

Martin/F. Weber Co.

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



Teacher's Notebook

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

A Premier Educational Opportunity

is being offered to art educators, retailers, and art organizations, by the Martin/F. Weber Company and we encourage YOU to take advantage of this outstanding possibility!

The objective of the seminar is to educate painters on the variety of products available to them from Martin/F. Weber and to give all participants the opportunity to actually work with many of these products and experience first hand the benefits of their use.

The Product Education Seminar is designed for painters of all skill levels in acrylics, watercolors and oils! The class projects are intentionally quite easy to accomplish by all who attend, making it possible for all to concentrate on the product materials they are having the opportunity to experience. However, we encourage those who feel comfortable in doing so to embellish the design as they wish, using the products being presented.

The seminar is usually scheduled for a weekend—Friday (6-8:30), Saturday (9-4) and Sunday (9-3). These times can be adjusted in coordination with the seminar instructor to best fit the schedule of the host location. The fee for the event includes all paints, medium, varnishes, transfer materials, and the use of all brushes for a maximum of 35 students. Additional students may attend but the fee will be adjusted to cover the additional product expenses. It also includes all teaching expenses for a professional seminar instructor and most travel expenses. The host location will be asked to provide transportation to and from the airport when needed. All other travel expenses will be included in the seminar fee.

The painting surfaces are the responsibility of the Product Education Seminar Host and will be coordinated with the seminar instructor.

The Martin/F. Weber Company is well know for its support of art education and is proud to be the only paint manufacturer in the industry to offer a seminar program utilizing such a variety of painting products. To host A Product Education Seminar in your area or to receive additional information you are encouraged to contact Kitty Gorrell via Email at Kitty@KittyGorrell.com or by phone at 304-684-7975.

Looking forward to working with you on this fantastic opportunity!

Kitty Gorrell

Consumer Education Director
Martin F. Weber Company

Inside this issue:

Product Education Seminar Invitation	1
From the Editor's Desk	2
Painting & Craft Enthusiasts!!	3
What is a Weber Art Learning Center	3
Susan's Corner	4
Featured Teacher	5
Finding Weber Products	6

Visit the
Martin/F. Weber Booth
at the
Heart Of Ohio Tole Show
 Aug. 18-20, 2005

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.

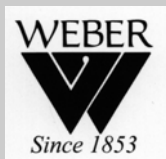
Editor in Chief
Dawn Knowles

Editor & Design Layout
Kitty Gorrell

Send Newsletter correspondence and change of address information to **WeberNews@aol.com** 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
for the full line of Weber Products.

Customer Service
info@weberart.com

**Director of Public Relations
and TV Marketing**
Dawn Knowles
DKWeber1@aol.com

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



From the Editor's Desk ...

August already!?! The summer is just flying by and soon it will be time for the kids to be back in school and fall art classes to begin. Those fall classes will include some wonderful painting workshops and seminars near you so be sure to check them out. It is always inspiring to see the fabulous opportunities that are available all over the country to the aspiring painters! Not sure where to find a class or teacher in your area? Check out the list of Weber Art Learning Centers listed at the end of this newsletter! Or perhaps the web sight for the Society of Decorative Painters (www.decorativepainters.org) can help. Another listing of teachers is www.artteachers.org. And by all means, check www.WeberArt.com often for updates and listings of seminars around the country as well as the latest in products for your paint box.

It doesn't seem possible, but it has been over a year since I sold River Front Gallery and stopped teaching on a local basis. My travel teaching has kept me very busy but I do miss the local studio group. Sooooo we are in the process of building a home based studio that should be finished late this fall. We will keep you posted on the progress and if you have any construction skill, you are welcome anytime!!

Kitty

Find Kitty's at these 2005, 06 Events

Heart of Ohio Tole—Columbus, Ohio—August 15-20, '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
Creative Painting—Las Vegas, NV—February 19-24, 2006
Eastern Caribbean Cruise - March 18-25, 2006

Homecoming Hues Painting Retreat

This truly unique painting experience is held at North Bend State Park, Cairo, West Virginia!!! Please visit www.KittyGorrell.com to view complete information on this outstanding event!

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
www.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. 734-981-5607!!!
DKWeber1@aol.com

What is a Weber Art Learning Center?

Becoming a Weber Art Learning Center is a unique opportunity for an art supply store and teaching studio to be affiliated with us, the manufacturer. A working relationship is established that is beneficial to both the studio and the manufacture through their coordinated efforts. Martin/F. Weber Co. will advertise for the studio through various forms of media, offer special product discounts and training classes and host periodic “get togethers” allowing all the members of the Art Learning Center program to network. Martin/F. Weber will promote the Art Learning Centers by giving them access to Weber Authorized Travel Teachers and their programs to conduct seminars at their locations.

A web site is the keystone for the Art Learning Center program...it connects everyone in the program together as well as communicates with the general public. Surfers can search for an Art Learning Center near them, check on class and teacher certification schedules, find a teacher in their neighbor or near it, get to know the Weber Authorized Travel Teachers, and us at Weber via the Knowledge Base feature, and read the latest News. **Visit the online Art Learning Center web sight often to keep abreast on new Learning Center locations, Show and Teacher schedule updates and to see what's new in the Weber Knowledge Base.**

For information on becoming a Weber Art Learning Center, contact Dawn Knowles at 734-981-5607.

THE TEACHER'S NOTEBOOK NEWSLETTER GOES ELECTRONIC!

Send email address to:
webernews@aol.com or
Kitty@KittyGorrell.com

Painting and Craft Enthusiasts!!

Come paint with International Susan Scheewe Instructor, Jane Drynan. Jane will be holding two 3-hour workshops teaching watercolor painting and special techniques. You will also learn how to control your use of water for the best effects using paper, medium and other supplies.

When: September 9-11, 2005

Where: PBS 45 & 49 Make It Myself Expo in Akron, Ohio.

This 3 day Expo offers face-to-face interaction with over 5000 artists and includes more than seventy hands-on workshops featuring public television's most popular crafts experts. Additionally, the FREE Expo portion of the event features exhibits dedicated to arts and crafts, stamping, scrapbooks and more!

For more information on the Jane Drynan classes and others at this special event, please go to www.pbs4549.org then make plans to attend for an educational and fun packed week end!



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!

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 or Kitty@KittyGorrell.com

New “Bob Ross for Kids” Painting Kits

Due out in August 2005. Delightful Ross-style ‘paint-by-number’ sets (8 colors, brush and a real canvas) all for Bob’s littlest painting friends. Four scenes: winter barn, lighthouse, wilderness bridge and a mountain. Kids love Bob Ross!

Susan's Corner



Summer is here and time to get some way over due summer projects done. I have saved so many things to paint on, one day we are going to get some of these treasures ready for a sale. I have some milk cans that are better then 30 years old waiting for the perfect painting inspiration and have traveled miles. It has been fun at the warehouse to talk with many of our fellow painters who also never got around to paint the milk can they had saved. I am also going to put many of the sample paintings for sale.

Summer vacations are here and here are some ideas on what to do on raining days with the children! Pack in some watercolors, good brushes, and watercolor paper. Also greeting cards to paint and send back to friends. You might bring the 12 by 12 watercolor paper we now have available and let the children paint their own backdrop for their scrapbook. You can explain to even very young children how to use the brushes as they also need good tool. I have had several request for a special children's week of watercolor classes and I am saving those names and feel this would be a future plan. We have a great video available designed for young children to enjoy the pleasures of painting. Let the art be theirs and ask them about it, encourage them. For those of you teaching, children's classes doing greeting card is a real hit. Frame, or at least hang on the frig, some of those paintings as one day they will become such a special keepsake.

It is also time to spruce up the garden with painted flower pots, welcome greetings and garden baskets. You might even want to paint on your fence using the Susan Scheewe/Martin F. Weber acrylics. They are perfect for those wonderful personal accents.

Watercolor Paper Greeting Cards S8310



Blue Masking Fluid S8227

Wax Free Transfer Paper S8205

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

Mom & Dad, take your paints, cards and brushes on your vacation for painting cards to send back to your friends as well. There is a simply wonderful travel kit that can be ordered, and with the perfectly designed brush that is included in the carrying case you can paint even on an airplane. I simply hate to fly and on a long flight the one thing that keeps my mind off the plane are the paints. Do greeting cards, note cards and small items as you travel and take a pad along to do some wonderful sketches and paintings on location. Take your camera to bring back photos of future paintings. Send ME a card.

My web site is www.painting-books.com and the e-mail is scheewepub@aol.com Do drop me a note. I especially appreciate those who contact their local Public Television station requesting the Scheewe Art workshop. Your interest is most important to the station when they select the shows that they will air.

Enjoy painting, *Sue Scheewe*

Martin/F. Weber Co.
is proudly presenting

Susan Scheewe,
Host of TV's Popular Program
'Scheewe Art Workshop'®
Susan Scheewe DVD
2-Hour Acrylic Painting Techniques
Item # SDVD-101,
120 Minutes, All Regions, Full Screen,
Enhanced Color, Dolby Audio
and easy quick-find menu.
Featuring 10 Easy to Paint Projects!

Visit the

Martin/F. Weber Booth
HOOT - Columbus, OH - August

Calling all Convention Teachers!

Martin/F. Weber Company offers product to convention teachers for use in their classrooms!
For more information contact Dawn Knowles
1-734-981-5607 DKWeber1@aol.com

BARB WATSON, MDA



Barb & Cinnamon

Our Featured Teacher

The Color of my World - by Barb Watson, MDA

Decorative painting has colored my world with rainbows of opportunities for over 30 years now . How lucky I feel to be a small part of this great industry.

I began painting back in 1974 when I owned a small craft shop in Alabama. I always enjoyed doing a variety of crafts and found most of them fairly simple to master. Not so with painting. That was something that required lots and lots of practice and patience (something I've never had a great supply of), and, most of all, it required a commitment to learning as much as I could so I could be a good teacher.

I said that decorative painting has given me so many opportunities. Some were brought to me by my desire to learn. There were no local teachers, so I often drove anywhere from 250 to 700 miles to take classes from great teachers like

Betty Bird and Mary Jo Leisure. Painting gave me the opportunity to travel as a student.

The Society of Decorative Painters gave me the opportunity to test my skills when I decided to try for the Certified Decorative Artist Award and then later for the Master Decorative Artist designation. What a learning opportunity that was for me! I certainly learned I had a lot to learn when the first four boards didn't pass! I mainly had to learn a lot about color theory and how to control color in order to pass. Learning those things definitely wasn't on my priority list, but I learned them and achieved my CDA in 1979 and my MDA rating in 1982. That quest for knowledge gave me the foundation for the various books on color theory that I've written and, to this day, I still teach color theory seminars. What I didn't want to learn, turned into a career path for me and I've loved every minute of teaching color theory in a Keep It Simple style.

I have been given the opportunity to travel to many different cities and countries to teach at conventions, for chapters, shops, and sometimes even for individuals! Wow! I get to do the things I love the most and even get paid for it! Painting, Teaching and Traveling. Life is filled with wonderful things. I have the opportunity to meet so many great people, see a lot of delightful places and along the way I find I am still learning things that help me with my painting.

Other opportunities have come my way because of decorative painting. I've had the opportunity to serve as a consultant for several paint related firms, have had the pleasure of mentoring several new artists and have helped other companies get started in this industry.

Because of opportunities this industry has given me, my own business has grown and prospered. I manufacture a beautiful line of primed metalware plates, trays and bowls that painters love to work on. These are sold on my website at <http://barbwatson.com> and by distributors in the US, Canada and Japan.

Generosity of spirit is one of the unique characteristics I've found in decorative painting. Where else would you find teachers so very willing to share their techniques with you so you can learn to paint; companies willing to listen to your ideas and develop products for you; woodcutters who will take your idea and turn it into a reality; and paint companies like Martin F Weber who are willing to give teachers support for their seminars. We are truly blessed to be surrounded by caring, sharing people and companies.

As I mentioned previously, I teach a lot of color theory seminars. Martin F Weber Co has supplied me with oil paints for these seminars for several years. The consistency of the paint, the tinting strength, and the great color

range have made my job much easier. I use their oil paints in the sharp focus still life paintings and the florals that I do.

So, my world is filled with a rainbow of opportunities and I know I've found the pot of gold - it is called decorative painting.

<http://barbwatson.com>



Finding Weber Products!

AATVA, phone orders **800-55-TVART**

AC Moore, phone (check local listings)
web: www.acmoore.com

Artcraft, phone **888-681-4278**
web: www.artcraftart.com

Dick Blick, phone **800-447-8192**
web: www.dickblick.com

Hobby Lobby, phone (check local listings)
web: www.HobbyLobby.com

Jerry's Artarama, phone **1-800-827-8478**,
web: www.Jerry'sArtarama.com

Michael's Arts & Crafts
phone (check local listings)
web: www.Michaels.com

Pearl Art, Craft & Graphic Centers,
phone **1-800-221-6845**, web:
www.pearlpaint.com

Quality Art, phone **1-888-311-7707**,
web: www.QualityArt.biz

Find additional USA Retailers
by visiting 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

Martin/F. Weber Company

Sales Representatives

Michael Grecian - Grecian Sales Group

P.O. Box 1269, Lake City, Florida 32056

Tel: 800-557-2107

Email: mgrecian@hotmail.com

Territory: Alabama, Georgia, North & South Carolina, Tennessee,
Florida and Puerto Rico

Brad Gresham - Alliance Sales & Marketing

218 Virginia St., McKinney, TX 75069

Tel: 800-658-5686 or 972-548-2028

Email: bgresham@alliancemkt.com

Territory: Arkansas, Oklahoma, Louisiana, Mississippi, Texas

Daran Blair & Lou Reeves - R & B Associates

14731 Farmbrook Land, Plymouth, MI 48170

Tel: 734-420-1021 Cell phone: 313-506-7847

Email: randbassoc@msn.com

Territory: Michigan, Ohio, Indiana, Kentucky, California,
Salt Lake City, Utah & Dick Blick

Sue Freudenthal - Freudenthal Sales Group, LTD

2116 Mills Pond Road, Crystal Lake, IL 60014

Tel: 815-459-2412 Cell: 630-886-5700

Email: suefreud@sbcglobal.net

Territory: Illinois, Wisconsin, Minnesota,
North and South Dakota

Lawrence D. Kennie

101 Bryant Road, Turnersville, NJ 08012

Tel: 856-232-2144

Email: lkennie@comcast.net

Territory: A.C. Moore, Sbars, Treasure Island

Daniel Allen - Canadian Sales Director

26 Beaupre, Mercier, Quebec, J6R 2J2 Canada

Tel: 450-692-8753 Cell: 514-943-1374

Email: DanielatWeber@aol.com

Territory: Alberta, Manitoba, Saskatchewan, Vancouver, British
Columbia, Provinces of Quebec & Maritime (New Brunswick, Nova
Scotia, Prince Edward Island)

Samantha Kim

4444 Lawton Avenue, Detroit, MI 48208

Tel/Fax: 313-895-0700 Cell: 727-480-0919

Email: weberexport@aol.com

Territory: Export

Shar Sosh - Sosh Sales

5401 N. West 2nd. Ave. #321, Boca Raton, FL 33487

Tel: 574-271-2378 Cell: 305-778-2914

Email: soshsales@juno.com

Territory: Specified Accounts