



inside

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Rick Antolic
Fred Carlson
Molly Thompson
Autumn Seybert

Design & Production:
Yelena Lamm



Yinzers in a Rush

Wayno's spot for the June PittGirl column in Pittsburgh Magazine is on the topic of the "Pittsburgh Left." PittGirl discusses the prevalence of the way people rush through a left turn, even in the face of oncoming traffic, or wait for the traffic light to turn red and then scoot through. She talks about the culture shock of driving in other cities where people don't have this crazy habit.

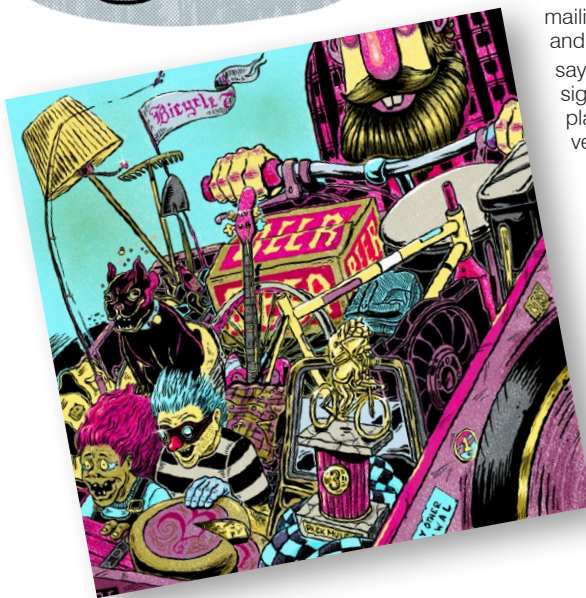


It's All in the Cards

"Last month's Business of Illustration meeting about postcard mailings was just the push I needed to finish up this image and get it printed up and ready to send out to art directors," says PSI President **Pat Lewis**. He ordered 500 postcards, significantly more than he plans to mail, since Pat also plans on giving a lot away in person at conferences, conventions, and other gatherings.

Taking it With You

New member **Stephen Haynes** created this illustration for the June/July print issue of Bicycle Times magazine, headquartered in Pittsburgh. It's done in pen and ink, colored digitally. His work accompanies an inquiry in their humorous advice column "Ask Beardo", wherein he responds to an inquiry about the usefulness of cargo bikes. Beardo describes, anecdotally, how much more he's able to carry with a cargo bike compared to a traditional messenger style bag with a ridiculous over-the-top list of things. Stephen crammed in as much "stuff" as possible, exaggerating scale and cropping to focus on the cargo area.



My Spot

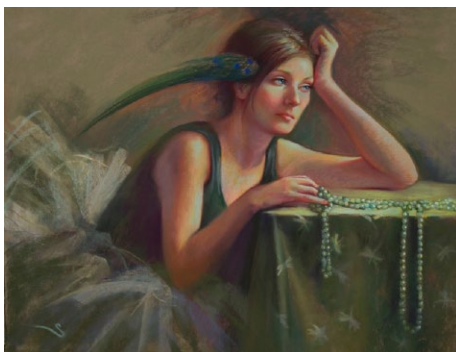
Anni Matsick

Yikes — cartoonists have taken over the front page this issue with more appearing inside! Look for art donated by three PSI members for

a fundraiser to benefit Pittsburgh's museum for this popular genre, and a favorite character from a member's online comic series who was included on the teeshirt distributed at a national cartoonists event!

Our Spotlight shines on a blues museum in the deep south now housing work by a member who finds this subject area most rewarding. Another from our group worked live onstage creating a painting, while accompanied by a musical group. Look for coverage on these and a wide variety of news submitted from within our colorful organization.

On Exhibit



Christine Swann has new work in a themed show which opened May 27 with a reception at 6 pm. The group exhibition at The Mansions on Fifth in Shadyside is titled *Upstage: An Exploratory of Dance*. All of the works feature ballet dancers done by Christine and Pittsburgh artists Jeannie McGuire, Peggi Habets and Claire Hardy. The opening featured dancers from the Pittsburgh Ballet with food and live music. PSI Secretary **Molly Thompson** was the model for Christine's 24"x30" pastel painting, "Jaded."

Anni Matsick was awarded second prize for her 9.25"x9" watercolor painting, "Sleeping Infant" by juror Milton Friedly in the *Art Alliance of Central Pennsylvania's Annual Member Show* held May 22-31 in Lemont. 69 members participated.

Out and About



Dave D'Incau participated in an event put on by the Pittsburgh Cultural Trust called *Arts & Drafts*, where he created a painting live in front of an audience onstage with the musical group No Bad JuJu. It took place Thursday, May 21, at the Cabaret Theatre. The \$25 ticket included light eats and two drink tickets. Dave is shown with No Bad JuJu vocalist, Sabrina, after the band finished their last set and the painting was auctioned. (Photo by Deborah Kraemer)

Ashley Cecil co-hosted a Derby party for about 130 people on May 2 with Wigle Whiskey and Marty's Market at Wigle's Barrelhouse on the Northside. At that event, Ashley unveiled a new equine painting titled, "See Hue Later" (thanks to



George Schill's racehorse naming skills). Prints of the original were also available. The whole story is in [this Trib article](#).



Scout is on the official NCS Reuben weekend teeshirt and poster! Reporting on May 22 from *National Cartoonists Society's 69th Annual Reuben Awards* weekend in Washington, DC, **Vince Dorse** noted his character Scout among the legendary characters included on NCS marketing items. Vince was a 2015 Reuben nominee for his online comic *Untold Tales of Bigfoot* which won the 2013 award. This year's winners will be listed on the [NCS website](#).

Linda Barnicott displayed pastel paintings of Pittsburgh scenes for sale in her booth at the *Shadyside Art & Craft Festival*, held May 30-31 on Walnut Street.

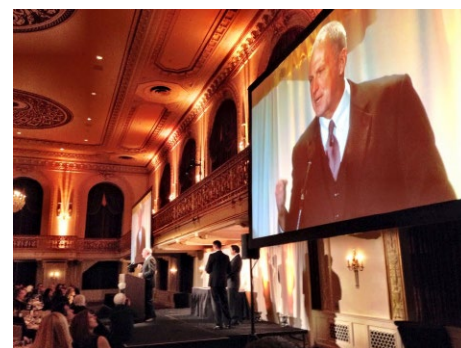


Kudos

Sarah Miller won 2nd place Most Realistic in Rome at the *International Tattoo Expo* held May 8-10. Sarah is shown with her stand mate Fernando Bisceglia of Puerto Sagunto, Spain.



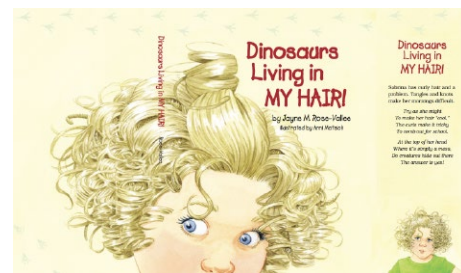
John Hinderliter appears on the big screen during his Induction into the Pittsburgh Advertising Federation Hall of Achievement held April 28 in the William Penn ballroom. You can see his two intro films [here](#) and [here](#).



In Print

The May issue of Southwest Art Magazine carries an article on **Christine Swann**, who was interviewed for their monthly "Artists To Watch" feature. The [full page article](#) tells about her history and work in the medium of pastels.

Dinosaurs Living in My Hair!, a picture book written by Jayne Rose-Vallee with watercolor illustrations by **Anni Matsick**, was released this month. The book and related merchandise can be purchased on the [author's website](#). The pair exhibited and did a signing at the [2015 Book Expo America](#) at the Jacob Javits Center in New York City, May 27-31.



10% OFF

all non-sale items with PSI members card

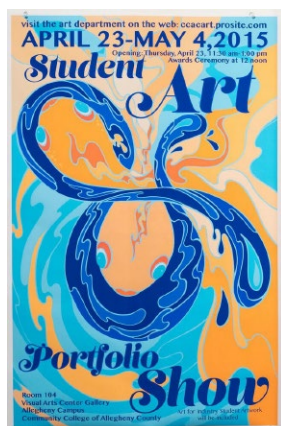
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2015 CCAC Awards



1st Place (\$150):
Carly DiPaolo
Portfolio,
show poster



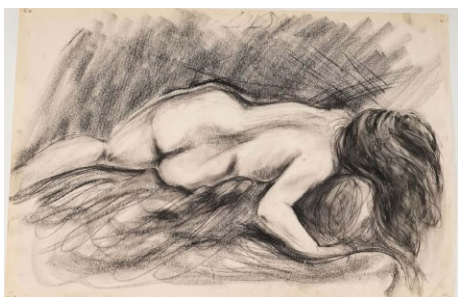
Jurying for the annual PSI Scholarship Awards for students at the Community College of Allegheny County (CCAC) was completed a day prior to the opening of the annual *Student Art & Portfolio Show*. The exhibit ran April 23 through May 5 in the Visual Arts Center Gallery on campus. Awards were presented in a noon ceremony on April 23 by PSI's Scholarship Committee Chairperson **Rhonda Libbey**. Assisting in the jurying process were **Kelly Ackerman** and **Alex Patho Jr.** The committee later received a thoughtful letter from an awardee in which the student expressed heartfelt appreciation for the honor and for the encouragement she needed to reinforce her artistic goals.



2nd Place (\$125):
Irma Tyndall
"City of Steel"



3rd Place (\$75):
Katherine Manolios
"Mapping the Stars"



Honorable Mention (\$50):
Ethan Michaels
"5"

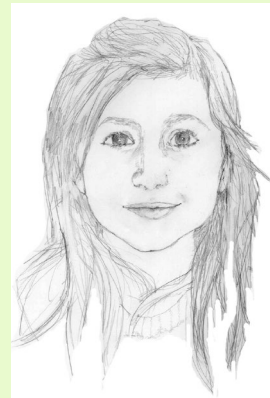


Tom Ruddy Award (\$250) for excellence in figurative art:
Laura Lee Burkhardt
"Into the Blue"

PSI Worked For ... Judith Lauso

Judith shared this image of the outdoor installation completed late last year for client Chuck Shane, the publisher of the cultural Strip Magazine in downtown Pittsburgh. Judith responded to an email sent out to PSI members asking these interested to send samples and cost estimate to the client.

Judith did five 16"x20" drawings from photos of his grandchildren. After revisions, the drawings were sent to a glass company where they were transferred to glass panels inserted as part of patio enclosure.



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Life Drawing
at Panza Gallery

Long Pose Monday: Mondays 6-9pm \$10

Life Drawing: Thursdays 6:30-9:30pm \$10

Coffee, pastries & drinks served.
Enter basement gallery on left side of building.

www.panzagallery.com

Photos by Alexander Patho Jr.

PSI Members' Art Benefits KA-BLAM!

The fourth KA-BLAM! fundraiser was held Saturday, April 25 at the Teamsters Temple in Lawrenceville, benefitting the ToonSeum, Pittsburgh's Museum of the Comic and Cartoon Arts. This year's theme was *Pittsburgh Characters* which paid tribute to local people and institutions that have given the City of Champions its distinctive personality over the years.

Attendees included PSI members President **Pat Lewis** and **Vince Dorse**, local news-anchor **Sally Wiggin**, and radio personalities **Lynn Cullen** and **Jimmy Krenn**. The event was hosted by PBS documentary producer and Board member **Rick Sebak** and co-hosted by YouTube star Pittsburgh Dad, **Kurt Wootton** with a special performance by **Phat Man Dee**.

A number of items were available via raffles or for attendees to bid on via silent auctions. The KA-BLAM! Committee coordinated the contribution of original "Pittsburgh Characters" portraits from various local artists. Artworks by PSI members donated for auction were "Pittsburgh Zombies" and "Zombie Mayor Peduto" by **Vince Dorse**, "Kenny the Kangaroo" by President **Pat Lewis** and Phat Man Dee by PSI Secretary **Molly Thompson**.

Over \$15,000 was raised to benefit the ToonSeum's ongoing mission of building a greater appreciation of the cartoon arts via exhibitions of original work, workshops, lectures, and cartoon-oriented educational programming.



NEXT PSI SOCIAL



Tuesday, June 9
Beginning at 6:30 pm

Church Brew Works*
3525 Liberty Avenue, Strip District
*Featured in the *New York Times*

Free parking! Free appetizers!

PSI Store Open for Business



Drawing Under the Influence:
An Illustrator's Guide to Mixing Drinks

only \$5

Spiral bound, soft cover, 128 pages. PSI's 2011 Directory featuring 59 illustrated recipes.

Introductions by mixmaster Craig Mrusek, Kathy Rooney and brief history by George Schill. Concept: George Schill & Ron Magnes. Design: Steve Cup

Play Ball!

PSI Illustrated baseball card sets of 12

only 10 sets left!

\$10/set

Printed originally to promote the 2001 *Play Ball!* show of baseball illustration at AIP.

Illustrators represented in the set of 12: David Biber, Fred Carlson, George Schill, John Manders, Ron Thurston, Larry Tinsley, Greg Valley, Ilene Winn-Lederer, Ilene Finocchi, James Mellett, Kathy Rooney, Lynn Cannoy.

Sales benefit PSI general treasury.

Please contact Fred Carlson
412.856.0982 or fred@carlsonstudio.com

SAVE 20%

on non-sale items with PSI members card

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If you'd like to read more about some of the members featured in this issue, look for their interviews and Spotlights in past newsletters, available on PSI's website. Click on a name to open.



Wayno



Rick Antolic

PSI Secretary Molly Thompson reports on:

April BOI Meeting

The April Business of Illustration meeting was a "Promo Postcard Show-and-Tell" moderated by PSI President **Pat Lewis**. Members assembled at Assemble (you're reading that right), a community space for arts and technology that connects anyone who wants to learn new skills with enthusiastic craftspeople. Our own former VP **Ashley Cecil** has contributed as a "maker" in 2015, and attendees of Assemble's MakerDate event will be able to bid on a special workshop with Ashley and a number of other local creatives. Read more about this dynamic organization at assemblephg.org.

This meeting's panel format fit the educational space perfectly, with an engaging mix of new and experienced illustrators eager to connect on a hot topic: self promotion through postcards. Overall, marketing is one of those areas that warrants ongoing conversation in our Society, and not because we illustrators might forget about it. We remember it, but we often tend to delay it, sort of ignore it, choose to avoid it, or get paralyzed by all the factors involved. So Pat came prepared with a list of thoughtful questions we all encounter when considering postcard printing, and many members took notes during the discussion.

What kinds of images are reliable and eye-catching? Which staff members on a company listing should receive a postcard? When and how often should postcards be sent? Several expert members shared tips gained from their own experience, and some gave us the inside scoop from art buyers they've been able to talk to in the field.

Consistency quickly emerged as a theme, in both printing images that align with the style of those we're displaying online, and in the disciplined regularity of the actual mailings. Repeatedly showing potential clients that we're serious about our work and dedicated to seeking commissions (and responsible enough to write down an address and adhere a stamp to something) can have a much greater impact than reaching out sporadically or just once. Timing according to the calendar year posed some additional questions about just when is the right moment for a postcard to land on an art buyer's desk. Sometimes it isn't

about holidays or work schedules, but the chance opportunity to be seen on the day our perfect job becomes available.

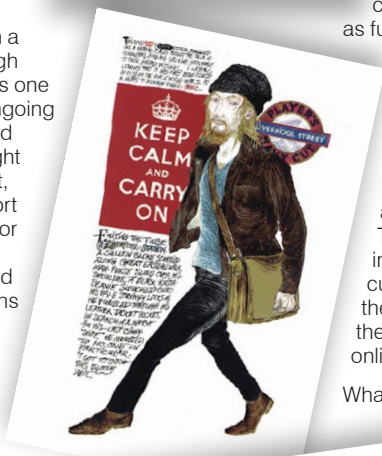
Pat kept us on course as we worked through the list of questions and absorbed the group's collective knowledge, eventually getting to printing. Printing! So many options are available these days and the prices vary with the service level and custom selections. It didn't take long for me to fill half a page in my notebook with unfamiliar online printers that each have their own perks; perks that can mean better looking promotions, lower-stress set-up, faster production and even money saved. Talk of print savings led to more expert tips on postage and formatting, demystifying the bulk rate permit a bit and the "safe zones" used by the US Post Office. A few members brought their own promotional materials to pass around, in addition to a few of the free sample packs some online printers will mail upon request and nonpostcard items that may involve more cost but can be sought after as functional keepsakes (i.e.

magnets, bookmarks and calendars).

And then the big question, especially for newer illustrators: how do we find the people we want looking at our fantastic postcards? The panel discussed their individual methods for building customized contact lists and their experiences with some of the bigger name directories and online resources.

What a great topic for members in all career stages! It will always be relevant and should be revisited from time to time. I know that I hadn't personally mailed a marketing postcard in over six years, but I was charged up with inspiration and new knowledge by the time the meeting was over. I designed a series of new postcards the following week, and I'm very excited to start promoting again. It's affordable, accessible and there are methods that work. Thanks, everyone, for sharing.

In addition to myself and **Pat Lewis**, attending were past presidents **Rick Antolic**, **Mark Brewer** and **George Schill**, affiliate members **Kelly Ackerman**, **Angela Fullard**, **Autumn Seybert**, and members **Danielle Amiano**, **Dave D'Incau**, **Sean Dockery**, **Hannah Garrison**, **Kurt Pfaff**, **Lisa Rasmussen**, **Sean Smith**, **Emily Traynor**, **Gregg Valley** and **Mark Zingarelli**.



Upcoming Business of Illustration meetings

May BOI meeting: Friday, May 29

Great for new members and more experienced ones alike, May's meeting was a round-table discussion about any and all topics relevant to our business. Questions about record-keeping, art techniques, copyright issues, etc., were open to input from the group. Look for the report in June's PSInside.

June BOI meeting: Friday, June 26

"The Pricing Game" featuring former PSI President and current Treasurer Fred Carlson's popular participation exercise in guessing fees paid for actual assignments.

Summer Retreat: Sunday, July 12

More details to follow soon!

PSI Mentorship Program Reminder

Did you know PSI has a mentorship program? Whether you are a professional looking for a kick in the pants or a newbie looking for direction and input, this committee is here for you, the PSI member. If you are interested in meeting with the committee, please contact **John Ritter** or **Mark Zingarelli**.

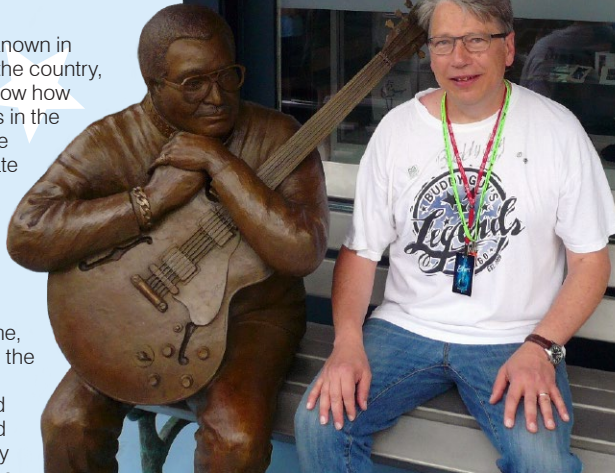
Spotlight on... Fred Carlson

After 30 years of creating music illustrations, recognition comes in a hall of fame blues museum.

Fred Carlson's illustrations are known in many different markets around the country, but those who know him well know how much he prizes his assignments in the music packaging markets above all. "I've been honored to illustrate some of the Founding Fathers of American roots music over my career (Bill Monroe, Flatt & Scruggs, Robert Johnson), fulfilling my deepest desires to illustrate covers for this material that has withstood the test of time, and hopefully my art withstands the test of time in the context of this music. I hope people are moved by the covers as they are moved by the sounds within. Most of my major influences in the illustration world did at least some artwork so I've always been called in that direction."

The new Blues Foundation Hall of Fame Museum in Memphis, Tennessee felt moved enough by Fred's work to purchase one of his illustrations originally commissioned for a Shanachie CD cover assignment (Yazoo 2006 re-issue *Mississippi Sheiks: Stop & Listen*). The purchased art is now installed in the 1920s-1930s alcove in this new permanent gallery, which opened on Friday, May 8, 2015. The Sheiks had been inducted into the Blues Hall of Fame in 2008 and the Museum Director, Nora Tucker, was searching for a suitable captivating artwork of the Sheiks for the Museum. The Blues Foundation found and purchased the original art last fall. Fred made the trip down to Memphis this month for the occasion. "I've done over 400 covers since 1984, when I did the Stanley Brothers re-issue 'The Starday Sessions' for County Records. I couldn't pass up the chance to visit this new Museum and soak in one of the premiere music cities in the country." As music formats changed, Fred has done illustration, design, and hand lettering for LPs, cassettes, CDs, CD boxes, posters, songbooks, video boxes, and DVD covers over the past three decades, primarily for roots music markets.

The Memphis trip combined the fun of the Blues Awards banquet on Thursday night (where Fred met Dave & Phil Alvin, Charlie Musslewhite, John Hammond Jr., Keb' Mo', Elvin Bishop, Jarekus Singleton, Kenny Wayne Shepherd, and Anson Funderburgh) to the all-day thrills of the Museum Grand Opening Friday, along with meetings with directors, representatives, and buyers from the Stax Soul Museum, the Rock N Soul Museum, the Delta Blues Museum (in Clarksdale, Mississippi), the Greenwood, MS Chamber of Commerce (Robert Johnson's hometown), and the Sun Studios Gift Shop. Combining more fun with business, Fred hit the Beale Street club scene and did serious damage to his wallet at Memphis Music Store. Fred is planning an expanded retail presence for his music images



Waiting for the doors to open for the Grand Opening, Fred catches up with Little Milton on the bench out front of the Blues hall of Fame Museum.



Fred poses with the work in its permanent installation.

and the meetings in Memphis and Mississippi have laid the groundwork for new business prospects. "As the recession and retreat of the packaging side of the music scene (due to internet download purchasing) have reduced demand for attractive illustration work, there are expanding possibilities in the print and direct commission markets that I want to work within. The response from the buyers I met on this trip was remarkable and very encouraging. I am planning future visits to Nashville, Austin, and New Orleans as soon as I can."

Near the end of Fred's trip, in the midst of a 300+ mile driving day researching and photographing in the Delta blues area of northwest Mississippi, Fred was pointed to the Mount Zion Methodist church cemetery north of Greenwood to pay



BluesHallOfFameGalleryEntrance: After a foyer featuring rotating exhibitions, one descends this stairway to the permanent gallery halls.

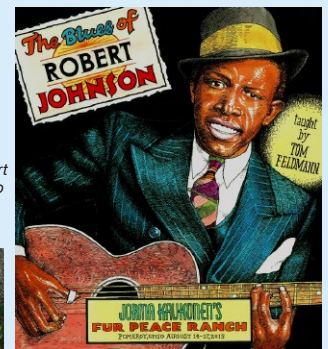


Fred's work appears next to a famous photo of Lead Belly, along with his bowtie and guitar picks. Below that is an Okeh 78rpm of Big Bill Broonzy's 'Key to the Highway'—one of Fred's favorite electric guitar blues jams!

suspected locations of where Robert Johnson is laid to rest. "The Greenwood Chamber of Commerce guy knew historian Steven LaVere, who has extensive eye-witness testimony that this is where Robert was buried. The Mississippi Landmarks Foundation and Columbia Records also agree and a handsome roadside sign marks the driveway to the church grounds. Johnson's gravestone is maintained by LaVere and is supported by an impromptu collection box nearby. Bottles of whiskey and beer along with other paraphernalia mark this pilgrimage spot under a pecan tree as a destination for thousands of fans annually."

Fred looks forward to sharing the creative and business focus of such a trip with his PSI friends, and reporting future successes serving these vital American music centers through the PSInside forum.

Fred's latest piece for Jorma Kaukonen's Fur Peace Ranch and guitarist/teacher Tom Feldmann promoting a Robert Johnson workshop this summer.



Fred pays his respects north of Greenwood Mississippi at one of the three claimed gravesites of guitar superstar Robert Johnson, under the giant pecan tree. Visitors at this site when Fred was there included travelers from Germany, Switzerland, France, and Slovenia.



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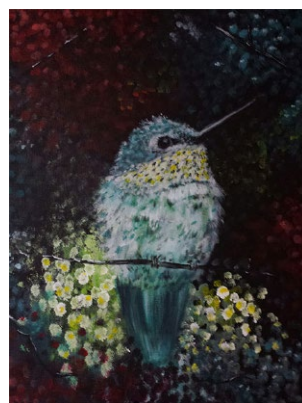
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1. "This is a painting I 'snuck in' between book assignments," says **Phil Wilson**. It depicts a pair of 25 footlong Carnotaurus disrupting a small group of Gasparinisaurus. Both species lived in what is now Argentina. The painting measures 18"x24" and is done in acrylic on hot press illustration board.

2. **Mark Brewer's** Mother's Day art was in the Sunday, May 10 edition of the Pittsburgh Tribune-Review.

3. His "Binge Watching TV" art appeared in their March 28 edition.

4. Mark did this art to accompany a recent article in New Mexico Journey

Magazine about one woman's hatred for all beans.

5. This piece was earlier this year by **Jim Zahnizer**. "It's a somewhat famous sign in Seattle," Jim reports. "I've had good feedback and have sold a few prints on Fine Art America, so I will probably do more like these of different iconic signs."

6. **Vince Dorse** did the cover art for Pittsburgh City Paper's Election Guide 2015.

7. Here's a small commissioned piece by **Amanda Zimmerman**, done for a friend's birthday. It is watercolor and pencil on watercolor rag ink jet printer

paper. Which is tricky to work with, since it isn't true watercolor paper.

8. **Patty Lipinski's** "Joy of Family" was done for a private commission. The challenge was to combine likenesses from three individual photographs provided by the client into one portrait with the addition of their family dog, Sadie. The 18"x24" painting was done in watercolor and pen & ink. The family was pleasantly surprised with their gift, Patty reports.

9. This personal piece was done by **Dave D'Incau** to accompany a song he wrote and recorded with some friends called *Savannah Flu*.

"It's based on my impressions of the homeless folk in Savannah, Georgia during my time in college years back," he adds. Here's a [link](#).

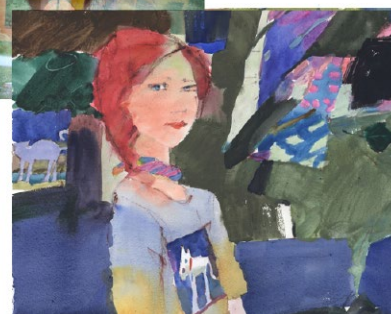
10. **Danielle Amiano** painted this speckled bird for her #drawabirdeveryday project she started on Instagram. "This project is really helping me find a quick style that could work in the commercial world," she reports. It's done in acrylic paint on 11"x14" canvas.

11. This 26"x48" oil on canvas was done as a promotional piece by **Rick Antolic**, admittedly inspired by Alphonse Mucha.

12

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14



ROOTS
MUSIC
FESTIVAL

Aug 14
2015
HARTWOOD
ACRES

MUSIC
MS



15



16



17



12. **Wayno's** T-shirt design was done for the second annual *MuSic For MS Roots Music Festival* set for August 15 at Hartwood Acres. This event offers music and food trucks all day, with profits going to MS research. Ticket info is [here](#).

13. Read **Waynovision** every Monday.

14. **Ron Thurston** posed his model, Mary Jo, for his Sweetwater watercolor class. "Haven't used her in a while but decided to air her out. She isn't

getting any younger," he says. Step two was a live "air tracing" on 8"x10" Plexiglass, "Did some Modigliani inspired styling with a China marker." In step three, he composed an abstract background from an old Touchstone Lodge photo of a reflection in glass. Step four, he reverse "air traced" it on to 21"x23" Arches cold press and then filled in the spaces with color based on the Touchstone photo.

15. **John Manders** created this artwork for Pittsburgh Public Theater's

2015/2016 season brochure for the comedy *A Servant to Two Masters* by Carlo Goldoni. The 18th century play was adapted to modern-day Venice, in a raucous version by Lee Hall, creator of *Billy Elliot*. PPT describes the hilarious hero, Truffaldino, as one who "will stop at nothing to stuff his face, even if it means working for two bosses at the same time. Laughs pile on top of laughs as he tries to keep both masters happy, hook up with the delectable Smeraldina, and have his

fill of fettuccini." John's art director was **Paul Schifino**.

16. This watercolor by **Yelena Lamm** was done in preparation for the *Three Rivers Arts Festival*. Visit her booth #81 at the Gateway Plaza June 5-9.

17. This is a memorial portrait of Sam the Fish who was a part of Yelena's household for three long years. Yelena painted this watercolor for her son.