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Water Works

Look for **Bill Vrscak's** "After The Rain On Smallman" in Pittsburgh Watercolor Society's Aqueous Open 2015 69th Annual International Exhibition. The show runs October 3-25 at Spinning Plate Gallery on Baum Blvd., with a reception open to the public on Saturday, October 3, 5-8 pm. See page 2 for other PSI members' work included in the show.



"These new cat bowls will make your kitty feel like every day is Sunday dinner!" says **Dave Klug**, whose designer bowls will be available at the Mt. Lebanon Artists Market September 26-27. Dave invites you to like Klugworld.



Sea Scene

This watercolor and pencil illustration was done by PSI's VP, **Amanda Zimmerman**, showing key marine species found in seagrass beds for Project Seagrass in the United Kingdom. The illustration will be used on their website for educational purposes.



My Spot

Anni Matsick

Time to spiff up and step out of studio five PSI members are participating in two shows featuring some of the very best in watercolor, on view

through October. One is a historic happening of three internationally recognized greats. Their work is also included with the others' in an annual open juried show,

offering an opportunity to see a wide selection of the artists' finest pieces in one gallery. Note the dates, and come to the opening!

This issue's Spotlight shines on the glittering gold leaf used by one of our members in an intriguing genre and tells how she was able to reach many of her collectors on one big weekend. On Exhibit lists illustrators participating in a number of uniquely themed shows, from cartoon to scientific, proving the wide range PSI represents. If you need more examples, turn to Behind the Brush! Two new sign-ups will add interest at our popular Socials, reportedly gaining in attendance. Lots of chances to meet and mix!

On Exhibit

Works by five PSI members are among the 48 pieces juried into Aqueous Open 2015. In addition to Bill Vrscak's painting on page 1 are "Waiting," 20"x13", by Anni Matsick, "Can You See My Footsteps in the Snow?" 18.5"x22.5". by Kit Paulsen, "Walking Archie," 19"x25", by **Ron** Thurston and "Dog Days," 9"x12", by **Nicole** Renee Rvan Juror for the show and prizes is Mark Mehaffy.









Bill Vrscak and Ron Thurston are two in a trio exhibiting in Watercolor Authority: Three Masters of Watercolor in the at Greensburg Art Center

September 12 through October 23. Also included is the legendary Frank Webb. A reception was held Saturday, September 12, 6-8 pm at the Rowe Gallery, 230 Todd School Road, Greensburg. Shown is Bill's"Counting Time." "A Chair and a Cat," 21"x17" is one of Ron's works in the show





"Broken," a 22"x18" pastel painting by Christine Swann, is headed to Chicago for The 2015



Chicago Biennial International Exhibition. Another work, 21"x13", titled "Indigent" was accepted into the Pastel Society of America's International Exhibition at the National Arts Gallery in Manhattan, New York



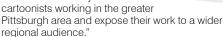






Rachel Arnold Sager held a show of work at Wildcard in Lawrenceville during August. 100 Days featured 100 5"x5" pieces of art, each of which were completed daily over the course of three months and shared on Instagram using the hashtag #100daysofrasager. Works were completed using pencil, ink, paint, wool, thread, felt and found objects.

Leda Miller, Wayno and Vince Dorse are represented in The Toonseum's, Drawn In Pittsburgh: Local Cartoonist Showcase, running August 29-October 18. This juried exhibit "seeks to highlight, celebrate and promote the talented community of







Leda's graphic novel Hecock, The Last Hour is now available on Amazon and any online book store. A panel from the page in the show appears here. Vince is working on additional pages for a print version of his online comic, Untold Tales of



Bigfoot and posted background info about one of the minor characters on his blog. This segment shows one of the strip's main characters, Scout, from the 12"x18" page in the show.

"Waiting" (see col. 1) by **Anni Matsick** was one of 47 pieces included in *Images 2015*, the juried show accompanying the Central Pennsylvania Festival of the Arts, on display during July in State College. Juror for the show was Scott Dimond, Curator for Visual Arts at the Southern Alleghenies Museum of Art.

Anni's 9.25"x9" watercolor, "Sweet Dreams," was awarded Second Prize by juror Milton Friedly at the Art Alliance of Central Pennsylvania Annual Member Show held May 22-31 in Lemont





Fur. Feathers & Fossils: the artwork of Mark A. Klingler exhibition was on display at Tom Ridge Environmental Center, Presque Isle State Park. July 2- September 6. It features some fifty works on paper and sculptures by Mark Klingler. Mark had shows August 8, Field to Studio: Artwork of Mark A. Klingler, at Greenwood Furnace

State Park and August 15, Scientific Illustration, Hidden Treasures of Presque Isle program, Tom Ridge Environmental Center, organized by Pennsylvania Sea Grant.



Out and About

On Wednesday, September 9, 3-5 pm, Ilene Winn-Lederer held a book signing and sales of her new book, Notes From London: Above & Below, during a Traditional Afternoon Tea at the Mansions On Fifth in Shadyside. The tea party, a quintessential Victorian British ritual was set to mark



Queen Elizabeth II's longest ever reign, surpassing Queen Victoria's record on this day and is one of several events under the rubric of "Britsburgh," a celebration of the many connections between Britain and our city, you can learn more here and

Fifty years ago on August 15 the Beatles played Shea Stadium. This spread by Stacy Innerst from the book The Beatles Were Fab (and They Were Funny), written by Kathleen Krull, is part of



the Writing With Pictures exhibition at California Center for the Arts in Escondido Curated by Joy Chu,



the show will be open in The Museum from July 11 through September 13. The exhibition features original published artwork from local illustrators, and from artists working with local writers. Stacy will participate in a book signing event and will do a school visit at Ezequiel Tafoya Alvarado Academy in Madera, CA.

Yelena Lamm showed her works at the 19th Annual Shadyside...The Art Festival on Walnut Street, August 29-30. Yelena's paintings will be on display again at the Mt. Lebanon Artists Market September 26-27.



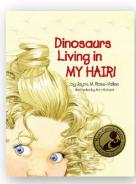
On September 3, Yelena's artwork received a warm welcome from Bethel Park Art League at the Bethel Park Community Center. During her artist talk, Yelena presented a slideshow of her past and recent works, including this cat portrait she painted when she was 10 years old.



Kudos

A children's picture book illustrated by **Anni Matsick** has been awarded a Gold Mom's
Choice Award. *Dinosaurs Living in My Hair*, written in rhyming verse by Jayne Rose-Vallee, also won a gold medal in the Poetry category and silver medal in Cover Design at the *Florida Authors*

and Publishers
Association (FAPA)
President's Book
Awards presented
August 8 in Orlando, Florida. The
book was designed
by Chris Schechner, Schechner &
Associates. It can
be purchased along
with theme-related
clothing and items
on the author's site.



PSI Worked For . . . Emily Traynor

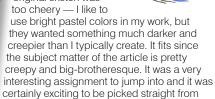
Emily recently received a package of magazines from The Link, the magazine of Carnegie Mellon University's School of Computer Science. with her artwork on the cover of the Summer 2015 issue! The

publication's editor, Jason Togyer, found her through her gallery on the PSI website and contacted her for the cover illustration and a few interior spots for the feature article.

"Basically,

the article is about privacy (or lack thereof) when using online apps especially through one's phone, and the immense amounts

of data these apps collect on their users," she says. "I had to rework the cover after my original sketch was too cheery — I like to





New Members

Emma Krull, Allison Park www.portraitsbyemmak.com

After working as graphic designer for 15 years Emma decided to make the switch to Illustration over two years ago. She currently takes on portraits by commission and will be starting graduate studies in illustration this winter.



Erin Leight, Ellwood City http://instagram.com/erinleight

Erin is a typographer and stationery designer with a focus on creating photo illustrations using found objects. Recent commissions include pieces for Polaroid, the Polaroid Museum in Las Vegas, Watts of Love, as well as private commissions.



Reinstated Member

Eric Luden, Pittsburgh www.ericludenart.com

Eric is a freelance humor illustrator with 20 years in the field.

New Affiliate Member

Richard Coble, Pittsburgh

Richard is a teacher at Bradford School and formerly taught at Pratt.

Upgrade to Full Member

Danielle Amiano, Bethel Park http://dnaartiststudio.com/

Fred Carlson reports on:

August Social at Church Brew Works

Tuesday, August 11 saw one of the larger PSI socials of the year. New jobs were shared by our experienced members, and new and vounger members had new work to share on their tablets and phones. A very brief outline about the upcoming 20th Anniversary show at the Heinz History Center set for June 2017 was given to inspire fresh creativity looking ahead to this important landmark exhibition. Attendees to the recent Gen Con in Indianapolis shared their impressions of that opportunity. Reminder to members — join us for these socials! Besides the complimentary pizzas and fresh camaraderie, lots of news, client leads, friendly critiques, and marketing ideas sail around the atmosphere. PSI meets starting at 6:30 pm the second Tuesday of the month in the back left rear area of the Church Brew Works restaurant, and the evening continues past 9 pm.

Attendees included President Pat Lewis, VP Amanda Zimmerman, Treasurer Fred Carlson, ASIP rep Ilene Winn-Lederer, Scholarship Chair Rhonda Libbey, Kurt Pfaff, former VP John Blumen, Phil Wilson, Kelly Ackerman, Autumn Seybert, John and Frances Halley, Trina and Stephen Haynes, Sean Smith, and Alex Patho Jr.

2017 PSI 20th Anniversary Show

On August 5th the Heinz History Center staff met with representatives from PSI to discuss a future exhibit and view potential gallery space. Treasurer Fred Carlson, ASIP Rep Ilene Wynn-Lederer, Secretary Molly Thompson and Kurt Pfaff are pleased to report that the HHC has offered an inviting partnership with PSI for a summer, 2017 show. Official dates are expected in writing in the coming weeks, and the show's core committee is working together with PSI volunteers on the exhibit prospectus. 2017 is PSI's 20th anniversary, so the timing will be excellent! Stay tuned for more information as it becomes available.

WPaSCBWI 2015 Fall Conference Registration

Registration is open online for the SCBWI Fall Conference through October 23. The event will take place November 6-7 at the Hyatt Regency Pittsburgh International Airport. Friday evening from 6:30-9:30 pm offers Writer's and Illustrator's Intensives, and a full day of workshop sessions and one-on-one consultations are scheduled Saturday, 8:00 am-5:00 pm. The art director this year is Maria Middleton, Associate Art Director from Abrams Kids, and the editor specifically for illustrators is Rotem Moscovich, Senior Editor from Disney-Hyperion. Both will be doing one-on-one portfolio reviews, and Rotem will also be doing dummy critiques. Maria will also be handling the Friday night Illustrator's Intensive, Getting it Covered: The Art of Illustrated Covers.

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.





Rachel Arnold Sage

Ron Thurston

NEXT PSI SOCIAL



Tuesday, October 13 Beginning at 6:30 pm

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

Free parking! Free appetizers!

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on non-sale items with PSI members card

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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.

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BLICK art materials



PSI StoreOpen 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

less than 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, Ilena Finocchi, James Mellett, Kathy Rooney, Lynn Cannoy.

Sales benefit PSI general treasury.

Please contact Fred Carlson
412.856.0982 or fred@carlsonstudio.com

Molly Thompson reports on:

August BOI Meeting

The August Business of Illustration meeting was held August 28, outside, on the patio at **Kathy Rooney's** home in Sunset Hills. Vice President **Amanda Zimmerman** organized a panel discussion on "Alternative Sources of Revenue," with Kathy, **Stacy Innerst** and former Vice President **Ashley Cecil**. President **Pat Lewis** led the conversation by proxy for Amanda. The weather was perfect for our indoor/ outdoor meeting, and the three panelists shared very relevant information on each of their particular methods for merchandising their artwork.

Kathy Rooney began by sharing her experiences with Etsy and her process in researching and refining hers and her husband, Ray Sokolowski's, online store, Most of our membership has at least heard of Etsy, the popular networked marketplace for handmade and vintage items. To me, this is currently the most referred-to apparatus for reaching new customers, and its popularity has entailed a wealth of tips and tricks shared by artists. Most of us know it's a fairly vast market, but out of curiosity I looked into it; Right now Etsy's website indicates it has over 1.5 million active sellers, so it's easy to see how important having some strategy can be to maintaining one's visibility in an ever-increasing collection of shops. Kathy is an excellent resource for getting started and growing a business on Etsy, as she's put a great deal of time into learning the best practices and keeping her methods current.

What members are less familiar with are the basic nuts and bolts of selling products online through an established storefront like this. How much does it cost to list an item? When is that payment







made? How much profit does an artist get to keep for themselves? How does the product get to the customer and how fast? These are just a few of the questions members asked, as anyone should who is considering sales platforms beyond their standard illustration commissions. I think the real success of this panel discussion was in increasing membership awareness of the variety of sales options available to them, both online and offline.

Stacy Innerst discussed his recent participation with Society6, another online mechanism for art sales with far-reaching exposure and some

characteristics that set it apart from Etsy. Society6 allows artists to upload their high-resolution artwork and designs for placement on products on a print-ondemand basis. This means the artist does not need to actually produce or store merchandise, nor does one have to handle the shipping or customer service involved in aetting items delivered. This is in contrast to Etsy, which requires more direct contact between individual buyers and sellers. Profit is divided differently between the seller and the company administering the sale, based on the services provided. This example alone was enlightening to many members, who now realize they have choices about how much they can earn and how much time they have to put into making a sale. There is a balance that will work for each individual, and the variety of marketplaces online makes finding the right fit all the more feasible.

Ashley Cecil rounded out the panel discussion even further by describing her efforts with in-person sales at venues like the *Three Rivers Arts Festival* and her online activity with both Etsy and her own separate storefront. Ashley recognized that her oil paintings of birds over patterned backgrounds lent themselves to

textile designs, and the process of merchandising her work has been a valuable learning experience she's been kind enough to share with our membership along the way. Participating in each step of production is a more time-consuming approach, but it has been beneficial in forging local relationships and in accessing different markets, including interior decorating and design.

I really enjoyed this meeting and the thoughtprovoking content of the panelists' presentations, and I think Vice President **Amanda Zimmerman** and President Pat Lewis did a good job of bringing a variety of business approaches together under the unifying topic of diversifying sales. As commercial artists, we make our living from our artwork and should continue to encourage each other to sell as creatively as we create. There are multiple venues for reaching buyers and an ever-growing network of competitors and associates that push us to do new work and wade into new territories. Many of us have work that appeals to a wider audience than we currently reach, and we just need more exposure or need to take a few steps to make the art available or more attractive to buyers in a certain market.

The discussion went on to include approaches on pricing, targeted modifications to artwork and even more methods and venues for merchandising. The usual chatting and snacking began before the official meeting started and carried on well after the panel had dispersed. All around, it was a lovely time.

Attendance: President Pat Lewis, Secretary Molly Thompson, former VPs Ashley Cecil and John Blumen, members Danielle Amiano, Sean Dockery, Stacy Innerst, Judith Lauso, Patty Lipinski, Kathy Rooney and Ray Sokolowski, Gregg Valley, Phil Wilson, and new full member Genevieve Barbee.

Next BOI meeting: September 25 at the home of **Amanda Zimmerman**. **John Manders** will speak on the topic of children's picture books.

Spotlight on... Rhonda Libbey

Fantasy lovers who enjoy seeing what Rhonda has been conjuring were treated to full display in her booth at Gen Con.

Rhonda has a dedicated fan base of admirers for her illustration work in the genres of science fiction and fantasy, in both games and literature. She has created images for Call of Cthulhu, Legend of the Five Rings, Conan, Lord of the Rings, Red Dragon Inn II, A Game of Thrones, Talisman, Ars Magica, Prophecy, Starship Troopers, and Middle Earth Quest. The annual convention Gen Con offers a chance to show her latest work to a wide audience and give them an opportunity to take home one or more of her images in a fine art print. Rhonda has participated in the event five times over the past ten years and this is the first time the show was juried. The past two years' spots sold out in two minutes, so this was a way to give applicants a chance to compete based on quality level. The process resulted in impressive sales and an event staff overwhelmed at the sales register. "This year was a good year for every single person I talked to," Rhonda says. "Every artist reported a spike in sales and every game publisher did too." The show is located in the main convention hall where game companies are selling their current games and debuting new ones, so it's important to for the booth quality to measure up.

Also exhibiting was John Blumen who was trying Gen Con for the first time. John savs his work was well received and will try to go again next year. "It was a high energy four days and my daughter, Kate, and I had a lot of fun." John's most popular piece was a smaller version of the large display

image behind him in the photo. He credits this to having used fellow PSI member **Molly**

Thompson as model.

Rhonda doesn't regularly participate in any other shows. She will be at *IlluXcon* this year for the first time, October 21-25, in their Showcase. "I'm really looking forward to it, some of the best artists in the world currently working in Imaginative Realism will be there. I can't wait to meet them and see their work in person." The list of shows she has participated in is small. "I have been to *Origins* once, it was like *Gen Con* but smaller. I have also participated in the *Three Rivers Arts Festival* twice and am considering that one again; it has a different kind of attendance than the ones specifically sci-fi or gaming related."

Preparation for these conventions starts months ahead of time. "If I'm going to show my originals



I try to have at least one new personal piece nobody has ever seen before." The kind of show determines how many originals she takes, and how many prints. For example, Rhonda knows IlluXcon calls for originals and to a degree so does Three Rivers. But Gen Con is mostly a print buying crowd. Then there's the matter of business cards, banners, prints, and any other type of thing you might want to sell or use as a promotional tool.

This year Rhonda brought a big framed original painting of a mermaid with gold leaf in it, finished less than a week before leaving for Indianapolis. "She certainly did get a lot of attention," Rhonda adds. "I used to bring a lot of originals, but the

Gen Con crowd didn't really seem interested in originals. There were some folks who expressed an interest in buying the mermaid, but I don't think they were prepared for the price tag associated with a giant oil painting, fresh off the easel." Prints of the piece sold well, though!

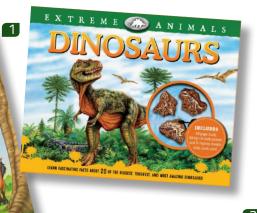
Find more on Rhonda's work at www.rhondalibbey.com.

Article by Anni Matsick Design by Yelena Lamm Photos by Alex Patho Jr.

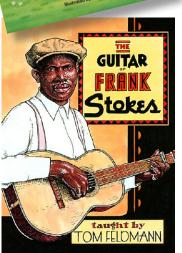
Art and Illustration

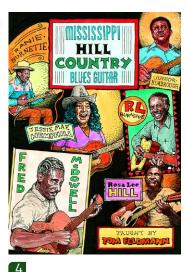


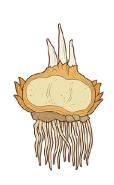








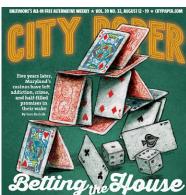




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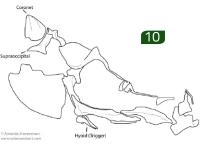


- Two new books illustrated by Phil Wilson are now available from various sellers. Rooty Le Boar, written by Mary Ann D. Cogliano, is a children's book dealing with bullying. Extreme Animals: Dinosaurs, by Jacqueline A. Ball is a 48-page hardcover book featuring 20 creatures, suggested for children age 8 and up. A 22"x18" twosided poster is included. See inside.
- Phil's latest dinosaur painting depicts a classic confrontation of a T-rex and Triceratops based on latest findings, proto-feathers on the T-rex and quill-like spines on the Triceratops. It measures 18"x24", acrylic on
- illustration board.
- 8. Fred Carlson reports two new jobs from Guitar Workshop teaching DVD covers in the wake of his Memphis/ Mississippi trip in May. First is The Guitar of Frank Stokes. Stokes (b. 1880) was one of the earliest recorded acoustic blues guitarists and is credited as the founder of the Memphis Blues guitar style. This final art shows the finished color piece after the sketches and tight line pieces were approved last month by his client Stefan Grossman at Guitar Workshop.
- Final art for Fred's other cover is for Mississippi Hill Country Blues Guitar, featuring six various artists including Fred McDowell (writer of "You Got to Move").
- These are part of a series of illustrations done by Molly Thompson for an instructional gardening website, www.gardeningknowhow.com.
- Here's a piece **Dave D'Incau**, **Jr**. did for the Baltimore City Paper about the rise in casinos and gambling in Maryland and the negative impact it has on most individuals there.
- This collaborative piece was done by Dave and his friend, Craig McNair Jr., for the online magazine ZAFTIG. "It's a fictional story he wrote about misfortune and we also recorded a song under the same name," Dave reports. Here's the link for the track: Creatures
- 8. Dave did this piece for *Bicycle Times Magazine* about a businessman's bike commute from Oakland to San Francisco.

BEHIND the BRUSH















12

14











- 9. This is another illustration for Danielle Amiano's personal project on Instagram, #dnadrawabirdeveryday, where she drew a bird every day for 100 days. The chicken is painted with acrylic, watercolor and ink on 9"x12" acrylic paper. "I imported the bird into Photoshop and added the chicken wire background. The bird is not altered in any way digitally," she says.
- Amanda Zimmerman did this digital illustration of seahorse anatomy for the blog Fusedjaw.com. The client needed specific features of the seahorse jaw illustrated that play
- a part in a common malady (weak snick) among aquarium raised seahorses and pipefish.
- 11. Artwork by **Emily Traynor** was commissioned by Delaware/Main Line Bride Magazine for their Fall issue.
- 12. This 16"x18" watercolor, "Mae," by Kit Paulsen was one of the easiest she's ever done, she says. The young subject is the daughter of Kit's niece and her husband.
- 13. Here's another teeshirt design by **Anni Matsick**, created for youngsters
- exhibiting in the Children & Youth Sidewalk Sale on Wednesday, July 8, day one of the Central Pennsylvania Festival of the Arts. Anni estimates she has done a series of one dozen for the annual event. This exhibitor displayed past designs she wore over the years in her booth.
- Mark Brewer's sketches show various ideas for this Pittsburgh Tribune-Review on do-it-yourself projects for couples.
- 15. Two days after the 19th Annual Shadyside...The Art Festival on Walnut
- Stree was over, **Yelena Lamm** received an email from someone who fell in love with this 11"x15" "Red Gladiola" watercolor and decided to purchase it. "It was a slow show, but the art festival is never over even after it's over," says Yelena.
- 16. The first person to order one of Vince Dorse's Untold Tales of Bigfoot posters also got a giant, 11"x17" thank you doodle. Vince ordered a very small run of 12"x18" posters of his UTOB one-pager, "A Different Perspective". He will sign and send from his online store.