

THE SOCIETY FOR CALLIGRAPHY, SOUTHERN CALIFORNIA
PRESENTS THE NINTH ANNUAL MEMBERS' CONFERENCE



FRIDAY THROUGH MONDAY
FEBRUARY 14-17, 2014

KELLOGG WEST
CONFERENCE CENTER AND LODGE
AT CAL POLY POMONA
3801 WEST TEMPLE
POMONA, CALIFORNIA



CONFERENCE PLACE AND DATES

Held at Kellogg West Conference Center, Cal Poly Pomona. Friday through Monday, February 14-17, 2014. This is Presidents' Day weekend.

LETTERS 2014 CONFERENCE

You must be a member of the Society for Calligraphy to be a participant of this conference. Non-participants (guests and spouse) do not need to be members. You will have ONE class for the entire conference (21 hours of class time). Evening programs will be free and open to the public.

MEMBERSHIP

Send the membership form along with \$42 membership fee (check made payable to SfC) to Ellen Greenberg, 13326 Beach Avenue, Marina Del Rey, CA, 90292. Membership form available on website at www.societyforcalligraphy.org

HOTEL TYPE ACCOMMODATIONS

- Two double beds
- In-room coffee makers
- Irons and hair dryers
- Small refrigerator
- Complimentary high-speed wireless internet in all rooms
- Private balconies or patios
- Pool, spa, fitness room available
- Complimentary Parking

FABULOUS GOURMET FOOD

- All meals will be Buffet
- Refreshment breaks throughout the day (including fruit, pastries and best of all, chocolate)

CLASSROOMS

- One table per person with lumbar support chairs.
- Small classes - limited to no more than 12 students.
- Large windows in most classrooms providing scenic views.
- All classrooms, programs, dining room and guest rooms in VERY close proximity.

VOLUNTEERS NEEDED FOR:

- Help with registration on Friday morning
- Welcome activities and services
- Help set-up Exhibits
- Assisting Jennifer at Paper & Ink Arts Store

If you would like to volunteer, please contact Linda Renner at la.renner@verizon.net or 562-433-7771.

SCHEDULE OF EVENTS

All announcements will be at lunch

Friday

- | | |
|----------------------------|--------------------|
| • Paper & Ink Arts Store | 7:30 AM - 10:00 PM |
| • Check-in for conference | 8:00 AM - 10:00 AM |
| • Classes start | 10:00 AM - 12 NOON |
| • Lunch & Welcome | 12 NOON - 1:30 PM |
| • Classes in afternoon | 1:30 PM - 5:00 PM |
| • No Host Bar | 5:00 PM - 9:30 PM |
| • Dinner Buffet | 6:00 PM - 7:30 PM |
| • Social Time/Mini-Classes | 7:30 PM - 9:30 PM |

Saturday

- | | |
|----------------------------|--------------------|
| • Paper & Ink Arts Store | 9:00 AM - 10:00 PM |
| • Breakfast Buffet | 7:30 AM - 9:00 AM |
| • Morning Classes | 9:00 AM - 12 NOON |
| • Lunch Buffet | 12 NOON - 1:30 PM |
| • Afternoon Classes | 1:30 PM - 5:00 PM |
| • No Host Bar | 5:00 PM - 9:30 PM |
| • Dinner Buffet | 6:00 PM - 7:30 PM |
| • Social Time/Mini-Classes | 7:30 PM - 9:30 PM |

Sunday

- | | |
|---|--------------------|
| • Paper & Ink Arts Store | 9:00 AM - 10:00 PM |
| • Breakfast Buffet | 7:30 AM - 9:00 AM |
| • Morning Classes | 9:00 AM - 11:30 PM |
| • Work-in-Progress Walk-Through and Lunch Buffet | 11:30 AM - 1:30 PM |
| • Afternoon Classes | 1:30 PM - 5:00 PM |
| • No Host Bar | 5:00 PM - 9:30 PM |
| • Dinner Buffet | 6:00 PM - 7:30 PM |
| • Social | 8:00 PM - 9:30 PM |

Monday

- | | |
|--------------------------|-------------------|
| • Paper & Ink Arts Store | SEMI-CLOSED |
| • Breakfast Buffet | 7:30 AM - 9:00 AM |
| • Morning Class | 9:00 AM - 12 NOON |
| • Check-out | 8:00 AM - 12 NOON |

Scribe Store will not be open during class time.

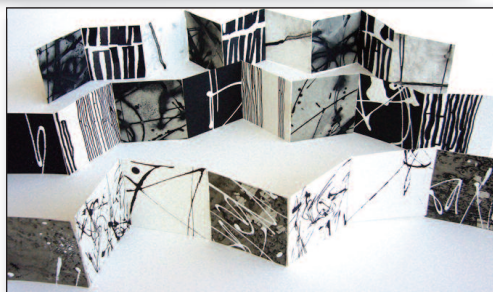
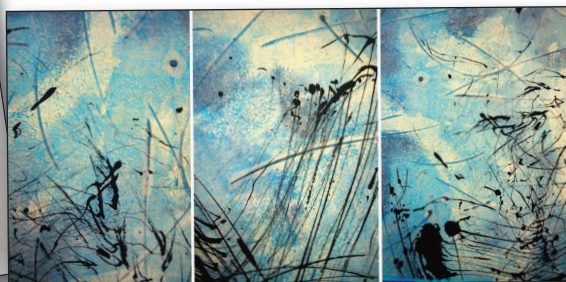
INSTRUCTORS AND CLASS INFORMATION

1. YUKIMI ANNAND ... SEQUENCE: JOURNEY OF MAKING ACCORDION BOOKS WITH EXPERIMENTAL CALLIGRAPHIC TEXTURES



YUKIMI ANNAND

Yukimi studied communication design and worked for ten years as a graphic designer in Tokyo, Japan. She left her position as a director in the prestigious Takenobu Igarashi Studio to come to the U.S. in 1990. She has been studying calligraphy over ten years, and her works have been exhibited in the U.S., Japan and Europe. She is discovering her soul in letters and hoping to find her niche as a text artist who combines a love of nature and of letters. Please visit her website: www.yukimiannand.com



In this workshop, we choose one or two texts and experiment with making expressive pages with original calligraphic marks. We start from creating marks with different writing tools and any found objects. We then design alphabets with those new marks to write our chosen texts in various ways. We examine writing speed, pressure, the directions of strokes, and the relationship between letters for making effective textures. The exercises include layering, movement, tones and use of one or two colors. Basic design layout and composition, and use of line and space in Japanese calligraphy will be discussed.

We will assemble selected exercise pieces to construct accordion books, folding screens and/or series of individual pages to present our journey in sequence.

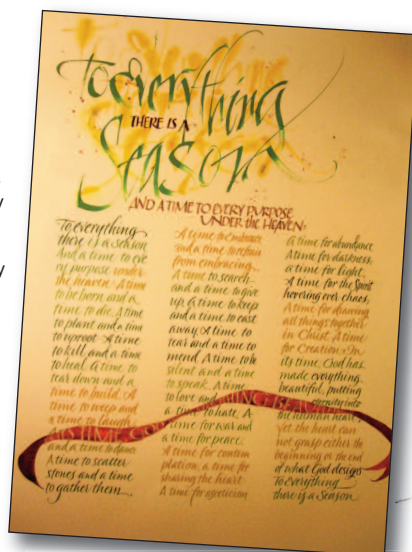
Level: For the more experienced calligrapher

2. BARBARA CLOSE ... POWER PAGES: DESIGNING TECHNIQUES FROM DELICATE TO ROARING

BARBARA CLOSE

Barbara has been a freelance calligrapher, graphic designer, and instructor for many years. She has taught many classes and workshops in various cities in California, across the country and in Canada. She enjoys teaching a variety of classes that range from studies of many calligraphic styles to other unique classes that involve her creative passion. Her work is nationally known as full of vitality and fun yet skillfully executed.

She has taught for several International Calligraphy Conferences throughout the U.S. and continues to be an active board member of the Society for Calligraphy. Her designs include greeting cards for Marcel Schurman Co., Logo for Somerset Studio Magazine and alphabet cartridge "The Calligraphy Collection" for ProvoCraft's die-cut machine called 'The Cricut.'



Our imaginations can take us to new heights ...if we allow them to do so with open minds and a will to explore new territories. Barbara will show techniques in designing page layouts without intimidation. Fun step-by-step processes will be reviewed as well as thinking outside the box. We'll be creating the art you once dreamed of with full confidence and joy. The essential calligraphic quality of marks and lettermaking will be stressed. Many fun and unusual tools will be employed to help create these POWER PAGES.



3. LISA ENGELBRECHT . . . THE FABRIC OF MEMORY: A HAND LETTERED FABRIC BOOK OF PERSONAL MEMORIES AND MEMENTOS



LISA ENGELBRECHT

Lisa Engelbrecht passionately pursues lettering of all types on all surfaces. She's a lettering artist and instructor in calligraphy, creativity and mixed media. Lisa teaches classes internationally specializing in lettering on fabric, experimental lettering and the creative process. She teaches at collage, quilting and alternative arts conferences nationwide. Her work can be seen in *Cloth Paper Scissors*, *Somerset Studios* and the prestigious *Letter Arts Review Annual*. She is the author of *Modern Mark Making/Modern Calligraphy* from Quayside. She is interested not only in classical letterforms but also alternative surfaces for lettering including tattoos and current street influences on modern calligraphy.

Learn how to combine calligraphy, personal photos, small tokens, mementos, and paper ephemera on fabric to tell your personal story. Ascertain innovative ways to create pockets to house mementos or various small objects. Add extra texture and drama to the pages of your journal with lettering, fabric and paper altering techniques. Delight in the details as we learn about the joys of painting and hand stitching to create texture and drama onto your pages. Lastly you will assemble your book by way of a simple binding. Photo Transfers to fabric will be added to make this a family treasure for many years to come.



4. SARA LOESCH-FRANK . . . DEMYSTIFYING OUR RAINBOW



SARA LOESCH-FRANK

Sara was raised in New Mexico where her love of wide open spaces and vivid colors began. It led to her Masters of Art Education at UNM. She began teaching art in 1972 and still teaches it in northern California. Her themes of nature and conservation are combined with experimental approaches to various media and letters. She has participated in 14 Conferences and studied with many European and American calligraphers. Examples of her work were chosen for the Connecticut conference exhibition and were in *Letter Arts Review*. She also teaches "Art, Chemistry and Madness: the Science of Art Materials" at Stanford University and in the Cantor Museum.



Explore color, some of its history and many usages within a variety of art materials. Students will experiment with making a range of materials to produce personalized pigments for backgrounds, colored letters and decorative elements within the page. Pastels, watercolors, egg tempera and information about gouache vs. ink will be included.



5. SUSAN LONGEROT . . . EXPLORATIONS OF BOOK STRUCTURES AND SURFACE DESIGN



SUSAN LONGEROT

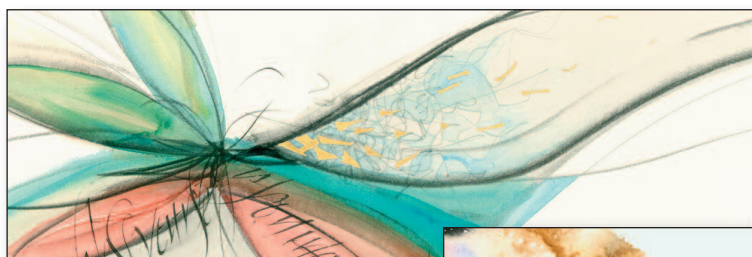
I am a second generation native Californian. I graduated from Cal State University at Long Beach where I earned a degree in Art, Education and Cultural Anthropology. After graduation, I taught in the Long Beach Unified School District. For the past twenty-five years I have been teaching adult classes in book binding as an artistic expression and surface designing on paper. I am a fickle artist, experimenting with combining calligraphy, painting, photography, journaling and artist books. They all overlap in my artwork. Although I skip from one medium to another, the common denominator is always COLOR. I currently live in Newport Beach with my husband, Keith. We share a studio space in Costa Mesa.



We will create surface designs for all of the decorative paper used in the binding of our book structures. The surface designs will involve negative space design, symbolism, color theory with watercolor and collage and Itajime rice papers which will be used for some of our pages. Three diverse book structures will be explored. The first is a collapsible book/box with hand dyed pages. The second is a hard cover book with exposed spine stitching and beading with pocket pages to hold directions and samples for each type of stitch. The third is a hard page book that is bound on bronze rods with a knotted and beaded spine.



6. SHERRIE LOVLER . . . TAKING FLIGHT: CALLIGRAPHY AS ABSTRACT PAINTING



SHERRIE LOVLER

Sherrie learned calligraphy in high school and continued studies with Hermann Zapf and Dick Beasley influenced her work. She has been teaching for over 30 years, including Northern Arizona University, International Calligraphy Conferences and Ghost Ranch. Her art has been published in The Art & Craft of Hand Lettering, Letter Arts Review Annuals, and many other books and journals. Accepted in both juried and group shows, Sherrie recently had a solo exhibition featuring her paintings inspired by her poems. Her newest art and poetry can be seen at www.natureartandpoetry.com and her prints are available through www.inkmonkey.com.



In this workshop we will learn to use four styles of lettering as doorways to creating abstract paintings that go beyond words and letters to express our creativity. Although this is not a class in which you will learn an alphabet, we will explore the general structures of brush lettering, Roman capitals, Italic and Neuland to discover the essence of each style.

Through a series of exercises we will experience the letters' shapes and spaces, colors and shades of light, to find a personal connection with them. Working with gestures, our senses, and listening for inspiration from our muses, we will discover the images, thoughts and feelings that spontaneously arise within us in relation to each lettering style. We will allow these images to guide the marks we make on the page and follow the expression of these marks to complete works of art and a book that each participant will make.

Lessons on the elements and principles of design, and using color will be woven into the fabric of this workshop, so even those with no formal art training can learn this process of using familiar letter styles as a portal into the exciting world of artistic expression.

7. MASSIMO POLELLO . . . ORDER AND CHAOS – ROMAN CAPS



MASSIMO POLELLO

Massimo is an internationally known Italian calligrapher. Over recent years he has taken part in major competitions of world standing, given workshops and training in calligraphy and displayed his work in collective and solo national and international exhibitions. After studying the traditional calligraphic styles, he geared his personal quest towards the artistic expression of this discipline by creating his own language and an ontologically expressive approach aimed at imparting the culture of calligraphic art in a contemporary idiom.



The aim of the first part of the course is to present the Roman letters in their purest forms, their construction, ductus, proportions and spacing, written initially with an ordinary pencil and then with a flat brush. Even at this early stage we might start to realise that the Roman letter's basic shape always depends on fortune -- the time and the moment of writing.

The second part will develop and explore the different ways of executing a freer form of writing -- reaching for the unexpected, random and fantastic. A form of writing that is driven by instinct, and comes from the "gut," writing that arises from Dionysus' CHAOS, which has apparently no rules. Suggested ways of doing this type of research includes "dripping," writing with your eyes closed or pictorial gestural techniques, but the aim is to encourage every student to develop his/her own technique.

Finally, we will combine capital letters and free writing, Order and Chaos, Apollonian and Dionysian making and binding a book.

8. CARL ROHRS . . . WHAT MATTERS MOST (TO THE LOUDMOUTH, ANYWAY)



CARL ROHRS

Carl Rohrs has been a freelance lettering artist and signpainter in Santa Cruz, CA for more than 25 years. He has been teaching lettering and graphic design at Cabrillo College since 1984 and workshops for unsuspecting calligraphy societies around the country and in Canada and Europe for what seems like a long time, and has managed to keep the splashing of ink on students to a minimum.

The two calligraphic techniques that I am drawn to the most lately are a pointed brush using parallel strokes and a flat pen losing contact with the writing surface — relatively simple ideas that seem to have a half-lifetime's worth of discovery and refinement lurking within.

With a flat pen, our focus will be on an ever more delicate sense of the contact between pen and paper, and the control of the bead of ink that is in-between: Using & losing contact with the paper for unusual stroke shape and a controlled ragged line. For pointed brush, it's standard to lay the side of the brush down and head south, but to use the brush in the way it desires in its secret heart is to achieve the feather-shaped beauty of the parallel stroke for graceful shapes that occur absolutely nowhere else in all of calligraphy.

We'll fit these two approaches into the traditional ways of handling both these tools while learning to modulate their use for a more sophisticated appearance for classical calligraphy all the way to screamingly modern calligraphic wilderness.

9. DEANN SINGH . . . ILLUMINATION, GILDING AND MANUSCRIPT DESIGN



This class will be for those who want a slow paced experience and still accomplish a finished painted decorated letter with real gold gilding. Manuscript painting is relaxing and rewarding. It's detail oriented and reminds me of coloring in a coloring book. With that said, you can do the simplest techniques or participate at a much deeper level. I will have the letters to trace then paint with gouache or you can design your own letter, grind the paints and make your own ink. You can participate at the level that feels comfortable for you. I will bring many resources for students to use to achieve their design.

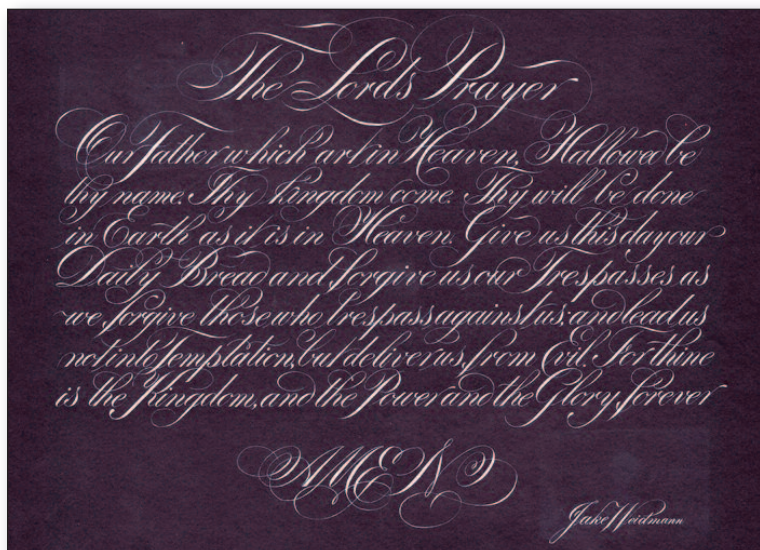
I will also show you how to flat gild with an acrylic adhesive, but will bring samples of old techniques. We'll work on parchment paper, which looks very similar to vellum and is transparent so it's easy to see through. I'll bring my copy machine so you can size and resize elements to trace. For those who are interested I'll show you some manuscript canons and how to use them for a double page spread.

All levels welcome.

DEANN SINGH

De Ann has been teaching calligraphy since 1981. She has been a calligrapher for the County of Los Angeles and owns and operates a calligraphy and graphic design studio "Designing Letters." She is past president of the SFC and is current Editor of *Calligraph*. She is the originator of Letters California Style. She co-authored, *Hand Lettering: Simple, Creative Styles for Cards, Scrapbooks & More*, and was technical editor for, *Simple Stroke Calligraphy* by Marci Donley. Her work can be seen in movies and television including *National Treasure*, *Book of Secrets* and *Charmed*.

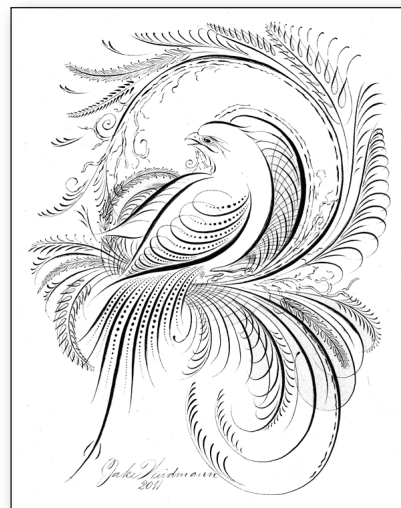
10. JAKE WEIDMANN . . . THE FUNDAMENTALS OF FLOURISHING



JAKE WEIDMANN

Jake is a professional artist and penman who lives and works in Denver, Colorado. He received his Master Penman certificate through The International Association of Master Penmen, Engrossers and Teachers of Handwriting in July of 2011. Jake works across numerous mediums in art and calligraphy and is most well known for his use of flourishing and hand lettering in the context of his art pieces. As a Master Penman, He is passionate about further educating others about the history and traditional techniques of this great art form that might flourish for years to come!

This class will cover the foundational elements of off-hand flourishing with the pointed pen. I will lead the class through the basic strokes and techniques of this beautiful art form, which stemmed from script calligraphy. It will progress from the individual strokes to composing them into some of the most beautiful traditional designs like plumes, quills and flourished birds. This is a very fun class that is relaxed and relieved of the rigid curriculum of teaching an alphabet.



GENERAL INFORMATION

Letters 2014 Conference -- You **MUST** be an SfC member to be a participant in the conference. Guest/Spouse do not need to be members. Evening programs and exhibits will be free and open to the public.

Conference Check-In is 8 AM to 10 AM on Friday, February 14TH, downstairs at the Conference Desk. Attendees can put their classroom supplies directly into their classrooms.

Hotel Check-In is at 3 PM on day of arrival. Bags may be stored in the lobby before check-in time. Baggage handlers will help bring your bags to your room for a flat fee of \$3 per trip. You will be notified when it is your time to register for your lodging room.

Early Check-In on Thursday includes breakfast on Friday morning. Dinner on Thursday is not provided at Kellogg but dinner will be available for \$25.00 payable at the door.

All meals will be buffet. You will find the food and desserts wonderful (and we do mean wonderful). Your ID Badge will be your meal ticket and it **MUST** be presented at the dining room door for each meal. **NO NAME BADGE – NO MEALS – NO EXCEPTIONS.** If guests wish to join us for a meal, they **MUST** pay at the entrance to the dining room.

Class Schedule – Friday, 10 AM - 5 PM; Saturday, 9 AM - 5 PM; Sunday, 9 AM - 5 PM; Monday 9 AM -12 NOON. We are starting class promptly at 10 AM Friday morning, **so please plan your travel accordingly.** You will have ONE class for the entire conference (21 hours of class time).

Participants Welcome Luncheon – A Welcome Luncheon will take place in the dining room on Friday, February 14TH from noon to 1:30 PM. Important conference announcements will be made.

Formal Walk-Through – We will have a “Works-In-Progress Walk-Through” and “Lunch” period on Sunday 11:30 - 1:30. Classes will resume promptly at 1:30.

Shuttle Service to and from Ontario Airport
Complimentary airport shuttle service is available to and from Ontario International Airport only. **Please include your airline travel schedule --- arrival and departure times and airline on your registration form.**

SPECIAL ATTRACTIONS:

Paper & Ink Arts – Jennifer Allen will be there all day Friday thru Sunday with her usual fabulous selection of supplies for purchase. You can pre-order your supplies at paperinkarts.com and they will be at conference when you arrive.

Mini-Classes will be \$25 for 2-hour classes. You will be notified of Mini-Classes in December. Classes will require pre-registration at a stated date as they fill very quickly. All mini-classes will be selected by lottery.

Scribe Store – We will once again have our “Scribe Store” selling handmade items from our members and teachers. If you are interested in selling your art, contact Ellen Greenberg **in advance** at ellen@greenberg.org

Teachers and Participant Exhibit – Start planning your piece now.

Massage Therapist – Nelie and Amy will be back with their magic fingers. You will be notified when to make appointments on Saturday and Sunday. This is truly a real treat to unwind at the end of the day.

For more information you can contact:

Conference Director:	Carrie Imai	carrieimai@ix.netcom.com	818-713-1754
Faculty:	Carrie Imai	carrieimai@ix.netcom.com	818-713-1754
Registrar:	Carol Hicks	dhicks5@socal.rr.com	818-340-4488
Facility:	Barbara Close	barbicl@aol.com	714-522-3084
Mini-Classes:	Karin Gable	colourmepurple@sbcglobal.net	818-343-2402
Scribe Store:	Ellen Greenberg	ellen@greenberg.org	310-476-8470
Faculty/Participant Exhibits:	Chris Ewen	c562blank@yahoo.com	562-425-4472
Volunteers:	Linda Renner	la.renner@verizon.net	562-433-7771

REGISTRATION AND PAYMENT INFORMATION

DEPOSIT AND CLASS PRIORITY NUMBERS –

A Class Priority Number will be given to you when your deposit check of \$50 is received (\$25 of which is non-refundable). Your **ONE** class for the conference will be chosen using the Class Priority Number. We ask that you make three selections in order of your preference.

FINANCIAL INFORMATION –

The charges for Kellogg West and the teaching fees have been combined into the “Complete Meeting Package.” You need send only **ONE** check made payable to “**SfC.**” Send your check to Carol Hicks along with your Registration Form located on the last page of this brochure. You may send your information and money at any time before November 15, 2013. Registration and class enrollment of ONE class will be processed according to Class Priority Number.

ROOMMATES –

Please confirm a roommate before sending in your registration form. If you need help finding a roommate, email or call Carol Hicks at dhicks5@socal.rr.com or 818-340-4488 for a list of participants that are looking to share a room.

CONFERENCE SPECIAL RATES –

The “Complete Meeting Package” for single and double participants will include hotel room with two double beds, small fridge, hair dryer and coffee machine in each room, meals and snacks, use of the classrooms, pool and fitness room AND your teacher fees.

"Complete Meeting Package" **from Friday, 10am to Monday Noon**

- **Single** (includes single housing, all meals, classroom use, use of facility & teacher fee) \$930.00
- **Double** (includes housing with a roommate, meals, classroom use, use of facility & teacher fee) ... \$816.00
- **Commuter** (includes classroom use, lunch only, use of facility & teacher fee) \$539.00
- **Guest/Spouse** Rate (includes housing, all meals, use of facility -- no classes) \$357.00

EXTRA NIGHTS –

If you will be coming early or staying extra nights, you can make the arrangements at the same time you make your reservations. Extra night prices include breakfast in the cafeteria.

- Extra night for Single room \$110.00
- Extra night for Double room per person \$ 65.00

* **Please Note:** Special requests will be honored as best as possible, but room type and location cannot be guaranteed.

PAYMENT –

- **Make checks payable to “SfC.”** Checks will be cashed immediately.
- **Please fill out the SfC Registration Form completely and send it along with your payment to:**

Carol Hicks
23435 Community Street
West Hills, CA 91304

- **Deadline – November 15, 2013**
Total payment must be made no later than November 15, 2013. Classes will be assigned after this date.

- **Membership** – New or non-current members may include the membership fee of \$42 or you can send it separately to:
Ellen Greenberg,
13326 Beach Avenue Unit 201,
Marina Del Rey, CA 90292.

SCHEDULE OF CANCELLATION AND REFUNDS –

- Cancellation requests received
- Before November 15, 2013, total refund minus \$25 non-refundable fee.
- Before January 15, 2014 total refund minus \$50.
- **No refunds of class fees** (\$250) after January 15, 2014.
- Total refund of Kellogg portion before January 15, 2014.

QUESTIONS?

Contact Carol Hicks by phone at 818-340-4488 or by email at dhicks5@socal.rr.com.

PLEASE MAKE A FILE FOR “LETTERS 2014” AND KEEP ALL INFORMATION

2014 REGISTRATION FORM --- PLEASE FILL OUT COMPLETELY

Name _____

Address _____

City / State / Zip _____

Home Phone _____ Email _____

Emergency name _____

Emergency Phone Number _____

ARRIVAL: THURS _____ FRI _____ DEPARTURE: _____ Dietary Requests _____

ROOM: Handicapped _____ No Stairs _____ Main Lodge (up hill) _____

Name of Roommate _____

CLASS SELECTION: ONE CLASS FOR ENTIRE CONFERENCE .. PLEASE INCLUDE ALL THREE CHOICES

First Choice Class # _____ Instructor _____

Second Choice Class # _____ Instructor _____

Third Choice Class # _____ Instructor _____

☐ Single Room **\$930** (housing, meals, use of classrooms, and teacher fees) \$ _____

☐ Double Room **\$816** (housing with roommate, meals, use of classroom, and teacher fees)..... \$ _____

☐ Commuter Rate **\$539** (LUNCHES ONLY, use of classroom, and teacher fees)..... \$ _____

☐ Guest/Spouse Rate **\$357** (housing, all meals, NO CLASSES) \$ _____

☐ Extra Night SINGLE **\$110** (includes breakfast, no dinner) \$ _____

☐ Extra Night DOUBLE **\$65** (includes breakfast, no dinner) \$ _____

☐ I am a current member of SFC (already paid dues 2013-2014) \$ _____ 0

☐ I am NOT a current member of SFC (include \$42 and membership form) \$ _____

SUB TOTAL \$ _____

Subtract \$50 ONLY if you Paid Deposit - \$ _____

☐ TOTAL PAYMENT DUE before **November 15, 2014** \$ _____

**MAIL THIS REGISTRATION FORM AND PAYMENT (PAYABLE TO SFC) TO
CAROL HICKS, 23435 COMMUNITY STREET, WEST HILLS, CA 91304**

PLEASE PHOTOCOPY ALL FORMS BEFORE MAILING