

Issue 7
July 2003

Moving

into the 21st century...



We at Martin/F. Weber Co. hope that you are enjoying your bi-monthly copies of the *Teacher's Notebook* and that you are finding them useful, informative and a welcomed addition to your library. As our mailing list continues to grow each issue, it is now at 2,417 names, you can see that the mailing process is becoming a labor intensive task. In order to continue to bring you this handy guide we would like to begin sending it electronically in PDF format to those readers who have Email addresses. Our goal is to move as much of the mailing list to electronic means by January 2004. You can help us achieve this goal. Beginning with this issue, if you would like to start receiving the *Teacher's Notebook* electronically, please send your email address to: EmailMeTNB@aol.com. There is no need to add any text or a subject. Just pop the email address in your mail handling program and hit send. You will then begin to receive the *Teacher's Notebook* in a Adobe PDF format file. Adobe PDF readers are free and most computers come with one, if you do not have one, just surf over to www.adobe.com and download one. The PDF format of the *Teachers Notebook* will be in full color instead of the 2-color one you are holding and you may print it out to continue to have a hard copy should you desire. We hope you will enjoy this new convenience and help us continue to provide you with a valuable tool that you have come to enjoy. Of course, if you do not wish to receive the news electronically, you will continue to receive your copy via the postal service.

MARTIN/F. WEBER CO.

Philadelphia, Pennsylvania - Manufacturers of Fine Artists' Materials

Teacher's Notebook

WEBER
Since 1853

Homecoming Hues, a Weber Art Learning Center presents...

a 2003 Painting Retreat! Come enjoy beautiful West Virginia's North Bend State Park while spending four fun filled and informative days with **Robert Warren** and **Mark Polomchak**. Each artist will teach two paintings in their style. Warren's projects are created in oil while Polomchak will be working in watercolor. As a bonus, **Greg Albert** will offer visual lectures. The retreat is scheduled for September 9 - 14, 2003. You hosts for the 2003 Painting Retreat are Kitty and Chuck Gorrell. North Bend State Park is in Cairo, West Virginia. For more information and to receive a full color brochure of the projects being offered, contact Kitty or Chuck on 1-304-684-7875 or by email at kittygorrell-studio@msn.com.

SEE THE PROJECT PHOTOS ON PAGE 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.

INSIDE THIS ISSUE	PAGE
From the Editors Desk...	2
Paint - a special article...	3
Art Learning Center Update...	3
Featured Product...	3
Susan's Corner...	4
Product Notes...	5
Show Schedule...	5
Where to find Weber Products...	6

Special Points of Interest:

- Mrs. Lee's Certification Schedule (pg 2)
- New Scheewe Products (pg 3)
- Scheewe Class Schedule (pg 4)
- Product Educations Seminars (pg 4)
- Homecoming Hues Project Photos (pg 5)
- About the Product Education Program (pg 5)
- Susan Scheewe Certification Schedule (pg 5)
- Congrats to new MLCPA's (pg 5)
- Mrs. Lee's Associate Certification Sch. (pg 5)

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From the Editor's Desk...

Here we are mid year and it seems as though I just put away the Christmas decorations. It has been a whirlwind Spring around my desk for sure. I have just returned from the Society of Decorative Painters annual convention, which was held in Indianapolis, Indiana this year. Putting aside the rainy and humid weather, it was a great convention and a super nice city. Classrooms were buzzing with excited students and the trade show floor hummed with activity.

Martin/F. Weber Co. sponsored several events, which were full to the brim with participants. Most of the special events ran along the racing theme that Indy is so famous for. I only wish I had had the time to visit the track; but, alas I was toleing away!

The next big event on my calendar is the ACCI show in Chicago. This manufacturers wholesale expo will find Martin/F. Weber Co. in both the Scrapbooking and Decorative Painting areas. We will be conducting MITI's in both areas. Sharryn Kneshtel, our Product Education Director, will be doing a one hour demonstration in the "Craft Zone" area of the show on Friday and Saturday. During the quick demo, Sharryn will be handing out special coupons to buyers.

If you are eligible to attend this wholesale show, we hope that you will find time to drop by the two Weber booths and visit with myself, Sharryn, Karen Hobbs and our Canadian Sales Rep, Daniel Allen.

Heart of Ohio Tole, aka HOOT, will be the next consumer show and is scheduled for August 11-16, 2003 in Columbus, Ohio.

Weber will have a medium sized booth there and will feature MITI's using Mrs. Lee's PaperArt™. Susan Scheewe will be doing a lovely acrylic landscape on wooded plaques as well. If you are at the show, be sure to stop by and vist with Karen, Susan, Dawn and myself. Donna Campbell will be on hand to chat up the Weber Art Learning Center Program.

We will have several new items in the booth, Susan Scheewe's new Travel Watercolor Kit (see pg 3 of this issue), and Dorothy Dents Getting Started with Country Painting kit will be the headliners.

One final note for this Issue. I am looking for interested persons who would like to contribute to *The Teacher's Notebook*. Remember this is YOUR, newsletter. If you have words of wisdom, hints or tips or just general knowledge, let me hear from you. Email is my preferred method of contact, since I'm on the road a lot, but I will take written correspondence as well. I look forward to hearing from some of you.

Well my friends, I must put this to bed and get it off to the printer. I leave in a few days for Louisiana to teach a 3 day seminar. I hope you all have a wonderful, safe and happy Fourth of July.

Until next time,



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!

Full Certification Sept 24-28, 2003 in Cleveland, OH

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

Paint - what's it all about?

by Edward J. Flax, Vice President of Martin/F. Weber Co.

Every paint has binder in it. The binder is the medium that holds the pigment particles together and forms the paint film. Without binder, you would have nothing but dry powdered pigment. Even stick pastels use binder to hold them together. The differences in binders are what give each type of paint its distinctive characteristics.

Transparent watercolors and opaque watercolors, aka Gouache, use mostly natural gums like gum arabic or gum tragacanth as binders, but also use some acrylic binders that are resolvable in water. Re-soluble binders are what enable painters to lift the dried watercolors or gouaches from the painting or re-wet and use dried colors on the palette.

Acrylics use acrylic polymer emulsions as binders. They "dry" by the evaporation of water and the resulting cross-linking of the polymers in the emulsions to create the clear acrylic film that binds and encapsulates the pigments. These types of binders are designed

to be re-soluble, but also to form a permanent film to protect the pigment.

Oil colors use vegetable drying oils as their binders. Most common is linseed oil. Also used are safflower, poppy, sunflower and walnut oils (primarily in whites and light yellows to reduce after-yellowing). These vegetable drying oils combine with oxygen in the air. As they oxidize they form the tough, flexible, permanent film that binds the pigments together. Complete drying or oxidation of oil colors can take scores of years depending upon the thickness of the paint application and the actions of pigments as catalysts that speed or slow the drying process.

EDITORS NOTE...THIS ARTICLE ORIGINALLY APPEARED IN ISSUE 2. AFTER CHATTING WITH SEVERAL TEACHERS AND STUDENTS AT SDP, I THOUGHT IT WORTHY OF REPRINTING.



Sharp looking isn't it...you should see it in color. The Art Learning Center program has taken off like wild fire. First off, if you have internet access and have not surfed by the web site, then you need to. Just drop in those 3 W's and a period, then follow with WeberArtLearningCenter and of course the dot COM. Many new features have been added since its launch.

Donna Campbell, Education Coordinator for Weber writes..."Hello Everyone! The Martin/F. Weber Co. is pleased to announce our latest venture, that being our Weber Art Learning Center program. The purpose of this program is to work with people with small retail art stores/studios, who have classroom space and are able to sell retail product. Dennis Kapp, the owner of the company feels that it is these people that have worked hard in the art industry teaching others in all aspects of art, however not reaping the rewards of being able to sell product to their students in a way to compete in today's market. We know many students go elsewhere to buy their supplies because of pricing. THIS PROGRAM IS PROGRAM IS FOR YOU!!! It offers: a Loyalty Agreement, Exceptional Deep Discounts, Weber Art Learning Center Web site Promotion, Exclusive Promotions & Monthly Specials, Annual Retailer/Weber Management Gatherings, Availability of the Weber Art Travel Teachers, And much more. Please contact me by telephone on 313-806-8323 or via Email at DonnaAtWeber@aol.com. I look forward to talking with you about this program."

EDITORS NOTE... LOOK FOR A LIST OF THE CURRENT LEARNING CENTERS IN THE NEXT ISSUE.

**FEATURED
PRODUCT**

Painting a Rose

with Bev Birdwell

Item number 4110 contains all the products and tools you'll need to get started painting roses just like Bev.

The set contains five 37 ml tubes of Susan Scheewe Acrylic: Cadmium Yellow Medium Hue, Magenta Deep, Mars Black, Burnt Umber & Opaque White. A 37 ml tube of Scheewe Acrylic Medium, a 4 oz bottle of Prima Gloss Varnish and 1 Scheewe Flat Artist Brush are also included.

Bev Birdwell has put together a beautiful rose design with step-by-step instructions to help you understand her technique and to ease you into painting this most beautiful and all time favorite flower.

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



Exciting New!

**Susan
Scheewe**

Travel Watercolor Set

Item 8505 is a compact travel watercolor set packed in a molded plastic case. It measures just 6 1/4" x 4 1/4" x 1 3/8" (16cm x 11 cm x 3.5cm) and ideal for field sketching and watercolor painting anywhere (See *From the Editor's Desk* Issue 6 May 2003 for other ideas for this product). This set really makes painting in the field easy. It contains everything a watercolorist needs while on the go. The contents are: Six 7ml tubes of

Susan Scheewe® Professional Artists Watercolors, a collapsible artists brush, a mini watercolor palette, five (5) 3 1/4" x 4 1/4" sheets of Scheewe Fabriano® Watercolor Paper, a Artist Kneaded Eraser, a sketch pencil, a pencil sharpener, and a Water/Color Sprayer Bottle.

Susan's Corner...

Dear friends in art,

I am delighted to have so many requests for information about my watercolor and acrylic workshops. I am currently planning my schedule, working it around shows and workshops. As soon as it is complete, students on my mailing list will receive a copy and we will print it here in the Teachers Notebook. I will hold the certification workshops in Portland, OR. I like teaching these classes; it gives me an opportunity to get to know you personally. I welcome both those who simply want to learn watercolor and those who would like to become certified teachers. There is always a delightful mix of painting experience in these classes. The bonus is not only learning new techniques; but also making wonderful friendships.

Trish Tyler, Jane Drynan, and Barbara Smith, who have been on my National Teaching Staff for over 25 years, teach nationally and internationally, and they teach SDP Chapter events as well. We are currently changing the projects for the Chapters, which will allow us to come back to the chapter with new projects and techniques. I thank so many of you for the delight that you have sent in so many cards, letters and email telling me how wonderful the chapter event was and wonderful teachers my gals are.

If you are out and about the convention circuit this summer/fall, I will be at several of them with my booth. Please stop by, I always enjoy visiting with you. I am teaching at these conventions as well. Keep in mind that while classes may already be full, often there is a last minute change from a no-show and a space will open up. Look for me at these conventions: HOOT, August 11-16 in Columbus, OH; Raindrop Chapter Regional Convention, September 26-28 in Portland, OR; and at NET, October 8-12, in Providence, RI.

Friends, your voice is so important to the Public Broadcast Station Television Network and their selection of viewing material. Please, write and/or call your local PBS station and let them know how very much you enjoy the Scheewe Art Workshop program. If you do not receive this programming, ask them when they plan to air the shows. I am so pleased to hear from so many of you who have started painting or returned to painting, and that the series has taken the fear out of watercolor and or acrylic. Express this to your local PBS programming department. Your voice carries a lot of weight! I

enjoy receiving your emails about the series and I take to heart all of your suggestions. I try to work in a variety of techniques and subject matter. Remember, you can order videos of any shows you may have missed as well as the companion books. These make excellent gifts too!

Finally, I have two brand new 1-hour videos in the can. One is *Problems and Solutions with Watercolor*, and the other is *Problems and Solutions with Acrylic*. In the works to is a 3-hour *Trees and Leaves*, this one is packed with projects and will most surely help you understand that painting those leaves and trees can really be fun.

I very much appreciate each of you and your support, and until next time...Enjoy painting,

Sue Scheewe



Susan
Scheewe

2003 Schedule

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

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

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 2003-2004 Seminar Dates

Alamo Decorative Painters - San Antonio, TX

July 18 - 20, 2003

Ladybug - Houston, TX

July 25 - 27, 2003

Northern Wisconsin DA - Rhindlander, WI

October 12 - 14, 2003

Cape Cos 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.



Since 1853

Seminars

Current 2003-2004 Seminar Dates

Gulf to Bay Decorative Artists - Sarasota, FL

July 25 - 27, 2003

Manatee Haven Decorative Artists - Homosha, FL

November 7-9, 2003

Heart of Pinealls Decorative Artist - Seminole, FL

February 13-15

Enchanted Painters of New Mexico - Albuquerque, NM

March 11-13, 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!

Mark Your Calendar Now

SHOWS

	<i>Location</i>	<i>Dates</i>
Heart of Ohio Tole (HOOT)	Columbus, OH	August 11-16, 2003
Art Methods & Materials	Pasadena, CA	October 10-12, 2003

MRS. LEE'S CERTIFIED INSTRUCTORS

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

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

Product Notes...

Have you tried our Res-n-Gel Medium? If you are an old painter and have not used Res-N-Gel, you do not know what your missing. Res-N-Gel is a full strength, ready to use, synthetic resin gel medium for use with dry pigments or tubed oil colors. It yields a buttery, plastic response for impasto painting, or a free flowing consistency when thinned with Turpentine. Res-N-Gel produces a transparent, yet full bodied color which extends expensive oil colors. It can be used to obtain sharply defined detail and when working wet-on-wet. It is highly recommended as an oil painting medium for use in glazing techniques. It expedites the drying time and adds luminosity and brilliance to colors. It is an excellent medium for painting with either brush or palette knife to create a full range of impasto, opaque, translucent glazed effects. Res-N-Gel is nontoxic.

Artist such as Peggy Harris use Res-N-Gel to create the fur of her little animals while Dorothy Dent and Bill DeLoach use Res-N-Gel as a color extender and drier. Peggy works Res-N-Gel into her brushes then into the paint. Dorothy and Bill mix Res-N-Gel into their entire pile of Titanium White before beginning to work. Bill also keeps a bit on his palette to pick up with pigments as he brush mixes.

A truly versatile medium, which belongs in every paint box. Res-N-Gel comes in 150 ml and 37 ml tubes for your convenience.

Congratulations...

Let's give a standing ovation to these recent graduates of the Mrs. Lee's PaperArt™ Certification Program. These ladies were certified in March at Las Vegas and in April at Toronto.

Our PaperArt™ hats off to you!

- * Shirley Brunner * Dorothy Hough *
- * Shirley Hunter * Stasi Nastasi *
- * Sharon Schmid * Christina Van Luven *
- * Tammy Lockwood * Elinor James *
- * Diane LeClaire * Elizabeth Campbell *
- * Krista Ferrier-Meyer *

Add your name to this list by contacting
Dawn at DKWeber1@aol.com or by calling 1-734-728-1432.

Become a Mrs. Lee's™ Associate Teacher

A totally different experience! You will learn amazing techniques to enhance your painting, scrap booking, and much more!

2003 Seminar Dates

July 11- 13, 2003 / Kissimmee, FL - Instructor: Donna Campbell
August 1 - 3, 2003 / Toledo, OR - Instructor: Dana Bates
For further information, contact Donna at 1-248-307-1477

Homecoming Hues

Retreat Projects...



Come join **Robert Warren** and **Mark Polomchak** as they guide you through the creation of these beautiful works of art. The Retreat is being held in a rustic state park in the early fall in beautiful West Virginia. Sponsored by Kitty or Chuck Gorrell and their Weber Art



304-684-7975, email at kittygorrell-studio@msn.com or visit the web site at www.artteachers.com.

For more information, you may telephone by calling



The Retreat is September 9-14, 2003 at North Bend State Park, Cario, WV. We hope to see you there.

Learning Center. For 4 days and 5 nights you will have the most unique painting experience with two fabulous instructors.



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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

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