

# inside

www.pittsburghillustrators.org



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Editor: Anni Matsick

### Reporters this issue:

Fred Carlson  
Hannah Luoni Garrison  
Vince Ornato  
Nora Thompson

Design & Production:  
Yelena Lamm



## WIN-WIN-WIN!

**Christine Swann's** "Indigent" won Second Place at the Tivoli International Exhibition in Italy. The award is sponsored by Schminke. The invitational show brought together twelve artists from around the world in a show of pastel portraits at the Scuderie Estensi in Plaza Garibaldi, hosted by the Pasit Pastellisti Italiani. The exhibit ran through October.

"Back Alley Shortcut" by **Bill Vrscak** (24"x18") won the Vivian Chevillon Memorial Award in the Transparent Watercolor Society of America's **annual exhibition** May 6 - August 6 at the Kenosha Public Museum in Kenosha, WI. Juror for awards was Jean Pederson AWS, from Calgary, Alberta. The 84 pieces in the show included about 30 AWS members, including Dean Mitchell, Mark Mahaffey, Ted Nuttall and John Salminen.



"Many thanks to Archie who is always happy to pose," wrote **Ron Thurston**, whose "603 Main" (29"x34") won First Place in Pennsylvania Watercolor Society's **38th International Juried Exhibition**. The show ran September 11 through October 28 at Adams County Arts Council In Gettysburg. Juror of Selection was Jeanne Dobie and Marjorie Glick was Juror of Awards. See the show [here](#).



## My Spot

**Anni Matsick**

Another jam-packed issue had our staff of two feeling topsy turvy, scrambling to assemble, for your perusal, all that's happened in recent months. Adding to the mix is a number of new members since our last report. You can read introductions for some of them, and look for a group snapshot taken at a Business of

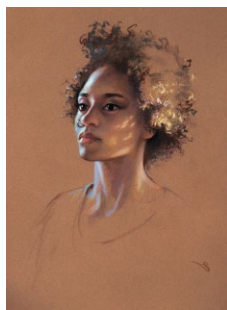
Illustration meeting dedicated to their interests. Another opportunity brought together a congenial group, captured in photos along with drawings done from an art model in a local gallery.

This month's Spotlight illuminates one of the best-known among us, telling how decades of work in a particular genre have taken him to new heights in that realm. He'll be playing guitar with other regulars at our Saturnalia celebration (details on page 5). It's THE chance for established members and newcomers to mingle, so make plans to join the fun at the most popular offering of our calendar year!

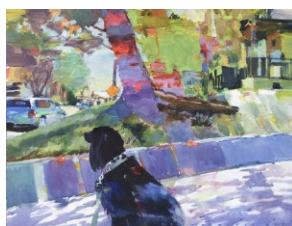


## On Exhibit

**Christine Swann's** portrait "Dignity" won an Honorable Mention in Pastel Journal Magazine's 19th annual *Pastel 100* competition and will appear in an issue next spring. Over 2800 entries were submitted from around the world.



**Ron Thurston's** "Found Object And A Rescue" (19"x25") won the Excellence Award III in this year's Northeast Watercolor Society 41st Juried International Exhibition.

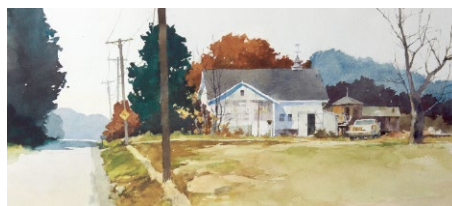


Ron's "Lucky Percentages" (19"x25") received an Award of Merit in Pittsburgh Watercolor Society's *Aqueous Open 2017*. Other PSI

members' works included were "We'd Remember Pieces of that Night" (40"x26") by **Nicole Renee**

**Ryan**, "Third Floor Walkup" (13"x12") by **Anni Matsick**, and "Midway" (27"x35") by **Kit Paulsen**.

The opening reception took place September 30, 5-8pm at Spinning Plate Gallery in East Liberty. This year's exhibit, juried by Pat Dews, included the work of 70 artists from all over the globe, with 28 artists from the greater Pittsburgh area and the other 42 from 21 states and 4 countries. The show ran through October 22.



"Deer Crossing" by **Bill Vrscak** (18"x34") was awarded the Transparent Watercolor Award in the *Pennsylvania Watercolor Society's 38th International Juried Exhibition* held September 11 - October 28 in Gettysburg.

Bill's "School's Out" (18"x24") won Fourth Prize, the Morrison Family Memorial Award, in the **2017 Adirondacks National Exhibition of American Watercolors**, held August 5 - October 8 in Old Forge, New York.

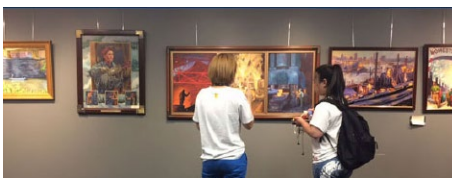


A selection of Bill's paintings were on display at the **John A. Hermann Memorial Museum** on the main street in Bellevue, September 8 - October 29.



"Skinny Cowboy," **Kit Paulsen's** latest painting of the Washington County Fair, was displayed at Sewickley Gallery and Frameshop during their Fall Gallery Walk September 22-23. The gallery also shows paintings by **Ron Thurston**.

This 8"x10" acrylic painting, inspired by the film *Virgin Spring*, is part of a series by new member **Ian Oz**, interpreting moments from different black & white films. It was on display at Mad Noodles, a restaurant in Southside, during the summer.



An exhibition of **Vince Ornato's** Pittsburgh and industrial paintings was shown in the gallery space in the University of Pittsburgh's Student Union, September 22 through October 2.

A reception was held on September 25. Vince reports that at least 200 people came through and new contacts were made.



**John Hinderliter's** 10"x10" oil painting of his niece, Tessa, was accepted into the Pittsburgh Society of Artists *Fifty-Second Annual Exhibition*. Show dates are November 10 - January 13, at The Artsmiths of Pittsburgh in Mt. Lebanon. The non-themed show was juried by Casey Droege.



**Cindy Strosser's** "Night Lights" were displayed at the 2017 *Wings and Wildlife Show* at the **National Aviary** in Pittsburgh, November 4-5, 10-5pm. The 16"x20" reverse glass painting is



of a great horned owl, done in layers with lights behind it that illuminate the moon and stars. **Jeff Brunner's** image in the show was first displayed in his exhibition last summer at G Squared Gallery in Ligonier. It was created using acrylic, wax pastel, and digital media.

**Ashley Cecil** offered scarves and prints of her paintings of flora and fauna. The latest addition to her line highlights the National Aviary's own pair of Guam Kingfishers. Shown is "Male Guam Kingfisher on Red," 18"x24" acrylic and oil on paper.

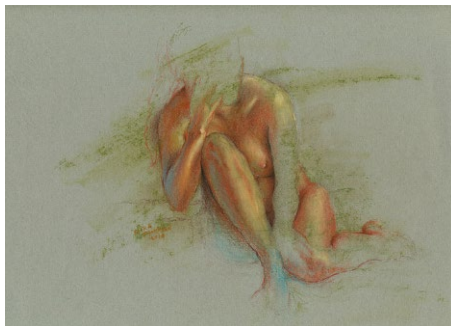
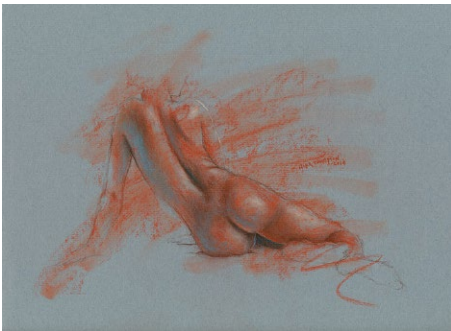


**Jeff Brunner** will be the featured artist in the Mattress Factory's Shop for the month of December, with all new drawings.



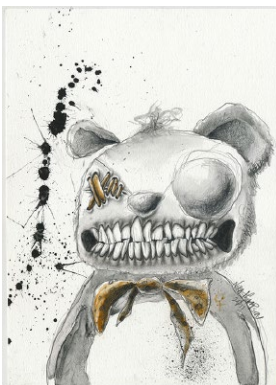


**Nora Thompson's** show *The Rots: Exposing Themselves* at Artisan Gallery in Garfield opened October 6 in conjunction with *Unblurred*, the monthly First Fridays gallery crawl on Penn Avenue. The show ran October 6 - November 2, and included 23 images. Thirteen of the images were drawn on watercolor paper with graphite and iron that had been recovered from acid mine runoff. View them [here](#).



Nora has two pieces accepted into the *Women in Art* exhibit at Seton Hill University, opening October 26 and running through November 21. "Blue Black Lounger" and "Green Softie" are 12"x9", pastel and conte crayon on paper.

Wigle Whiskey has asked Nora to show at their downtown tasting room at the Omni William Penn next year for the Pittsburgh Cultural Trust's second quarter gallery crawl. The show will open April 27.



**Ilene Winn-Lederer's** illustration, "Little Ms. WonderWoman," will be included in *Wonder Woman Visions / 75 Years of Amazonian Inspired Art* at Pittsburgh's Toonseum, opening date November 17.



A Celebration Of Art — One Year Anniversary by **Katya Vadim Greco** in her Studio Gallery located in Swissvale. The 3-day event had a reception on Saturday, November 4 with 5 themed exhibits on display. Shown is a work from "Open Heart-Shelter Dogs."



**Yelena Lamm** was invited to participate in *International Art Festival 2017 Exhibition*, organized by **The Museum of Russian Art/MORA** at the Highline Loft Gallery in New York November 2.



## Out and About

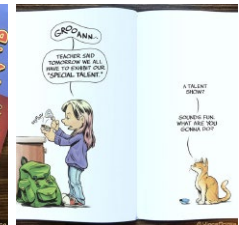
"I was a role model for the Girl Scouts," **Kit Paulsen** writes. She did a demo painting in watercolor, "The lesson being how to mix all the colors from alizarin crimson, ultramarine blue, cadmium red, and cadmium yellow. They then did a painting with these 4 colors. What a talented, enthusiastic batch of 10-year-olds! I was amazed to see things from my demo in their works." The fun they were having is evident!



**John Manders** amazed and amused customers with caricatures at the 35th annual *Applefest*, held October 6-8 in Franklin.

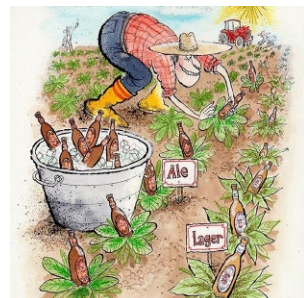


**Vince Dorse** reportedly had a blast tabling at the Baltimore Comic Con (Sept 22-24) where he debuted his latest project, *Phoebe and Beeswax*, an all-ages comic about a stressed out girl and her smarty-pants cat who work on a school project together.

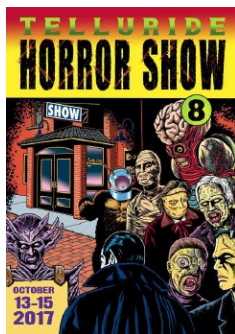


At the New York Comic Con (October 6-8) Vince sat in at the National Cartoonists Society booth, talking up the NCS and his own work (note the tabletop Bigfoot standee). In addition, many of the NCS cartoonists were asked to do hour-long workshops in the Wacom room, "basically drawing live in front of a small audience on a Cintiq and rambling over a headset mic about their work process," he reports. "I ended up doing a couple digital drawing/inking/coloring tutorials. Fun stuff." Hear a 4 minute [interview](#) on Tall Tale Radio.

Beginning August 30, **Mark Brewer** has authored a column aptly titled "What's Brewing?" every other Wednesday for the TribLive.com. Mary Pickles wrote this [introductory article](#). "Harvest Ales" appeared with his October 10 [column](#).







**Mark Zingarelli** designed the poster for Colorado's eighth annual Telluride Horror Show, which ran October 13-15. The festival attracts the latest and best horror films from around the world. See all 8 posters [here](#).

Here's the link to the latest 30-minute video in the ongoing series

being done by **Vince Ornato** for Bethel Park TV. This one is on caricatures. *The Creative Process with Vince Ornato* is broadcast in Pittsburgh area on Verizon 32 and in the southern suburbs on Comcast 7. All episodes are on YouTube.



Being a Puddles Pity Party fan, **John Hinderliter** thought it would be fun to do a portrait of him and, at the same time, experiment with his technique. "The painting

was fun to do, 8"x10" oil on paper, and was bought by friends in California who flew to Las Vegas with it to get a pic with Puddles," John reports. "Not only did they get the pic, but my friend got called up onto stage to drink coffee and eat a cupcake while Puddles sang 'Under Pressure.' Now Puddles Pity Party follows John on Twitter, @diamondjim56.

The folks at Hidden Harbor, a modern tiki bar in Squirrel Hill, asked **Craig Mrusek** to design their new custom Mai Tai glass. The design, rotated here to show all 3 images, is available for sale in 3 colors.



Tattoo artist **Sarah Miller** was a panelist in "Women Of Ink: Trials, Tribulations, and Triumph" held Sunday, October 22 during **United Ink: Flight 1017- Tattoo & Arts Festival** at **Cradle of Aviation Museum**. This open forum discussion showcased 5 female tattoo artists of varying experiences, styles, and backgrounds fielding questions and giving insight onto the life of a female in the tattoo industry with special host Jackie Rubino.

Sarah participated in the Calgary Tattoo & Arts Festival again this year, held October 13-15.

**Susan Castriota** designed the packaging for her Cuchina Safe Microwave Vented Glassware. She just completed the design for the new 8" lid display packaging, her first in bi-lingual. Products are available at [www.cuchinasafe.com](http://www.cuchinasafe.com) and Amazon.

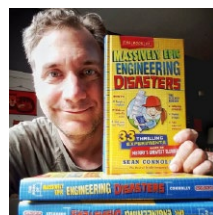


**Yelena Lamm** designed and illustrated packaging for a toy wheelchair for Barbie-sized dolls, the project **crowdfunded** by **Lammily** last December. The new toy is now shipped to more than 1000 backers.

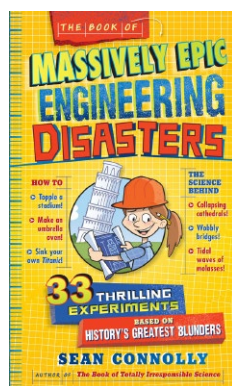


A Cafe Chat with **Anni Matsick** by Lindsay Bandy appears at **EasternPennPoints**, the blog for eastern Pennsylvania region's Society of Children's Book Writers & Illustrators. It preceded Anni's presentation at their annual **Fall Philly/PA Authors Day** held November 5 at the Warwick Hotel in Philadelphia. Her topic was "When Pen Meets Brush: Author/Illustrator Relationships in Self Publishing."

## Books



**Pat Lewis** was excited to get comp copies of a book he illustrated earlier this year. *The Book of Massively Epic Engineering Disasters* by Sean Connolly was released September 5, from Workman Publishing. Pat estimates he did about 90 interior illustrations. Each engineering disaster, beginning with the toppling of the Colossus of Rhodes, includes a simple experiment or two using everyday household items to explain the underlying science. Buy it [here](#).



*Wish On A Halloween Moon* by **Vince Dorse** has forty black-and-white pages of kid-friendly monsters that began as an Inktober experiment and resulted in a Halloween storybook (that can also be used as a coloring book).

Curly-haired Sabrina returns this fall in this follow-up story to the multi-award-winning *Dinosaurs Living In My Hair!*, written and published by Jayne Rose-Vallee. The fun begins when she and her first grade friends discover they share an unusual trait, useful for dealing with bullying behavior.

Both books are illustrated by **Anni Matsick** and available on the author's [website](#). Kid-blogger Emperor gave book 2 a thumbs up review at the **DLIMH** booth (with wall-sized art from the pages) at the NY NOW trade show in August.



This year, new member **Janet Carlisle** published a picture book for children and adults, *Birds of a Feather*, which she wrote and illustrated. She is currently working on a sequel.



After Janet created a coloring book for the Lithuanian Nationality Room in the Cathedral of Learning, the University of Pittsburgh just published *The Coloring Book: Drawings to Color From 30 Nationality and Heritage Rooms* which has 60 drawings to color. The book is a fundraiser for Nationality Room Scholarships.

*Ruth Bader Ginsburg: The Case of R.B.G. vs. Inequality* written by Jonah Winter and illustrated by **Stacy Innerst** is on the New York Times list of The Best Illustrated Children's Books of 2017.



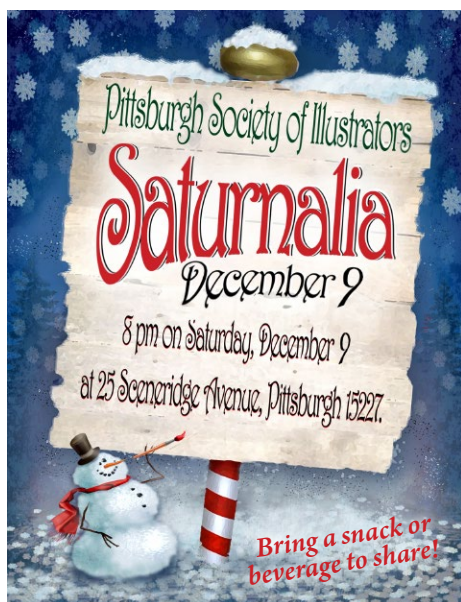


## Nora Thompson reports on...

## WPaSCBWI Update

The western Pennsylvania region of Society Children's Book Writers & Illustrators held a member's-only Agent's Workshop November 10-11. Agents participating were **Ginger Clark** from Curtis Brown, **Jennifer Laughran** from Andrea Brown Literary Agency, and **Molly O'Neill** from Root Literary. Jennifer handled the picture book track.

WPaSCBWI is organizing a picture book event for next April 20-21 based completely on **Stacy Innerst's** Golden Kite award-winning book, *The Music in George's Head* titled *From Idea to Bookshelf*. They've gathered the main players who worked on the book: **Stacy Innerst** (illustrator) and his agent Susan Cohen from Writers House, Suzanne Slade (author, unagented), Barbara Grzeslo (art director), and Carolyn Yoder (editor) from Calkins Creek, an imprint of Boyds Mills Press.



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## Treasurer's and New Member's Report

## From: Treasurer/New Member Contact Fred Carlson

(Figures good through November 7, 2017)

## Income/Expenses 2017

Total income: \$21,535.50  
Total expenses: \$21,370.72  
Cash-on-hand: \$12,511.28  
(Citizen's checking \$10,198.68; Citizen's savings \$2,017.87; PayPal \$294.73)

## PSI Dues and Membership Report 2017

Membership: 169 members  
Full members: 138 (1 TBA)  
Affiliate members & affiliate comp members: 30  
New members in 2017: 19  
Prospects receiving new member applications in the past year (inquiries): 10

## Art of Facts | Uncovering Pittsburgh Stories Fundraising/Exhibition Report

## From: Fred Carlson/Treasurer and Exhibition Budget Director and Fundraising Chair

(Figures good through November 7, 2017)

Total income for show: \$11,390  
Exhibition expenses: \$14,093.48  
General funds used  
(to underwrite industry outreach): \$2,703.48



Painting by Kurt Pfaff

## Life Drawing at Panza Gallery

Long Pose Monday: Mondays 6-9pm \$10  
Life Drawing: Thursdays 6:30-9:30pm \$10  
Saturday Sessions: Saturdays 10am - 1pm \$10

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

[www.panzagallery.com](http://www.panzagallery.com)

## New Members

## Janet Carlisle

Verona, PA

Janet is a professional visual artist, illustrator and art therapist. Her BA from Chatham University is in visual art, and her Masters from Seton Hill University is in Art Therapy. Janet focuses her creative energy on mixed media collage, having developed a unique style using fabric, pictures, paint, collected mementos and stitching. A native of Springdale, she is deeply connected to her roots in Lithuania, where all 4 of her grandparents were born. She chairs the Lithuanian Nationality Room Committee at the Cathedral of Learning and founded and directs the Open Art Studio in Springdale which reaches diverse populations and ages.



## Bill Luconti

Pittsburgh, PA

[www.lucontidesign.com](http://www.lucontidesign.com)

Bill is a 1978 graduate of the IVY School of Professional Art, where he majored in illustration and art direction. Bill has been employed at every level of the graphics world, from studios, to agencies and major corporations. He has lived in Pittsburgh all of his life with his wife Joanne, whom he met while attending IVY. They live in the Friendship neighborhood of Pittsburgh, and have a 22 year-old son who recently graduate from Allegheny College. Luconti Design, Inc. was established in 2004, and has developed into a very successful business in the graphic design and marketing world.



**Katya Vadim Greco** has been upgraded from Affiliate to Full PSI Member.

## New Affiliate Members

## Stephanie Hnat

Carnegie, PA

Stephanie is a scientifically inspired Illustrator, a recent alumni of Edinboro University with a BFA in Illustration and minor in Printmaking. Recently her work has been focused on creating illustrations for web designs with interactive web animations. Stephanie uses both traditional and digital as mediums for projects as a freelancer.



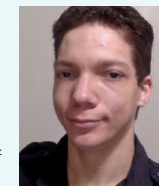
Photo by Alan Baldi

## Ian Oz

Greensburg, PA

[www.ianoz.com](http://www.ianoz.com)

Ian is an artist who sees painting as a way to tell stories. Acrylic paint is his preferred medium because of its versatility and fast drying time. He is a recent graduate of Seton Hill University in Greensburg, with a BA in Art Administration. In the coming years, Ian seeks to improve his portfolio and become an illustrator working on a freelance basis for the entertainment industry.





Fred Carlson reports on...

# August BOI Meeting

Former VP **John Blumen** hosted the August Business of Illustration meeting August 31 at his home studio in Brentwood. The evening's program was a special outreach for new members. This year has seen the largest increase in PSI new members ever, with 16 new members joining from January through August. The program was in the works after Secretary **Hannah Luoni Garrison** first proposed special outreach to newcomers and younger members in late 2016. She and PSI Board President **Emily Traynor** made phone calls and special emails to the new members which resulted in 50% of the new membership attending.

Emily welcomed everyone and delivered remarks about the 2017 PSI program schedule. Exhibition Chair **Molly Thompson** summarized recent developments concerning the 20th Anniversary show *Art of Facts | Uncovering Pittsburgh Stories* at Heinz History Center. Treasurer and New Member Contact **Fred Carlson** spoke about current membership trends, our total number of members (standing now at 166), and making the most of membership. He displayed our recent PSI website marketing campaign, newsletters, and other PSI materials. Affiliate members were encouraged to resubmit new work after 12 months to the screening committee to pursue an upgrade to full membership, which would include a full gallery on PSI's website. Mentorship Team leader **Mark Zingarelli**



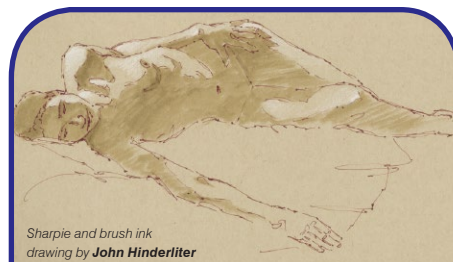
described the Mentorship Program and how to get involved as a "mentee."

New full member **Bill Luconti** joined new affiliate members **Liz Beatty, Aimee Bungard, Dan Ekis, Laura Garvin, Stephanie Hnat, Ian Oz,** and new affiliate member **Andrew McAfee** for a detailed Q&A session with all the PSI members present. The comfortable setting included a central table groaning with contributions of snacks and goodies. Other attendees were: former President **Rick Antolic**, former VP **Amanda Zimmerman**, Screening Committee Chair **Kathy Rooney**, ASIP rep **Ilene Winn-Lederer, Vince Ornato, Robert Sage III, Phil Wilson, Lindsay Wright,** and affiliate members **Kelly Ackerman** and **Kat Bureman**. The evening culminated in the largest Business of Illustration meeting of the year so far (24).

Photos by Kathy Rooney



New Members, L-R: Ian Oz, Aimee Bungard, Liz Beatty, Dan Ekis, Laura Garvin, Bill Luconti, Stephanie Hnat, Andrew McAfee



Sharpie and brush ink drawing by John Hinderliter

## Figure Group at South Arts Pittsburgh

Wednesday evenings 7-9 pm

\$10

The Historic Schoolhouse,  
2600 South Park Road,  
Bethel Park, PA 15102

Contact Chuck at

[chuck@westpennart.com](mailto:chuck@westpennart.com)

## 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

less than 10 sets left!

\$10/set



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

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

Sales benefit PSI general treasury.

Please contact Fred Carlson  
412.856.0982 or [fred@carlsonstudio.com](mailto:fred@carlsonstudio.com)



Vince Ornato  
reports on...

## September BOI Meeting

September's Business of Illustration meeting veered from the usual last-Thursday-of-the-month and took place, instead, on Friday, September 29, 7-10pm. The Panza Gallery at 115 Sedgwick Street in Millvale was reserved for a live figure drawing session. Members brought their own art supplies and made use of about five easels on hand in the gallery. Each brought a dish or beverage to share.

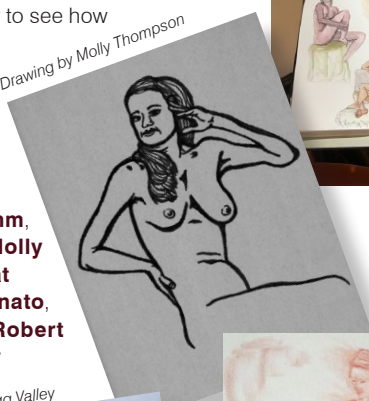
One of the good things about the experience was coming together to make art, which we rarely do as a group. Some members had not attended a drawing session from a live model in years, and it was beneficial to break out. The added benefit was to get feedback from other members and having the ability to see how they handled the subject. This interaction among artistic colleagues is invaluable.

In attendance were President **Emily Traynor** and VP **Genevieve Barbee-Turner**, PSInside designer **Yelena Lamm**, Art of Facts Exhibit Chairman **Molly Thompson**, **Jeff Brunner**, **Kat Bremen**, **Dan Ekis**, **Vince Ornato**, **Sophia Pappas**, **Kurt Pfaff**, **Robert Sage**, **Gregg Valley**, **Lindsay Wright-Durko**, and new affiliate member **Blanca Pifano-Lenk**.



Photos by Yelena Lamm

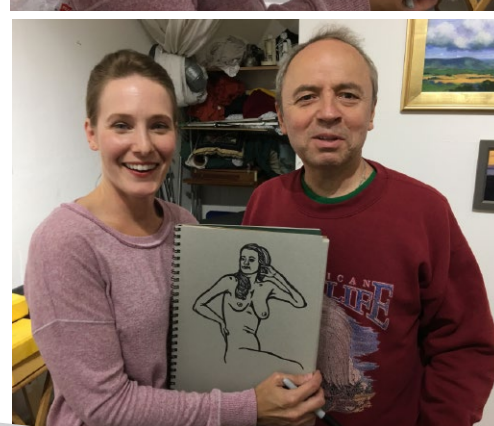
Drawing by Molly Thompson



Drawing by Gregg Valley



Drawing by Vince Ornato



Drawing by Jeff Brunner



Drawing by Kurt Pfaff



Drawing by Sophia Pappas



Drawing by Molly Thompson



Hanna Luoni Garrison reports on...

## October BOI Meeting

The Business of Illustration Meeting held October 26, titled "Business practice workshop: Demystifying the Business Aspects of Illustration," was hosted by Treasurer **Fred Carlson**, at his home in Monroeville. Fred gave a 5-step talk on building and maintaining a business: maximizing your gross, and minimizing your net; creating an annual budget; how to procure a successful marketing regime, building relationships with clients; and finally reaping your gains and utilizing your network. He began his talk explaining how these tips can benefit everyone, whether freelancing part-time or full-time.

First, Fred touched on managing receipts for tax preparation. He explained what to take note of, including food, hotels, supplies, and studio space to name a few. The conversation evolved into marketing and the various ways it can be done. Sometimes face-to-face meetings, if only for 15 minutes, can pay off in the long run. These trips can also be deducted on your taxes. Anything that pertains to your business, write it off!

We also went over the advantages of shopping around for bank accounts, and using local banks and credit unions. **Genevieve Barbie-Turner** brought up how important it is to shop around and ask what their stipulations are for any type of transaction.

Some other factors we touched on: Crafting a budget: Take your receipts and multiply for the year is the easier way to craft a budget. Maintaining records is very important. This is also an important way to price yourself so you can make a living.

Business has 5 parts that are most important: billable assignments, researching your clients and the type of work you want, outreach to those

people, and then thinking about retail ways to make money.

Developing a strong portfolio is key, 12 is a good number of samples.

In addition to our host, attending were: President **Emily Traynor**, VP **Genevieve Barbie-Turner**, Secretary **Hanna Luoni Garrison**, former VPs **John Blumen** and **George Schill**, **Amy Bungard**, **Liz Beatty**, **Kate Bureman**, **Dave D'Incau**, **Dan Ekis**, **Steve Haynes**, **Vince Ornato**, **Hilary Schenker**, **Autumn Seybert** and **Lindsay Wright**.

## Next BOI Events:

### November:

None scheduled due to holiday

### December:

Annual Saturnalia Party,  
Saturday, December 9, 8:00 pm



Fred Carlson reports on...

## September Social Meeting

The second Tuesday PSI Social at The Abbey on September 12 saw many first-generation PSI members mingling with newcomers. Once again, free premiums (*Getting Started As An Illustrator* by **Michael Fleishman**) were handed out and appetizers and drinks were enjoyed.

New project work and finished print projects were passed around. Attending were: VP **Genevieve Barbee-Turner**, Treasurer **Fred Carlson**, Former President **Rick Antolic**, Scholarship Chair **Rhonda Libbey**, **Alex Patho Jr.**, Former VP **George Schill**, **Mark Bender**, **Kat Bureman**, **Vince Ornato**, **Hilary Schenker**, **Phil Wilson**, and new members **Janet Carlisle** and **Naomi Lees-Maiberg**.

Fred Carlson reports on...

## October Social Meeting

The October second Tuesday social at The Abbey had a mix of business and pleasure as members of the Exhibition Team finalized the upcoming November 9 reception paperwork, plans for acquiring industry mailing lists, and scheduling for ordering the invitations, while others mingled with new members and prospects. Complimentary copies of *How to Get Started as a Freelance Illustrator* (new edition) by **Mike Fleishman** continue to be handed to new members as gift premiums from PSI. **Vince Dorse** spoke about his recent trip to the NYC Comic Con. **Fred Carlson** spoke about his new poster series and the technical aspects of his illustration method.

Attendees included: Treasurer **Fred Carlson**, Exhibition Chair **Molly Thompson**, Former VP **John Blumen**, Former VP **George Schill**, ASIP rep **Ilene Winn-Lederer**, **Liz Beatty**, **Sophia Marie Pappas**, **Autumn Seybert**, **Phil Wilson**, **Vince Dorse** with guests **Michelle Miller** and **Daryl Godfrey**, and new member prospects **Monica Alisse** and **Jade Tan-Holmes**.

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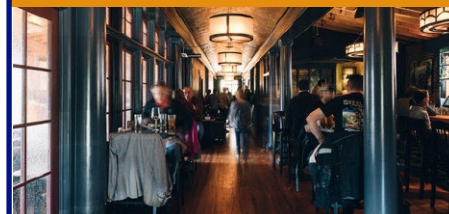
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Take a look back at a few of our past years' "Horrorifying Halloween" issues:



## NEXT PSI SOCIAL



**Socials will resume in the new year at the usual location.**

The Abbey on Butler  
4635 Butler St, Pittsburgh, PA 15201



## Spotlight on... Fred Carlson

*From the time when the music projects began to flow in, Fred's work has been placed on some of the most groundbreaking bluegrass music ever recorded, stuff that will last forever.*



Fred Carlson can look back on a long career in illustration. His work first appeared in the Wall Street Journal 40 years ago, the summer after he graduated from Carnegie Mellon. Fred has been an independent freelancer since 1981, when his work first appeared in the Society of Illustrators Annual. Instead of slowing down, Fred is still bringing in assignments and generating poster art visuals that bring a youthful excitement to his studio day. For him, it's almost like getting that first LP cover job in 1984 for the re-issue of the Stanley Brothers "Starday Sessions," his first serious music assignment.

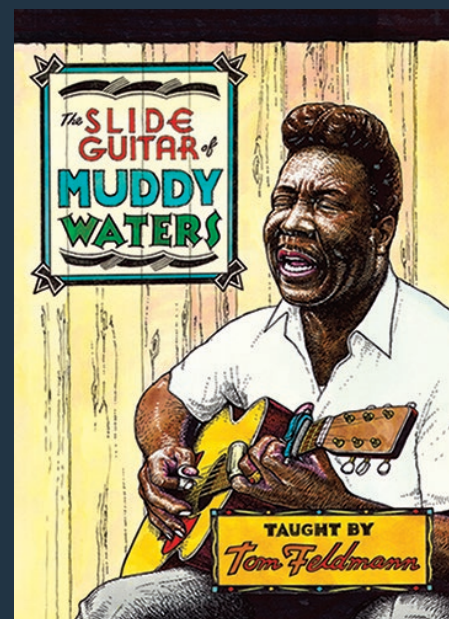
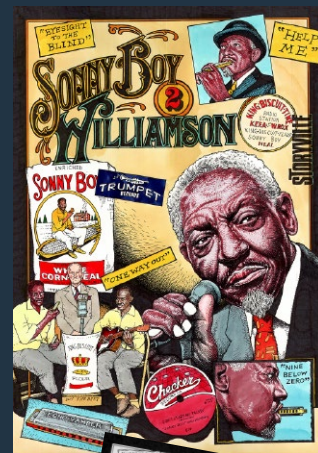
Fred began an **online shop** retail business selling his posters, placemats, and postcards two years ago (since his last **Spotlight**). The business model uses social media to direct interest to his giclee prints of famous musicians, particularly bluesmen, and other subjects. As interested buyers and collectors place orders, Fred adds them to a regular personal email outreach alerting them to new posters and products coming online for sale. "There's a lot of balls in the air at once with this kind of solo show," Fred says. "You want to think about and create new images for yourself, but they have to attract fans and generate sales as well. Then you have to plan the outreach to your buying base. It takes time but every month a little more happens!"

One recent poster series was underwritten by a performer/writer in Los Angeles, blues harmonica star Rob Stone. "Rob gets the first three posters off the rack since he pays me to do the work, and he consults with me on the content." Rob's contacts in the music business have led to Fred receiving website attention and orders from Canada, Europe, and the Far East. "I woke up one day to find an article posted about me in Spanish dedicated to blues fans on the Iberian peninsula!" The product of this relationship is pictured here: the first 3 of 5 planned All-Time Blues Harmonica All Stars posters — Little Walter, James Cotton, and Sonny Boy Williamson 2 (Rice Miller).

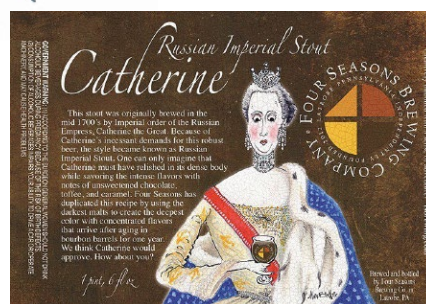
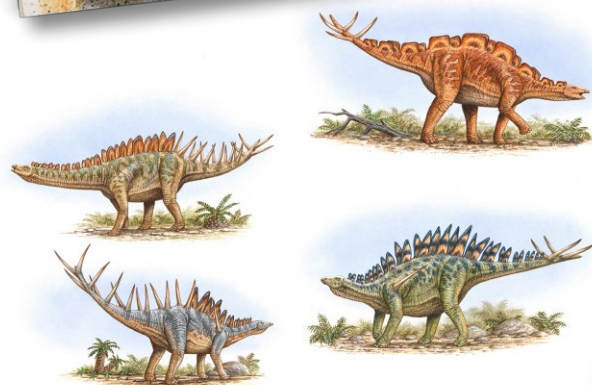
Other recent contacts in the music industry have Fred working on a non-disclosure project designing a character for an upcoming Hollywood big-budget movie. The plot revolves around a blues musician who finds redemption as he spends his 82nd year playing the same old gigs. "If the star reading the script right now says 'yes,' this takes my career in an entirely new market — movie poster advertising!"

An assignment illustrating a portrait of another lifetime idol, Muddy Waters, fell into his lap last month. Fred has illustrated Muddy in montages before but never a solo piece. "My trifecta of roots music idols is now complete! Bill Monroe in 2000 (for BMG/County), Flatt & Scruggs in 2004 (for SONY/Copper Creek), and now Muddy in 2017 (for Guitar Workshop)!" But it's clear he won't pause after reaching that goal, with so much else to pursue!

Article by Anni Matsick  
Design by Yelena Lamm  
Photos courtesy of  
Nancy Flury Carlson







1. "The Bat Man" comes from **Nora Thompson's** notebook of Rots images, drawn with ink. It was included in Nora's annual Rotty Halloween marathon where she draws and posts a new Rot to her social media sites every day in October. See them [here](#).
2. The delightfully creepy stickers are escapees from **Vince Dorse's** *Wish On A Halloween Moon*. The 40-page perfect bound coloring book is available [here](#).
3. "Caladiums," a three-foot square oil painting on canvas is one of four done so far in a series this size by **Kurt Pfaff**.
4. Kurt recently painted this sheepdog as a pet portrait.
5. Here's a recent illo done by **George Schill** for ONSvoice Magazine accompanying an article detailing Cancer MoonShot, a task force created by Joe Biden to raise funds for cancer research.
6. Here are two spreads **Phil Wilson** completed for the latest issue of ZooDinos magazine for kids, issued under the parent company ZooBooks. It features the various species of stegosaurus and, yes, there are many! The original art is 15"x28" and done in acrylic. ©Wildlife Education, Ltd./ZooDinos.
7. **Jim Prokell** recently completed this illustration for an article, "Law Firm Strategic Planning: A Report on the State of the Art" for McKenna Inter-
8. national Report, an international legal magazine. Jim has designed and illustrated for the publication about twice a year for over 10 years. The original art is 11"x17" and done in acrylic.
9. Here is **Mark Brewer's** new illustration for the label of Four Seasons Brewing Company's Russian Imperial Stout, favored by Catherine the Great.
10. This illustration is for Four Seasons' Pumpkin Stout, "Dark Side of the Pumpkin."
11. This poster was designed and created by new member **Bill Luconti** for the recent *Chuck Cooper Foundation Luncheon*. Chuck Cooper was a Duquesne University graduate and was the first African-American player to be drafted in to the NBA by the Boston Celtics in 1950. He was also the first African-American department director in the City of Pittsburgh in 1970. Chuck became the first African-American Diversity Officer of Pittsburgh National Bank in 1975. "Sadly—and hard to believe, Chuck is not a member of the Basketball Hall-Of-Fame," Bill adds.

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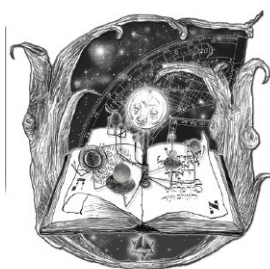
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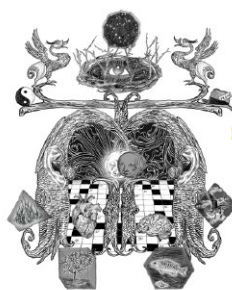
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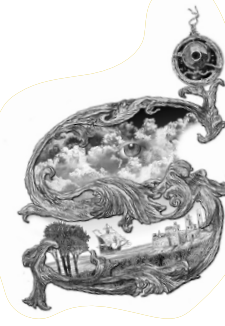
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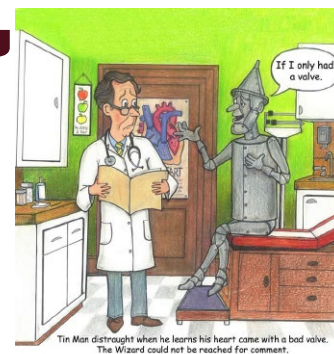
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Tin Man distraught when he learns his heart came with a bad valve.  
The Wizard could not be reached for comment.



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12. This 9"x12" watercolor with digital drawing on top was created by **Hilary Schenker** for the cover of an album by Steve Stevens called *Stand Up Dad*. He is pictured with ukulele.

13. **Susan Castriota** completed this commission for the owners of a filly named Thistle. She started with pencil and then added watercolors and touches of Prismacolor pencils. Size is approximately 20"x16".

14. Here are two cattle dogs Susan painted for a commission, the images are 9.5"x7.5".

15. This cover and selected interior illustrations were done by **Ilene Winn-**

**Lederer** for Creative Non-Fiction Magazine #65, published locally in Lawrenceville. The October issue's theme is Science & Religion. The creative director was Seth Clark.

16. "Master of the Macabre" is a new self-promo piece **Pat Lewis** created for October, sent to art buyers as a postcard.

17. **Judy Emerick** has done 32 illustrations, including front and back covers, for a 10.75"x8.75" children's book which she refers to as "The Bee Book." Shown is some of the interior art, done in pastel.

18. **Vince Dorse** created this spooky-

hacker-in-a-hoodie concept and "gothod up" the Pitt Union for The University of Pittsburgh's Cyber Security Scarehouse event this Halloween. The horror-themed workshop helps students recognize and prevent cyber crime. The image was used for their online campaign, promotional posters, and t-shirts.

19. **Frances Halley** drew this cartoon while recovering from an aortic valve replacement in 2015. She gave a copy to the surgeon who loved it and hung it in his office. Recently, Frances was contacted by PR people at Allegheny Health Network requesting a copy to be displayed in a showcase celebrating the 60th anniversary of the cardio-

vascular surgery department and its achievements. (They had asked Dr. Bailey for his copy but he didn't want to part with it.)

20. "Winter Morning" was done by **Rick Antolic** as a birthday gift for his mom, and will be used for his Christmas cards this year. The 16"x20" original is done in oil on canvas.

21. Pittsburgh City Paper's Election Guide 2017 with art by **Frank Harris** asks, "Can anyone stop Frankendistrict before he wreaks havoc on the 2018 midterm elections?"

22. Here's **Jim Zahniser's** most recent travel poster.