



Inside

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This issue:

Member News	p.1
Announcements	p.3
Features	p.4
Spotlight	p.6
Behind the Brush	p.7

Editor: Anni Matsick

Reporters:
Rick Antolic
Fred Carlson
Molly Thompson
Autumn Seybert

Design & Production:
Yelena Lamm



Take Note

Copies of **Ilene Winn-Lederer's** new book, *Notes From London: Above & Below*, are available at Ilene's [Magic Eye Gallery](#) and at her [Etsy shop](#). Sir Crockfoster is one of the featured characters.



New Digs

Stacy Innerst did this illustration for a story in the Boston Globe, about an organic gardener buying her first small home after a divorce.

Butter Up

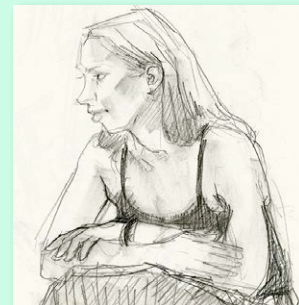
Phil Wilson did a portrait of an old-time baseball player for the label of Texas-based "Home Plate" peanut butter.

My Spot

Anni Matsick

The annual July Illustrators Retreat gave us a chance to celebrate a bit of glorious summer together, including a shared figure drawing session, concentrating with pads and pencils in the sylvan setting while listening to fellow artists plucking out tunes on their guitars. A contrasting event had us in a darkened room, staring at a wall where projected images challenged us to guess at their pricing. Both events had in common the congenial atmosphere and eager conversation that is conjured whenever a group of us gathers. Your next opportunity to join in will be in August, at a member's home whose

porch in a long-established local neighborhood has become a favorite annual meeting spot. Look inside for reports on recent events and the upcoming BOI meeting. The issue is filled with the usual wide variety of things that have kept many of us busy in recent months, and a newly-launched book in the Spotlight that kept its writer/illustrator busy for years! This issue is best enjoyed on a laptop outdoors, with your favorite cold beverage!



On Exhibit



Four illustrations by **Lisa Rasmussen** are part of *More Than Words: An Illustration Exhibition* at the Arsenal Center for the Arts in Watertown, MA. The show of work done for children's books includes eleven artists and runs June 11 – August 28.

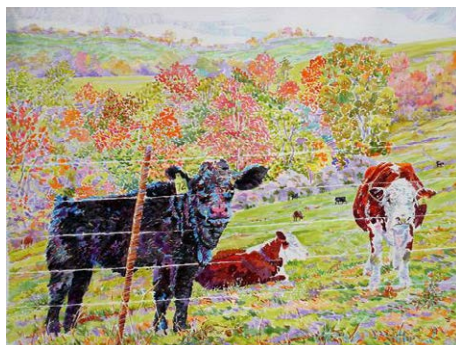


Christine Swann's 24 x 35 pastel painting, "Threads," (model: **Molly Thompson**) won the Best of Show "Prix de Pastel" award at the *International Association of Pastel Societies Masters Exhibition* held at Albuquerque, NM June 6-7. Christine says about the piece, "This painting expresses the threads of our lives that we must fight to keep in our grasp. There are many things we keep close to our hearts and have a firm grip on such as family or our highest priorities. However, there are many more strings that pull away and we lose our grip on them over time — like old friends or even our youth. How hard do we battle to keep up with the strings? Which ones do we hold tight and which ones do we let go? My subject is not upset by this struggle. She is a stoic figure doing battle with life. She represents us all." Christine was one of ten artists interviewed in a [posting](#) by blogger Gail Sibley.

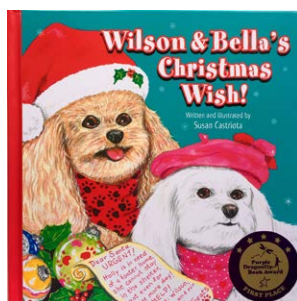


Her award-winning 18 x 14 pastel painting, "Determined," appeared on the cover of the IAPS Convention catalog. Christine is shown with fellow Master Circle honorees.

"These are my neighbor's cows," says **Kit Paulsen** about her recent watercolor painting. "#72, a bull calf, seemed smarter than the rest; on my way home twice I spotted him frolicking outside the fence. My neighbor, when I called to report the escape, would sigh, then herd him back in on a quad." The painting is on display and for sale at the Sewickley Gallery & Frameshop.

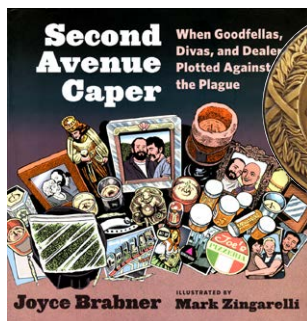


In Print



Wilson & Bella's Christmas Wish! written and illustrated by **Susan Castriota**, won First place in the category of "Charity/making a difference" in the Purple Dragonfly Book Awards.

Leda Miller's [Kickstarter project](#), *Hecock*, an historical fiction steam punk graphic novel, was fully funded before its July 9 deadline. Within two days, the successful campaign had reached half of its goal. Leda reports she will be able to print and publish the first and second book, and probably have enough left to do the third, as well as send out all of the many rewards to her backers. The books will be available on Leda's blog, as well as Amazon, and most other online bookstores.



Second Avenue Caper, written by Joyce Brabner and illustrated by **Mark Zingarelli**, won the LGBT Graphic Novel award at the 27th Annual Lambda Literary Awards (the "Lammys").

Winners were announced in a gala ceremony hosted by comedienne Kate Clinton at The Great Hall at Cooper Union the night of June 1. The Lambda ceremony brought together over 550 attendees, sponsors, and celebrities to celebrate excellence in LGBT literature and 27 years of the groundbreaking [literary awards](#).

Out and About

Several PSI members exhibited their work for sale at the Dollar Bank *Three Rivers Arts Festival* held June 5-14. **Linda Barnicott** received a visit from "Santa" — the model for her Christmas scene, titled "Shhh."



Vince Ornato was captured in this photo by **Alex Patho Jr.**



Yelena Lamm had a Lammily© doll (her son's venture) passing out business cards..



Sarah Miller works her needle at the *Empire State Tattoo Expo* presented by Inked Magazine, July 10-12, held at the New York Hilton Midtown. Here is her first tattoo done at the *Texas Showdown Festival Tattoo & Music Fest*, held the weekend of July 17-19 at County Coliseum in El Paso.



WPasCBWI 2015 Fall Conference Dates

This year's Western Pennsylvania Society of Children's Book Writers & Illustrators Fall Conference will take place Friday and Saturday, November 6-7 at the Hyatt Regency Pittsburgh International Airport. Registration is now open [online](#) through October 23. Faculty will include Maria Middleton, Art Director at Abrams, and the editor who will be working with the illustrators will be Rotem Moscovich from Disney Hyperion. Deadline is August 12 for this year's bookmark challenge, details [online](#).

South Arts Pittsburgh Open Sessions

Open figure drawing and painting sessions are back at the Historic Schoolhouse in Bethel Park at 2600 South Park Road. Ongoing sessions will be held Wednesday evenings, 7-9 pm, in John Pisarcik's studio. All skill levels are welcome to sketch or paint the figure in any media you wish, from two long poses. Cost is ten dollars per session, payable at each session. Please [email Chuck Percherke](#) in advance if you plan to attend so they have some idea of the amount artists for the room.

A message from Treasurer Fred Carlson

Half-Year Treasurer's Report and New Member/Dues Report-13 July 2015

Thanks to one and all PSI members, full and affiliate, who paid their 2015 dues within the requested deadlines! Only two members on payment plans have outstanding dues balances.

We had 17 deletions (a fairly typical number—about 10% of the membership drops annually due to many circumstances), and have had three new additions for a net loss of 14 members so far this year. We expect more new member joiners to come aboard the rest of the year. PSI currently stands at an even 150 members. 129 are full members, 21 are affiliates including 6 comp "friends of PSI" trade memberships and 2 students.

Make sure you print out and sign the membership certificates for 2015 that were attached to the invoice emails. These are handy for art supply and conference discounts and admission to PSI programs. If you misplaced yours let me know and I'll send you a new form by email.

PSI Financial Report 13 July 2015

Income 2015 (Dues, Fees, Scholarship Gifts): \$9,422.50

Expenses 2015 (Programs, Facility rentals, Scholarships, Socials, supplies, bank charges, Basecamp fee): \$3,835.96

Anticipated Expenses for remainder of calendar year 2015: Website project completion: \$3200, Scholarship Awards (2 schools) \$1300, Programs \$600, Socials \$360, Saturnalia \$600.

PSI Funds on Hand:

Checking \$15,274.76
Savings \$2,071.87
PayPal \$703.75
Total: \$18,050.38

Click on their name to read Spotlights in past issues on these members' projects featured in June's BOI, "The Pricing Game"!



Ashley Cecil



Rick Antolic

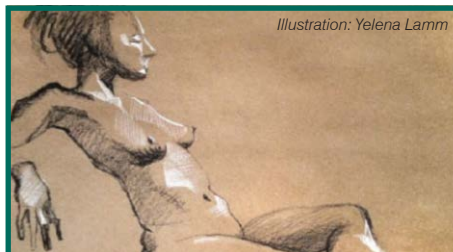


Illustration: Yelena Lamm

Life Drawing at Panza Gallery

Long Pose Monday: Mondays 6-9pm **\$10**
Life Drawing: Thursdays 6:30-9:30pm **\$10**

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

www.panzagallery.com

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NEXT PSI SOCIAL



Photo by Swensen for The New York Times

Tuesday, August 11
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.

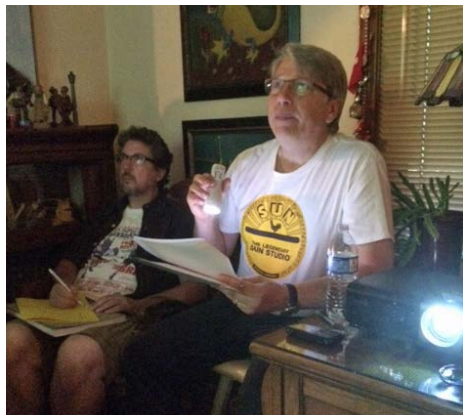
Illustrators represented in the set of 12: David Biber, Fred Carlson, George Schill, John Manders, Ron Thurston, Larry Tinsley, Greg Valley, Ilene Winn-Lederer, Ilana Finocchi, James Mellett, Kathy Rooney, Lynn Cannoy.

Sales benefit PSI general treasury.

Please contact Fred Carlson
412.856.0982 or fred@carlsonstudio.com

PSI Secretary Molly Thompson reports on:

June BOI Meeting “The Pricing Game”



The June 26 Business of Illustration meeting saw the return of the popular Pricing Game by PSI Treasurer **Fred Carlson**. Fred graciously accommodated PSI members in his inviting home in Monroeville, giving a presentation that was as captivating as it was educational.

Members bustled around the kitchen (overflowing with refreshments and conversation) before settling into their seats around the projector, and each received a handout to take notes and record their best guesses at the commissioned projects that would be shown on the screen. Then the game began!

Fred's slideshow was a comprehensive compilation of 25 illustration jobs completed within the past two years by PSI members in various submarkets. Details about the images' usage rights, distribution, deadlines, clients and other considerations were read, and some additional questions were posed to members present. The game moved swiftly, with a flurry of scribbling at each slide. When I look at my own handout I can see about three or four guesses jotted down and crossed out as new bits of information were given. After the last slide, members took a break to replenish their snacks and discuss their price predictions.

When the second part of the game unfolded and prices were revealed, a buzz of reactions could be heard. Many of our guesses were off, some by just a bit and some by a lot! Some of us were right on with a few, and we'd congratulate ourselves on those little victories. The clear trend in our assessments was appreciation for the work displayed and the hope that our members were paid fairly for it. The goodwill and respect in the

group was palpable, with celebratory comments at good pay and incredulous gasps at low figures.

Personally, I guessed very low on all but one entry. Seeing the true prices and talking with other members, I can say I've probably fallen into something someone once told me was a “velvet rut.” We get comfortable at certain points in our careers (or private lives) where we feel like we can just stop moving forward. I spent time reading about pricing when I started freelancing, but that was seven years ago. It's time to reassess!

The Pricing Game is a fantastic learning experience for all of us in the illustration business, and we look forward to the next one! Thanks to Fred for compiling the images and information (and hosting a great gathering), and thanks to everyone who submitted work and shared the details of their process for the group's benefit.

Contributing artists: **Rick Antolic, Mark Bender, Mark Brewer, Fred Carlson, Ashley Cecil, Joseph Fiedler, Ron Magnes, Anni Matsick, Kurt Pfaff, John Ritter, Kathy Rooney, George Schill, Carly Schonberg, Jim Starr, Christine Swann, Phil Wilson, Ilene Winn-Lederer, Amanda Zimmerman.**

Attending: Our host, PSI Treasurer and past President **Fred Carlson**, President **Pat Lewis**, VP **Amanda Zimmerman**, past president **Rick Antolic** and past VPs **John Blumen, Ashley Cecil**, and **George Schill**, PSInside Editor **Anni Matsick** and watercolorist friend Pam Price, Secretary **Molly Thompson**, members **Joel Boyer** and wife **Melanie, Sara Cary, David Coulson, Judy Emerick, Stephen Haynes, Rick Henkel, Nathan Mazur, Vince Ornato, Jane Popovich, John Ritter, Kathy Rooney, Violet Scarpone, Phil Wilson**, affiliate members **Kelly Ackerman** and **Danielle Amiano**, and guest Taylor Gallery.



One of four variations **George Schill** did of this apple character used by Musselman's for their national packaging introducing Squeezables applesauce.

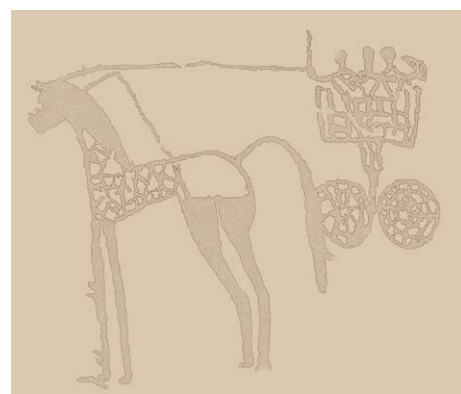


Image from several series **Amanda Zimmerman** did for Sandra Olsen, then Head of the Anthropology department at Carnegie Museum of Natural History, for her work with the Saudi Arabia petroglyphs. Used on her [website](#) or in her [book](#) *Stories in the Rocks*. Several were also used on t-shirts in the Carnegie Museum gift shop.

This is one of 11 pieces of art **Jim Starr** did for National Banking System, Mutual Funds.



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PSI Secretary Molly Thompson reports on:

Annual Illustrators Retreat



On Sunday, July 12, PSI members spent a relaxing day by the Allegheny River during our second annual Illustrators Retreat. This event has proven to be a welcome addition to our yearly programming, scheduled just about halfway through the year as a sunny counterpart to our Saturnalia party.

Once again, we rented the scenic gardens of Choderwood, which offers plenty of unique spaces conducive to our variety of activities: a current events update, artwork reviews, life drawing, swimming, snacking, chatting and live music! The weather was mostly cooperative (a real blessing this summer) and ample tent and tree coverage kept everyone safe from the few drizzles that came our way.

Members were brought up to speed on some current goings-on relevant to the Society, including present membership numbers compared to last year, budgetary information, a call to defend artists' copyrights and a potential 2016 show at the Heinz History Center. PSI's ASIP Representative, **Ilene Wynn-Lederer**, reminded our membership of potential Congressional changes to the Copyright Office laws that require our immediate attention and individual action. She drafted a detailed email that was sent out to all members on July 8 with important material and links to additional resources. Members submitted their letters electronically by July 23 deadline and they will be included online as part of the public record. **Contact Secretary Molly Thompson** for updates on the potential 2016 Heinz History Center show to celebrate the 200th anniversary of Pittsburgh's incorporation.



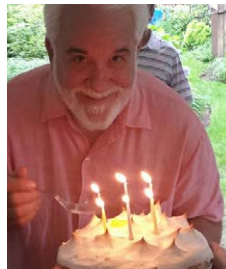
After the updates and hearty thank-yous to the Programming Committee Co-Chairs, **Danielle**



Illustration by Cindy Strosser

swimming peacefully or just strolling the grounds to get the best views of the river and Choderwood's resident animals.

George Schill was the grillmaster this year, cooking burgers and hotdogs to go along with the bounty of potluck food members brought to share. Desserts

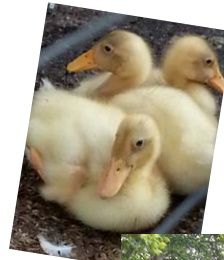


Jennion, and Treasurer **Fred Carlson**. Rumor has it that **Vince Ornato** added some vocals as well!

Thanks to the Choders for their fantastic accommodations and to everyone who participated to make this year's retreat a memorable event! Everyone appreciates the efforts of our volunteers and members who brought refreshments, artwork, music and goodwill to share. Here's [more information](#) about Choderwood's many offerings.

Attending: **Kelly Ackerman, Danielle Amiano, Joel Boyer, Fred Carlson, Ashley Cecil**, Wendy and **David Coulson, Angela Fullard, Hannah Luoni Garrison**, John and **Frances Halley, Rick Henkel, Craig Jennion, Pat Lewis** and Sarah Ozouf, **Yelena**

Amiano and **Lisa Rasmussen**, for the day's organized design, the life drawing session offered a meditative two hours with the lovely model, Jessica. Nearly a dozen members gathered around and took the opportunity to sketch in the picturesque setting. Other members could be found at various times sketching quietly by the greenhouse pool,



Lamm and sons **Nikolai** and **Vladimir**, **Lou and Anni Matsick, Nathan Mazur** and daughter **Audrey**, **Vince Ornato, Kurt Pfaff** and **Felicity Briggs**, **Joseph and Jane Popovich, John Ritter, George Schill, Cindy Strosser, Molly Thompson** and **Vince Burns, Gregg Valley, Phil Wilson, Ilene Winn-Lederer, Amanda Zimmerman**, **Kate and Mark Zingarelli**.



Next BOI Meeting: August 28th at the home of **Kathy Rooney** in Mt. Lebanon



Spotlight on... Mark Brewer

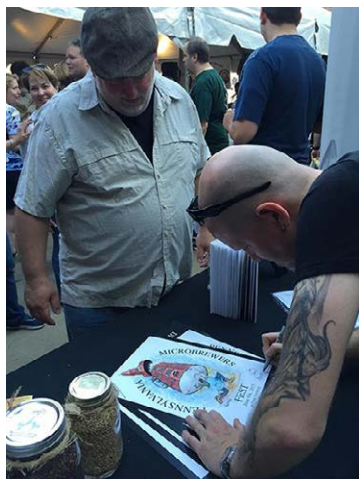
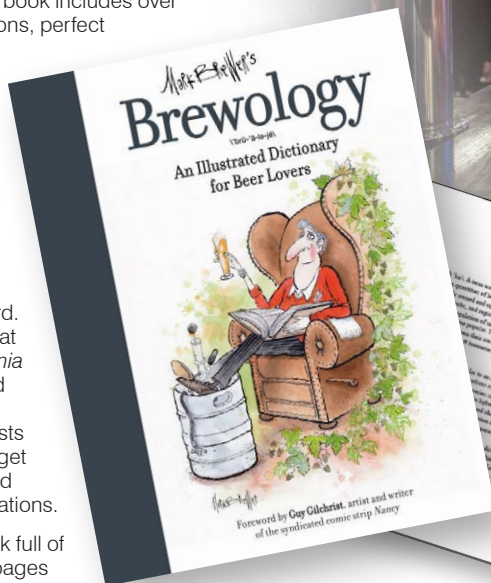
Mark is a firm believer in writing down creative thoughts in an ongoing "idea" notebook. This newest and biggest endeavor is the result of a jotting that took twenty years to brew.

The culmination of that idea and effort was revealed this June 23, with the release of *Brewology, An Illustrated Dictionary for Beer Lovers* from Skyhorse Publishing. Nearly 200-pages, the hardcover book includes over 80 of Mark's lively illustrations, perfect accompaniment for the theme, all delivering on the title's mission of covering everything anyone needs to know on the history and terminology of anything related to beer. Mark got his pal Guy Gilchrist, artist and writer of the syndicated comic strip Nancy, to write the foreword. A pre-pub event was held at the 19th Annual Pennsylvania Microbrewers' Festival held June 6 at Penn Brewery in Pittsburgh where enthusiasts could order the book and get first grabs at signed, limited edition copies of the illustrations.

Mark still has that notebook full of ideas and still adds to its pages occasionally. Some still look good and others make him shake his head, but he relies on a quote from Dick Browne, creator of the syndicated comic strip Hagar the Horrible who once said, "ideas are money." This one came to Mark while brewing a batch of beer for the first time and conjuring images in his head for some of the terms that struck him as funny. Years passed as he concentrated on building his career, eventually with drawings appearing with regularity in *The New York Times*, *The Wall Street Journal*, *Washington Post*, and in many magazines such as *Newsweek*, *Forbes*, and *Yankee*. With that base for income and self confidence, Mark felt it was time to work on his unique venture. He came up with fifteen drawings for beer-related terms then narrowed it to the best ones likely to "grab" a publisher. Mark's writer friend, Buck Peterson, suggested Skyhorse Publishing, Inc., where he pitched the idea as a 36-page, full color book with 80 terms associated with beer. They bought it in May of 2014. He worked the rest of that year on what turned into a 12,000 word manuscript with more than 200 terms for potential inclusion. Research was fun and the results evolved into a reference book more informative than even Mark had anticipated. In a **Q & A by Julie Fanning** posted on Grate Bites Blog, Mark describes its

value: "'I'll have an IPA,' I used to say. Obviously it had a bitter taste that I liked but what exactly was I drinking? What exactly are hops? I can tell you that it's not multiple bunnies

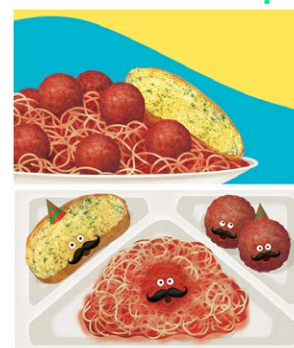
jumping in all directions. It is the flower of a plant and there are many different types that produce different flavors. Some hops are used for taste while others are used more for their smell. Hops is a natural preservative as well. You might be the type of person who enjoys a lightly hopped beer or maybe you're someone who really likes the IBU's. Maybe you're a Hop Head! What are IBU's you ask? What is a Hop Head? What is the difference between an ale and a lager? Or a stout and a porter? I wanted to know all of this too, so I wrote and illustrated a fun book about beer that we can all enjoy and use for reference too." Mark has launched a signing tour including 50 breweries in six states, now in full swing. Check [his website](http://www.markbrewerbrewology.com) for a location near you.



You can friend Mark on Facebook and purchase signed copies of *Brewology, An Illustrated Dictionary for Beer Lovers* by going to: www.markbrewerbrewology.com



Article: Anni Matsick
Design: Yelena Lamm
Photos courtesy Mark Brewer



1. **Phil Wilson** just completed this cover piece for the second book in a series he's illustrating for author Barbara Ann Price, titled, *When the Wind Begins to Blow*. It is book two of the fantasy series, "Tales From a Wild Branch" about the adventures of a group of firefly/people. There will be two more books in the series to follow.
2. Phil's latest painting depicts the 35 foot long Therizinosaurus with its 11-foot arms and 28-inch claws intruding into an Oviraptor nesting area. The painting is acrylic on illustration board, 18"x24".
3. These "TV Dinner" cards which **George Schill** illustrated for American Greetings open to reveal a tray with the food as attachments motorized to wiggle while music plays. In this case, an Italian opera for the spaghetti and a hip-hop song for the pork chop. The lettering department handled the copy design for the cover.
4. "I love map making," says **Dave Klug**, while working on a few maps for a client. Shown is the city of Hartford, CT and some surrounding towns with their claims to fame. Next up is New Haven.
5. Another map illustrator, **Kathy Rooney**, was assigned to create a South view of her existing Duquesne University campus map. Shown is detail of the North and South maps respectively featuring the new Genesis Black Box Theater (#40).
6. In this poster for Pearlstein, Warhol, Cantor: *From Pittsburgh to New York*, at the [Warhol Museum](#) through September 30, **John Hinderliter** digitally painted the three figures, the background easel and foreground portfolio. The retoucher then put them on the beat-up book cover. "That's actually one of my drawings on the easel," John says. It was rendered digitally in ArtRage oil painting brushes.
7. This book cover art was done by **David Coulson** for Random House. "I usually just do the little lettering for these things, but in this case they had me do the whole cover," he adds.
8. **Pat Lewis** provided cover art for Pittsburgh City Paper's edition covering *Three Rivers Arts Festival*.
9. "Witches Brew" is the title for this new portfolio piece by **Craig Jennion**.
10. **Sarah Miller** did this white roses tattoo for Steelers player Rob Blanchflower.
11. Here's another sample of Sarah's recent work for a client.
12. "Stargazers" was done by **Mark Brewer** to accompany an article in the Sunday, June 8 issue of the Pittsburgh Tribune-Review.



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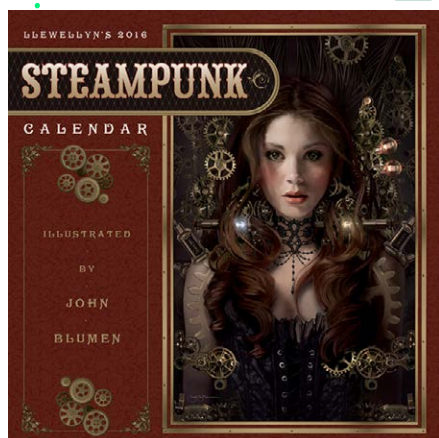
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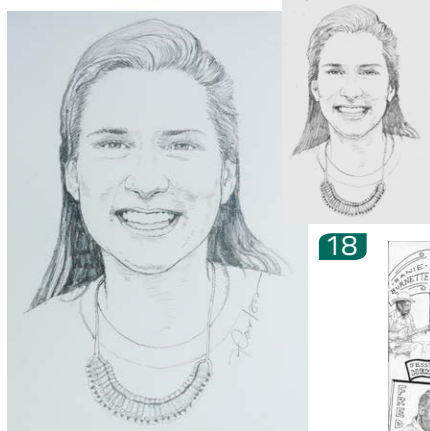
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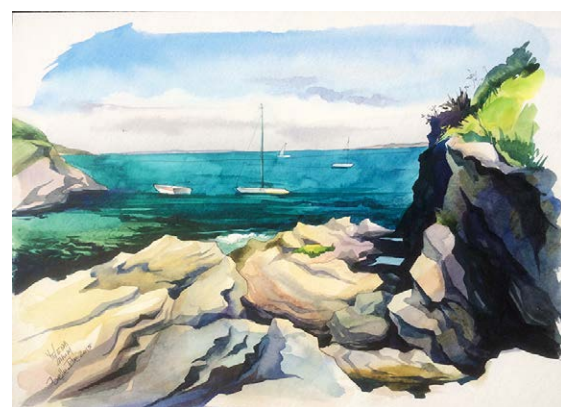
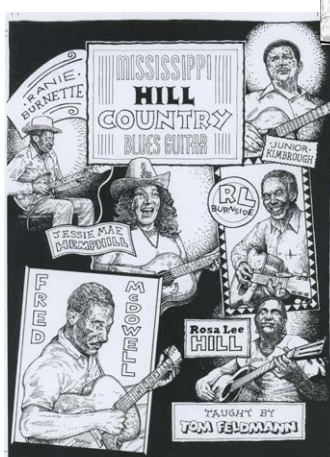
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13. This portrait was done by **Kurt Pfaff** as a wedding gift for his nephew Caleb and his bride Marci. "Loving Wind" is 20" x 16", oil on canvas.

14. **Wayno's** Abe Lincoln spot appears in Pittsburgh Magazine's annual City Guide dated June 30, with the article *8 Things You Probably Didn't Know about Pittsburgh*.

15. And here's a **WaynoVision** comic for July 13.

16. The Windy City is featured on **Jim Zahniser's** latest travel poster.

17. **John Blumen's** illustrations fill this 2016 Steampunk 12-month calendar published by Llewellyn World Wide,

released this month. It's available on the [publisher's website](#) and at Barnes & Noble and Amazon as well as other outlets that sell calendars. John is currently working on a 2017 Steampunk calendar for Llewellyn to be published this time next year.

18. Since the Fall 2000 issue of Phillips-Exeter Alumni magazine, **Fred Carlson** has illustrated the Table Talk editorial interview column and the Finis column that end each issue. As a quarterly alumni magazine, this summer issue after 15 years makes this the 60th consecutive containing his artwork. Art Director is Dave Nelson. For Finis, Sabrina Movitz, young author and vocal star. "My sketch

also captures the nifty necklace she is wearing without the distraction of a loose plaid shirt which along with that collar created some compositional issues that I wanted to avoid," Fred says.

19. For Table Talk: Kenjo Yoshino-Professor at NYU School of Law and go-to commentator on Supreme Court legal issues for MSNBC, CNN, and CBS. He is awaiting the ruling from the Supreme Court on legality of same-sex marriage laws at the federal level.

20. Fred received two new jobs for Guitar Workshop teaching DVD covers in the wake of his Memphis/ Mississippi trip in May (See Spotlight, May PSInside). The Guitar of Frank Stokes- Stokes (b.

1880) was one of the earliest recorded acoustic blues guitarists and is credited as the founder of the Memphis Blues guitar style. This draft shows Fred's investigative drawing placed into a graphic he created. Once approved, he shows the client a tight line drawing for final okay. Look for the finished color piece in next issue.

21. Here's Mississippi Hill Country Blues Guitar, featuring six various artists, including Fred McDowell (writer of "You Got to Move"). Draft sketch and finished tight b/w art are shown here.

22. **Yelena Lamm** painted this watercolor during her vacation this month on Belle Ile, France.