



# guildlines

Bimonthly newsletter of the Albany Chapter of the Graphic Artists Guild



## Albany Chapter Seeking Nominations for Officers to Serve 2004-2005

**NOMINATION FORMS DUE APRIL 19**  
by Sue Gutbezahl

The Albany Chapter seeks qualified and enthusiastic candidates to stand for election for the offices of President and Vice-President, which will be vacant as of July 1, 2004. Nominations are open to full members only. Associate, student, and life members are not eligible to hold office. However, they are eligible to be committee chairs and other voluntary and appointed positions.

The **President/Chapter Rep** serves a two-year term. The duties of this officer include presiding over the monthly chapter board meetings, appointing committee chairs, serving as spokesperson for the chapter, and representing the image of the chapter at all functions. As the official link between the international Guild and

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## Guild to Be Promoted at AdFacs

**TUESDAY, APRIL 27 • 10 AM – 5 PM**  
**ALBANY MARRIOTT HOTEL**

The Albany Chapter will promote the Graphic Artists Guild at this year's AdFacs Business Expo on Tuesday, April 27 with an informational booth and a panel discussion titled, ***The Marketing Campaign: A Don't Do It Yourself Project.***

At its booth, Chapter members will hand out materials explaining the benefits of Guild membership, display portfolios of work by Guild artists, and answer questions.

The panel discussion will feature three creative professionals discussing the importance of using professional graphic artists, illustrators, and web designers to develop marketing campaigns.

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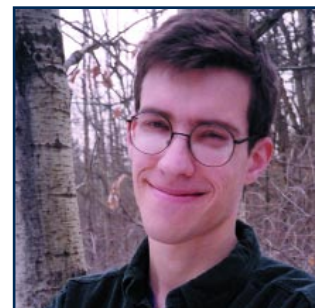
## Three Guild Artists to Discuss Their Careers

**MARCH 31 • 6:30 PM • THE COLLEGE OF SAINT ROSE**  
by Susan Mathews

On **Wednesday, March 31**, the Albany Chapter and The College of Saint Rose will host a Three-Artist Panel sponsored by Mohawk Paper Company. The event will take place at the College's **Picotte Hall, 324 State St.**, Albany. The Mohawk Paper Show will be on display in Room 20 starting at 5:30 pm, and the Three-Artist Panel will be presented in Room 26 at **6:30 pm**.

The three successful graphic artists on the panel—**Matt McElligott, Susanne Murtha, and Bill Dhalle**—will tell their unique stories and discuss their careers and work. There will be a question-and-answer period and an informal "meet the artists" at the end of the presentations.

Illustrator Matt McElligott of McElligott Graphics will talk about his work as an illustrator and writer and bring his most recent children's book, *Absolutely Not*, which will be released in late March. Books will be available that evening for signing. Matt has been active in the Albany Chapter of the Graphic Artists Guild for many years and served as its president from 1998-2000.



Susanne Murtha of Apropos Design Solutions will present her graphic designs including logos, signage, and print work. Apropos Design Solutions specializes in identity and promotion for both corporate and not-for-profit clients. Susanne was president of the Albany Chapter from 1996-1998 and served on the Guild's national board.

Bill Dhalle of SUBLEVEL 3 Design Works specializes in web design. With a diverse design background that encompasses the web, print and video, Bill's work has been seen all over the world on posters, compact disc and record album covers, and on television. Having done design work for clients ranging from the hospitality industry to local media outlets to major record labels, he possesses a creative vision that is fueled by a life-long passion for design, art, and technology. Bill is an official Macintosh Consultant. He designed the current Albany Chapter web site and serves as its webmaster.



Directions to Picotte Hall can be found on the Chapter's web site, <http://albany.gag.org>. Admission is free for Saint Rose students and Guild members and \$10 for the general public. No reservations are required. For more information, contact Saint Rose or the Guild Hotline at **800.406.1689**.

## \*president's letter



PHOTO BY JOSEPH SCHUYLER

*Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.*

—Margaret Mead

Dear members and friends,

The other day I learned a new dimension to the term "recruitment."

Maureen, my physical therapist, said, "the purpose of this exercise is recruitment." She went on to explain the importance of getting all parts of the shoulder working and working together. Her use of this term gave a lot of color to the concept of recruitment.

In an organization like the Guild, we sometimes think of recruitment as bringing in new members, but it is so much more. It is bringing in members and enhancing their unique contributions by synchronizing them with the efforts of others. This is something that does not spontaneously occur on a large scale.

You need an organization like the Guild to give a boost to your voice and actions. So if you are not already a member, consider joining.

If you are a member and are interested in synchronizing or assisting a small group that can change the world, come to a chapter meeting and join the board, or consider running for chapter president or vice-president. See the article on page 1 for details.

Members, watch your mailbox for the Guild's new *Pricing and Ethical Guidelines*, 11th edition, which may even have arrived before this newsletter. Non-members, you can get it at any bookstore or order it online at [www.gag.org](http://www.gag.org).

—Susan

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*Guildlines is published every other month by the Graphic Artists Guild of Albany for the benefit of its members. The opinions in Guildlines belong to the contributor and may not be those of the International or Local Boards. All articles, letters, art, ad inquiries, and other editorial material should be sent to*

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## chapter nominations

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the Albany Chapter, the President/Chapter Rep attends the annual meeting of the International Board of Directors.

The **Vice-President/Chapter Rep**, who also serves a two-year term, works closely with the chapter president and fills in when the president cannot attend chapter meetings or events. The Vice-President/Chapter rep is also an official link between the international organization and the Albany Chapter and attends the annual meeting of the International Board of Directors. The Vice-President may also direct and coordinate the activities of chapter committees.

The current vice-president is completing one year of a two-year term. If nominated and elected to the office of president, she will take on that position, and nominees for vice-president will stand for election. If she does not stand for election as president, she will complete the second year of her term as vice-president.

For more information about the duties of these positions, contact **Susan Mathews** during business hours at **518-587-6922** or **smathews@nycap.rr.com**. Complete job descriptions, as well as nomination requirements and forms, can be found on the chapter web site, <http://albany.gag.org>.

If you would like to nominate a colleague or yourself for either of these positions, download the nomination form and return the completed form with the appropriate signatures to **Sue Gutbezahl**, 10 Waverly Place, Albany, NY, 12203 by **April 19, 2004**. Or, attend the Albany Chapter Retreat on Saturday, April 17, and get signatures from other attendees.



## SAVE THE DATE Open Portfolio Night

The College of  
Saint Rose  
BFA Graphic Design  
Graduates

Wednesday, May 5, 2004  
6 - 9 pm  
Picotte Hall  
324 State St.

To RSVP or for  
more info, contact  
**Kristine Herrick**  
518.485.3907  
[herrickk@mail.strose.edu](mailto:herrickk@mail.strose.edu)

## THANKS!

Please join us in our appreciation of the following persons and businesses whose generosity and good service enhance our chapter experience:

*Guildlines –  
January/February Issue*  
**Walter Snyder Printer, Inc.**  
(518.272.8881)  
for donating the printing  
and folding.

**Lisa Casciotti** and **Deborah**  
and **Ben Kantor** for fulfillment  
and mailing.

*Hot Food,  
Hot Topics Dinner*  
**Polly M. Law** for coordinating  
the event.

**Lisa Casciotti** for designing  
the invitation.

## \*member news and benefits

### ::wet paint::

The Desmond Hotel commissioned **Ruby Johnson** for the second year in a row to create the artwork for its annual American Wine Festival event, which took place February 6 and 7. Ruby was featured in one of the event program's articles as the artist behind the posters. Her artwork can be accessed through The Desmond's web site, [www.desmondhotelsalbany.com/aawfbrochure.htm](http://www.desmondhotelsalbany.com/aawfbrochure.htm).



**Matt McElligott** has written and illustrated a new children's book, *Absolutely Not*, which will be published this March by Walker and Company. Matt uses optical illusions and visual surprises to tell the story of two bugs, an optimist and a pessimist, who go for a walk one summer day. Additional information about the book is available on his web site, [www.mattmcelligott.com](http://www.mattmcelligott.com).

**Jen Tavormina** of Hyland

Design announces the launch of [www.hylandillustration.com](http://www.hylandillustration.com), her web site designed by friend Scott Wild. The site features a portfolio of her illustrations and a "what's new" page where visitors might find further links and artist comments worth clicking to.

### ::introducing::

**Doug Bartow** is the principal of id29, a new design and marketing firm he and his business partner recently started in downtown Troy, NY. One of their first clients was The Grandoe Corporation in Gloversville, NY, who wanted a completely new visual communications approach for its



ski, snowboard, dress, and casual glove lines. With elegant simplicity, they reinvented the Grandoe brand by literally turning it on its head. This print ad is one element of a comprehensive effort that introduced vibrancy and energy to a rather staid and emotionless brand.

Previously—since 1995—Doug was the Director of Design at the

Massachusetts Museum of Contemporary Art (MASS MoCA), the country's largest arts center. He single-handedly designed MASS MoCA's visual identity, exhibition and wayfinding systems, and Internet presence and executed all aspects of the museum's visual communication. Respected throughout the regional design community for his unique approach to type and image, Doug has been published in numerous design annuals, including *HOW*, *Print*, and *Bikini*, for his work for clients such as Nike and the Williamstown Theatre Festival.

## April is Copyright Awareness Month

The Copyright Society of the USA, in conjunction with the U.S. Copyright Office and a host of other legal, business, and artistic organizations, will be sponsoring Copyright Awareness Month in April 2004. The purpose of Copyright Awareness Month is to reaffirm the notion of copyright and the copyright laws as important foundations for promoting artistic and literary creativity and to help students understand the importance of the creative arts to our culture. During Copyright Awareness Month, the Copyright Society of the USA is arranging for speakers and preparing materials to help disseminate information to students relative to the issues surrounding the new challenges facing artists.

If you would like to arrange a speaker or receive free book-marks and posters for your school or organization or if you'd like to become involved in this effort, contact **Staciellen Stevenson Heasley** at [staciellen@usa.net](mailto:staciellen@usa.net). Additional information about Copyright Awareness Month can be found at [www.csusa.org](http://www.csusa.org).

## guild at adfacs

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Their presentation will be targeted to local marketing executives, especially those who produce promotional materials in-house. Artists who attend will obtain practical advice on how to pitch their services to such clients. Check the AdFacs Expo program guide or web site, [www.adfacs.com](http://www.adfacs.com), for the time and room number.

**Volunteers Needed:** to staff the Guild booth for 1-2 hours between 9:00 am and 5:00 pm. To volunteer, contact **Lianne Webster-Kim** at **518.928.3047** or [lmw@alum.rpi.edu](mailto:lmw@alum.rpi.edu).

**Members:** if you need to update or add your pages to the chapter's portfolios, contact **Delma Phillips-Siegel** at **518.482.0336** or [dpsiegel@nycap.rr.com](mailto:dpsiegel@nycap.rr.com).

## SAVE THE DATE

**Saturday, April 17**  
**Albany Chapter**  
**Board Retreat**

Help plan the direction of the Chapter.  
All Members Welcome!  
Watch for details in your e-mail and on the chapter web site.

## Members' Favorite Web Sites

*Submitted by Karen Ward*

<http://cloford.com/resources/colours/websafe3.htm>

This is a great site to view web-safe color palettes. Hex codes and RGB values are listed side by side in an easy-to-view format. When you select a hex number, a large swatch of the color is displayed within the entire table, revealing how the selected color works with other colors within the palette.

If you have a favorite web site of interest to members, send it to the Editor with a description of its features and why you like it



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### ::mission statement::

The Graphic Artists Guild promotes and protects the economic interests of its members. It is committed to improving conditions for all creators of graphic art and raising standards for the entire industry.

## Guild Considering Disaffiliating from the UAW

The Guild is coming to the end of its five-year trial period of affiliation with the UAW. After careful review, the International Board voted to disaffiliate. By April 10, written ballots will be mailed out to the membership to vote on this important issue. If you have questions regarding disaffiliation, please send them to [smathews@nycap.rr.com](mailto:smathews@nycap.rr.com) or [lmw@alum.rpi.edu](mailto:lmw@alum.rpi.edu).

*\*Your dues must be paid in full by March 9 in order to receive a ballot.*

Check out the new *featured artist* at  
<http://albany.gag.org>

*March* Deborah Kantor

*April* Polly M. Law

## \*calendar

### March 1, Monday.

Chapter Meeting, 6:00 pm.  
Sage College of Albany, Room 101.  
Contact: [smathews@nycap.rr.com](mailto:smathews@nycap.rr.com).

### March 5, Friday.

Newsletter Submission Deadline.  
May / June issue.  
Contact: [dkantor@nycap.rr.com](mailto:dkantor@nycap.rr.com).

### March 31, Wednesday.

Three-Artist Panel (6:30 pm) and  
Mohawk Paper Show (5:30 pm).  
Picotte Hall, 324 State St., Albany.  
Hotline: 800.406.1689

### April 5, Monday.

Chapter Meeting, 6:00 pm.  
Sage College of Albany, Room 101.  
Contact: [smathews@nycap.rr.com](mailto:smathews@nycap.rr.com).

### April 17, Saturday.

Chapter Board Retreat.  
Watch for details.  
Contact: [smathews@nycap.rr.com](mailto:smathews@nycap.rr.com).

### April 19, Monday.

Deadline for Officer Nominations.  
Contact: [smathews@nycap.rr.com](mailto:smathews@nycap.rr.com).

### April 27, Tuesday.

AdFacs Business Expo,  
10:00 am to 5:00 pm.  
Albany Marriott Hotel, 189 Wolf Rd.  
Contact: [lmw@alum.rpi.edu](mailto:lmw@alum.rpi.edu).

### April 27, Tuesday.

*The Marketing Campaign:  
A Don't Do It Yourself Project,*  
AdFacs Business Expo.  
(see AdFacs Program Guide for  
time and room number)  
Contact: [lmw@alum.rpi.edu](mailto:lmw@alum.rpi.edu).

### May 3, Monday.

Chapter Meeting, 6:00 pm.  
Sage College of Albany, Room 101.  
Contact: [smathews@nycap.rr.com](mailto:smathews@nycap.rr.com).

### May 7, Friday.

Newsletter Submission Deadline.  
July / August issue.  
Contact: [dkantor@nycap.rr.com](mailto:dkantor@nycap.rr.com).