



The abstract class was absolutely wonderful. We laughed and we created. We listened and we created. We learned effects and we created. Susanne Clark brought an innovative spark to our class and everyone appeared to enjoy the process. The freedom to create an intuitive art piece is one thing, but Susanne captured our hearts to think past what we already know. Finding an edge and adding another layer with a quiet part exemplified our approach to a new level of creating. She generously gave tips and pulled out our strengths. A teacher extraordinaire, with a fabulous zest for life. I knew I had landed in the right class after much decision making as to what class to choose at another fall Geneva Park.

—Shirley Hokke

Geneva Park photos
on inside pages.

President's Message

“Art is timeless and larger than ourselves. It nourishes the spirit. Art can provide solace in grief and instill a sense of hope and harmony in humanity when tragedy and chaos occur in our immediate world.”

— Bambach

I love the fall! I especially love the beautiful colours of the trees! I also love bundling up to keep warm against the brisk winds. And then there’s the anticipation of Christmas!

I think most of us had a fun time at Geneva Park. Each year it gets better for me because I get to connect with new people and also catch up with those I haven’t seen since last year. I’d like to thank ECOAA for all the work involved in organizing the weekend.

We had another wonderful show in Etobicoke with 84 pieces of art submitted into our *Crossection* Juried Show. Congratulations to everyone who was accepted into the show and especially those who won. You’ll hear more about this later in this newsletter. Good news, one painting was sold the day of the opening! Thanks to all those who helped with registration, take-in and pick-up. COAA is a great organization. Most of us belong to local art groups but COAA gives us the opportunity to show our work across Central Ontario. I know it can sometimes be an ordeal to get to and from shows, but I think it’s worth the effort to get the exposure at these different venues.

Our next show will be *Perceptions* Juried Show held at the Dundas Museum and Archives. It runs from March 31 until May 29, 2020. Be sure to register one month before. Remember to check the monthly updates.

Make time to do your art. It should be a priority in our lives.

Debra

Debra Lengyell
COAA President



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 www.coaart.com





Weekend Workshops September 13-15

Brian Buckrell Landscapes in Acrylic



Hi Sook Barker Skies and Water in Watercolour



Susanne Clark Intuitive Abstracts in Acrylic



John Stuart Price Oils Light and Shadow in Still water



Independent Painters



Saturday Night Geneva Park Players



Producer, Director, MC,
"First Lady of Geneva Park"



Pauline



All Performers
accompanied by Terri



Photographs courtesy of Brigitte Schreyer and other members. Not to be reproduced without permission.



Saturday Night Geneva Park Players



Happy 95th Birthday, Olga ecoaa!

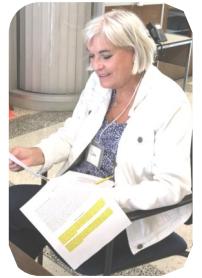




Take-in September 29

Receiving members' artwork were:
Anne Williamson, Barbara McLeod
and Deb Riopelle.
Gail Ivanco and Rose Marie Nicolucci
also assisted.

President Debra Lengyell
checking the registrations.
There were 84 pieces of
art submitted.



Thanks to all volunteers who help with our exhibitions.

Opening Reception and Awards Sunday, October 6



Awards were presented by President Debra Lengyell and Vice President Gail Ivanco.

Juror's comments

My approach to jurying is to study the art work presented individually and as a whole. Before selecting or unselecting any work, I walk through the entire selection of work a number of times carefully looking at each piece responding to and evaluating each on its merits and as part of the collective whole. During this process there are always works that stand out or capture my interest or attention.

Congratulations to all the winners of Crosssection 2019 and to all the artists who entered this years' show.

Angela Brayham
Director/Curator
Gallery Stratford

Best of Show



Cathy Groulx Parking?

Large photos of award winning paintings with juror's comments about each piece will be published in the February newsletter.



Lloyd Minshall Award



Mercedes Victoria
Close your Eyes and Listen



Bea Hogan Award
Best Watercolour



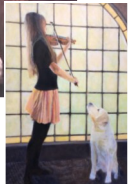
Shelley Prior
Silver and Tomatoes



Best Acrylic/Oil



Z'Anne Keele
Sweet Melody



Juror's Choice Awards



Doreen Renner
Shaken not Stirred



Wendy Carmichael Bauld
Tully's General Store II



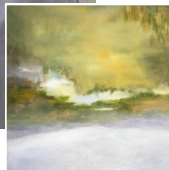
Ann Loker
Power and Elegance



Honourable Mention Awards



Marion Anderson
The Greys of Bruce VI



Barbara McLeod
Hometown New Hamburg



Bev Morgan
A Walk on the Wildside



Large photos of award winning paintings with juror's comments will be shown in the February newsletter

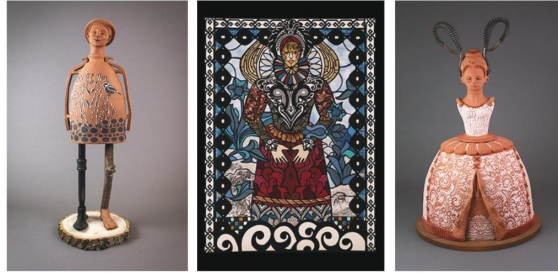
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Members' News



Doreen Renner was honoured to receive the *Dorothy Blefgen Award* in the Toronto Watercolour Society's Fall Juried Exhibition at the Twist Gallery in Toronto. Shown above is *The Fifth Element*.

Doreen is also pleased to have two paintings accepted in the Society Of Canadian Artists Elected Members Juried Exhibition in Viva Vida Art Gallery in Pointe-Claire Quebec from October 18 to November 2.



Nikola Wojewoda's solo exhibition *Exaltation: Intangible Journeys of the Human Spirit* opened at The Niagara Pumphouse Arts Centre, Niagara-on-the Lake October 3 and continued to November 1. Nikola explores ceramics, mixed media sculpture, and a hybrid of collage and paper cutting.



Brenda Turnour's solo show at the Baysville library gallery opens Nov.3 and continues to early December.

Mary Intven Wallace and Brenda currently have paintings in the Algonquin Park Visitors' Centre Gallery until mid November.

Opportunities: Calls for Entry

COAA Exhibitions 2020

SPRING Members' Juried Show



Dundas Museum and Archives



Tuesday, March 31—Friday, May 29, 2020.

Details to follow as available.

Volunteers are needed to install this show
salon style.

SUMMER Members' Show

VISIONS

New Venue: The Link Gallery



Waterloo ON

Monday, July 20—Friday, Sept. 18, 2020.

Watch for details in monthly updates.

Volunteers are appreciated to help
with our exhibitions.

If you can assist at one of these shows, please contact Debra Lengyell at president@coaart.com.

Members Suggest ...

Information, tips and techniques in reference books, websites, videos

doodlewash.

Art Challenges Everyone Can DO!

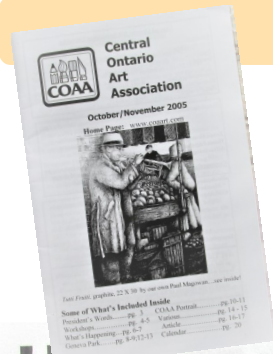
Doodlewash art challenges are meant to be personal challenges that you set for yourself, whether it's creating every day for one week, two weeks or all month long! Join us any time during the month! And though there are always prompts, they are perfectly optional. You should always paint whatever inspires you most. If you'd like to sketch, draw, or paint daily for your personal art challenge, you might try using a smaller sketchbook. The smaller the art, the faster things will go and it's a bit easier to make something each and every day. Set aside a bit of time that you know you can make happen each day. Whether it's just 15 minutes or a full hour. The key is to be consistent and have a lot of FUN in the process. When we're having fun, we tend to forget about time altogether. Everyone is welcome to join up and I'm quite confident that *everyone* can build a daily sketching practice! Charlie O' Shields

<http://www.doodlewash.com/>

<https://doodlewash.com/newsletter-sign-up/>

Blogs, Art Challenges, Resources, Opportunity to enter draws with a chance to win art supplies

Looking back...Geneva Park 2005



Front cover October/November 2005 Newsletter, featured "Tutti Frutti", graphite, 22 x 30 by Paul Magowan.

His bio was featured on the inside pages.



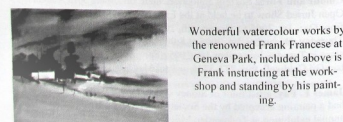
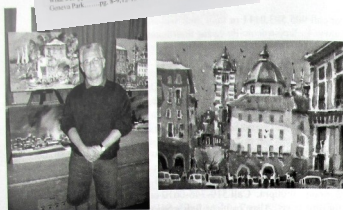
Donna Cameron with some of her lovely works at Geneva Park this year



Inside pages: Above, Donna Cameron with some of her lovely works at Geneva Park this year.

Left page: Wonderful watercolour works by the renowned Frank Francese at Geneva Park. Included is Frank instructing at the workshop and standing by his painting.

Right page: John Pryce's vibrant oil paintings were also featured at this year's Geneva Park. Next year will be great.... start thinking about joining in!



Wonderful watercolour works by the renowned Frank Francese at Geneva Park, included above is Frank instructing at the workshop and standing by his painting.



John Pryce's vibrant oil paintings were also featured at this year's Geneva Park



Next year will be great.... start thinking about joining in!



WHY I PAINT IN OIL by Z’Anne Keele

“Yes, I know what you’re going to say about drying time. And oily brushes ARE a pain to clean, but, oh, the results....”

Put simply, painting in oil by means of a series of glazes rewards the long game. By that I mean that you can choose to build a complex underpainting, and though it sometimes feels like just watching paint dry, it is worth hanging in. You will be rewarded by glowing and subtle colour.

I usually begin by applying several extra coats of gesso, just to be sure that the canvas is protected from any oils that might eventually rot it. Then, to achieve a mid-tone, I cover the canvas with a single colour (usually reddish-brown, especially for portraiture). This toning might even be done in acrylic if I can’t wait one more minute to get started but henceforward, the painting is all oils.

Next, I take my time in rendering the image as a value study in burnt umber and white. Last week I made the mistake of using plain walnut oil rather than Graham’s walnut alkyd medium, with predictable results. I hope to live long enough for that value study to dry. Normally, it would still have taken a day or two, so most oil painters have several canvases on the go.

I should mention that patience has never been one of my virtues. Building an oil painting by means of beginning with an underpainting has forced me to slow down and think about where I’m going.



Sweet Melody

Sweet Melody took even longer than usual because it was an amalgam of fractured images from a photo shoot in 2013 — of Leslie’s upper body, of the head of her beloved and music-loving dog, Melody” (who has since passed away and necessitated my tracking down a yellow lab), and of a splendid stained glass window from an even older newspaper clipping. The concept turned out to be a lot easier than the execution. I painted Leslie’s value study first, extending her body to the ground before placing the arc of the window so that it would echo that beautiful arch in her stance. It also took a while to decide where to run the lines of leading to reinforce the composition. Finally I gave Melody a body and rotated her head to create a line uniting her gaze and Leslie’s bow. Her adoring eye insisted on becoming the focal point and inspired the painting’s title, which Leslie contributed.

My friends who paint in acrylic would have produced the equivalent of a one-person show by now and my value study still needed to dry for a day or two. I’ve noticed that my weekly blogs (zanneblog.weebly.com) tend toward the whiney at this stage of the game.

But with the toughest parts — drawing and composition - dealt with, it was simply a question of finishing the underpainting with a series of transparent primaries, letting each layer dry completely before proceeding. By this stage I began to relax.

There were still opportunities to correct the rendering, and it was fun to decide exactly how much of each primary should go where. If I have toned in red I might add a little less of primary red.

The translucent stained window in *Sweet Melody* was made up of yellow and blue rubbed separately and lightly into the individual panes and then lifted; all three primaries can be discerned, but none predominate.

When all of this was dry, I laid out my standard double-primary palette plus white and burnt umber; the only pigment I might ever add to these eight would be turquoise, which defies my attempts to mix it. Generally during the final glazes, some sections don’t need much if anything; others require layers of increasing depth. And always, because it is being painted in buttery slow-drying oil, it remains possible to blend colours, to control the brush strokes, and to refine values.

This is always the fun time and my brush dances. The final hiatus in *Sweet Melody* lasted the usual several months, during which time the painting’s glossy surface settled and transformed itself into an enchanting velvety glow.

zannekeele.com zanneblog.weebly.com

Thanks to Z’Anne for sharing her thoughts and process of painting in oils. *Sweet Melody* received Best Acrylic/Oil Award at *Crosssection* 2019. Juror’s comments and other award winning entries on pages 5 and 6.

Increase Your Art Sales | The Power of Follow-up

from [RedDotBlog](#)

By Gallery owner *Jason Hoejas



As an artist or art sales professional, you too can increase your sales by becoming better at follow-up. Allow me to share a few of our strategies in following up. I can't guarantee that every follow-up effort will lead to a sale, but if you follow up consistently I can promise that you will see more of those "almost" sales convert into "follow-up" sales.

1. Collect Contact Information. It's pretty simple, if you don't collect your customer's contact information, you can't follow up. We have a simple procedure for getting this information from our customers, and you can do something similar with your customers. If you would like, you can use our form and adapt it to your needs, [download it here!](#) Of course the trick is to get the client to fill out the card, which leads to:

2. Stop Handing Out Business Cards, Brochures and Photos of your Artwork.

Realistically, most of the time your brochure and business card are going to end up in the bottom of a drawer if you are lucky, and in the trash if you're not. Rather than give out a business card we have developed a simple technique that works most of the time. When we have a client express interest but indicate they are not ready to buy we say: "Let me email you an image of the piece, along with the dimensions and info. "We then hand them the interest card mentioned above. We end up not only with an email address, but also a mailing address and phone number. Once we have this information we might give the client a brochure and business card, but not before.

3. Begin a Follow-Up Campaign .Send a note right away. There's no time like the present, when your encounter with the client is still fresh on your Including the following details:•Thank you for visiting •Here's the image I promised •Please let me know how I can be of service. Several days later send another note, again with the image and Don't give all your information at once – ration out the information so that you have additional excuses to contact them in the future.Schedule an hour a week to do this kind of follow-up – preferably at the same time every week so that it becomes a habit.

4. Start Today.

I bet you can think of someone right now who expressed interest in your work but didn't buy.

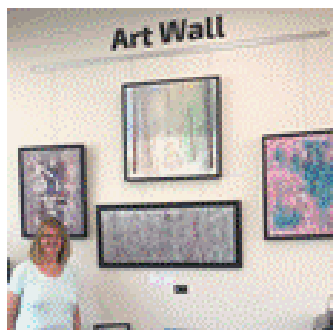
*Editor's note: I contacted Jason Horejas asking permission to use some or part of his articles in the COAAA newsletter. He didn't reply directly but I am on the mailing list and receive regular notices from him.

The above is a brief summary. Full article is posted at <http://reddotblog.com/> a good resource for marketing ideas, instructional videos, and other helpful information .



Welcome to COAA Executive Team

At the AGM September 14, two members were elected to the executive.



Membership Chair, Shirley Posthumus Hokke

B.A. Visual Arts, B.Ed. Hons. Specialist Visual Arts Education

After several years of sharing her artistic expressions with both students and adults at local Galleries and Secondary Schools, Shirley now paints full time.

She is best known for her innovative approaches in experimenting with materials to attain a common thread. Shirley works with mixed media art materials to create intuitive, symbolic paintings.

Abstract and non-objective styles have distinction in her creative process.

Shirley has also exhibited internationally in her fatherland country of the Netherlands. She continuously exhibits locally and regionally in both juried group shows and solo exhibits that include The University of Western Ontario, London, Tillsonburg Station Arts Centre, Ingersoll Creative Arts Centre and Otterville during the annual Studio Tour.

As President and co-founding member of the Bridge St. Artists, Tillsonburg, Shirley continues to assist others to attain their goals. Her work can be found in both corporate and private collections. Shirley is a recipient of an Ontario Arts Council grant and received a Community Accomplishment award from Nipissing University.

Questions about Art? Join her closed Facebook page called...."Ask Artist Shirley".

A site for artists helping artists with everyday art related questions in mind.



Secretary, Debbie Eckmier

Almost 30 years ago, my next door neighbour invited me to a decorative painting class (also known as folk art) and I was hooked!

I started painting and have not stopped since! I paint in acrylics, watercolour and oils. I also work with coloured pencils, pen and ink, scratch art and mixed media-including art journaling. If it doesn't move, I paint on it!

I love to teach others to paint too. It's so much fun to see others discover how to paint lovely works of art in a step-by-step way to decorate their home or to give as gifts. I teach out of my home studio mostly.

I enjoy teaching adults and kids from age 8 and up in group or private lessons.

I also do Art Parties.

I belong to the KW Society of Artists, Button Factory Sketch Club, Waterloo County Tole and Decorative Painters Guild (past chair), and the Society of Decorative Artists.

I have shown my work with these art organizations at several art shows and at Homer Watson Gallery.

I'm a DecoArt Helping Artist and have achieved several other certifications for teaching. I have published my designs online and in painting magazines and taught online Art Journaling classes.



COAA Executive 2019-2020



Standing:

Anne Williamson
Debbie Eckmier
Shirley Hokke

Seated:

Gail Ivanco
Debra Lengyell
Linda Trowell

Brenda Turnour



If you have questions you may contact one of the executive as shown below.

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

Vice President: Gail Ivanco
vicepresident@coaart.com
226-647-1664 or 226-747-7601

Past President: Brenda Turnour
pastpresident@coaart.com
705-766-2357 or 226-989-8332

Secretary: Debbie Eckmier
secretary@coaart.com 519-742-2482

Membership Chairperson : Shirley Hokke
membership@coaart.com
519-879-6443 or 519-550-9428

Treasurer: Anne Williamson
treasurer@coaart.com 519-884-9346

Newsletter Chairperson: Linda Trowell
newsletter @coaart.com 519-425-1510

Webmaster: Thanks to Ana Jurpik

From the Editor

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

If you think you may have missed a newsletter recently, check your status to see that you are paid for the current year. The date and year is written on your membership card and receipt. You may also contact membership@coaart.com then contact newsletter@coaart.com for a copy.

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

Thanks to all for your contributions. *Linda*

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.



W elcome New Members !

Mary Intven Wallace

If you meet someone with an interest in visual arts, tell them about the benefits and opportunities offered by COAA.

*For each new member you refer who joins, you receive a \$5 discount on your next renewal.

Benefits of COAA Membership

- ◆ **Receive our newsletters** by email or regular mail (small extra fee) 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 feature ad). Reasonable fees are shown on page 12.
- ◆ **Opportunities** to participate in art events and network with other artists in their local areas.
- ◆ ***Membership discount:** 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

Benefits of serving on the COAA Executive

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.

We welcome members to fill positions, providing leadership and bringing new ideas and energy to our association. If you would like to know about the upcoming vacancies, please contact Debra Lengyell at president@coaart.com

Save on Art Supplies

When you shop at any Curry's, Above Ground Art Supplies, and THE JUNCTION ARTiculations

Show your COAA membership card to receive

10% DISCOUNT



Members' Forum

QUESTION: A painting I've already preregistered for *Crossection* was sold before the take-in date.



May I bring another one to replace it in the show?

ANSWER: Congratulations! Of course you may substitute another piece. But you must notify Debra immediately at president@coaart.com and bring the appropriate revised paperwork to accompany the replacement on the day of the take-in.

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 FORM

Annual Membership runs from January 1st to December 31

Annual Membership Fees (please select level):	Additional Fees (if applicable)
New Member _____ Renewal _____	
Basic: \$40 (cheque) _____ \$42 (PayPal) _____	Website Gallery: \$10 per member _____
Couple: \$55 (cheque) _____ \$57 (PayPal) _____	Website Gallery: \$20 per couple _____
Student: (age 19, currently attending college) \$20 <input type="checkbox"/>	Newsletters are emailed quarterly. If you prefer to receive the Newsletter by Canada Post the cost is \$16 _____

Total payment cheque enclosed (payable to Central Ontario Art Association) \$ _____
 (pay through PayPal on-line)

Membership paid after Sept. 1 will carry forth unto Dec. 31st of the next calendar year.

PLEASE PRINT VERY CLEARLY

Name(s):

Address: Street Apt. # :

City/Town:, ON Postal Code:

Home Phone: () or Cell Phone: ()

Email:

Website:

If you are a **NEW** member, how did you hear about COAA? Website _____ Brochure _____ COAA exhibit _____
 or name of the COAA member who referred you:

Date of this application: ____ (d) / ____ (m) / ____ (yr) *For membership year: _____

Signature of Applicant/Member:

To register for all COAA art shows, members must have a membership paid in full one month minimum prior to the show registration date.

Website Gallery Applications: 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

Our membership list with email and/or web site contact will be posted on the COAA web site.

If you **do not want** to be included in this list, check here: ___

I give COAA permission to: send me emails: Yes ___ No ___ Permission to photograph my artwork for promoting COAA events: Yes ___ No ___

FOR OFFICE USE ONLY	
Date Received: _____	Mailed _____
Card/receipt made: _____	
Date Records made/changed: _____	

Complete and mail this form with cheque or money order to the Membership Chair: COAA Shirley Hokke P. O. Box 223 Otterville, ON N0J 1R0

