it a try!

**Editor's note: Written by Carrie Lewis (an artist herself) in Business Advice Art Marketing Tips. Permission granted by Empty Easel.com to summarize key points in this COAA newsletter. Follow the link for complete article :*

<https://emptyeasel.com/2017/07/10/2-things-every-artist-should-know-about-marketing-their-art/>

COAA Executive Team

If you have questions or concerns about COAA events, please contact one of the executive as shown.



President

Debra Lengyell
president@coaart.com
519-502-8428

Vice President

Gail Ivanco
vicepresident@coaart.com
226-647-1664



Past President:

Brenda Turnour
pastpresident@coaart.com
705-766-2357



Membership

Louise Scott-Bushell
membership@coaart.com

Treasurer

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519-884-9346



Secretary

Jan Banks
secretary@coaart.com
519-888-7824



Thanks to Ana Jurpik,
our Web master

From the Editor



**The newsletter is published 4 times a year,
February, May, August and November..**

If you think you may have missed a newsletter recently,
please contact me at newsletter@coaart.com or
call 519-425-1510 and I'll send you a copy.

I'd like to continue the feature pages, and welcome your
submissions. Please send your tips and techniques,
tell us about a new product you've tried, or a book, u-tube
presentation or video you've found helpful.
Share any art related business experience you've had.

**Receiving the newsletter for information and
networking is one of the many benefits of membership.**

Thanks to all for your contributions and continuing
support of COAA.

Linda 

*"Learn the rules like a pro so you can
break them like an artist."*

- Pablo Picasso

Members' News

Images and announcements
of 20-30 words (not ads) are put into the
newsletter free of charge for members
in good standing

Submitting your news:

Please email your news to
newsletter@coaart.com before the deadline,
always 2 weeks before the publication date.
Please put COAA NL in the subject line.

**Due date for the November issue is
October 15, 2019.**

Submissions received early are helpful to begin
production and page layout
to meet publication date.

Advertisements are gladly included for a
reasonable fee based on a 8.5" X 11" page
Business card: \$25 Quarter page: \$50
Half page: \$100 Full page: \$200
Ads emailed to newsletter@coaart.com will
be invoiced as above.



Benefits of COAA Membership

Receive our newsletters by email or regular mail throughout the year providing information about upcoming events, member activities, shows and art opportunities.

Enter at least two annual art exhibitions: Open members show, and Crossection juried members show plus one other.

Attend our annual Geneva Park Workshop weekend at the Lake Couchiching Convention Centre featuring a whole range of workshops with distinguished instructors. We also hold our annual meeting at this event, as well as having fun.

Participate in our **online Members' Gallery** (small additional fee).

Advertise your art, workshops, exhibitions or other artistic events, reaching over 150 members. (Small blurbs, otherwise, opportunity for a paid ad)

Opportunities to participate in art events and connect with other artists in their local areas.

COAA members are given a \$5.00 rebate for each new member referred, as a way of saying thank you for helping us to grow.

Check the date on your membership card to be sure you are 'in good standing' to be eligible to enter COAA exhibitions., receive our monthly updates and newsletters. All memberships run from Jan.1st to Dec 31st of the year.

Benefits of COAA Executive

You receive mileage when travelling to executive meetings, accommodation at the Geneva Park weekend is paid for you, provided sufficient COAA funds are available.

Executive meetings are kept to a minimum, one in Spring, one in September at Geneva Park, and one mid year if new business arises. It is usually hosted at the home of one of the executive.

Most decisions and proofreading of brochures etc. can be made by emails or phone calls.

Each job has a different peak period of a few weeks or months, not the entire year. Term of office is minimum 2 years.

At the AGM 2019 nominations will be open for Vice President, Membership Chair and Secretary as these members complete their 2 year term.

If you would like to fill one of these executive positions, and want to know more about it, Contact Debra Lengyell at president@coaart.com



Discount on ART SUPPLIES

When you shop at any Curry's, Above Ground Art Supplies, and THE JUNCTION ARTiculations show your COAA membership card and receive a 10% DISCOUNT

COAA welcomes NEW Members

Mary Ann Bauer Hiff
Jane Marshall
Arlene McCarthy
Sharon Sargent-Woodley

To be eligible to enter our shows, membership must be paid by registration date,
always a month before the show.

Not sure of your status? Refer to your receipt and/or membership card for the date/year

CENTRAL ONTARIO ART ASSOCIATION MEMBERSHIP APPLICATION

PLEASE PRINT VERY CLEARLY Please check one: New member _____ Renewal _____
For new member, indicate possible name of COAA member who referred you:

PLEASE PRINT VERY CLEARLY

Name(s):

Street Address:

Apt. #: City/Town:

ONTARIO, Postal Code.....

Home Phone: () or Cell Phone: ()

Email:

Website:

Membership Type & Services	Membership Fees		Amount Remitted
Basic	\$40 by Cheque	\$42 by PayPal	\$
Couple	\$55 by Cheque	\$57 By PayPal	\$
Student (Age 19 or under and attending college/school)	\$20		\$
Website Gallery	\$10 Basic	\$20 per couple	\$
Newsletters by Canada Post	\$16.00		\$
Total Amount Remitted			\$
Permissions			yes no
Permission to include my membership information on the website membership list			<input type="checkbox"/> <input type="checkbox"/>
Permission to COAA to send me emails			<input type="checkbox"/> <input type="checkbox"/>
Permission to photograph my artwork for COAA promotions			<input type="checkbox"/> <input type="checkbox"/>
Signature of Applicant/Member			
Date of Application: (dd/mm/yy)...			
For the Membership Year:.....			

PLEASE NOTE:

- Memberships are based on the calendar year and expire on December 31st, unless renewed prior to December 31st.
- New memberships paid after Sept 15th will carry forward to December 31st of the following year.
- Eligibility for entry in a COAA show is dependent on membership being paid by the show preregistration date.
- **If including Website Gallery in your membership, send a brief bio, 2 images of your art (include title, size, medium), and contact information to:**
president@coaart.com
for posting on www.coaart.com
- Newsletters are emailed at no cost quarterly
- Memberships paid by cheque are payable to Central Ontario Art Association

Complete and mail this form with cheque or money order to the COAA Membership Chair:

COAA
Louise Scott-Bushell,
3423 Sanderling Crescent,
Mississauga, ON, L5L 3P4

www.coaart.com



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Date Received: _____ Mailed _____

Card/receipt made: _____

Date Records made/changed: _____

