

Issue 6
May 2003

Rejuvenate

the Art Studio...



Deep discounts, FREE shipping, FREE advertising, travel teachers, Promotional Products... Are you the owner of, or do you know the owner of a "Mom and Pop" type store and/or a small Art Studio? Then our new venture, the Weber Art Learning Center program is for you/them. Dennis Kapp, owner of Martin/F. Weber Co., feels that these people have worked hard in the art industry sharing their love of art by teaching and offering a venue for their students to obtain art supplies; however, most have not reaped the rewards of top sales because of chain store completion.

The Weber Art Learning Center is a Loyalty program where a small retailer can receive a 60% discount on ANY of the Martin/F. Weber and Martin Universal Design products. This gives the retailer every opportunity to compete against the large stores, plus any orders over \$400.00 receive FREE shipping. Through out the year promotional products will be offered, some of these coming with up to 80% discounts while others will come with FREE product based on order amounts. Additionally we will be advertising and promoting the Centers.

The www.weberartlearningcenter.com web site connects all of the Learning Centers together. Surfers can search for a Learning Center near them, check on class and teacher certification schedules, get to know the Weber Authorized Travel Teachers, interact with them and the Learning Centers via the Knowledge Base feature. This free advertising comes with the Learning Center; you just need to keep the Webmaster advised of your in house schedule. Weber Authorized Travel Teachers such as Dorothy Dent, Bev Birdwell, Sue Scheewe, Linda Coulter, Bill DeLoach, Mary Owens, Bill Blackman, Bruce Blitz, Karl Heinz Meshbach, Glenice Moore, Mrs. Mijun Lee, Kathi Hanson, Sharryn Kneshtel are just

See **REJUVENATE**, pg 2

Winning Beginnings with Joan Dixon

Let's talk color mixing...It is easy to mix paints to make a new color, if you understand a little of the color combinations. Using the Primary Colors - RED, BLUE, and YELLOW you can mix all the colors of the rainbow, i.e. red + blue = violet, blue + yellow = green, yellow + red = orange. These new colors are called Secondary Colors. Going one step further, their hue, (the mixed color), is halfway between the two primary colors from which they were mixed. The color between a primary color and it's secondary color is called a Tertiary color and is made by mixing the two together. Continuing to mix, you will get...red + green = brown, green + yellow = light green, and blue + green = blue-green.

See **COLOR MIXING**, pg 5

Ask the experts...

Any of our staff would be happy to help you in their area of expertise. If you have a question about the newsletter, or paints, safe usage, container sizes, products you don't see, please feel free to contact our Customer Service Rep who will direct your inquiry to the proper expert in the field, if your question cannot be answered directly. If you have any suggestions or comments regarding any of our products or services, we'd love to hear from you. Customer Service can be reached at: info@weberart.com, or by phone at 1-215-677-5600, x 314.

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MARTIN/F. WEBER CO.

Philadelphia, Pennsylvania - Manufacturers of Fine Artists' Materials

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 Editors Desk...

Finally, spring is struggling to peak through...buds on the trees, a few Robins braving the last of the desert snow are chirping and the slowly lengthening days are just a few signs. This is my favorite season of the year and one of the most painterly for me. I love the newness and freshness of the land, the bright and vibrant colors, and the smells. This is an excellent time to study nature, look at the colors in the sky, find the values in the scene, and notice the cool colors in the shadows and the warm ones in the sunlight. Even in the metro areas, there are places to study nature. You may not have the desert and mountains I have here in Salt Lake City, but you have parks, nature trails, and other avenues to explore spring. I love to take a small watercolor palette, one small round brush, and a several of the Scheewe Watercolor Greeting cards when I go for a walk. All of these will fit in my fanny pack, when something catches your eye, be it landscape, floral, animal or anything that you like to paint, quickly do a watercol-

or thumbnail sketch. It does not have to be perfect, just something to help you render it when back in the studio. I find this much easier than doing a pencil drawing, then noting the colors and values, when with a quick watercolor you have it all in one pass. Now get on those walking shoes, grab your fanny pack watercolor kit, and hit the trails.

Make sure that you stop by the new Weber Art Learning Center website. You will find a wealth of information, the ability to interact with the teachers via the Knowledge Base and who knows, you may find something new and interesting. You can bookmark it via the "hot buttons" in the upper right corner allowing to you return frequently to see new and different material.

Until next time,



Rejuvenate...

• Continued from pg 1

a few that will be scheduled through the Learning Centers to hold seminars and Certification classes. The goal is to help the Centers promote classes and ultimately sell product. Weber will host Learning Center meetings where everyone can come together, learn about product, old and new, meet new teachers we have enlisted and to share ideas. The object is to tie everyone together, making him or her a part of our Learning Center Family.

With a goal of 500 Learning Centers across the US, will you help us make this? If this interests you, then contact Donna Campbell at: 313-806-8323 or DonnaAtWeber@aol.com.

MRS. LEE'S CERTIFICATION CLASSES

Mrs. Lee's new book, *Framed Memories* is truly unique!. It contains step-by-step photographed instructions on how to create each of the beautiful PaperArt™ projects using your most precious photographs. You'll want to be one of the first in your area or group to participate in one of the upcoming Mrs. Lee's PaperArt™ Certification Seminars. The well known Korean artist Mrs. Mijun Lee, will conduct the following seminars at the locations and dates listed. Let Mrs. Lee demonstrate how this new and exciting Multidimensional PaperArt™ technique can be adapted to a variety of surfaces, and developed into a variety of art forms! You are limited only by your own imagination.

Martin/F. Weber Co. has many stores across the country looking for certified instructors for this technique. Sign up for your certification and start earning extra money today!

Indianapolis, IN - June 17 - 21, 2003

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 TECHNIQUE

Multi-load Strokework

with Kathi Hanson

A native of Chicago, IL, Kathi Hanson began painting with Paint by Numbers sets as a little girl. By Junior High, she was sketching and experimenting with different mediums like clay and textiles obtaining most of her inspiration from nature and her emotions.

Her formal training began with art classes in High School. Moving into College Kathi continued to develop her career path. She was introduced to Decorative Painting in 1981, by a childhood friend, which opened a new world for her. She quickly became involved by taking classes, attending conventions and shows, and soon was teaching classes.

Although Kathi began working in oils, she has progressed through the gauntlet of them all with Watercolor being her most challenging. Her mentors run from past masters from the Impressionists era, to Nita Engle (a watercolor purist) to Louise Jackson. When Kathi is not travel teaching she lives in Michigan with her husband and four sons.

She owns a Gallery, Gift and Antique Shop. Kathi is a frequent contributor to several national art magazines.

She tells us about her Multi-Load Stroke Technique... “I was asked to try Prima Acrylic Paints soon after I began my National teaching career. I fell in love with their vibrant colors and the way that they reacted in the brush when I stroked color upon a surface.

They are so versatile - straight from the tube they are full bodied yet, with the use of Prima Mediums they can be thinned and used like bottle paints.

After discovering Prima Acrylic paints my Multi-load Stroke, designs took on a completely new look. Each vibrant color was still visible just as it was on the palette even after the stroke was completed. Even the residual paint left in the brush maintained its vibrant color.

With that said, many of you are asking what is Multi-load Stroke painting? Not a new tech-

nique and mine is not the only way to do it; but, the general concept is to carefully load two or more colors on the brush and then deliver the load to the surface with one stroke to achieve a pre-planned result, i.e. a flower petal, or a leaf or numerous other shapes.

The colors are normally loaded dark to light and not necessarily on the same side of the brush. Sometimes they are stacked on each other, sometimes one color is on one side while a different color is on the other. The possibilities are limitless.

The key to successful Multi-loading is the consistency of the paint. It must be viscous enough to hold its shape on the brush head.”

For Further Information about Kathi's technique...

Kathi Hanson

HCR 1 BOX 1130
MICHIGAN, MI 49861

EMAIL: KAHANSON@PORTUP.COM

FEATURED PRODUCT

Item number 4109 contains all the products and tools you'll need to get started with Kathi's Multi-Load Stroke Painting technique.

The set contains six 37 ml tubes of Prima Acrylic: Alizarin Crimson, Cobalt Blue Hue, Permanent Green

Multi-Load Stroke Painting

Light, Phthalo Green, Titanium White and Iridescent Gold. A 118 ml (4 oz) bottle of Prima Gloss Varnish, and 2 Museum Emerald Artists Brushes, round #6 and 3/8" dagger striper are included.

Kathi has included a design proj-

ect and step-by-step instructions to help you understand her technique and to get you started in Multi-Load Stroke Painting..

Kathi's kit is part of the Learning Center program. Look for it at your local arts and crafts store.

WANTED

**ART MATERIAL MANUFACTURER SEEKS
RELATIONSHIP WITH LOYAL ART
STUDIO/GALLERY/
TEACHING STUDIO FOR
POSSIBILITY OF GREAT REWARDS.**

**FOR MORE INFORMATION CONTACT
DONNA AT 248-307-1477**

The Learning Center

Martin/F. Weber Co. has introduced a variety of new painting sets to the art world! Each set focuses on a different painting technique and includes all the supplies the student needs for the lesson imparted. What better way to try a new medium or technique by some of the Nations top artist's.

- # 4114 - Country Landscapes with Dorothy Dent
- # 4112 - Quick & Easy Oils with Linda Coulter
- # 4113 - Coulters' Grisaille Acrylic Gray Tone Value
- # 4100 - Palette Knife Painting with Bill DeLoach
- # 4101 - Faux Finishes with Karl-Heinz Meschbach
- # 4102 - Oil Rouging with Mary Owens
- # 4103 - Primary Color Palette with Prima Oils
- # 4104 - Primary Color Palette with Prima Acrylics
- # 4105 - Primary Color Palette with Permalba Oils
- # 4106 - Grisaille with Linda Coulter
- # 4107 - Painting a Seascape with Bill Blackman
- # 4108 - Painting Animals with Glenice Moore
- # 4109 - Multi-load Stroke Painting with Kathi Hanson
- # 4110 - Painting a Rose with Beverly Birdwell
- # 4111 - Fabric Painting with Sharryn Kneshtel

KITS INCLUDE ALL PAINTS/MEDIUMS AND BRUSHES/TOOLS!

Weber Product Education Seminars

CONTACT THE FOLKS BELOW AND GET YOUR CHAPTER OR GROUP ON THE 2003 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 2003 Seminar Dates

Shore Pine Society of Decorative Painters - Shore Pine, NJ

May 2-4, 2003

Let It Be Toled - Prescott, AZ

May 16-18, 2003

Northwest Florida Sea Oats, Pensacola, FL

May 30 - June 1, 2003

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 2003 Seminar Dates

Twin Cities Decorative Artists - Minneapolis, MN

April 4-6, 2003

Apple Blossom Decorative Painters - Mt. Home, AR

May 16-18, 2003

Manatee Haven Decorative Artists - Homossa, FL

November 7-9, 2003

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!

Sales Reps what are they...

Hi, y'all from Texas, my name is Gerry Garri and I am one of those little known people called Reps or Manufacturers' Representative. We are Salesmen working, as Independent Contractors, which means we pay for all our own business expenses and paid a straight commission on sales. We represent one or more Manufactures all allied to the same market channel. The secret of a Rep's success is that he sells within a given territory with which he has become familiar and to a buying audience of every thing from a little retail shop to the headquarters of national chains. Over many years of working his area and these buyers, he becomes personally knowledgeable with the buyers, and the way they prefer to do business. A Rep organization or Sales Agency as they sometimes are referred may number in personnel from one to many and represent anywhere from one manufacturer to

many. A Rep will seldom come in contact with Consumers unless he is working on a store level or a major product complaint. He will work with Teachers only when helping with classes and seminars.

Most men and women who are Reps came up through the ranks of businesses that were already selling to the markets to which the Rep ends up serving. Usually a Rep is the kind of person that is an independent thinker, self-motivated, fiercely competitive and has strong entrepreneurial aspirations. My last corporate position was V.P. of Sales and Marketing for a Chicago Spray Paint company. My last project in that position was bringing a spray paint called Accent to the Art, Craft, and Floral markets. This was my first exposure to the wonderful markets of Arts/Crafts. I found wasn't

See REPS, pg 5

Mark Your Calendar Now

SHOWS

	<u>Location</u>	<u>Dates</u>
Great Lakes Mega Meet	Novi, MI	May 8-10, 2003
Soc. of Decorative Painters	Indianapolis, IN	June 9-15, 2003
Heart of Ohio Tole (HOOT)	Columbus, OH	August 11-16, 2003
Art Methods & Materials	Pasadena, CA	October 10-12, 2003

Calling all Convention Teachers

Martin/F. Weber Co.
offers product
(acrylic or oil paints, mediums, etc.)
to convention teachers.
For more information, contact:
DAWN KNOWLES - 1-734-728-1432



Susan Scheewe

2003 Certification Schedule

Join us for a wonderful fun-filled week learning new watercolor techniques as you apply them to paintings!

LEVEL 2 - WATERCOLORS

- June 24-28, 2003 - Portland, OR
Instructor - Susan Scheewe

SPECIAL EVENT

- August 12-23, 2003 - Portland, OR
Instructor - Susan Scheewe

Make new friendships
as you gain new skills in Susan's Techniques.

For more information email: ScheewePub@aol.com
Phone: 1-800-796-1953 or Fax: 1-503-252-9508



Color Mixing Joan Dixon makes it easy

• Continued from pg 1

Take the three primary colors with black and white, and practice mixing. Remember when mixing always add a little of the darker color to the lighter color. See what shades you can come up with then, add a little red to the white and get pink for example, or a little black to the yellow and get a pine green. As you mix the color combinations put a dab of the colors you mixed and the color you created, then write the colors down. I use recipe cards, to build my library of color combinations. You can too, just put a touch of each color on the card with the result. Once you have played around with the Primary and Secondary colors, try these combinations. The Primary colors for mixing dyes and inks are CYAN, MAGENTA, and YELLOW instead of Blue, Red and Yellow. The nearest combinations in paint pigments are: CERULEAN BLUE, ALIZARIN CRIMSON, and CADMIUM YELLOW LIGHT. Experiment by mixing these as you did the other Primary Colors and note the difference. For example, Cerulean Blue + Cad Yellow Light = bright green, Alizarin Crimson + Cad Yellow Light = red, less Alizarin = orange, Alizarin Crimson + Cerulean Blue = bright purple. This is one reason photographs of paintings do not always look exactly like the original.

Do not forget to keep your sample cards, and then if you are painting a design you can pull your recipe cards and get the combination for just the right shade.

Keep mixing until next time,

JOAN DIXON

CANTERBURY STUDIOS
2193 HOLLOW RD., FONTHILL, ONTARIO, CANADA, L0S 1E6
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Reps

Gerry Garri tells all

• Continued from pg 4

cut out for the regimentation of working within the corporate structure and decided to make the big move. In 1978 I started my own Rep organization with Martin/F Weber Co. as my first Manufacturer of my new burgeoning Sales Agency. It was a good match because Weber was my first line and I was their first Rep and it has been a great love affair for me every since with Weber, the Arts/Craft industry and my many Artists friends. So much so that I married a wonderfully talented, nationally collected and published Folk Artist named Charlene Burkle. We live in the quaint little town of Seabrook right on Galveston Bay, in a house with a sign hung outside that says The Sailor & The Artist. If you are ever in our area, please call.

GERRY GARRI IS THE REP FOR
ARKANSAS, OKLAHOMA, LOUISIANA, MISSISSIPPI AND TEXAS.

CONTACT HIM VIA THESE MEANS:

EMAIL: GERRYGARRI@HOTMAIL.COM

TELE: 1-281-474-4485



Linda Coulter's Grisaille Certification & Seminar Travel Schedule

For more information Email: coulters@theramp.net
or visit www.coulterartstudio.com

May

9 - 11 Level One Grisaille Certification - Farmington, IL
16 - 21 Basic CCGI - Farmington, IL

June

27 - July 1 Masters Retreat - Westerly, RI

July

7 - 9 Grisaille Furniture - Montreal, Quebec, Canada
11 - 13 Level One Grisaille Certification - Montreal, Quebec, Canada
25 - 27 Grisaille Furniture - Farmington, IL

CALLING ALL MRS. LEE'S CERTIFIED INSTRUCTORS

Contact your local HOBBY LOBBY store to set up YOUR
Mrs. Lee's PaperArt™ Classes!

Can't find Weber Products...

Try here first...

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

Pearl Art, Craft & Graphic Discount Centers, PH 1-800-221-6845, EMail: 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, Email: DanielAtWeber@aol.com - Area: Ontario, Quebec, Maritime, New Brunswick, Nova Scotia, & Prince Edward Island

Ted Baran, PH 403-851-7620, Email: opus.agencies@shaw.ca - Area: Alberta, Manitoba, Saskatchewan, Vancouver, & British Columbia

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

Douglas Foster, PH 763-497-8071, Email: cooldogdog@hotmail.com - Area: Minnesota, North Dakota, & South Dakota

Sue Freudenthal, PH 630-540-9751, Email: saf5602@aol.com - Area: Illinois, 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: mgregcian@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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