

PSI Inside

www.pittsburghillustrators.org



PITTSBURGH
SOCIETY OF
ILLUSTRATORS

Editor: Anni Matsick

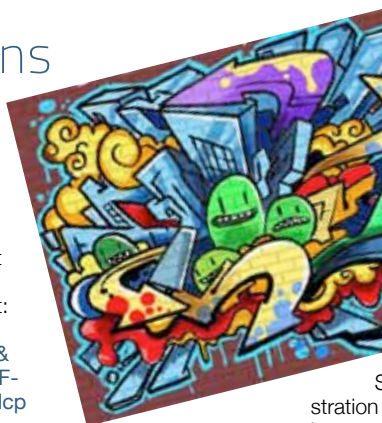
Design/Production:

Steve Cup
Beth O'Neill
Zach Beresh

Member News

Duck Designs

Available now for your taping needs are these exclusive limited edition Graffiti duct tape designs by **James Elston** for Shurtech's Duck brand. The lightening bolt art was done for Target stores. Last check showed 5,614 Likes on a YouTube endorsement: <http://www.youtube.com/watch?v=CNgCCTLQsOc&list=UU4jI5OCkORfXaJ0InF-98ZQ&index=5&feature=plcp>



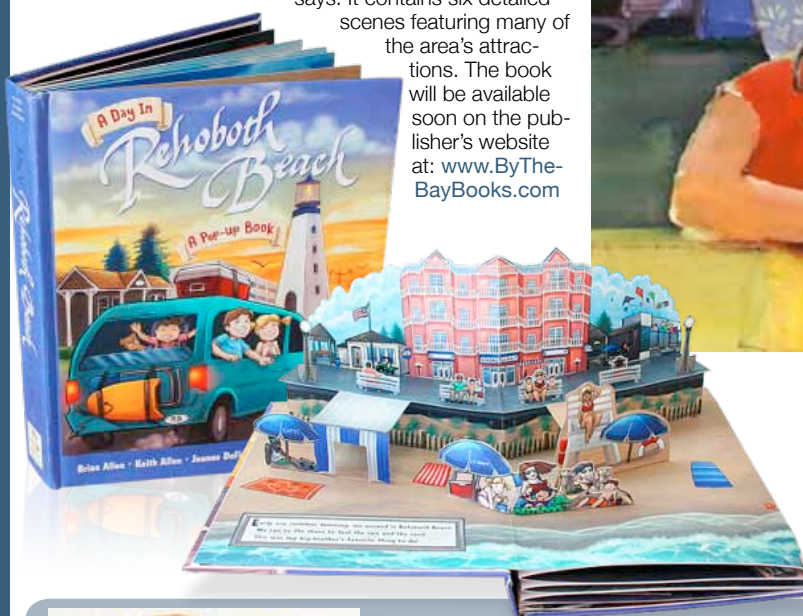
Dedicated Demo

Shown is **Ron Thurston's** watercolor demonstration done for the Sweetwater Center For Arts open house on March 2. Other instructors gave demos at the same time in a big room. "Next to me I had to compete with belly dancers balancing swords on their heads," Ron reports. "It's from a photo of the granddaughter of my high school art teacher, who died recently. Sort of my own personal tribute to his memory."



Springing Up

A pop-up book featuring scenes of Rehoboth Beach, Delaware illustrated by **Brian Allen** is nearly finished. Brian's brother Keith Allen (a paper engineer with American Greetings) and Joanne DeFiore, a calligrapher, collaborated on its production. "Anyone familiar with the area knows it's really a one-of-a-kind place. This was my first experience illustrating for a pop-up book," Brian says. It contains six detailed scenes featuring many of the area's attractions. The book will be available soon on the publisher's website at: www.ByTheBayBooks.com



My Spot

Anni Matsick

As fresh winds blow for springtime, it's time to consider the upcoming transition in PSI's leading roles. Current terms for the offices of President, Vice President and Treasurer end with

2012. The present occupants have provided outstanding vision, leadership and service, establishing a firm structure for PSI as an efficient organization. While that sets the bar high for new recruits, responsibilities have already been accepted by our executive staff volunteers and committee chairs, making it easier for those stepping

in. As you read more about what it takes on page 4, think about what YOU have to offer, and the excitement of assuming a key role in steering a dynamic organization, the second largest illustrators society in the nation.

PSI is feeling a seasonal growth spurt as the number of new membership applicants continues to rise. Page 5 lists five more new members, reaching a total of ten so far this year.

You'll find many more-familiar names offering invitations to gallery shows, auctions and events to fill your calendar. See what others have been working on, like our Spotlight subject who raised over \$2,500 for a charitable cause through the well-managed sales of an illustrated children's book and related art. Another member who wrote and illustrated a picture book was invited to participate in a panel presentation and a subsequent book signing through the online PSI gallery. It's an issue full of sunshine and inspiration!

On Exhibit

First Prize went to **Jack Puglisi** in the *Upper St. Clair League for the Arts 34th Annual Show* for "Ida's Splendor." The show runs at the Galleria Mall in Mount Lebanon April 13 -22. The picture measures 20" x 24" and is drawn in the pointillist technique.



Christine Swann's "Stargazer" was accepted into the *Southeastern Pastel Society 15th International Pastel Exhibition*. The exhibit location is Oglethorpe University Museum of Art in Atlanta, Georgia. It will run May 15 through June 24.



Kelly Blevins

was honored as First Place Winner by the *Women's Works 2012* committee of the Northwest Area Arts Council for "Self II," a 50" x 78" charcoal drawing on paper. The national show, in its 25th anniversary year, can be seen through April 30 at the Old Court House Arts Center in Woodstock, IL. Find more info on the show at: <http://www.womensworks.net/>



"Contemporary Venus," an oil painting by **Yelena Lamm**, was accepted into the *2012 Westmoreland Juried Biennial*. The show runs April 28 - July 22 with a free preview reception Friday, April 27 from 6:30 - 8 pm featuring light bites and cash bar. More on the event at Westmoreland Museum of American Art, 221 North Main Street, Greensburg at: <http://www.wmu-seumaa.org/museum/getexhib.cfm?ID=68>



Yelena and **Jane Popovich** appear in photos by **Alexander Patho** taken at the *Women in Art/ Art in Women* show opening at Red Door Space March 9th at: <http://www.pathophoto.com/opening/> Yelena says about the large attendance, "The gallery owner, Mahalah McWilliams (with me and Edward Lozovsky in #29) kept asking me where did I get all these people."



"Flying," an 18" x 24" oil on canvas, is the second in a series of classic car hood ornament paintings by **Joe Winkler**. It will be displayed for the first time during the *Upper St. Clair League for the Arts Juried Show*, April 13-22 at the Galleria in Mount Lebanon. Joe will have two other pieces in that show. Last year, the first hood ornament in the series, "Packard," won First Place.



Joe has a two-day, solo exhibit coming up in May at Shaw Galleries at 805 Liberty Avenue. Over 20 of his paintings will be shown, four of them making their debut. The reception is Friday, May 11, 5-8 pm. "Many of the paintings are elegantly small, and priced to sell. They make super Mother's Day gifts," Joe advises.

Images from **John Manders'** latest Candlewick title, *Let's Have A Tree Party!* <http://www.candlewick.com/cat.asp?browse=Title&mode=book&sbn=0763637041&pix=n>



will be on display at Oil City's Graffiti Gallery this month. They're part of *ArtisTree*, an art exhibit hosted by the Shade Tree Commission. <http://www.georgecooley.com/artistree>

The Shade Tree Commission invites all artists to participate and help bring public attention to Oil City. All artists are invited to share their insights with the community, using trees as a theme. *ArtisTree* will be coordinated with other Oil City Arbor Day Arts events and activities (including a visit from Smokey the Bear!).

Funk Overload is an eclectic show featuring work from four artists including **Lex Covato** at GalleriE CHIZ, 5831 Ellsworth Avenue, Shadyside, through April 28.



Accolades

Twisted: Tales to Rot Your Brain Vol. 1 written and illustrated by **Nora Thompson** received a favorable review from The Midwest Book Review: "Life doesn't make a whole lot of sense, so sometimes we need some stories to match the madness. *Twisted Tales to Rot Your Brain Vol. 1* presents unusual stories of flash fiction, meant to bring



readers into a dizzying spin of problems and how those losing it may deal with it in all the wrong ways. [It] is a humorous and intriguing delve into flash fiction, very much recommended."

Nora's artwork was chosen along with 39 other artist members by the Society of Children's Book Writers and Illustrators (SCBWI) shown in a portfolio in their booth at the 2012 Bologna Children's Book Fair, March 19-22. The 40 images were also displayed on a poster.

Events

Eleven historical illustrations created by **Kathy Rooney** will be featured in the science documentary film *UNDAUNTED, The Forgotten Giants of the Allegheny Observatory*, produced by Dan Handley in conjunction with the Senator John Heinz History Center. Many of the pieces were shown individually in PSInside as the work progressed. The movie will premiere on Wednesday, April 18 at the History Center. The invitation states, "On this evening you will learn the surprising stories of how Pittsburgh has been a world leader in the study of the sun, stars, and skies for well over a century... and has rightful claim to being known as the true birthplace of aviation! Be prepared to be astonished, and inspired!" Heinz History Center will also feature four large posters of Kathy's artwork and a sales table with prints and postcards of her work from the movie.



Jim Zahniser had a table at the *I Made It Market* on April 14 at the Southside Works, and his and his "Rat Pack...Three of a Kind" prints debuted at



Wildcard in Lawrenceville on April 20. "It was a swingin' time, with music, martinis and more!" Jim says.

View his Icons of Music series at: www.redrobotcreative.com/icons

A presentation by **Paul LeRoy Gehres** in

conjunction with his work on exhibit at Clarion University's Art Gallery took place April 5, and is covered in full on his blog at: <http://lbt.blogspot.com/2012/02/built-to-last-performance-april-5-2012.html> There you'll find photos of students costumed for a procession led by Mister Paul to the Art Gallery, and videos including one of Mrs. LeRoy stamping out an autumn leaf print (in the "Autumn Leaf Capital of the World") with a shoe.



Worthy Causes

Patty Lipinski entered an illustrated wooden palette in the Pittsburgh Utrecht Art Supplies' *Pigments of Your Imagination* competition. There were 32 entries, receiving nearly 300 votes from the general public. Patty's painting "The Red Path" is a variation on a theme from Little Red Riding Hood with a moral path of hope. Utrecht has announced a partnership with the The Gallery on



Baum to show and auction off the palettes to benefit the Free Afterschool Art Program sponsored by the Brashear Association. This agency offers programs ranging from senior nutrition, job readiness, and food pantries and child enrichment in addition to their art program. The show and auction will be held Saturday, April 28 at The Gallery on Baum, 4643 Baum Boulevard. Doors will open at 6:30 pm with the auction at 7:15 pm. Refreshments and entertainment will be offered throughout the evening. Patty adds, "Overall, an interesting painting process, as well as a chance to benefit others. Win, win for all!" Facebookers can view the palettes at: <https://www.facebook.com/media/set/?set=a.2799187067796.2112026.1502112128&type=3>

John Hinderliter donated a piece to Persad's annual auction for a third year. UPMC presents *Celebrate Life, Celebrate Art*, a verbal and silent auction featuring over 200 pieces of art from local, national and international artists including photography, painting, sculpture and jewelry. Come enjoy great food, drinks and entertainment and take home some fabulous artwork. The event is set for Monday, May 14, 6-11 pm at the August Wilson Center for African American Culture. To purchase tickets: <http://www.tix.com/Event.asp?Event=441148>



PSI Worked For . . . Nora Thompson

Nora Thompson was part of a panel at the Frick Art & Historical Center on March 28 that coincided with their exhibit *Draw Me a Story: A Century of Children's Book Illustration* which runs through May 20. http://www.thefrickpittsburgh.org/collection_exhibitions/exhibitions_current.php "They asked me to be on the panel after finding my page on the PSI website," Nora relates. The Frick marked Women's History Month with a celebration of local women authors and illustrators and their work. Shown left to right are: Nora, Elizabeth Fitzgerald Howard (writer), Laura Ainsley (Assistant Curator of Education, Adult Programs at the Frick), Elizabeth Perry (writer) and Jennie Benford (Ladies United for the Preservation of Endangered Cocktails, moderator).

Book signings followed for Nora, **Ilene Winn-Lederer** and **Stacy Innerst** at the Frick on Saturday, April 14, also in conjunction with the *Draw Me a Story* exhibit. The all-day activities were part of "Storybook Spring" free family day presented in conjunction with the Pittsburgh ToonSeum. ToonSeum Director, cartoonist and storyteller **Joe Wos** preceded them on the program.



DECISION 2012:

Feeling the call to leadership?
Consider volunteering for a PSI office!

New PSI 2013 officer elections will be held in September. Here are brief descriptions of the offices to be filled by volunteers in time for January 2013 when the current President, Vice-President and Treasurer will step down.

The President maintains liaison with the Board of Directors, calls meetings of the Society, presides at these meetings, can create and appoint committees, and performs other duties as are customary to the office. The position is not meant to be overwhelming, and you don't have to reinvent the wheel! Many duties can and should be delegated to other interested members.

The **Vice-President** acts in the absence or incapacity of the President and serves as ex-

officio member of general committees. He/she carries out other duties as may be delegated to him/her by the President, especially major project direction. The President and Vice-President are elected for a term of two years and the positions are open to all PSI full members. No experience is needed, and former office holders are always available for advice if or when it is needed.

The **Treasurer** collects and keeps track of member dues and fee deposits, maintains member records, advises on member dues delinquencies, writes checks at the behest of the Board and committee activities, maintains all bank records in an orderly way, providing duplicates of the check/savings register and reports on income and expenses to an impartial auditor annually at year-end. The Treasurer is an appointed position, voted on by the Board of Directors.

In order to make the transition easy as possible for the new elected officers we are holding our elections this September, instead of December. That will give the newly elected officers a period of time to become familiar with the workings of PSI before the current officers step down in January 2013. Any and all full members who may be interested in serving are welcome and encouraged to talk to the current officers for a more complete picture of the opening positions.

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Spotlight on . . . Rachel Arnold Sager

Rachel's ingeniously devised Monster Haiku project attracted patrons well in advance to successfully fund a worthy cause.

The Monster Haiku project began on February 1 as a limited-time pre-sale featuring Monster Haiku Vol. 1, a collection of illustrations by Rachel Arnold Sager and the haiku of local poet Will Rutherford. In addition to the book, posters, greeting cards and original watercolors were also available. 100% of the profits from the sale of these items benefited March of Dimes.

Twitter (@monster_haiku) and Facebook played an integral part in the success of the project. Beginning two weeks prior to opening the online store, they posted at least one photo a day, and Monster Haiku's Facebook friends shared that progress with their own networks. By the time the store opened, they had 100 Likes on Facebook.

Since Monster Haiku was exclusively a pre-order and the books weren't printed yet, buyers had the option to add their name to a contributor's page, thanking them for helping make the project happen. "We initially thought people might like it as a quirky art book, and some certainly bought it for that reason, but the fact that it benefited March of Dimes was a major draw and helped determine the audience," Rachel states. "Half of the people that ordered a book opted to include their children's name instead of their own. Some people even got one for each of their kids."

Online reach and personalization helped to garner

interest, but she credits the limited-time availability for getting people to commit. 30% of their sales came within the last 12 hours the book was available, when phrases like "last day" and "ends at midnight" were a part of their final promotional push.

The project's culmination in an April 13 show at Lawrenceville's Wildcard shop allowed one final opportunity to pick up a copy of Monster Haiku Vol. 1, as well purchase posters, cards, prints and original watercolors. Visitors could also get their

photo with Mapes, a life-size monster, and write a haiku to feed to Harold, a (smaller) haiku-eating monster. Between online sales and the final show, Monster Haiku was able to raise over \$2,500 for March of Dimes.

You can keep up with Rachel Arnold Sager at www.52ills.com, and follow her on Twitter at @rasager.



New Members Full Members

Brian Allen

flylanddesigns@gmail.com
www.flylanddesigns.com

Brian has a BA in Advertising/Marketing from Penn State University. He worked as an illustrator for a motorcycle decal company for one year, then as an illustrator for Jostens Printing and Publishing for nearly seven years, designing thousands of yearbook covers. During this time, he ran a freelance illustration business called Flyland Designs. Recently, the business has grown so he is able to freelance full time. His clients include Chuck Liddell of the UFC.



Brian describes his style as having a strange duality: he loves drawing dark and creepy things, but also loves to draw art for children's books and cartoon characters. His primary technique is digital painting in Photoshop, with a heavy comic book influence.

Ashley Cecil Paulisick

ashley.cecil@gmail.com
www.ashleycecil.com

Ashley grew up in Louisville, Kentucky where she came to love painting equine scenes, portraits and landscapes for clients such as the Brown-Forman Corporation and Today's Woman Magazine. She earned her BFA in Illustration from the University of Dayton and her MA in Art Business at the Sotheby's Institute of Art in London, during which time she also studied under artists such as James Horton, President of the Royal Society of British Artists. She now paints in her schoolhouse-studio in West Homestead along with some of Pittsburgh's finest visual art professionals.



In 2006, Ashley launched "The Painting Activist," a blog which, to-date, includes several hundred paintings that illustrate causes addressed by a nonprofit organizations (to which she donates a portion of proceeds from the sale corresponding paintings). This work in particular led to such opportunities as creating a large commission for Oxfam America that was sent to Poznań, Poland for the 2009 UN conference on climate change.

Lisa Rasmussen

lisa@PurpleZebraDesign.com
www.PurpleZebraDesign.com

Lisa is an adjunct faculty member at the Art Institute of Pittsburgh. Her education includes a BFA in Design from Carnegie Mellon U and a MS in Education from Russell Sage U. She is currently working on a MFA in Graphic Design with illustration as one area of study. For this past semester, she wrote, illustrated, designed and self-published a picture book titled Number 5 and the Dragon. Lisa likes working in watercolor, graphite, pen and ink, colored pencil and soft pastel. She was referred by **Mark Bender**.



Affiliate Members

Claudia Davis

claudhopperarts@comcast.net

Claudia is self taught and also has a degree from the Art Institute of Pittsburgh. She been doing various illustration commissions for 40 years as well as owning and operating a sign business painting posters, cartoons, and graphics on glass and walls. Presently Claudia works full-time for a giftware company, designing, drawing, and painting in Photoshop. She loves doing caricatures and portraits. Her mediums are oil paint, watercolor, pencil, pastel, and ink. Claudia was referred by **Justin Macioce**.

Sean Dockery

docsean@stu.aii.edu
www.seandock.com

Sean is a Art Institute of Pittsburgh student and was awarded Third Place in PSI's last scholarship awards competition. He works in the AIP service bureau. Sean was encouraged to join PSI by his teachers **Mark Bender**, **Mick Opalko**, and roommate **Rich Stutler**.

Rick Antolic reports on:

The Business of Illustration: March Meeting

PSI's new format for our monthly business meetings seems to be gaining in popularity. Our second Business Of Illustration meeting drew another large turnout. A positive turn noticed is member participation among not only "the regulars," but also many new members who arrive with the anticipation of engaging in the laid-back, informal atmosphere that these meetings create.



March's Business of Illustration meeting was hosted by **David Coulson** and his wife, Wendy Bennett, in Squirrel Hill. David's cool 1950s ranch house provided the setting of a time past when it was more common for illustrators to come together in routine social gatherings. Fortunately, PSI has focused on our social mechanisms since our very beginning so the practice was never lost, and is perhaps more strongly felt and appreciated in this time of cyber-connections.

This month's featured artist was **George Schill**, best known for the thousands of humorous greeting cards he's produced for American Greetings for over 25 years. George also has a very distinguished career in the editorial market, and shared many samples of the wide range of work he's done spanning two completely different markets. The type of work George does, as well as the volume, lends itself to many creative marketing campaigns. George broached this topic with typical humor, but also emphasized the importance of continually putting your work on the desks of clients and potential clients. This aspect of George's presentation was very appropriate, since the topic for the night's question was "How do you market yourself?"

There followed a lively discussion on what our members have found to work for them, and what other things they've tried that did not yield the results they were hoping for. Another important point was our veteran illustrators stressing the importance of not giving up on self-promotion, even if previous efforts have not brought in any jobs.

After the topic of discussion, we enjoyed another speed review of some of our members' art work.

Thanks to the kindness of our members who contributed to the communal snack table, offering plenty of food and drinks to sustain everyone through a lively evening. After a bit of socializing

at the meeting's conclusion, David gave us a tour of his studio, where members enjoyed viewing the stacks of portraits in oil, an area he has been exploring over the past few years.



In addition to myself, the speaker and our hosts, attending were: **John Blumen**, **Mark Brewer**, **Fred Carlson**, **Ashley Cecil**, **Steve Cup**, **Vince Dorse**, **Evette Gabriel**, **Karen Hanlin**, **Rhonda Libbey**, **Charles Lucas**, **Beth O'Neill**, **Alex Patho**, **Kathy Rooney**, **Violet Scarpone**, **Ray Sokolowski**, **Nora Thompson**, **Phil Wilson**, and **Ilene Winn-Lederer**.

NEXT BOI MEETING: Friday, April 27, 7:30pm, at the home of Rose Gauss in West Mifflin. Featured Artist: Mario Zucca.

A list of locations and speakers in this series through October is posted on PSI's website at: <http://pittsburghillustrators.org/>

Photos by Rick Antolic

March Second-Tuesday Social

Attendance numbered around 20 people on the sun drenched and balmy evening for happy hour at Church Brew Works on March 13. It began at 6:30 pm and **Fred Carlson** reports leaving at 8:45 with still a dozen or more hanging in. Members, family and friends all enjoyed pizza and appetizers. This was the second of the new second-Tuesday of the month happy hour socials.

Members attending included: President **Mark Brewer**, VP **John Blumen**, New Member Contact **Fred Carlson**, **Ashley Cecil**, PSInside designer **Steve Cup**, February's BOI Featured Artist **Evette Gabriel**, **Frances Halley**, **Rick Henkel**, **Craig Jennion**, **Katie Koenig**, **Pat Lewis**, **Rhonda Libbey**, **Alex Patho**, Treasurer **Gina Scanlon**, **George Schill** and **Phil Wilson**.

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See what members are working on this month...

Taylor Gallery shares these images from a "busy but fun" month of assignments:

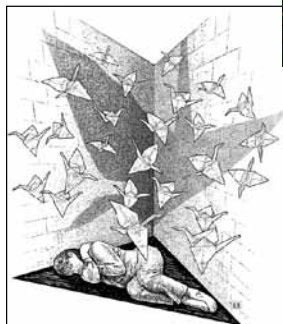
SF Weekly - Cover illustration titled "Hate Mail" for a feature story about postal workers and their frustrations, eventually leading them to "go postal."

Advertising Age - Cover illustration titled "The Retail Revolution." The feature story tells how discount giants Target, Walmart, Kmart and Kohl's hit the scene 50 years ago, impacting the industry so it has never been the same.

The Progressive - Illustrating a story about religion in the military.

Phoenix Magazine - Illustrating a story about nuclear energy and uranium drilling in the Grand Canyon.

Wall Street Journal - A 24-hour turnaround illustrating the illusion of choice.



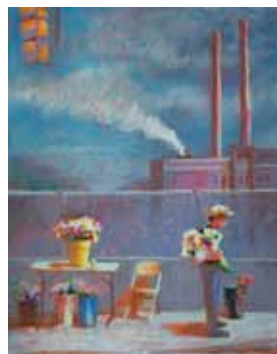
This drawing by **Kathy Rooney** was done for Creative Nonfiction's True Crime Issue short story entitled "Origami," an autobiographical piece written by a woman in prison.



This alumni profile portrait by **Dan Hart** was done for the spring issue of CMU Meche News. It's acrylic and pencil on Crescent board.



Vince Ornato reports: "I'd like a painting based on the history of manufacturing in America," the client said to me. I gulped and said, "I think we have to narrow that down a bit." He was prepared as he gave me a list of categories to think about that ranged from transportation to medicine to communications and the financial sector. Tentatively titled "The Seeds of Imagination," this oil painting which I am working on represents the genesis of these areas and others. The large center area is made up of this and is superimposed on a factory interior as a bridge to today. Above and below, in black and white, the rectangular strips represent the modern companies and inventions that evolved from those amazing early inventors. The client is Frank Ruscetti and his firm is Harvest Financial on Smallman Street, and he has been terrific to work with. The piece is for his offices. The piece looks very cluttered presently but the design will resolve and "level out" as it comes to fruition. (Yes, that's a golf ball below the painting in the easel's tray and the word "FOCUS" is written above.)



Here is a work in progress and two details of a painting **Christine Swann** is working on for a collaborative show at The Mansions on Fifth Avenue, opening June 7th. The show's title and theme is Beauty and the Beast-Faces and Places in Pittsburgh's Industrial Land-

scape. Christine says, "This is the flower guy that always stands on the 16th Street bridge with the

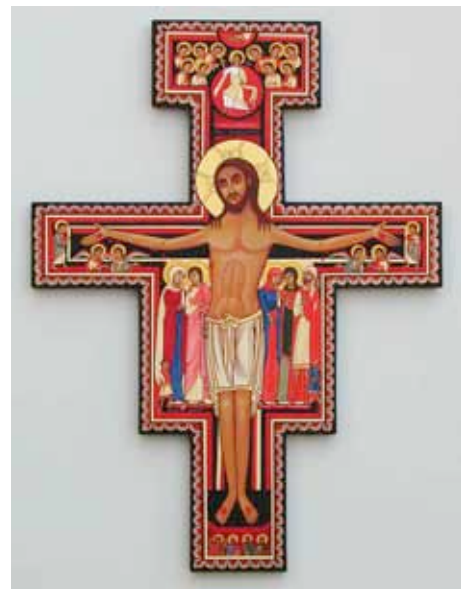


Pastel with a water wash overtop. I guess I started out in a 'red' mood!"



Janis Joplin is the latest subject in **Jim Zahn-iser's** Icons series.

Charles Lucas' daughter Ellen asked him to paint an iconic graphic Crucifix that she could display in her home in Newtown. "The San Damiano Cross is probably one of the most beautiful and best known of this genre of images. There is a very interesting story that goes with this crucifix, and anyone who is interested can Google 'San Damiano Cross' for its full meaning," Charles adds. "This icon measures 15" x 20", and is done in acrylics on gesso coated cabinet grade plywood. I will also mention that icons are not signed on the face side by the artist, but rather on the back."



This work by **Mark Brewer** was done for Traders

Portrait Painting Sessions

Mondays 6-9pm • One Pose • \$10

Panza Gallery

Sedgewick Street in Millvale off Route 28
Enter basement gallery on left side of building

[website](#)

& Commodities Magazine.



Fred Carlson was commissioned to satisfy a very particular client, a bride-to-be with an informed perspective on the subject matter. The client, who wanted a quality drawing of a honey bee to use on wedding invitations, favors and programs (bees and beehives being a hot graphic for weddings these days, Fred learned), is also a graduate student studying honey bee behavior.



"So the piece had to satisfy this very observant student of honey bee life!" Fred adds, "I enjoyed discovering all the variations on body hair that bees exhibit!"



Fred reports on work done for another avenue in the guitar world. His slide guitar superstar client Tom Feldmann has started a custom bottleneck slide company and asked Fred to "slide in" an illustrated logo project for it. Sly Devil Bottleneck Slides now has an official logo.

Life Drawing Sessions

Thursdays 6-9pm • Short—30min poses • \$7

Panza Gallery

Sedgewick Street in Millvale off Route 28

Enter basement gallery on left side of building

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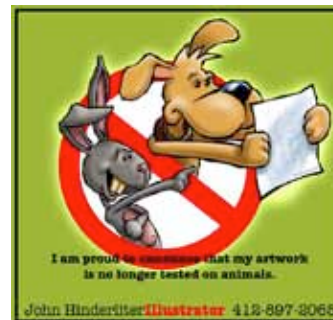
George Schill created a cover and six full-page illustrations for CashAmerica's Annual Report.



Steve Cup just finished this delightful portrait of Bill Nye the Science Guy!



Here's are two recent email promos sent out by **John Hinderliter**, and cover art for issue #88 of Dirt Rag Magazine John did ten years ago that has found new life as a tattoo on someone's calf. It's the second time John has discovered his Dirt Rag work adapted for this purpose.



Upcoming Meetings

Business of Illustration: April 27, 7:30 pm
Happy Hour Social: May 8, 6:30 pm

see our [website](#) for more info!

Members can receive a
 10% discount from
 the iSpot, AdBase & WRKBK

Just show proof of your PSI Membership Card and mention that PSI President Mark Brewer referred you.

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