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**Editor:** Anni Matsick  
**Design:** Yelena Lamm  
**Production:**  
 Beth O'Neill  
 Zach Beresh

## Thrifty Little Pigs

**Phil Wilson** has just completed work on his 75th children's book, *Give, Save, Spend with the Three Little Pigs* written by Clint Greenleaf and published by the Greenleaf Book Group. It's a sequel to the classic three little pigs story, with the pigs now in business building homes for the other forest animals and learning how to manage money.

## Visionary

**Mark Bender** recently completed this cover image for Pittsburgh Quarterly magazine. "My art director was Jennifer McNulty and I've collaborated with her before on PQ covers. They were looking for an image for their Summer issue and I thought a rare shot of a 'splashdown' under the Clemente Bridge would be a fitting image and a way to incorporate our skyline from a unique angle," Mark relates. It had only happened once in a regular season game before, but in the week the magazine was published Garret Jones became the only Pirate to hit a home run into the Allegheny (and almost hit a bicyclist). "Timing is everything," Mark says. Here's a link: <http://www.sbnation.com/mlb/2013/6/3/4391016/garrett-jones-river-homer-cyclist-pirates> ).



## Season Opener

**Mark Zingarelli's** latest piece for Entertainment Weekly was this opener for their Summer "Must List" section, last week of May.



## My Spot

**Anni Matsick**

Recognition for achievement is very appreciated in the arts, a field of lonely pursuit. Generally, we work alone, following unique visions, so it's always nice to get a pat on the back and something for the wall

or shelf. An unusually high number of awards are recorded in this issue, reported by members working in areas as diverse as painting, tattoo art, graphic arts, book illustration

and cartooning. Read all about them in Member News!

The Spotlight focuses on a member whose wall is now decorated with a major award for an online comic strip which started out as an experiment in discipline. Proof you never know who's watching! See page 5 for the full story.

Participants in PSI's upcoming juried show are all winners in their categories. Nine areas of expertise will be exhibited in PSI's 50-day show to run July 8 through August 27 at the Art Institute of Pittsburgh Gallery. More details and acknowledgement of the individuals who worked toward the show's culmination appear on page 6. Plan to attend the opening reception on Thursday, July 11, 5-8 pm and see some of the best work coming from the ranks of PSI!



## On Exhibit

### Christine Swann

recently returned from Albuquerque, New Mexico where the International Association of Pastel Societies (IAPS) held their biennial convention and exhibition. Two of her paintings were accepted and both won awards. "Strands" won Honorable Mention, and "Cold" won the Gold Award (First Prize). These awards now make Christine a member of the Master's Circle. She is shown with other Pittsburghers attending the event, l-r: **Anne Trimble**, Christine, **Mary Dunn** and Jan Pini. Read more about the Master Circle and IAPS at: <http://www.pastelinternational.com/MASTERCIRCLE/mastercircle.html>



"Kit With New Dog" by **Ron Thurston** won a Silver Medal in the 32nd annual *Adirondacks National Exhibition of American Watercolors*. The juror of Awards was Jim McFarlane, President of the American Watercolor Society.



"Fire Balloons" by **Keith Bastianini** took the award in the Graphic Arts category, presented June 1 at the 2013 *Westmoreland Art Nationals Juried Fine Art & Photography Exhibit* opening reception in Youngwood. (See May PSInside for more details.)



Two watercolor paintings, "Say Cheese!" and "Sleeping Infant" (see My Spot) by **Anni Matsick** are included in *Images 2013: The Juried Exhibition of the Central Pennsylvania Festival of the Arts*, on display in the Robeson Gallery, Penn State Main Campus, through July 14. Juror for the show was Joyce Robinson, a curator for the Palmer Museum of Art. The show is online at: <http://www.arts-festival.com/images.php>



Featuring their work in booths at the 2013 *Three Rivers Arts Festival* were **Alexander Patho Jr** (shown with visitor **Kathy Rooney**) and **Yelena Lamm** (shown with her husband, Edward).



Yelena reports, "Three Rivers Arts Fest was fun as usual. What I enjoyed most is a very positive reaction I receive from people. As a great way to end the show, my newest painting "Lilac" was sold at a last moment."



The June 6 Post-Gazette South edition did a story on **Vince Ornato's** involvement with the *Three Rivers Arts Festival*, where he displayed about 50 of his prints and 20 originals. Here it is online: [Brookline artist brings full range of works to arts festival - Pittsburgh Post-Gazette](http://www.brookline.com/arts-festival-pittsburgh-post-gazette)



**Nicole Ryan** had a booth during Weekend 2 and received an Artist Market Award, Juror's Merit in painting.



## SAVE 20%

on non-sale items with PSI members card

Top Notch Art Center

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[TNArtSupply.com](http://TNArtSupply.com)

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## Kudos

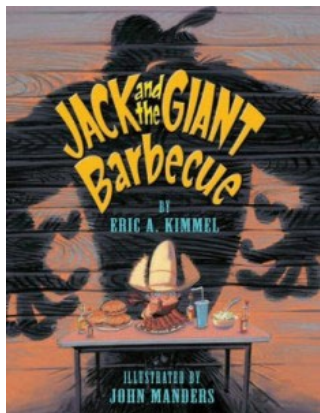


Photo: courtesy of Wendy Bennett

Two of five PSI members nominated by the National Cartoonists Society (NCS) took home awards presented at the 67th Annual Reuben Awards dinner held May 25 at the Omni William Penn Hotel in Pittsburgh. **John Manders** received a Reuben Award in the category of Book Illustration for *Jack and the Giant Barbecue* written by Eric A. Kimmel.



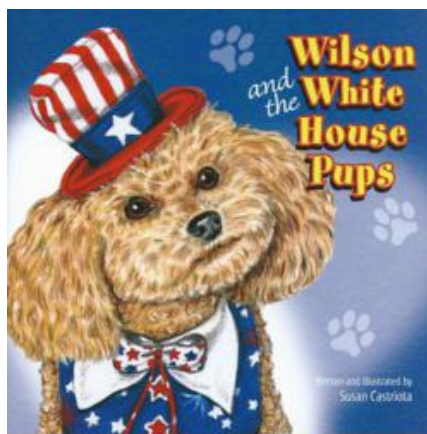
Photo: courtesy of Lisa Manders



**Vince Dorse** won in the category of On-Line Comics-Long Form for *Untold Tales of Bigfoot*. Nominees were **Mark Brewer**, Newspaper Illustration; **George Schill**, Greeting Cards; **Pat N. Lewis** for *Muscles Diablo in Where Terror Lurks*, Online Comics – Long Form; **Wayno**, Advertising and Product Illustration. Complete results are posted at: <http://www.reuben.org/2013/05/2013-reuben-awards-winners/>

An article written by **David Coulson** ran in the Pittsburgh Post-Gazette prior to the NCS Reuben Awards weekend, about the high number (7) of Pittsburgh nominees. The article mentions PSI as a supportive factor for the plethora of cartoonists in the Pittsburgh area. David is chairman of the Pennsylvania Chapter of the NCS. Read it online at: <http://www.post-gazette.com/stories/opinion/perspectives/the-next-page-funny-business-big-in-the-burgh-688234/>

Author/illustrator **Susan Castriota** won 2nd Place in Historical Fiction in the Purple Dragonfly Book Awards for *Wilson and the White House Pups*. Susan and Wilson were featured in the September 2012 Spotlight at: [http://www.pittsburghillustrators.org/Newsletters/PSInside\\_Sep12.pdf](http://www.pittsburghillustrators.org/Newsletters/PSInside_Sep12.pdf) The book records the history of dogs residing with first families. Another book Susan illustrated, *Wilson Won't be Bullied!* written by radio and TV personality Rose Tennent, won an Honorable Mention in the category of School Issues. Read full coverage at: <http://www.prweb.com/releases/2013/6/prweb10824910.htm>



The Purple Dragonfly Book Awards also awarded 1st place in the Food/Cookbook category and honorable mention in Illustration and Historical Fiction to *Eat It! Food Adventures with Marco Polo* written by Gracie Cavnar and illustrated by **Anni Matsick**. The book has

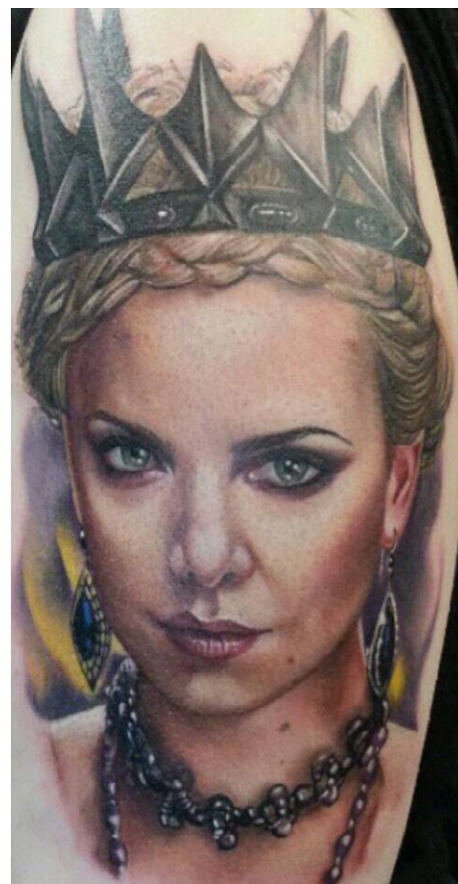
won eleven independent book publisher awards since its September 2012 publication by Recipe for Success Foundation (RFS), including: International Book Awards-2013 Winner, Children's Mind/Body/



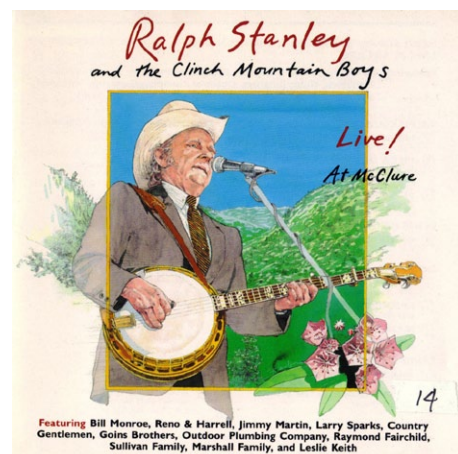
Spirit;  
National Indie  
Excellence Awards-2013  
Winner, Book Cover Design

Children's Fiction; San Francisco Book Festival-2013 Winner, Best Cookbook; IBPA Benjamin Franklin Awards, The 2013 Bill Fisher Award for Best First Book (Children's/Young Adult)-Silver Medalist; Next Generation Indie Book Awards-2013 Finalist, Parenting/Family; Mom's Choice Awards-2013 Silver Award, Cooking & Food, Juvenile Level Books; New England Book Festival-2012 Honorable Mention, Children's Books. An article with photos on the RFS program appears online at: <http://houston.culturemap.com/news/social/06-20-13-book-honors-keep-pouring-in-for-houston-chef-author-its-a-real-recipe-for-success/> The story traces the adventure of a child embarking on Marco Polo's famous Spice Route voyage, with accompanying simple recipes for a healthy diet. More details and ordering info appear at: <http://annimatsick.com/new/>

**Sarah Miller** picked up more awards over the weekend of June 7-9 at the Gulf Shore Invitational Tattoo Expo in Mobile, Alabama. She received first place for best portrait and best movie character for her portrait of Ravenna from *Snow White and the Huntsman*.



At the recent *Three Rivers Arts Festival*, **Fred Carlson** was in attendance at the Ralph Stanley and the Clinch Mountain Boys free show on June 8 and found out that the demand for the classic festival live CD *Live At McClure!* was so heavy with the continued scheduling of that fest in the wake of Ralph's popularity appearing and singing in the soundtrack of the Coen Brothers *O Brother Where Art Thou* film that another pressing had to be produced with the award-winning cover Fred did for Rebel.





Molly Feuer reports on:

# May BOI Meeting

The May Business of Illustration meeting was held outside at **Kathy Rooney's** beautiful home in Mt. Lebanon, with featured speaker **Dave Klug**.



Dave is an accomplished cartoonist with a knack for business and an inspiring passion to create work that is true to himself. He showed us how deep those artistic roots run by sharing his childhood sketchbooks full of ill-fated characters in hilarious scenarios. We had a lot of good laughs, and it was so much fun to see his earliest works.

Laughter turned to appreciative nods when Dave started to pass around some of his self-promotional print pieces. Very well-made, beautifully illustrated calendars seemed to get the most attention, but my personal favorite was a professionally reproduced, black and white sketch book of mug shots. All of his materials were crisp and attractive, and their interactivity was an unexpected twist that everyone enjoyed.

Dave told us about the importance of producing such quality self-promotion, and how his own efforts have contributed to his success. Eager to begin his career, he started making contacts



and picking up freelance work before graduating from AIP, and moved on to do work for high profile publications like Esquire Magazine, The Wall Street Journal and The New York Times. He even works off the page; he created an impressive (and huge!) mural for Highmark at the Consol Energy Center, and he's finding success in creating specialized greeting cards for veterinarians and pet owners.

Our group discussion focused on "The Cloud." What's that? Exactly. Without getting too in over our heads we learned a bit about web-based applications for securely storing copies of our digital files, and discussed Adobe's new subscription-based format, **Adobe Creative Cloud**. There are pros and cons to this new system, and anyone that uses Adobe products should take a little time to learn more.



Attending in addition to myself and our speaker were PSI President **Evette Gabriel**, members, **Rick Antolic, John Blumen, Bill Breneisen, Fred Carlson, Steve Cup, Mike Faria, Rick Henkel, Yvonne Kozlina, Judy Lauso, Pat Lewis, Vince Ornato, John Weigand, Phil Wilson, Ilene Winn-Lederer**, new member **Rob Sassi**, guest Pat Calderone and our hosts, **Kathy Rooney**, Ray Sokolowski, and who could forget Alfie!

**Next BOI Meeting: June 28, 7:30 pm at Mark Zingarelli's home. Featured Artist: Mark Zingarelli**

Please remember to bring a snack to share!

A list of locations and speakers in this series is posted on PSI's website at [www.pittsburghillustrators.org](http://www.pittsburghillustrators.org)

Photos by Kathy Rooney and Molly Feuer

**Please note**  
that the correct address for PSI's Treasurer is:

Gina Antognoli  
439 Lark Tree Circle, Pittsburgh, PA 15017  
Checks should be made payable to:  
Pittsburgh Society of Illustrators

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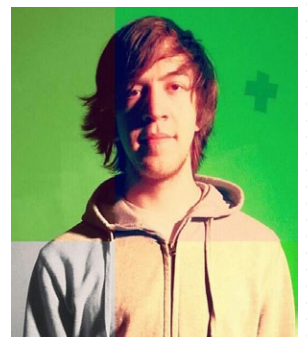
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## New Member

**Rob Sassi**, Monroeville  
[RobSassi.Blogspot.com](http://RobSassi.Blogspot.com)  
[stop.rob.sassi@gmail.com](mailto:stop.rob.sassi@gmail.com)

Rob is mainly an animator (stop motion animation) at this point in his career, but uses illustration as a basis for how his film will look. "Illustration helps me figure out the mood, the camera angles, and the general relationship of my characters to environment," he says. "A professor told me once that stop motion animators are the Renaissance men of the day...we sculpt, draw, paint, act, tell stories; we incorporate all mediums into our work." He would like to do children's book illustration.





## Spotlight on... Vince Dorse



Photo courtesy of Lisa Manders

*The humble creator of the online comic Untold Tales of Bigfoot rented the tux but had to improvise an acceptance speech when he was called onstage for a Reuben Award!*

Vince started out with a personal challenge, to create a weekly comic strip in a simple style with flat color and appropriate for all ages. A 70s throwback that he, too, would enjoy reading. Posted on-line blog style, the strip quickly caught on with followers who appreciated its sincerity, sweet characters, pitch perfect dialog and beautiful drawing.

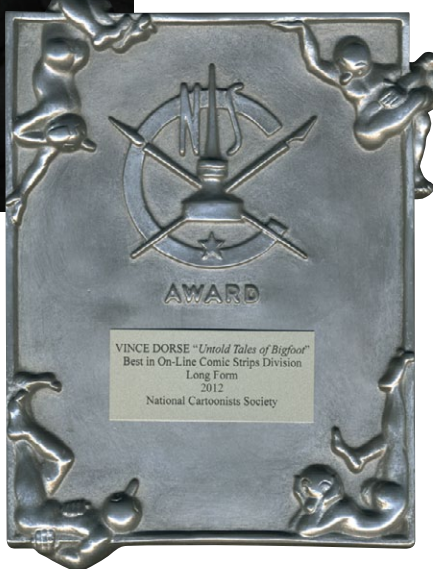
The first episode appeared August 15, 2012, introducing the title character wandering in a wooded setting. Soon after, the dad in a family picnicking near the woods spots Bigfoot and, in their haste to depart, leaves behind their dog, Scout. Their discovery of each other begins an adventure for the two charming characters, closely watched and commented on by intent readers who savor every detail. The page is well tended with lots of fun details and segments to keep cartoon enthusiasts coming back for more.

In less than a year's time, this "experiment" earned its creator a nomination for Best Web

Comic 2012 and a major win – the 2012 National Cartoonists Society Division Award for Best On-line Comic Long-Form, a coveted Reuben! Vince shares these thoughts on his success:

"I had no expectations of getting an NCS nomination let alone a Reuben. It was a complete shock, in the truest sense. Neither my fellow nominee **Pat Lewis** nor I bothered writing an acceptance speech because we both felt the long-running *Octopus Pie* would take the award. Barring that, I was sure Pat's *Muscles Diablo* <http://patnlewis.tumblr.com/> with its classic cartoon sensibilities and stripped-down color was a shoe-in. So when they called my name I was just happy not to trip up the stairs or drop the award.

Fact is, you can't run these things against each



other like racehorses. All three of the comics nominated have a different aesthetic and narrative feel, and any judging is, by definition, subjective. I'm honored the NCS put their stamp of approval on the comic but I do feel insanely lucky to have that plaque on my studio wall. Winning something like this is 50% hard work and 50% dumb luck. But as far as the hard work goes, making this comic is just about the most fulfilling, most fun thing I've ever done. I hope some of that comes through in the final product."

Rest assured, Vince...it shows.

Catch up on the story, sign up for weekly episodes and order your UTOB tee-shirt at: <http://untoldtalesofbigfoot.com>

Article by Anni Matsick

Photo courtesy of Dave Klug



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

Send any new images you've completed or are working on for **BEHIND THE BRUSH**. Send news on exhibits, awards, book signings, art donations and other announcements for **MEMBER NEWS**.

Got an assignment or commission through PSI's website gallery, PSI eblast, exhibit, or other PSI contacts? Send details for the new **PSI WORKED** feature.

Images must be low res jpegs 72 dpi, max 600 x 600 pixels. Send your info to: [annimatsick@mac.com](mailto:annimatsick@mac.com)

Fred Carlson reports on:

## AIP Show Update

**PSI's Illustration Show: Art for a Hire Purpose runs July 8-August 27 at AIP Gallery Downtown**



The second largest illustrator's society in the US opens their newest exhibition, *Art for a Hire Purpose*, on Monday, July 8, at the Art Institute of Pittsburgh, 420 Boulevard of the Allies in Pittsburgh. The opening reception is set for Thursday, July 11, 5-8 pm. The AIP Gallery hours are: Monday through Thursday - 9 am to 8 pm, Friday - 9 am to 5 pm, Saturday - 9 am to 4 pm. Closed Sunday.

Formed in 1996, the Pittsburgh Society of Illustrators now has 127 full members and 23 affiliate members. An all-time record number of 208 pieces were submitted to this show from 68 full members (also an all-time record). From them, 90 works were chosen from 55 artists. An online gallery of this exhibit is linkable from the PSI website: <http://www.pittsburghillustrators.org>

This 50-day exhibition continues a tradition of boundary-busting show concepts since our first PSI exhibition in January, 1998. The only "theme" used in this show is "What Do Our Members Want to Sell?" That purpose led to the titling from group leader **George Schill**: *Illustration Show: Art for a Hire Purpose* and a logo designed by him. We were then faced with the challenge of presenting this variety in an inviting and intriguing unity. VP **Ashley Cecil** recalled the London shows she had seen where the different disciplines created their own sections, and that proved to be a fruitful direction as our exhibition team quickly gathered nine group leaders to select the work representing each of the following categories:

**Advertising - Mark Bender**: Point-of-purchase art, art placed in media buys-billboard, TV, magazine ads, web ads, book covers, music packaging and labeling

**Children - Rose Gauss**: Art related to children's literature and communicating concepts to children

**Corporate/Institutional - Fred Carlson**: Business literature-print or web, annual reports, publications for specialized audiences or not distributed through traditional advertising media

**Editorial - Ilene Winn-Lederer**: Art accompanying text of a reporting or commentary nature, magazine/newspaper art and covers

**Fantasy/Sci-Fi - John Blumen**, former VP: Work focused on what cannot be (fantasy) and what might be (science fiction) and those markets-books, games, ads, posters

**Humorous - George Schill**, former VP: Political caricature, greeting cards, editorial and advertising of a humorous nature

**Nature - Amanda Zimmerman**: Work focused on natural world and processes, landscapes, animals

**Portrait - Rick Antolic**, former President: Work focused on the human figure and human likeness

**Technical/Medical - Rick Henkel**: Explanatory art, tutorial art, medical art, system/diagrammatical explanations

In each category, the illustrators have created a unique visual voice that communicates with a specific audience. PSI has always seen illustration as a mental, narrative problem-solving enterprise not burdened by technique or other disciplinary labels. Hopefully, the attendees of the show can see the many ways this internal process works out through the widely diverging techniques and markets.

Besides the nine group leaders having work in the show (often in categories they themselves did not juror), other exhibitors include: **Keith Bastianini**, **Bill Breneisen**, former President **Mark Brewer**, **Cheryl Ceol**, **David Coulson**, **Dave D'Incau Jr**, **Mary Dunn**, **Mike Faria**, **Molly Feuer**, **George S. Gaadt**, President **Evette Gabriel**, **Debbie Giancola**, **Frank Harris**, **Dan Hart**, **John Hinderliter**, **Beth Hovanec**, **Karl Huber**, **Stacy Innerst**, **Craig Jennion**, **Rich Kelly**, **Mark Klingler**, **Yvonne Kozlina**, **Yelena Lamm**, **Judy Lauso**, **Patty Lipinsky**, **Charles Lucas**, former PSIinside designer and logo creator **Ron Magnes**, **Ron Mahoney**, **Mike Malle**, former President **John Manders**, PSIinside Editor **Anni Matsick**, Member Secretary **James Mellett**, **Leda Miller**, **Vince Ornato**, VP **Ashley Cecil**, **Kit Paulsen**, **Kurt Pfaff**, **John Ritter**, Screening Committee Chair **Kathy Rooney**, Treasurer **Gina Antognoli**, web-show creator **Carly Schonberg**, **Cindy Strosser**, **Ron Thurston**, **Bill Vrsack**, **Phil Wilson**, and **Joe Winkler**.

The Portrait category had by far the most entries and proportionally was weighted for most acceptances (26 are in the exhibition). Two categories, Corporate and Technical/Medical, had few entries and are weighed correspondingly on the small side (4). The other six categories all had roughly the same amount of entries and acceptances (approximately 10 each).

Fred Carlson reports on:

## Mentorship Program to Restart

A few years ago, PSI sought to establish a formal mentorship program to link ambitious younger and less-experienced illustrators with established members. The purpose of the relationships was to have the younger members receive assignments from the experienced members and receive instruction and guidance to develop their own artistic voice: a style. The frequency of meetings was totally up to the apprentices and the tutors. We seek to re-establish this program, and we even can work with affiliate members still in high school! PSI Leadership including **Fred Carlson**, **John Blumen**, **Mark Zingarelli**, and **Mark Brewer** would like to see this program build. If any younger illustrators seek this type of working/learning relationship, please contact one of the four members asap. Don't let this offer drift away!

## HOTLINE

Periodically we wish to make newer members of PSI aware of the PSI HOTLINE SERVICE. Our mission includes providing advice to benefit and assist and prolong the length of our members' careers! Advice related to pricing, bidding, billing, collecting, marketing, contract language, and copyright is available easily by emailing or calling **Fred Carlson** (412.856.0982 or [fred@carlson-studio.com](mailto:fred@carlson-studio.com)) with your question. Within a few hours we can have experienced PSI members from every market niche of the business thinking about your problems and making suggestions for your particular circumstance. We have helped members get thousands of dollars more on a job where they had no clue what they should bid or what the job was worth. DO NOT bid on an assignment in an uninformed manner! Reach out to us anytime!

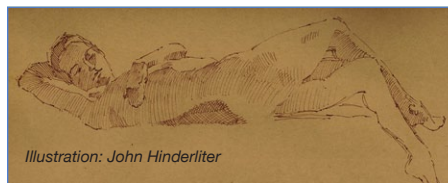


Illustration: John Hinderliter

## Life Drawing at Panza Gallery

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

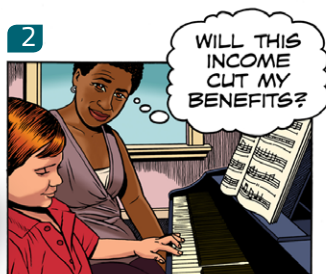
Coffee, pastries & drinks served.

Enter basement gallery on left side of building.  
[http://www.panzagallery.com/Panza\\_Gallery/Life\\_Drawing.html](http://www.panzagallery.com/Panza_Gallery/Life_Drawing.html)

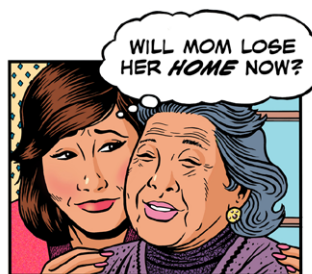




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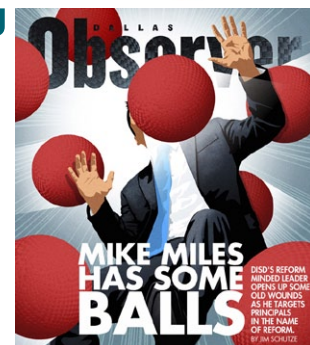
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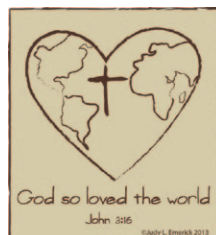


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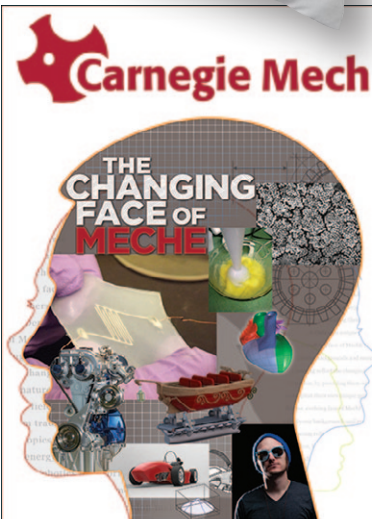
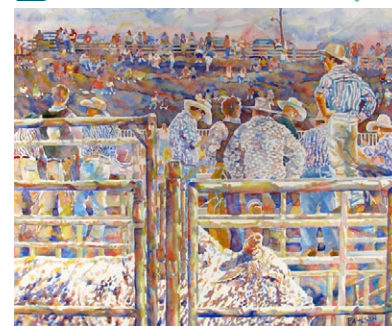
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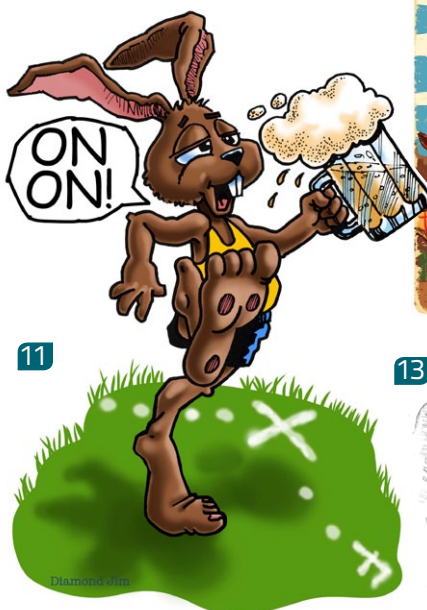
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14



1. Z is for zinnia, inspired by an alphabet designed by **Ilene Winn-Lederer** called "Florieae." "Florieae" pillows like these can be custom-ordered by contacting her at: [ilene@winnleder.com](mailto:ilene@winnleder.com)
2. **Mark Zingarelli** does a small spot illustration each month for AARP's Bulletin – the tabloid publication they also print besides the slick magazine and the one you can often find in doctor's offices, he clarifies. Here is a selection.
3. **Taylor Gallery's** work for PC World is a half-page feature illustration about adding the best of Windows 8 to Windows 7.
4. Taylor did this cover art for the Dallas Observer about an administration overhaul in Dallas as superintendents are starting to fire "bad" principals.
5. **Dan Hart** just finished this cover illustration for CMU's Meche News. It was created using various Adobe CS6 software.
6. **Judith Emerick** is working on a range of different projects done in various mediums; hand rendered oil paintings, digital drawings and ad work done in Illustrator. This close-up is of hand rendered oil painting on a 15.75"x15.75" canvas, titled "Cosette".
7. This is a sample of her digital work done in Illustrator on a Mac. Judith is a partner in a new project called God Is Great: [www.GodIsGr8.org](http://www.GodIsGr8.org)
8. Here's a logo done by Judith in Illustrator for a company in Colorado.
9. Here's the last in **Jim Zahniser's** Disney series.
10. This 11x14 child's portrait by **John Hinderliter** was commissioned by a client in Colorado. It's done in oil on masonite.
11. John created this cartoon for an online site.
12. "Bull Riders Wear Plaid" is a 16x20 watercolor painting by **Kit Paulsen**. "National Championship Bull Riding comes to my part of the sticks towards the end of the summer, usually sponsored by Pabst Blue Ribbon or Schlitz...you can imagine the sights to see there. I'm totally fascinated with it, not having grown up a country girl," she says.
13. Here's finished art drawn in graphite (Derwent Graphic 2B) by **Fred Carlson** for the quarterly column 'FINIS' in the Exeter Academy Alumni magazine. The dual portrait is of Ama and Kofi Boah. Their great-grandfather Bertie W. H. Davis of Antigua was one of the first African-American students of the private school, graduating in 1913, 100 years ago.
14. Fred's sketch was submitted for approval to Exeter Academy for the Table Talk quarterly column. The art depicts Kendra Stearns on the right (principal emeritus of Exeter in New Hampshire) and Zachary Lehman (principal of the Hill School, Pottsville) who maintain a mentorship relationship across the miles. Color finished art to come.