



# Exhibitor

**volume 17**  
**• issue 05•**  
**may 2011**

## The President's Message

I would like to thank all of our members and friends who came to the May 2011 meeting of the Vegas Artists Guild.

If you have not already heard the news, the Henderson Art Association has unfortunately decided to close. I personally sent an invitation to the members of the Henderson Art Association to be our guests to our meeting on May 9th, and I noticed that quite a few of the H.A.A. members were able to make it to our meeting. I hope that you all enjoyed our meeting and presentation. Please consider becoming members of the Vegas Artists Guild if you are not already. We were all delighted that you were able to make it!



The guest presenter at our May meeting was our very own Bonnie Kelso. Bonnie is a very talented local artist who paints in acrylic on canvas, and she is also a member of the VAG board of directors, currently in charge of our publicity. She is very knowledgeable in how to promote and market fine art.

Bonnie gave us a slide presentation titled "Art & the Internet." She talked to us about the benefits of using the internet to promote ourselves as artists. And judging from the questions & reactions of our attending members and guests, she hit the ball out of the park! Thank you Bonnie, for such a wonderful presentation.

We had a large crowd at our meeting and it was great to see everyone having such a good time. Many of us stayed afterwards just to chat with each other and meet new friends. This is how we would like to have every meeting turn out: a lot of fun, friends, and fantastic art! What more could you want... besides a million dollars cash of course.

Also, if you have not yet made plans to attend our reception for the Vegas Artists Guild's "TURN IT UP" summer art show, the reception will be held on Tuesday, June 21, from 5pm to 6:30pm at the Clark County Library on Flamingo, where we used to meet. If you can't make it to our reception, you will be able to view the exhibit in the Library's main entrance art gallery from June 21 through September 11.

I am looking forward to seeing all of our members at our next meeting on June 13th. I hope to see you all then!

Stephen Boyle  
*President*

Lily Adamczyk  
*Vice President*

Jeffrey Oldham  
*Treasurer*

Mary Palmer Hartzell  
*Secretary*

Karen Wheeler  
*Shows*

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Karen Wheeler  
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*Website*

Bonnie Kelso  
*Publicity/Facebook*

Jessica Kennedy  
*Newsletter*

Carol Mittwede  
Kathy Worley  
*Refreshments*

Sam Chinkes  
Karen Wheeler  
*Trustees*

Roberto Rico  
*Member at Large*

The Vegas Artists Guild is a non-profit organization whose motto is "Artists Helping Artists"

We meet the 2nd Monday of each month at Chaparral High School 3656 Annie Oakley Dr. Las Vegas, NV 89121 from 6:30p to 8:30p

Dues are \$30 per year. Members automatically receive the *Exhibitor* newsletter.

For more information call 702.412.7103

Send announcements, articles and other postings to the newsletter editor:

Jessica Kennedy  
jessica@cleandesignLV.com

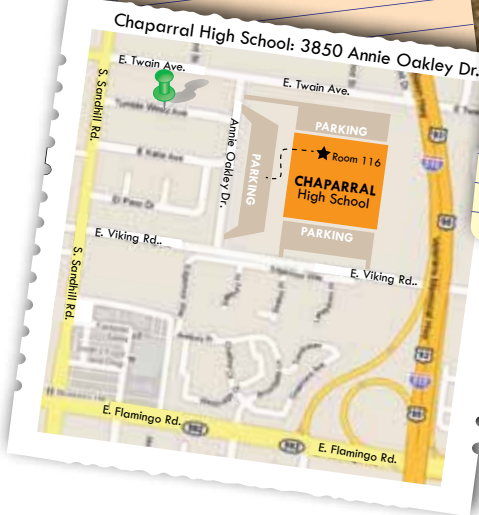
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## NEW & Noteworthy!

**Courtesy is Contagious!**  
Please be sure to use the "vibrate" or "silent" setting on your cell phone during our presentations. It is a wonderful courtesy to our guest speakers as well as to other VAGuild members!

**Whole Foods**  
has invited VAGuild Members to show each month at their West Charleston location (dates listed online). For more info, contact LILY ADAMCZYK at lilyjlambert@gmail.com or call 702.538.8240

**Reminder:**  
VAGuild now meets at Chaparral High School. Here's a map:



Check out the VAGuild online: VAGuild members are encouraged to create a profile page on the new VAGuild website. Once your profile page is all set up, you are encouraged to add up to TEN images of your work in the "Member's Artwork" album!

volume



**Turn it Up!**

Join us at the **Artists Reception: Tuesday, June 21, from 5pm to 6:30pm at the Clark County Library on Flamingo**

LILY ADAMCZYK • ALEXANDER 'ZANONE' AMY • JAN HARRIS ARDUINI • STEPHEN BOYLE • SAM CHINKES • SHANE COOPER • DRINA FRIED • GABRIEL (GAE) HIRSCH • JAMES HOARD • CAROL HOLZENGRABER • BONNIE KELSO • ANNELESE KIELHORN • PAM KURAMOTO • ALICE LUND • RITA MAROUN • CAROL MITTWEDE • DAVID S. MOREL • LAURA MUENCH • CHARLES MULL • KRISTINA MULL • JEFFREY OLDHAM • MARY PALMER • DIANA PETERSEN • ROBERTO RICO • SERGIO • LINDA SNYDER • KATHLEEN STRUKOFF • JULIE D. TOWNSEND • MARIA VANDERMOLLEN • KAREN WHEELER

Be sure to attend the Monthly Meeting in June where Desert Art Supply will be presenting "What's New in Art Supplies" it is sure to be another wonderful presentation you don't want to miss! See you at Chaparral High School on Monday, June 13, 2011 at 6:30 pm!

**CONGRATULATIONS!**

Roberto Rico won 2nd Place in the Pastel Painting category at the Helldorado Days 2011 Art Competition

## Who is Showing & Where?

Lily Adamczyk

Jan Arduini

Drina Fried

Bonnie Kelso

Shannon Kidwell

Pat Kuramoto

Carol Mittweide

Helen Murphy

Colin Pringle

Roberto Rico

Vernon Rowlette

Linda Snyder

Kathleen Strukoff

Mitchell Todd

Maria Vandermolen

Scott Vandermolen

Sharrie Westernen

Dinosaurs and Roses

CAC at the Arts Factory, "Live Painting" at Bar + Bistro at the Arts Factory

UNLV's Barrick Museum

Gaia Flowers, The Arts Factory

Dinosaurs and Roses

Congratulations on 1st place Drawing: Pen & Ink and 3rd place Mixed Media at Helldorado Days 2011 Art Competition!

Dinosaurs and Roses, Northwest Yoga Studio

Andre Agassi Prep, Left of Center Art Gallery, and the Fifth Street School

City of the World

City of the World, Dinosaurs and Roses

Dinosaurs and Roses

City of the World Gallery

Dinosaurs and Roses, Emergency Arts, Helldorado Days Art Show at the Elks Lodge, Selected to be in the Zion Plein Air Invitational Fall 2011

Emergency Arts, Dinosaurs and Roses

Dinosaurs and Roses

Dinosaurs and Roses

The Corner Gallery, Northwest Yoga Studio, Rozy's Sunglasses & Accessories Boutique and Dinosaurs and Roses

All members who need to pay their membership dues will have a grace period of 30 days after the month in which they first joined. After that they will be eliminated from all mailing lists and the website. Please keep your membership current so you don't miss all the great stuff!

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May 2011  
VAGuild Meeting

## Art & the Internet

### Bonnie Kelso gives tip & tricks on how to establish yourself online the right way



Bonnie Kelso delighted us with her knowledge of how to establish yourself as an artist on the internet. She showed us all of her best tips and tricks, including specific websites that help artists and their work to be seen by the masses online.

Here is an outline of the discussion, in case you missed it or want a reminder:

1. Your own web site!!!
2. Newsletters and email campaigns
3. Online galleries and print sales
4. Blogs (weblogs)
5. Social Media
6. Ezines and online articles
7. Paypal
8. Videos

Most of these items are available for FREE or for a very minimal investment. Bonnie mentioned Fine Art America (FAA) (you can have your own, be a part of the Vegas Artists Guild there too or do both). Establishing a web site of some sort, be it your own domain or FAA, is essential in today's art market.

Bonnie also mentioned your email list. Maybe you don't have a large one yet, but these are the people who have purchased your work in the past. Retaining a list of their contact information is very important. When sending an email out to all of them all at once, she mentioned to be sure to "BCC" (blind carbon copy) and put your own email address in the "to" field. This keeps everyone's email anonymous and private from everyone on the list which does several things including keeping your contacts, YOUR contacts.



Since galleries are looking for websites that will make mention of their gallery with your art shown there, as an artist you need to decide what kind of audience you are trying to attract with your website: galleries or buyers, then make sure you set it up so you attract the persons you are after. Looking at other artists' websites can give much insight into these differences.

Blogs and social media are two vehicles used in getting your artwork seen. Both take time to nurture and grow but are worth the effort.

Paypal, while it does take a small portion of your sales, is still considered the most convenient way to pay online and is also one of the most secure. It is recognized as a world leader in monetary transactions. If you plan to sell your artwork online, you need paypal. It is easy to set up and easy to use.

Before Bonnie took questions and gave answers, she showed us her 3 minute self-promotion video. It was well done, brief without being abrupt, and well rehearsed. She recommends having one about you and about your art so people really feel like they can have a connection to you and can see you in action.

There was much lively discussion after Bonnie's presentation and everyone walked away with some new and useful knowledge.

If you would like to view the power point presentation that was shown at the VAGuild meeting, please log on to our website at: <http://www.vegasartistsguild.com>



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Just a reminder... Every VAGuild Member (& students) are allowed to bring ONE work of art to show each month.

**Did You Know?**  
June 13, 1935 brings the birth of famous French artist Jeanne-Claude Denat de Guillebonnt

## Show & Tell

Works of Art Displayed  
at Our May 2011 Meeting



*Sacred Heart by Colleen Pichem*



*Untitled by David Morel*



*Wet Petunia by Drina Fried*



*After the Rains by Helen Murphy*



*Blood Red by Kathleen Struckoff*



*Sun by Igor*



*Remember Who We Are by Jan Arduini*



*Kristi's Dogs by Kathy Worley*



*Red Barn by Linda Snyder*



*The Falls by Julie Townsend*

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more May Show & Tell

**ATTENTION Members!**

Join our Fine Art America "VAG" group page  
for VAGuild members only.

The address is

<http://fineartamerica.com/groups/vegas-artists-guild.html>



*Migration by Nathaniel Cooke — STUDENT*



*Mustangs Interrupter  
by Maggie Brown-Shoosmith*



*Ms. Kathryn by Pat Kuramoto*



*Prima Roxa by Shane Cooper*



*Got to Move On! by Sergio*



*Bruce Ann by Peter Steele*



*Thoughts by Roberto Rico*



*Untitled by William Sehestedt*



*Flamenco Dancers by Sharon Menary*

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