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Editor: Anni Matsick
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Production:
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Top-Notch Middle-Grade

Latasha and the Kidd on Keys is a middle-grade novel set in Pittsburgh. Written by CMU MFA grad Michael Scotto and illustrated by **Evette Gabriel**, the paperback is scheduled for release on March 13, from Midlandia Press. The art was done in Photoshop. See page 5 for several of the estimated 30 black and white drawings Evette created for the interior pages.



Busywork

A new, updated Savage Bee logo character was designed and rendered in vector by **John Hinderliter** for Mt. Savage Refractories. "They were looking for a more aggressive, macho bee since they supply materials for construction projects, not day care facilities," John shares. "I supplied three pages of bee sketches, refined it to two versions and then rendered the final figure in Illustrator so they can use it any size they want." First use will be on t-shirts but there are plans for a short animation to be shown at trade shows.



Mob Appeal

Here's the latest from **Jim Zahniser**, a nod to *The Godfather*. "A little more graphic than my usual portraits, but it seemed to fit the subject," he says. "A lot of women buy my portraits as gifts for husbands or boy-friends, so I toned it down---no blood splatters." In other news, **the Willie Nelson and Friends General Store and Museum** will be selling digital prints of Jim's Willie Nelson portrait.

My Spot

Anni Matsick



Despite the great distance and snowfall, I was one of the first to arrive at the PSI 2013 Planning Meeting at the Greater Pittsburgh Arts Council office on January 21. This was accomplished by dial-in, so I could sit in the comfort of my swivel chair while listening to the proceedings and viewing the pdf file of the recent Member Survey's analysis on my computer screen. Our new president and VP are off to a terrific start, inviting the membership to express opinions on numerous issues.

Our collective input is vital as we set priorities for the years ahead, so thanks to those who responded!

It's exciting to have two of our relatively new members in the top positions, bringing energy, a fresh outlook, and new ideas to build on the innovations of the recent past. Our tally has increased in the past year, and one of the most recent to join is spotlighted on page 4, telling about an upcoming event in a unique setting you'll find intriguing.

Membership gives many benefits at a very low annual rate. Show your appreciation by renewing your dues promptly during the current drive. It's easy by following directions on page 2.

Things are looking rosy, judging by the contents of Member News and Behind the Brush! The newsletter was ranked toward top of the scale in many of the survey responses, so use this chance to share your news with interested readers.

Kudos

Piper the Elf Trains Santa, a children's book written by Colleen Driscoll and illustrated by **Brian Dumm**, was awarded a 2012 Mom's Choice Award for Best Children's Picture Book - Health and Safety. The book demonstrates how easily exercise can be incorporated into everyday games and activities. The Mom's Choice Awards® evaluates products and services created for children and families.



Anni Matsick is a finalist in the 2013 *Tomie dePaola Award* competition held by Society of Children's Book Writers and Illustrators (SCBWI). This year's challenge was to illustrate your choice of passages from one of three classic children's books, in black and white. Anni used watercolor to depict a scene from Mark Twain's *The Adventures of Tom Sawyer* in which Tom gives Peter the cat a dose of medicine. *Tomie dePaola*, an icon in the field of children's illustration, commented, "Her drawing was superb." The winner and runners-up are posted at <http://www.scbwi.org/Pages.aspx/Tomie-dePaola-Award> where *Tomie* gives an assessment of b/w illustration, as well. They will also be acknowledged at the 2013 Winter SCBWI Conference at the Grand Hyatt in Manhattan, February 1-3. Anni and WPa SCBWI Illustrators Representative **Nora Thompson** will attend.



Worthy of Note

Jurors for the *American Watercolor Society 146th Annual Exhibition* are AWS Signature Members, L-R, Miles Batt, Sr., **Bill Vrscek**, Carole Pickle and AWS President Jim McFarlane. Invited juror William Zbukvic voted remotely from Australia. The show will run April 2-21 at the Salmagundi Club in New York City.



Upcoming Meetings

Social: Feb 8, 6:30 pm
Business of Illustration: Feb 22, 7:30 pm
 see our [website](#) for more info!

10% OFF

all non-sale items with PSI members card

Artist & Craftsman Supply

5603 Hobart Street, Squirrel Hill
 412.421.3002
ArtistCraftsman.com



Dues Reminder!

2013 DUES ARE PAYABLE NOW! DEADLINE MARCH 1!

New-Member Coordinator Fred Carlson outlines details...

2013 dues season is here and this checklist should make your payment easy and quick.

January 1 kicks off our dues season, and March 1 is our final due date. If you are not paid by then you will be deleted and subject to a reinstatement fee of \$25 on top of your dues to get your work back up on the website.

If you are a full member (\$55 annually):

1. You can pay by Paypal from the PSI site at the icon "Renew Member Dues" at the lower right side of the home page.
2. You can write a check payable to "Pittsburgh Society of Illustrators" and mail it to: Gina Antognoli Scanlon/Treasurer PSI, 439 Lark Tree Circle, Bridgeville, PA 15017.
3. If you paid a Lifetime Benefactor amount, or plan to do this (\$500 for a lifetime membership-which is available by contacting us with your intentions) you can ignore the email you may have received about dues renewal. This was an e-blast to the entire membership.
4. If you *think* you might owe dues for 2012, and aren't sure, and weren't deleted or removed from the website, contact Treasurer Gina Scanlon (412.320.9734 or antognolistudio@gmail.com). We will ask for both years to be paid in full.

If you are an affiliate member (\$25 annually):

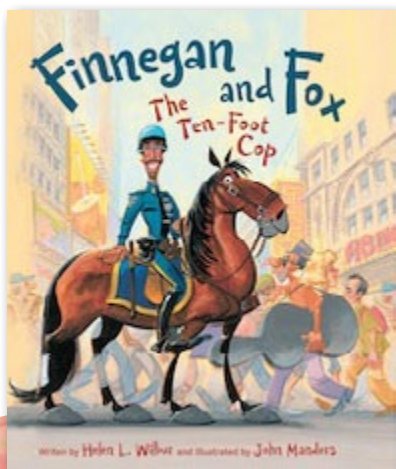
1. If you joined before 1/1/11 at the \$55 rate, you now owe \$25 annual dues.
2. If you joined late in 2011 or in 2012 at the \$55 rate, you owe nothing until next year. (Feel free to contact new-member coordinator Fred Carlson if you need to ask when you joined, at 412.856.0982 or fred@carlsonstudio.com, or treasurer Gina Antognoli Scanlon at 412.320.9734 or antognolistudio@gmail.com)
3. If you joined directly as an affiliate for the \$25 amount without screening, you owe \$25 now.

Questions about dues can be easily answered by downloading the pdf "Member Responsibilities and Benefits Reference Guide 2012" just below the "Renew Member Dues" button on the lower right side of the PSI home page. *All PSI members should print this out and keep handy for reference.* Dues are described on page 2 of the guide.

On behalf of our PSI Board members and volunteers who are involved with new member recruitment and screening, finances, and bookkeeping, **we cannot state more emphatically how important it is to have your dues paid promptly each year.** We keep our dues at rock bottom level to keep members involved in PSI and not use a high dues rate as an excuse to drop out. As a result, **our financial stability depends on everyone paying on time annually.** Please respect our volunteer time. We have lots of projects and having to chase after members near our due date is a lot of time we could spend more productively. Please act on dues quickly! If you have a question call or email Gina or Fred asap. We also do accept a payment plan for our dues amount if you contact Gina with your intentions now.

Books

Finnegan and Fox: The Ten-Foot Cop by Helen L. Wilbur is a new picture book illustrated by **John Manders** set for February 1 release. Publisher's Weekly had this to say about John's art: "Manders (*Cowboy Christmas*), working in gouache and pencil, is in fine form, capturing the energy and diversity of the city in his bustling cartoons, as well as the story's emotional highs and lows—the shadowy blue alley that the lost girl winds up in looks truly scary, and seeing Finnegan the hero's image on the giant signs of Times Square makes for a fittingly triumphant conclusion." Read more on the story at <http://www.publishersweekly.com/978-1-58536-784-9>



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on non-sale items with PSI members card

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TNArtSupply.com

SAVE 10%*

with FREE Utrecht ArtSmart Card

Utrecht Art Supply

1930 East Carson Street, Southside
412.432.1945
UtrechtArt.com

* Discount can not be combined with any other offer, does not apply to clearance or sale items, Gift cards, BEST BUYS, Furniture, Lighting, and items designated as nondiscountable.

Ilene Winn-Lederer reports on:

PSI 2013 Planning Meeting

The Pittsburgh Society of Illustrators board and members met Monday, January 21 at the Greater Pittsburgh Arts Council offices downtown to review activities and financial reports for 2012 and to discuss plans and activities projected for 2013.

The meeting was called to order at 6:15 pm.

Attending were:

New President: **Evette Gabriel**

New VP: **Ashley Cecil**

New Member Contact: **Fred Carlson**

ASIP Representative: **Ilene Winn-Lederer**

New Member Screening Committee member:

Kurt Pfaff

Fmr. VP: **John Blumen**

Webmaster: **Zach Beresh**

Fmr. VP: **George Schill**

Fmr. President: **Rick Antolic**

Members: **Molly Feuer, Josh Perry, Matt Gondek, Vince Ornato, Frances Halley** and Sean Smith, Intern*

Joining the meeting via conference call: **Patty Lipinski, Anni Matsick** (PSInside Editor and PR Director), **Steve Cup** (PSInside Designer), **Rhonda Libbey** (Scholarship Chair) and **Alex Patho Jr.**

**(Sean Smith of Seton Hill University was introduced as an intern for PSI for his spring term. He has attended two meetings as an observer during 2012 and has been visiting member studios as part of his internship. He is available for helping with exhibitions until his graduation in mid-May 2013.)*

Meeting Notes:

- A review and results of the recent PSI email survey was determined successful with 67 responding out of 170+ total members.
- Evette and Ashley commented on priorities expressed in the survey to determine their incorporation in our year's activities.

In the works are:

- a mentorship program
- a Photoshop workshop geared to experience levels of responders.
- update of PSI website with emphasis on member features, the user interface and responsive design. (A website development meeting will be scheduled in February to facilitate this goal.)



- Fred distributed information for a new exhibition opportunity at the Art Institute of Pittsburgh Gallery (420 Blvd. of the Allies, Downtown) from July 8-August 27 of 2013 with no commission to the gallery. The working title is: *Illustration Exposed!*

Since the PSI treasury is limited, the exhibition must be self-funded and/or underwritten by individuals/corporate sponsors.

The exhibition is ours to design as we wish with the goal of creating a viable marketing opportunity to showcase our best

work in all disciplines. Last fall, Ashley and Fred discussed some general options that included organizing all works according to technical discipline and/or working towards a specific theme. Attendees contributed additional ideas and volunteers were solicited. Details will be discussed at a meeting planned for exhibition committee members in mid-February. Date, time and location TBA.

An exhibition chair and committee are needed to organize and mount this show. Volunteers to date are: **Rick Antolic, Ilene Winn-Lederer, Fran Halley, George Schill, Rick Henkel, Kurt Pfaff, Zach Beresh, John Blumen, Molly Feuer** and **Matt Gondek, Ashley Cecil, Evette Gabriel**, and our intern, Sean Smith.

- Fred thanked the new member screening committee (**Kathy Rooney, Kurt Pfaff, Mark Brewer**, et al.) for their excellent work this past year which drew 22 new members in 2012!
- As we are 501c3 organization with information available to all members, Fred also distributed a recap of the years' expenditures and a 2012 summary of revenue and current assets. In brief, these are:

Total Revenue for 2012: \$6547.75
Total Expenses for 2012: \$5110.99
Net Asset Income for 2012: +\$1436.76
Total Cash Assets To Date: \$3863.58

With all looking forward to implementing our new 2013 agenda, the meeting was closed at 9:00.



photos by Rick Antolic



Spotlight on... Matt Gondek

Matt is part of a unique one-day group show coming to Pittsburgh. The ticketed event includes art, fashion, film, photography, performing arts, and music.



One of our newest PSI members, Matt Gondek is among selected artists and performers to be featured when RAW Natural Born Artists presents *Discovery* on February 7 at Cavo Nightclub on Smallman Street. It will run 8:00 pm til midnight. RAW is a nationwide talent showcase that spotlights artists in locations across the country, now making its first visit to Pittsburgh. The event currently operates monthly in 54 cities across the United States and runs each year from February through October.

How it works is each participant must sell twenty tickets. Matt's are available at <http://www.rawartists.org/mattgondek> and at <http://thefrowncrown.com/> where they are offered with freebies and incentives, bundled with products like a signed art print or t-shirt. An advantage to this angle is that it will draw a large diversity in attendees; those who come to see art, for example, will also be exposed to the film, photography and other offerings. "My work is very pop art/cartoon driven. Lots of monsters and characters that people will remember from childhood cartoons and video games," Matt says. A few original drawings along with prints of his digital work will be for sale that evening. The images begin on paper, then are scanned into the computer to begin inking using a Wacom tablet and a program called Manga Studio. He usually colors the work in Photoshop. Samples can be seen at the link above.

Matt also owns and operates The Frown Crown, an art driven clothing boutique at 5169 Butler Street in Lawrenceville. The boutique sells only locally made clothing from a variety of Pittsburgh based clothing brands. It also features artwork from various local artists.

Check out Matt's personal portfolio at www.mattgondek.com and look for him Thursday, February 7 at Cavo!



Life Drawing Sessions

Thursdays 6-9pm • Short—30min poses • \$7

Panza Gallery

Sedgewick Street in Millvale off Route 28
Enter basement gallery on left side of building

website



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3



7



4



5



8



2



6



1. As noted on page 1, here are three images in black and white **Evette Gabriel** created in Corel Painter for the middle-grade novel, *Latasha and the Kidd on Keys* by Michael Scotto. The book's summary says Latasha is "a whip-smart and headstrong nine-year-old living in Pittsburgh with her nurse's aide mother and a three-legged rescue dog named Ella Fitzgerald." It's the sequel to *Latasha and the Little Red Tornado* also illustrated by Evette. The author was honored in 2011 by Pittsburgh Magazine and PUMP as one of the "Pittsburgh 40 Under 40." The book can be pre-ordered online at <http://www.indiebound.org/>

book/9780983724391 or found in bookstores on March 13.

2. This alumni donor was drawn by **Dan Hart** for a two-page spread in the fall/winter issue of CMU Meche News.

3. **Taylor Gallery** sent two pieces of his recent work. For Phoenix Magazine, "Secessionists," accompanying an article examining the history of separatist sentiment in Arizona and envisioning a sovereign Arizona republic.

4. For Leader's Edge Magazine, here is Taylor's "Leadership Thinking" accompanied "The evolution of Why," subtitled "Great minds think alike, but

greater minds think differently."

5. **Susan Castriota** designed this Christmas card for U.S. congressman Tom Murphy. "He wanted the Congressional side of the capitol and a star in the sky, and I thought the red and white border was patriotic with the dark blue sky," she says.

6. This rendered technical 3D illustration shown with model wireframe of electrical device was done by **Kurt Pfaff** for an upcoming six-page brochure.

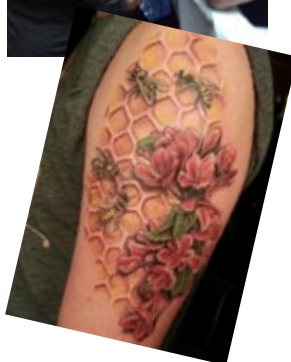
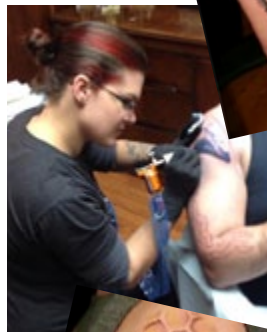
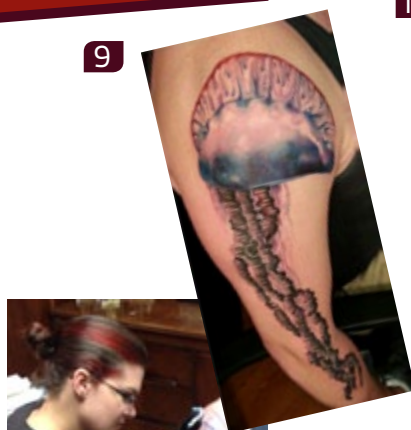
7. **Ilene Winn-Lederer** shares a concept illustration from her new book project, *An Illumination Of Blessings*.

8. **Joe Winkler** sent beginning pencil sketches with this message: "I have charged myself with the task of giving mankind my own visual tribute to the battle of Gettysburg during this 150th anniversary year. No clue what a finished piece will look like, or if it will be one or many pieces. The only thing I'm sure of at this point is that it won't be an oil painting. I have decided to do something different and mix traditional media (pencil and paints) with digital media in an effort to have fun using Photoshop CS6, a bunch of free plug-ins, and my Intuous 4 Wacom tablet which has been feeling underused for over a year now. The bonus is that if

BEHIND the BRUSH

cont.

PSInside January 2013



what I do doesn't look good, I can then just finish all my pencil sketches traditionally, and get back to where I belong---an oil painting closet."

9. **Sarah Miller** is shown at work on this Portuguese man-of-war tattoo. The honeycomb is another recent design.

10. This illustration by **Ron Mahoney** of Mike Wagner (former Steeler great) was commissioned by Art Rooney, Jr. for one of a series of prints and postcards that Mr. Rooney sends to friends and business associates.

11. **John Hinderliter** had a really busy period over the holidays. “Besides the usual boatload of storyboard

work, I got to do some fun projects," he says. Here's the digital illustration done for a P.J. Dick Corporation print ad, and digital imitation-woodcut illustrations done for the new Il Pizzaiolo restaurant menu in Market Square.

12. These images show progress between first and second sketches and the approved b/w drawing on **Fred Carlson's** quarterly color portrait montage for Philips-Exeter Alumni magazine, art director Dave Nelson. The article is on Eimer Page of Northern Ireland (and the Northern Ireland Symphony string section on viola) who runs the school's Foreign Exchange program. Adjustments

requested as the project proceeded with a complicated foreign exchange program, multiple teachers, and alumni personnel seek a balance of images to show itself off with its director. "These took place between the assignment being received around November 18 and finished art being OK'd November 30," Fred says. "In other words, over Thanksgiving break which included a trip up to Michigan and back to visit my mom in the middle!"

13. Next are two quick studies of student poets to be used in the upcoming Phillips-Exeter Academy Alumni magazine, Sarah Chishom and Grace Yin, winners of the school's

annual Lamont Poetry prize. Exeter and AD Dave Nelson run these quick portraits in select duotone colors.

14. Next is the tight b/w sketch out for approval for a new DVD teaching series cover for Guitar Workshop, which Fred worked on over Christmas and New Year's holidays. The finished color version will be shown shortly in PSInside.

15. Here are spot pieces Fred did for an ad agency in Delaware for a seafood line that sells wholesale to institutional buyers (restaurants, schools, hospitals, bars, etc). Crab and shrimp images were dropped into logo graphics. The art director was Robin English.w

PS Inside newsletter items are due during the first seven days of each month for that month's issue.

Send any new images you've completed or are working on for **BEHIND THE BRUSH**. Send news on exhibits, awards, book signings, art donations and other announcements for **MEMBER NEWS**.
Got an assignment or commission through PSI's website gallery, PSI eblast, exhibit, or other PSI contacts? Send details for the new **PSI WORKED** feature.

Images must be low res ipegs 72 dpi, max 600 x 600 pixels. Send your info to: annimatsick@mac.com