# LOCAL ARTIST SPOTLIGHT three sisters share love of art

Three sisters from Southern Illinois devoted to the creation and teaching of art. Debbie, Kyra, and Delisa are the three daughters of Frank and Lillie Wilson, and all three are talented in the arts. Delisa Wilson Hale is an art teacher at Waltonville Grade



School and High School. Kyra works in photography, ceramics and jewelry while Debbie works in watercolor, wine glass painting, and gourds. Debbie A. Wilson is a retired high school art teacher and now works at Shrode Art Center as a teacher. Kyra Wilson and Debbie A. Wilson have both become very active in the arts. Both Kyra and Debbie exhibit their artwork in local shows and markets and both belong to the Independent Art Studio, Mt. Vernon Herb and Garden Club, and the Cedarhurst Center for the Arts. Debbie A. Wilson is also a docent at Mitchell Museum, signature member of Illinois Watercolor Society, member of Southern IL Art and Artisan Center (Whittington, IL), member of Interstate 54/64 Organization, Judge of Scholastic Art Awards at Mitchell Museum (2014), a member of the National Indiana Plein Aire Society, and on the Steering Committee for the New Art and Market Days in Mt. Vernon, IL.

D'Ann Wilson and Debbie A. Wilson have different styles and use varying subjects and media: however, attention to texture and color is evident in both artists' work

# **BIE ALCEA WILSON**

I am a watercolor artist who continuously searches new techniques and cultures. I do not always use traditional landscapes in my artwork, but also a fusion of images from imagination and art cultures from across the world and different periods of time. I fill the pictorial space with appropriated overlapping images using transparent layers of color and light. I do not limit my watercolor techniques or inhibit by images by traditional applications of paint but free myself and my images on the surface of the paper to communicate a revival for life. I also love to do plein air paintings; the first response to the color and textures of landscapes excites my inner artist. I am no longer bound by barriers of medium or concept; I am having fun creating art.





# PEACOCK PRINT & MARKETING PRESENTS

# A MONTHLY PUBLICATION • MARCH 2015 **CELEBRATE ST. PADDY'S WITH A REAL TASTE O' THE IRISH**

Corned beef and cabbage may be the go-to dish for many celebrating St. Patrick's Day this month, but it's actually not an option on most Irish menus. If you feel like adding a wee bit o' real Irish flavor to your St. Paddy's celebration, try one of these more authentic choices.

SODA BREAD. A simple food eaten in Ireland, a basic recipe includes flour, baking soda, salt and soured milk or buttermilk. Some recipes include raisins or currents, sugar, whiskey or other fruits and nuts.

**IRISH STEW.** The two main ingredients, potatoes and lamb, represent the use of locally grown and farm-raised food items. Other

ingredients include onions, carrots, Canadian bacon, salt and pepper, water and parsley.

**COLCANNON.** This simple dish is traditionally made from mashed potatoes and kale (or cabbage), milk, butter, salt and pepper. It can also include scallions, leeks, onions and chives and is often eaten with boiled ham or Irish bacon.

**CODDLE** (sometimes Dublin coddle) is made of layers of roughly sliced pork sausages and rashers (thinly sliced, somewhat fatty back bacon) with sliced potatoes and onions.



#### **KYRA D'ANN WILSON**

I work with stoneware using the technique of hand building. I am drawn to ancient art and symbolism, but most of all my love for nature. I am fascinated with the myriad forms and expressions which can be found there. And along with nature comes the interest in textures. I use a lot of different textures derived from found objects, whether it be a piece of coral, tree bark, or simply the end of a pencil. My work has been of the human figure in abstract and the human face in the form of hanging masks.

I also make singular organic forms that may contain elements of the ocean and/ or forest.

I don't plan out my work. It just becomes.



## **IT'S WHAT'S INSIDE**

And if you're feeling particularly adventurous:

BLACK PUDDING. Often served with breakfast, this "pudding" is a blend of onions, pork fat, oatmeal, seasonings and blood (usually from a pig).

CARRAGEEN. This is a common Irish seaweed that can be found in dishes as diverse as salad and ice cream.

And, of course, you can top off your Irish meal with an icy cold mug of Guinness-but it won't be green in Ireland. That is strictly an American tradition

- Seven Steps to Email Marketing Success
- Home Smart Home
- Five Tips for Traveling Alone
- Five Top Places for Solo Travelers



## SEVEN STEPS TO EMAIL MARKETING SUCCESS

Brush up on email marketing basics with this quick list of best practices.

#### 1. SPEND AS MUCH TIME ON THE SUBJECT LINE AS ON THE BODY OF THE EMAIL.

The most compelling message or the most enticing offer won't do you any good if no one opens the email.

2. BUT KEEP IT BRIEF. Emails with subject lines of 6 to 10 words have the highest open rates, yet most of those sent by marketers have subject lines of 11 to 15 words, according to a report from California-based Retention Science.

3. MAKE IT SMARTPHONE-FRIENDLY. Don't do anything that might render in a strange way on a small screen. Whatever email provider you use should rely on responsive design.

**4. BE A REAL PERSON.** Write with a point of view, from one actual person to another.

5. SPECIFY A CALL TO ACTION. Make it as specific as you canand say it twice within the email body. Instead of just "Get in touch," try "Get a free 15-minute consultation."

# **HOME SMART HOME**

If your refrigerator could talk, what would it say? You might be able to find out soon enough, at least via SMS, as smart-home technology works its way into the mainstream and begins to surface in houses that are becoming smartphone connected. Here's what to look for in the near future.

SMART APPLIANCES. LG is introducing a new service that lets you control your air conditioner, washer, dishwasher and wi-fi speakers via text messages. HomeChat, which LG calls a "virtual assistant," lets users talk to their home appliances. Smart appliance owners just have to download the LINE messaging app (available for most smartphone platforms), add their appliances as contacts, and start texting as they would text a person.

You can tell your refrigerator, "I'm going on vacation," and it will enter a power-saving mode. Or ask your washer, "How much longer?" and it will tell you your towels will be ready in 30 minutes.

SMART THERMOSTAT Honeywell has introduced the Wi-Fi Smart Thermostat that responds to voice commands. For example, if you say "make it cooler," the thermostat will cool the house by one degree. Or you can tell the thermostat to "make it five degrees warmer," and it will follow your voice prompts.

SMART LIGHTS. Lumen has introduced an app-enabled LED Smart Bulb that can be controlled wirelessly via a smartphone. You can dim the lights, set the lights to come on at a certain time and even choose from over a million colors to set the right mood. The lights also can be set to blink, alerting you of an incoming phone call.

# Print @ Marketing

**SOMETHING TO THINK ABOUT** A whopping 66% of **Gmail opens occur on** mobile devices. -according to Litmus

### WORDS TO LIVE BY

"I think that travel comes from some deep urge to see the world, like the urge that brings up a worm in an Irish bog to see the moon when it is full." —Lord Dunsanv

#### 6. USE COMPELLING IMAGES. Avoid boring, impersonal stock images in favor of unique ones that don't look like they could appear anywhere else.

#### 7. OR USE ANIMATED IMAGES OR A THUMBNAIL/VIDEO LINK. If a

picture is worth a thousand words, animated images or videos are even more valuable. You can embed a static thumbnail video image in an email that links to a video on a landing page, or you could create an animated GIF and embed it directly into the email. Tools for this include GIFMaker.me. MakeAGIF.com and GifDeck

## FLYING SOLO FIVE TIPS FOR TRAVELING ALONE

Planning a vacation for one? You're 3. RESPECT THE LOCAL CULTURE. not alone.

The number of solo travelers is on the upswing, particularly among women, as more are discovering the benefits of getting away to relax and unwind on their own. You can immerse yourself in the local culture, indulge your particular interests and travel according to your own schedulethe key is to do so safely.

Here are five tips for flying solo.

#### 1. PREARRANGE ACCOMMODATIONS AND TRANSPORTATION. Leave

behind an itinerary of where you'll be and when, which will give both you and your loved ones peace of mind. Include hotel phone numbers, especially if you're traveling to a place where your cell phone may not work. Also, pre-book transportation from the airport to your hotel to keep from feeling overwhelmed at an unfamiliar airport.

#### **2. PLAN TO ARRIVE DURING THE**

DAY. Especially if you're a woman traveling alone, you'll feel safer.

#### Before you pack, research. To avoid unwanted attention, dress like the locals and respect regional customs or rules. For example, in Italy, you must have your shoulders and knees covered before entering most churches, even in the sweltering summer heat.

#### 4. MAKE FRIENDS AT YOUR HOTEL

Get to know the concierge or front desk workers. Not only will you get some great local advice, you'll also develop a relationship with people who can keep a watchful eye out for anything amiss.

#### 5. TRUST YOUR GUT. If you find yourself in a situation that makes you uncomfortable, get out. If it's late at night and walking back to your hotel makes you nervous, grab a taxi. Listen to your

instincts. which will be especially keen as you adventure out by yourself.



### **FIVE TOP PLACES FOR SOLO TRAVELERS**

- 1. Paris, France
- 2. Bali, Indonesia
- 3. Seville, Spain
- 4. Dublin. Ireland
- 5. Queenstown, New Zealand
- -according to Fodor's Travel