

PSINSIDE

www.pittsburghillustrators.org

March, 2009

My Spot by Anni Matsick



It's good to see the sidewalks again, a clean slate after the winter's thaw regardless of our

local groundhog's warning. PSI did our part by spreading some sunshine at LaRoche College recently, with the presentation of our scholarship awards, covered within.

To brighten our outlooks in the current economic gloom, this month's question offers some positive suggestions and daylight saving time might help to convince us that more hours are being added to the day in which to apply them. Helping us shed some light on who's who behind the scenes is a feature debuting in this issue spotlighting PSI volunteers, each month citing a member who works on our behalf at one or more of the numerous tasks required in keeping the organization running smoothly. This will put faces on the list of names, so you'll know who to say "thank you" to at the next social!

Baseball on the front page is another indicator that spring is almost here so let's all lighten up and enjoy!

Editor: Anni Matsick
Design/Production: Ron Magnes

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News Flashes From Our Members



Washington Superheroes

Frank Harris did this art to accompany a political satire, "The Wash-Men," for Vanity Fair's website. Based on the new Watchmen movie, it went live this month and got picked up by Hollywood sites, too. The article can be enjoyed in its entirety at: <http://www.vanityfair.com/online/politics/2009/03/the-washmen.html>

On the Wall

Michael Malle's Kansas City Royals "Triple Crown" mural can be seen in the Kansas City Royals stadium season ticket holders' restaurant, the Triple Crown Room. It depicts the 12 major league players who won the honor, bestowed for most home runs, RBIs and highest batting average in the same year dating back to 1894.



Sign of Success

Lea Marie Ravotti's work is on exhibit at St. Thomas More Church in Bethel Park. "Signs & Mysteries: Revealing Ancient Christian Symbols" displays



illustrations from the book written by Mike Aquilina. It may be seen daily, 7 am-8 pm through March. Call (412) 833-0031 for more information.

USW Covered

Here is the finished result from the pencil shown last issue by **Fred Carlson** who was commissioned by United Steel Workers for the cover of their member magazine first issue of 2009. The montage reflects on the election of Obama



and the underlying platform of infrastructure spending to boost jobs and the economy, especially in market sectors where the USW has workers represented. Workers pictured include basic industries in steel that the USW has been known for, but also units including health care workers, clericals, rubber/tire manufacturing, oil & gas sectors, papermaking, wind tur-

bine manufacture, and other construction units. It will be displayed at our upcoming RIGHT NOW! show.

CPFA Jurying Event



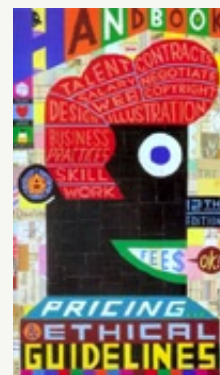
Mark Bender was one of five jurors selected to determine which of the over 900 applicants would be accepted into the

2009 Central Pennsylvania Festival of the Arts Sidewalk Sale and Exhibition. Categories include painting, drawing, printmaking, watercolor, photography, sculpture, fiber, leather, metal, jewelry, wood, paper, ceramic, glass and mixed media. About a third of those applying are accepted for this prestigious event. Past jurors have included **Fred Carlson** and **Rick Antolic**.

The Central Pennsylvania Festival of the Arts is an annual celebration that brings over 100,000 people to State College and the University Park campus of Penn State each summer. This year's event, July 9-12, features music, dance, and theater on six outdoor and indoor stages in addition to the Sidewalk Sale and Exhibition, with over 325 juried artists and craftsmen from across the country,

a juried gallery exhibition, a celebration of Italian Street Painting, and a 10K Run. Over \$17,000 in awards will be awarded via on-site jurying of the Sidewalk Sale. In the latest rating available CPFA was ranked seventh nationally by Sunshine Artist magazine.

PEGS 12th EDITION!



The Graphic Artists Guild Pricing & Ethical Guidelines Handbook is the ultimate reference book for design and illustration professionals.

Read more at: www.gag.org

PSI Webboard



Have art related questions or comments? Share them at PSI's online forum:

<http://groups.google.com/group/psiblog?pli=1>



Gina Antognoli Scanlon
Treasurer (2004 – present)



I joined Pittsburgh Society of Illustrators in 2002 after receiving a PSI postcard to promote the website.

I attended my first business meeting at **Ilene Winn-Lederer's** house where the agenda benefited seasoned professionals and budding illustrators alike. After the meeting, **John Manders** invited me to participate in an upcoming show about the process of illustration and Ilene offered a tour of her studio. I left the meeting feeling energized. It was refreshing to get away from my routine and speak in multi-syllables with big kids who have similar interests. Even if you are not a parent, I am sure you can appreciate my point. :)

When joining an organization, you only get out of it what you put into it. I chose to become involved when I saw an opportunity to help PSI with marketing. I offered to research contacts from ad agencies and art buyers to provide a regional and national mailing list for

distributing our member directories. The list was also helpful for promoting PSI's exhibitions. Before long, members began asking if they could purchase the list and that was how I began printing address labels. Over the past four years, our mailing list database has increased and PSI continues to pass that benefit to our members. This year, I am offering custom searches for your promotional mailing at a very affordable price. Contact me at gina@antognoliscanlon.com or by phone at 412-320-9734 to discuss your marketing needs.

PSI has a reliable pool of talented volunteers. It is impressive to witness the selfless devotion our members bring into exhibitions, grant seeking, mailings, programs, speaking engagements, scholarships, web design and so much more. No gesture is too small. Get involved.

In Touch with...

RHONDA
LIBBEY

Rhonda is a celebrity at game and comic conventions and now rates occasional chats with the icon who inspired her as a child. This seemingly super-powered fantasy painter tells us about how she reached her goal.



Q: How would you describe your personality and lifestyle?

A: I am by nature a quiet person, and I work very hard, like many of you. Creating art is so much a part of who I am that I cannot easily divide work and leisure time, though I try, and I do have my beloved distractions. I read, I like movies, history, music, archery and riding my mountain bike as much as possible. There is also a big part of me that is a storyteller. I suppose that is why I am an illustrator instead of a fine artist. We as illustrators are storytellers in our own right and that is what makes our work unique. Not one of us would tell the same story in the same way and that is an encouraging thought.

Q: Was there a significant turning point or detour in your career?

A: There certainly was a detour! From 2001-2003 I worked at the Pittsburgh Cultural Trust as

"Manager of Design." They had severely underestimated how much work actually needed to be done and had not had an in-house designer. I was their first. The amount of work was not obvious in the beginning, and they were growing and had determined that only one artist was needed. But it was so much work that I had no time for anything else at all. Long days every day, and there was no room for drawing or painting. Sure, I got to create some lasting designs and standards that can still be seen downtown in the Cultural District but, more importantly, I learned a lot about myself from that experience. I greatly value every day I have to create now.

Q: From what illustration assignment did you learn the most about yourself?

A: Right out of art school I had this freelance gig and I really needed the money. I was helping another artist finish a body of work that was to be used in a self published

game about aliens. He already had done about 100 illustrations to be used on cards or something like that. Lots of color pieces were still needed, 80 if I recall correctly, and I had to mimic his style precisely. What did I learn? I can't stand using airbrush! Oh Lord! (LOL) That really sucked! I did it and they were happy with the results. But I wouldn't use an airbrush today unless I had to for a big fade or flat tone or something simple. My advice: Don't ever agree to do a project if you have to use a medium you aren't sure about.

Q: What's the one aspect of illustration that most inspires or motivates you?

A: It is useful art, it serves a purpose and I like that about it. Not all art serves a purpose. Illustration not only tells a story but it evokes a response from the viewer.

I have managed to create some illustrations for books over the years that some

people have really connected to. It is pretty cool when you meet someone for the first time and they are already familiar with your work. Going to game/comic conventions is a lot of fun for me since most of my work is known in these groups. I kinda get the rock star treatment. I promise to not let it go to my head.

Q: What was the most constructive criticism that you ever received?

A: There is an art director who said not long ago, "Your work is great, but what's with all the lines around everything? You don't need them, your work has a nice painterly feel and the lines may be hurting your work. I think many artists do this, it's like maybe they feel more secure when things have an outline."

It's a weird critique message, but I am glad he said it. Lots of folks said in the past that my painterly stuff is interesting but looks sort of "cartoony." I would ask, "But how? What do you mean?" Until this art director pointed it out I didn't see that I was so line heavy. It was like all of a sudden I could finally see what so many had tried to tell me.

Q: What advice would you offer to those who admire your work and want to learn from you?

A: First you have to ask many, many questions. To yourself ask, "What do I really want to do?" And "Where do I see myself in the next five years? Ten years?" These questions are just as important to us as in any other field. But you must also ask other questions. Ones that will reveal to you what it is like for other artists and where you can go to be involved with what interests you. You have to talk to people. You will never run out of people to talk to and you will likely never run out of questions for them.

Also, you MUST draw. Draw all the time. I'm serious about this. I am also serious about researching your projects. Sounds boring perhaps, but if it's something you like it shouldn't be. Your artwork is a conversation with the viewer and you don't want to sound silly, do you? It's really important to know something about what you are trying to illustrate. Imagine you are like an actor who shadows a cop in order to understand what cops are like and what they do in a day of work... it's kinda like that.



Q: Does the artwork that you do for yourself differ from the artwork that you do for your clients? If so, how?

A: I would have to say yes, it does. I don't have to worry about deadlines and I don't have to worry about how much time I am investing in the work. Whether cartoony or realistic, there have been clients who have asked for work that was right in line with what I might have wanted to do anyway. But the work I have done for myself probably communicates much better.

Q: What do art directors like about your work?

A: They like the depth I put into the subject matter. Not just depth of field but the depth in the composition, relationships, color theory and characters interacting. And I understand that most really like my technique in oils.

Q: Who or what has been the biggest influence on your work?

A: Probably Larry Elmore. Yeah, it's true. When I was seven

years old I said I wanted to grow up and be an artist like him. Well, I did it! Not only did I become a fantasy artist but I actually know the guy now and we chat sometimes, though he has no idea he had such an influence on me at such a young age. Maybe one day I will tell him. It's not often one gets to say that their earliest hero became a friend later in life.

Q: What do you enjoy reading?

A: Short stories, biographies, heart breaking social commentary, research about the First Century church... you know, the light stuff.

Q: What one thing would you like to learn to do?

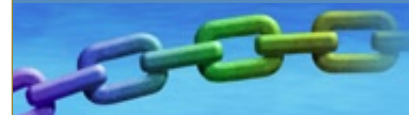
A: I would love to play the cello or violin but I think those might take a really long time to learn. Short of that though, I hear there is a nice gouache technique that involves egg whites. The result supposedly looks like oil paint. I would like to learn more about that.

Rhonda's work can be viewed at: <http://www.rhondalibbey.com/>

Personals

From **Ron Mahoney**: "Just thought I would mention the passing of a great designer, Gabe DiFiore, formerly of Pittsburgh who moved to Chicago some years ago to work for a big agency. Most people in PSI probably wouldn't remember him except for **Lynne Cannoy**, **Bill Panos** and **George Gaadt**. A memorial will be held at his brother Joe's place The Elbow Room in Shadyside on March 21 between noon and 4 pm."

Fun Links

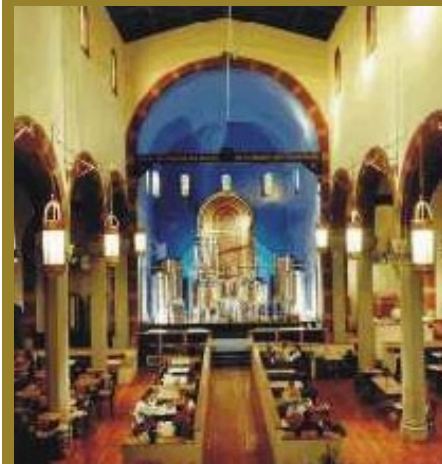


**Have some time to play?
Try these!**

<http://patterngame.com/linesuperfollow.swf>

<http://www.jacksonpollock.org/>

Join the Congregation!



Last-Friday-of-the-month gatherings, beginning 8 pm with **FREE** appetizers

Let's meet and talk shop in a warm, inviting atmosphere, where the beer is brewed on the premises! Free parking!

The Church Brew Works
3525 Liberty Ave, Strip District

Pittsburgh's Finest Brew Pub—Since 1996

2009 PSI LaRoche Scholarship Awards



Rhonda and Kathy in the art gallery

Rhonda Libbey and **Kathy Rooney** joined forces as jurors for the PSI Scholarship Awards at La Roche College on March 2. The annual

LaRoche Student Show exhibit entitled "Positive Space" is now on display in the college gallery. Kathy, who has served PSI as Scholarship Chair since the program's inception over four years ago, handed over the PSI Scholarship Chair duties to Rhonda Libbey effective March 9. PSI thanks Kathy for her dedicated, capable service and welcomes Rhonda to the position, which also institutes her as a PSI Board Member.

The Pittsburgh Society of Illustrators provides scholarship awards to Pittsburgh and surrounding area art students who demonstrate exceptional potential and commitment to become established illustrators. All possible applicants are encouraged to apply but priority is given to support those who are not yet established in their fields and who are undertaking



Attendees at the awards ceremony (Kathy & Rhonda are seated in front)

programs of study which will advance their artistic development and who are pursuing career paths that can lead them to become established illustrators.

Kathy Rooney comments: "There were tons of entries in the illustration category for us to go through. The Tom Ruddy Award was given to a two-student collaboration project, RAIN4EST, a greatly executed and detailed handmade game board with lots of accessories including



Third place winner by Anne Bemis, "Study David Fields"

like to point out to the painting students, by considering their entries also, that their work may fall into the illustration category. There were also a lot of class assignments projects that we passed by. I told the students later, during a small reception for the jurors and students, that I would like to see more self-started illustration entries and assured them that to be a good illustrator takes practice."



"RAIN4EST: The Math Adventure Game," which our jurors felt was very well illustrated and executed

playing cards and well drawn character cut outs. We also looked at the painting and drawing entries where there is usually artwork representing a crossover into illustration. I



Exhibit wall showing Christina Myal's First Place winner, "Raw"

Tom formally invited me in 1981 to be a member of the illustration faculty at CMU after I had been working for four years in the field. Tom left CMU to pursue more of his own personal artwork fully and I stayed at the Illustration Program another 12 years as an adjunct as my career continued busily.

George Gaadt, **Joseph Fiedler**, **Ilene Winn-Lederer**, **Jamie Adams**, and **Bob Patla** were other successful illustrators/teachers in our program. Tom later taught at LaRoche College and was very active in Associated Artists, finally passing away in 1996 at age 75.

He was a great guy and Marsha taught at Keystone Oaks HS for 30 years. She approached me totally out of the blue after Tom passed away and she started hearing about PSI through the grapevine, and wanted to donate money in Tom's name for scholarships.



Recipients Lindsey Tichenor and Anthony Atwood, winners of our Tom Ruddy Award

A great anecdote here: Marsha also told me Tom always wanted me to have his famed three-drawer reference file cabinet with clip materials going back to the 1930s and the categorizing system that was created by the famed Al Parker, who Tom worked with at their studio in NYC in the 1940s and early 1950s.

If our dream of a PSI illustration center ever reaches fruition, I could think of no more terrific gift to the center than the Tom Ruddy/Al Parker filing cabinet and source material files!"

—**Fred Carlson**

Tom Ruddy Award, \$250

Lindsey Tichenor and **Anthony Atwood** Title: RAIN4EST: The Math Adventure Game

Best of Show: \$150

Marla Stresky Title: Positive Space

First Place: \$125

Christina Myal Title: Raw

Second Place: \$75

Kathryn Taylor Title: The Mask

Third Place: \$50

Anne Bemis Title: Study David Fields

The Story behind the Tom Ruddy Award:

"Marsha Ruddy-Lund, the donor of the Ruddy Award monies, is the widow of my former teacher at CMU, Tom Ruddy. I was a guest a lot as a student and afterwards at the Ruddy household in Rosslyn Farms so I've known the family since 1973 when Tom was my Visual Expression teacher and I was a freshman.

Fission of Form Update

20 PSI Illustrators are participating in the unique collaborative show "Fission of Form" (FoF), in conjunction with the Pittsburgh Society of Sculptors (SOS) and the Pittsburgh Poets. Details on the inspirational handoffs from sculptures to poems to illustrations have been detailed already in these pages, but **Fred Carlson** submitted this report to bring everyone up to date on our fundraising progress regarding this show, as well as some upcoming benchmark reminders for not just FoF exhibitors but all PSI members.

Through connections that she has developed with the SOS, we have engaged grant writer Donna Herron to initiate applying to various foundations who may support this show mission due to its unique content and catalog. Donna has done great things in bringing money into the SOS show productions the last few years.

Over the past two months, Donna has been working with **Fred Carlson** and James Shipman (SOS President) to develop our application outreach, and those presentations are going to be in front of the deciding committees very shortly. Donna reports we are requesting monies from the following four foundations: The Heinz Endowments, The Pittsburgh Foundation, Howard E. & Nell E. Miller Charitable Foundation, Alexander C. & Tillie S. Speyer Foundation.

We are requesting total \$16,700 from these groups to underwrite the catalog, framing, display pedestals, promotional marketing, website presence and maintenance, venue rental, reception, and possible travel. Fred's work with **Lynne Cannoy** in the Pittsburgh Recast fundraising has made things go very smoothly so far, and our recent gifts from the Heinz and Pittsburgh Foundations for Recast, as well as the track record that SOS has with these four foundations, has us cautiously optimistic about our requests being grants.

Other FoF News: Reminder, illustrations are due back at Panza Gallery for documentation and framing by April 18. If you have completed your entry, feel free to drop the work off early to Mark Panza.

Please stay abreast of this deadline. We are looking forward to seeing some exquisite and challenging work from our participants!!

Arts Center Tour at March 17 Business Meeting

Our PSI March business meeting will be held at the Father Ryan Arts Center in McKees Rocks, preceded by a guided tour of the building at 6:30 pm. The arts center has expressed interest in partnering with PSI for future programs so this is an ideal opportunity to view the premises. The state-of-the-art, multi-level facility provides unmatched resources in all facets of artistic education, enrichment and entertainment. Located in the heart of McKees Rocks, the new and beautifully designed center serves residents throughout the region.



Tuesday, March 17
(St Patrick's Day)
Father Ryan Arts Center
in McKees Rocks

Begins at 6:30 pm sharp, ends 9 pm

**Last chance to drop off artwork
for RIGHT NOW! Show**

Directions: <http://www.fatherryanartscenter.org/directions.html>

IlluXCon 2009

Nov 12-15, 2009

Altoona will be the setting for the second annual IlluXCon, the only symposium in the world dedicated exclusively to fantastic illustration. Attendance is restricted to a very limited number of attendees, allowing for extensive interaction between collectors, fans, students and artists. IlluXCon features the largest display of original fantastic illustration in the world, as well as multiple days of lectures, demos and presentations covering a wide variety of topics related to the art, hobby and business of illustration. The event is open to those who are or wish to be in the field, or for anyone who loves fantastic illustration.

Spots for about 55 exhibiting artists are already filled.

Four-day attendee passes are \$150. Only 200 are being sold. Student passes are \$30. A list of guest artists, more details and the opportunity to register as an attendee is available online at: <http://illuxcon.com/index.html>

January Business Meeting Well Attended!

Marketing is one of those things we all hate to do but know we must in order to keep a healthy and thriving business. At the February 17 business meeting freelance illustrator, designer and PSI member **Jamie Huntsman** gave a presentation outlining the fundamentals of marketing for the freelance artist. The presentation followed the business meeting, held at Bocktown Beer and Grill in Robinson. The setting along with its friendly staff provided an atmosphere of casual relaxation for what would otherwise have been a very business-like conversation.

The presentation covered everything from online presence to direct mail to social networking in about an hour and a half. The audience of about 24 PSI members were highly active in the discussion, asking questions and recounting their own marketing successes. This was the first presentation in what we intend to be an ongoing series of educational discussions for PSI. Please be sure to join us for the next one.



New Look for PSI Website!

Thanks to **Cathy Klingler** for continuing to keep our PSI website

looking great. Cathy and **Mark Klingler** recently welcomed a newborn daughter to their family so we're giving Cathy a break before deciding if she wants to continue her volunteer effort. Meantime, **Zach Beresh** is preparing a new design. Look for the changes to be up and running by mid-March!

RIGHT NOW! Opening March 25

The opening reception for PSI's open exhibit RIGHT NOW! is set for Wednesday, March 25, 5:30-7pm, at the Nutting Gallery on West Liberty State College's campus north of Wheeling, WV.

Directions: Take I-70 west to Wheeling Take exit 2B (Oglebay Park exit) on the right Perkins will be on your left at the light, go RIGHT on to National Road (US 40). At Sheetz, make a left. This will put you on Rt 88 North. Follow signs for Oglebay Park as you continue north on rt 88. It is about 10 miles from when you get off I-70 to WLSC campus. When you enter West Liberty, take the first hard

right onto campus. Follow that road around around campus and you will make a sharp left AFTER going through the first stop sign-this takes you behind the Hall of Fine Arts and the Media Center. Walk in the back doors and up stairs to right to Nutting Gallery.

Publicity

All artists in the show will receive eight to ten cards in the mail, sent March 6 from **Fred Carlson's** studio. **Please use these cards to promote the show and opening to your best clients, family, friends, and patrons who might attend the reception or go to see the show.** Send early enough so they can consider the March 25 opening.

The gallery is about 85 minutes from Monroeville where Fred lives so almost everyone in PSI is closer than that. This is soft marketing that helps you since the PSI website is advertised on the card and helps boost our profile of illustration in a demanding economic climate. If anyone wants more cards, another 250 are available for anyone who drops off work at Fred's studio between 3/10 and 3/17, or sees him at the business meeting drop off at the Father Ryan Arts Center in McKees Rocks on Tuesday night March 17, 6:30 pm.

Promotional material will appear at www.westliberty.edu on their news and gallery sites after their return from spring break March 15. Curator Robert Villamagna has promoted the show heavily to the Wheeling newspapers and our cards will be sent from WLSC to the colleges, faculty, and students of Bethany, WVU/Wheeling, WVU, Fairmont State, Franciscan/Steubenville, Waynesburg College and other schools.

Members needed to hang the show!



Members who have committed to the hanging on Friday, March 20 are **Judy Lauso, Rose Gauss, Oksana Popovich** and **Leda Miller**. A few more exhibitors are needed to assist Robert and his student help and our team. Fred is proposing an 8 am start time. He will not have room in his van so please car-pool and meet him at the gallery at 8 am or any time later that morning to help. Contact Fred now so he'll know whom to expect.

Guest lecturers

At press time, **John Ritter** is discussing showing his Mac Gallery talk at the school during our show's duration. Based on his availability and other funding possibilities, **Fred Carlson** will also be speaking to the students. None of the dates are secured yet.



How much should I charge?

The Freelancer's Estimation Assistance Tool helps you to determine an hourly rate.

It's available, along with other online bargains, for free download at: <http://www.creativepro.com/article/free-all-great-gratis-goodies>

World West Galleries School of Art

World West Galleries, located in downtown Washington, has been a full service gallery for 10 years. It offers Giclee printing, digital photography, custom framing, art and photo restoration and original art and prints from our region's most accomplished artists.

Newly added is the World West Galleries School of Art, with workshops designed to be fast paced, fun and informative, taught by professional artists. Classes will allow the student to create a finished work.

April 4: Peter West / Intro to airbrush

May 2: **Kit Paulsen** / Watercolor landscape



June 13: Daniel Marsula / Oil painting

July 18: Brody Burroughs / Mixed media drawing

Workshops are on Saturdays, 10 am-5 pm, 56 North Main Street, Washington. The fee is \$75 per. Register early, class size is limited. To register or ask questions: (724) 225-4663 or westp2020@aol.com

Seminar: New Media Secrets: Marketing Your Message

Wednesday, March 25, 6 pm social, 7- 9 pm program
Point Park University

This program sponsored by American Society of Media Photographers is about sharing the new rules in the continuously changing landscape of communication. The cost of this event is \$20 for ASMP members and \$35 for non-members.

New Internet tools and applications are developed almost daily to help individuals and organizations better tell their story through digital marketing and personal branding.

Eighty percent of people with Internet access go to the Web first to find information about people, products and organizations. Blogs, podcasts, social media and Web 2.0 tools offer unique opportunities to level the playing field in the continuous effort to earn deeper attention of current clients and new prospects.

New media marketing is about the conversation, being engaged and attracting the attention of a world overloaded with information and resources.

Rosh Shillars speaks about the tools, concepts and best practices for using the Web 2.0 tools that have helped him continue to attract new clients and grow his business.

To register: http://www.asmp.org/commerce/education/event_details.php?id=39

New and improved creative art buyers list!

Only to PSI members!

The 2009 database is available for only 10 cents per peel-and-stick label!

Custom searches allow you to purchase specific company types, job titles, specialties and locations. It's quick, easy and affordable.

Contact **Gina Antognoli Scanlon** at: sakiling@comcast.net to discuss your promotional needs

What adjustments are you making to your overall career strategy and how will they be implemented to maintain success and profitability through the next few years?



George Schill: "This is a timely question with companies sitting on their wallets now. I am using the time to rethink where I want to be in five years and what I need to do to get there. Ron Magnes and I talk about this often, and both feel that multimedia will be the train to hop on. To that end we're working together with Flash animation to provide content, focusing more on business concepts with wide applications and having a method of distributing it, which is in the works now.

Through that process, I worked on a faster, simple iconic digital style that incorporates scanned painted textures that seems to work well with our animated concepts that will be included in the pool showing both of our looks. I plan on pushing this new work with my rep this year, selling it as illustration as well.

Jim Zahniser: "I try to focus on customer service. There's a billion people

out there fighting for market share, so I try to be the nicest, literate, most reliable illustrator/designer that I can be. I know that's how I pick a service provider a lot of times, so I figure it will help with my line of work too."

Kurt Pfaff: "My strategy for the coming years is to maintain a strong belief in myself and my abilities and to work really hard. Sounds so simple, huh?"

I take inspiration from the many brilliant, successful people throughout history. All of them have common character traits that I try to learn from and always strive to implement. All the greats are goal oriented, extremely focused and

see a successful outcome in their mind. Every action they execute is to fulfill that vision and do what is necessary to accomplish their goals. When faced with an obstacle they brainstorm on ways around the problem rather than beat their heads against it, remembering that the hurdle may just be an unexpected opportunity. And all of my heroes have one very important attribute, that is why they stand

out in our memories and are a part of some kind of history. Despite overwhelming odds, they never give up. I've always taken solace in the inspiration of 'It's not how many times you get beaten down, what matters is how many times you get up.' It takes considerable strength to lick your wounds, learn from failures and move forward.

With these principles as the basis of motivation, I will continue to challenge myself and aggressively market to diversify my clientele. This means searching out creative situations that will scare the crap out of me because of my own uncertainty of my ability to pull it off and force myself to refine and grow in knowledge and skill. Then devise and perfect an effective marketing program and stick to it. I'm confident that if I obsess on these two simple goals, everything will fall into place. I know there is no easy way through this, but failure is not an option. I need to stay focused and

follow through with my plan. After all, this strategy has worked so well for me in the past."

Beth Hovanec: "Lately I have found myself *donating* more artwork than I have ever done in the past. So far, I haven't seen any evidence that this has given my own career a boost, but it does give some satisfaction that I am helping out some worthy cause. And even if I am not generating sales, at least I know that people are seeing my work."

Cheryl Ceol: "I believe in observing the tenets of knowledge, love, belief and balance.

Knowledge: Learning everything it will take to create an abundant, fun, prolific life as an artist. Attending seminars that fill in the gaps of my 'career ignorance'. Getting more help from an accountant to help with the business aspect of it all. Learning more about marketing and refining what I specifically am good at and want. Joining other artists more to feed my need to 'just sketch.' Listening to and reading others' challenges, to empathize and feel the necessity to produce great work.

Love: Continuing to pour in the love for what I do with the same dogged energy (no, make that with more energy) than I gave to others I worked for.

Belief: To finally completely believe that God wouldn't give me this desire without putting the right people in place to help it come true. Thank goodness for mentors who write books like *The Artist's Way*.

Balance: I need to be fed on the mental, spiritual and physical level to be a better artist with physical activity like walking, tai chi and mental stimulation from reading, puzzles, talking with others and spiritual input, whether by reading, praying, listening to excellent music.

For success and profitability through the next few years and beyond: Market! Market! Market! Especially for me, I'll need a lot of help from others out there to promote it. So I'll need either an agent, or several companies who particularly like my work to help with success and profitability.

But, let's face it. Just like everything else in life, believe and receive. And expedite it all by being a giving, living example of what we were put here to do."

Anni Matsick: "I'm now considering teaching opportunities that I had no time for in the past when the children's market was flourishing. I've accepted one for a summer workshop in a lovely rural, wooded setting in my area and will see how it goes. Plans for the course are causing me to take an analytical look at my work from a different perspective to decide what I have to impart."

Fred Carlson: "In my 30 year career, I have lived through economic downturns just after I first started in 1981-82, in 1991-92 (S&L problems), 2001 (after 9/11), and now the current freeze in spending due to the liquidity crisis 2007-present. To keep a long-term career going, you have to look past these points and up at the horizon of where you want you work to grow, to be seen, and to be rewarded.

I've learned that it's not about how much you make when you are busy that matters for career longevity, but how little you spend when times are tough. Realistically, seven difficult years out of almost 30 is about one in four that are rough sledding, so you need to build up your reserves (property equity, liquid savings, and have other sales strategies handy for income) up front in your career. When you have a good year, you just cannot blow it all, one must be creatively living below that income so you have reserves to draw on and prosper when times are tough.

Don't get me wrong...I started feeling this current slowdown quickly in mid-2007 after five terrific straight years. This is the worst shakeout in our industry I have lived through; in my opinion, worse than 9/11, which was hellish. I have bids sitting on my table from over a year ago that were supposed to be already done and out the door and paid for, but they are not. Everyone needs to be working on new pieces and promoting during these down times so that when the uplift comes, you are prepared with great work to move ahead. I hope this answer provides some guidance to our PSI family."

John Hinderliter: "When times are slow it's the perfect opportunity to do some promotional work. Mailed samples, emails, socializing (aka schmoozing) are important at any time but being slow should make them a priority. Also, it's a great time to try to diversify and try different markets—books, magazines,

websites, advertising, galleries—there's got to be a category you've been wanting to hit. Good luck to everyone in these tough times."

Oksana Popovich: "PSI is an organization that can change an artist's life. I have been a member for only a few months but I feel already that it has changed mine! Several years ago I came to this country and joined some local art leagues in an effort to find other artists. I learned that local art leagues are composed mostly of people who considered art their part time hobby. PSI is such a breath of fresh air in my life! Everyone at PSI is a very talented, serious artist who has spent countless hours improving his or her skills. The level of professionalism that I see in the work of the members inspires me and constantly drives me to improve my own skills. Some members have examined my work and made suggestions and encouragement which are valuable to me. The free exchange of information and ideas among members has enabled my world to grow in ways that were not possible before. Members have taught me much about the art market and given me encouragement and offered suggestions. For the first time I believe it is possible to work towards marketing my art. Through PSI, I learned about the weekly drawing sessions at PANZA gallery, which I now attend. I've been trying to find something like PANZA for years. As important as all of these things are, perhaps the most important thing PSI has given me are new friendships! Thank you, PSI."

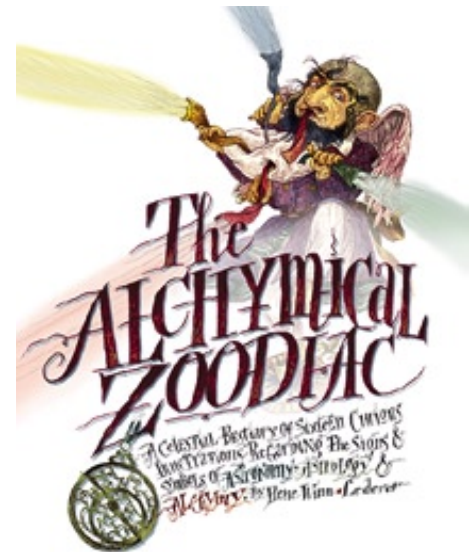
Nora Thompson: "I've taken the advice of some fellow kids' book illustrators and came up with a short story that could be illustrated in a few pages, and am sending those pages individually over the next few months as promotional postcards. I've included a super-secret link on the back of the postcards to a page on my site that explains the history of the story and gives tidbits about how it was created and explanations on why I did some of the things I did. Each page is also available as a downloadable pdf file.

Also with this postcard mailing, I've added editors and art directors of books for older kids to my mailing list, which is new. I'm promoting a new graphic novel style, which actually had its genesis in the drawing I did for PSI's 'Every Story Tells a Picture' AIP show a few years back.

The story marks my first public application of a writing fiction class, and I'm finding several editors and agents who are asking me to send them a story, not just illustrations. So I guess I'm adding 'writer' to my growing list of job titles, which is another way I'm staying afloat."

Ilene Lederer: "Encouraged by the affordability and open technical access to self-publishing, I've decided that I have no more time or patience for book submissions and rejection letters from mainstream publishers. There are several market-worthy books I've written and illustrated over the years, some of which are nearly ready to print and now's the time to make them real. If Beatrix Potter did it...

Under the aegis of my little publishing arm, Imaginarius Editions, the first of these, *The Alchymical Zodiac*, is now available and can be purchased from my web site through PayPal at: www.winnlederer.com It will soon be available on Amazon as well.



Whether or not this venture will be profitable, who can say? But for now, it feels good to make the effort and dream a bit."

Thanks to Kurt Pfaff for this month's question. Got a good question for an upcoming issue? Please submit to: animatsick@mac.com

A Look at What PSI-ers are Working on This Month

"Dreaming of Kirby," a 6x8 inch painting by **John Hinderliter**, won a jurors award in the Associated Artists of Pittsburgh show, "Small Works, Short Films, BIG Ideas," which runs March 20 – April 19. The show's theme is the size restriction.



John reports that his painting of a glass of beer was used on the contents page of

the current issue of Dirt Rag magazine, "Where a couple from Alaska saw it, tracked me down and bought it."

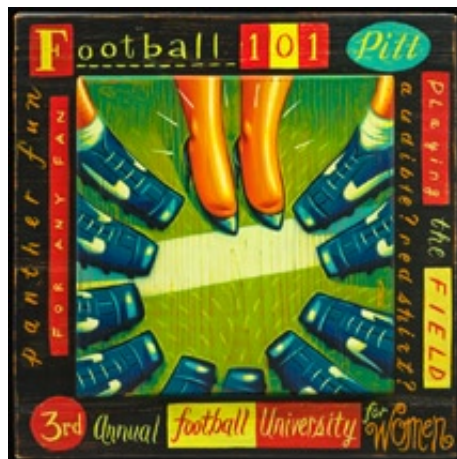
Leda Miller submitted this piece for consideration to a children's magazine.



Cheryl Ceol sent "Wolf and Fireflies" as a submission to Leanin' Tree Cards.



This piece was created by **Mark Bender** for Pitt magazine to go with an article on a noncredit course that taught football to women with no previous interest in sports. Mark adds, "The art director was Gary Cravener who is always a pleasure to work with."



Mark Brewer completed this full page piece for Strategic Finance magazine. The original art will hang in the RIGHT NOW! exhibit.



Ron Mahoney shares this rough sketch for a commemorative plate of Arnold Palmer for the Hamilton Collection.



Rich Rogowski has been very busy and sent these recently finished projects and one mid-sketch. Rich tells us: "This is a T-shirt design for LiNK Global. LiNK is an acronym that raises awareness for Liberty In North Korea. See: <http://www.linkglobal.org> LiNK is out of Los Angeles and I will be flown there to oversee an animation project they are working on as well. (All expenses paid!)"



Here is a poster created for a dog wash at a Tucson hangout. It will sponsor



Tucson Roller Derby Girls and the Tucson Humane Society. Yes, the roller derby girls will be washing dogs for a good cause. Yes, I will be photographing the entire event.

This is a shirt rough for the 'GreenRay' T-shirt company that is just starting up. Their logo is a praying mantis, and the theme throughout all the designs is environmental awareness. Not just recycling and the physical environment, but awareness of the environment between people as well. This is the third design for them."



Taylor Callery's piece was inspired by an article about how area businesses are aiming to capitalize on these terrible times to expand or to star anew, preparing for the upturn they know will one day come.



Justin Hrala created this entry for Game-Artisan.net's Dominance War 4, a worldwide competition where game art forums compete for fame and glory. Justin is under CGSociety.org's banner. This image is for a mini-challenge for a "War General Portrait." The main event kicks off in a few weeks. His website is back up at: www.jushra.com.



NRC Handelsblad, a Netherlands newspaper, found **Jim Zahniser's** Hank Williams portrait online (thanks to Google), and wanted it for the cover of their weekend cultural tabloid. "They



were very nice—I did have to open up a new checking account to get paid though," Jim says. "Wish I could read Dutch."

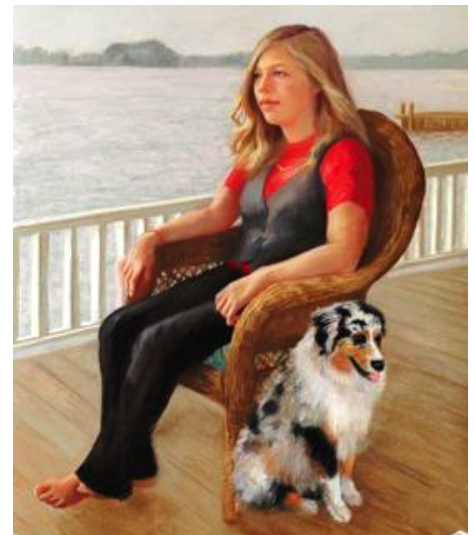


Craig Jennion created these two images using marker and colored pencil. They are posted on an online gallery.



Christine Swann sent progressive images of one of the paintings she has been working on. The painting is about

40 inches high and in pastel. "Next month I will send pics of her brother's painting which I was working on at the same time."



This pencil drawing of Marc-Andre Fleury of the Pittsburgh Penguins was done by **Beth Hovanec**.



Oksana Popovich painted this watercolor illustration for a story written by her brother-in-law.



"M Transformed" by **Judith Lauso** is a digital rendering poster/print done for a local school program.



Judith's "Dancing Flower Girls," a watercolor/pastel on illustration board, is part of the RIGHT NOW! show entries.



Rose Gauss created this 9"x24" watercolor and colored pencils image for the RIGHT NOW! show.



Here is a portion of the wraparound cover done by **Anni Matsick** for the March issue of Pockets magazine, showing maple syrup tapping.



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