

### **Short**

Heidi Mayo is a renaissance gal who lives in Plymouth, MA where she makes art and teaches pastel painting and fine art to students of all ages. Her love of the local shoreline, all of its inhabitants, and the natural world that sustains us is the inspiration for this book.

### **Medium**

Heidi Mayo was raised in Duxbury, Massachusetts, where much of the story of NELSON TELSON takes place. She has a BFA in Mass Communications, scriptwriting and filmmaking, from Emerson College, Boston. Residing in Plymouth, MA, Mayo is an international prize-winning pastel painter and fine artist who teaches art to students of all ages at her Top of the World Studio Gallery.

Over the years she has written columns for the Old Colony Memorial such as Reusable News recycling advice, Jam Session opinion column, and scathing “poison pen” letters. Along with voicing her opinion, she also served on many boards: Selectmen’s Recycling Advisory, Rising Tide Charter School, PACTV, Plymouth Guild, and created websites for causes close to her heart: pilgrimwatch.org and plymouthguild.org, and heidimayo.com where she has had a web presence since 1997. She has let go of much of her activism, choosing to put her energy into creative endeavors and teaching. When she’s not at the desk or easel you might find her rowing her shell on the Billington Sea pond or running along her neighborhood shoreline where she keeps in touch with the environment and its inhabitants, many of which appear in her work.

### **Long**

Heidi Mayo is from a long line of New Englanders, the first of whom landed in Boston in 1633. She was raised primarily in Duxbury, MA where she grew to love sailing and everything about the shoreline. As a teen Heidi attended Vesper George School of Art on weekends where she learned fine art and oil painting. She was the unwilling editor of her high school newspaper, and is still known today by her peers as a rebellious artist and activist. She has a BFA in Mass Communications, scriptwriting and filmmaking, from Emerson College, Boston where she graduated *summa cum laude* as valedictorian. Over the years, Heidi learned whatever she needed to know to make things happen, be it car repair, French cooking, sewing, costume design, HTML, graphic design, video editing, etc. In the mid-nineties she got into multimedia and wrote documentation and training for start up Internet software companies. Along the way she raised a family.

When she moved to Plymouth, MA in 1989, the town didn’t recycle, so she forced them to get their program off the ground. Litter was rampant in her neighborhood, so she started a Clean-Up club where she involved the local elementary school, all the while writing letters to selectmen and editors to affect change. Protecting the world that sustains us has always been at the heart of much of her activism, as it is at the core of NELSON TELSON, too.

Heidi embarked on the writing of NELSON TELSON in the late nineties (the meat of the book took her nine years). At that time she also started making the illustrations, when suddenly the need to create art simply for the sake of it struck her. So, she took up pastel painting and began teaching fine art. She is a juried associate member of the Pastel Society of America, is published in *The Best of Worldwide Landscape Artists*, and has won many awards for her work. For her, teaching is as much a creative endeavor as painting and writing. Each year she holds an Annual Students of Heidi Mayo Exhibit so her students can get a taste of art as a profession.

At the turn of 2014, Heidi knew Nelson’s time had come. Dropping everything but her classes, she enlisted some of her highly literate sharp-eyed friends for final editing, and went to work vetting and formatting the book, creating new pen and ink illustrations, making the cover art, and learning new useful skills all along the way. She engineered a highly successful Kickstarter campaign, pre-sold nearly 200 copies, fully funded all printing costs, and learned how to take advantage of the social networking matrix.

Necessity is the mother of invention, and Heidi’s work is the mother of necessity. Having single-handedly tackled every aspect of book production from start to finish, now she is on to mastering the fine art of curriculum development.