



Exhibitions Report

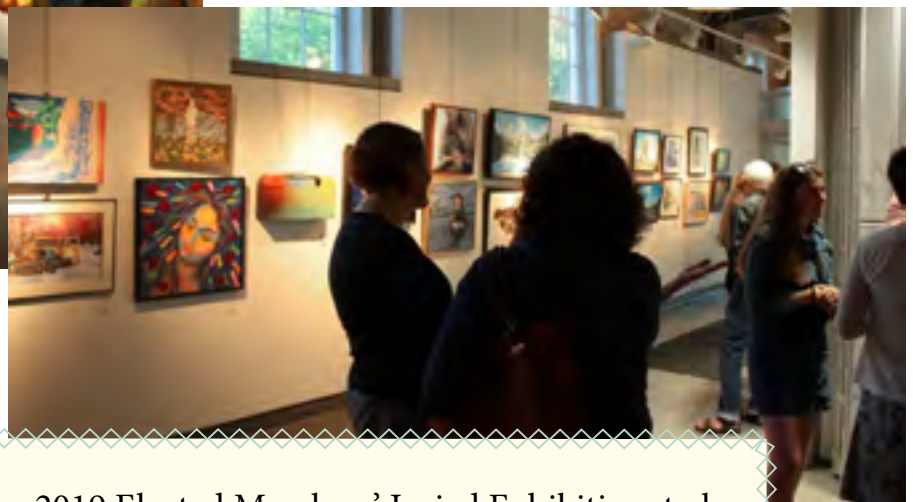
The 51st Open International Juried Exhibition (Papermill Gallery, Toronto) was very successful. Thank you to all, Cher Pruys, who took over the running of this show, and several SCA members who helped on-site:



Left to right: Marissa Sweet, Elizabeth Malara-Wieczorek, Cher Pruys and Ortansa Moraru



Guests mingling at the Opening August 1



We are currently processing our 2019 Elected Members' Juried Exhibition, to be held at the Viva Vida Art Gallery in Pointe Claire, QC in October of this year. By the time you read this newsletter, artists will have been notified and preparations are underway. We are happy to be hosting this exhibition in Quebec and hope to meet many of our fellow artists at the opening October 18, 6-9pm.

Congratulations to our Newly Elected Members

Garry Hamilton, SCA

is delighted to receive elected status membership in the Society of Canadian artists. He is looking forward to meeting other SCA members and participating in future SCA events

Achievements

1st Vice President CSPWC (Canadian Society of Painters in Watercolour) 2014 - 2018. Awards in International Watercolour Competitions. Previously Columnist/Illustrator Cape Breton Post. Full time cartoonist/illustrator Montreal Star. Previously Art teacher at Sheridan College, ON and Dawson College, QC. Graduate Ontario College of Art, class of 1963

Painting is my passion. From my first crayon in kindergarten I was hooked. I have been drawing and painting ever since. I paint en plein air often but my preferred subject is people. I prefer older models whose faces tell a story. Joy, grief, success, disappointment, loss, love are revealed in lines and wrinkles of these faces.

My preferred medium is watercolour, although I also like to experiment with various grounds and media including acrylic and charcoal.



Congratulations to our Newly Elected Members

Linda Le Grice, SCA

has been painting for over twenty-five years and her enthusiasm with the process continues to grow. Linda's work focuses on still life and portraiture which are executed in the realm of realism. Although primarily self-taught, she has taken workshops with some of the most accomplished painters of our day and continues the pursuit of greater knowledge. She has also travelled extensively for the purpose of viewing and studying great works of art. When not at her easel she enjoys writing essays and poetry relating to her paintings and thoughts about life in general. Linda is an active member of several art associations and her oil paintings have received acknowledgement both nationally and internationally.





Marissa Sweet, SCA

was delighted to receive an Honorable Mention Award for her piece "Let's Go" 30" x 30" Oil on Wood Panel, last August, at the East Central Ontario Art Association Juried show held at the Kawartha Artists Gallery in Peterborough.





Kathy Hildebrandt, ASA, SCA, PAC, MPAC, AFCA, ISAP, PSA, IAPS/MC had a pastel painting, “Don’t Touch My Stuff” accepted into the International Guild of Realism’s 14th annual juried exhibition. This exhibition draws work from artists worldwide who are working in a realistic style. The exhibition is at the Principle Gallery in Alexandria, VA from September 20 to October 15, 2019

Kathy will also be the awards juror of the Pastel Journal magazine, Pastel 100 competition in the Still Life & Floral category. 100 of the best pastel paintings, selected from thousands of entries, created by international pastel artists will be featured in the April 2020 issue of the Pastel Journal.





Brent Laycock, SCA.

It was such a wonderful surprise to hear about my painting was given the Duggan Canadian Landscape Award at the 51st Open International Juried Exhibition. Today, upon returning from a trip, I found the certificate and cheque in the mail. These rare occurrences always make my day!

I would like to express to you and to all the other responsible SCA personnel involved with this show my deepest appreciation for this unique honour. During the past 45 years, I have had the wonderful privilege of being an artist devoted to painting the Canadian landscape, and I have been for all this time a member of the SCA. Both of these things have been a joyful feature of my life.

The SCA contributes so much to the culture of Canada and to the encouragement of its artists and patrons. Thank you so much for the wonderful and important work you do.

And a profound thanks to the Duggan family who have supported this award.



Charles Choi, SCA



"Afternoon Tea",
was selected into
Kingston Prize 30 finalists
this year, will exhibit in
Gananoque and Kingston
in October this year.



"Chair Series 11",
won the "Best of the Show"
at Scugog Art Council Juried
Art Show this year.





Ron Hazell, SCA
Three-day watercolour workshop

"Painting Landscapes Wet-in-Wet"
Nov 14 – 16, 2019 in Halifax, NS.

This workshop will explore painting on wet paper producing those mysterious soft edges. Workshop fee is \$240. For more information and to register.

Contact Ron at ron.hazell@ns.sympatico.ca



"Fog at Prospect"





Rex Beanland, SCA., CSPWC, AFCA

is pleased to announce that this painting, won 1st place in the People's Choice Award at the Thompson, Nicola, Shushwap Chapter of the FCA Open National Show in Kamloops in April. Another painting, "Jasper Ave", also received 3rd place in the juried competition.

Rex recently spent a week painting in Tuktoyaktuk, North West Territories. He didn't know what to expect in terms of painting subjects but it turned out that there were many wonderful subjects. You can see photos and images of his paintings on his web site.

<http://rexbeanland.com/cate ron.hazell@>



All Quiet In Gibson's Harbour



Cameron Pond

Rex is conducting a Watercolour Workshop coming up at the Leighton Centre in Calgary, Oct 5 – 6, 2019.

For information and to register.

<http://www.leightoncentre.org/programs>



Marvyne Jenoff, SCA
Photograph, "Two x Two," was
exhibited in the Members Summer
Group Show at the,
Arts & Letters Club,
14 Elm Street, Toronto,
July and August 2019.





Frantisek Strouhal, SCA, AFCA

Art Embracing Awareness: streams of consciousness

Over the past few years, I and my wife, have co-written a book titled **Art Embracing Awareness: streams of consciousness**, along with my son, Jakub.

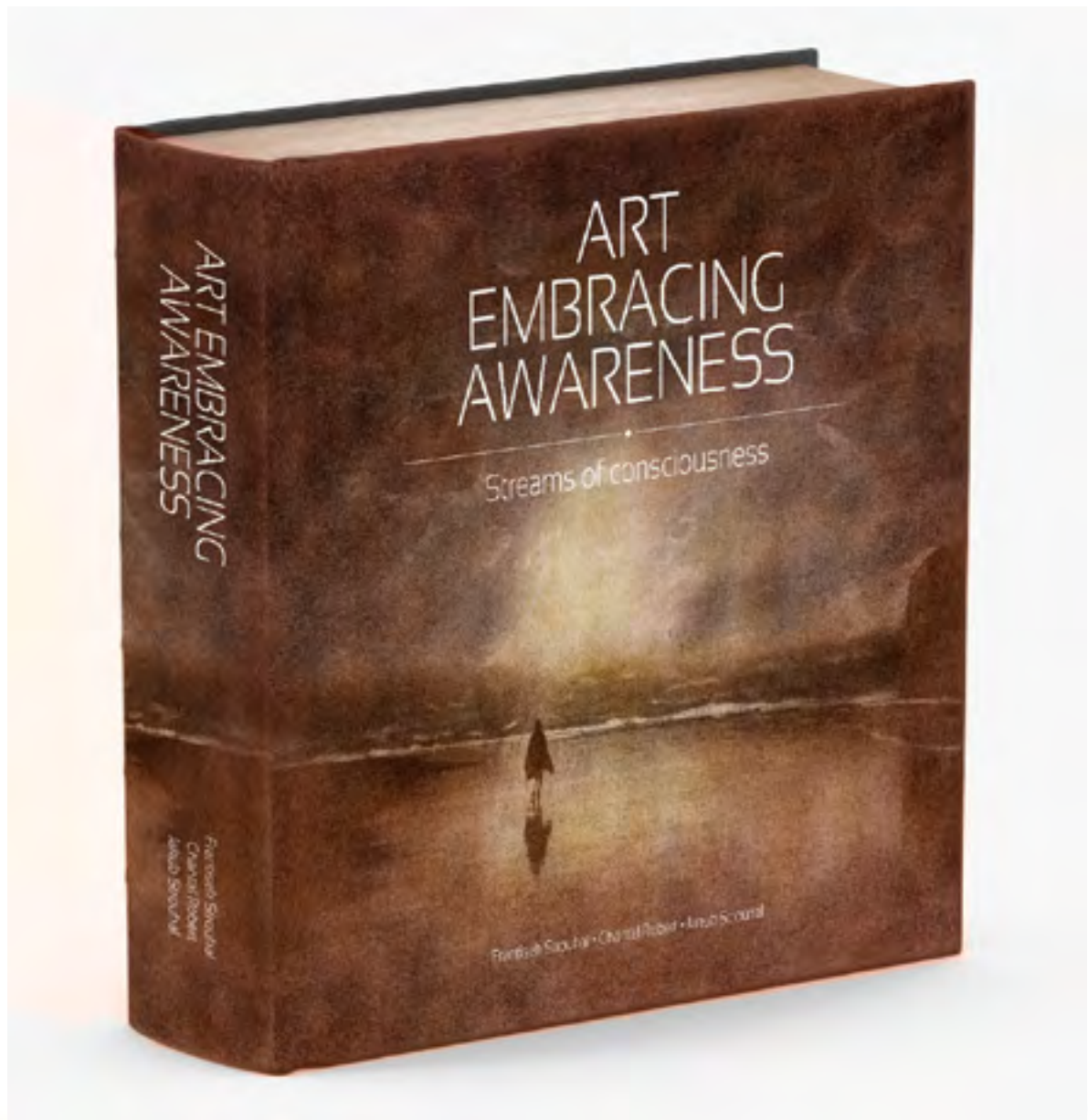
The book embodies my original artworks, created in a unique style and voice distinctive for its evocative introspection, and existential urgency.

Prose poems are accompanying each image to assist the reader like a guide on a journey of expansion, awareness, and transformation. They are a revealing portrait into our inner quest to understand and reconcile past traumas, forgiveness, gratitude, love, and most importantly the awareness of the present moment.

We hope that the artworks and associated streams of consciousness, help the reader find greater peace within themselves, and appreciation of life's gifts.

Our book is in the final stages of production, and will be published in the fall.

More information to come at www.frantisekstrouhal.com





Monica Burnside, Associate

was thrilled to have her painting, "Care Free Day In Kleinburg", and chosen for the Kleinburg Village Urban Scene Prize, in the En Plein Air Painting Competition.

August 24 - 25, 2019 at the McMichael Canadian Art Gallery.

Monica is a Canadian oil painter who is passionate about sharing her ideas and concepts on canvas, creating her personal version of nature's beauty. Her plein air style has been described as ethereal. She is an elected member of the Colour and Form Society, Toronto, Huntsville Art Society, SCA Associate member, FASM and the Kelowna Art Gallery in B C

www.monicaburnside-art.com/





Lorraine Dietrich, IAF, NEWS, SCA
6th Worldwide Award at the 2018 American Art Awards.

An artist from Shawinigan, Québec, won the Sixth Worldwide Prize in the “Floral Realism” category at the American Art Awards 2018. This international competition is open to artists working around the world in many techniques and styles, from figurative to abstract, even art brut. Of the 3,000 paintings submitted from 59 countries, 1,000 paintings were presented to the jury, consisting of the directors of 25 top notch galleries and museums in the United States. The winners are in categories according to the votes of the jury.

Her “Fiesta” painting is quite original and has a stylized approach. It represents a curved stem of gladiolus and shows a daring and contemporary composition. In addition, some details of the subject invade the margins. “This subject is symbolic for me. Indeed, I recently had a wonderful family vacation in Mexico. The exuberance of the flora and its vibrant colors impressed and inspired me. A few months later, a beautiful gladiolus from my garden needed to be immortalized and it represents a beautiful emblem of this memorable stay in the South. The title “Fiesta” came to me spontaneously.

Since 2010, twelve major awards have been awarded to Lorraine Dietrich by the American Art Awards, including the Grand Prize in Watercolor (2010) and the Grand Prize in Floral Realism (2012). “Of course, I am delighted and honoured by these awards that crown my work but also watercolour painting which is a very versatile medium, as well as oils or acrylics.”

For her, “creativity is a powerful agent for discovering and enriching human potential. Stopping, observing, meditating in a contemplative silence on the beauties of nature have become necessary for the human being to safeguard his balance with the current lifestyles and to remind him that he is also part of the immense all the precious but fragile natural structures. “

www.lorrainedietrich.com
info@lorrainedietrich.com



Fiesta, transparent watercolour © Lorraine P Dietrich





Ghazaleh Naderian, Associate

would like to announce a group exhibition "Finding Solace in a Landscape"
at Neighbourhood Gallery.

The exhibition runs on January 20 - March 24, 2019.

Reception Sunday January 27 from 12-1pm ALL ARE WELCOME!

Visit us on Monday, Wednesday & Friday 10-3pm or Saturday & Sunday 9:30-12.



Ghazaleh was delighted that her painting "Lake of Parry Sound" was accepted in the Toronto Watercolor Society - 34th Fall Juried Show.

The exhibition was in "Etobicoke Civic Center Art Gallery" from December 4, 2018 to January 17, 2019.

"Lake of Parry Sound" Watercolor on Paper



"Warm Summer Time" Acrylic on Canvas



Cher Pruys, SCA

has seen a busy summer, acting as
Exhibitions Coordinator for the SCA's 51st open show.



**Thank you
Thank you**

She received an Honorable Mention for her piece “Crushed”, in The Artist's Magazine annual competition and will be featured in the January/ February 2020 magazine.



1957 Chevrolet Bel Air

Her piece 1957 Chevrolet Bel Air was juried into the International Guild of Realisms Show to be held at The Principle Gallery in Alexandria, VA. Opening Sept. 14th. This painting as well as her piece Fall Splendour will both be featured in American Art Collector's October Issue.

Her piece Rear View Mirror was awarded Best In Show in Fusion Arts Highways & Byways Quarterly Art Competition, and her piece “Cruising” was accepted as a Finalist. Her portrait of her Australian Labradoodle “Oliver”, was a finalist in Camelback Gallery's Paint My Pet contest.



Australian Labradoodle “Oliver”



Sheila Schaetzle, SCA.

was on the board for a few years in social media and regional rep.



**Thank you
Thank you**

I'm taking a little break so its great to see others get involved.
I was delighted to receive Honourable Mention at the Allied Arts
Council Spruce Grove show held September 17 to 27th with her
painting 'Exploring II' , Acrylic 24x18



Exploring II





Andrea Pottyondy, SCA

enjoyed a creative summer, with lots of art activities which included facilitating a “Maud Lewis” inspired workshop for the community of beautiful Whitehead, Nova Scotia. She has been working on a new series “Columns & Rows” involving the deconstruction of mixed media abstract artworks. Two will be featured in the SCA Elected Members show at the Viva Vida Gallery in Pointe-Claire, Quebec . Check out her blog about this art evolution at <http://www.artarage.com/blog> . She’s participating in a number of group shows this fall and busy creating artworks for her solo show at the Craig Case Galleries, Dartmouth, NS in December. For more information follow her at https://instagram.com/andrea_artarage/





Sandy Terry, SCA

was a Third Prize Winner, with “Aria”, in the Florals and Gardens Challenge for International Artist Magazine and had a full page feature in Issue #125, February/ March 2019.



Her prize was a full page feature in American Art Collector Magazine, May 2019, Issue#163.

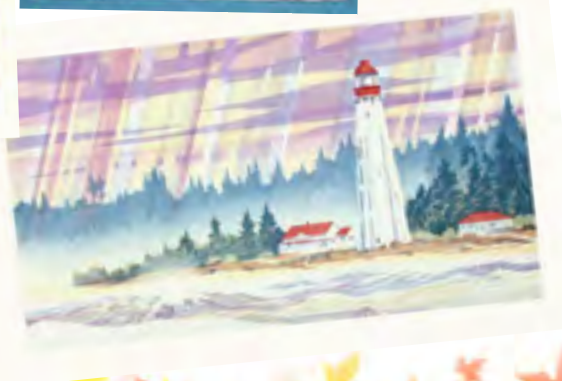
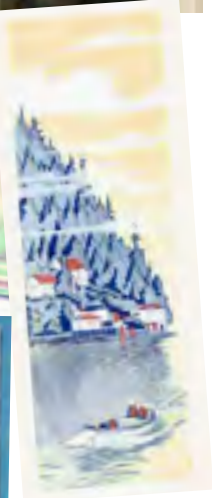


Members Exhibition

Graham Scholes, SCA

will hold his annual exhibition of works, that range over many years, at his studio. He decided it is time to “down size” and let go of works that have been used to illustrate several books. These include watercolours, oil paintings, and Japanese woodblock prints. During his 44 years of doing stuff, (his wife is glaring at him for this statement), he is offering some garden sculptures that has been his hobby for 30 years.

Dates... Nov 9th to Nov 16th.



Members Exhibition

'WEATHERING SENTINELS'

Exhibition of landscapes in watercolour and acrylics

By **Alan & Audrey M. Bain, SCA**

Alan showed 29 paintings – mostly larger works traditionally framed – but also a selection of watercolours painted on hard surfaces, then varnished. Alan explained that these varnished paintings are the thin edge of a brand-new technology that is different to traditional framing. Varnished paintings are glass-less, so they are much easier to handle and transport. Since they do not reflect, they adopt very well to the high light rooms so frequent in modern architecture.



July 14th - Sept 15th - Cline House Gallery - Cornwall, Ontario



Resting Place



Ohlmann Lake

Audrey's selections included 38 small paintings. Old barns and vacant houses that Audrey loves because she says they tell such stories. Lakes, fields and water views in quick acrylic sketches – the captured memories resulting from Audrey and Alan's many summer trailer trips all across Canada.



Audrey loves old Buildings

Members Exhibition

Ingrid Black, SCA The Old Brewery Mission in Montreal.

Karen Hosker & Susan Porter would very much like to thank Ingrid Black for agreeing to be a part of this project. Today we hung her stunning exhibition in Galerie Carlos at The Old Brewery Mission. The paintings will be there until October 16, 2019.



Susan Porter and Karen Hosker started Galerie Carlos 12 years ago as a project to give the clients of The Old Brewery Mission something to interest and, hopefully, uplift them. This is not a commercial gallery. It is an organization which has helped homeless people by feeding them, giving them a place to bed down in the winter helping them become integrated into society by getting them off the streets and into an apartment.

These ladies, artists themselves, have approached local artists through these years to lend their paintings to the gallery. The art is very well received and it starts a dialogue among the visitors to the mission. Karen is studying anthropology and has found that people opened up when the art, rather than their situation, was the subject of conversation. I was pleased to lend them my work for 2 months.

Gisèle Léger-Drapeau, SCA

My Haven, a mixed media, (textiles and acrylic), was part of a group show with les Hookeuses du Bor'de'lo. The show took place at the Resurgo Museum in Moncton N.B from May 2 to September 9 for the 2019 Acadian World Congress. The theme was Cultivating Your Inner Garden.

Gisèle Léger-Drapeau, SAC
Mon Refuge, technique mixe (acrilique et textiles), exposé au musée Resurgo à Moncton N.-B. du 2 mai au 9 septembre. Une exposition du groupe les Hookeuses du Bor'de'lo dans le cadre du Congrès Mondial Acadien 2019. Le thème de l'exposition; Cultiver son jardin intérieur.



Members Exhibition

Doris Daigle, SCA

held a solo exhibition this summer at the Tidnish Bridge Art Gallery in Nova Scotia. Featured were her two recent series: LOST MY MARBLES series recalling the pleasures of childhood, and a SILVER METTLE, which uses shells and ball bearings as a metaphor for life, along with other pieces. The opening was well attended and the exhibition a great success. Doris is a partner and teaches watercolour classes at the gallery.



LOST MY MARBLES



SILVER METTLE,

Doris Daigle, SCA, membre a présenté une exposition personnelle cet été à la Tidnish Bridge Art Gallery, en Nouvelle-Écosse. Elle présente en outre deux récentes séries : PERDU LA BOULE, rappelant les plaisirs de l'enfance, et un COURAGE ARGENTÉ, qui utilise coquillages et billes métalliques comme métaphore de la vie, ainsi que d'autres pièces. L'ouverture a été bien accueillie et l'exposition un grand succès. Doris est partenaire et enseigne des cours d'aquarelle à la galerie.



EXHIBITING YOUR ARTWORK INTERNATIONALLY

Don Bergland, SCA

There are many excellent art exhibition opportunities for those who wish to exhibit their artwork in the public arena. To help those wishing to explore this exciting endeavour, I have invented a simple 6-part procedure that will allow interested artists to begin the process of exhibiting their work internationally. This process consists of the following steps:

1. Find an appropriate exhibition opportunity.
2. Study the Gallery Prospectus.
3. Prepare and deliver digital copies of your artwork for the Jurying process.
4. Await the jurying results.
5. Ship the artwork to the gallery.
6. Document the exhibition in your Exhibition Record.

To help those who might be interested in this activity, I have written an online instructional guide which outlines these 6 steps in an organized way, from finding the appropriate exhibition, to documenting success in winning jury acceptance. In this approach, I focus on one particular website called, "Artshow", which lists many international art exhibition opportunities.

This instructional guide can be found at the following website:

www.donbergland.com/exhibiting

The particular procedure outlined in this guide really works. I've successfully used it to participate in over 120 international juried exhibitions since 2006!

I hope this becomes a useful resource to enhance your exhibiting career. If you have any questions or comments about this procedure, please contact me, redjello@shaw.ca.

Thanks
Don

Members Exhibition



Pierre-Boucher Museum
858, rue Laviolette, Trois-Rivières, QC,
G9A 5S3

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

Institute of Figurative Arts

<https://www.institutdesartsfiguratifs.com/>



BATTLE OF THE BRUSHES Bill “Oily” Schwarz vs Doug “Aquaman” Mays

Round 1:

Fri Oct 4 [5 – 9pm] and Sat Oct 5 [12 – 5pm]
1130 Speers Rd, Oakville, ON (Cutting Edge Hockey School)

Round 2:

Fri Dec 6 [5 – 9pm] and Sat Dec 7 [12 – 5pm]
16 Ainslie St S, Cambridge, ON (Monograms upper level)



President's Message

President's Message

Fall 2019

It's been a hectic summer and fall looks just as busy!

After a few months off for summer, the Board of Directors had their first board meeting on September 12. As it was the first meeting there were many things that needed to be discussed. And, we got through most of it! We have a great group of people on our board this year who are all very dedicated to the advancement of the SCA. However, we all must give our own time and needs first priority which has resulted in a couple of positions on our board opening up. If you have any experience or interest in helping out with the publicity of our exhibitions and events, or have website knowledge, especially around WordPress, I'd love to hear from you!! My email address is below.

It's been a busy fall for our exhibitions. Our recent 51st International open exhibition at the Papermill Gallery in Toronto was a huge success and our 2019 Elected members show at Vida Vida Art Gallery in Pointe-Claire, QC will be opening on October 18th. Hopefully you have either checked out the exhibitions in person or will take a browse through them on our website. There's some truly outstanding work!

I hope everyone has a very productive fall and that you get as much artistic time as you want or need.

Please feel free to contact me if you have any ideas or opportunities that you think the SCA should pursue. You can email me at president@societyof-canadianartists.com.

Till next time!

Kathy Hildebrandt, ASA, SCA, AFCA, ISAP, PAC, MPAC, PSA, IAPS/MC

Message de la présidente

Message de la présidente

Automne 2019

L'été a été agité et l'automne s'annonce tout aussi occupé!

Après quelques mois d'été, le conseil d'administration a tenu sa conférence téléphonique le 12 septembre. Comme il s'agissait de la première réunion du nouveau conseil, de nombreux points devaient être discutés. Nous avons réussi à en couvrir la majeure partie! Notre conseil d'administration compte cette année un groupe de personnes très dévouées à l'avancement de la SAC. Cependant, comme chacun a son propre agenda et ses priorités, quelques postes sont devenus vacants. Si vous avez de l'expérience ou de l'intérêt pour aider à la publicité de nos expositions et de nos événements, ou si vous avez une connaissance des sites Web, en particulier avec WordPress, je serais ravi de vous entendre! Mon adresse email est ci-dessous.

L'automne a été chargé en ce qui concerne les expositions. Notre récente 51ème exposition-concours internationale à la Papermill Gallery de Toronto a été un franc succès et l'exposition de membres élus 2019 à la galerie d'art Vida Vida de Pointe-Claire au Québec ouvrira ses portes le 18 octobre. J'espère que vous avez visité ou visiterez les expositions en personne ou par l'entremise de notre site Web. Il y a là des œuvres exceptionnelles!

Je souhaite à tout le monde un automne très productif et j'espère que vous pourrez investir tout le temps que vous souhaitez ou qui est nécessaire à vos projets artistiques.

N'hésitez pas à me contacter si vous avez des idées ou si vous entrevoyez des opportunités que la SAC devrait poursuivre. Vous pouvez m'envoyer un email à president@societyofcanadianartists.com

À la prochaine !

Kathy Hildebrandt, ASA, SCA, AFCA, ISAP, PAC, MPAC, PSA, IAPS / MC

OFFICERS, DIRECTORS, COMMITTEE CHAIRS AND REGIONAL REPRESENTATIVES

OFFICIERS, DIRECTEURS, RESPONSABLES DE COMITÉS ET REPRÉSENTANTS RÉGIONAUX

2019 TO / À 2020

OFFICERS / OFFICIERS

PRESIDENT / PRÉSIDENTE

Kathy Hildebrandt, SCA (Director / directrice) president@societyofcanadianartists.com

VICE PRESIDENT / VICE PRÉSIDENTE

Marissa Sweet, SCA (Director / directrice)

SECRETARY / SECRÉTAIRE

Shelley Hudson, Assoc (Director / directrice) info@societyofcanadianartists.com

TREASURER / TRÉSORIÈRE

Dorothy Chisholm, SCA Honorary (Director / directrice)

PAST PRESIDENT / ANCIENNE PRÉSIDENTE

Ortansa Moraru, SCA (ex-officio)

COMMITTEE CHAIRS / RESPONSABLES DE COMITÉS

EXHIBITIONS / EXPOSITIONS

Karin Richter, SCA (Director / directrice) exhibitions@societyofcanadianartists.com

MEMBERSHIP / MEMBERSHIP

David Harrison, SCA (Director / directeur) membership@societyofcanadianartists.com

COMMUNICATION / COMMUNICATIONS

Josy Britton, SCA Honorary (Director / directrice) info@societyofcanadianartists.com

NEWSLETTER / BULLETIN

Graham Scholes, SCA newsletter@societyofcanadianartists.com

PUBLICITY / PUBLICITÉ

WE NEED HELP HERE SCA (Director / directrice)

SOCIAL MEDIA / MÉDIAS SOCIAUX

Marissa Sweet, SCA (Director / directrice) twitter@societyofcanadianartists.com

WEBSITE / SITE INTERNET

Vacant, webmaster@societyofcanadianartists.com

HONOURS AND AWARDS / PRIX ET MENTIONS Vacant

NOMINATION CHAIR / PRÉSIDENT DE NOMINATION Marissa Sweet, SCA

REGIONAL REPRESENTATIVES / REPRÉSENTANTS RÉGIONAUX

ATLANTIC / ATLANTIQUE Krista Hasson, SCA

QUEBEC / QUÉBEC Raymond Quenneville, SCA (Director / directeur)

ONTARIO Elizabeth Malara-Wieczorek, SCA (Director / directrice)

WESTERN / OUEST Conny Jager, SCA (Director / directrice)



Dear SCA Member,

Despite increased costs, yet the membership dues having remained the same for many years, we ask that you consider making a donation to your Society before the year-end. Your generosity at this time will allow us to continue sponsoring our first class events and allow all of our artists to maintain a high profile through participation in our exhibitions and on the website.

Charitable donation receipts will be issued for amounts received over \$10.00.

We look forward to your participation in our exhibitions and events planned for the upcoming year.

Please **consider volunteering** to one of the vacant Board positions.

Please contact Josy Britton, SCA(H),
tel: 519-238-6036, ---- e-mail josy@josybritton.com

Thank you for continuing to give your support to the Society of Canadian Artists.

With kind regards,

Dorothy Chisholm, SCA(H)
Director and Treasurer



What is Social Media?

By : Marissa Sweet SCA

It is defined as “Websites and applications that enable users to create and share content or to participate in social networking.” It’s also free! For many artists, that should be the best-selling feature.

Traditionally, media is a 1-way means to get the message out or promote your business. It could either be by radio or TV ads, newspapers and flyers, and billboards. But this only gave the information out and did not allow people to engage with you immediately. Now, with the birth of Social Media, our message is received instantly and allows people to provide us with immediate feedback!!! Communication is now a 2-way street and it is real-time!

Social media, when used correctly, will help you reach a broader audience, develop new relationships, and most importantly create interest in your work.

As your new Social Media Director, it is my objective to promote the Society of Canadian Artists and it’s members by providing support in raising its online profile through social media. Thank you for this opportunity and will work relentlessly to get the SCA more visibility and the recognition it deserves.

Social Media Platforms

There are several different platforms, and each reach a different audience. Currently, for artists the most used platforms are Facebook, Instagram, Twitter, and Pinterest. For this issue, I would like to introduce FACEBOOK.

Facebook – a social networking site that people can create profiles, share information (such as photos and videos) and respond or link to the information posted by others. Many people use it in lieu of a website. For marketing, the objective is to get as many “followers” or people that “like” your page; this allows your followers to see everything you post. If a follower “likes” one of your posts, it is then added to that followers “newsfeed” that is sent out to everyone they are friends with, thus creating a much larger audience for your post and ultimately your page.

Last June 2019, we created our very own exclusive SCA Facebook Group Page. We already have our business SCA Facebook page which represents the association to the public, but our Group Page is private and has been established for our members to interact with each other, share news and stories, promote our respective shows and workshops and is intended to promote the artistic exchange of SCA members, foster creativity and for sharing artistic achievements within the visual arts!

You can find this Group page on Facebook by searching for Society of Canadian Artists Group Page. Once you find it, please join. We ask a few security questions, so that no bots (robots) can just sign up and it also allows us to check on authenticity. (Ya gotta be a member of the SCA to join!)

Continues...

What to Post

Don't be afraid to showcase your talent and toot your own horn - that's what artists need to do these days to get noticed. When you do start posting, stick to your "brand" and be consistent in how you structure your announcements.

- New shows
- New memberships/awards
- New works of art (and old ones too)
- Work in progress – be sure to label as such
- Commissions
- Review of art shows that you have been to

Some Dos and Don'ts

- Do – Be Kind.
- Do - Consider adding a watermark or copyright to your images.
- Do – proofread. Social media is a marketing tool and should be treated as such.

Proofread your posts before submitting them. Typos, bad grammar, and incorrect information can be embarrassing.

- Do – Be careful. You can't change or alter images! So be careful what you post. Once you post an image to Facebook, you cannot alter that image. You can delete posts, but any "likes" or "shares" that you had for your post will also be deleted. We would also suggest to keep your image size within 2MB.
- Do – Post quality not quantity. It's important to try and keep to a regular schedule of posting, but don't post just anything for the sake of it. It's far better to have good quality posts than subpar material representing your brand.
- Don't forget about videos! You can make short videos that show your work in progress, an exhibition, or even a live presentation, workshop or event you want to showcase or promote. However, if there are other people in the video make sure you ask their permission first before you post it. Some people do not want their images on the internet.
- Don't – Unless it is essential to your artwork or your message, it's best to stay out of political, religious or any other discussions that can potentially offend or alienate your audience and potential clients.

Hope to see you on our SCA Facebook exclusive page and hope to meet you in person soon!

Wanted..... TIPS AND TRICKS

I just bet you have techniques, advice, experiences during your career that you could share to encourage and support our members. An artist's job is usually solitary and just maybe your experience will brighten their day... give them a shot in the arm and maybe even a chuckle or "three"...

Zing them to Graham

g@woodblockart.ca with the Subject Line: SCA - Encouragement



Make our Editor Happy

The **next** deadline for submissions to the Newsletter is Jan 15th.

Please forward information before this date,
with email subject line: SCA Newsletter Stuff

Images as Jpegs

Text (No Formatting) in Pages or Word

Graham Scholes g@woodblockart.ca

MEMBERS' CONTACT INFORMATION

Please be sure to inform SCA of any changes in your contact information - especially your email address and phone number.

Send changes to

David Harrison, membership@societyofcanadianartists.com

also Bernice at letterperfect2@rogers.com