

Issue 11
April 2004



Martin/F. Weber breaks into Scrapbooking...

We have new and exciting news to share this month!! Martin/F.Weber is now expanding into the wonderful world of Scrap booking. Our product line has many uses that fit perfectly into this market. We have been test marketing our products here in the Detroit area and we know that our products are being very well received.

The new buzz in the Scrapbook Industry is that the "Scrappers" want to be more creative with their pages and are now interested in picking up a brush and learning simple painting techniques. This is great news for all of the artists out there that are having difficulty finding places to teach their art... "WE CAN HELP"!

We are presently working with Susan Scheewe and other artist putting together a seminar to train all artists who are interested in being a part of our new program, which we are calling, "Simple Strokes and Scrapbook Techniques". We are committed to giving you the tools to be able to go into these stores and start teaching and making money!!! We are also offering an incentive program to all who are able to sell our line to the Scrapbook stores.

Our first "Simple Strokes and Scrapbook Techniques" semiar is scheduled for June 26, 27 and 28, 2004, and will be held in Detroit. To sign up for this wonderful, fulfilled event, please give me a call and the number listed below.

There are so many people into scrap booking these days and the fact that they are now interested in painting is the best news. This is the untapped market that many of you have been trying to reach for years. Now we can prepare you to hit this market.

For all of the Certified Mrs. Lee PaperArt™ teachers, you will be excited to know that the Scrappers love the Mrs. Lee PaperArt™ line. This program will give you a new venue to teach the Lee Paper Art™ that you love.

If you are interested in the Scrapbook seminar or have any questions, please contact me at: 248-307-1477 or 313-806-8323.

Happy Scrapping,
Donna Campbell
Educational Coordinator &
Learning Center General Manager

MARTIN/F. WEBER CO.

Philadelphia, Pennsylvania - Manufacturers of Fine Artists' Materials

Teacher's Notebook



FINAL QUANTITY BLOWOUT!!

Gary Jenkins Floral Oil Colors

We are discontinuing this product line and have the following colors remaining in inventory.

They are available for 70% off MSRP + Shipping! Stock up on these great colors.

You may purchase online at www.AATVA.com or by telephoning 1-800-55TVART

Item #	Description	MSRP	Your Price
35-703	JENKINS FLORAL BLUE 37ML	\$6.59	\$1.98
35-704	JENKINS FLORAL CRIMSON 37ML	\$8.69	\$2.61
35-705	JENKINS FLORAL RED 37ML	\$6.59	\$1.98
35-710	JENKINS FLORAL CORAL 37ML	\$6.59	\$1.98
35-717	JENKINS FLORAL GREEN DARK	\$6.59	\$1.98

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The Teacher's Notebook

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

www.WeberArt.com

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From the Editor's Desk...

Spring, ah... yes it looks like the sun still does exist here in the mountains. Record temps to the warm side we have had and I am loving it. Don't get me wrong, I do love snow, it's one of the main reasons I live in Utah. I just don't care for as much of the white stuff as we had this winter.

I've been busy here doing the Spring Cleaning thing, both house and yard. Put the rag top on the Jeep and got the bedding plants in as well as squared away the patio. We have even had our first bar-b-que party of the season, how's that for warm weather.

Now that the cleaning is complete, its time to whip out the paint and brushes and capture some of the season on paper or canvas. Susan Scheewe shares some great ideas in her column. I like to shoot photos and work from them. Here in the mountains, it is sometimes difficult to plein air paint; but, you can take digital images and come back to the studio and create. So don't you let the season pass you by, grab some spring in your brush and share it with us all!

Martin/F. Weber, Co. has been busy preparing for spring as well. You will soon find several new products on your favorite art supply store shelves. The biggest news is the new Tinted Scheewe Texture Medium. This product, tailored mainly for scrapbooking; but, is useful in decorative painting as well as fine art. Sue's famous watercolor paper will soon be available in 12" x 12" size. Again, the product is suited for scrap booking but can be adapted to watercolor and acrylic designs. Check out the "What's New at Martin/F. Weber" column.

I continue to encourage you to sign up for the electronic version of the Teachers Notebook. 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 email version is in full color, where the printed version is only in two. The email 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 revolution.

One final note, we have changed the publication from bi-monthly to quarterly. See the publication schedule in the column to the left.

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 complete the five projects. The only extra cost would be for the purchase 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!!

Now participants 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!

September 19 - 23, 2004 . Holiday Inn Atlanta Airport North, 1380 Virginia Ave., Atlanta, GA

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

FEATURED ARTIST

Painting a Rose with Bev Birdwell



Beverly Birdwell was born in 1943 in Alexandria, Minnesota. In 1963, she and her first husband moved to Whidbey Island, Washington. She also

lived in Bremerton and Bellingham, Washington. In 1993, Beverly moved to Vancouver, Washington where she currently resides. Bev has two children, a daughter who lives in Vancouver, and a son who lives in Burlington, Washington. She has three grandsons by her son.

When I asked Bev about her painting career and how it all began, she responded, "When we lived in Bremerton, I had a neighbor, Mrs. Ronnie Bringle, who was a Tole Painter that worked in oils. Ronnie also taught classes on her back porch. I really admired her work and since I could not afford to purchase her pieces, in 1972 I decided to try this Tole Painting. My creative interest grew. During this period, my husband traveled a bit and on those occasions when he would be out of town, I would take the children with me. Ronnie and I would put the children down for the night and she and I would paint until near dawn. Yes, you could say I found my passion. I opened my first studio when I lived in Bellingham. The studio/shop was located in nearby Ferdale."

I asked her if there was a mentor; she replied, "Dale Gehrman was a very special friend who taught me a lot about painting realism. Moreover, I cannot forget Susan Scheewe, she was such a help to me during the years I was a Scheewe Staff Instructor. Working with Sue taught me about the real painting world."

I then asked her where she gets her inspiration and subject matter. The response was, "I love flowers and grow many varieties at home. Additionally,

there are beautiful commercial gardens here in Vancouver. These make great places to shoot photos, which incidentally photography is my second love. I sometimes laugh, I have so many photographs I could never take another picture beginning today, and I would still have enough source material to paint from for the rest of my life!"

Bev has worked in oils, acrylics, watercolor, pen & ink and pastels but she says that oils are her most favorite medium. When Bev paints in oils, she uses Professional Permalba Oils and Prima Oils depending upon the desired color for the piece. She often intermixes the two brands to obtain her special mixes. Why she chose Permalba and Prima, "...there is such a nice creamy consistency to these paints." When Bev paints a watercolor or acrylic design, she opts for the Susan Scheewe brand. Her reason for this choice is, "...these paints have a good color selection and nice, creamy consistency."

Describe a day in the life of Bev Birdwell, I asked. I got an earful, "I mentioned earlier that I operated a studio/shop, it's called Art's Desire. Being the boss involves the usual retail and class sponsorship duties, i.e. ordering product, helping in framing, scheduling workshops with guest teachers and I teach six of my own classes each week. Then there is the design and creation time for the two conventions I teach at

each year, Creative Painting in Las Vegas and the Raindrops Convention in Portland, OR. I also have a book out by Scheewe Publications entitled Garden Collection and I am currently writing the sequel Garden Collection II. Since the book focuses upon realism, it is a time consuming task. This year, I am the guest artist for the city of Vancouver's "Alive after Five" Art Walk for the month of June 2004. The Art Walk takes place each first Thursday of every month and is held at the Bond Gallery. The guest artists' work remains on display for the entire month. Finally, any time left is spent with friends, family and with ME!" Whew, well readers, I am tired and I am just taking this all down.

In closing, I asked Beverly what three tips she could share with other teachers or would be teachers. Here is her response, "Paint a lot, take classes yourself, and read the industry magazines." Bev's plans include squeezing in more time to create and paint, and she hopes to sell more of her artwork via the gallery venue.

For Further Information about *Beverly Birdwell*

5604 NE St. Johns Road

Vancouver, WA 98661

Tele: (360)693-0028

Email: Bev@Bevelar.com

Web: www.Bevelar.com

FEATURED PRODUCT



A rose by any other name is still a rose -- unless it's your rose. Bev teaches the techniques to capture the elegance and beauty of the world's favorite flower. Step-by-step instructions, Scheewe Acrylic paints and other artist materials make this a jewel of an art set for the beginning floral painter. The set contains five, 37ml tubes of Susan Scheewe Acrylic Colors, (Cadmium Yellow Medium Hue, Magenta Deep, Hookers Green Deep, Mars Black, and Opaque White), one 37ml tube of Scheewe Acrylic Medium and 1 4oz. bottle of Prima Gloss Varnish. Also included are a Scheewe Flat Artist Brush, complete instructions for the project, step-by-step color photos to guide you along and a color photo of the finished project. This is Martin/F. Weber, Co. **Item No. 4110.**

Susan's Corner...

Spring is here! Flower blossoms are just lovely, so get out those brushes, sand and paint them since you can work from nature. You will also find spring inspirational designs in my books should spring not be in your area just yet.

I have started creating some scrapbook designs. You will find my Texture Medium just wonderful to add accents and dimension to the pages you are creating. Here is an idea, use one of your favorite stencils, lay it on a scrapbook page. Next, fill it with Texture Medium. Then, using a palette knife or even an old credit card, scrape off the excess Texture Medium. Carefully remove the stencil and let the Texture Medium dry. The Texture Medium can be tinted by adding either Scheewe Acrylic or Watercolor to it prior to filling the stencil design or you can easily paint it after it has dried. In addition to using acrylic or watercolor to paint the dried Texture Medium design you can use colored pencil! Scheewe Watercolor paper in the standard 12" x 12" scrapbook page size will soon be in the stores; but in the mean time, you can cut my 14" x 20" sheets down. This paper makes an excellent mounting surface for your photos and other scrap booking embellishments. For those rainy spring afternoons, let the children paint their own pages for scrap booking using the watercolor paper cut to size. Try diluting a bit of color and let them make hand or footprints on the pages. Snap a photo while they have the paint on them. When the page is finished, send it off to the grandparents! They will treasure it.

Martin/F. Weber, Co. manufactures the most beautiful shadowbox style Display Cases. They come in a variety of popular sizes and in five color/texture styles. The Display Cases are not only perfect for your paintings; but they are great for mounting individual scrapbook pages. The smaller frames make adorable gifts when filled with that special moment. For a Baby Shower Surprise try, this... cut out watercolor paper in the shape of a foot 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!!!!

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- Weberartlearningcenter.com web site
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Please contact our Learning Center General Manager for more details.

Donna K. Campbell

4444 Lawton Ave.

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Tele: 313-806-8323 or 248-307-1477

handprints paint them with either acrylic or watercolor; add a candid photo of mom at the baby shower and maybe a few scraps of ribbon or wrapping paper you picked up at the baby shower. Place the finished design in one of the 5" x 5" Display Cases and drop it by to mom as an after the shower surprise! For more information on the Display Cases, visit www.AATVA.com and click on the Mrs. Lee's link.

I am conducting a weeklong workshop in June here in Portland, OR. It would be a delight to have you attend. Watercolor can be fun, basic techniques and creating special effects will be the focus of the workshop. All skill levels are welcome. Please come and learn new skills, refresh and hone your current ones, make new friends, and just enjoy summer in the Northwest. Call 503-254-9100 to reserve your seat.

Stan and I just returned from Creative Painting in Las Vegas. It was such a delight to see so many of our good friends and to make new ones. It is always such a treat to have so many take the special workshops. I always enjoy seeing how many are trying watercolor for a first time keep up the good work. We look forward to seeing many of you at the SDP Convention in Phoenix.

In closing, please visit our web site at www.painting-books.com and check out the new releases and other book bargains. Moreover, since it is a beautiful day, I am going to practice what I preach and paint some spring blossoms. Have a wonderful spring!

Sue Scheewe

Susan Scheewe 2004 Certification Schedule

Level 1 & 2 - June 21 -25, 2004

Level 3 - August 23-27, 2004

ALL CLASSES TO BE HELD IN PORTLAND, OR

PaperArt™ Overstock ...

Calling all Mrs. Lee's PaperArt™ enthusiasts... we have a large overstock of several products. What this means to you, is huge discounts on some of your favorite PaperArt™ products. You can purchase any item on the overstock list for a 75% discount! Better news, if your order totals \$750.00 to \$1,499.00 you will receive an 5% discount. For those orders in excess of \$1,500.00, we will offer an additional 10% ! To see the list online, just point your browser here: http://www.WeberArtLearningCenter.com/lee_newsletter.htm. If you do not have Internet Access, please call the Customer Service number listed below.

This is an excellent opportunity for you to stock up on some great product and pocket the savings as you teach classes and sell to you students. Unfortunately with discounts this deep, we can not provide free shipping. These prices are good while our overstock quantities last.

If you have any questions, please contact Customer Service on 215-677-5600. We appreciate any efforts that you can give to help us reduce the overstock.

Mark Your Calendar Now

SHOWS	<i>Location</i>	<i>Dates</i>
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

What's New at Martin/F. Weber!

- **MUSEUM LOW ODOR THINNER.** A quality, very low odor thinner with an excellent, economical price advantage available in 473 ml - Item No.1853, 946 ml - Item No.1854, 3.79L - Item No.1856.
- **JOHN HOWARD SANDEN, FIGURE & PORTRAIT PAINTING.** John Howard Sanden has selected the Permalba Oil Colors that he uses with his ProMix® Color System. This set is indispensable for portrait & figure painters and a perfect pairing with the ProMix® Color System Set. Item No.2523.
- **DISPOSABLE PALETTE FOR THE PRO MIX® SYSTEM.** John Howard Sanden designed this 16 x 20 disposable palette based on his own method of mixing flesh tones. The specially designed cover is used as an underlay when putting down palette colors. Item No.2521.
- **PRIMA OIL & ACRYLIC DELUXE SETS** contain a bundle of art supplies, enclosed in an exquisite hand made, compartmentalized wood storage box, that also turns into a painting easel, with a palette included! Each set contains six, 37ml tubes of colors, 3 artist brushes and medium or brush cleaner. **PRIMA DELUXE ACRYLIC SET** Item No. 4037 **PRIMA DELUXE OIL SET** Item No. 4038.
- **BOB ROSS 20TH ANNIVERSARY DELUXE SET: SPECIAL EDITION** This beautiful painter's portfolio contains all the items in the Ross Deluxe Painting Set, plus room for lots more. Strong and sturdy, this portfolio is ideal for transporting and storing Ross art materials. Item No. R651020
- **UNDERTONE ACRYLIC COLORS FOR GRISAILLE PAINTING** These colors were developed as the undertone values used in Grisaille paintings-characterized by luminous, shimmering light - 37 ml tubes. Grisaille Light - Item No. 2638, Grisaille Dark - Item No. 2639, Glowing White - Item No. 2640.

EXCITING NEW SUSAN SCHEEWE SIGNATURE LINE ITEMS!

- **ECHOES OF NATURE.** Sue's newest companion book to her ever-popular TV series, Scheewe Art Workshop is full of beautiful nature inspired themes with full color pages of projects, excellent instructions, and endless

technique tips. Item No. S0558.

- **PALETTE WITH LID AND FREE PALETTE LINER.** Newly redesigned, Sue's Palette now accommodates a palette liner and several brushes. Now enjoy no fuss, no muss cleanup for all water media painters. The new palette includes one free liner. Item No.S8202.
- **PALETTE LINERS/REFILLS: PACKAGE OF FIVE.** Item No.S8050.
- **INSTRUCTIONAL DVD'S.** Each title contains one DVD, with two hours of instruction running time covering numerous techniques and projects. Each DVD is packaged with a Watercolor Greeting Card, a Pattern PLUS Bonus FREE brush. Acrylic Painting Techniques - With 10 easy - but elegant Garden Inspired Designs. Item No. SDVD-101. Watercolor Painting Techniques & Painting with Children. Item No. SDVD-102.
- **EXQUISITE ARTIST PAPER PAGES FOR SCRAPBOOKING, Journaling, Memory Pages, Painting, Crafts & More.** Three 12" x 12" sheets of Sue's 185lb paper perfectly suited to create elegant memory pages. Item No.S8306.
- **SUSAN SCHEEWE DIMENSION PLUS!™ TINTED TEXTURE MEDIUM FOR SCRAPBOOKING.** Five Tinted pastel shades of Scheewe Texture Medium plus White, Gold and Silver. Unbelievably beautiful results can be achieved with Sue's easy to do techniques for scrap booking.

Item No.S1234	Lemon
Item No.S1235	Blue Sky
Item No.S1236	Green Apple
Item No.S1237	Pink Blush
Item No.S1238	Violet
Item No.S1239	Gold
Item No.S1240	Silver
Item No.S1241	Whitest White



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Seminars

Current 2004 Seminar Dates

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

Crossroads Bluebonnet DA - Victoria, TX

April 30 - May 2, 2004

Heart of Carolina Tolers - Durham, NC

June 11 - 13, 2004

Glass Capital DA - Toledo, OH

September 10 -12, 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: jdrfr007@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

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