



Creating Beauty and Lending Confidence, Stroke by Stroke

BETH CAMPBELL IS CHANGING THE WORLD ONE WALL AND ONE piece of furniture at a time. If it's stationary for long, she just might paint it, and when she is through, you are likely to be amazed at the transformation.

Campbell is the owner and resident artist at East Texas Decorative Effects, which has shops in Emory and Lindale. She is a self-taught visual artist and has always had a creative streak running through her veins. To paint the world, and all things in it, was second nature to her—as was making the practice her full-time profession. But it was not her first job.

After many moves around the country with her family, Campbell settled with her parents in the Burleson area, where they opened a floral shop. “My dad felt it would be a good business for his three girls,” she said.

There Campbell met her husband, Chris, who was also in the flower trade. It was natural, then, for her and Chris to open their own floral shop during Grapevine’s booming late 1970s and early ’80s, when they catered to a growing commercial and hotel trade. During that time, the couple would also make frequent weekend trips to the Lake Fork area to fish and visit Campbell’s sister, Debbie Colegrove, in nearby Mineola. They fell in love with the area and decided to sell their shop and move to the small town. That’s where Campbell found what would become her lasting profession.

Campbell and Colegrove opened a collectibles shop in downtown Mineola, and it was there that Campbell started painting

and selling furniture. She developed a following, and a large portion of her business became dedicated to custom orders.

When the sisters closed their shop, Campbell launched her solo business, East Texas Decorative Effects, at the monthly Trade Days in Canton. There she attracted a widespread clientele and began shipping her work across the country. “That’s when customers started asking for murals,” she said.

As most of those murals were for homes and businesses in the Dallas Metroplex, Campbell and her husband, an insurance claims adjuster, moved in the late 1980s to the city, where Campbell painted murals for more than 20 years.

In 2010, the lure of Lake Fork became strong, and the Campbells decided to move back to East Texas, this time buying a home in Yantis on the lakefront. She continues to paint murals and has opened studios in nearby Emory and Lindale, both of which house a mix of retail space, art classrooms and studio space. The studios are places where Campbell has returned to her love of painting furniture and where she’s teaching others to love it, too.

On the retail side, Campbell sells her customized furniture, decorative items, and signs and canvases that she has painted. She also sells chalk paints, canvas boards, brushes, decorative transfers, molds, stamps and items her students can use in her workshops and painting parties.

She offers a broad range of workshops and parties for children and adults that cover a variety of project types, from



1. Almost leaping off the wall, this menagerie of wildlife adds interest and color to a dentist's office.

2. This example of Campbell's commercial work, big burgers on the wall of a local eatery, helps patrons work up an appetite.

3. This mural by Campbell has a monochromatic palette reminiscent of a traditional wallpaper.

4. Campbell instructs first-time attendees, from left, Wende Haney and Lauren Bright at a large-furniture workshop.

5. Campbell enjoys helping students discover their inner artist as much as she likes creating her own masterpieces.

repainting and refinishing furniture to applying stencils and decorative transfers. She also teaches fine arts projects in which students paint subjects on canvas or wooden boards as well as faux painting, such as painting a surface to look like brick, marble or other materials. Most of these classes take place in one of Campbell's shops, but she can hold painting parties on location when requested.

Campbell's workshop and event pricing generally includes all supplies. Customers also can arrange to bring a project, like a small table or chair to transform, into one of her studios, where they pay for any materials and supplies they use as well as a small studio fee. Paint is sold by the ounce, and stencils and molds have set prices. When space permits, customers can leave their projects at the studio and return to work on it until it's finished.

Campbell is in residence in her Emory shop on Mondays and Tuesdays. Her studio and shop in Lindale is inside the Main Street Market, where she is on location on Fridays to help customers with their projects. And whether she is there or not, customers can buy any of her retail merchandise during Main Street Market's operating hours. In addition to selling project supplies in the Lindale shop, Campbell also offers some of her custom-finished, hand-painted furniture and decorative items.

"For those customers that don't want to do their own project, I'll also do custom finished pieces for them," Campbell says.

For most workshops, a typical price, which includes all

supplies, is about \$39. Each painting class can accommodate up to about 20 people, while her small furniture classes can fit about 10 participants. Campbell also holds prearranged one-on-one large furniture refinishing classes. She regularly introduces new classes and incorporates new techniques and supplies to provide students with experience working with different textures and materials, such as painting old suitcases or windows. She keeps up with the trends and seasons and works with customers to create custom parties.

At her shop in Emory, Campbell hosts children's birthday painting parties, which include birthday decorations and supplies for each child to complete a canvas. An in-studio party for eight children costs \$250, and clients are welcome to bring food and drinks for their event.

Campbell's murals start at around \$450 and range from faux finishes like brick and marble to textures, borders and fully themed rooms. She can turn a child's room into a jungle, aquarium or circus or add a masterful illusion to any space, including dining rooms, patios and commercial spaces.

"I enjoy it all," Campbell said. "I enjoy creating. I enjoy designing. I enjoy designing a mural and how it's going to look in a room. I enjoy creating workshops. I just enjoy my work, and I'm very blessed to be able to do this all day long." Another of her favorite things, she said, is to help others create. "They know what they want, but they can't visualize it when it's done. We just go step by step, and they bring home something nice. I



EAST TEXAS DECORATIVE EFFECTS STUDIO

339 S. Texas St., Emory 75440

Monday and Tuesday, 10 a.m.–4 p.m.

104 N. Main St., Lindale 75771

In residence Friday, 10 a.m.–4 p.m.

Retail hours at [Main Street Market](#) are 10 a.m.–5 p.m. Monday–Friday.

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Beth Campbell displays an assortment of custom furniture, decorative items and project supplies for sale in her studio inside Main Street Market in Lindale.

like watching their excitement when they find out they can do anything they want to.”

Lauren Bright, a recent Lindale workshop attendee, is a good example of an enlightened student. “I’ve never painted furniture, and it was out of my comfort zone,”

Bright said. “I’ve paid people to do this in the past. I feel I learned a lot, and I overcame my fear of painting furniture. And I’m enjoying my day!”

Wende Haney, who asked Bright to join her for the class, shares that feeling. “I always wanted to learn how to do this,” she said. “I was here [at Main Street Market] shopping. I told Beth I’m not crafty or artistic, but she promised, ‘You’ll love it when you’re done.’” Haney said she loved her finished project and felt like she had gained the confidence to tackle another piece on her own. “I refinished this for my daughter, and it looks like a whole different piece of furniture,” she said. “I can’t wait to show it to her!”

When she’s not creating her own projects, painting murals or teaching workshops, Campbell has been known to lend her talents to good causes. She recently helped make a child’s wish come true through the Make-A-Wish Foundation by painting a floor mosaic of flowers and butterflies for a young girl who wanted to feel like she was outside. Campbell has previously painted murals for a homes tour to raise funds for for the Make-A-Wish Foundation. She currently spends one day a month at the Forever Young Senior Activity Center in Quitman, where she teaches attendees how to paint a finished canvas.

If you’re looking to add a little more color to your own world, Campbell is happy to help. She’ll teach you to do it yourself, or she’ll do it for you. Just don’t stand still in her presence. You might get transformed, too!

Beth and Chris Campbell have been members of Wood County Electric Cooperative since 2010. An extensive portfolio of Campbell’s work can be found on her website, easttexasdecorativeeffects.com, where visitors also can review upcoming workshops and sign up for her mailing list.



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7 Reasons To Consider a Co-op Career



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AS WE CELEBRATE LINEMAN APPRECIATION DAY THIS MONTH, YOU MAY BE WONDERING if working for an electric cooperative is a good idea. There are many ways to earn a paycheck, but some are more rewarding than others. Here are seven reasons to consider joining the electric cooperative family.

1. Business on a human scale: Cooperatives hold themselves to the highest standards of professionalism and integrity while still maintaining a close-knit, family-friendly working environment. Decisions are made locally by managers who know employees by name, not halfway across the country in a corporation’s headquarters.

2. Retirement security: It might seem a long way off, but we all need to plan for retirement. Co-op employees deliver a valuable service to their communities, and they’re rewarded for that dedication with outstanding retirement benefits.

3. National reach: America’s 900-plus electric cooperatives serve 47 states and 56 percent of our nation’s landmass. So whether you want to stay in your hometown or explore another part of the country, odds are good that there will be an electric cooperative nearby.

4. Stability: There are no guarantees in life, but some bets are safer than others. Electronics play a critical and growing role in our daily lives, and as our reliance on technology increases, so too will our demand for electricity. As long as we need electricity, we’ll need workers to ensure it is safe, reliable and affordable.

5. Principles, not profit: When you work for an electric cooperative, you’re not helping some Wall Street banker get richer. You’re working to serve your friends, family and neighbors who collectively own the cooperative.

6. Competitive pay: You won’t get rich working for your local electric co-op, but you’ll enjoy excellent pay and benefits that can help you and the people you love achieve the American dream, whatever that means to you.

7. Build a stronger community: Safe, reliable and affordable energy is critical to the health and prosperity of a community. Electric cooperatives power our homes, schools, farms and businesses, and keep rural America connected to the global economy.



Wood County Electric Cooperative

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- Thursday,** Brookshire’s, *Winnsboro*
- Friday,** Economy Drug, *Grand Saline*

