

Issue 5
March 2003



It's Cool

to paint with Medium...

Break out of that rut! so says Shar Sosh our Field Educational Coordinator. She goes on, "Did you know that most artists who work in oil mediums go through their career using just basic mediums. Their general painting medium is the old stand by, Linseed Oil, Damar Varnish and Turpentine 1:1:1. Some artists refer to this as 123 medium. For line work, glazing and general tool and studio cleaning, most artists use Turpentine. With the onset of toxicity and odor issues, Martin/F. Weber Co. developed two products Turpenoid and Turpenoid Natural. The former is a synthetic turpentine substitute, not made using the pine tree as a base, yet having the same properties and drying time without the odor, while the latter is a non-toxic citrus based cleaner and conditioner, for brushes and tools. Turpenoid Natural can be used to clean wet or dried paint in or on just about any material or surface. A lot of "or's" there; but this product is so versatile the description requires them. Small amounts left in the brush will not affect the characteristics of the paint. Turpenoid Natural may be used as a painting medium by mixing no more than 20% to the paint. You can even glaze with Turpenoid Natural by mixing 5% Natural into the oil paint, then dilute this mixture with clean water to the wash consistency. The water will evaporate as the wash sets. Incidentally, Turpenoid Natural will make all traditional oil paints water soluble, which brings me to the point of the story. Weber manufactures 23 oil painting mediums! We even have that 123 medium bottled called Oil Painting Medium."

For an informative brochure listing all of the Weber Oil Mediums and their uses, visit your Weber retailer, or write to our customer service department.

You Ask - We Deliver...

Look for these new brush lines appearing soon at a store near you!

- **Prima White Gold:** *Great Brush - Great Look - Great Price.* No white talkon brush can beat our Prima White Gold for performance and economy. Top of the line Interlocked White Talkon is an excellent brush for all mediums.
- **Museum® Topaz:** *Fine Painting Instruments.* Sable, Fine White Bristle, and other natural hairs are used in this extraordinary line of brushes using our popular patented ergonomic handle. This high performance line of brushes with pricing cannot be matched by any other brush resource.
- **BeLA'rte Uno™:** The best prices for the best white bristle with natural flags. Twelve rounds (sizes #1-12) and twelve flats (sizes #1 - 12) with long wood handles and seamless ferrels for a price unmatched anywhere.

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
Ask the experts...	1
From the Editors Desk...	2
Featured Technique...	3
Featured Product...	3
Where to find Weber...	6
The Learning Center...	4
Susan Scheewe Info...	4,5
Upcoming Shows...	5

Special Points of Interest:

- What's New at Weber (pg 2)
- Mrs. Lee's Certification Schedule (pg 2)
- Mrs. Lee's Associate Certification Sch. (pg 4)
- Weber Product Educations Seminars (pg 4)
- About the Product Education Program (pg 5)
- Susan Scheewe Certification Schedule (pg 5)
- Linda Coulter Certification Schedule (pg 5)
- Bill DeLoach Certification Schedule (pg 5)

MARTIN/F. WEBER CO.

Philadelphia, Pennsylvania - Manufacturers of Fine Artists' Materials

Teacher's Notebook



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

is published six times a year during the months of
January, March, May, July September and
November as a courtesy of the Martin/F. Weber Co.
2727 Southampton Road, Philadelphia, PA 19154

Dawn Knowles
Editor in Chief

Bill DeLoach
Editor/Layout

Send Newsletter Correspondence
and Change of Address info to
WeberNews@aol.com
or mail to:
The Teacher's Notebook
413 Chaz Court
Salt Lake City, UT 8416-2508

Publication deadlines are the first
day of December, February, April,
June, August and October.

**Director of Public Relations
& TV Marketing**
Dawn Knowles
dkweber1@aol.com

Customer Service
info@weberart.com

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

WWW.WEBERART.COM

The Teacher's Notebook
Copyright 2003
All rights reserved

From the Editors Desk...

Here at Martin/F. Weber, Co. we have hit the ground running this year beginning with the Hobby Industries of America (HIA) show, held in Anaheim, CA in January.

The Weber booth was full of numerous new products in all of our current lines. Everything from new videos, books, brush sets and painting kits from our most popular artists, Bob Ross, Susan Scheewe, Mrs. Lee, Dorothy Dent, Linda Coulter and Bill DeLoach. Additionally the new Prima White Gold, a multi-medium white talkon brush line; the Museum® Topaz, a fine painting instrument-high performance line of sable and fine white bristle and other natural hair topped ergonomic handled brushes, and the BelArte Uno™, an economically priced, limited shaped head, white bristle line were introduced. For a brief list of new items, see *What's New* inside this issue.

Sharryn Kneshtel, our Product Education Director, just returned from conducting the first 5-day Mrs. Lee's PaperArt™ Certification class in San Juan, Puerto Rico. Sponsored by the Marel Corporation, the event hosted eleven art teachers from both the public and private school systems.

As an after seminar bonus, a mutual exchange consisted of Sharryn teaching the students the proper cleaning and care for brushes using Turpenoid Natural in exchange for "Salsa" lessons!

EDITOR'S NOTE:

"Sharryn I want to sneak in your suitcase next time!"

In other news, the scrapbook industry is opening its arms to the Mrs. Lee's PaperArt™ and Hanji Paper products. Martin/F. Weber Co. will be exhibiting the Mrs. Lee's PaperArt™ line at upcoming

consumer scrapbook shows around the United States.

The first show, Memories Expo is scheduled for March 7 & 8, 2003 at the Stardust Pavilion in Las Vegas, Nevada. The Weber booth is #415 & #417. Attendees may enjoy Make-it/Take-it's taught by Minjun Lee personally. For further information visit www.MemoriesExpo.com.

Speaking to the Scrapbook Industry, it is noteworthy to mention that Hanji Paper, Mrs. Lee's Puffy Pulp Paper, Susan Scheewe Texture Medium, Prima Acrylic Paints and Mediums and Susan Scheewe Acrylic Paints are all Acid-Free, Lignin-Free and ph Balanced.

On another note, our dear friend and colleague Susan Scheewe underwent surgery in mid-January. Sue is recovering nicely. She wishes to thank all of you that called, wrote, or emailed. Sue says, "I wish a special thank you for all your kind wishes and prayers. The operation went so well. My favorite words from my doctor were 'no cancer'. I count my blessings and my special friendships from each of you. Your extended wishes were so appreciated. Hugs to you all."

FROM THE ENTIRE WEBER/MUD STAFF:
"Sue we all love you and are glad that you will be back on the road with us soon!"

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!

Las Vegas, NV - March 1 - 5, 2003
Toronto, ON Canada - April 14-18, 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

Who is Mary Owens and what is Oil Rouging? Mary Owens of Lockport, New York, has enjoyed a teaching career in Decorative Painting for over 20 years, and has been travel-teaching for the last half of that. Mary says, "In the past ten years, I have developed a technique for pen and ink that is unique, teachable, and not expensive! I taught mostly in my home studio in Western New York, and at the Society of Decorative Painter's National Conventions. At one of the SDP conventions, I discovered a technical pen that I really loved. While working with this pen, I developed a technique for adding soft transparent oil color to my pen and ink drawings. This technique I refer to as OIL ROUGING. By combining Professional Permalba Oils and the Transparentizing Medium, which Martin/F. Weber Co. developed for me, these results are possible. Simplifying the creative process a bit more, I discovered that by using an opaque projector, even those who do not have drawing skills could enjoy my technique! Using photos, snippets from

magazines, clip art or virtually any lined or edged image, the artist can create a working design to which the Rouging technique may be deployed. I find pen and ink to be very versatile. It travels well from home to vacation spot, back and forth to the studio, and I can work with my technical pen on the plane between traveling back and forth to seminar locations, and just about anywhere when the urge hits; thus allowing me the freedom to create designs for later Rouging. The artist may use any non-porous or sealed surface for the technique; however some preparation may be required depending upon the characteristics of it. I prefer canvas or glass."

The basic steps to Rouging include; first, inking the design with as much or as little detail as the artist desires. Next, using a scumbling brush loaded with a tiny amount of paint and Transparentizing Medium, place a bit of color where the strongest shading is desired. Finally, using a dry blending brush, gently coax the color away from the point of origin. The goal is to achieve

three values of color: dark to medium, medium to light and light to fading to nothing. During this final step, it is necessary to continue to wipe the blending brush to keep it clean. When you are satisfied, move to the next area of the design. You may allow the work to dry then add additional layers of Rouging to build depth.

Mary conducts seminars, workshops and certification classes throughout the United States and Canada. Additionally, she teaches at most National and Regional Conventions. The Martin/F. Weber Co. product number for the Transparentizing Medium is #2759 and it comes in a 37ml tube.

For Further Information...

Mary Owens Designs

6325 TONAWANDA CREEK ROAD
LOCKPORT, NY 14094
TELE: 1-716-433-3168
FAX: 1-716-433-3119
TOLL FREE: 1-888-433-3170
EMAIL: mary@maryo.com
WEB: www.maryowensdesigns.com

FEATURED PRODUCT

Item number 4102 contains all the products and tools you'll need to get started with Mary's Oil Rouging Technique.

The set contains six 37 ml tubes of Professional Permalba Oils: Cadminun Yellow Medium, Alizarin Crimson

Oil Rouging with Mary Owens

Permanent, French Ultramarine Blue, Paynes Gray, Burnt Sienna and Burnt Umber. A 37ml tube of Mary's Oil Transparentizing Medium, which is the secret of her technique, is included.

Mary has included a design project and step-by-step instructions to

help you understand her technique and to get you started in Oil Rouging.

Mary's kit is one of our more successful Learning Center sets...it just keeps selling and selling. 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 ⇄⇄ **NEW!!**
- # 4112 - Quick & Easy Oils with Linda Coulter ⇄⇄ **NEW!!**
- # 4113 - Grisaille Acrylic Grays with Linda Coulter ⇄⇄ **NEW!!**
- # 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

Little Rhody Rembrandt's - Rhode Island

April 4-6, 2003

Shore Pine Society of Decorative Painters - Shore Pine, NJ

May 2-4, 2003

Let It Be Toled - Prescott, AZ

May 16-18, 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

Ocala Decorative Artist - Ocala, FL

March 7-9, 2003

Twin Cities Decorative Artists - Minneapolis, MN

April 4-6, 2003

Apple Blossom Decorative Painters - Mt. Home, AR

May 16-18, 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!

What's new...

- 6298LC Linda Coulter Grisaille Brush Set
- 4021 Artist Easel Set: Oil
- 4020 Artist Easel Set: Acrylic
- S0480 Susan Scheewe Enjoy Watercolor Book
- S0545 Susan Scheewe Beginning Watercolor Book
- S8228 Susan Scheewe 22 x 30 Watercolor Paper 5 sheet pack
- 6297D Bill DeLoach Museum Emerald Brush Set
- DL100 Getting Started with Palette Knife Techniques
- DL100P Getting Started with Palette Knife Techniques (PAL)
- 3550 Diamond Edge Painting Knife
- 4199 Learning Center Art Showcase Display with Product
- 4114 Dorothy Dent Getting Started with Country Landscapes
- 66-6101 Mrs. Lee's Framed Memories Book

wait - there's more...

- **Susan Scheewe Art Workshop Video Series** (6 sets of 4 VHS tapes containing 13, one half-hour show segments.)
- **Bill DeLoach Getting Started in Oils** (5, one hour VHS tapes - can be purchased individually or as a set.)
- **Mrs. Lee's Project Packets** (9.5" x 9.5" Secret Garden, 9" x 12" Sunflower, & 9" x 12" Curtain Call.)
- **Mrs. Lee's 7" x 7" Prints** (Love Nest, & Alpine Drive)
- **Mrs. Lee's 9.5" x 9.5" Prints** (Window Box, Yankee Lighthouse, Country Mailbox, Secret Garden, Cabaret, Palette of Dreams, & French Quarter.)
- **Mrs. Lee's 9" x 12" Prints** (Ariel's Aquarium, & Queen Isabella's Garden)
- **Dorothy Dent Brushes** (Three new brushes - Small Background Brush, Small Detail Brush and Filbert Brush)
- **Prima Acrylic Mediums** (Gloss Varnish, Glazing Medium, & Glazing/Retarder Medium now in 4 oz. sizes.)
- **New Literature** (Artist Brush Catalog Supplement, Mrs. Lee's PaperArt™ Catalog, Mrs. Lee's Teacher Training Program Booklet and Application, & Mrs. Lee's 'Mini' Certification Training Program for Teachers.)

LOOK FOR THESE ITEMS COMING TO STORE SHELVES NEAR YOU SOON!

CALLING ALL MRS. LEE'S CERTIFIED INSTRUCTORS

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

Mark Your Calendar Now

SHOWS	<i>Location</i>	<i>Dates</i>
Memories Expo	Las Vegas, NV	March 7-8, 2003
Creative Painting	Las Vegas, NV	Feb 23- Mar 1, 2003
BEE	Orlando, FL	March 27-30, 2003
Kaswood	Toronto, ON Canada	April 8-13, 2003
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

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



Martin/F. Weber Co. Product Education Seminars

(For Groups & Chapters across the globe!)

Martin/F. Weber Co. is proud to be the only paint manufacturer in the industry to offer a program utilizing a variety of paints, mediums, and techniques - all in one seminar! This is your opportunity to "dabble" in a paint, medium or technique that is new to you. Seminars are available to any group of 15 or more persons.

- Designed for painters of all levels
- Includes a variety of techniques
- Includes Mrs. Lee's Multidimensional PaperArt™
- Surfaces are varied to show versatility of Weber products with mediums.
- Brushes will be supplied for use.
- 2.5 day seminar scheduled over a weekend
- Total cost for 15-20 students is \$795.00 US. This is paid by the group as a whole, not by individual.
- Cost includes all Instructor expenses.
- Surface fee is the only other expense borne by the group. Students may bring or use their own surfaces. A discounted, (usually 40%), source list is provided.

For more information contact:

Bill DeLoach

Consumer Education Director

Email: WeberNews@aol.com

Telephone: 1-801-671-2510



Susan Scheewe

2003 Certification Schedule

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

LEVEL 1 - WATERCOLORS

- March 10-14, 2003 - Chicago, IL
Instructor - *Jane Drynan* ↔ CHANGE
- April 1-5, 2003 - Portland, OR
Instructor - *Susan Scheewe* ↔ CHANGE

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



Linda Coulter's Grisaille Certification & Seminar Travel Schedule

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

March

- 3rd - 5th Level One Certification - Las Vegas, NV
- 21st - 23rd Grisaille Seminar - Orlando, FL
- 27th - 30th BEE - Orlando, FL

April

- 8th - 13th Kaswood Convention - Toronto, Ontario CANADA
- 14th - 16th Level One Certification - Toronto, Ontario CANADA
- 25th - 27th Level One Certification - Westerly, RI
- 28th - 30th Level Two Certification - Westerly, RI
- 27th - 30th Teacher Certification - Westerly, RI



Acrylic Palette Knife Certification & Seminar Travel Schedule

For more information Email: bill@billdeloach.com
or visit www.billdeloach.com

March

- 1st - 6th Mrs. Lee Certification - Las Vegas, NV
- 7th - 9th Product Seminar Ocala Chapter - Ocala, FL
- 27th - 30th BEE - Orlando

April

- 8th - 13th Kaswood Convention - Toronto, Ontario CANADA
- 26th - 27th APKI Level I Certification - Salt Lake City, UT
- 30th - May 3rd NAMTA, Chicago, IL

May

- 16th - 18th Product Seminar Apple Blossom Chapter - Mt. Home, AR

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

Greg Brand, PH 973-252-0057, Email: gbrand60@aol.com - Area: New York, & New Jersey

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



Martin/F. Weber, Co.
2727 Southampton Road
Philadelphia, PA 19154
Manufacturers of Fine Artists' Materials

Visit us on the Net!
WWW.WEBERART.COM



DELIVER TO:

#LCC35