My Spot
Anni Matsick

Artists love a fresh page!
Lots of us have already started out the new year strong, with new assignments, plans for shows, and personal projects. Our numbers have grown, and monthly Socials are bringing more of us together, offering a chance to get better acquainted and integrate new members in a relaxed setting. (If you need a push to attend one, check out the free appetizers on page 10!)

Marking your calendar for PSI events is another way to meet and mix with our new officers! Introductions appear on page 7, if you’d like some talking points. Our treasurer is staying for another term and is eager to hear from everyone regarding membership renewal. With all of the benefits PSI offers, that should be a quick and easy decision. Details on page 5 will help you make the move.

PSI membership connects you with peers who have completed some really cool high exposure projects, like the one Spotlighted on page 12, and others gotten through PSI connections, described on page 4. Enough said — by now you’re eager to dig in and see all that’s been done to fill these pages!

Cat Collective
“Esmerelda” by Nora Thompson is included in Los Angeles’ Cactus Gallery’s First Online Show, CATS. The 8”x12” piece was done in acrylic paint on wood. The exhibit of works by 36 artists depicting a feline theme can be viewed here, through January 31.

Rogues Gallery
Taylor Callery’s painting, “TWO-FACE II” (30”x40”) was done for a Super Villain group exhibition in January at Galerie Sakura in Paris. Taylor used silkscreen, aerosol, house paint, acrylic, and collage on an aluminum framed silkscreen surface.

Wall Paper
Kitsch in Synch is the punny title for Michael Fleishman’s first solo show at the Mispillion Art League in Milford, Delaware, where he resides. The show’s 31 pieces represent an entirely new direction for the artist, in cardboard and mixed media. This one is 16”.

Continued on page 2…
On Exhibit

Continued from page 1:

“My process is a serious connection to the 300 boxes it took to move us from Ohio to Delaware in 2015 — every one labeled on a master list,” Michael says. The line technique and supplies — as well as subject matter — are natural extensions of his love for drawing and painting ductwork, machinery, robotic, and mechanical things. “I have always been into recycling and up-cycling. I was taught that you don’t need fancy tools or expensive papers to generate meaningful art,” he adds. Works, including the 24 x 30 inch piece shown here, will be on display February 19 through March 19, with the opening reception on February 22, 5:30-7:30 pm.

Miniature paintings by Leda Miller were accepted into the Miniature Painters, Sculptors, and Gravers Society, Washington, DC, 85th Annual International Exhibition of Fine Art in Miniature. Leda’s 9 inch square Luna Park paintings, “Shh, Live Infants” and “Anna & Prince” from PSI’s 20th anniversary show Art of Facts were displayed along with a 3” square wildlife scene, “Fox Den and Hemlocks.” The show opened November 18 at the Strathmore Art Center in Maryland and ran through through January 6, with work by over 230 artists from around the world. More info here.

Lorrie Minicozzi will exhibit artwork with 2 other artists in Glorious Wildness at Nemacolin Woodlands Resort, January til March. Her mediums range from graphite to oil. About 17 of Lorrie’s works will rotate, and several will be exhibited in their Wild Animals theme.

A reception for Ilene Winn-Lederer’s show, Visions: Vintage & New was held October 28 in the Undercroft Gallery of the First Unitarian Church at 605 Morewood Avenue, Shadyside. Nearly 200 people attended, including church congregants. The show included 25 framed works, books and an array of giclee prints. Kathy Rooney and Ray Sokolowski attended and took the photos. In addition to book sales, a framed piece was bought by a Pittsburgh private collector: a 1984 watercolor/pencil drawing called “The Duet.” The show ran through November.

Here’s Ashley Cecil putting the final touches on her series of “plant profiles” for the January 11 through March 17 exhibit at Phipps Conservatory and Botanical Gardens. Hot off Lauren Sims’ sewing machine are scarves and kimono’s printed with patterns from artworks in Deepening Roots: Our Growing Connections to the Botanical World. Stop at the gift shop to get yours, and mark your calendars for the closing reception and artist talk on Thursday, March 7, 5:30 PM, Artist Talk at the Biophilia Pittsburgh meeting Cafe Phipps and 7-9 PM, Closing Reception at Phipps’ Welcome Center Gallery. Register for one or both portions via email here.

“Sustenance” is a 36” x 48” acrylic on archival print, inspired by collard greens (Brassica oleracea var. acephala), sweet alyssum (Lobularia maritima) and Leah Lizarondo, food waste educator and founder of 412 Food Rescue. More on the show here.

Anni Matsick won 4th Prize in Southern Alleghenies Museum of Art’s annual Art in Common for her watercolor, “Riegert Redux.” Juror was Michael Allison. The exhibit runs September 28 through February 9 at the historic Brett Building in Altoona.

Books

The 2018 Independent Publishers Moonbeam Children’s Book Awards bronze medal for Best Illustrator went to Dinosaurs Living in My Hair! 2, by Jayne M. Rose-Vallee, illustrated by Anni Matsick. 157 winners were chosen from 1,150 entries in 42 categories. Presentations took place November 10, in Traverse City, Michigan. The book also won 1st Place awards for Best Illustrations and Best Series, and 2nd Place in Cover Design in the 2018 Royal Dragonfly Awards. It is second in a series from Rosevallee Creations. In February, the author will read at the 18th Amelia Island Book Festival to approximately 750 elementary students where the book will be given to each child. A Spanish version will be published in 2019.

In the News

An article on John Wiegand’s work which appears in the January 14 Tribune states “his early inspiration came in his artistic studies at The Kiski..."
School, Sewickley, from which he graduated in 1985. “John has been commissioned to do a piece for Kiiski Prep through a program called Will’s Gift, an annual endowment awarded a Western Pennsylvania artist. Read it [link].

**TV & Film**

Phil Wilson will be doing all the animation backgrounds, and likely some animation, for a new TV series based on the “Creepshow” feature films he worked on back in the early to mid ’80s. The new series will adopt the look of the original films, featuring 2 to 3 short stories per hour episode with animated links between stories featuring “the Creep” as host. The series will be directed and produced by former Pittsburgher Greg Nicotero, currently executive producer of the hit AMC series “The Walking Dead.” He has recruited the original crew from the feature films, including Rick Catzone, Ron Frenz, and Phil. The “Creepshow” series is scheduled to begin airing in June on the ‘Shudder’ subscription network.

June Edwards, a Slippery Rock University professor emerita of art, recently completed work on the movie “You Are My Friend,” constructing and painting various props. The movie was filmed in Pittsburgh and is based on the true story of the friendship that developed between Esquire journalist Tom Junod and Fred Rogers, America’s most beloved neighbor. June, a Pittsburgh native who retired from SRU in 2017, worked on the set for nearly two months. Because the movie is not released yet she could not give many details but said “this was one of the best jobs I’ve experienced — the work was fun and interesting, and the people working with me were talented and creative.” Beginning in 2003, June worked with Kathy Borland, the Art Director for the final ten years of Mr. Rogers’ Neighborhood, to repair and touch up the paint on many props from the television show, including the tree, castle, and many of the puppets. In 2006 June assisted Borland to repair and restore the original neighborhood model and prepare it for permanent display in the Mr. Rogers Company office on the South Side. The movie, directed by Marielle Heller and starring Tom Hanks as Mr. Rogers and Matthew Rhys as the journalist, is scheduled to release in October 2019.

**Out and About**

Christine Swann has started a new Artist Guild in Sewickley and gives an initial description with plans for development in a December 5 blog post. Christine mentions PSI members Phil Wilson, George Gaadt, George Schill and Bill Vrscak as outstanding artists who live nearby. The first meeting in a speakers series was held Monday, January 28, 7 pm at at Sewickley United Methodist Church at 337 Broad Street. Guest speakers were George Gaadt, John Buxton and Robert Grifing. Those attending heard from internationally recognized historical masters in an open panel discussion covering their work, careers and long-time friendship. Samples of their work were on view, plus an opportunity for a print and book signing. Christine wrote, “I have known George for over 20 years. He encouraged me as a young illustrator. He set the standard for illustration in the 70s and many illustrators look up to him as I do.”

John Hinderliter partnered again with Kit Paulsen to judge the Scholastic Art Awards on January 12 at California University.

**Classes**

Art classes for all skill levels are offered by Yelena Lamm in her new studio at 905 N. Saint Clair St. in the Highland Park neighborhood. During Saturday’s Oil Painting Workshop, students are guided in 4 2-hour sessions from preliminary drawing to a complete still life painting. Wednesday evening classes include oil, watercolor, and drawing projects. “Drawing and painting is proven to have therapeutic effects, especially for people in non-creative professions,” Yelena says. “Making art results in stress-reduction, improved cognitive function, decreased depressive symptoms.” For almost everyone in the photo, this was their first drawing since elementary school. More information and schedule [here].

**MEMBER NEWS continued**
PSI Worked For... Gregg Valley

When he got word the Mall at Robinson management was looking for ideas for beautifying an empty wall left by the vacating of the Sears store, Dave Dibella immediately thought of Gregg Valley. “I had my connection, Carrie Butler, check out his site. She was blown away and when she had her meeting with the mall management she presented Gregg’s website and some ideas we had discussed. I guess they were blown away too because he got the job.”

The mall folks were eager to begin. “The only concept they had in mind was to make it about Pittsburgh. I was very excited to be able to paint the 2 large pillars in addition to the flat wall,” Gregg recalls. “It was because of the pillars that I came up with the idea of ‘A Day in Pittsburgh,’ having the image go from day to night. They loved the idea, and I went to work.”

After the design was finalized, Gregg created a grid, as he always does with his large murals. Each square on the grid scaled up to 3 feet on the wall. “I use paint from a company called Novacolor out of California. Their paints are made specifically for large scale outdoor art. My oldest mural using this paint is now 14 years old and the color still looks great!”

The mural is 45’x15’, and the pillars 7.5’x15’ each, 900 square feet of total painting surface. Certainly not Gregg’s biggest painting, but the pillars added a challenge. It took almost exactly 2 months to paint from start to finish. Gregg found painting in a mall to be an interesting experience. “I had my regular ‘mall walkers’ who would comment on a daily basis. And a lot of mall customers came to watch, especially since I was painting through the Christmas season.”

He found it fun to hear what people were saying. Some PSI members came to visit, and Vince Ornato had his caricature booth set up nearby.

Fred Carlson tells us “Dave DiBella was the alumni director and gallery director at AIP at least from the time PSI started in 1997 until he retired around 2010. He knew of the talents of most of the PSI members from seeing their work exhibited at the AIP Gallery on the Boulevard of the Allies at least 8 times during those years. AIP alumni and others alike (Gregg Valley is a CMU alum). Dave knows a lot about PSI member skills sets because he paid attention to who was in the shows we hosted in Pittsburgh and because he reads every page of the PSInside newsletter!”

PSI Worked For... April Hartmann

April recently completed a book design and illustration project for a client who found her work on the PSI website. Spitting Into the Wind was commissioned by Gregory Curtis, a local investment blogger, author of 8 books and Chairman of Greycourt, Inc. This 300-page book is full of economic and social topics, investment wisdom and MANY humorous insights, written in a down-to-earth style. The author also has a great appreciation for artwork and the way visuals add to the reading experience. (In other words, our favorite kind of client!) There are several full color illustrations for the interior sections, as well as b&w spots throughout the text. Find it on Amazon at this link.
Fred Carlson reports on...

2018 Treasury & Membership

Figures good through December 18, 2018

Income 2018:
- Dues: $9,808.75
- Ruddy Awards Income for 2018: $1,200
- Sales: $0
- Other Income: $309.90
- Total Income: $11,318.65

Expenses 2018:
- Socials Jan-Nov The Abbey: $570.21
- Space rental BoI meetings (Assemble): $225
- Scholarship Awards: $0
- Security Upgrade & Web Hosting: $415.32
- Outside Speakers Program: $357.14
- Supplies, Meetings & Office: $904.45
- Basecamp: $70
- Saturnalia reimbursements: $379.04
- Equipment: $664.03
- Refunds: $115
- GPAC Dues: $50
- AMEM Social Media Consultant: $2,700
- PR Marketing/Writers Convention: $443.25
- Honoraria: $600
- Total Expenses: $7,493.44

2018 Net Proceeds or (-) Deficit: $3,825.21
PSI Cash-On-Hand: $14,420.39

PSI Dues and Membership Report 2018

Membership 12.18.2018: 177 members
- Full members: 139
- Affiliate members and affiliate comp members: 37
- Members upgraded from Affiliate to Full 2018: 3
- Comps: 1 full, 6 affiliate (7 total)
- No dues owed 2018: 12
- 2018 Dues Paid through 12/12/2018: 137
- 2018 Dues payers using PayPal: 74
- 2018 Dues payers using checks: 63

PSI New Members 2018: 23
- New members through 12/19/2018: (12 Full-Larry Klukasiewski, Ed Kuehn, Taylor Callery, Jeanine Murch, Lori Minnicozzi, Andrew Pappas, April Brust, Abby Winkler, Josie Norton, Ray Tobert, John Wiegand, Tom Galliottovich) (10 Affiliate-Gabrielle Burke, Colleen Halley, Dean Ferraro, Bill O'Meara, Sara Tang, Anthony Colaiazzi, Alexander Neish, Leah Balsam, John Sargent, Annie Vaughn) (1 to be assigned after screening-Alex van Deusen)

2018 PSI NMA inquiries last 12 mo — not joining yet: 10

This map shows locations of members according to zip code.

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Life Drawing at Panza Gallery

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

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

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

John Blumen  
Lindsay Wright

Check out our members’ galleries on PSI’s website!
John Riegert
September 22, 1968 - November 23, 2018

John will be remembered best with bearded face beaming, his expression a bit incredulous, at the opening celebration for the John Riegert show at SPACE Gallery on the evening of June 24, 2016. A packed house and jubilant applause greeted his approach as John strode up Penn Avenue and made his way to a photo-op station inside where guests were lined up to pose. Many held paper masks of his face poised on sticks while he switched into an orange t-shirt declaring in large letters I AM JOHN, all swarming below a hovering giant balloon bearing his likeness.

Among the 252 artists invited by guest curator Brett Yasko to create portraits of John for the tribute were 11 PSI members: Genevieve Barbee-Turner, Ashley Cecil, Lex Covato, Dave D’Incau Jr., Yelena Lamm, Judith Barbee-Turner, Ashley Cecil, Lex Covato, John Ritter, Dave D’Incau Jr., Yelena Lamm, Judith Barbee-Turner.

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The artist’s portfolio is displayed on the blog Pittsburgh Post Gazette obituary.

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New Members

Tom Gallowich
Vandergrift
tomgallowich.com

Tom is an illustrator and photographer of the great outdoors. He relies on bird specimens from the Carnegie Museum along with his own photographs to capture nature in detail. He works with watercolors, acrylics, and digital to create a strong composition that will hold the viewer’s eye while telling the story. Leaving a commercial photography business behind, Tom now maintains a website portfolio. His artistic background coupled with photographic experience of all formats inspired his book Power Composition – Develop Your Artistic Eye (Amherst Media), which ends with the quote: “to master composition is to understand the way people think.” Several contracts with Pennsylvania Game News, North Light Books, and teaching at an associate degree program behind him he continues his quest to master composition. Tom says, “Much has changed since the Art Institute of Pittsburgh days on Penn Avenue.”

Ray Tolbert
Aspinwall
www.inktobert.com

Ray is a writer/illustrator. He’s always had a passion for doodling/illustration/storytelling, and for most of his life, drawing has been a way to work out ideas or daydream his way through meetings, phone calls, seminars, and math classes. Ray has a bachelor’s degree in Art from George Mason University and a master’s from The Brandcenter at VCU. Originally from northern Virginia, he has been living in Pittsburgh for the past couple of years. His only complaint would be no one told him how much it rains here. Ray’s day job is as a copywriter at Chemistry while on the side he runs inkTolbert, LLC.

John Wiegand
Springdale
John-of-art.net

John is a fine artist, creating art since 1982 with a purpose to inspire hope, which he explains as helping people to see things from a different perspective. John describes himself as self-taught and self-disciplined, “I draw what I see and feel around me.” Some describe his work as having a visionary color sense with an uncanny arrangement of form and volume. “I put things in places you wouldn’t expect, and draw them in colors you may never have seen.” John responds not to trends and training, but to “something either in the hills or in the water, and you can’t look away.” John says other artists you may see in his work include the Fauves, the Neo Expressionists, the Nabis and the folk art of Gauguin since the colors are vibrant and decorative.

Liz Beatty has been upgraded to Full Member.

New Affiliate Members

John Sargent
Finleyville
johnsargentartstudio.weebly.com
www.thepinkhouse.biz

John has spent the past 32 years working in the art field. He is a mid-80s AIP graduate and later became a Carlow College graduate in art education. John worked as graphic designer before becoming an award-winning art instructor and business entrepreneur. Along the way, he ended up professionally illustrating just about everything and anything, as part of a job or freelance. Having spent most of his career working to meet deadlines, he introduces freelance illustration situations to his young public school students. For 13 summers he was a caricature artist at the Three Rivers Arts Festival. Additionally, John and wife own and operate Pink House Chocolates, serving wholesale corporate clients and running a retail location. John does all of the graphic design needs, including logo design, POP displays, and web marketing. He published a self-promotional portfolio magazine, featuring over 100 of his “craft honing” classic horror/scifi illustrations.

Annie Vaughn
Pittsburgh
www.annievauhnart.com

Annie is a freelance illustrator who recently relocated to Pittsburgh from Austin, Texas. She is originally from California’s Central Valley. Being from this region of the country has taught her hard work and perseverance as an artist. Annie is currently focusing on expanding her portfolio of playful pen and ink illustrations which feature interesting creatures and characters inspired by her travels and adventures. Her style is characterized by delicate line work and an interesting use of form, texture, and color. Annie was able to attend the Illustration Academy in Kansas City and has learned a lot from her time there. Her experience working with bands, independent zines, and news organizations has given her a wide range of skills and interests. She is excited to learn from PSI and looks forward to whatever the future holds!
New Officers Intros

President

Lindsay Wright is a freelance science illustrator currently living under the Parkway bridge right next to Schenley Park in Greenfield. Having grown up in the Pittsburgh area, Lindsay remembers being inspired by the works of PSI members, especially the 10th anniversary show, Pittsburgh Recast, at Heinz History Center. This inspiration led to an aspiration for a career in illustration. Her desire to draw stories and learn something new while making art led Lindsay to pursue a Bachelor of Studio Arts with a minor in Biology at the University of Pittsburgh, followed by a Graduate Certificate in Science Illustration from California State University, Monterey Bay. Lindsay likes to work traditionally in colored pencil as well as utilizing digital techniques with her Cintiq and Adobe Creative Cloud.

Vice President

Ashley Kenawell is a digital artist specializing in creating weird and colorful worlds for video and tabletop games. She has worked on Kickstarter-funded board games Viewpoints and Constellations, and she loves putting her own creative spin on unique projects. She is currently working on a personal project Lizard City – Using her cross-disciplinary skills to tell a story about a lizard navigating a deep underground civilization.

Lover of strange animals and plants, Ashley hopes to bring the weirder side of the world into view with her illustrations. Her inspiration comes from her proclivity for overturning rocks and inspecting odd growths on old trees, and immersing herself in the many worlds of games, books and movies.

Ashley has a Bachelor’s Degree in Design in New Media and works out of her home studio in the Brookline neighborhood of Pittsburgh. As Vice President of PSI she hopes to share her software knowledge and illustrative techniques with all members. She has been a member of PSI since 2016.

Secretary

June Edwards has a BS in Art Education from Mansfield University of Pennsylvania, and an MFA in Painting from Brooklyn College. Over the years she has had 3 overlapping areas of interest: graphic design, teaching, and creating art. June worked as a freelance graphic artist in New York City for around 15 years, and then began her teaching career. In 2002 she was hired to teach design and other studio art courses at Slippery Rock University. June retired from SPU in January and continues to work on a variety of projects, most recently creating and painting props for the upcoming movie You Are My Friend. June grew up in the south hills and has always been impressed by the industrial architecture around Pittsburgh. These structures are the inspiration for much of her mixed media artwork.

A message from incumbent Treasurer Fred Carlson

This will be my third elected term as Treasurer, after serving as President in 2000-2004 and having served as the original Treasurer of PSI in 1998-1999. I am hardly a newcomer to the Board, or to PSI. But every term is new in this field, the business changes rapidly all the time, and new officers have come forward and have been elected by the grass roots. With fresh eyes, I am proud to serve along with another talented crew of new officers as exponents of our craft: the best illustration anyone can find. Together we will work as a team to provide structure and programming to what YOU want to see regarding our mission, which is promoting and upholding the best illustration our members create, and lending guidance to make sure our careers prosper. No one else speaks for or defends the use of illustration in a crowded graphic arts marketplace except we creators. We need everyone—all you grass roots members out there — to get active and use the platform of PSI to shout out the great work our members are doing and to continue educating markets, patrons, clients, and the entire communications field about why illustration WORKS! Finally, I know our group of officers will work over the next 2 years to the best of our ability to provide the monthly programs, special events, and overall marketing strategies that benefit everyone in the Society, but we need all of you to say YES when we ask for assistance in the implementation of these programs and ongoing work promoting our members’ work. 4 people cannot do it alone. We need new blood for our Programs, Scholarship, and Exhibition committees NOW so please communicate to the Board your availability to assist. These activities do not happen by themselves, and we cannot read your minds! COME TO MEETINGS and be a part of the community that simply loves the best illustration and make the best illustration we can create!

Members, get your work on the PSI website home page by changing your gallery samples often!

A message from outgoing President Emily Traynor

I’m incredibly thankful for the opportunity presented to me over the last 2 years to serve on the board of PSI. It’s sincerely been an honor, and I’ve learned so much about our community, the illustration industry, and grown so much closer to so many of our members and others on the PSI board. It’s been exciting to see so many new faces joining PSI’s seasoned and diversely talented members, and just as exciting to know that the new board is ready to keep that energy going through their own unique perspectives and talents. Thank you Fred, Hannah, and Genevieve for all of your wonderful efforts, steady support, and for your friendship. Thank you to all of PSI’s members for inspiring me every day.

Members, get your work on the PSI website home page by changing your gallery samples often!

Sign in at pittsburghillustrators.org and click on “My Profile” then “My Work Samples” to update.

Illustration by Andrew C. Pappas
Pat Lewis reports on...

2018 WPaSCBWI Fall Conference

The Western Pennsylvania Region of the Society of Children’s Books Writers and Illustrators (SCBWI) held its Fall Conference on November 9-10, 2018 at the Pittsburgh International Airport Hyatt Regency in Moon Township. Nora Thompson serves as the region’s Illustrator Coordinator and, as always, she did an excellent job ensuring that the programming would appeal not just to authors but to illustrators as well. Other PSI members in attendance included myself, Liz Beatty, John Hindertler, and Stacey Innerst. If I’m forgetting anyone, I apologize!

The conference kicked off Friday evening with an optional pitch party and round-table intensives, in which attendees were invited to interact with faculty members. Participants could use this opportunity to share their works-in-progress, portfolios, book dummies, queries, or pitches. I did not attend this session, but by all accounts it was a lively, informal chance to talk with industry professionals and get valuable and specific feedback on one’s work.

Saturday morning, things started bright and early. While picking up our welcome packets, illustrators were invited to drop off their portfolios in one of the meeting rooms along with whatever extras they may have — book dummies, postcards, business cards, etc. Everyone could look through them at their leisure, and at one point, the room was closed off so that the visiting faculty members could peruse the portfolios in private, flagging individual pieces that they felt were the strongest with color-coded post-its. I’ve always found this to be a nice little touch that has helped me to refine and sharpen my portfolio, nudging my work more in the direction of the pieces with the most overall appeal.

Next, attendees had their choice of presentations from one of two agents (Stephanie Fretwell-Hill of Red Fox Literary and Susan Graham of Einstein Literary Management) or two editors (Samantha Gentry of Crown Books for Young Readers/Random House Children’s Book and Charlotte Wenger of Page Street Publishing). All the presentations were designed to appeal to authors and illustrators, and unlike previous years, these sessions were “super-sized” clocking in at 2 hours and 15 minutes each, to allow an in-depth exploration of the subject at hand. Following the first session, there were smaller, shorter “breakout” sessions conducted by WPa SCBWI members on topics such as marketing, social media, and so on.

Next up was lunch, a good chance to socialize and discuss our first sessions with other attendees. The faculty members circulated around the room, eating their meals at the same tables as all of us. This was a great networking opportunity. If you want to pitch your work to an agent or editor after the conference, it’s handy to refresh their memory with a quick anecdote like “I really enjoyed discussing with you over lunch.” Around this point, WPA SCBWI Regional Advisor Marcy Canterna spoke to the room, updating us on the latest business from SCBWI on both the national and local levels. She introduced everyone who helped to make the conference such a success, including our new assistant regional advisor, Elizabeth Pagel-Hogan, taking over for Kate Pohl Doprilak, who unfortunately passed away earlier in the year. Nora Thompson gave a few very moving remarks about Kate, which I think expressed how much Kate meant to everyone who met her, and how much her presence was missed. It was a difficult and sad moment, but it really helped those of us who were grieving to find some closure and move on.

While we were still in the ballroom for lunch, the visiting faculty moved to the front of the room and answered questions from attendees, on any subject imaginable. Once again, I think one of the most valuable parts of conferences like this is the ability to get a professional’s input and viewpoint on the industry.

Finally, we broke again for our afternoon session, in which again, attendees could choose to attend one of the other presentations offered. In a nice touch, some of the presentations were geared towards authors and illustrators who specialize in younger readers (picture books) and some to those whose work appeals to older ones (middle grade/young adult). I suppose at this point I should acknowledge all the volunteers who helped with getting everyone to their assigned sessions, running and troubleshooting A/V equipment, timekeeping, and so on. From my perspective at least, everything ran smoothly and efficiently although I know from experience there was undoubtedly a lot of behind-the-scenes work that made it possible.

We left the conference with an information packet detailing how to contact each faculty member to follow-up with a pitch if we were so inclined, and those of us who paid for a critique or portfolio review were given information on how to obtain that. I emailed agent Susan Graham the following week, and she wrote me back an extremely detailed, helpful review that both answered my questions and also raised several points I hadn’t considered.

Personally, I always find these conferences to be not only valuable for the information they provide, but also for the inspiration. I headed home that afternoon with my brain full of ideas and new perspectives, and eager to get back behind the drawing board as soon as possible.

April Hartmann reports on...

Pitch, Publish, Promote Writer’s Conference

PSI got some great exposure at the Pitch, Publish, Promote Writer’s Conference on November 4. The event was held at the Hotel Monaco in Pittsburgh and was filled with self-publishing authors that were seeking information and resources. PSI’s table was located in an adjacent pop-up marketplace, and organized by April Hartmann. Volunteering at the table were members John Blumen, Molly Thompson, Andrew Pappas, Frances Halley, and (then) Vice President Genevieve Barbee-Turner.

Visitors to the table received the flyer shown here, as well as other promotional materials. The Drawing Under the Influence PSI members directory was especially popular. For conference attendees who did not make their way into the marketplace, the PSI flyer was also distributed to every place setting within the conference workshops, to ensure that it got into all the right hands.
October BOI
Kim Fox/Workerbird
Studio Talk

We began our evening on October 25 sitting in Kim’s dining room in her home art/music studio in Mount Lebanon, where she talked about the beginnings of her art career after college. Kim attended a small art college in Charleston, SC where she studied printmaking. She found that having a big mouth (Kim’s words) and not necessarily asking for work ironically gave her the most opportunities. She also found Pittsburgh to be the best city for opportunities. Kim says since 2006 she has done a variety of jobs to get closer to being a full-time artist. All her jobs have had a design element, whether it be bartending at an art theatre or creating signage and designs for farm events where she also helped grow food. In 2015 she became an artist full time, and since then organizes many different jobs, such as teaching, keeping design clients, working on wholesale products, and et cetera.

Her work encompasses tin, textiles, and drawings. She even designed the interior of a restaurant, Pie for Breakfast. She is truly a jack of all trades, and is a true professional at connecting all her talents into an intricate web of jobs and opportunities. On their own, they may be very different. On a wall, everything might look so different from the next piece, but listening to her talk you find that one opportunity led to another and she has taken her past experiences to aid in her future endeavors. All of Kim’s work can be found here.

Attending were President Emily Traynor and Ron Persico, VP Genevieve Barbee-Turner, Treasurer Fred Carlson, Secretary Hannah Garrison, Former President Pat Lewis. Full members Danielle Amiano, Liz Beatty, Howard Bender, Mark Bender, Christie Biber, Dan Bridy, April Hartmann, Andrew Pappas, Dan Wintermantel and renewing new member John Wiegand.

Next BOI:
Social Media Workshop
Thursday, January 31
7:00 pm

The goal of this social media workshop is to improve PSI members’ own personal marketing using social media along with additional suggestions for benefitting the entire organization. By having a better understanding of our social media presence we hope to drive more eyes to the PSI website in order to benefit all members with exposure to the buying marketplace.
SECOND TUESDAY SOCIALS AT THE ABBEY!

Hang out with colleagues, get feedback on new projects and marketing ideas, share trade talk, and just have fun!

Fred Carlson reports on...

November Social

The final social night of 2018 held Tuesday, November 13, had PSI meeting in a new space in the back dining room at The Abbey due to a scheduling conflict in the main bar area. The assembled membership seemed to like this change! We'll be requesting this space in 2019 when we reconvene on January 8, once again at The Abbey.

Attendees included: VP Genevieve Barbee-Turner and guest Paul, Treasurer Fred Carlson, former Presidents Mark Brewer and Rick Antolic, Former VPs Ashley Cecil, George Schill, John Blumen and guest Dan Pasqua, members Sophia Pappas, Rhonda Libby, Alex Patho, Jr., Christine Swann, Phil Wilson, and new members Ray Tolbert and John Wiegand.

Ashley Kenawell reports on...

January Social

An unseasonably warm January day gave way to a burst of unexpected thunderstorms Tuesday night, but that didn’t stop PSI from kicking off the new year with a lively social at the Abbey on Butler! A mix of both new and veteran members gathered to discuss exciting upcoming projects, new business and revenue flows, and exhibition possibilities for 2019. Attendees also had a chance to meet one of the newest PSI members, Jen Martino.

The total of 18 attendees included:

President Lindsay Wright, Secretary June Edwards, Treasurer Fred Carlson, former VP John Blumen, former Secretary Molly Thompson, Full members Kelly Ackerman, April Brust, Andrew Pappas, Sophia Marie Pappas, Gregg Valley, John Wiegand, Phil Wilson, Ilene Winn-Lederer, affiliate members: Leah Balsan, Gabrielle Burke, Andrew McAfee, Annie Vaughn, and brand new member Jen Martino.

Photos: Hannah Garrison
Saturnalia 2018!

Members poured into the familiar holiday setting at John Blumen’s home before 8 pm and the evening of fun and revelry commenced! “Needless to say, John hosted a wonderful evening and the food supplies were pretty well obliterated!” comments Fred Carlson, who arrived early with his wife, Nancy, to help with setup. Fred brought his Fender Strat guitar and took his seat in an upstairs room with the Philharmonia. Joining him in their annual tradition were Phil Wilson with Rickenbacker guitar, and Fred Carlson (Fender Strat guitar), and guest Maren Cooke on vocals. “I sat down to play with Phil at 9:25 and we went solid until 10:45 (60 minutes non-stop) so lots of folks came in and out to enjoy the music during that stretch.”

Volunteer recognitions and the year’s recap were made about an hour into the party, with a special recognition honoraria given to the host, John Blumen, for his many years of service. Excitement grew when the new Board was announced at 9:20 with the ceremonial Passing of the Brush. The newly elected Board is: Lindsay Wright-Pres., Ashley Kenawell-VP (not present), June Edwards-secretary, and Fred Carlson serving another term as Treasurer. Volunteer awards were presented to April Hartmann for leading the PSI effort at the November 4 Print, Publish, Promote Writer’s Conference at Hotel Monaco, and PSInside editor Anni Matsick (not present) and designer Yelena Lamm for their continued work on the newsletter.

In attendance were 5 PSI Presidents: John Manders, Fred Carlson, Rick Antolic, Emily Traynor, Lindsay Wright.

Among the 60 + in attendance were: Newly elected officers: President Lindsay Wright & husband Joe Durko, Secretary June Edwards and Treasurer Fred Carlson & wife Nancy Flury Carlson; outgoing officers President Emily Traynor & guest Ron Persico, VP Genevieve Barbee-Turner & guest DJ, Secretary Hannah Garrison & husband Peter Cormas, former Presidents Rick Antolic and John Manders; former VPs George Schill and John Blumen & friends Debbie Andrews & Ellen Roth, former Secretary Molly Thompson & husband Vince Burns, PSInside designer Yelena Lamm & son Nickolai Lamm; new member screening chairman Kathy Rooney & husband Ray Sokolowski, Dave Biber, Joel C Boyer, April Brut & husband Chris Brut, Lynne Cannoy & husband Keith Knecht, Vince Dorse & friends Daryl Godfrey & Michelle Miller, Dan Eisik, Frank Harris & wife; April Hartmann, Rick Henkel, Karl Huber, Andrew McCaffee, Ron Magnes. Rhonda Libby, Judith Lause & husband Jim Mellett & daughter Katheryn Mellett, Alex Neish, Josie Norton, Vince Ornato, Andrew Pappas, Alex Patho Jr., Kurt Pfaff & guest Megan Kelly, Dan Senneway, Ian Oz Baz Snyder, Sara Tang, John Wiegand & guest Chris McRandal, Phil Wilson, Ilene Winn-Lederer & husband Jeff Lederer, Cassandra Bolan, Ish, Maren Cooke.

JOHN BLUMEN
Special Thanks Award for Volunteerism
The PSI Board voted unanimously to thank John Blumen for his many years of service and spirit of volunteerism at the Saturnalia party held December 15. A special cash gift was awarded for service to PSI. John’s service included:
• Two terms as Vice President (2009-2012)
• Saturnalia host almost every year since 2008
• General and special event meetings hosted at his studio every year since 2001
• Art director and production manager for our first 2 directories and major print supervision input on the 3rd directory

• Graphic output for Pittsburgh Recast 10th anniversary show exhibition graphics (2008) and did graphic creative direction on Art of Facts 20th anniversary show exhibition panels (2017-18)
• Designed postcard and poster for Every Story Tells A Picture group show 2006
• Served on Mentorship team from original meetings until recently
• Organized field trips for members
• Helped equip and man the PSI vendor table at the recent Writer’s Convention at Hotel Monaco
Spotlight on... Brian Dumm

Brian’s “work on wheels” is now roaming the countryside from Pennsylvania to North Carolina, whizzing along on the sides of Sheetz trucks.

Last spring Sheetz, Inc. challenged artists in their 5-state region with the theme “Run and Done” to bring the edgy, bold personality of Sheetz to their Truckz. 11 artists from the 5 states were chosen, with Brian Dumm as a proud contributor from Pennsylvania.

A lifelong devoted “Sheetz Freak,” Brian says, “Ultimately I landed on a concept that I really related to, which was inspired by a Sheetz branding video. In it, Sheetz is referred to as a beacon or oasis in the lives of its patrons. I found this a strong analogy, as their open-24-hours, seemingly everywhere stores have saved my hide more than once.” Brian interpreted the concept as the chaos of a stormy sea. “This is a visual I have used before in my drawing and painting as I appreciate old nautical imagery. I included the image of a Sheetz store as a lighthouse, with several ships fighting the sea, as does the daily commuter who fights traffic and schedules to get where they’re going.” For fun, he added a Kraken type monster, treasure-seeking captain, mermaid, and treasure chest full of Sheetz MTO food items. The design also called for each artist to incorporate an image of themselves, so be prepared to meet Brian’s arresting gaze next time you are cruising behind one of the trucks.

Brian finds it significant that “There was no other qualification for being considered aside from living in a region where the stores are.” Several years ago, he had the opportunity to meet members of the Sheetz family at a benefit for local arts and learned they are very invested in supporting local arts groups, galleries, and arts related programs. Brian is a teacher for secondary level students who were encouraged to hear a local company was offering such an opportunity in the area. Some of his students want to enter an art-related or creative field but fear the small towns they come from may not support such a career path. “Having worked with clients all over the country, I can say that Sheetz’ professionalism and compensation was on par with, or better than, clients from New York and California. To me that says a lot about how they want to be viewed and how they care about their products and the regions in which they are doing business.”

Sheetz is offering merchandise featuring the work of all the artists, with proceeds benefiting their “Sheetz for the Kidz” campaign. You can make a purchase and see videos of Brian and the other artists whose work was chosen here.
1. Taylor Callery’s first piece for Rolling Stone was done to accompany the article by Steve Knopper, “Get ready for your Close-Up—Facial recognition technology is coming to a concert venue near you.” It’s part of The Future of Entertainment package found in the December 10 issue, online here.

2. George Schill was contacted by Anita DuFalla, the art director for Pittsburgh Quarterly about doing the winter cover. “Normally, I only execute my own concepts, but she is also an illustrator and already had a few ideas in mind, one being a businessman making a snow angel with possibly a cat somewhere in the scene. Anita also wanted a teal color scheme, since the last few covers were heavy on the blue. Since it wasn’t my concept, I wasn’t getting into it until I placed him in his front yard and added a few elements to try tell a little story, as if he went out to clean and start his snow covered car, said screw it, and turned back to make a snow angel instead.” George said he added the bird and bewildered dog since “I don’t do cats.”

3. George did this ONSVoice Magazine cover on the topic of identifying different characteristics of mental illness in cancer patients.

4. Phil Wilson’s most recent painting, “Captain Nemo and the Nautilus,” (18” x 24”), is done in watercolor with some airbrush, created simply because 20,000 Leagues Under the Sea is one of Phil’s favorite books, movies, and concepts. Although he adds, “I don’t think I want to paint something with that many suckers ever again!”

5. This handmade Frog Terrarium infinity scarf printed with paintings of extinct and endangered frog species was inspired by Ashley Cecil’s 2018 artist residency at the Pitt Amphibian Ecology Research Group. Find it for sale with her other designs here. Ashley narrates a 2 minute video.

6. Click on Wallpaper to order this new botanical print for your walls.

7. This recently completed character design illustration by new affiliate member Annie Vaughn was done for a personal comic book project. “I am in the early character development stages and having a blast!” she reports.

Continued on next page
8. **Jeanine Murch** had the opportunity to create this hand-lettered illustration for a feature article in the December issue of Naperville Magazine. The story is a sweet reminder of what the holiday season is all about, even when our plans for making things perfect don’t go as expected. This project was drawn and inked by hand, colorized in Photoshop, and ran as a full page spread in the magazine.

9. Here are 2 sides of a holiday Card **David Flynn** designed for Centria, a client of Larson Obrien where he is employed.

10. David did this personal study of a dragonfly.

11. **Fred Carlson** shares three stages of recent book cover assignment for Mel Bay Publications: rough layout to client for approval, final ink drawing for approval, finished illustration in color. Art Director was Stefan Grossman. Done in watercolor, gouache, inks, all hand lettered. The record catalog cover from the late 1920s served as visual inspiration. The assignment was received the day after Thanksgiving and delivered in a few days to the client the following Monday.

12. Promoter Robert Koch needed a rush portrait of himself inviting people to attend the European Music Workshops for which Fred had done the musician portraits (seen in last issue of PSinside). This assignment came in the day after Thanksgiving and was delivered Tuesday, November 27.

13. Fred was commissioned to create a poster incorporating the existing Frankston (Australia) Music Festival logo identity and color branding and develop a festival image that included the geography of this picturesque beach city 90 minutes southeast of Melbourne, nods to the ever-present animal life including sea gulls and dolphins, the marina culture of the city, and the range of musics being presented at the festival in April 2019 (including symphony, jazz, trad, rock, blues, folk). There are 54 acts booked to play this fest in April. When the final line-up is booked in late January, Fred will be incorporating this art into an expanded line-up list that will be hand-lettered for a revised version of the poster.


16. “What companies need to do to prepare for the future” is an acrylic illustration Jim did for Consultant firm’s Legal magazine.

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17. “Spock” (14” x 22”) was done in watercolor and colored pencils by new affiliate member John Sargent.

18. “Annoyed Mars” is based on a doodle by new member Ray Tolbert, which he recreated in Adobe Illustrator. He adds, “Mars has been sitting there minding its business for billions of years when suddenly someone starts landing things on it without asking first. I’d be annoyed too.” Available as a sticker, magnet, and kid shirt here.

19. Kit Paulsen shares insight on this recent commission: “My favorite thing about this one is the tree trunk’s darkness against the sky and lightness against the landscape. Had to do a small study to figure this out. This one’s large, it’s heartbreaking to ruin a big painting halfway through...for me, a study gets the problems solved.”

20. New member Tom Gallovich sent this screen capture, the end result of an online demo, posted on his Facebook page here.

21. Vince Dorse “squeezed in another cover” for Pittsburgh City Paper before the year ended, with thanks to Editor/Art Director Lisa Cunningham. Here’s the cover art and the article header (about ways to improve Pittsburgh). Read the article here.

22. Mark Brewer illustrated a January 2 article for Trib Live on craft beer rules for your waistline (and your tastebuds). Read it here.

23. “Fire (5 elements of wine)” is among the 5 drawings Mark did for Wine & Spirits magazine.

24. Mark says “Sand Trap” is “a visual of how I feel when approaching my ball in the sand. Many golfers know the feeling.” The 10.5”x13.5” image print is available on his website.

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25. This safety poster is one of a dozen done by John Hinderliter for Eat’n Park. He has entered 4 of them in the Pittsburgh Advertising Awards (Ad-dys) in the Elements of Advertising-Illustration category.

26. Here is one of 80 line interior illustrations John did for Where is Broadway?, another in a series of paperbacks by Penguin Random House.

27. John did this faux scratchboard illustration for a gardening magazine.

28. Here’s another faux scratchboard illustration John did for his wife Dee Dee Woods as a Christmas gift, printed on a t-shirt for her to wear to yoga sessions.

29. Wayno is the daily (Monday through Saturday) Bizarro cartoonist, which means he both writes and draws the comics. He started this gig on January 1, 2018.

30. Oliver’s Pourhouse in Greensburg asked Nora Thompson to design t-shirts to sell and for their staff to wear. “Occasionally when my husband and I go out to eat I’ll draw a doodle on a napkin or place mat, post it to social media, and leave the napkin behind for the server,” Nora says. “I’ve been leaving napkins at Oliver’s Pourhouse since 2013, but there was one particular place mat in 2015 that caught the owner’s eye.” She took a photo of it and had kept it on her phone for 3 years before she contacted Nora. She asked her to create hand lettering for the shirts that was similar to what Nora had done on the place mat. (The first image is the front; the second image is the back.)

31. When her Maine Coon, Rio, needed surgery, Yelena Lamm started accepting pet portrait commissions to cover the costs, and as her own art therapy. “This is new to me,” she says. “I’ve done pets a few times before, but only now I feel I can connect to my subjects. I have so much love and respect for our furry friends after I had to take care of my injured cat.” Here is her portrait of Rio, and some of commissioned portraits she painted during the last few months, all 11” x 14” oil on canvas.