

Issue 13

February 2005



# Teacher's Notebook

Designed to keep teachers informed of new products, new techniques, new ideas, and new concepts in the art world.

## Martin/F. Weber Co.

Manufacturers of Fine Artist's Materials Since 1853  
Philadelphia, Pennsylvania

### *A Frequently Asked Question!*

#### Just how are Permalba Paints made???

#### Professional Permalba® Oil Color Ingredients

Professional Permalba® Oil Colors, like all commercially prepared artists' oil colors, include a variety of ingredients that are necessary and desirable for an artists oil color.

Foremost among the ingredients are quality pigments in the minimum number necessary to achieve the desired properties of top tone color (straight out of the tube,) undertone, (color when mixed with white or thinned with oil or medium,) opacity or transparency.

If one pigment can do the job, that is the most desirable option, as that oil color will produce bright and clean mixtures. If additional pigments are necessary, the fewest number possible are desirable.

A good quality drying oil, suitable for grinding the colors is critical. The oil should dry through oxidization (combining with oxygen in the air) to form a durable, flexible film that will last for hundreds of years. The oil, which over many hundreds of years, has proven to have the best balance of desirable properties is linseed oil. For whites and very light yellows, other oils which present less after-yellowing are a better choice, though they are not as flexible as linseed oil. Some of them are poppy oil, safflower oil, sunflower oil or walnut oil.

In some cases, where the pigments are so intense that they appear as an undifferentiated black when squeezed from the tube, an oil color formulation will adjusted with a transparent pigment, so that the top tone is a visible color at a useable consistency. An example would be dioxazine purple, which is virtually black if not adjusted.

In some colors, drying times need to be adjusted to provide a reasonably consistent dry time across a product line. Otherwise, some colors would dry in two days and others in two weeks - not a desirable trait for a range of oil colors.

Oil separation of some pigments needs to be controlled more aggressively than with others. In some colors, viscosity and brushability need to be adjusted so that the entire color range is consistent, smooth and brushable, not stringy, as some pigments will produce "stringy" color unless modified.

Any adjustments made to Professional Permalba® Oil Colors are to enhance the artist's experience, not to save money by cutting the cost of pigment or oil. In many cases, the added ingredients cost more than the basic pigments and oils used in a color.

**If you have further questions, please email us at [info@weberart.com](mailto:info@weberart.com)**

#### Inside this issue:

Frequently Asked Question!	1
From the Editor's Desk	2
Product Education Seminar Invitation	2
Featured Teacher	3
Susan's Corner	4
Featured Learning Center	5
Finding Weber Products	6

**Be sure to visit the  
Martin/F. Weber Booth**

**#710, 712, 714,716  
Creative Painting Exhibit Hall**

# The Teacher's Notebook

Published 6 times a year during the months of February, April, June, August, September and December as a courtesy of the Martin/F. Weber Company, 2727 Southampton Road, Philadelphia, Pa. 19154.

**Editor in Chief**  
Dawn Knowles

**Editor & Design Layout**  
Kitty Gorrell

Send Newsletter correspondence and change of address information to [WeberNews@aol.com](mailto:WeberNews@aol.com) or mail to:

**The Teacher's Notebook**  
279 Beech Run Road  
Friendly, WV 26146

Publication deadlines are the first day of January, March, May, July, September and November.



Visit us on the web  
[www.WeberArt.com](http://www.WeberArt.com)  
for the full line of Weber Products.

**Customer Service**  
[info@weberart.com](mailto:info@weberart.com)

**Director of Public Relations  
and TV Marketing**  
Dawn Knowles  
[DKWeber1@aol.com](mailto:DKWeber1@aol.com)

The Teacher's Notebook  
Copyright 2005 Martin/F. Weber Co.  
All rights reserved.



## From the Editor's Desk ...

Do you remember as a child how slowly time seemed to drag by as we looked forward to coming events? Much of the time we didn't think about the calendar or the clock at all! But haven't things changed in adulthood?! I have never heard an adult say "I wish the time would hurry up" ..... Or "it takes too long for a certain date to get here." Why not slow down a little and enjoy *TIME* and the gifts that come with it !!! Read that art magazine or book all the way through! Read this newsletter all the way through!! Attend a seminar that you have been longing to be a part of! Try out new products or try new techniques with the old reliables!

At the introduction of my *Beginners Technique Workbook* I advise my students to "Give yourself the time to put all that you are learning into practice. You and your painting deserve it!" The biggest difference between the beginner and the accomplished artist is *TIME* and only you can set an agenda that includes time *FOR YOU!*

Please let me hear from you often with comments, questions, or suggestions for this ... *YOUR* .... *Teacher's Notebook Newsletter!!* **Kitty**

### Find Kitty's at these 2005 Events

Creative Painting - Las Vegas—February 27—March 4, '05  
T.E.A.M. National Conference - St. Simons, Georgia - June 1 - 4, '05  
Product Education Seminar— Maine  
Heart of Ohio Tole—Columbus, Ohio—August 8-13, '05  
Homecoming Hues Painting Retreat—WV—September 6-11, '05  
Northeast TEAM Regional – Deposit, New York – Sept. 28-Oct. 2, '05  
New England Traditions—Providence, RI - October 5-9, '05  
Weber Product Education Seminar—Myrtle Beach, SC—Nov. 4-6, '05



### PRODUCT EDUCATION SEMINARS

Martin/F. Weber Co. is proud to be the only paint manufacturer in the industry to offer an educational program utilizing a variety of paints, mediums, and techniques – all in one seminar! This is your opportunity to "dabble" in a paint, medium or technique that is new to you.

Seminars are available to groups of 15 or more persons.

For more information contact:  
Kitty Gorrell at phone no. 304-684-7975  
E-Mail [WeberNews@aol.com](mailto:WeberNews@aol.com) or [Kitty@KittyGorrell.com](mailto:Kitty@KittyGorrell.com)



### ATTENTION !!!

Small Art Retailers/Studios. We have a Loyalty Program made just for you!!!! For details please contact Dawn Knowles at; Phone NO. 734-728-1432!!! [DKWeber1@aol.com](mailto:DKWeber1@aol.com)

**THE TEACHER'S NEWSLETTER GOES  
ELECTRONIC!**  
Send email address to: [webernews@aol.com](mailto:webernews@aol.com) or  
[Kitty@KittyGorrell.com](mailto:Kitty@KittyGorrell.com)

# Our Featured Teacher!

## Jan Zakrzewski

Email: Jan@JanMarieArt.com  
Website www.JanMarieArt.com



Jan began painting in 1973 as a hobby, yet it wasn't until she started sharing her techniques with friends and family that her true talent for teaching emerged.

Armed with boundless energy, unlimited patience and her love of painting, she began teaching in an art and craft store in Arkansas. In 1988 her dream of owning her own studio became a reality. Jan's Art Studio located in Bastrop, Louisiana, has become one of the few studios nationwide to host major workshops with nationally and internationally known artists. People come from all over the country to attend these great workshops. She teaches weekly classes in her studio to children, adults and senior citizens, and travels around the country sharing her love of painting with countless others. Jan's favorite medium is oils, but she also paints in acrylics, watercolor, pen and ink, charcoal and pastels. Her studio is a complete retail store selling art supplies, ready-made frames, gifts, and offers custom framing. Her teaching schedule keeps her very busy, but she always has time to visit with students and friends who stop in the Studio for a cup of coffee and/or advice on one of their paintings. She has authored over 40 Instructional Painting Packets.

Jan is married to Dr. Ed Zakrzewski, a chiropractor, who has been practicing in Bastrop for over 45 years. Between them, they have 5 children, and 6 grandchildren. Melanie, Jan's daughter just graduated from Life Chiropractic College in Marietta, GA, and is now practicing with her step-dad in Bastrop.

Jan has a wonderful website that is updated monthly to include all the Studio News, art classes, workshops and Guest Artists' seminars being offered. You can visit her website at [www.janmarieart.com](http://www.janmarieart.com)

"God created such a beautiful world and most people go through life without seeing what He has made for us to enjoy." "Painting is a way to help people SEE what He has created and to appreciate the beauty that is all around us." "My goal is to introduce as many people as I can to this wonderful world of painting", she relates.

**Jan's Art Studio,** P. O. Box 1419, Bastrop, LA 71221-1419

### ***STUDIO VALUE COLLECTION***

***Martin/F. Weber has created the perfect selection of the basics that every oil painter needs. Studio Value Collection features Original Permalba® White (150ml.), the artists' favorite white oil paint for over eight-five years, combined with Odorless Turpenoid® (473ml) and Prima® Gesso, (473ml.), All the basics, in an attractive Display box with a convenient carrying handle. A great value and a seasonal choice.***

### ***PRIMA® ACRYLIC PRIMARY COLOR SET***

***Contains five 236ml jars of Pigment Rich Prima Acrylic Primary Colors with FREE Color Wheel and Palette Knife. All Packed in an attractive display box with a convenient carrying handle. A great value and a perfect way to learn color mixing and blending techniques.  
Item no. 2890***

# Susan's Corner

Wishes for a joy filled Year and the delight of many hours of painting pleasure.

This is always one of my favorite times of year to enjoy painting the lovely blossoms of spring, the snow still on the hills and the beauty of the winter season. All the holidays things put away and a perfect time to get out the paints and enjoy days of painting. Warm up the brushes on some greeting cards and take scrap paper to make gift tags or accents for scrap booking pages.

Time to take out a couple of those paintings you have been meaning to finish or simply add a couple new elements. It is great to look at them with a fresh eye and add those little touches plus the feeling of accomplishment of them finally getting completed. I have now made a practice of taking out some of those paintings needing those touches as I work on some fresh paintings as well, having several paintings going at once. Come spring I plan the completion of a long overdue book Enjoy Watercolor. I am also planning a painting sale, so watch for the posting of the date.

On those cold rainy or snowy days bring out the paints to enjoy with your children. Make sure you give them good brushes and explain to them how to take care of them. Let them explore the delight of creating and only give directions when they ask. They will tell you about their paintings and you may want to write on a separate paper the date and time you shared the memory (place this on the backside of the painting that you frame). Great if you are also doing scrap books to take some photos of the painting afternoon and let them design their own scrap book pages. Framing some of the paintings is special for children to see and it makes them feel good about their work. One of my favorite birthday cards my grandson painted at two years old and I will treasure it always. You can order the children's video showing young children painting with me if you would like some ideas. Using scrap paper they can create book marks and larger paintings which can be laminated. It is easier for children if you take the watercolor pigment and place it on their own palette a few hours before they start to paint

Get a jump on spring flowers and using the Scheewe Acrylics decorate terra cotta flower pots and plant spring bulbs tulips, paper whites or those wonderful winter pansies or primroses.

**For 2005 Susan Scheewe Certification and Product Seminars ,**  
Contact Trish via EMAIL at tyler2tyler@hotmail.com

We are now starting to plan the workshop schedule for 2005. If you ever wanted to learn how to watercolor, here is your opportunity to spend an exciting week with Sue in Portland, Oregon learning easy to follow techniques, making new friends and learn the how and whys as you create finished paintings. WATERCOLOR BASICS June 13 thru 17th

Expand your painting skills and learning how to put to use more new techniques and special effects. Paintings will include waterfalls, ocean, dimension flowers as well as how to create soft diffused landscapes, backgrounds and flowers. A busy painting fun session. EXPANDING WATERCOLOR SKILLS , JUN 20th thru 24th.

Mixed Media PAINT A MEMORY workshop will be July 11 thru 15th . We will try sincerely to bring you as many new techniques in the exciting week of painting. Working on canvas, paper, wood using watercolor and acrylic. A special afternoon of techniques that can be used and taught in the scrap book stores.

SPLASH is the joy filled workshop August 22 thru 26th for those who have painted with Sue before. A beautiful time of the year in the pacific northwest and it will include a day of painting outdoors on location as well as in the studio.

Makes reservations early as class size will be limited. Call 800-796-1953 or send an e-mail to Scheewepub@aol.com for more information. You will want to attend one of more of these special weeks.

*Sue*

## Where to find Sue in your area!

Watch for Sue at these locations throughout 2005.  
Creative Painting, Las Vegas, NV -  
SDP in Tampa, FL -  
Portland Mini Convention, Portland, OR -  
Heart of Ohio Tole, Columbus, Ohio—  
New England Traditions, Providence, RI

## SUSAN SCHEEWE DIMENSION PLUS!™ TINTED TEXTURE MEDIUM

*Susan's seven luscious pastel shades of Dimension Plus™ Texture Medium are perfect for embellishing memory book pages with color and texture. Convenient 60ml tubes and an available set of decor tips make repeating creative designs a breeze.*

## SUSAN SCHEEWE INSTRUCTIONAL DVD'S

*Each title contains 1 DVD, with two hours of instruction running time covering numerous techniques and projects. Packaged with FREE Blank Greeting Card & Pattern and a Brush.*



**ART LEARNING CENTER**

*Fergie's*, a one-of-a-kind specialty shop located in Pinellas Park offers painting and drawing classes for all levels of expertise. Whether you're a complete novice, having never picked up a brush before, or whether you've been painting or drawing for years.... Fergie's has a class for you. And, you've never seen so many art & painting supplies jammed into one store. This store is stocked from floor to ceiling with tons of supplies, many which you'll not find at other art stores. You'll find this store a "painter's delight." The first-time visitor should plan on spending several hours viewing the tremendous selection of merchandise.

Owned by husband and wife painting team, Patrick & Sharon Ferguson, Fergie's opened it's doors seven years ago in a 200 square foot section of a craft learning center. Over the past seven years the shop has grown to over 4,000 square feet, and now offers classes and supplies for both the fine artist and decorative painter. Custom matting and framing has recently been added. In addition, supplies and equipment for the do-it-yourself framer are now available.

Whether you prefer to paint on canvas or some other surface.....you'll have no trouble finding an appropriate surface to suit your need. The store boasts a tremendous inventory of glass,

wooden, porcelain, and tin items to paint, in addition to papers of various types. Also, you will find on better selection of painting and drawing books anywhere in the South.

Seminars, workshops & classes are abundant at this shop. Fergie's specializes in bringing in nationally and internationally recognized decorative painting instructors. A look at the upcoming seminar teacher listing at Fergie's looks like a list of "Who's Who in Decorative Painting." Weekly classes and workshops are also conducted by talented local artist/teachers. Whether you wish to paint on fabric, glass, canvas, wood or metal .... Fergie's is the place. Children's classes are also available. The shop's fine art program includes classes in oils, acrylics and watercolor. Plus, colored pencil, pen & ink, and graphite pencil drawing.

In May 2005 The Society of Decorative Painters will hold its annual convention at the Tampa Convention Center, Tampa, Florida. While visiting this fantastic show, be sure to visit Fergie's at booth 1100. Also, plan a visit to Fergie's Learning Center Location, conveniently located just two miles off of 1-275 in the Saigon Plaza strip mall. For additional information contact Pat Ferguson at (727) 545-3713.

***Fergie's***

8730 49<sup>th</sup> St N, Suite 4, Pinellas Park, FL 33782

E-Mail: [PatFergy@aol.com](mailto:PatFergy@aol.com)

Website: [www.fergiestoleshop.com](http://www.fergiestoleshop.com)

**Calling all Convention Teachers!**

Martin/F. Weber Company offers product to convention teachers for use in their classrooms!

For more information contact

**Dawn Knowles**

**1-734-728-1432**

[DKWeber1@aol.com](mailto:DKWeber1@aol.com)

**Visit the**

**Martin/F. Weber Booth**  
**at these Trade Shows!!!**

Creative Painting - Las Vegas - Feb

SDP - Tampa, FL - May

HOOT - Columbus, OH - August

# Finding Weber Products!!!!



ART LEARNING CENTER

**AC Moore**, phone ( check local listings)  
web: [www.acmoore.com](http://www.acmoore.com)  
**Artcraft**, phone 888-681-4278  
web: [www.artcraftart.com](http://www.artcraftart.com)  
**Dick Blick**, phone 800-447-8192  
web: [www.dickblick.com](http://www.dickblick.com)  
**Hobby Lobby**, phone (check local listings)  
web: [www.HobbyLobby.com](http://www.HobbyLobby.com)  
**Jerry's Artarama**, phone 1-800-827-8478,  
web: [www.Jerry'sArtarama.com](http://www.Jerry'sArtarama.com)  
**Michael's Arts & Crafts**  
phone (check local listings)  
web: [www.Michaels.com](http://www.Michaels.com)  
**Pearl Art, Craft & Graphic Centers**,  
phone 1-800-221-6845, web:  
[www.pearlpaint.com](http://www.pearlpaint.com)  
**Quality Art**, phone 1-888-311-7707,  
web: [www.QualityArt.biz](http://www.QualityArt.biz)

Find additional USA Retailers  
by visiting  
[www.WeberArt.com](http://www.WeberArt.com)

\* Alabama  
**E & J Brush Strokes (256) 723-3093**  
 \* Florida  
**Rainforest Palette (407) 944-3677**  
**Pookie Bear's Den (352) 638-9023**  
**Fergie's Tole Shop (727) 545-3713**  
 \* Georgia  
**Village Art Gallery & Studio (706) 846-5085**  
 \* Louisiana  
**Jan's Art Studio (318) 281-3200**  
 \* Missouri  
**Painter's Corner (417) 732-2076**  
 \* Oregon  
**Carousel of Colors (514) 336-5658**  
 \* Pennsylvania  
**Backyard Arts (570) 473-9154**  
 \* Rhode Island  
**Laurie's Art Center (401) 596-5969**  
 \* Utah  
**A Passion for Painting (435) 628-5890**  
 \* Washington  
**Arts Desire (360) 693-0028**

## Homecoming Hues Painting Retreat

This truly unique painting experience is held at North Bend State Park, Cairo, West Virginia!!! Early autumn, at a rustic state park, for four days and five nights, with **Four** of the nations most outstanding art instructors!! Plus extra events and materials that make this a premier event for the aspiring painter and their guests as well.

**Instructors for the 2005 event are Dorothy Dent in oils, Jerry Yarnell in acrylics, Mark Polomchak in watercolors, and Carol Hoffman for still life in oils.**

**September 6 - 11, 2005**

Hosted by **Kitty & Chuck Gorrell**  
304-684-7975

[kittygorrellstudio@msn.com](mailto:kittygorrellstudio@msn.com)  
[www.KittyGorrell.com](http://www.KittyGorrell.com)



\* NEW\* Made  
Rosemaling  
Brushes  
For  
Joan Dahl  
[www.rosemal.com](http://www.rosemal.com)