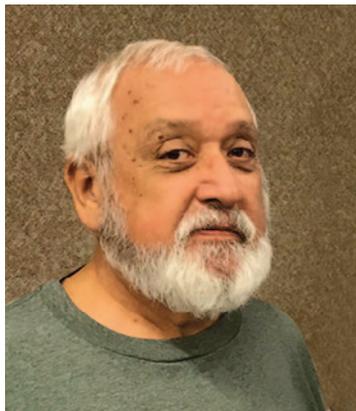


## President's Message

This is a new year of activities, and we have successfully launched our non-juried show at the North York Civic Centre. We are working on our spring show.

Also we are actively involved in the planning of the social committee, and our attendance at Banbury and Edithvale workshops has increased.



Introducing our president:

After many years of work as a psychotherapist, I realized the potential of art as a wonderful tool to cope with stress and as a vehicle for creativity and identity. I was enrolled in the AGO training program until I learned of WGA, and joined the group.

—Jairo Ortiz

## Membership Report

The 2019-20 season starts with a total of 89 members.

We have 6 new members, let's all welcome:

Russell Hill  
Jer Homavazir  
Diane Ing  
Tan-Yar Ling  
Cheryl Platts  
Iska Preter

—Glenda Wood

### Reminder:

**The Seniors' Centre will now be closing at 9pm. We have moved refreshments and conversation from 6:30pm to 7:00pm.**

**The programs will now start at 7:00pm and finish at 8:45pm.**

## May I Bring a Guest to a Meeting?

All members are allowed to bring one guest to a demo once or twice a year. Guests are only allowed to attend demos and not other evenings such as portrait or life drawing. Each guest may only come once as a guest and must join if she/he wishes to attend more meetings. Bringing someone to a meeting is an excellent way to encourage our fellow artists to join our group. Spread the word that the Willowdale Group of Artists is THE group to join.



## All About Instagram

### How do I find our group's Instagram account?

Go to [www.instagram.com/willowdalegroupof](http://www.instagram.com/willowdalegroupof)

### How do I 'follow' Willowdale Group of Artists so I can receive alerts about posts to the group's site?

To follow you need to create your own Instagram account. You can sign up through your computer or download the Instagram app. to your phone. Detailed instructions to access and create an Instagram account using your cellphone OR your computer are outlined below.

#### USING MY CELLPHONE

To create an Instagram account from the app:

1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
2. Once the app is installed, tap to open it.
3. Tap Sign Up With Email or Phone Number (Android) or Create New Account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap Log in with Facebook to sign up with your Facebook account.
4. If you register with your email or phone number, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

#### USING MY COMPUTER

To create an Instagram account from a computer:

1. Go to [instagram.com](http://instagram.com).
2. Enter your email address, create a username and password or click Log in with Facebook to sign up with your Facebook account.
3. If you register with an email, click Sign up. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

If you sign up with email, make sure you enter your email address correctly and choose an email address that only you can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account.

Continued on page 3

## Finding and following the Willowdale Group of Artists on Instagram from your computer:

- Once you have created your account look on your account homepage.
- You will see the word FOLLOWING in the top right corner of your account window
- Click on this FOLLOWING button
- Type in the search bar the phrase **Willowdale Group of Artists**.
- When the phrase Willowdale Group of Artists appears, you will see a BLUE button with the word FOLLOW
- Click on the FOLLOW button
- You are now following the Willowdale Group of Artists and will be able to see all posts to the site.

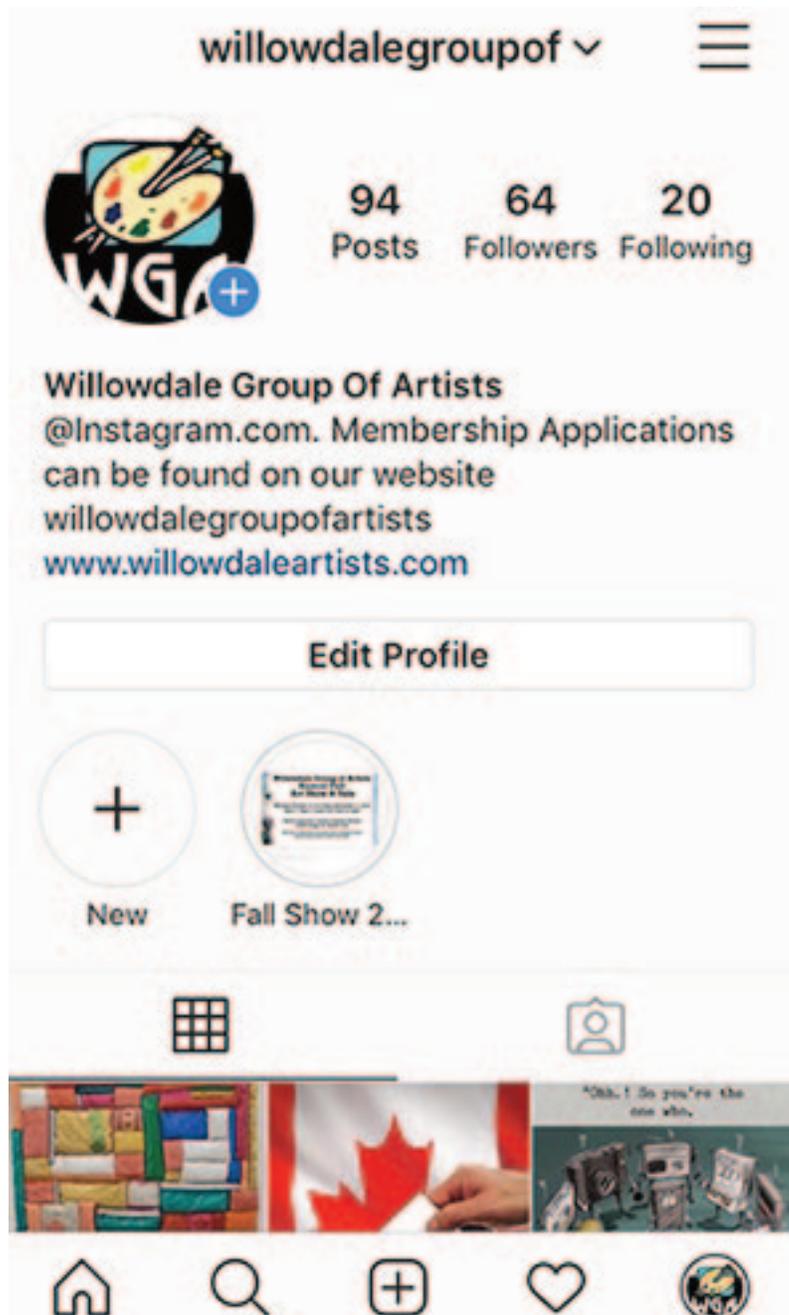
Our homepage looks like this:

### Instagram Help Center

Have more questions?

Need additional help? Go to:  
[help.instagram.com](http://help.instagram.com)

—June Buick



## What Is the Point of Instagram?

Jon Mitchell

In short, the point of Instagram is to make connections with people who see the world in interesting ways. You can find and follow people based on the kinds of images that inspire them, and if they like yours, they'll follow you back. The simple mechanisms of liking and commenting provide great fun and feedback. It's a new kind of network that's perfect for the smartphone age. No wonder Facebook bought it.

## Willowdale Group of Artists' Endowment Fund Report

In 2001, WGA had surplus funds, and the executive decided to use that money to provide a bursary for Art Students at York University. Their goal was to allow talented students to attend the university even if they could not afford the tuition.

The money was handed over to York University and invested in an endowment fund. When anyone does this, the Canadian Government matches the amount of the bursary awarded to the student dollar-for-dollar.

Interest rates were higher in those days, so the endowment earned more money than it spent. By now the amount of money a deserving student gets has risen to \$1,200.00. This reward is renewable for two years provided the student maintains high standards for the second year.

Jairo Ortiz and I attended a meeting with a Len Milley from York University to learn about our endowment fund, and we are delighted to pass this news on to you.

—Margie Wagner and Jairo Ortiz

## Welcome to Banbury Watercolour Workshops

Come and check out WGA's Wednesday Banbury Watercolour Workshops – every week from noon to 3 p.m., September to May.

Each week the workshop includes an exciting one-hour demonstration by a premier watercolour artist, usually an elected CSPWC member, chosen for your enjoyment by our own Pauline Holancin. After the demo, there is time to paint your own watercolour sketch with personal coaching and a gentle critique by the artist around 2:30 p.m.

These workshops are held at Banbury Community Centre, 120 Banbury Road, between Lawrence and Leslie. They cost \$10 each week for WGA members and non-members (no membership fee) and there's plenty of free parking on-site. Many of us bring a lunch and bring friends and family to enjoy the experience with us.

You received a schedule of artists at Banbury this fall with your new membership package but here is a colour copy. You'll see there are no classes over the Christmas holiday.

—Brendan Flanagan

See next page for the Banbury schedule



*Americo Del Col has done demonstrations for both Banbury and Willowdale Group of Artists.*



## Banbury Watercolour Workshops

*Famous watercolourists paint for you, give relaxed personal coaching while you paint*

### FALL 2019

Wednesday daytime  
classes: noon -  
3:00pm.  
Only \$10 per visit,  
no membership fees

#### Free Parking



September 11	Hi-Sook Barker	Dynamic Landscapes
September 18	Melinda Calway	Sunrise Landscape with Silhouetted Trees
September 25	Jo Baumann	Toronto Icons
October 2	Art Cunanan	Push Colour for Bold Effects
October 9	Hi-Sook Barker	Floral Fun
October 16	Marianne Broome	Autumn Landscape
October 23	Art Cunanan	Don't be Afraid of the Darks
October 30	Barbara Eguchi	Mindfulness in Watercolour
November 6	Jennie Reid	Figures in Landscape Watercolour on gessoed paper
November 13	Jennie Reid	Figures in Landscape Watercolour on gessoed paper (continued)
November 20	Peter Marsh	Personal Statements
November 27	Herry Arifin	Loose and Lively Urban Scenes
December 4	Herry Arifin	Loose and Lively Urban Scenes (continued)

At Banbury Community Centre: 120 Banbury Road, one block west  
of Leslie between Lawrence and York Mills

## Bring your Lunch Bring a Friend

## Publicity

We placed ads about our upcoming show in 7 paper publications.  
A sample is toronto.co, see below.

Shirley Ting posted our show online on Eventbrite.

June Buick opened an Instagram account for WGA to use.  
To try it yourself, go to INSTAGRAM.COM and then search for  
Willowdale Group of Artists. While you are at it, add a comment.

—Margie Wagner

The screenshot shows a Toronto.com event listing. At the top, it displays the weather as 22°C and the date as Wednesday, September 18, 2019. The Toronto.com logo is prominent. Below the navigation bar, the event title is "Willowdale Group of Artists Fall Show and Sale" with a date badge for "21 OCT". Social media sharing icons for Facebook, Twitter, YouTube, LinkedIn, and Email are visible. The main image for the event shows various art supplies like brushes and pencils. The event details are as follows:

- Willowdale Group of Artists Annual Fall Art Show & Sale**
- Monday October 21 to Friday November 1, 2019
- Open 7 days a week from 9am to 6pm
- North York Civic Centre Central Atrium
- 5100 Yonge St. North York
- West side of Yonge Street, five blocks north of Sheppard Avenue
- Nearest subway station is North York Centre

The website URL [www.willowdaleartists.com](http://www.willowdaleartists.com) is also present in the image.

### Event Details

Willowdale Group of Artists celebrates the fall with an Art Show and Sale. Our objective is to bring together people with a love of painting, and to provide them with inspiration, and opportunities for learning. Come see who we are and what we do.

**Audience:** All Ages

**Price:** Free

Allow Entry at any time during event

**WGA is looking for people to join the publicity team!**

## HOW TO MARKET FOR ARTISTS

*(Full disclosure, I always give you the web site where I found any content but in this case Shirley sent it to me and she couldn't remember where she found it. It is too good not to share but I apologize to the content creator for not being able to attribute the original creator. —Sheryl)*

### Marketing your Creativity & Getting Publicity

Create a one-year-marketing plan for your art.  
Start with research and end with Evaluation.

#### 1: Understand your Key Markets

Past and potential clients  
Owners/retailers  
Suppliers and contractors  
Show organizers  
Colleagues  
Associations and clubs  
Media  
Local, national, and international community

#### 2: Form Alliances and Partnerships

Align yourself with other artists and arts organizations and market together.  
Organize studio tours, open houses, shared retail spaces, show openings, fundraisers, and special events.  
Look for advisors.  
Visit business centres, such as enterprise Toronto.  
Attend business workshops.  
Contact government agencies.

#### 3: Design your Own Marketing Toolkit

7 tools:

- Visual image
- Printed materials
- Galleries/retail outlets
- Sponsorships
- Speaking and networking
- Shows
- Media campaigns

#### 4: Brand Yourself

Create a distinctive visual image that reflects you and your work  
Your logo = your graphic qualifier  
Use it consistently.

On Sept. 24 Shirley Ting came to talk to WGA.

**Get With the Program Social Media Sites you can use to promote your art.**

**Members please fill in the survey**  
<http://bit.ly/2019SocialMedia-survey>  
**by Friday Nov 8**

I want to understand who attended the talk and what level of interest vs computer usage there is. Since the WGA has a massive difference in know how to be bridged, it was hard to find the right amount of content. I didn't quite get to talk to people about my presentation so please fill in the survey.

—Shirley Ting



Continued on next page

- 5: Define your message  
Refer to Artist Statement
- 6: Create Dynamic Promotional Materials  
Great postcards, business cards, websites, portfolios, and Sales/Media Kit  
Spend money on these things – they will get you business
- 7: Decide how you will distribute, track, and evaluate  
How will you reach clients? – mail, email, postal walk. Find ways to track and evaluate.
- 8: Create an Online Media Room  
On your website  
A space designed for media  
Include a media icon on your home page
- 9: Find Opportunities to display your art and sell it. Think outside the box.  
Gallery shows, Studio open houses, Studio tours, Restaurant and clubs, Libraries,  
Professional offices
- 10: Donate works  
Donate works of art to community events that will give you a profile  
Enter competitions and win awards
- 11: Find speaking opportunities  
Attend associations, groups, events, and shows  
Talk about your work, your inspiration, choosing art, caring for art  
Lectures
- 12: Network  
Go to art-related events and talk to people  
Hand out business cards
- 13: Promote everything you do throughout the year  
Show your work  
An award  
A donation  
Press release: carfac, snap
- 14: Evaluate  
Evaluate everything you do  
Understand what is working and expand on it  
After one year, go back to research

## Our WGA member Louisa Lau

Louisa has been a member for 25 years. Joining the group was a life-line in her struggle to create a new life in Canada. She made a lot of good friends in the group. From the group, she got the information of the art world of Toronto, such as the Toronto School of Art, Forest Artist Club etc.

She has done several volunteer jobs for the WGA. She computerized the sign-in sheet and has been taking care of the sheets for 7 years. Now she is one of the group's Facebook editors.

Before Louisa moved to Toronto, she was a primary school teacher in Hong Kong teaching art and showing her work with friends at Hong Kong City Hall. After her graduation from the Toronto School of Art in 2005, her work has been shown in Toronto frequently, including eight solo shows and two honorarium solo shows which were sponsored by the Toronto Art Council and Toronto Culture. Louisa has received five awards in the Willowdale Group's different juried shows.

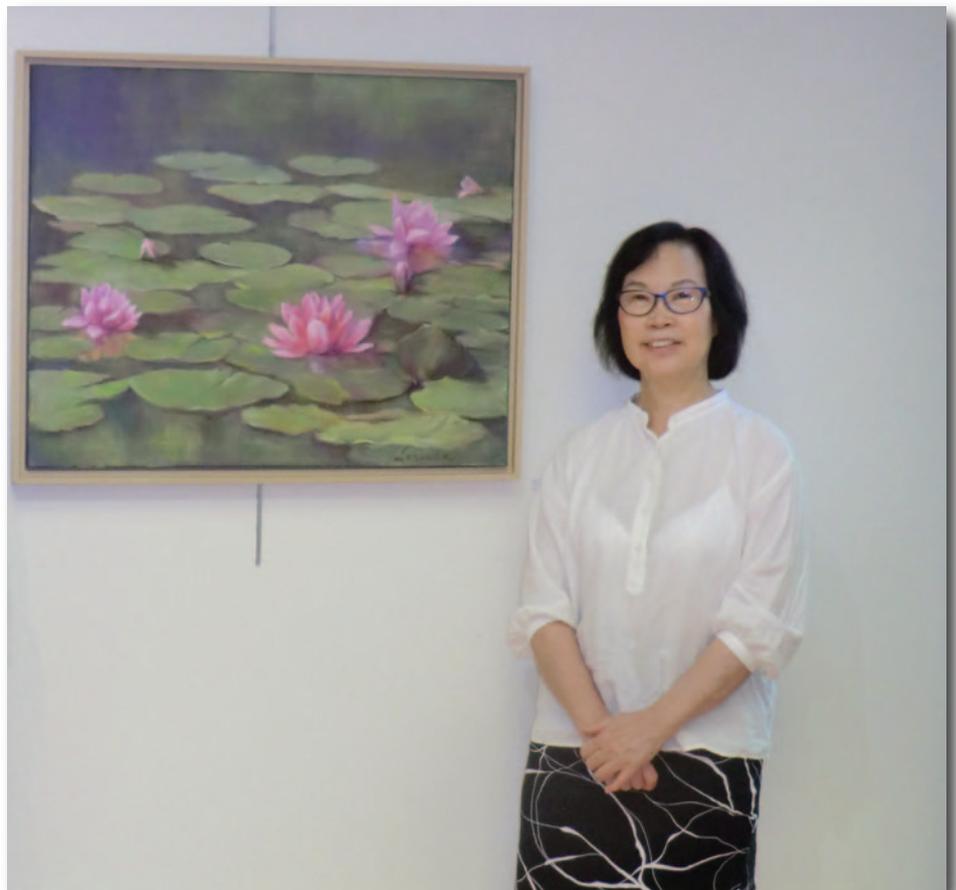
Her work hovers between observation and imagination. Every week she paints models in art clubs or paints landscapes en plein aire. This discipline of observation in nature instills her with the inspiration to work in her studio. Her love of Chinese poems also influences her to express the lyrical feeling in her paintings. She learnt Chinese ink painting and Western oil painting techniques simultaneously in her early teens, so reconciling both worlds' aesthetics has always been her goal.

Her recent series of work is called "A suggestion of Landscape". For Louisa, painting is always a suggestion. What we are seeing is our imagination on the surface – it is a sensory experience for the viewers. In this series of work, Louisa intends to use minimum contrast to create an atmosphere of abstraction.

—Louisa

**Louisa's website is**  
**<http://www.louisalau.com>**  
**[Facebook.com/louisalauartist](https://www.facebook.com/louisalauartist)**

**Get to know  
our members!**

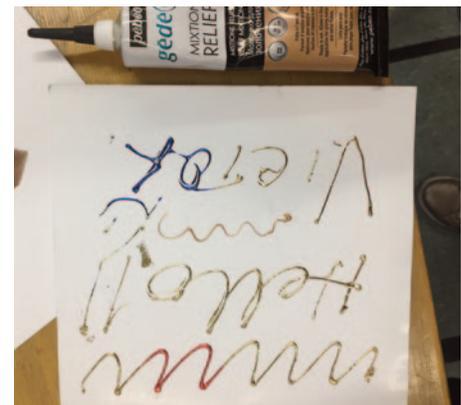


## Open House Pebeo demo on September 10



It was an exciting evening when a representative of Pebeo Art Supplies came to do a demo for the Willowdale Group of Artists. It was an opportunity to learn about the large variety of paints and mixed media products in Pebeo's line. We got to see how the products are used and get a few free samples from Pebeo and from DeSerres to try on our own.

If you are interested in mixed media, you can get more information on Pebeo products on their web site: <http://en.pebeo.com/Pebeo>



## Social Outings!

Hello Members,

As a group, we've visited many different places: The McMichael Art Gallery, Edwards Gardens, the Academy of Realist Art, High Park, and Museums. It's been wonderful getting the group together and getting to know one another.

Being a member of Willowdale Group of Artists is not only a space to express your ideas but it also provides the opportunity for each and every one of us to grow as artists by interacting with one another.

Our social outings have shown the commitment we, as members, have to our common passion in the art world. It gives us the opportunity to share our individual thoughts and ideas within our group during our outings.

I am really pleased with how well things have been going. It always takes some time for new programs to get started. I am always open to hearing from any of our members with suggestions for outings.

We have movie and lunch outings coming up. Hope you can join us for a day of fun. Details will be sent to all WGA members before each movie date.

Thank you to everyone who participated in our Social Outings and I'd also like to thank Jairo Oritz for his support and help.

Your Social Convener,  
—Kathy Brumer  
kbrumer@rogers.com



Kathy Brumer

## WGA Holiday Party

December 3, 2019

Holy Trinity Anglican Church,  
140 Brooke Street, Thornhill  
(2 blocks west of Yonge St., 1 block south of Centre St.)

7:30 p.m.

Enjoy the entertainment and prepare to be part of the fun.  
Finger foods, desserts, and hors d'oeuvres needed.  
Please bring something to share at our "Pot Luck"  
(preferably on paper plates!)



## Grounds reinventing the finished piece

The correct ground, whether it is exposed or completely covered in dozens of layers, plays a critical role in the final outcome of a work.

A gloss gel can significantly extend the drying time of the colors applied on top as it reduces the tendency of the more matte grounds, gels or pastes, to absorb water. Additionally this also aids in the slide or movement of paint across the surface, which creates a very different sort of mark-making opportunity.

Using matte or semi-gloss gels can be an incredibly interesting way to begin color washes. This also allows for underpainting to show through these translucent layers of medium. The opportunities to create three-dimensional watercolors is amazing.

The Light Molding Paste is like the sponge of acrylic mediums. It will absorb incredible pools of color.

The Hard Molding Paste allows for sanding opportunities creating something very close to the absorbency of traditional chalk grounds.

The new products “Translucent Ground (fine) and Translucent Ground (coarse)”, will provide additional options including the option of allowing earlier layers, or paper or canvas surfaces to show through. Again, an interesting surface for drawing tools, but also a very interesting starting point for stains and washes.

Fiber paste grounds mimick the surface of a rough hand-made paper.

Of course you can start out with the Acrylic Gesso for the most brilliant white toothy surface, or even the Black Acrylic Gesso, but I’d suggest that trying out some different beginnings can lead to some wonderful new opportunities.

—Shortened from information on the Golden paints web site. 2 April, 2007 General

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## WGA juried show winners Spring 2019

The WGA group held the reception on May 15, 2019 at the North York Civic Centre.





**Janet Copps** died in the Hill House Hospice on July 13, 2019, surrounded by her loving family. She was a teacher by profession, and I'm sure she was very well liked. She was the president of our Willowdale Group for two years, 2013–15 and very kindly held the executive meetings in her condo. A very special lady.

—Lorraine Atkins

Janet Copps' passion for art led her to try various media in a variety of subjects. Whether painting with oils, acrylics, or watercolour, she was always trying to find ways to express her love of colour and the challenge of exploring new themes. As a member of a number of local art organizations, she attended workshops and painted with fellow artists and showed her paintings in many juried shows.

As much time as Janet had available, was spent painting, either in her studio or en plein-air. She traveled from Canada's East Coast to the West and to the Canadian Arctic in search of light and subjects to paint. Janet was always ready to share her passion for art, or her love of light and colour with others.

Janet Copps had her paintings accepted in a number of Juried Shows in the GTA and had received awards for both landscape and abstract paintings.

—WGA web site

## In memory of Janet Copps, past president

President's message October 2014

Let this year be a year when all Willowdale Group of Artists join together to encourage one another and to paint and paint and paint.

Let the creative juices flow.

We come together as a group because we want to create art.

I want you to ask yourself:

1. How much time do I spend painting/drawing/printmaking?
2. How often does my time get taken up with other chores?
3. Are all of these chores necessary to my life and to the lives of those I love?
4. Do I make my artwork a priority in my life?

I am sure that most of us will answer:

1. not enough; 2. often; 3. not all; 4. not really.

There was a time in my life when every morning I took my breakfast coffee down to my studio to see and evaluate what I had done the day before. It was usually hours later before I left, often with bits of paint on my nightgown or housecoat. I personally have to get back to that time, when my artwork was a priority in my life. I have to feel that I am a priority in my life.

Let me share some thoughts on restoring art to an important place in our lives.

You have to have a place to work; it need not be a studio, you just need a corner that is yours. If the kitchen is your only place to work, state: it is mine during these hours on the following days. One artist I know has a dresser in the corner of a room, it holds his art supplies, and he stands in front and paints on top of it. Where there is a will, there is a way.

You have to set aside time each day or each week that is MY TIME TO WORK ON MY ART. I am not encouraging you to be a "prince" or a princess", but sometimes we have to think of our needs first. Set your own agenda, make time for your loved ones, make time for your responsibilities, but remember to make time for YOU.

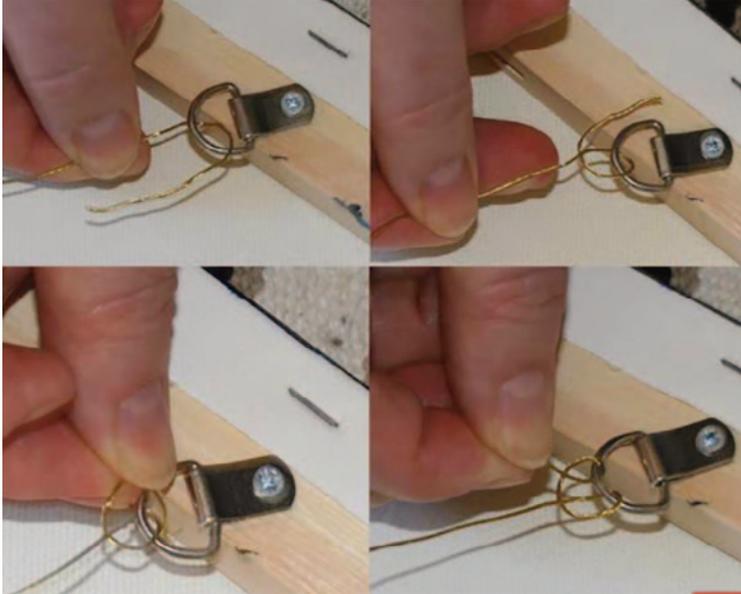
If you are stuck with no idea of what to do:

Go ahead, take out a canvas or a piece of paper and stand/sit in front of it with a pencil or a wet brush. I think it is impossible to stay there and not start working at something or take an unfinished piece of art and work on it.

Or take something you are unhappy with and see what you can do with that, if you cannot fix it, start a new piece with the lesson you learned from the unsuccessful attempt.

The whole idea is to paint, paint, and paint. I wish to end with a quote from Dr. Seuss, ***You have brains in your head, feet in your shoes. You can steer yourself any direction you choose.***—Janet Copps

## How to tie your wire to the D rings



Please send me information on any interesting classes you have taken, any shows you have had or are upcoming, any awards you have won, and any tips you would like to share.

Thank you to Marian Holmes for proofreading, and Glenda Wood for sending out the newsletter.

The next issue of the newsletter will be available in February 2020. You should be receiving it online.

Deadline for submissions is JANUARY 2020. Please send all submissions, with "newsletter" in the subject line, via email to Sheryl Shapiro at [shapirosss@rogers.com](mailto:shapirosss@rogers.com)

Thanks,  
Sheryl



## ART GRIDS FOR RENT

The WGA has 14 art grids available for members to rent for art shows.

They are 2 ft. wide x 6 ft. high.

Cost is \$3.00 each

6 for \$15.00

8 for \$20.00 or

14 for \$35.00

Please call Heather Cullity  
at 905-889-1165.

## A member remembers ...

I was president in 1972. I asked the exec. committee if I could invite Judy LaMarsh, politician, lawyer, author and broadcaster, to open our spring show and the answer was "yes". So I wrote to her, and she immediately answered that she would be delighted to open our show because her mother was an artist and she always remembered the smell of paint in their home. She duly came and gave a very interesting speech about her life as a politician in Ottawa. In those days we served wine and cheese, tea, and coffee at our receptions.

—Lorraine Atkins



Judy LaMarsh, far right, and Lorraine Atkins, second from right.



## FRAMING

For well-priced framing, contact Rosemary and Sam at 905-770-2753. Their daughter Jen is a member of WGA and told us that although they are retired framers they still work out of their basement at Bayview and 16th!