

inside

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Dog Daze

Recently **Dave Klug** was asked by Barron's magazine AD Pamela Budz to illustrate a story about a government financial security agency that was not doing their job in protecting people. "The idea of a sleeping watchdog was agreed upon and I did a few sketches," he writes in his April 3 blog report. "The first one was a go, so I finished it up and sent it in, and right now it is being printed and distributed all over the world. The whole process for this assignment was about 16 hours. Maybe that's why they have continued to call me all these years." Read [more details](#) on this lasting client relationship.



Dino Data

Phil Wilson's latest dinosaur painting depicts a herd of the bizarre, 59 foot long *Isisaurus* being pursued by the 36 foot long *Rajasaurus*. Both are species found in recent years in India. *Isisaurus* is unique with its deep low slung neck and giraffe-like stance. The painting is done in acrylic on illustration board and measures 18"x24".



Still Life

A show of twenty colored pencil and pastel paintings by **Donna Whitford Housel** titled *Nature — Variable, Visual, Variety* will be on display in the main gallery at Washington County Arts Council, April 30-May 26. "Pears 'n Skull" is 16"x20", done in colored pencil. One of her favorite subjects since childhood has been skulls and Donna has a collection of them. The exhibit will also include several encaustic paintings. An opening reception will take place May 1, 5-7 pm at 34 South Potomac Street, Hagerstown, MD. Gallery Hours are Tuesday-Friday 11-5 pm, Saturday 10-4 pm. In March, 2016 Donna will have an exhibit of encaustic art at The Fine Art Company, Hagerstown, MD.



My Spot

Anni Matsick

There's plenty to roar about this month! It began with a workshop on illustrating for children, attended by PSI members who tried their hand at

depicting dragons. Their imaginative results appear along with a report on page 5. More kid lit art is the topic of our Spotlight, previewing a book slated for fall release, and Member News has word on several book launchings. The latest Business of Illustration meeting report covers the presentation by a founding member who shared an outline of his impressive career path. And these are just the highlights! Lots more is packed into every page, so don't be draggin' — start scrolling!

On Exhibit



This new 24"x30" pastel painting, "Threads," by **Christine Swann** will be going to the *International Association of Pastel Societies Master's Circle Exhibition* in June. Her model was medical illustrator **Molly Thompson**. Christine

is a finalist in the *Art Renewal Center 2015 International Salon* but does not yet know which piece made it this far. The 789 works chosen as finalists represent the top 31% of works submitted.

Out and About



Vince Ornatu was the featured member speaker at the March

No BS Marketing meeting on Babcock Blvd. Asked to share his experiences growing his caricature business for parties and social events, Vince discussed his successful marketing strategies, many of which he learned from the No BS team and its members. His efforts have included an evolving post card campaign and "bumpy mail" (just ask Vince about this) for which he has seen a significant return on investment.

Vince drew caricatures at the Pittsburgh Opera's headquarters in the Strip District on March 26, at the United Way event for the local Women's League, courtesy of UUBU 6 restaurant, a neighborhood place on Pius Street in Southside.



Mark Brewer gave a watercolor demonstration for Diane Lally's students at South Fayette Middle School on April 24. "It's the sixth year I've instructed this after school event for high achieving art club students. They are amazing young artists!" he says.



"Zombies n'at" was created by **Vince Dorse** for the Ka-Blam! fundraiser benefiting Pittsburgh's Toonseum held April 25 in Lawrenceville. The theme was people and things Pittsburgh is famous for, "So my zombies are dressed accordingly," Vince says. The original b/w

inked art was auctioned at the event, along with pieces from **Pat Lewis** and other local cartoonists. The day featured music, drinks and local celebrities to help support the museum. See more on the Ka-Blam! [Facebook Page](#).



Kudos

John Hinderliter was honored as a Hall of Achievement inductee at the Pittsburgh Advertising Federation's 2014-2015 Hall of Fame Gala April 28 at Pittsburgh's Omni William Penn Hotel.

The National Cartoonists Society has nominated **Vince Dorse's** *Untold Tales of Bigfoot* for a Reuben Award for Best Online Comic, Long-Form. This is UTOB's second nomination in that category, the first one a win in 2012. To see Vince's fellow nominees and read a brand new UTOB comic about the nomination along with Vince's remarks check the post on the [UTOB site](#). See all of the nominees in all categories on the [NCS site](#).



Anne Trimble's pastel portrait of her Dad, "Sunday Morning" is included in North Light's new book *Art Journey: Portraits and Figures — The*

Best of Contemporary Drawing in Graphite, Pastel, and Colored Pencil. It is displayed on a two-page spread, where Anne shares her approach to the piece, its subject matter, and her thoughts on portraiture in general. The publication showcases many talented portrait and figure artists. Anne is in her fourth year as president of the South Hills Art League, and has been elected as co-vice president of the McMurray Art League for the 2015-2016 fiscal year.

Launchings

Pre-orders for **Mark Brewer's** new book *Brewology, An Illustrated Dictionary for Beer Lovers* are now available. Signed copies are available on his site or through all major book stores. Sample pages from the book and book signing dates at breweries and bookstores are listed on the [Brewology website](#). The date for a launch party at Penn Brewery will be announced soon. Watch for updates on the [Brewology Facebook page](#).



On Saturday, April 18 **Stacey Hogue's** first book signing was held at b'Gifted in Grove City to launch her two children's books: *Feather: A Story of Hope*



and *Childhood Rhymes*. People from Erie to Pittsburgh turned out to enjoy refreshments, live music, and children's

activities throughout the day. Stacey's books are available through her [website](#) or by visiting her [Facebook page](#).

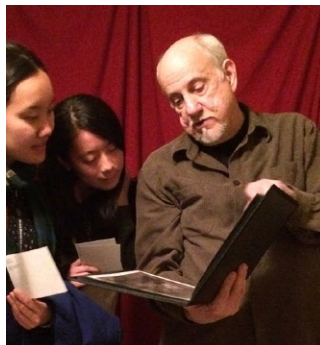
After last year's successful Kickstarter launched and funded book, *An Illumination Of Blessings*, **Ilene Winn-Lederer** now has a new and completely different book project live [on the site](#). *Notes From London: Above & Below* is an unusual 42-page collection of factual and mostly fantastical annotated illustrations inspired by Ilene's UK travels between 2002-2009 and is now ready for press. At this link, you will find a short video explaining the project and learn how you can be part of it. You'll also be able to select gifts there in exchange for your help in supporting Ilene's efforts. The project will be archived and will remain at Kickstarter, but funding will only be accepted through May 10. If this project does not become fully funded by then, your pledges will not be charged to your credit card.



PSI Secretary Molly Thompson reports on:

March BOI Meeting

The March Business of Illustration meeting was held March at **John Blumen's** always-lovely home in Brentwood and featured **Gregg Valley**, an original member of PSI at its founding. We welcomed Gregg back after his several years in San Francisco and were anxious to hear about his successful style evolution and experiences with large-scale murals. Special thanks to **Phil Wilson** for bringing a screen so we could all view the presentation with our new projector!



Host John Blumen shares his artwork with student guests, Kelly and Danielle.

knack for clarity and contours, was well suited for the children's market and uplifting public art displays.

Much of the question and answer session related to Gregg's mural work, done in Pittsburgh as well as California. The discussion of logistics and technique involved in creating large-scale, public works was intriguing. I think all of us were picturing ourselves on a multi-story scaffold with buckets of paint, print-outs of our illustration grid, sunblock and bottles of water, wondering if the weather was about to shift! Even Gregg's indoor installations have had some remarkable factors, like electroluminescent lighting, a sheet of which Gregg let his captivated audience pass around the room. Another question presented to Gregg asked for the reasons behind the variety in his work, (i.e. pencil, paint, heavy outlines to no outlines, facets, digital images, books, apps and computer games, etc.). He told us the evolution of his art is driven

by his personal preferences and not by any perceived pressure to conform to a market. I think



Gregg passes around a sheet of electroluminescent lighting similar to what he used in an indoor mural in California.

Gregg relayed his career path with supporting images that showcased his successful blend of artistic talent, vision and business sense. By sharing some his early pieces and interests, members could appreciate how Gregg's individual style has persisted, even as he's expanded his rendering methods and subject matter.

The images told a story all by themselves, and members could see that as a CMU graduate (and one of Treasurer **Fred Carlson's** early students) Gregg already had strong traditional drawing skills that he put to use in medical and scientific illustration; his first editorial work accompanied an article on high tech skeletal identification and appeared in Pittsburgh's Executive Report magazine. Subsequent work allowed Gregg the flexibility to experiment with his rendering techniques, and he eventually began to create images with a faceted appearance. This lively approach, with its radiant color palette and Gregg's inherent



Speaker Gregg Valley gets tough with a sword and some brew.

Rick magazine (one of his childhood favorites) and many others.

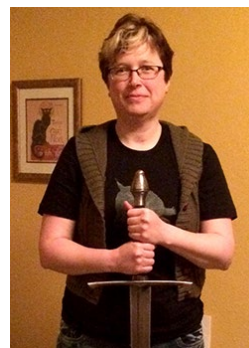
Gregg also showed us some stunning macro photography of exotic-looking bugs he encountered right in his backyard in California. Anyone who missed this meeting should ask Gregg about this and his extensive skull collection!



Vince Ornato having fun with some props.

Members made merry after the presentation as usual, but at John's house there's always the opportunity to have some fun with props and costumes, and we took it! I think we made quite the impression on our two student guests, Kelly and Danielle; both are science majors and art minors in their senior year at Pitt, and we hope to see them again in the future. Thanks to **Rick Antolic** as well, for bringing a beautiful painting for critique. Bringing work to meetings is always encouraged!

Attendees in addition to myself and the featured artist were: President **Pat Lewis**, Vice President **Aman-**



VP Amanda Zimmerman is still adorable, even with a deadly weapon.

da Zimmerman, past presidents **Rick Antolic** and **John Blumen**, Portfolio Review Chair **Kathy Rooney**, members **Kelly Ackerman**, **Danielle Amiano**, **Rick Henkel**, **Patty Lipinski**, **Vince Ornato**, **Kurt Pfaff**, **Lisa Rasmussen**, **Phil Wilson** and guests Stephen Haynes, Kelly Hung and Danielle.

April BOI Meeting:

Promo Postcard Show-and-Tell Friday, April 24, 7:30-9:30 pm at Assemble, 5125 Penn Avenue

The meeting's theme covered that old standby of self-promotion, postcard mailings. A report will appear next issue.

Upcoming BOI Meeting: "The Pricing Game"

Friday, June 26 at home/studio of Fred Carlson in Monroeville.

Fred's popular presentation, last delivered at PSI's 2010 Conference to a packed room, will show approximately 25 illustration projects from all types of markets. Attendees hear a brief description of the assignment and see the image, then guess what the job was worth, or how they would price it. After the run-through, Fred goes back through the images and reveals the real price paid.

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.



Phil Wilson



Vince Dorse

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PSI Secretary Molly Thompson reports on:

PIX

Several PSI members stopped by this year's Pittsburgh Indy Comics Expo (PIX) on March 28 in the city's South Side. Held at the Pittsburgh Federation of Teachers building, this free event showcases the creative works of independent comics illustrators and cartoonists in the Pittsburgh area and beyond. Guests are able to meet the artists, browse and/or purchase their recent works, and pick up free samples.

I spoke to a number of local creatives at their table displays and left with an inspiring bag of loot and contact information. While it's a fun



Carl Antonowicz, local cartoonist and contributor to Maple Key Comics, proudly mans his table of wares at PIX.

show for any comics fans for the content and art itself, I found myself especially interested in the variety of ways these artists are mass producing their work for sale. There were traditional, digital, small press and self-published comic books, panels, and other products for sale, all of them with beautiful textures, inks

and papers. Some of the business cards I picked up are worth framing all by themselves, and I wished I'd brought a notebook to jot down some of the production information.

After the exhibition portion of the day, there was a great line-up of panel discussions covering news, tricks of the trade and other topics relevant to the indie comics industry. PSI member **Mark Zingarelli** and PIX guest Joyce Brabner spoke to a very engaged audience of young artists into the late evening, discussing their collaborative works and some of the driving forces behind Joyce's activism. Their stories were happy, sad, amusing and encouraging, with some sage advice for creatives trying to get their work out there, make meaningful contacts and stick together as a community.



Pittsburgh artists Lisa Imas and Erica Chan sharing their table space of fantastic artwork at PIX.

Treasurer Fred Carlson reports on:

April Social Night

Gathering Tuesday, April 14, for the fourth social night of the year at Church Brew Works were sixteen PSI members and friends. In addition to myself were VP **Amanda Zimmerman**, ASIP rep **Ilene Winn-Lederer** and husband Jeff (who helped create our first website back in 2001), Mentorship leader **John Ritter**, former VPs **John Blumen** and **George Schill**, Scholarship Chair **Rhonda Libbey**, Program Team member **Danielle Amiano**, **Gregg Valley** and new member prospect Erin, members **Phil Wilson**, **Alex Patho**, **Sean Smith** and **Joel C. Boyer** and his wife Melanie.

Topics of discussion were wide-ranging including recent movements in the ASIP royalties process, new work, answering prospective members' questions, members preparing to attend the upcoming Game Industry GenCon in Indianapolis, and discussing projects to show at the upcoming Pricing Game presentation at the Business of Illustration meeting Friday June 26 at Fred Carlson's studio.



NHAC Model Sessions

North Hills Art Center

Sundays: May 3, May 17
6-8 pm

\$10 model fee

3432 Babcock Blvd, Pittsburgh

Check for updates at
www.northhillsartcenter.com

NEXT PSI SOCIAL



Tuesday, March 10
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, Gregg 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

Autumn Seybert reports on:

WPa SCBWI
Illustrator's Day
2015

Illustrator's Day is a bit of a misleading name for this Society of Children's Writers & Illustrators event. In truth, the "day" began in late February when participants received an email with a children's book manuscript and instructions to select and sketch a two-page spread. The sketches were then reviewed by Simon and Schuster's art director **Laurent Linn**, who responded with notes for the final art. Illustrators had a couple weeks to finish their artwork and submit it before the date of the event held April 11. Managing all of this was Illustrator Coordinator **Nora Thompson**, who contacted Laurent months in advance to begin planning the workshop to be held at the Hyatt Regency Pittsburgh International Airport, also the site for the annual WPa SCBWI Fall Conference.



For Illustrator's Day, Laurent gave each of the eighteen participants a twelve minute critique on the sketch and then the final piece. His critiques were both kind and instructive. Not only did I learn a lot from my twelve minutes, but I learned a lot observing everyone else's. It was also really neat to see what part of the story folks chose to illustrate, and how they interpreted it. We finished the day ahead of schedule, allowing time for the attendees to see the illustrated book, *ROAR!* scheduled for release this fall. As we saw the final spreads, Laurent shared the process of working with illustrators and authors, and his role as an art director. He shared the process of putting together a book, emphasizing that illustrations go through many revisions and drafts before it reaches the publishing stage. He ended the day inviting the illustrators to complete our work using the new



notes given and submit them to his office as a postcard. Nora is open to suggestions from SCBWI members for a next annual Illustrator's Day, which will be considered for the conference's Illustrator's Intensive as well.

PSI Members present in addition to myself and Nora were PSI President **Pat Lewis**, PSInside Editor **Anni Matsick** and PSI members **Frank Harris**, **Stacy Innerst**, and **Lisa Rasmussen**.



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

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

www.panzagallery.com

Spotlight on... Stacy Innerst

The New York Times Book Review calls it "bravura painting" — Stacy's art for a children's book on Thomas Jefferson has gained recognition from major sources months before its release.

The project began last year when Stacy got an email from Carolyn Yoder, editor at Calkins Creek, an imprint of Boyds Mills Press. Stacy had illustrated several nonfiction titles for Harcourt so Carolyn was familiar with his work. She was eager to match his style to a text by Peggy Thomas about Thomas Jefferson, the farmer, and how he was instrumental in making America a nation of small farmers, titled *Thomas Jefferson Grows a Nation*. "I wasn't entirely surprised by the call because I have a friend in Pittsburgh, Betsy Ochester, who is an editor for BMP," Stacy recalls. "She told me they were passing around my latest book about the Beatles at an editorial meeting she had attended a few weeks earlier, so I knew I was on their radar. Being a history fan, a farmer fan, not to mention a Jefferson fan, I had no hesitation." Carolyn contacted Stacy's agent, Sue Cohen at Writers House, and started working out the terms. The contract came a few weeks later and he began work. Stacy had visited Monticello several times and didn't feel it was necessary to go again, but he devoted a lot of effort to historical research. The publishers showed his initial sketches to a team of historians to make sure the details were accurate. Virtually every detail in the pictures had to conform to the time period including clothing, tools, ships, architecture — even a horse's harness. "My style is very loose, whimsical, and interpretive so you might not know by looking at the illustrations that everything is based on extensive research but a lot of people made sure my interpretations were accurate."

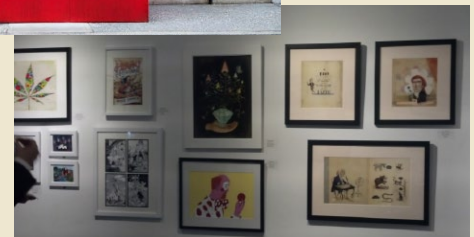
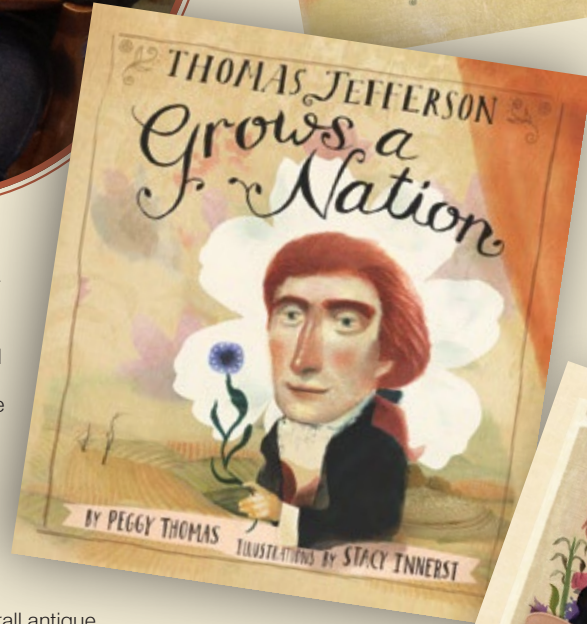
"My art director at BMP is Barbara Grzeslo, a dynamite designer," Stacy continues. The two spoke at length about how Stacy wanted to approach the project and he was given total freedom. He wanted the art and type to be reminiscent of old seed packets and catalogues to stress the farming and growth aspects of the story. (Seed packets were produced with the cover image as part of the rollout for use in promotion.) "I decided to use gouache for the paintings — a medium I hadn't used for picture books in the past. Ordinarily I'd use acrylic, oil or a combination of both but I had recently visited an illustrator friend of mine in Albuquerque, Jill McElmurry, who is a master of gouache. She had great success with her 'Little Blue Truck' books and she convinced me to try gouache." Barbara and Stacy decided to highlight the many quotes throughout the book by having him hand-write them in ink with a crowquill pen, to give the sense that they were written by Jefferson. Stacy did the base paintings on paper and scanned them, along with various textures and fabrics to create the final art. Because he had scanned the art into Photoshop, Stacy had a lot of flexibility with text placement and design, so he and Barbara

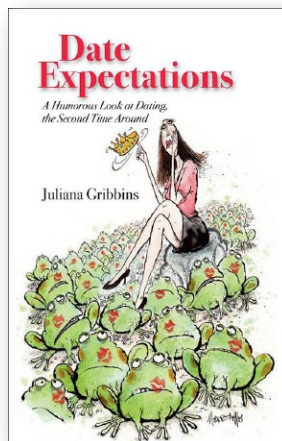
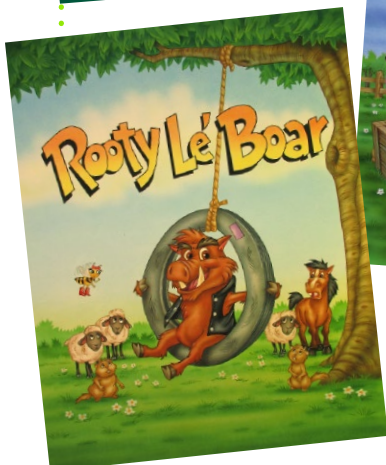
went back and forth after he sent her the initial images. Stacy painted on on cold press paper and scanned the images into Photoshop where he added textures, other scanned elements and the hand-written quotes. He painted the parchment backgrounds and scanned them in to give the book an overall antique feel to suit the time period. The endpapers were last, showing furrowed fields to emphasize the agricultural subject matter. The originals are various sizes and in bits and pieces because Stacy knew the end result would be digital. He describes the paintings as more like watercolor sketches. Limited edition prints are available by contacting him [directly](#).

Several of the book's images were submitted to competitions, resulting in acceptance into the *NY Society of Illustrators Book and Editorial Exhibit* and annual. One of the paintings was selected by *American Illustration* for inclusion in their annual publication, as well. Stacy was present at the Society of Illustrators show opening in February which conveniently coincided with the *2015 Society of Children's Writers & Illustrators Winter Conference*, resulting in an exciting long weekend in New York City. The book's release date is September, 2015 and it's already a Junior Library Guild selection. "I dedicated it to my grandpa who was a small farmer and also a country doctor — very Jeffersonian of him, I think."

See all of Stacy's books to date [here](#).

Article by Anni Matsick
Design by Yelena Lamm
Photos at right courtesy Society of Illustrators





1. This cover and inside page are from **Phil Wilson's** current book project, *Rooty Le' Boar*, a story written by Mary Ann Cogliano about bullying, using farm animals as the characters. It's part of a series called the "Muckapoo Farm" series. Phil reports that he's just over the halfway point with the illustrations.
2. **Mark Brewer** finished this cover illustration for Fahrenheit Books. *Date Expectations* is a collection of humorous essays about one woman's return to the dating scene.
3. Mark did this piece for an article about the baseball vendors at PNC Park in the April 13 Pittsburgh Tribune-Review.
4. **Fred Carlson** recently recreated the look of 1920s 78rpm records for this new graphic for a series of blues singles to be released by Tom Feldmann and his Magnolia Recording Co. These images will have the song titles and artists dropped in and will appear on iTunes when browsing these song releases. The line art was done by hand on tracing paper then scanned and refined in Photoshop. Fred presented these four designs to the client, who chose B.
5. This artwork is for the Phillips-Exeter Academy alumni magazine quarterly personality feature entitled "Table Talk" that Fred has been illustrating since Fall 2000. The montage relates the story of Raphael Frankfurter and his work serving the Wellbody Alliance fighting ebola and other diseases in Sierra Leone, Africa. The sketch is shown here next to the finished color work. The sketch was approved Friday, March 20 and completed Wednesday, March 25.
6. This artwork is for the Phillips-Exeter Academy alumni magazine quarterly essay feature FINIS that Fred has been illustrating since Fall 2000. This art shows a progress sketch that the client felt was distorted, and the finished art with Fred's adjustments to the writer's portrait. The man on the right is retiring principal Tom Hassan and on the left is author Raymond Braun.
7. "Instead of drawing everything, I try to use color shapes and negative space to create the image," **Dave Klug** writes in his [March 26 blog entry](#) "Here is a nice example of that. The arm that cuts across her top is not drawn at all, besides the lines for her fingers, nothing is there except the red on either side, creating the illusion of an arm, then your mind finishes the rest. Having fewer colors and lines makes it somewhat easier, but at the same time much more difficult. Finding the right puzzle piece and placing it the right place, when there is no picture to look at, except for the one in my head."



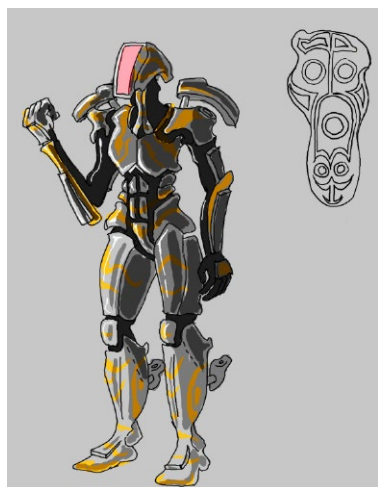
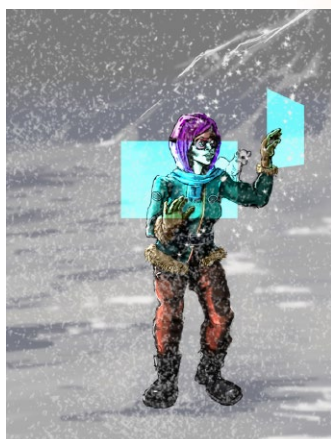
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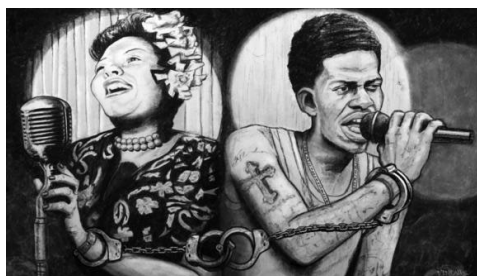
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Aqualicious

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8. "Lotsa' fun seeing my name on the cover of a comic book!" writes **Vince Dorse**. "Take THAT, 8th Grade History teacher who thinks I should be studying Roosevelt's Square Deal Policy instead of drawing superheroes!" he adds. Aw Yeah Comics #10 is out with two shorts illustrated by Vince in this issue, with his 3-pager "Phoning It In" as the lead story. Aw Yeah Comics is the brainchild of award-winning creators Art Baltazar and Franco, and you can get issue 10 [here](#).

9. **John Hinderliter** has been working on interior line art for two books for Penguin/Random House. "I just

finished one about the Wimpy Kid series author, Jeff Kinney, and am currently working on the sketches for a book about the Brooklyn Bridge," he reports.

10. John did this digital oil painting for a card company specializing in greeting cards for the African-American market. They found his portfolio online.

11. **Robert Sage** did this draft for Owl illustration Agency's "Owl Academy" for an ad for their summer portfolio building course. Robert took the course to gain some industry experience to learn how to properly work

with clients.

12. This work in progress is for two shows Robert has coming up; one in May titled "Double Mirror" at Delanies Coffee, and for **Spectrum Fantastic Art Live 4** in Kansas City, May 22-24. He will be uploading more work for these events on his blog soon.

13. This robot is a character design Robert did for a writer who wanted a better reference.

14. **Yelena Lamm** is working on watercolors of plants and fruits for the upcoming Three Rivers Arts Festival.

15. Here's title lettering done by **David Coulson** for the most recent HarperCollins Pinkalicious children's book by Victoria Kahn.

16. **Dave D'Incau Jr.** did this artwork for the April 21 edition of the **Baltimore City Paper** for a story with the headline "Billie Holiday was targeted by police but still celebrated, while Young Moose is vilified".

17. Here's **Craig Mrusek's** contribution of "nautical naughtiness" in the new issue of Bachelor Pad magazine.