

City Lights Art Gallery

Promoting local art and education



BrushStrokes

June 2017

Rational thoughts never drive people's creativity the way emotions do. ✎ Neil deGrasse Tyson

TUCKERTIME TALES

...a word from our president

I'm happy to report as of this writing, 7 City Lights artists have taken advantage of the opportunity to exhibit and sell their art at The Corner Gallery in the heart of the Downtown Las Vegas Art District.

Here's how the program will work:

- In order to have new, fresh art on the walls in time for First Friday, I will deliver it on the Monday before each First Friday.
- City Lights artists must drop their pieces off at City Lights Gallery during the week prior. See the schedule below.
- City Lights will rent a wall that will accommodate the number and size of the paintings submitted.
- Each artist submitting will bring \$10 per painting for wall rental.
- The Corner Gallery will keep 35% of all sales.
- Be sure your name, the title of the work, the medium and the price is attached to your work when you drop it off.
- An email reminder will be sent as the dates approach.



June Invitational Art Exhibit Featuring the Virgin Valley Artists Association

City Lights Art Gallery and Artists' Co-op is honored to host the Virgin Valley Artists Association artists as our June Artists of the Month. This departure from our usual format will offer us the opportunity to see wonderful new works of art and meet new friends in the art world from Mesquite, Nevada. You don't want to miss it.

Let's have a great turn-out for the reception on June 10th.

Meet and Greet the Artists From Mesquite, Nevada

The Virgin Valley Artists Association

Saturday, June 10th

1:00 PM - 4:00 PM

at the Gallery

Paint Party with Jan Schaeffer Saturday, June 24



Time: 6:00pm

Place: City Lights
Art Gallery

Cost: \$35



Everything you need will be supplied. Gather your friends and come on over for painting fun and refreshments for celebrating our accomplishments.

Welcome These New Members

Stan Kaules	Photography
William Anthony	Oil
Marvin Doerr	Acrylics, This and That

The Corner Gallery Exhibiting Schedule	
Have art at City Lights prior to:	For First Friday on
July 3rd	July 7th
July 31st	Aug. 4th
Aug. 29th	Sept. 1st
Oct. 2nd	Oct. 6th
Oct. 30th	Nov. 3rd
Nov. 27th	Dec. 1st

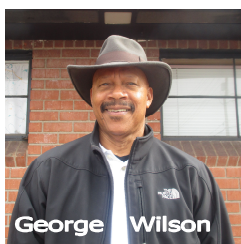


Exhibit Wall Inside
The Corner Gallery
107 E. Charleston #220
Las Vegas, NV 89104
www.lasvegascornergallery.com
(702) 501-9219



Art Makes a Great Gift!

Spotlight on City Lights Artist, George Wilson



George Ameal Wilson is a man whose life has been informed by a search for honesty, truth, and integrity expressed in how he lives and how he paints. He knew he would be an artist when he grew up when, as a 6th grader in parochial school, he was asked to draw pictures of kids to be

placed on a display above the classroom blackboard. He was the only kid asked to do so. Being somewhat introverted, this confirmation of his talent became the impetus for a lifelong dedication to pursuing art. Like many of us anywhere in the U.S, as a youngster in Houston Texas, George loved Cowboys and Indians - on T.V., at the movies and outdoors playing with friends. (He was always a Cowboy.) This childhood affection grew into a life-long interest in the history of the West and the courageous pioneers who built it. Also like many of us, George grew into an understanding that what we learned in school was an incomplete picture; that not just white cowboys and "red skinned Indians" identified the story of western expansion. Chinese immigrants built the railroads, operated service business and worked the gold and silver mines in California and Nevada. In fact, since they were not allowed to stake their own claims, they were allowed to take over abandoned claims when impatient white miners gave up and moved on. Being more industrious and patient, many fortunes were made by the Chinese immigrant workers of the time.

After arriving on the East coast, immigrants of Irish, German, Dutch, Italian and other European descent migrated west and shared the rugged challenges of taming the wilderness. Of course, Latinos and Native Americans could not be forgotten in telling the story of the West. African Americans, a few freed before the war and many after who still found life impossible under carpetbaggers in the south and not much better in the north, went west as soldiers, as farmers, ranchers and explorers. Women, too, fulfilled vital roles in the western story. This realization informs the art of George Wilson. These multi-ethnic, multi-cultured, industrious pioneers are the subjects of his paintings today and the medium through which he brings these truths to our attention. →



China Gold
By Ameal



Bean Eater
By Ameal

While George yearned for the life of an artist, as often happens upon entering adulthood, the need for a "real job with a paycheck" took precedence. After earning a BFA from California State College, Los Angeles, George entered the world of technical illustration in the aeronautics industry upon the suggestion of a fellow student. He studied the craft at Los Angeles Trade Tech and worked for Lockheed Martin on the L-1011 and Hughes Aircraft where he led a team designing sales presentations for products destined for Iran.

When paths diverged, George not only took the one less traveled, he often took them both. The black lines on white paper of technical illustration didn't offer the diversity of experience George needed. It became boring! Over subsequent years he worked or played with sculpture, lithograph, silk screen printing and other artistic endeavors that provided color and form, room for imaginative expression.

In his quest for meaning and relevance, George also became a teacher and mentor to young boys, often friends of his three sons, who lacked guidance and direction in their lives.

George has exhibited his work in a juried show at the Fairmont Hotel in Denver where he won Best of Show. His work has been seen at the Semantics Gallery in Edmonds, Washington, Five Points Center in Denver, the Wild Horse Gallery in Moapa Valley, and of course, at City Lights Art Gallery in Henderson, Nevada.

George joined City Lights last year and this year, in fact, a couple week ago, he became Member at Large on our Board of Directors. We are honored to have George Ameal Wilson part of our City Lights family. By the way, he signs his paintings, *Ameal*, his middle name given to him in honor of his French Creole grandmother. It's pronounced *A Meal*; the 'a' rhymes with the 'a' in *hay*. We'll see George's work on display in August when he will be the Artist of the Month exhibitor.

Oil Painting Workshops with Georgia Lawson Become Regular Feature of City Lights Art Gallery

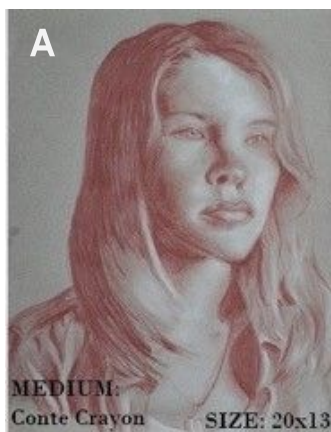
Georgia Lawson's Oil Painting Workshops are reserving the last Thursday of each month in our class/workshop schedule. For June, that falls on the 29th. We are happy to have Georgia on board as a regular instructor.



Left: Geoffrey, the subject of the June 29th workshop.
Right: Linda Land, Carolyn Stillwell, and Delia Price show off their graduation pictures painted in the May workshop.

2017 Scholarship Winners

Each year, City Lights Artists' Co-op awards scholarships of \$1,000 each to high school senior artists planning to continue their art studies. Here are the four winners selected from thirteen applicants. This year's scholarship winners were also awarded a one year City Lights Art Gallery membership. We look forward to seeing more of their art hanging in our Gallery. Congratulations to everyone who applied and especially to these talented winners.



**A Conte Crayon
B Oil Pastel
C Oil
Atsina Corrington
Advanced
Technologies
Academy**



**A Colored Pencil
B Colored Pencil
C Medium Pencil
James Kamakana
Cimarron Memorial
High School**



**Watercolors
Jadilla Sweet
Foothill High School**



**Photography
Baily Thurmond
Arbor View High School**



*Every Child is an Artist.
Imagination is the Beginning of Creation.*

Desert Art Supplies to Hang City Lights Art

The first round of paintings to hang in Desert Art Supplies, located in the shopping center on Sunset Road and Green Valley Parkway has been delivered. Del Walkenshaw, owner of the store, is a good friend of City Lights Art Gallery. He has invited us to hang pieces. Libby Chan is heading up this project. She will keep us informed regarding change-outs and organize getting artwork to and from the store.

Changes on the Board of Directors

Pat Wall has filled the position held by Jim Champlin. Jim, a long time member and true champion of City Lights, resigned to be able to devote his attention to his role as president of Nevada Watercolor Society. This does not mean he's gone from City Lights. You'll still see him hosting from time to time and painting in Bob O'Neill's Monday oil class. Pat has taken on the job of fundraising chairperson. Her new marketing endeavor, Artisan Magazine, has featured City Lights Art Gallery in the first two issues.

George Wilson is filling the position held by Jim Longwell who has moved to Mexico. George's oils of 19th century life on the American frontier have drawn much attention from visitors and members alike. He looks forward to joining the board and participating in the operational aspects of the Gallery.

Welcome to both these new board members who are already bringing new ideas and suggestions for broadening the impact of the Gallery in the community.

Young Artists from Fay Galloway Elementary Enjoy Their Reception



Kids and parents check out the kid' art in the Student Gallery as well as the art in the main room.



Susan LaBuda, School Programs Coordinator, has put up student exhibits for the summer. Vanderburg Elementary student artists have their work on display at Nevada State

College. St. Rose Hospital is the summer home for the student art from Twitchell Elementary.

Henderson Mother's Day Art Festival A Big Success



Both days saw nice crowds.

By all accounts, the Mother's Day Art Festival was a success. Traffic was great. Sales were made. A great time was had by all. Thanks to Tommy Tucker and



Stephanie Rose and Delia Price chatting with visitors.

his friend John Gomez; Lee Moses and his friend, Paul Leider; Daniel Moses and Amer Khwaja for providing the time and muscle it took to set up and tear down the operation. Thanks, too, to the artists who participated. Our booths looked great; we made fine showing of City Lights Art Gallery & Co-op.



Amer Khwaja in his and Tommy's booth.



Lloyd Martin gets ready to draw while visitors watch.

Reminder: 3rd Quarter Change-out is June 30th and July 1st.

Great Offers from Blick Art Materials

Kelly Hawthorne, general manager of Blick Art Materials, Las Vegas has reached out us with the offer of a 20% discount on all non-sale, in store purchases. All you have to do is tell the person who checks you out that you're an artist with City Lights Art Gallery. Kelly will forward monthly coupons to us and inform us of shows and demonstrations in the store as well as share our calendar items and pictures of our special exhibits with Blick customers.

Blick Las Vegas is located at 6300 W. Charleston Blvd. That's on the North side of the street between Torrey Pines Drive and Jones Blvd. Thanks to Kelly and Blick Las Vegas for this great offer and the opportunity to promote City Lights Art Gallery on the Northwest side of town.

City Lights Now a Presence on NEXTDOOR

Another new way we are promoting City Lights Art Gallery is on NEXTDOOR, the neighborhood social networking site for people who live in communities with an HOA. If this is you, just open your NEXTDOOR home page and type City Lights Art Gallery in the search box. When it pops up, click to open it and write a comment about us. Then post a note to your neighbors telling them to take a look and see what's going on at the Gallery.

May Member Meeting

Our May 18th Member Meeting featured Eric Courtney and Cat Schelling sharing ideas about marketing with social media and Constant Contact. **Facebook**, said Eric, is on its way to becoming a “one stop shop” for sharing, promoting, and purchasing. Be careful, he adds, it’s best, when purchasing anything on Facebook, to use a PayPal account so you don’t have to post your banking information directly into Facebook’s system. Just a precaution.

City Lights’ Facebook gets a few new likes each week, demonstrating that our following is growing. **Meetup** and **YELP** are other online social contact services that have been effective for us. If you haven’t yet, go to Yelp.com, search our name or “art galleries in Henderson” and pretend you are a customer who has visited the Gallery. Write a few lines about how great we are.

Cat talked about the value of using an email marketing program like **Constant Contact**. Being able to create colorful ads and announcements allows us to put our BRAND, our logo, colors and vision statement right there in front of our readers every time they open an email from us.

Email marketing programs contain reporting systems that let the user know how well their efforts are working “Are people reading our emails and are they responding?” “What can we do to improve the efficiency of our communication efforts?” The reports give us some answers to these important questions. We see who is opening the emails, who is clicking through using the links, the time of day most emails are opened and whether they are being opened on computers or mobile devices.

With regard to our membership, we have learned that only 50% of our members actually open these emails. The industry standard is around 12% so in that regard we do well. But because our targets are all members, we would hope to do a little better. Before we panic, however, ***It has come to our attention that some members are simply not receiving them, at least they are not landing in their general email inbox. We know of two gmail users who found that google was dumping Constant Contact emails into a folder called “ALL MAIL.” If you suspect this might be happening to your emails, check that folder. Also be sure that citylightscoop@centurylink.net is in your contact list.***

Email marketing is bound by the regulations regarding SPAM. Essentially, we may not send emails to people who do not want to receive them. Recipients must be given the option to unsubscribe. There are two kinds of consent to receive such email, implied and explicit. People who sign our guest book, for example, are giving implied consent. Members are thought to be giving explicit consent. In order to grow our email list of explicit consent recipients, Cat distributed these little cards to carry in our wallets and give to people we talk to about the Gallery. You can pick some up in the office, you can make your own or just take people’s name and email address down on a piece of paper or make a note in your smartphone. →

Creativity Coach Judi Moreo to Teach New Acrylic Class Beginning Saturday, June 3rd

Whether it’s capturing amazing wild-life on canvas, delicate flowers on paper or facing daunting personal issues, Judi Moreo, well-known author, motivational speaker and businesswoman is more than up to the challenge! Judi is an internationally known public speaker and trainer, and author who began to discover her talent as a watercolor artist after her doctor diagnosed her with cancer and advised her to find an outlet for her stress.

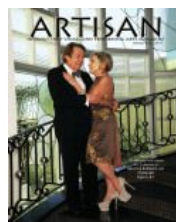


Under the tutelage of Ed Klein at the City Lights Art Gallery in Henderson, Nevada, Judi has created a collection of paintings which she calls her “Exploration of Life.” Judi has now ventured into painting with acrylics and furthered her study with Jeff Tift, one of North America’s leading wildlife artists. Her animal paintings are created from photographs she took in the Kruger National Park, South Africa.

Her paintings appear in private collections in the US, Canada, and Africa and many of her paintings have been reproduced into greeting cards, trivets, and coasters.

Contact Judi at (702) 283-4567 or judimoreo@yahoo.com to enroll and get a supply list.

Artisan Magazine



Pat Wall, Board Member at Large and Fund Raising chairperson for City Lights publishes this magazine where we have been featured in the first two editions. Some people have asked how we’ve decided on the content in this publication. To date, personal donations have

funded the space and the individuals donating have selected the artists to appear. If you are interested in ‘buying’ a spot in a future edition, please call the gallery and let us know. Open the City Lights Art Gallery website. On the left of your screen you’ll see this image of the current magazine cover. Click on it to go directly to the magazine’s website where you can see the entire inside content. Hard copies are available at the Gallery.

City Lights Art Gallery

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I would like to become a friend of City Lights Art Gallery and receive periodic communications about what’s going on at the Gallery.

NAME

EMAIL ADDRESS

City Lights Events

June 1 - 30

Artist of the Month: Invitational Exhibit featuring the Virgin Valley Artists Association of Mesquite, Nevada

June 10, Saturday

Meet the Artist Reception for VVAA
1:00pm - 4:00pm

June 13, Tuesday

Board of Directors Meeting 3:00pm All are welcome!

June 15, Thursday

Member Meeting Watch for announcement of topic.
6:30pm

June 24, Saturday

Paint Party with Jan Schaeffer
6:00pm

June 29, Thursday

Oil Painting Workshop with Georgia Lawson
9:00am - 5:00pm

June 30 & July 1, Friday and Saturday

3rd Quarter Change-out

IN THE FUTURE...

ArtTrain is tentatively scheduled for September 30th

There will be no Natural Grocers Art Fair in June due to extreme summer heat. We will monitor weather in September for a possible date at that time.

Water Street Business Association Meeting



Eric Courtney attended the meeting on Wednesday, May 10th. He reported to the board

that there's much more than the brick and mortar improvements being made to Downtown Henderson. Much is being done to improve the business environment, as well, with the goal of attracting new business to our area.

Look What They're Doing to the Place!



PROGRESS! The Plaza floor goes in!

City Lights Art Classes & Open Painting

Oil on Monday

9:00am—Noon and 12:30pm—3:30pm
Instructor: Bob O'Neill \$20 per class

Watercolor on Tuesday

9:30am—12:30pm and 1:00pm—4:00pm
Instructor: Jan Schaeffer \$20 per class

Acrylics on Saturday

9:00am—12:00pm
Instructor: Jan Schaeffer \$20 per class
1:00pm—4:00pm
Instructor: Judi Moreo \$35 per class

Water Media on Sunday

1:00pm—4:00pm
Instructor: Jan Schaeffer \$20 per class

Photography on Wednesday - Closed

Six week course
1:00pm—4:00pm
Instructor: Eric Courtney

Oil Painting Workshops with Georgia Lawson

Last Thursdays of each month
9:00am—5:00pm \$75 plus cost of the canvas

Open Painting

Thursday
10:00am—4:00pm \$5 per day
Workshops are occasionally scheduled on Thursdays.
On such days, there is no open painting.

CITY LIGHTS ART GALLERY

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Mailing Address: P.O. Box 91314, Henderson, NV 89009-1314

Phone:	(702) 260-0300
Email:	citylightscoop@centurylink.net
Website:	www.citylightsartgallery.com
Twitter:	@CityLights_Gal
Facebook:	City Lights Art Gallery Henderson NV
Hours of Operation:	Tues.—Sat., 10:00am—4:00pm Sunday, Noon—4:00pm
Webmasters:	Eric Courtney and Chris Mazglad
BrushStrokes Editor:	Cat Schelling cat.schelling@yahoo.com (702) 300-1801
Submission Deadline for BrushStrokes:	<u>25th of Every Month</u>