

2025 ISSA Convention Seminar Schedule

Friday, September 26, 2025

Opening Reception – Page-Walker Arts & History Center - 6:00pm - 8:00pm; Awards ceremony will be at this time.

Saturday, September 27, 2025

All presentations will be done at the La Quinta Inn & Suites Cary Meeting Room

Please plan to arrive a few minutes early to get settled in.

9:00 - 9:10 - Cathy Sheeter - Announcements

9:15 - 10:00 – Rudiger Neick, SSA – LIGHT ON THE STREETS – In this short video, he presents the creation of one of his scratchboard cityscapes, from initial idea and planning to working with reference photos and finishing the artwork. The focus is on how light shapes the atmosphere and structure of the urban scene, bringing it to life in black and white.

10:30 - 11:30 – Page-Walker Arts & History Museum – We will go back at the venue to examine the works in the Exhibition as a group with the Masters.

11:30 - 1:15 - Lunch Break

1:15 - 2:00 – Linda Clark, MSA – CREATING SMOOTH SURFACES FOR SKIN AND FLOWERS, ETC. - She will demonstrate her process for achieving a smooth surface effect through scratching. Tips and tricks for scratching human skin and flower petals will be covered with examples given.

2:15 - 3:00 – Cathy Sheeter, MSA – USING SANDPAPER FOR CREATING TEXTURES - She will demonstrate and explain how and why she uses sandpaper for creating different textures on her Scratchboards, from building thickness and softness in fur, to creating grasses, wood grain, out of focus effects, and more.

3:15 - 4:00 - Rhonda Nass, MSA – EFFECTIVE ATMOSPHERIC PERSPECTIVE – Do you want to add more three-dimensional depth in your scratchboards—the sense of atmospheric perspective with the foreground, midground and background clearly communicated to the viewer? The focus of this presentation will cover a few tricks and techniques to create more distinct depth of space in your works.

Sunday, September 28, 2025

9:00 - 9:45 – Amy Stauffer, MSA – AN ARTIST’S VOICE: Finding Your Style and Building Your Brand - Branding is all around us, from the easy convenience of McDonalds to the sporty luxury of BMW, brands work to evoke specific feelings in their customer that are consistent across their products. It might feel frivolous to think about branding and style as an artist, after all, inspiration can come from anywhere; however, finding and refining your unique stylistic identity will help you build a customer base of loyal collectors as well as guiding principles for your work long into the future.

10:00 - 10:45 - Scott Krohn, MSA- HOW TO START TEACHING A SCRATCHBOARD WORKSHOP - This will be a practical guide on how to begin teaching workshops in person or online. We'll discuss things you'll need to consider and how to plan your own class.

11:00 - 12:00 — Membership Meeting: Our annual membership meeting. Please submit agenda items by September 1, 2025.

12:00 - 1:30 - Lunch Break

1:30 - 3:00 - Masters Roundtable: This is your chance to ask Master Scratchboard Artists in attendance any questions you have always wanted to know. It can be anything from sales strategies, questions about what they look for when jurying, a critique of one of your works, or a scratchboard technique they use for creating their personal works.

Artists will be broken into roughly same-size groups (number will vary depending on the number of MSA in attendance and number of artists) and rotate from master to master at a set time per table.

Give some thought to those burning questions you have always wished you knew the answers to and bring them to ask! Master members will have their tools, sample boards to demo on, and possibly ‘real’ boards they are working on.

3:15 - 4:00 - Small Works Exchange: Bring a small work and go home with another artist’s work. This art exchange is open to ALL levels of ISSA members in good standing who attend the exhibition weekend. The work you will receive is through a random number drawing. Artworks should be 8”x10” or smaller and can be framed or unframed. Please make sure it is suitably varnished for transporting by the receiving artist.

Friday and Saturday (and possibly Sunday) Nights - Come join your fellow scratchboard artists for an informal and relaxing time of socializing and scratching in the evenings at the host hotel (in the same conference room that we will be using for the presentations). You may bring works that you want help with, or just projects that you are working on, or just come and socialize if you don't feel like scratching. These evening social sessions are truly half the fun of our conventions and shouldn't be missed! They are usually full of laughter, storytelling, and camaraderie and a fun way to get to know other members a little better. Family members/spouses are always welcome, and people may come and go as they please. The host hotel is the La Quinta Inn & Suites Cary.

Saturday Night Group Dinner – There will be a group dinner on Saturday night (location TBD). We do require that you sign up by 9/12/25 if you plan to attend. We need to inform the restaurant of our final count ahead of time. This dinner is open to all family members of all ages and your guests.