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## Commercial Artist--Sherrl Buck Baldwin--Profiled

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Sept. 5, 1995

**Contact:** Bob Aaron, 309/556-3181***Illinois Wesleyan University Magazine*****Commercial Artist--Sherri Buck Baldwin--Profiled****Editor's Note:** Sherri Buck Baldwin is a resident of Madison, Wis.

BLOOMINGTON, Ill.--"Too much of a good thing is wonderful!"

That one liner appears on a greeting card crafted by commercial artist Sherri Buck Baldwin of Madison, Wis. It also could describe her life and work.

Baldwin, a 1979 graduate of Illinois Wesleyan University and a successful artist, is profiled in the Fall, 1995, edition of *Illinois Wesleyan University Magazine*.

"Creating a Career: Sherri Buck Baldwin '79 Carves Her Niche as a Commercial Artist," was written by Sherry Wallace, IWU's Public Relations Projects Coordinator. A copy of the article is attached to this news release.

For the last half-dozen years, Main Street Press of Delafield, Wis., a greeting card and paper goods company, has featured Baldwin's work.

Working out of her home studio, Baldwin uses watercolors, colored pencils, markers, and ink to create images described by admirers as detailed, whimsical, and country-like, yet evocative and charming.

Baldwin, who typically works four to six hours daily drawing, is inspired by the flowers she grows along the front border of her home. Many of Baldwin's illustrations of sunflowers, tulips, irises, lupines, pansies, and coral bells can be found on her numerous greeting cards, note pads, calendars and gift bags.

IWU, founded in 1850, has a College of Liberal Arts, College of Fine Arts, and a four-year professional School of Nursing. The university's endowment is valued at more than \$100 million. A \$25 million Center for Natural Science Learning and Research opened Aug. 28. A \$15 million athletics and recreation center opened in the fall of 1994. The Carnegie Commission for the Advancement of Teaching promoted Illinois Wesleyan to a "Baccalaureate I" institution in 1994, a classification that places it among 164 highly selective National Liberal Arts Colleges in the annual *U.S. News & World Report* rankings. *Barron's Profiles of American Colleges*, another respected college guide, rated IWU "highly competitive (+)" in its latest edition. *101 of the Best Values in America's Colleges and Universities* calls IWU "undoubtedly one of the finest small colleges in the country," adding, "Illinois Wesleyan has surged to national prominence on the basis of its reputation as a school with a rock-solid academic program." --30--