



MARTIN/F. WEBER CO.

Philadelphia, Pennsylvania - Manufacturers of Fine Artists' Materials



Teacher's Notebook

Turpenoid Natural ...

saves the day...and more! Dana Bates, artist, teacher and one of our Weber Art Learning Center Owners, just wrote me about the following, true and wonderful story! "I have an 84 year young customer (who I shall call Iris here) who lost her husband of more than 60 years, last year. She's had to sell her home and acreage and is down sizing considerably, trying to divide things among her three sons.

Iris had a very special painting that she loved, of her late husband and their dog by their lake property. It had been painted more than 30 years earlier by a good neighbor who had also been a prayer partner to Iris' late husband. She reluctantly planned to sell the painting but did not want to part with the sweet memories the painting held. She decided to copy the original and keep the copy for herself.

During the process she accidentally got blue oil paint on the painting, the frame and the frame liner. Using ordinary paint thinner, she tried to clean the liner first. The thinner smeared the blue paint and it ran all over the liner.

She was in tears and panic when I received her telephone call for help. I told her to meet me, with her painting, at the Michael's store that I was going to be teaching in. I would bring some Turpenoid Natural and we would try to clean it up.

Iris met me...painting in hand. It was nothing less than an original Thomas Kinkade He had been their neighbor and her husband's prayer partner those many years ago. After Mr. Kinkade had become famous, he gave Iris all the rights and documentation on the painting. Iris' original Kinkade painting had had never been copied or in circulation.

After seeing my clean up challenge, I almost died. Iris told me she didn't have the heart to tell her sons and she was desperate to try to save it. As far as she was concerned, the painting was ruined so she had nothing to lose and would try anything. I pulled out the Turpenoid Natural and got to work. Using paper towels and Q-tips, Iris and I were able to safely remove every bit of the spilled blue paint from the painting. Unfortunately, we were unable to remove the stains on the liner. I think that if Turpenoid Natural had been used first, we may have been successful.

More important though was the painting! Iris had since discovered that this piece could possibly be worth a quarter of a million dollars! And to save it cost only \$7.79 for a can of Turpenoid Natural... and of course a \$44.00 frame liner.

Thanks to Turpenoid Natural I am a hero in Iris' eyes, my students, and all the people in the framing department at that Michael's store."

Editors Note:

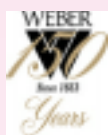
Do you have a similar success story involving any of the Martin/F. Weber products? if so, I want to hear from you!

Also note, The name was changed to protect the customer.

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WWW.WEBERART.COM

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From the Editor's Desk...

Here we are again painting friends. The holidays are around the corner. Soon the bustle of shoppers will be heard. A brisk chill in the air and the snow will fly. Next to spring, winter is my most favorite season of all. Yes, I do like snow. There is nothing more beautiful here in Utah, where they say we have the greatest snow on earth, than to look out on a freshly fallen blanket. A pink morning sky breaks over the mountains. Sunlight sparkles like gems on the icy tree limbs. A bit of morning fog attempts to make it's final hold on the scene, staying only long enough to enhance the picture postcard view out my back door. Yes, winter is beautiful, and Mother Nature is the greatest artist of us all.

As we approach this 2003 Season of Sharing, only two words come to my mind. They are Thank You. Thank each of you for buying, using and promoting Martin/F. Weber products. Thank you for teaching, giving, and sharing your talents and love of creativity that you express. Thank you for the devotion to our product lines all the years that some of you have spent with us.

In the Readers Column of this issue, I have shared some letters thanking us for what we have done for you. It is we who thank you.

I would like to encourage as many of you who have email addresses 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 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 EmailMeTNB@aol.com and join the revolution.

In closing, each of us here at Martin/F. Weber, Co. and our sister company, Martin Universal Design, Inc. wish each of you and your families a safe, warm and fulfilling Holiday Season, and a bright, promising 2004. I look forward to bringing you wonderful new ideas and resource material next year!

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

Now that Mrs. Lee's PaperArt™ products are in Hobby Lobby stores and a selected range of them are back in the Michael's chain, more than ever you need to consider certification in this exciting technique. PaperArt™ can span from crafts, decorative art, party decor and through to scrapbooking. You can "create your own" or enhance a previously painted design. How about tossing a few flowers on a wine glass, drop in a votive candle and you have a beautiful, original gift or table decoration. Teaching opportunities abound, do not delay, jump on this paper wagon today. 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!

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



Dorothy Dent was born and raised on a small farm near Springfield, Missouri. She began painting at the age of 12. Her mother was an oil painter, so Dorothy grew up

with painting in her blood. Her inspiration comes mostly from photographs, which she keeps categorized by major subject matter for easy reference. Dent takes most of her own nature and scenic photos; however, over the years of teaching, her students often send her excellent source material.

An oil painter at heart, Dorothy has "dabbled" in other mediums throughout her 29 year professional career. She has tried them all, from Grumbacher, to Winsor & Newton to Genesis, but has remained a diehard Permalba user. While Dorothy occasionally paints with acrylics, and has published with the medium and taught classes; her heart belongs to oil. When asked about this, Dent responds, "I am first and last an oil painter. I much prefer the look of oil, and I love the easy blending. I find that the oil classes go faster, and are easier to teach than working in acrylic."

When asked about her typical year, Dorothy told me, "My typical year includes 3 major conventions, namely Creative Painting, SDP's National Convention and the Heart of Ohio Tole. At each of these I teach several classes and have the Painter's Corner booth. I usually conduct 12+ travel teaching seminars across the US and Canada. These are booked around the conventions and the classes I teach year-round at Painter's Corner. Whew... that's a lot of paintings I have to come up with! My creative time is sandwiched in between what's left...in addition, I publish at least one new book each year, so those designs and instructions find their way into my schedule as well."

Speaking of publishing, Dent has self published 28 volumes, authored 2 for the Bob Ross, Co., one acrylic landscape volume for North Light Books, and has a second floral book underway with North Light. Additionally, she has created several hundred pattern packets, an oil technique video series, a collection of oil landscape videos, and was the star of the late Joy of Country Painting PBS series. Along these lines, Dorothy has begun the Dorothy Dent Certified Instructor program and kicked off the first session this past summer. Call Painter's Corner if you are interested.

I asked Dorothy who helped her along this path. Her response was, "There have been many people who have inspired me. I do believe that whatever talent I have came from my mother. My first art teacher was Doris Courtney, from whom I took most of my teaching style. My next inspiration was Jesse Barnes. I used to stand in awe and observe as he would create these beautiful scenes. I soaked in his use of brushes and color management. Lastly, I was fortunate enough to spend several weeks with my greatest inspiration of all, Dalhardt Windburg. I feel that without his guidance and the exposure to his vision, I would not be painting like I do today."

In closing I asked Dorothy what advice she may have for teachers both experienced and new. She replied, "First, have lots of patience, do not allow frustration or impatience ever show in your voice or actions. Second, use the Boy Scout motto...Be Prepared! Know your material thoroughly. Know how to present it in an orderly manner that the students, no matter what experience level, can follow. Third and most important, pace your classes so that ALL the students can finish in the time allotted. Strive to try not to have a slow start and quick finish, just to get the job done."

For more information about Dorothy Dent, her studio, Painter's Corner, her books and other signature products as well as to check her travel schedule, visit the web site, www.ddent.com.

For Further Information about Dorothy Dent..

**Dorothy Dent
Painter's Corner**

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FEATURED PRODUCT

Getting Started with Country Landscapes

Item #4114 gives you everything you need to get started painting just like Dorothy Dent. Weber has put together 6 of Dorothy's favorite Professional Permalba Oils, a bottle of LiquiGlaze Medium and 2 of her signature brushes. As a bonus, the set contains a country design with full color photo of the finished project and step-by-step instructions. The set contains six 37 ml tubes of Professional Permalba Oils, (Cadmium Yellow Medium, Cadmium Red Light, French Ultramarine Blue, Cobalt Turquoise, Burnt Sienna, and Titanium White), a 4 oz bottle of LiquiGlaze Medium, a Dorothy Dent Detail Flat brush and a Dorothy Dent Small Background brush.



Susan's Corner...

Would you believe that Christmas will be here before we know it? Time to get the paint and brushes out and begin creating holiday cards and hand painted gifts. Those hand painted cards will become a keepsake. Use those small scraps from your watercolor paper and make them into gift tags. A little Scheewe Texture Medium and glitter adds a festive appearance to the card and gift tags.

If you have not tried it yet, apply a coat of Scheewe Gesso to a wood item, allow it to dry. Sand if needed and apply and second coat. Try painting a watercolor design on this prepped surface. You will be not only surprised but delighted with the results. Once dry spray with Scheewe acrylic. I love to experiment with the watercolor and acrylic mediums, and often find that I will use both in a painting.

You can paint some very festive table decorations using Scheewe Acrylics. Try them on napkins, placemats, an apron and/or tablecloths. Add a hand painted centerpiece and watch your party come alive. Paint tree ornaments and give to each guest at the Thanksgiving meal. Or the ever popular jars are easy to paint, and then fill them with candy, bath salts or other personal goodies. Remember however, before painting on jars first wash them then let dry. Next use a sponge to apply two coats of Scheewe Gesso, allowing drying time between them, then paint your favorite design.

One of the best rainy or snowy day projects for children involves creating watercolor greeting cards. Let them create paintings for grandma and grandpa, which will become a special treasure. I have produced a video just for children entitled Watercolor Painting with Children. It contains many projects for them to paint and it is a great birthday or Christmas gift. The Portland Mini Convention was a wonderful show. Stan and I are getting ready to head out to Providence RI for the New England Traditions Convention. We hope to see many of you there. Remember Creative Painting will be the last of February so be sure to put it on your Christmas list. Wouldn't that be a wonderful gift from your friends or family, part of or the entire convention!!

Remember to call, write or email your local PBS station and show your support for my workshop series. If you are no longer receiving the series, contact your local station and request it.

I have completed the new SDP Chapter program, which is available from Trish Tyler. Contact her at tyler2tyler@hotmail.com for more information or to schedule a seminar.

And lastly, Jane Drynan, who has been on my national staff for almost 25 years, is teaching in Japan. I know many of you have taken a class from her or created a Make It-Take It at one of the conventions. We wish her well and safe journeys.

May you one and all enjoy a safe and memory filled holiday season. Until next issue,

Sue Scheewe



If you are traveling in Florida visit Pookie Bear's Den at 2253 Citrus Blvd., Leesburg. Give them a call at 1-866-671-2327 or email at pookiebearsden@earthlink.net or check out their website at www.pookiebearsden.com (there's a picture of Pookie Bear there too).

Pookie Bear's Den, nope not a children's daycare center or a bar, it's one of Florida's newest decorative painting shops and a Weber Art Learning Center. Actually, the shop specializes in decorative painting, art supplies and classes as well as quilting supplies and reproduction fabrics.

Located in Leesburg, about an hour north of Orlando, Pookie Bear's Den is owned and operated by Susan Larson. Susan opened the shop a little more than a year ago and enjoys bringing beginners into the world of painting.

"We specialize in infecting new painters with the bug," said Susan. "From the start we've offered Mary Owens' pen and ink, oil rouging. Carol Adams CMOT, (Certified Mary Owens Teacher), teaches the technique at least once a month. These classes have given beginning painters the confidence to try other techniques." Susan was recently certified a CMOT. She and Carol plan to offer classes in their regional area.

As a Weber Art Learning Center, Larson, whose background is public relations, hopes to offer more to the community in classes and art supplies. "There are a tremendous amount of teachers out there who have been sending students to Orlando for supplies. We want to keep them from driving so far and to further their art experience by offering a variety of classes," Larson said. "This program for smaller shops is very exciting and we are thrilled to participate as a Learning Center."

According to Larson, the most asked question at Larson's shop is not a painting inquiry, it is why it is named Pookie Bear's Den? "Folks actually have stopped in because they were drawn in by the name. We even had a business reporter do a story on us because of her curiosity. What can I say, we're obnoxious grandparents. Pookie Bear is our nickname for our precious little granddaughter Erin. Stop in and I'll show you a picture," says Susan.

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
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- Weber Management Assistance
- Weberartlearningcenter.com web site
- ...and much more!!!!

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4444 Lawton Ave.
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Tele: 313-806-8323 or 248-307-1477

Mark Your Calendar Now

SHOWS

	<u>Location</u>	<u>Dates</u>
Creative Painting	Las Vegas, NV	February 22 - 27, 2004
Kaswood International	Toronto, ON Canada	April 8 - 13, 2004
Society of Decorative Painters	Phoenix, AZ	May 24 - 29, 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

The Reader's Column

Our chapter has classes called Skill Builders to teach new students and accomplished painters a new medium. I was asked to teach a class in oils. I've been painting in oils for 20 years and dearly love them. I wasn't one to jump to Acrylics when everyone else did. So, I am one of the few who still paint in oils. I called your company to see if there was any way you could help me out with the paint for 16 students. If I had to buy the paint myself I would have had to pass the cost on to the student and we were trying to keep costs down. You very graciously sent me the paint and I was ready to go. The students loved the oils. We painted a couple of crocks with some watermelon (very basic for the beginners) on a small wooden box. They all loved it and wanted me to teach a color theory class. It seemed that the students enjoyed mixing the paint and what beautiful colors they were coming up with. It was a wonderful class and I owe it all to you. From the bottom of my heart I Thank You.

Sher K.

While working with the ready-made Mrs. Lee's flowers I simply needed to eliminate their flattened & "perfectly stamped out look", I tried to make them look more realistic and handmade by misting each flower with our Scheewe small Color Sprayer full of warm water, waited a few minutes for them to absorb the water mist, then lifted petals one at a time, curving and bending them a bit to give them some "life & personality". Many are so "smashed" looking when they come

out of the package, and this really helped bring them back to life!

Sharryn K.

After working as a photographer for many years, I was stunned to hear my doctor say "you have M.S." While in a depressed state, I found Susan Scheewe on my local PBS. Thank you Sue for making me believe that I could paint in watercolor and just maybe I could do something special once again! My best regards to you.

Frank M.

Yes you can revive that old rusted saw blade, plate or bucket you found in the back of your tool shed. First wash it well with soap and water to remove any dirt. Next, clean it with a mix of vinegar and water to remove any remaining oil or other residue. Allow the piece to air dry. If it is rusty, apply a rust removing product, following the directions on the product label. In any event the next step is to apply a prime to prevent future rusting or if you happened to have missed some, it bleeding through the painted design. I like to apply three or more coats, letting each dry thoroughly. You may now begin your painting project. After the design has been rendered and the work is dry, I apply several coats of a clear sealer. I prefer to brush this on rather than spray. Remember that proper preparation begins a good design and to protect it with a good finish to ensure it will remain beautiful in years to come.

Betty L.

I wanted to personally thank you for the door prize I received at this years HOOT convention. My husband is on active duty with the Army and I was not sure if I would be able to attend the convention this year. Luckily, I made enough money at our local Art Club Fair to allow me to attend. Then when I found out I had won the Martin/F. Weber, Co. door prize I was elated. I started with Weber paints some 40 years ago. I used to help my mother paste Top Value Stamps in redemption books. Next trip to the TV Redemption Center, mother gave me a book for helping her. There on the shelf was this beautiful blue box filled with a dozen tubes of Weber Oil paints, a bottle of medium and a small canvas. That night I completed my first oil painting and today I am still hooked on Weber products.

When I approached the booth, Mr. Bill DeLoach was in charge. He told me that I had won my choice of any of the Getting Started Kits on display. Decisions... decisions... after about a 10 minute deliberation I pick up the Bill DeLoach Getting Started with Palette Knife Painting Set. It is something that I have always wanted to try, and have just not had the opportunity. Mr. DeLoach's class was sold out by the time I arrived at HOOT, but I will certainly try to enroll next year. In the mean time I will enjoy my wonderful gift. Thank you for all of your wonderful products, for getting me started years ago and for supporting me today.

Paula H.

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

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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!

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Then contact these area Sales Representatives...

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

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

It's not too late!!!

If you are a dealer and did not get your copy of our 2003 Holiday Promotion Catalog, just call Customer Service on 215-677-5600 and we will be happy to get one right out. This year's promotion features all of our Creative Art Sets with extra discount plus dating. The winter holiday season is always the strongest time of the year for set sales. Take advantage of this year's Weber Holiday Promotion!

Don't delay, order today if you have received your Holiday Catalog, or pick up that phone and request yours if you did not receive one. Remember you must be a Dealer to qualify!



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