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## Smart Art

Visit **Rhonda Libbey's** Red Bubble store to see Smartphone cases for sale featuring her new series "Cthulhu Dreaming." There are three color schemes to choose from: Blue, Green or Purple.



# Lines are Oper

"The Listeners (or Faithfully Waiting)" by **Keith Bastianini** was selected for inclusion in the *41st Hoyt Regional Juried Exhibition* in Newcastle. The piece depicts a radio telescope listening for signals from space. It was directly inspired by the book *Is Anyone Out There? The Scientific Search for Extraterrestrial Intelligence* by Dr. Frank Drake and his description of the radio telescope at Green Bank, West Virginia, which was reached by a road passing an old log cabin. Dr. Drake conducted the first modern search for extraterrestrial intelligence at the Green Bank facility in 1960. The work is a giclee printed on canvas, measuring 24x36. The exhibit will be on display April 29 - May 30, with a public reception on Sunday, May 4, 2-4 pm.



### Pastel Power

"Determined," a 15"x24" painting by **Christine Swann**, was recently accepted into the International Association of Pastel Societies *24th Juried Exhibition* to be held in May and June at Vose Galleries in Boston.

Openings remain for Christine's *The POWER of Pastel* Workshop near Plttsburgh, May 15-17. The fee of \$360 includes breakfasts, lunches and model fee. Email her to enroll.



# My Spot

#### Anni Matsick

Two months' news is packed into one exciting issue, the result of my vacationing away from a computer in March. During that time, PSI gained three new members, listed on page 3, held

two informative and fascinating Business of Illustration meetings, both covered on page 5, gave out another set of scholarship awards to deserving art students shown

on page 4, participated in a symposium to dispense information on PSI's benefits to interested attendees and held two well-attended socials at the usual meeting place in the Strip District.

In Member News on pages 1-2, a group of members collaborated in a gallery show, another chaired one, several were quoted in a newspaper article on self-promo, one is offering a workshop, others had artwork shown in unexpected places, more received awards and another's work was nominated for an upcoming one. Spotlighted on page 6 are two who took full-time positions they describe as "fun" and another pair who double their creative fun as musicians. Fortunately, our designer is good with a virtual shoehorn, getting it all into eight pages for your reading pleasure.

#### On Exhibit

"Waterfall," a 40"x30" painting by **Christine Swann**, won Honorable Mention at the Great Lakes Pastel Society National Show.



dette Kazmarski, Amanda Zimmerman, Vince Ornato and Licia Donze. Gallery curator Swan Daashur is shown with Oil City home-towner Phil Wilson at his book signing table. An artists' reception was held on Friday April 11 and the show runs through May 17. Gallery hours are noon to 6 pm, Fridays and Saturdays.





#### Kudos



**Susan Castriota** describes this as a "fun" piece done for a poster contest at the Galleria. Her entry did not win, but an interested party may want "The Lady Loves to Shop" for his stores.



ILLOS is an exhibit of contemporary illustration in Western Pennsylvania, at Graffiti Gallery in the National Transit Annex, 210 Seneca Street in Oil City's north side. The show, organized by John Manders, includes his work along with works by Phil Wilson, Berna-

for proposals, **Ashley** Cecil was awarded a commission to design a memorial award to commemorate Pittsburgh resident Judith A. Kasdan. Kasdan's three daughters acted as

After replying to a request

art directors, ensuring the final design represented their mother's spirit. Two of the awards will be granted per year; one to a Duquesne

Law student (where Kasdan earned her JD), and a staff member of the hospital where Kasdan was a patient.

Wayno's illustration spread for "The Ultimate Pittsburgh Zombie Hunt" in Pittsburgh Magazine is a finalist for one of Western PA Press Club's 2013 Golden Quill Awards.



## Out and About

Kathy Rooney's drawing of Art Rooney as an amateur welterweight boxer was used for a banner for the first Pittsburgh Donnybrook Ambassadors Cup, a boxing event where Team Pittsburgh battled Team Ireland on St. Patrick's Day at in the main hall at The Priory (formerly St. Mary's Catholic Church) on the North Side.



This screenshot shows three of **Jim Zahniser's** portraits used to decorate the set of *Watch What Happens Live* during their broadcast from the SXSW festival.



The 2014 Recycled Art Show sponsored by the Art Alliance of Central Pennsylvania was held for a twentieth year in Lemont, with **Anni Matsick** in her tenth as chairman. Entries are made of

recycled/ throwaway materials and were inspired by this year's theme, "On The Edge.' For her entry, three "Variations on an Edge" were fashioned from cardboard inserts found in frozen pizza packaging.

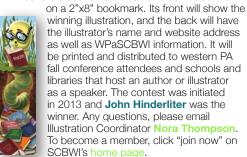


## In the News

Fred Carlson, Phil Wilson and Rick Antolic are included in an article by Staff Reporter Rex Rutkowski, "Artists learn promotion is selling yourself, not selling out," available online at Tribl IVE/Lifestyles.

# WPaSCBWI Fall Conference Challenge

Specs for this year's bookmark challenge for members of the Society of Children's Book Writers and Illustrators are posted on the new Western PA SCBWI blog. The challenge is to illustrate a scene from *The Velveteen Rabbit* to fit





Golden Legacy: 65 Years of Original art from Golden Books is on display at Pittsburgh's ToonSeum through June 30. The exhibit is one of the most extensive public showings ever of original illustration art from one of American publishing's best-loved and most consequential picture book lines, Little Golden Books.

Sixty masterpieces of original illustration art by these and other artists—chosen from the vast Random House archive—will be featured in the



exhibition, including pieces from such picture- book classics as The Poky Little Puppy, Tootle, Home for a Bunny, The Color Kittens, I Can Fly, and more.

Prints of new member **Jonathan Trueblood's** art will be sold as a fundraiser for the museum.

#### Fred Carlson reports on:

# DRAW Symposium

In conjunction with the three-day DRAW Symposium based at Carnegie Mellon University, the Carnegie Institute of Art, and the AIR Resource Center, North Side, PSI and many of our members were invited to be part of a one-day Arcade Marketplace in the Miller Gallery space on Saturday, March 1, inside Carnegie Mellon's Purnell Center.

PSI volunteers helped present PSI's benefits to interested attendees and sold PSI merchandise to benefit our general fund. These members giving of their time for this outreach were: Rick Antolic, John Blumen, Fred Carlson, David Coulson, Eve Gabriel, Judith Lauso and Kurt

**Pfaff.** Other PSI members who had individual tables with sales items included **Jeff Brunner**, **Hannah (Luoni) Garrison**, **Bernadette** 

Kazmarski and Ilene Winn-Lederer.

During the fivehour event, PSI had sixteen new member apps taken, we had eight people sign



up for our newsletter, and we sold \$100 of our PLAY BALL! Baseball card sets and DUI member directories benefitting the general fund.



Huge thanks to CMU and Arcade Marketplace Coordinator Liz Keller for inviting PSI. CMU gave us a prime location and more table space than we

expected! We even had room to invite our colleagues NOIS (Northern Ohio Illustrators Society) to have a table of their own to publicize their efforts in Ohio's Cleveland area. The DRAW Symposium held February 27-March 1 included illustrators **Joe Wos** (Toonseum), Rob Rogers, Ed Piskor, and former Pittsburgh Recast Juror Doug Cooper of CMU's architecture department in the speaker's list.

#### Anni Matsick reports on:

## SCBWI Winter Conference Illustrators Intensive

World Building Step-by-Step: Characters and Setting for Picture Book Illustration was the topic for this year's Friday Illustrators Intensive, preceding the Society of Children's Writers & Illustrators two-day Winter Conference. The event took place February 21-23 at their familiar location, the Grand Hyatt Hotel in New York City. The organizers take the meaning of intensive seriously each year, delivering a continuous flow from 9 to 5. The 160-some illustrators in attendance heard talks and were given feedback from a faculty made up of many notables in the field.

The program began with **Tomie dePaola**, in interview format with **Cecelia Yung**, Art Director at G.P. Putnam, who has worked with Tomie on his many picture books. **Brett Helquist**, best known for his *Series of Unfortunate Events* 



by Lemony Snicket, followed up with a look at character development – how to create unique and engaging characters that expand upon the narrative. Caldecott medalist and three-time Caldecott Honor winner Paul O. Zelinsky took the stage next, talking about Illustrator "set design/staging" – envisioning the scene and creating environments through scale, perspective, chiaroscuro, etc.

An hour was devoted to lunch, during which many scurried to Grand Central Station's food court next door through a connecting passage from the hotel. On our return, a panel went through a slideshow of 35 images selected from those sent in earlier by attendees, discussing the elements that make characters and setting compelling in picture book illustration. Among those commenting was **Arthur Levine**, best known as co-editor for the Harry Potter series by J.K. Rowling, published by Scholastic.

Illustrators then broke into small groups, each assigned a faculty member who critiqued their homework assignment, which called for illustrating your own version of a scene from the



fairytale, *Snow White and the Seven Dwarfs*. (Here's mine.) Moderators included prominent illustrators **David Diaz**, **E.B. Lewis** and **Raul Colon**.

Intensive participants got spots in that evening's New York Showcase portfolio display, where 200 were laid out on tables in the hotel's ballroom during a cocktail party for art buyers, who could peruse and take sample cards. Helping to make this and other event details flow smoothly was our Western Pennsylvania Illustration Representative **Nora Thompson**.

During the main conference, an illustrators gettogether was set for Saturday evening, where all could gather and get acquainted through a speed drill in which best tips on illustrating were exchanged.

Anyone aspiring to illustrate and write for the youth market wondering if the event is worth attending can be assured the answer is a definite yes. I've gone to numerous ones to meet with old friends, make new ones, and become inspired and energized. It's wise to plan for nearby side trips, like this year's *The ABC of It: Why Children's Books Matter* exhibit still on view through September 7 at the New York Public Library. Registration is open for SCBWI's next national conference August 1-4 in Los Angeles.

## NHAC Model Sessions Resume

The North Hills Art Center will be resuming life model sessions this spring, according to NHAC President Kim Freithaler. **Christine Swann** will be coordinating monitors for the dates they have chosen. The dates are Sunday evenings, from 7-9 pm, May 4, May 18, June 1 and June 22. If these dates are successful, they will add more. If interested, contact **Christine**.

# 2014 CCAC Awards



Photo by Kelly Gillespie

Jurying for the annual PSI Scholarship Awards for students at the Community College of Allegheny County (CCAC) was completed Friday, April 11. Awards were presented on Tuesday, April 15, by PSI's Scholarship Committee Chairperson Rhonda Libbey. "Great show, as always," Rhonda reports. "The students work hard and they were full of questions and enthusiasm about PSI. I think there may be a few who want to join PSI. All recipients were there except the Tom Ruddy award winner who was, unfortunately, ill at the time. Jurying wasn't easy because there were so many really nice pieces to choose from." Rhonda says Graphic Design professor Max Blobner is working on the CCAC website and plans to add a link to PSI's site.



Tom Ruddy Award (\$250) Heather Gale "Shadow"





**3rd place (\$75)** Talie Malka "Skull"



Honorable mention (\$50) Noelle M. Swart "Jason In Winter"







Photos by Alexander Patho Jr.

### **New Members**

Sara J. Cary, Pittsburgh saraj@sarajcary.com www.sarajcary.com

Sara has a passion for science, art and creative exploration. She has a BA in Neuroscience and Behavior and a Certificate in Science Illustration. Creating science illustrations come naturally to her, merging her interests



into a thriving career. Her techniques include graphite, pen & ink, colored pencil, watercolor, and digital. Sara particularly loves documenting the creatures who live on the rocky shores of the Pacific Northwest, but her recent move to Pittsburgh has created an opportunity for immersion in Western Pennsylvania natural history. She is excited to be a new member of PSI and is looking forward to meeting members and taking advantage of events.

Jonathan Trueblood, Beaver jonathantrueblood@gmail.com www.bittervinzer.com

Jonathan is a professor of animation at Edinboro University of PA and Point Park. He has been a freelance animator, illustrator, and storyboard artist for twelve years. Jonathan has currently been focusing on



digitally painting and compositing but he still loves working in graphite and Prismacolor markers.

He has an MFA from Carnegie Mellon University and Bachelors in Animation from Edinboro University. Jonathan was encouraged to join PSI by **Lex Covato**. He first heard about PSI from **John Ritter** at a presentation.

#### Affiliate Member

Alexis Ellis, East Palestine, OH ame0330@gmail.com

Alexis is currently enrolled at Youngstown State University working on a BS in Biology, with her future career path to be a scientific/ medical illustrator. Her graduation date is May, 2015.



She has been on Dean's List since her 2011 freshman year. Alexis is doing freelance work while in school and works at the 1820 House Candle Company. She heard about PSI through **Molly Feuer**.

#### Rick Antolic reports on:

# February BOI Meeting

PSI's first Business of Illustration meeting in 2014 was held February 28 at the Artist Images Resources (AIR) facility in Pittsburgh's North Side neighborhood. John Ritter, who uses that facility often, was our guest speaker. AIR is a collaborative "creative inquiry" environment and not so much a

company that provides a commodity service. They don't rent studio or office space, but what they offer are facilities in an environment that is productive, educational, and dynamic! AIR offers an open studio every Tuesday and Thursday from 6-10 pm where you can begin to set up your silkscreens for the very affordable price of \$5.00. AIR also offers tutorials on relief printing, intaglio, and lithography for \$100. The facilities are great, but what makes this space so valuable is the access to many creative individuals who are all there to help guide and support the various

projects that artists are working on.

After members of PSI received an in-depth tour of the facility, we were treated to a wonderfully detailed presentation by John. With the help of slides and a few original pieces on hand, John told the story of his own career development from working as a graphic designer for Adobe to the present. The very large gathering of PSI members were riveted to John's slide presentation of a multi-paneled mural he designed and produced for a Pharma corporate headquarters in Washington County. These panels were produced at AIR, and John detailed the participation of the other creative minds who work there.

When John's presentation was finished, we gathered in the room where the actual silkscreening is done. John had one of his images set up and ready to do. After a brief demo, those gathered in attendance helped pull some ink over paper to finish building a collection of this printed collection.

The drinks and snacks that our members donated to this evening and the usual camaraderie were the other two ingredients that made this another successful night! Those in attendance were: President Evette Gabrielle, V.P. Ashley Cecil, past PSI presidents Mark Brewer and Rick Antolic, the man of the hour, John Ritter and, the others who braved the cold temps

that night, Danielle Amiano, past-V.P. John Blumen Vince Dorse, Mike Faria Frances Halley, Rich Kelly, Judith Lauso Pat Lewis, Vince Ornato, Kurt Pfaff, Kathy Rooney. George Schill, Ron Thurston. **Ilene Winn-**Lederer, Amanda **Zimmerman** and Mark Zingarelli.



Photos by Rick Antolic

#### **Next BOI Meeting:**

Friday, April 25, 7-10 pm

Thinktiv, 111 N. Whitfield St., 3rd Floor
The Rusiness of Illustration Digital Illustra

The Business of Illustration Digital Illustration - Beginner to Advanced

Featured Speakers, Session 1: **Evette Gabriel**, **Molly Feuer** 

A broad overview of such topics as: understanding the Creative Cloud, key principles of scanning and resolution, and a brief introduction of Adobe Photoshop, Illustrator, and Kuler. Each member will also be provided with a packet of resource materials including a recommended course list with links.

Featured Speakers, Session 2: David Coulson, Rick Henkel, Molly Feuer, Evette Gabriel

Learn as our members share their tips and techniques to working digitally. Each speaker will present digital files, discuss tools and answer questions.

#### Molly Feuer reports on:

# March BOI Meeting



Fred Carlson was our speaker at the March 28 Business of Illustration meeting, held at my apartment in Point Breeze. His creative and professional journey is an impressive example of just how much we can customize our careers as illustrators, given the right amounts of focus, passion and hard work. Of course, talent like Fred's is always very helpful along the way!

Fred told us how he combined his love for music, portraiture, lettering and traditional drawing and painting by creating album artwork and designs for a wide range of American and world musicians. In grade school he already had a reputation as a caricature artist, and with a passion for both playing and listening to music, Fred noticed album art at a young age. He developed a keen eye for the aesthetic appeal of a well-designed promotional piece, recognizing that some artwork seemed to cater to a passing fad or was destined to look dated in a few years. He considered how he could create something better – something that was as timeless as the music behind it.

Working traditionally, Fred tried and tested a variety of techniques and created promotional pieces that he sent to his niche market in the music industry. One mailer in particular yielded fantastic results that launched a very productive period of nearly two decades, where he also began creating full package designs for CDs and other music industry promo materials. Along the way, Fred has become an accomplished illustrator in a wide range of markets, including advertising, editorial, book and corporate illustration. And his excellent portraiture of musicians has also led to consistent and high profile work for publications like Yankee, Saturday Evening Post, Exeter Alumni and Dartmouth Living magazines.

After Fred's talk, members enjoyed a great spread of food and drinks and watched the 12-minute sneak preview of *History of American Illustration* from Search Light Films / Red Dory Productions. The film's potential for targeting its audience was discussed, as well as its funding opportunities to bring it to completion.

Overall, the meeting was well attended and members left inspired and well fed! Members who attended, in addition to myself and our speaker, were President Evette Gabriel, Vice President Ashley Cecil, Rick Antolic, David Biber, John Blumen, Charles Lucas, Mick Opalko, John Ritter, Julia Ritter, Kathy Rooney, Phil Wilson, Ilene Winn-Lederer and Affiliate members Kelly Ackerman, Danielle Amiano and Beth O'Neill.

# Spotlight on... James Elston and Bill Breneisen

How did two PSI members end up in Tennessee working together on an animated series starring a cast of vegetables?.

Bill Breneisen and James Elston are enjoying their jobs in the story department for Big Idea Entertainment, LLC (a subsidiary of DreamWorks Animation) in Franklin, Tennessee. Bill (left) is a director, and James is a storyboard revisionist.

Their project is the upcoming TV show, House, which will be hitting Netflix in the fall. The new show is headed by Doug TenNapel, best known as creator of Earthworm Jim and the Neverhood.

Bill had been working as a storyboard

artist on a show in Los Angeles, Pac Man and the Ghostly Adventures on Disney XD. He was planning to return to Pittsburgh after the secondseason production finished when Doug TenNapel contacted him, asking Bill to join the team for their new Netflix production.

James was living with his wife, Beth, and five children in Johnstown, working as a full time freelancer, doing a lot of educational illustration work, and other odd jobs. "Although I had spent more than a decade in Pennsylvania building a clientele, I was starting to burn out," he relates. "I began looking for a full time job, and eventually interviewed for one with an educational curriculum company based in California. The art director/interviewer was an old friend from Disney Animation (where I worked from 1995-2001), calling from Tennessee. At that point, the company was considering the feasibility of filling the position in their Tennessee branch. As

I was thinking about the possibility of moving to California or Tennessee, I remembered that I had another friend and colleague named Tim Hodge (from my days at Disney) who worked as a director for Big Idea, in Franklin, Tennessee. I emailed him to ask if they were hiring. To make a long story short, The educational company decided the job was to be in California, and offered me a job at Big Idea to work directly with Tim. I couldn't turn it down! I raised my kids on Veggie Tales, and am a fan of Doug TenNapel, and I very much missed the animation scene. Seemed like a good fit."

James describes his job as a storyboard revisionist: "I assist the director with addressing

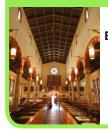
the executive notes or any part of the story reel that needs to be changed, after the story reel is put together and screened for the higher-ups. Sometimes I re-board a sequence, other times, I add or subtract elements from the existing storyboards, and other times, I am called upon to illustrate other elements that appear in the show. We have

a small team that works well together, and we joke and laugh a lot. It's a fun job." Bill concurs on the fun part: "As a director on an animated series, my days are generally spent preparing instructions for upcoming episodes, reviewing the work on the episodes that are in progress, and giving feedback and direction to guide the various departments towards my overall vision for each show. I talk with the storyboard artists, designers, editors, and occasionally sit in on voice record sessions. But I don't just tell other people what to do. I'm pretty hands-on, so I do a lot of storyboards and rough design work. No two days are the same, which makes the job new and exciting every day."

James was surprised to find out Bill was a fellow PSI member, and that they share many acquaintances. "We like to talk about western Pennsylvania from time to time," he says.

Article by Anni Matsick

## **NEXT PSI SOCIAL**



Tuesday, May 13 Beginning at 6:30 pm

> Church Brew Works, 3525 Liberty Avenue, Strip District

> > Free parking! Free appetizers!

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## The Chalk Outlines

**Onstage at Pittsburgh Winery May 17** 



Cartoonists **Dave Klug** and **Wayno** formed The Chalk Outlines in early 2013 for a one-time performance when Pittsburgh hosted the annual awards weekend of the National Cartoonists Society. The band displayed what is now their signature humor and showmanship on the historic Grand Ballroom stage of the William Penn Hotel. The musicians had so much fun, they decided to keep it going. The group, presenting sophisticated garage R&B, includes Brian Gates (guitar/ vocals), Dave Klug, in hat (drums/vocals), Wayno, center (lead vocals/harmonica), Hank Lawhead (quitar/

vocals) and Jeff Stringer (bass/vocals).

A show on Saturday, May 17 will mark the band's first appearance at the Pittsburgh Winery's cellar showcase at 2815 Penn Avenue, Strip District. Drummer Dave Klug said, "When we saw the room, we all agreed we had to play here. Being underground and surrounded by wine barrels made us feel right at home."

Doors open 7:30 and showtime is 8:30 pm sharp. Speakeasy attire is encouraged. Click for tickets.

If you'd like to read more about some of the members featured in this issue, look for their interviews in past newsletters, available on PSI's website. Click on a name to open.









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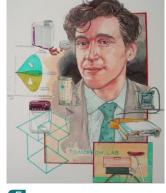
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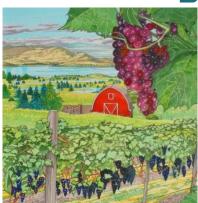








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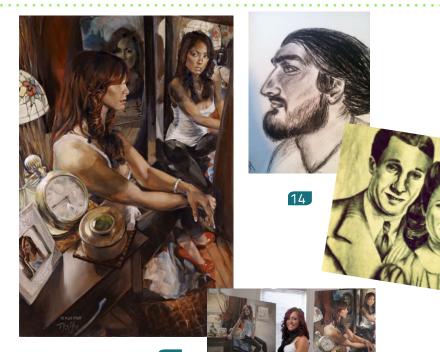


- 1. Charles Lucas finished this icon right after the new year began. "Mother of God of the Sign" was done in acrylic on a 14"x19" wood panel. "It is also known as the Orans icon and is one of my favorites," Charles adds. "For those who might ask why Mary is depicted looking so serious or sad, it's because she knows the terrible fate of her son."
- Art by Pat Lewis is on the cover of Burlington VT's alternative newsweekly Seven Days. "This was their annual
- 'Sex Issue', so it was a fun change from the more kid-friendly stuff I've been into lately," he says.
- 3. **Nicole Ryan's** illustrations, including samples shown, are in a published book, *Yoga for Brain Injury*. Here is an excerpt and a link to pre-order.
- 4. Here's **Jim Zahniser's** latest portrait, John Wayne.
- Here's the sketch and revised color finish for Fred Carlson's latest Phillips-Exeter Academy alumni magazine
- Table Talk column. It depicts Pepin Galardi of Italy who is one of NYC's hottest product designers.
- Fred did this art for the same issue of Professor Klaus, piano instructor from the 1930s. Art direction by Dave Nelson Design.
- This wine label was done by Fred for Van Dyck Vineyards Flathead Lake Winery Marquette varietal line. (Client: Flathead Lake Winery, Montana, AD: Sandy Schumacher/Doug Van Dyck).
- This photo shows three watercolor paintings of the PPG building done by **John Hinderliter** as gifts for PPG executives.
- Here's one of the illustrations from a new book about Mt. Rushmore John is illustrating for Penguin Books.
- John did this editorial illustration for the Pittsburgh City Paper.
- 11. This figure drawing by John is from a recent session at South Arts in Bethel Park.



12





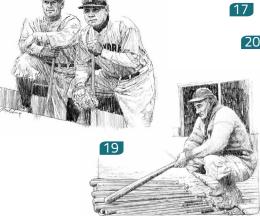














- 12. This illustration by **Dan Hart** was done for the cover of CMU's Meche News, Winter 2014 edition. It was created using various Adobe CS6 software.
- 13. Kurt Pfaff shares a second painting in his series, "Reflect," a 24"x36" oil on canvas. His model, Holly, is shown standing with it and the earlier painting, "Red Shoes".
- New affiliate member Alexis Ellis sent two recent drawings she'd like to share.
- 15. "Meditation," a watercolor by Amanda Zimmerman, was done for client Frances Todd Stewart. The inspiration was several beautiful lines of poetry.
- 16. Each month, Amanda is using her art to help raise money for ocean conservation. In April, money raised from t-shirt sales through Booster went to Project Seahorse. Check out May's fundraiser. Additionally, 20% of April proceeds from her Etsy site will go to Ocean Conservation efforts.
- 17. Dedicated fans have gone through emotional turmoil reacting to recent episodes of *Untold Tales of Bigfoot* as the drama unfolds. In an effort to attract more readers to his online tale, *Vince Dorse* recently registered UTOB at the comic voting site, *Top-WebComics*. If you'd like to help, click here and send a vote his way (you don't have to be a registered user). You can vote once each day.
- Mark Brewer's illustration appeared in the April 22 Pittsburgh Tribune-Review.
- Illustrations of Honus Wagner and Babe Ruth and Lou Gherig were done by Ron Mahoney for a private baseball collector.
- Yelena Lamm painted another still life, "Vanitas Motif", 36"x36" oil on canvas.