



The Artisan

Volume 2, Number 1

Newsletter for Genesis Artists

Winter 2002

DID YOU PLAN TO BE A TEACHER?

Painting brings out the best in us. It is a pleasurable pastime where we can expand our energy and deal with our shortcomings. When we delve into the world of decorative painting we expect to learn the skills to express ourselves and satisfy our desire to be creative. At the time we make this decision we cannot even begin to realize the scope it will play in our lives. We meet, make friends and many of us go on to become teachers. Some of us continue on to teach at conventions and travel teach worldwide making decorative painting a lifetime pursuit. That is exactly where our featured guests found themselves.



Shirley Gardner, CDA, has been hooked on decorative painting since her first painting lesson in 1979. At her husband's urging she started painting lessons as an outlet for her stressful job as a counselor in a youth ministry. Within two years of learning to paint she began teaching others and with that responsibility came the need to continue to grow as an artist. In the following 16 years, she has earned her Certified Decorative Artist (CDA) with the Society of Decorative Painters, and her Master Decorative Artist (MDA) in Stroke, and is continuing to pursue the training to have a full MDA.

Originally Shirley learned to paint in oils using the Priscilla Hauser method, but as her painting developed so did her allergies. Since she did not want to give up painting she switched to acrylics. Shirley says "Discovering Genesis heat-set oils has given me back a part of my life that I thought I must give up because of my health. Using Genesis paint which is non-toxic and odorless, has allowed me to paint and teach using oil methods again and the more I use Genesis, the better I love it!" She is an Ann Kingslan Accredited Teacher and teaches a combination of her techniques and the Michael Fulton, MDA, Classical Decorative Oil Method. "How wonderful to paint again with the wonderful technique of oils without getting sick every time I paint!"

Shirley says she enjoys painting and teaching all kinds of projects - from cutesy character paintings to totally realistic paintings, including strobework, florals, stroke florals, faux finishes, landscapes, and still lifes. "Although I love to paint

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TEACHING WITH GENESIS®

by Jan Scheuerman, MDA
Coordinator Product Education

Genesis® Artist Colors are currently enjoying a growing popularity with Decorative Artists and with the stores that carry art supplies. New stores are adding Genesis® to their inventory with the request for Genesis classes. As a result, we are contacting teachers almost daily to fill these teaching requirements.

How can I become involved with Genesis Artist Colors?

Those who attend our Genesis Training Sessions (offered at various times of the year) automatically become **Genesis Associates**. Genesis Associates receive the bimonthly Genesis Artisan newsletter, notification of new products, the opportunity to send photos and teaching schedule to be included on the Genesis Decorative Art website, and the opportunity to apply for inclusion as one of the elite Authorized Genesis Artists.

How do I become an Authorized Genesis Artist?

Authorized Genesis Artists are those teachers who completed our initial Training Sessions and who continue to actively teach and promote Genesis. They receive the quarterly Genesis Artisan, notification of new products, the opportunity to send photos and teaching schedule to be included on the Genesis Decorative Art website, plus monthly Teacher Updates by email, and a teacher discount on orders from Genesis/Amaco. Authorized Genesis Artists make an annual report of Genesis classes and presentations for the past year and a schedule of activities for the next year. Associates can become Authorized Genesis Artists by submitting photos of their original work with their resume of painting and teaching experience, and a proposal of their Genesis activities for the coming year.

When are the next Genesis Training Sessions?

Two Training Sessions are planned for 2002:

Sunday, February 24, 2002

MGM Grand Hotel in Las Vegas, Nevada

Sunday, May 13, 2002

Hilton Gardens in Charlotte, SC

For further information contact Jan Scheuerman

Phone: 515-846-6492 • email: jans@wccta.net



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www.genesisartistcolors.com



UP-TO-THE-MINUTE INFORMATION
Visit our website
www.genesisdecorativeart.com

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A MESSAGE FROM THE EDITOR...

Dear Fellow Painters,

We trust you successfully made it through the holidays. And have set some positive and attainable goals for the new year. While planning our calendar for the year ahead, let's take the time to make sure we have duly challenged ourselves. Not our everyday commitments, but our needs to be truly creative individuals.

One thing that comes to mind are the fairs, shows and contests that abound in the spring and summer. This is a time for each of us to think about how we, as artists, can extend the wonderful challenge of painting to others who might really enjoy learning how to express themselves in the cultural world.

How did **you** become interested in learning to paint? When did you look at a beautiful piece on display at your state fair and say, "if I would just work harder I could produce something as good as this!"

Now is the time for planning ahead. You can start on your masterpieces to display or enter in fairs and art shows this year. Teachers, you can work with your students to produce and enter their most cherished pieces in local art shows. To urge any painter to work towards entering in any type of contest is to ask that person to do their best. If inspired, you will be surprised at the high capabilities you can perform. And with Genesis Artist Colors, you can attain professional, "state of the art" masterpieces without the problems experienced with other mediums. Remember, it works like an oil, dries like an acrylic.

Anytime we can display our art we are "advertising" for others to get involved and experience the same exhilarating feelings we attain with each completed piece.

Yours for the expansion of our art,
Bobbie Pearcy, Editor



TEACHER (continued)

them all, I especially enjoy painting things realistically" which explains her love for Genesis Artist Colors.

"I am very much a method teacher. While teaching techniques I offer the whys and hows of painting along with as much color theory as I can integrate into a project. I want to give my students the tools to be able to paint things on their own and understand what they need to do to achieve the final results they desire. I enjoy sharing my knowledge with my students."

Along with teaching at the local Hobby Lobby store, Shirley teaches at "The Paintin' Place" a studio in Hutchinson, Kansas, she shares with a friend and fellow teacher, Naomi Ullum, CDA.

Shirley's husband, Cliff (a.k.a. Sugar) not only encourages and supports her, but has joined her. "Several years ago, we started designing all of our own projects which we work on together. He cuts the wood for our new designs and for many of my classes. We are currently working on my first decorative painting book." Did we mention by day they work together as massage therapists?

Shirley travel-teaches at Decorative Painting Chapters and Conventions all over the country. "What a joy to meet fellow painters who share my love of painting!" Which tells us it is important for us to plan our lives, but it sure is exhilarating to follow the 'curves' along the way!

You may contact Shirley at 900 South Main Street, South Hutchinson, Kansas 67505, or e-mail her at csgardner@ourtownusa.net

Genesis Expressions

Tips, Techniques, and Tidbits about
the wonderful world of Genesis Artist Colors

Genesis products are in place and classes have started at Hobby Lobby stores. If you would like to learn more about these classes, drop by your local Hobby Lobby and inquire. We still have several stores in need of a teacher, so if you are interested, please e-mail me and give me the location of the store(s) nearest you. Even if that Hobby Lobby has Genesis® teachers, we would like to know about you as we have many other teaching opportunities available.

A big thanks to our "Tolefriends" on the internet. Karen Chase wrote to tell us that any time there is a question about Genesis Artist Colors on the list, our teachers jump right in to answer. We really appreciate your willingness to help keep the lines of communication open, spreading the word about our great products.

Barbara Miller of Pennsylvania wrote that when she painted on porcelain it did not seem to dry properly. Jan Scheuerman replied: "If porcelain is sanded and very smooth, it may not have enough adhesion for painting. This will result in the paint 'sliding off' the porcelain as if it is not dry. Seal the porcelain with Genesis Gesso for better adhesion."

Shirley Gardner suggests that we heat our surface for a minute or so each time before we paint. This will remove the moisture that can collect on the surface due to humid conditions in the area it has been stored. This eliminates the chance of trapping moisture under the paint which can cause bubbling on the surface.

More 2002 Conventions - Plan ahead:

Heart of Ohio Tole • August 2002 • Columbus, OH
New England Traditions • October 2002 • Providence, RI

For more information about these and any other conventions, seminars and similar events for the decorative painter, please take the time to visit the Society of Decorative Painters website:

www.decorativepainters.org

Society of Decorative Painters 30th Annual Meeting & Convention May 13 - 19 • Charlotte, NC

Special Event sponsored by Genesis
May 16, 2002
9:00 am - 4:00 pm
Event 5055

Nationally-known artists/teachers
Jan Scheuerman, MDA
& Patti DeRenzo, CDA
will guide you through
three different projects using different styles, techniques, and surfaces.
In addition, you will learn how to teach a beginning Genesis® course.

Genesis Heat-Set Oil Classes

- #0025 - Red on Red Rose - Kit Gee CDA
- #0045 - Just Peachy - Carol-Lee Cisco CDA
- #0085 - Boots 'n Lace - Michelle Kerr MDA
- #0090 - Fruit Basket - Mary Kingslan Gibilisco CDA
- #0150 - Strawberries on a Berry Spoon - Jeanne Biever CDA
- #0170 - Glass Reflections - Jan Scheuerman MDA
- #0200 - Wildflowers and Butterfly - Kumiko Watabe
- #0360 - Winter Grapes - Elizabeth Scully
- #0490 - Calla Lily Soap Dispenser - Junko Tanaka CDA
- #0500 - Apple-a-Peel - Patti DeRenzo CDA
- #0530 - Mixed Vegetables - Marie Merritt
- #0535 - Blue Banded Jug - Jana Van Dyk CDA
- #0715 - Wild White Rose - Marie Merritt
- #0760 - China Rose - Patti DeRenzo CDA
- #0780 - Geranium 'n Watering Can - Sharon Hamilton MDA
- #0885 - Beginner Facial Features - Sonya Bird-Connor CDA
- #0930 - Red Poinsettia - Marie Merritt



EXHIBIT HALL HOURS

FULL REGISTRANTS ONLY
5 to 9 pm Thursday, May 16

PARTIAL REGISTRANTS AND GENERAL PUBLIC
10 am to 6 pm Friday, May 17, and Saturday, May 18;
9 am to 3 pm Sunday, May 19

For More Information Contact:

SOCIETY OF DECORATIVE PAINTERS

393 N. McLean Blvd. • Wichita, Ks 67203-5968
Phone: 316.269.9300 • Fax 316.269.9191

www.decorativepainters.org

GENESIS INTRODUCES FIVE NEW COLORS - AVAILABLE SOON!

Genesis Orange #86195K
An opaque, true, medium orange,
comparable to Cadmium Orange,
TCS #OR-5-1-5.



Cobalt Blue #86198L
This true, rich color is a
staple for artists
TCS #BL-5-1-6.



Paynes Gray #86197N
A "must have" to round out
the artist's palette
TCS #BL-5-2-9



Sap Green #86196M
A favorite color for nature,
it is TCS #YG-4-3-7



Flake White #86199R
A softer yet opaque white,
TCS #WH-5-1-2.



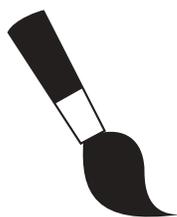
Genesis Artist Colors now both black and white Gesso:

- **Air Dry Genesis Gesso Black** 4 oz. #86201S
16 oz. #86200T
- **Air Dry Genesis Gesso White** 4 oz. #86129X
16 oz. #86137L

For all products mentioned here, consult your local dealer, or for more information contact:

GENESIS® Artist Colors International
The fine art division of American Art Clay Co., Inc.
4717 W. 16th St., Indianapolis, IN 46222 USA
(800) 374.1600 • Fax (317) 248.9300

www.genesisartistcolors.com • www.genesisdecorativeart.com



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For Up-to-the-Minute information about Genesis® Artist Colors:

www.genesisdecorativeart.com

GALLERY: Features paintings, books and pattern packets with links to individual artists.

PRODUCTS: view the entire line of Genesis® Heat-Set Oil paints: the systems, mediums, brushes, varnishes, and all the available accessories.

EDUCATION: General instructions about using Genesis, a listing of Genesis Artisans and the locations where they will be teaching.

Dear friend,

We hope you have enjoyed our quarterly newsletter, *The Artisan*. The next issue will be available June 1, 2002.

We would like to hear from you. If you have any comments, ideas or suggestions for future articles, a tip that could benefit others, please contact us: bobbie@gotcs.com

Happy Painting,
Bobbie Pearcy, Newsletter Editor