



*Inspire
Create
Educate*

HOW TO ORGANIZE BOOTH SPACE TO ENHANCE SALES (Second in a Series of How to Sell Your Art)

by T. Allason

be planned before arrival at the site.

Organizing Principles

Different art products must be separated in the display, e.g., you sell jewelry and photographs, they must not be displayed in the same area. Have a space for photos, and another space for jewelry. Too many diverse items in one display section will compromise the impact of the whole display. Think of the role negative space plays in a painting and you will get the concept of visual space.

You need to play to the customer's interest and curiosity to bring them into the booth. Make your display interesting by such things as color and movement, or use a beam of light to highlight some aspect of your art. Wind blowing on a mobile creates movement, water flowing on rocks, or dry ice for steam, all catch the eye and give your customer a reason to come inside to see what else you have. You could have a slide show on your laptop to demonstrate your techniques.

Use of fabric to cover shelves can convey that your product is worth the price you are charging. Additionally, women tend to be attracted to fabric enhancing the selling environment. Fabric should be used to cover all

It has been shown that 85% of your potential customers at an outdoor show will be women. We all know that sex does play a role in how and what customers look for when shopping. All surveys show that women buyers are impacted by the selling environment more than males would be. Women are especially sensitive to the environment of your booth in very particular ways.

You have about three seconds to attract a passerby to enter your booth. The first thing a woman looks for is what are you selling?

1. Do they like, need, or want it?
2. Do they like, need, or want it?
3. Does your product evoke an emotional response in them?
4. Do you look like someone they would like to buy from? Are you approachable, smiling, and pleasant to be with?
5. Does the booth seem interesting, inviting, organized, or is it messy and or unattractive?

All these questions have three seconds to be answered in an appealing way just to get someone to come into your booth. A winning combination cannot be the result of random displays of your merchandise; rather it must

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Three paintings by Lis Harper

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should be used to cover all tables as well as shelf displays.

The back area of your 10 X 10 space (typical size) should be closed off either by a draped table, a standing bookcase (holding more products), this is also storage area for extra products or boxes you brought your materials the show. The idea is to keep the miscellaneous things out of sight so the front display looks neat and clean.

A well laid out booth gives the impression you care about your art and the look of prosperity in fabrics and colors, will aid in having the customer feel it's okay to spend their money with you. Make the most of your three seconds.

Tayna has her own business in helping people to organize their business or homes. Interested members should contact her at www.idealsimplicity.com Her rates are reasonable for and her skills are in much demand.

Tanya is a member of the guild.

ARTIST OF THE MONTH

Lisl Harper: Painter

Lisl is from Southern California. In 2004 she and her husband moved to Las Vegas where they both worked in real estate. While working as a realtor, she always found time to paint. Lisl even had a booth in Temecula's famous antique mall district in downtown where she sold her art.

Once she moved to Las Vegas she immediately joined the Society of Decorative Painting. Presently, she is a founding member of the Clark County Artists guild where she was twice selected to be a board member serving as Secretary and now Vice President.

A painter all of her life, she found inspiration in nature, camping and hiking, landscapes, animals, people and old buildings. Her paintings lead her to start her own business in Nevada: Lisl Harper Fine Arts Studio.

Presently, she paints at home, and sells her work at art shows and exhibitions in Boulder City, Las Vegas, and Henderson as well as California, and on her website: lislharperfineartsstudio.com.

It was during high school that she began drawing in pen and ink, which then developed into oils and pastels. She received her art

training both from schools and private teachers. In answer to the question of how she starts a painting Lisl will tell you, "I start by sketching, letting the passion flow, while avoiding brain control which can mess you up. You will soon see the physical manifestations once you have 'the passion down' followed by your artist's training which allows me to adjust the composition, contrast, and interest.

"For me," she concludes "art is an Unconscious passion of love."

VOLUNTEERS NEEDED

Writers

We need people who would like to write about art. You can use your own ideas or we can suggest topics.

Web Editor

We need someone who can get the hard copy newsletter on the web. Credit will be given.

Public Relations

We especially need someone or a group that has contacts with media outlets. You will work directly with the President.

Marketing Support

Looking for someone who can help us increase attendance at meetings, outings, etc. You will work with the editor of the paper.



"Frosty Afternoon"
by Lisl Harper



"Lady in Red"
by Lisl Harper



"Reflections"
by Lisl Harper

Editorial

FINDING ART EVENTS IN LAS VEGAS

by Franklin Stein

Do you have any specific places you could go for news about the arts in Las Vegas? When was the last time you were the "go-to" person for information about the art scene in Las Vegas?

Have you ever found yourself saying to a friend, "Too bad there is no art in Vegas. You'd think a city this big would have lots of art things happening."

What if someone told you there are lots of art events and programs happening all over the city? Would you believe them?

How many of the followings news sources have you known about and used: (1) Review Journal's weekly "Living Section". (2) All weekly editions of free publications have pages devoted to the arts events, theatre, dance, poetry, author readings, free art shows, reviews of county and city art programs, lists of movies all over the city, lectures by famous authors, and small groups get together.

If these are unknown, then you aren't reading any or all of the following: 1. Daily issues of the **Review Journal**, 2. free weekly copy of any of the following: **Seven, Las Vegas Weekly, City Life**, Monthly copy of Clark County Library District newsletter, KNPR's BI-monthly **Desert Companion**, and the newsletters of the Las Vegas Artists Guild and the Clark County Artist's Guild.

When was the last time you visited Bellagio's flower display, and their gift shops with a Chihuly book of his drawings and paintings, plus DVDs on how to blow glass? Have seen the running water display in City Center Crystal's tubes of enclosed water art tubes, not to mention the two giant succulent

gardens in the middle of the floor at Crystals. Have you seen the dance of the water spouts in front of Aria?

Have you visited the giant fish tank behind the registration desk at Mirage? Did you see the flashlight on the UNLV campus between the two concert halls on the north end of the campus, made by the same artist who did the six foot tall eraser outside of City Center's Mandarin plaza? How many libraries in Vegas can you name that have huge painted murals on them? Have you done the night show at Fremont Street, or visited some of the original neon signs in the Boneyard?

However, for some of us, you're right about the lack of public art. It would be great if there were some art in public places in Vegas. However, would City Center galleries, Bellagio museum and fountains, or the West Sahara library statues and murals fill some of the gap?

As for organizations, we have those too: Las Vegas Polymer Clay Guild, Watercolor Society of America, Nevada Camera Club, The Bead Society, at least three theatre groups, the Clark County Artists Guild, Las Vegas Artist Guild, Quilting Society, the Woodworkers Guild, and still others we hear or read about on a daily basis.

If I've left out your favorite place, please send a note to the editor of CCAG newsletter, so we can include it in the list in a future issue. You can contact me at franklinstein30@gmail.com.

CLARK COUNTY ARTISTS GUILD

Our Motto: To Educate, Inform, Support. and Enhance The Art Experience for Nevadans

Guild Meeting Dates

Meeting Dates and Times PM

FROM 5:30 to 7 PM

(Everyone is asked to put his or her chair away at the end of the meeting so we can leave on time.) We will update everyone on status of the guild at the meeting in addition to announcing the latest requests for art to display in various businesses in town. We will have a short talk by someone in the art community followed by awarding a prize to best art piece on the theme for the night. November theme is Thanksgiving.

It should be noted that in order to participate in community shows you must be a current paid up member of CCAG.

Other Art Dates For Nov.—Dec.

Whole Foods Sales Summerlin at Charleston/Rampart

- Nov 27
- Dec 4, Dec 11

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Third Thursday ArtsWalk – Henderson Civic Center

Hours 5 to 8pm

- Dec. 16.

Contact information for future shows:

If you have art shows that would be appropriate for CCAG members you should contact our President at 702-395 0589, or E mail him at vegasframer@gmail.com.

PRESIDENT'S MESSAGE

by Ernesto Chavez

As you may know, our guild's motto is – "Inspire, Create, Educate." Thus, my question to all of our members is: how can our membership be inspirational, creative, and educational to the community and to ourselves? As artists we have a natural talent for creating art. Additionally, some of our members are also professional educators. The combination of creativity and education should serve as a model for others who have similar interests.

However, before you can help others, you must also create art that satisfies you. How often do you find yourself in a highly creative mood in which you are able to create a work of art that you are proud of doing? How often do you spend your time creating art, and are then able to explain the inspiration behind the artistic piece you created?

Your guild membership will help to provide you with your explanation through lectures and discussions with fellow artists at meetings and outings.

This is the main reason that we have been working to establish our own art center, where our members will have a place to teach, exhibit their artwork, and discuss things such as the inspiration for our work. (See Lisl Harper's explanation of her system of self inspiration in this month's "Artist of the Month.") For now, our monthly meetings and this newsletter will have to serve the need for educating ourselves.

As our art becomes better through working, the results can serve to inspire others. Conversely, this improvement happens to us when we are inspired by other artists, which is a benefit of taking a field trip with fellow members to view the local art scene. As your President, I would like to increase the opportunities for us to view work by both our members and community artists.

Las Vegas has a wealth of yet-to-be-discovered artwork available for viewing by fellow artists seeking inspiration. I would like to challenge you to explore this means of self-inspiration. There is a saying: "the more you do, the more you want to do, and the less you do, the less you want to do." The law of inertia works in engines and in people. (For more on places to go see art, see the editorial on Finding Art Events in Las Vegas in this issue.)

Let's start by educating ourselves by finding inspiration in the local art scene and sharing those findings. As President, I challenge you, whether you work as painters, photographers, wood workers, clay or ceramic artists, to take your medium to the next level. It's now time to create, inspire, and educate each other and *ourselves*.