

Issue 10
January 2004

Art Learning Center Gathering ...



A wonderful and educational experience was had by all!

Donna Campbell, the Weber Art Learning Center General Manager writes, "On November 6, 7 and 8th of 2003 Martin/F. Weber, Co. hosted the first official Weber Art Learning Center gathering held at our headquarters in Philadelphia, PA. The gathering included our new dealers and devoted art teachers.

Sharryn Kneshtel, our Product Education Director did an outstanding job of teaching our customers about our product lines. Many of the customers have been using our products for years, however were very pleasantly surprised to learn many new uses. We showed and demonstrated products from both the Martin/F.Weber, Co. and our sister company Martin Universal Design, Inc., based in Detroit, MI.

Vice President of Martin/F.Weber, Co., Ed Flax, conducted the factory tour so all could see first hand how some of our product lines such as; Professional Permalba, Prima, Scheewe Artist Colors and more are manufactured and packaged. It was an eye opening and impressive learning experience. Participants had the opportunity to meet with our chemists Jagjivan and Kamila Baria and learn about quality, how new colors are developed and how consistency plays an important role in the high quality of the Weber lines.

Each participant was given their own set of products to use during the Educational Training Day. These products, plus extra 'goodies' and surprises, which were given to the attendees, must have made for some very interesting trips home. Some of our guests recommended that we advise future attendees to bring an extra case for the return trip home.

Each year Martin/F.Weber, Co. will be hosting a gathering for all new Learning Centers and coordinating a reunion for those who have already attended. The reunions will be held at individual Art Learning Centers around the country. The first 2004 reunion is being hosted at The Riverfront Gallery, 100 Creel St, WV owned by Kitty Gorrell. It will be terrific for all us to get together again and everyone is so excited!

We would love for anyone with small retail art store/studio to join us in this new venture and become our part of our growing Learning Center Family.

I would like to thank our current members and encourage those of you who may be considering this opportunity. We look forward to making new Weber Art Learning Center friends throughout the coming years."

If you are a retail art store/studio and you would like more information on this wonderful and profitable program, contact Donna at DONNAATWEBER@aol.com or give her a call at 313-895-0700.

Contact your local PBS Station
and ask for the NEW Susan Scheewe
Art Workshop Series!!

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MARTIN/F. WEBER CO.

Philadelphia, Pennsylvania - Manufacturers of Fine Artists' Materials

Teacher's Notebook

WEBER
Since 1853

WEBER *The*
Teacher's
Since 1853 **Notebook**

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For the latest information about
Weber products, visit us on the net

WWW.WEBERART.COM

The Teacher's Notebook
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From the Editor's Desk...

It's here...2004 and man did it come in like
a lion here in Utah. We won't be whining
about water problems this year for sure.
Personally, my studio has been buried for
the past week under about 4 feet of snow.
We have had numerous power problems
ranging from brown outs to complete power
failures lasting 6 hours sometimes.
Needless to say routine work has been at
best, sporadic. Most of the power problems
came from broken and downed trees, getting
12" to 16" of snow within about 5 hours just
made it collect on the tree branches too fast.
Some metro residents are still powerless and
this is going on near a week. Well enough of
the woes of high desert living right!

I hope everyone had a safe, warm and
enjoyable holiday season, and that the com-
ing year will bring you everything you need.
Here at Weber we are preparing for our first
major Trade show, HIA, which is held in
Dallas in late January. Our next big
event will be Creative Painting in
Las Vegas the last of February. I
look forward to seeing some of you
at these venues, please drop by the
Weber booth and say hello.

This issue of the Notebook is
chocked full of good information.
Please share your copy with a friend,
or better yet, have them sign up on
the web site to receive their very
own.

I would like to continue to
encourage as many of you who have
email addresses to sign up for the
electronic version of the Teachers
Notebook. The current US Postal
Mailing is a 1,975 copies...Our goal
is to cut this number in half by June,
2004. Won't you please help by
signing up for the electronic version.
The benefits are great. First off, those
on the email list will receive their

issue the same day I send the data to the
printer; this means you get your copy about
2 weeks before the mailed version. Next, the
emailed version is in full color, where the
printed version is only in two. The emailed
version is easy to file, print and keep just
about forever, where the printed version gets
lost, torn, coffee spilled on it...well you get
the idea. Move with us into the future, send
your name and email address to
WeberNews@aol.com and join the revolu-
tion. *Please note the email address
change, the EmailMeTNB@aol.com address
is no longer valid!*

Until next time,



Hello Everyone!!

Martin/F. Weber would love to host a 3 day, 5 project Mrs.
Lee Associate Seminar in your area. Learning these 5 beautiful
Mrs. Lee projects gives you the opportunity to immediately start
teaching others and a great way to make the extra money we all
need these days. Mrs. Lee's paper art can be taught to anyone,
man, woman and child alike.

Class sizes need to be 10 or more students. The cost is
\$199.00 per student. This price includes all the materials to com-
plete the five projects. The only extra cost would be for the pur-
chase of our shadow box frames for your projects. The frames are
heavily discounted to all students. Once you are an Associate
Teacher Trainer you will always receive a 35% discount on the
Mrs. Lee product line.

We have introduced the Mrs. Lee line into the scrapbook
world this year and it's being VERY well received. Many of you
may be "scrappers" yourselves!

So, gather your family and friends and let's have a seminar
near you!

If you are interested in this 3 day seminar, please contact:

Donna K. Campbell
DONNAATWEBER@aol.com
248-307-1477
313-806-8323

MRS. LEE'S CERTIFICATION CLASSES

NEW FOR 2004 - ALL INCLUSIVE PRICE!!

Beginning with the Las Vegas 2004 Certification Seminar you will receive all the necessary supplies to compete all eight, (8), of the Mrs. Lee's Certified Paper Artist certification projects. That's prints, paint, Puffy Pulp Paper®, tools, brushes and other supplies...everything you need to become a Mrs. Lee's Certified Paper Artist. Frames for your work will be available for purchase at deeply discounted prices. The all inclusive price is only **\$425.00** with a \$100.00 deposit required to hold your seat. Just think a small investment to help you start a new career or add to your current teaching curriculum.

Don't delay, sign up today!

We have a limited number of seats left for the Las Vegas session. Contact Dawn at 1-734-728-1432.

Full Certification - February 28 - March 4, 2004 - Las Vegas, NV

For information on Certification Seminars contact: Dawn Knowles at DKWeber1@aol.com or on 1-734-728-1432

For information about our 3 Day Associates Program contact: Donna Campbell at DonnaAtWeber@aol.com.



Mrs. Mijun Lee

Painting Animals with Glenice Moore



Glenice Moore was born in Glendale, CA but grew up in Idaho and now permanently resides in the northern part of the state. She has

been drawing since early childhood, using color crayons to compete the designs. She laughing tells me this story, "I got a surprise from my Grandmother one time...I used to stay with her as a child. During one of those visits I used one of her roll up window shades as a surface. I drew horses all over it then colored them with my crayons. When finished, I rolled the shade up so I wouldn't get into trouble. Well as you can guess, the surprise that day was my drawing from when I was around a year old."

Most of Moore's designs come from nature and especially animals of all species. She tells me, "I was raised by my father, a back country Idaho bush pilot. I was constantly exposed to the primitive country and to all the wildlife that inhabited it. I have always loved horses. I spend a great deal of time in the nearby mountains photographing reference material. I sometimes feel I never get enough of the mountains or their creatures.

When I asked Glenice about her favorite mediums and why she liked them, she responded with a chuckle, "I have tried them all, you know how we artist are...you see it and just have to give it a shot. When I was a child, as I mentioned, I loved crayons. I then I moved to Tempera and finally into oils and lastly the acrylic medium. I do dabble in a bit of pen and ink with watercolor washes but oil and acrylic are my mainstay. When I want a break from painting altogether, I pick up a pencil and just draw.

As for techniques, I have two words...photo realism and my greatest inspiration comes from DiVinci and Angelo, while my high school art teacher helped me the most. He allowed me to do my own thing, rather than follow the class assignments, which allowed my creative abilities to come forth."

A typical week in the life of Moore finds her at Michaels Arts and Crafts on Monday, teaching two classes. On Tuesday and Thursday, you will find her teaching a drawing class and a painting class each day at a Spokane, WA colleges Extended Learning Program. Wednesday will find Glenice at a local craft shop teaching an all day painting class. This brings us to Friday when she does demonstrations at the local Michaels. Once a month she teaches a two-day workshop in Spokane. The evenings and some weekends will find her "catching up" and creating designs.

Glenice has published seven books in the Bitterroot Backroads series with Scheewe Publications and had her eight on press. Moore used to travel teach quiet a bit but with the closing of most of the mom and pop shops she stopped. She will be submitting to Creative

Painting in Las Vegas for the 2005 show and plans to submit for several other national and regional conventions. As a Weber Travel Teacher she is available to teach at any of the Art Learning Centers. You can visit her on the web at the Weber Art Learning Center Web Site.

When asked for a tip for the readers, Glenice said "Become accomplished at what you do best. Research your subject matter thoroughly. Work the show circuit, strive to get your work published and above all, make your classes fun, educational and treat each student as an individual."

For Further Information about Glenice Moore..

Glenice Moore
P.O. Box 5522
Athol, ID 83801

EMAIL: GLENICE007@MSN.COM

FEATURED PRODUCT

Getting Started with Painting Animals

Glenice introduces and teaches several wildlife techniques in this portrait of a noble wolf. The mastery of eyes, fur and highlighting are all necessary techniques that can be used for future wildlife subject studies. The pattern, as well as detailed step-by-step instructions are covered in the set. The set contains the following *Susan Scheewe*® art materials: 6, 37ml tubes of Acrylic Colors: Orange, Raw Sienna, Mars Black, Burnt Sienna, Burnt Umber, Opaque White, a 37ml tube of Slow Dry Acrylic Medium, a Flat Artist brush, a #5 Round Artist brush, a full color photo of the project and instructions. This is Item #4108, Getting Started with painting Animals.



Susan's Corner...

Happy New Year to one and all! Now that the busy holidays are over it is a wonderful time to get a head start on making Valentine and annual Birthday gifts. There is always something extra special about hand made and gifts.

Here are a few ideas to get you started... 1. Paint some cards leaving a spot to enclose a photo of someone special to say I love you. 2. Tulips are a sure sign of spring and the perfect painting to brighten any room. Daffodils and Narcissus will soon be available at the stores so bring some home to use as a setup to paint from. 3. My Texture Medium makes the most wonderful baskets when applied using the smallest tip. You can paint the flowers and then add the basket. Leave the basket with Texture Medium white, as it comes from the tube, or once it is dry, apply either watercolor or acrylic paint to give the Texture Medium a tint.

Or try this...Cut out some compressed sponges, which you can get at your local art and crafts stores, in heart and/or flower shapes. Keep these for a rainy afternoon when the kids would like a project to paint. Just load the sponge shapes with a bit of paint and use them like stamps! You can create not only cards but using acrylic you can decorate table cloths, aprons and napkins. Remember that my Watercolor is perfect for the younger children. I have my own 3 year old grandson painting and all his "project" become extra special cards and paintings. We sell a video that would be perfect to order and play for the younger children who are just starting to paint. It is

filled with a lot of good projects to help them as they learn and experiment with color.

Spring is just around the corner so paint some garden tools, flower pots and a Welcome sign for the garden. The acrylic paint works well on stepping stones as well as the flower pots waiting for the spring planting. Paint the flower pots and plant them with spring bulbs or flowers. My book, Gift and Greetings is a chocked full of ideas and wonderful projects.

For your friends or relatives who seem to have everything, why not buy them some paints, a few lessons and then make the gift extra special by going to class with them. My spring schedule will be listing any classes available in your area. You can also check the schedule online at the Weber Art Learning Center web site, www.weberartlearningcenter.com. Give yourself a gift and come take one of the special painting classes that I personally teach here in Portland. You will make new friends, learn new techniques and enjoy our beautiful city.

I will also be teaching in Dallas at the HIA show and hope and at the end of February. I will have classes at Jay Sharp's Creative Painting show in Las Vegas. One note, just because the classes may be full or sold out, do not give up hope. Most times seats will open or become available at the show, just stop by class sales and ask! I will also be teaching at the Heart of Ohio, HOOT show, so keep your eyes out for that show book due out soon.

I wish you all a prosperous and safe 2004!

Sue Scheewe



River Front Gallery

Weber Art Learning Center

River Front Gallery's reputation for presenting top quality education in the visual arts make it a natural location for a Weber Art Learning Center. With its spacious studio, outstanding selection of visiting artists, as well as being the home base for Kitty Gorrell's classes and workshops, work at the Gallery is more than a class. It's an EVENT. One of the first locations across the country to become a Learning Center with Martin/F. Weber, it is offering an increasing line of learning possibilities for students of all ages.

Kitty is founder and owner of River Front Gallery in St. Marys, West Virginia, a learning center for the visual arts. In addition to her own studio, Kitty teaches throughout the country at conventions, trade shows, private shops, and seminars. An avid supporter of the arts, she has been instrumental in bringing art programs to area schools, senior programs, exhibits and galleries. Working through River Front Gallery, Kitty and her team of supporters present "Homecoming Hues - A Painting Retreat" held each September and is open to all painters with the desire to expand their artistic skills. In addition, Kitty was co-founder of the Creel Foundation, a non-profit organization for the arts in West Virginia.

River Front Gallery
100 Creel Street
St. Marys, WV 26170
304-684-7975
304-483-4833

Email: kittygorrellstudio@msn.com
Web: www.KittyGorrell.com

Susan Scheewe 2004 Certification Schedule

Level 1 & 2 - March 22-26, 2004

Level 1 & 2 - June 21 -25, 2004

Level 3 - August 23-27, 2004

ALL CLASSES TO BE HELD IN PORTLAND, OR

ATTENTION

SMALL ART RETAILER/STUDIO OWNERS

We are looking for shop owners who are able to sell retail product and conduct classes at their store/studio. If you feel alone in the field and/or are struggling with your business, we are here to help. We have a Weber Art Learning Center program that is made just for you!!!!

- Discount program
- Exclusive monthly discounts
- Loyalty Agreement
- Weber Management Assistance
- Weberartlearningcenter.com web site
- ...and much more!!!!

Please contact our Learning Center General Manager for more details.

Donna K. Campbell

4444 Lawton Ave.
Detroit, Michigan 48208
Tele: 313-806-8323 or 248-307-1477

Mark Your Calendar Now

| SHOWS | <i>Location</i> | <i>Dates</i> |
|--------------------------------|--------------------|------------------------|
| Creative Painting | Las Vegas, NV | February 22 - 27, 2004 |
| Kaswood International | Toronto, ON Canada | April 13 - 20, 2004 |
| Society of Decorative Painters | Phoenix, AZ | May 24 - 29, 2004 |
| HOOT | Columbus, OH | August 11 - 14, 2004 |
| Artisan Santa Fe | Santa Fe, NM | August 21 - 26, 2004 |

Calling all Convention Teachers

Martin/F. Weber Co.
offers product via the Teacher's Support Program
(acrylic or oil paints, mediums, etc.)
to convention teachers.

For more information, contact:
DAWN KNOWLES - 1-734-728-1432

Sales Reps what are they...

Meet Daniel (Danny) Allen, our Canadian Sales Director/International Representative

The first time you meet this man, you will like him. It may be the accent or the personality that draws you to him.

Sitting down and chatting with Danny, (most of us call him that now), I asked how he got started in this crazy business. His response, "I have always found sales interesting. I began in the industry as a Customer Service Manager. Later, I moved into Order Desk Management then finally in 1980 I stepped into my dream being a Sales Rep. My father was in sales all his life, so this too had a large influence upon my ultimate goal".

When asked how he came to be a part of the Weber Family, he replied "To make a long and very funny story short...at a trade show some time back, I was approached by Dawn Knowles. We set up a meeting after the show closed and discussed the Martin/F. Weber Company and Martin Universal Design, Inc. Product Lines. What struck me most, as the meeting unfolded was their vast array of products. These companies were not well represented in Canada. I spoke up and asked if they would entertain the idea of a Canadian Sales Director/Representative to service the entire country. The answer obviously was yes and within a few months the position became a reality".

Danny continued, "Shortly after joining the Weber family and settling into my position, I became aware that I needed to spend some time traveling Canada. Much of the travel involved introducing current clients to the new lines from Martin/F. Weber Company. and more important, introducing them to Martin Universal Design, Inc. Product, which they had never seen. Prior to assuming my office, Martin Universal Design, Inc. had not had Canadian representation. Routine sales, account maintenance, and new product orientation are all part of my job for existing accounts. I seek out new accounts as well by visiting newly opened stores or established stores that do not carry any of Martin/F. Weber, Company or Martin Universal Design, Inc. Products. Additionally, I travel to the United States for several of the major trade or consumer shows. At these venues I still represent the Canadian side to the companies. Many Canadian shop owners, teachers, artists and students travel to these shows, by my presence I am able to help them find our products locally or I have even opened accounts. This past year I have been asked to begin an International Representative Plan to spread to Asia and other countries".

When asked about his background and future plans, he said, "I was born, raised, and still live in Montreal, Quebec. I am bilingual in French and English, which have proven to be a great asset for the company. My goals are to open up as many new accounts as possible across Canada,

and to introduce these stores the many products available from Martin/F. Weber, Company and Martin Universal Design, Inc. An additional goal is to make both companies as successful as they are in the United States".

You may contact Daniel at:
Daniel Allen

Canadian Sales Director/International Representative
26 Beaupré

Mercier, Québec, J6R 2J2

Phone: 450-692-8753

T/Free 866-484-4411

Fax : 450-699-0022

DanielatWeber@aol.com

Product Notes...

From Larry Kapp, General Manager
Brush sales: Please note that the
Museum Emerald, Museum Topaz,
and Winter Harvest Kolinsky brush
lines can now be found on the
AATVA Web site (www.aatva.com). They
are listed under General Fine Artist
Materials. Graphics are still being
worked on so please excuse their
appearance.

Weber Product Education Seminars

CONTACT THE FOLKS BELOW AND GET YOUR CHAPTER OR GROUP ON THE 2004 SCHEDULE.

YOU'RE IN FOR 2 1/2 DAYS OF EDUCATIONAL FUN AND THE CHANCE TO EXPERIMENT WITH NEW PRODUCTS WHILE YOU CREATE SEVERAL NEW & BEAUTIFUL DESIGNS!



Seminars

Current 2004 Seminar Dates

Fiesta City Decorative Artists - Santa Barbara, CA

March 12-14, 2004

Cape Cod Mayflower DA - New Bedford, MA

April 16-18, 2004

Products include Scheewe Acrylics, Scheewe Watercolors,
and Mrs. Lee's PaperArt™.

Contact **Trish** via EMAIL at tyler2tyler@hotmail.com
to schedule YOUR group!

Martin/F. Weber Co.



Seminars

Current 2004 Seminar Dates

Heart of Pinealls Decorative Artist - Seminole, FL

February 13-15

Enchanted Painters of New Mexico - Albuquerque, NM

March 11-13, 2004

Florida Suncoast DP - Tampa, FL

March 19-21, 2004

Products include Prima Acrylics, Mediums and Brushes, Prima Oils, Permalba Oils and Mediums,
and Mrs. Lee's PaperArt™.

Contact **Bill** via EMAIL at WeberNews@aol.com
to schedule YOUR group!

Can't find Weber Products...

Try here first...

Artcraftart.com: www.artcraftart.com

AATVA, PH 1-800-55TVART. Web: www.aatva.com

Pearl Art, Craft & Graphic Discount Centers, PH 1-800-221-6845, Web: www.pearlpaint.com

Quality Art, PH 1-888-311-7707, Mail: 200 East 52nd Street, Garden City, ID 83714

Then contact these area Sales Representatives...

Daniel Allen, Canadian Sales Director, PH 450-692-8753 or 866-484-4411, Email: DanielAtWeber@aol.com - Area: All of Canada

John Colbert/Thomas Eichinger, PH 425-868-9451, Email: cerjwc@ate.net - Area: Northern California, Oregon, Washington, Colorado, Utah, New Mexico, Wyoming, Idaho, & Montana

James Donnelly, PH 203-294-9192, Email: jrdfr007@aol.com - Area: Connecticut, Massachusetts, Rhode Island, Vermont, New Hampshire, & Maine

Sue Freudenthal, PH 630-540-9751, Email: saf5602@aol.com - Area: Illinois, Minnesota, North Dakota, South Dakota, Wisconsin, & Indiana

Gerry Garri, PH 281-474-4485, Email: gerrygarri@hotmail.com - Area: Arkansas, Oklahoma, Louisiana, Mississippi, & Texas

Michael Grecian, PH 386-755-1253, Email: mgrecian@hotmail.com - Area: Alabama, Georgia, North Carolina, South Carolina, & Tennessee

Gerald Hedin, PH 714-692-5444, Email: ghedin@attglobal.net - Area: Arizona, Hawaii, Nevada, Southern California (Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, & Ventura Counties ONLY)

Vic Markle, PH 215-536-2964, Email: ramgroup@easy-pages.com - Area: Pennsylvania, West Virginia, Virginia, Washington DC, Maryland, & Delaware

Louis Reeves, PH 734-878-0837, Email: louisreeves@msn.com - Area: Michigan, Ohio, & Kentucky

OVERSTOCK BLOWOUT!!

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Detroit, MI 48208

Note on the check... "Scheewe Art Workshop Bag"

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Detroit, MI 48208 USA
734-728-1432 PH*734-467-9666 FX
New All-Inclusive Prices – 2004

Dear Artist,

You are invited to participate in one of the next Mrs. Lee Multi-dimensional Paper Art Certification Seminars with well-known Korean artist Mrs. Mijun Lee. We have many stores including the Michaels' chain looking for instructors to teach this exciting technique. Be the first in your area.

At this time we have **1** scheduled Certification Seminar:

Las Vegas, NV – Tropicana Hotel
Feb 28 – March 3, 2004

Upon completion of the course, you will receive the following:

- a. Document, signifying your status as a Mijun Lee Certified Paper Artist, [MLCPA]
- b. A [MLCPA] Shirt and Pin to wear with pride
- c. 40% discount on all Mrs. Lee products [life-time]
- d. Your contact information posted on the Mrs. Lee's Paper Artist Website and listed in our new *Teacher's Notebook* newsletter.
MrsLeePaperArt.com
- e. Referrals to shops, chains and individuals looking for Mrs. Lee Paper Artist Instructors
- f. New product preview offers only available to MLCPA's.

Prerequisites:

Some experience in painting or have attended some painting classes. While is not required, we are certainly looking for teacher experience and people who are eager to begin teaching.

Maximum class size is 20. All reservations are based on "first come, first serve".

Mrs. Lee's Paper Art Registration

Mijun Lee Certification 5-day Seminar: \$ 425.00
Non-Refundable Deposit \$ 100.00

Circle one: Las Vegas

Price includes use of all materials to complete 8 projects.

Name: _____

Address: _____

City, State, Zip _____

Phone: _____ Fax: _____

Email: _____

Visa or Master Card Only:

Credit card # _____

____ Check No. _____ enclosed in the amount of: \$ _____

The following best applies to me:

Teacher ___ Student ___ Shop Owner ___ Buyer ___ Other _____

If this is completed at a Trade Show, please give your completed form and deposit to Dawn Knowles.

Fax or mail to: Dawn Knowles, Weber Consumer Relations Department
4444 Lawton Ave, Detroit, MI 48208. Fax: 734-467-9666.

Upon receipt of your reservation, we will send you meal and accommodation options for your selected city. Congratulations on your decision!!!