

2026 ISSA Convention Seminar Schedule

**Unless otherwise noted all scheduled events will be at the Arizona Sonora Desert Museum
2021 N Kinney Rd, Tucson, AZ 85743 – ASDM Art Institute Phone Number: [\(520\) 883-3024](tel:5208833024)**

Friday, October 2

4:00 - 6:00 PM - Opening Reception – Arizona Sonora Desert Museum - Ironwood Gallery

Awards ceremony will be around 5PM. Enter the museum through the ASDM Art Institute Gate (follow signage for where to park and enter). The Ironwood Gallery is located about a 5-minute walk from the gate.

7:15 PM - Pizza Party – La Quinta Inn - Come join us for pizza and social time on Friday Night at the Host Hotel (7001 S Tucson Blvd., Tucson, AZ 85706). There is no cost to attend, but we do need you to sign up by 9/15 so that we know how many pizzas to order. This event is open to family members of all ages and will be held at the LaQuinta Tucson Airport Conference Room. Please email me (hawkcall@hotmail.com) if you have dietary restrictions.

Saturday, October 3 – ASDM GREEN ROOM

All presentations for Saturday and Sunday will be done at Arizona Sonora Desert Museum's Green Room. Please plan to arrive a few minutes early to get settled in. Enter the museum through the ASDM Art Institute Gate (follow signage for where to park and enter) and the Green Room is in the Baldwin Building, close to that gate.

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

9:15 - 10:00 - Sherron Sheppard, SSA – BEYOND THE BLADE – This talk is all about breaking out of the usual scratchboard routine and exploring tools and materials you might not expect to use. This program dives into experimenting with unconventional tools that create textures and marks that are hard to achieve the traditional way. Sherron will also talk about her use of different color mediums beyond ink.

10:15 - 11:00 – Cathy Sheeter, MSA –FLOAT FRAMING 1/8” PANELS – Float framing has become popular contemporary look for work but is not super easy to do with pre-inked Ampersand scratchboards. Cathy will discuss her technique, as well as a few other artists methods for this style of framing, as well as some challenges you may encounter.

11:15 - 12:00 – IRONWOOD GALLERY – We will head back to the gallery to examine the works in the show as a group with the Masters. You can request one-on-one feedback on your entries from any of the attending Masters.

12:00 – 1:15 - Lunch Break – There is a Café on the Grounds with a variety of lunch options close to the gallery. There are no other close lunch options to the museum.

1:15 - 2:15 – HOW WOULD YOU DO IT? – A panel of several advanced-level scratchboard artists will be given images of different textures, and each will discuss their preferred tools and techniques they would use to create each texture in scratchboard. Hear the many ways that different artists work and still achieve excellent results.

2:30 - 4:00 – MEMBERSHIP MEETING: Our annual membership meeting. Please submit agenda items by September 20, 2026.

6:30 PM - Saturday Night Group Dinner - We will be doing a group dinner on Saturday night at Guadalajara Mexican Restaurant (7360 N Oracle Rd, Tucson, AZ 85704 – please note this is a different location than 3 years ago). We do require that you sign up by 9/15 if you plan to attend, as we need to inform the restaurant of our final count ahead of time. This dinner is open to family members of all ages and your guests. You are responsible for all costs associated with your meal. The restaurant is approx. 30-35 mins from the hotel.

Sunday, October 4 - ASDM Green Room

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 customers 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 – Steve Hammond, SSA – SKIN IN SCRATCHBOARD – Steve will walk us through his process for creating realistic skin textures in portrait work. Using several examples, he will show how each piece develops into refined, lifelike skin with depth, light, and shadow. This step-by-step look is designed to give insight into both technique and approach for bringing portraits to life in scratchboard.

11:00 - 12:00 – 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 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 transport by the receiving artist.

12:00 - 1:15 - Lunch Break

1:15 – 2:00 – Debbie Lentz, SSA – VIBRANT COLORS - Debbie will discuss how and what she uses for creating scratchboard works with bright and vibrant colors.

2:15 - 4:00 Masters Roundtable: This is your chance to ask Master Scratchboard Artists in attendance about anything you want to know. It can be anything from sales strategies, questions about what they look for when jurying, tools, or a scratchboard technique they use for creating their personal works. You may also bring one or two works for critique, if you want.

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

Master members will have their tools, sample boards to demo on, and possibly art projects they are working on.

Friday through Sunday Nights – La Quinta Inn- Tucson Airport

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 conference room). You may bring work 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. Outside food

and beverages are permitted (we request adult beverages be consumed in moderation, and members conduct themselves in a responsible manner, so we will be invited back in the future). Family members/spouses/guests are always welcome, and people may come and go as they please.

Additional Info:

Cathy Sheeter's Phone number is 303-717-2138. Texting or calling is the best way to reach Cathy if you need a quick response over the weekend, as she don't check her email or Facebook messenger that regularly during the day when busy.

Handicapped Attendees – we can arrange golf carts to take you from the gate down to the gallery on Friday night for the reception and Saturday at lunch, however I need to you let me know by Sept 15 so that this can be arranged and we know the number of people who will need rides. To get down to the gallery and cafe is about a 3-5 minute downhill walk (and uphill back to the parking lot/seminar classrooms). Please email me at hawkcall@hotmail.com if you have special needs by Sept 15 to make sure we accommodate them.

Visting the Museum on Your Own. Anyone wishing to visit and see the full museum on Friday (or any other day before or after our conference) will need to pay admission and enter the museum through the main front gate. The museum provides wonderful photo opportunities of native Arizona wildlife and birds, including two new Mountain Lion cubs who just went on display in June. General Admission is \$29.95 per person. The museum is open from 8:30 AM to 5 PM each day. The museum is hilly, with variable weather conditions, so plan accordingly.