



THE ONLINE NEWSLETTER FROM YOUR FRIENDS AT STOCKART.COM



VOLUME 12 • MAY 2004

SLIPPER

featured artist

Jim Starr

I've always enjoyed drawing. I can remember times in elementary school being sent out in the hall with my desk having been caught drawing instead of paying attention. So it was natural for me to pursue a career as an illustrator. I am still amazed that I have been able to do what I love and prosper. In 1982, I graduated from Carnegie- Mellon University, and majored in Illustration. Just two years out of school, I found my dream job as a staff Illustrator at Eucalyptus Tree Studio, in Baltimore, MD. It was there that I gained valuable Illustration experience, being given opportunities that would have otherwise been difficult to come by as a young freelancer. At Eucalyptus I learned the value of versatility. For the last 14 years I've been a freelancer. Currently, I live and work near Baltimore and Washington D.C., in the small town of Stewartstown, PA.

I continue to enjoy working in various techniques, which suit the assignment. I may be found working part of the day sketching on paper, doing an intricate scratch board illustration, working with bold vector graphics in Adobe Illustrator, Airbrushing in Photoshop, or painting a pastel in Corel Painter. Trying different techniques and new programs on my Mac keeps me fresh, and excited about my work. My versatility aids in my quest to be constantly changing and growing.

My relationship with Stockart.com started way back in 1995. Things at Stockart.com have changed greatly, from strictly black and white line art with a handful of artists, to many talented Illustrators ranging in a multitude of styles and techniques, and color.

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featured artist continued

Through my relationship with Stockart.com I've enjoyed both consignment sales as well as consistent stock sales. Some of my best paying consignments and highest profile images have been solicited through Stockart.com. If that wasn't enough, I have always enjoyed working together with the fun and energetic people at Stockart.com. They've always been eager to hear my concerns, as well as my ideas. I feel that I'm a valuable member of the Stockart.com team.

I've been witness to founder and president, Richard Askew's vision for Stockart.com as well as his creative, innovative ideas. I admire his staunch support for the artist and the high standards he has maintained for the stock industry.

I have a great deal of faith in him to continue to be an inspirational and creative force with Stockart.com.

My plan is to continue for another 20 years doing what I love. Stockart.com will be a part of that plan. I'm excited to see how my work will continue to change and where the stock illustration industry will go.

WHAT'S UP?

letter from the prez



Dear Team,

Summer is near and it's time to refocus on excellence. We have been up and down for the past few months but it feels as though we have weathered the storm. Here is the Readers Digest version of where we are here at Stockart.com.

We have another flipbook in the plans to be mailed in July! Last year's effort was a big boost at a very difficult time. When the economy is struggling, marketing becomes a must. When the times get tough, you know what the tough do. If we get great participation it will make the cost extremely affordable, so please try to make it happen.

We have a bunch of extras from last year so if you would like to see how they came out give us a call. Maile will have the details on costs, circulation and theme. This year we are going to streamline our theme as the better our cohesion as a group, the stronger we look as an alliance. We are going with the current and edgy theme of 'POLITICS'. Interpret it as you want, don't concern yourselves with specifics. We trust your creativity and talent and are excited to see what you come up with!

I had a suggestion from Jim Starr, who is our featured artist this month, for us to build a less secure site so we get indexed in the Google image search site. He has had some great success from customers finding him through this medium. The new site is up and we are waiting for the spider to come find it and index all of our images. If a user clicks on the image it takes them to the Stockart.com site. Wish us all luck on this strategy and thank Jim for the idea.

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letter from the prez continued

Oh yes, more good news! The spider I've been working on now for a couple of years is going to be used by Digimarc soon. We will be providing them with targeted searches to grab images off specific websites and look for their digital watermarks. I use this technology to find those who have pirated from Stockart.com. The deal is starting off small, but I am very confident it's going to be a huge success. Right now Digimarc gets image feeds from a search engine crawler which only goes a couple of levels deep from random sites, some of which are commercial and some of which are not. Our technology grabs 90%+ of the images on any website without the new flash (which we will be cracking soon)! I'll keep you posted on how this develops. Wish us luck, as it sure would be nice to plow some more money in Stockart.

Our challenges with infringement issues continue to mount. We have found another fifteen cases since our last siren was published. It really has made me cynical about this industry. When I apply myself and dig in, I average two cases a day. I do have some good news as we have a break-through! The FTD case is finally moving forward as we have our first court date set in Denver on

May 25th. This thing could go on for months and months or settle fairly quickly, who knows! We have so much invested in this out of pocket already (close to \$20k), that we certainly won't cave in without making a little ruckus.

Lastly, we really do need to add new art to our archives to keep us fresh. I strongly believe it will help ALL alliance members out if we not only create new looks but network with our artists friends to get them involved with our project. If any of you have illustrators in mind whom which you think would be an asset to our team, please contact Maile in the Art Department.

Thanks to you all for trusting us with your assets and representation. WE do not take it for granted.

Take care, and as always, if you ever need to chat or have ideas on how we can improve, please don't hesitate to contact us.

Sincerely,

A handwritten signature in black ink, appearing to be "Rich", with a long horizontal stroke extending to the right.

-Rich