LA PALETTE

NOVEMBER 2026

http://www.artddo.ca/

association des artistes de Dollard
artists' association of Dollard

Our meetings are held on the last *Tuesday* of the month at 7pm unless otherwise specified.

Until further notice, the meetings will be held at
CHALET SUNNYBROOK, 7 RUE CADMAN, DDO

The doors will open at about 6:30 pm and our meeting will start at 7:00 pm as usual.

AAD MEETINGS

SEP 2026 – MAY 2027

Tue, Sep 29 2026
GUEST : Karina Leonard, Managing Director, DCA
Participatory art event designed solicit new ways of envisioning art centres (including DCA) that will fully represent our needs.

Tue, Oct 27 2026
GUEST : Tara Chartrand

Tue, Nov 24 2026
Sandra Woods

Thu, Dec 10 2026
General Meeting, Potluck, Original Art Card Exchange

Tue, Jan 26 2026
Sarah Mcdonald

Tue, Feb 23 2026
TBD

Tue, Mar 30 2026
Genevieve Sideleau

Tue, Apr 27 2026
Samson McNulty

Tue, May 25 2026
AGM, Potluck, Membership Renewal

IMPORTANT:

Bring the painting you created for the November Art Challenge and get a chance to win a prize.

REMINDER:

Please bring your name tags to the meeting so that we can match names with faces

COOKIE CORNER

Tue, Nov 24 2026 – Bob Field, Joan Riley

November presenter - Sandra Woods

Sandra Woods is a Montreal-based watercolor artist, chronic pain advocate, former bioethics professional, and military veteran. After developing Complex Regional Pain Syndrome (CRPS) in 2016 and later experiencing a mild cognitive impairment related to her illness, she turned to painting in 2021 as a neuroplasticity-based approach to managing pain and supporting brain health.

Highlights of her artistic career

- Based in Montreal's West Island, she is largely a self-taught watercolor artist whose work explores nature, neuroscience, and the lived experience of chronic pain.
- Her paintings have won several awards, including a national art competition prize and recognition from Montreal arts organizations.
- She has exhibited in Canada and internationally, including shows associated with the **Federation of Canadian Artists (FCA)** and the **Society of Canadian Artists (SCA)**.
- She is recognized as a professional artist by the Canada Council for the Arts and **RAAV (Regroupement des artistes en arts** visuels du Québec).



SANDRA WOODS - **https://sandrawoods.art/gallery**



PAIN WAVES



CRAB APPLES AT TWILIGHT



APPLE OF MY EYE

Recap

After the show

For the first time the AAD, along with 80 craft vendors, showed their work in les Galéries des Sources, because the usual venue was not available. Total sales were 4484$ (4285$ paintings, 199$ cards). Nine of the 17 exhibiting artists sold paintings. Very nice! Congratulations and thanks to all participants for helping to make the show a success whether by your assistance with setup, takedown, inventory, singing, encouraging donations, meeting the public and just for being there.

Special thanks go out to the Exhibition team headed by Marie, Dominique and Adele. Adele and Peter (a.k.a. MacGyvers 1 and 2), and Bobby saved the day thanks to the judicious use of zip-ties when we discovered a few key parts for panels were missing. Bernard, Bob, and Guy also assisted in putting up panels the night before the show started and Dominique was everywhere making sure everything was just right. Frankly, this is the part that takes the most patience, but it was all done in just over two hours.

Thanks also to the group that took down and re-packed the panels. Finally, a big thank you to Dominique Lachance for donating a lovely painting for the draw which Stewart Fletcher was very happy to win.

If members have any feedback regarding venue, placement of panels, etc, please send an email to Marie who has already solicited participant feedback.

November Art Challenge - Rocks



Bring in your original art that references rock. Stone sculpture counts too! Line them up along the window sill and your work will not only be admired but you will be entered for a draw for a gift certificate from Galerie d'art Pointe Claire.



December Meeting THURSDAY, December 10

We look forward to sampling your culinary delights at our annual holiday potluck dinner being held on December 10. Doors will open at 6:30pm for table set-up. Please bring a serving utensil for your dish if one is needed.

Members are reminded to bring your own reusable plate and cutlery to avoid one-use paper and plastic.

Also in December – Continuing the tradition of a small painting exchange

Members are encouraged to create a small painting (approximately 5x7), wrap it anonymously and bring it to the December meeting for an exchange with other members. Use any medium and theme you are comfortable with.

The Business of Art

If there is enough interest, members are being offered an opportunity to take one, two, three, or four modules on managing art from the business side. If you are interested in any of the following, please contact Karen at kmsciortino@gmail.com

From Artist to Art Entrepreneur

Purpose: Help participants recognize that running an art business involves both creative practice and business development, without losing their individual artistic voice.

Learning objectives

At the end of the session, participants will be able to:

- Describe their artistic identity and what makes their work distinctive.
- Identify potential buyers, collectors, and audiences.
- Define a realistic short-term and long-term business goal.
- Identify their strengths, challenges, and immediate priorities.

Pricing, Selling and Managing Your Art Business

Purpose: Give participants the practical tools to price their work, understand their costs, and manage sales more professionally.

Learning objectives

Participants will learn how to:

- Identify the costs involved in making and selling art.
- Establish a consistent pricing approach.
- Distinguish revenue from profit.
- Compare direct sales, galleries, commissions, online shops, and art markets.
- Keep basic records of sales, expenses, and customers.

Building a Successful and Sustainable Art Career

Purpose: Help participants develop a long-term vision, identify opportunities, build professional relationships, and create an achievable plan for moving their careers forward.

Learning objectives

Participants will learn how to:

- Prepare a professional portfolio and approach galleries or clients.
- Identify suitable exhibitions, commissions, grants, residencies, and partnerships.
- Build relationships with other artists and arts professionals.
- Set measurable business and creative goals.
- Create a 90-day action plan and review progress.

Marketing Your Art and Finding Your Audience

Purpose: Teach artists to communicate the value of their work, attract the right audience, and promote their art consistently without feeling that marketing must take over their creative lives.

Learning objectives

Participants will be able to:

- Create a clear artist brand and professional artist statement.
- Improve their portfolio and online presence.
- Use social media and email marketing strategically.
- Develop relationships with collectors, galleries, and potential clients.
- Create a manageable marketing routine.

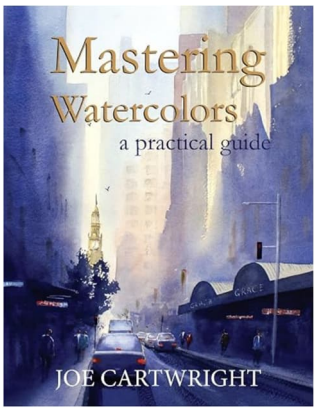
Interesting Reading

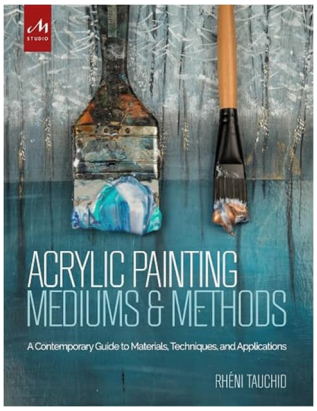


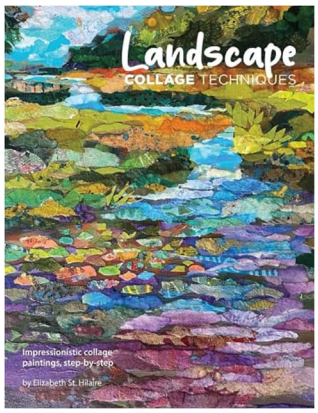
Thrive with confidence at any stage of your art career.

Ever struggle with confidence? Ever find yourself questioning the value of everything you do? Read Kelly Helsinger at Messy Ever After

https://messyeverafter.com/self-employed-journey/how-to-be-a-confident-artist/







Mastering Watercolors: A Practical Guide, by Joe Cartwright

Acrylic Painting Mediums and Methods: A Contemporary Guide to Materials, Techniques, and Applications, by Rheni Tauchid

Landscape Collage Techniques: Impressionistic collage paintings, step-by-step, by Elizabeth J St Hilaire

New art work - ***Chawki Hitti***

The Alchemy of Light





GST, PST and the AAD –

Following a restructuring at the DCA and a deep dive into the financial records, it was discovered that the DCA had been paying sales tax on AAD membership for many years.

Note that as a not-for-profit institution rather than a non-profit, the DCA and constituent parts (AAD membership, courses etc.) are subject to sales taxes. The DCA has offered the AAD a one-time tax subsidy for the 2026-2027 year which we accepted. We will revisit the topic again next year.



Centre des arts de Dollard
Dollard Centre for the Arts

If you are registering for a course with the DCA, be sure to ask for your AAD discount worth 15% on top of any other discount you may be eligible for (DDO resident and/or senior). Until the DCA transitions to a new registration system in July, you will need to register by telephone to get the discount

Galerie d'Art
POINTE-CLAIRE

Reminder that as AAD members, you can get 10% off on framing and supplies (except Golden) and framing at Galerie D'Art in Plaza Pointe Claire. The staff is very helpful and well informed.

Les Encadrements Olympic at 6831 Av. de l'Épée, Montréal, QC H3N 2C7 has a very good selection of frames and very competitive prices.

2026-2027

EXECUTIVE

Chair-person:	Karen Sciortino
Vice-Chair:	Marie Guergues
Treasurer:	Peter Monti
Secretary:	Richard Lapalme
Membership Coordinator:	Jacinta Ionno

COMMITTEES

Webmaster:	Ann De Benedetti
Programming:	Angelo Russo (guest speakers)
Exhibitions:	Marie Guergues
Social Media:	Frantz Chatel
Publicity:	Bobby Bennett
Mini Exhibitions:	Bobby Bennett (assisted by Bernard Filion)
Hospitality:	Linda Farber (assisted by Raina Carolla)
La Palette:	Deepali Bhargava (assisted by Donna McGee)

Note: Dominique Lachance (until November 2026), Adele Perez, Joan Riley, and Raina Carolla offered to step in to help as needed.

association des artistes de Dollard
artists' association of Dollard

galerie d' Art
POINTE-CLAIRE
PARTNER