



President's Corner



As the end of 2003 approaches, some of us can look back on a good year of sales, and some will look back on a not-so-good year.

Those of us that had a not-so-good year (me included) can blame the economy, or the over saturation of craft shows, or many other things that come to mind.

However, would that be productive? Would that explain those that had a good year? I don't think the "good year" artists are in the majority, however, there were quite a few. In almost every show I did someone near by was selling well. Some even said they were having their best year ever!

I wish I knew the answer.

I think I can safely say that in all the cases where an artist was doing well, they had something that the buying public wanted OR they had a great story to go with what they were selling.

I think I can also say, that where the artist did not do well, they had something that the public did not want, or did not want badly enough to spend money on it at that time.

It was somewhat amusing to listen to some of the theories/excuses artists gave for having slow sales.

"Have you noticed all the smokers?" one artist asked me. "Smokers don't buy."

"People aren't buying my wife's stuff because they think it's made in China," one person told me. "But she makes every item by hand."

And of course there is always the weather to blame. Rainy? People stay home. However, I've also heard that the rain helps sales. The buyers come regardless, and when they get trapped in your booth to wait out a downpour, they often end up buying something.

The weather at Yankee this year was perfect. Perfect for all three weekends. Too perfect some said. The people were taking advantage of the nice weather, and doing something at home.

So, what's my point?

I believe that we often look in the wrong places when our sales are slow. We are too quick to blame something other than ourselves. "I used to sell well, it must be something else."

Sure, if you're having some good shows and some not-so-good, then maybe you could blame that particular crowd, or the weather, or your location, or the traffic flow, or the promoters, etc. But, if your trend is down, as I believe a lot of us are experiencing, then we should face the fact that something else is going on - something we need to think about.

Am I displaying the same old stuff? Has my personal presentation lost the excitement it once had? Has my display lost its attractiveness? Am I doing the same shows year after year after year? And many other things that you can come up with if you think about it. Those are the things you can do something about.

Blaming it on the economy may soothe your ego. But, waiting for the economy to improve may be a big disappointment. You may look around one day and discover the economy has improved, but your situation/attitude hasn't.

John

Croft_John@email.msn.com



Yankee Peddler Expands

Building on the Past for a New Tomorrow

For thirty-one years each September, the Yankee Peddler Festival has been synonymous with unmatched excellence as a family event that blends art, crafting, great food, and entertainment. Its fame has spread across the United States and beyond, and it has been privileged to have been featured in many quality tour magazines and publications, including the Rand-McNally series of Vacation Guides. It has been so successful because of the superior quality of its artists, crafters, entertainers, and foods. But it has also been so successful because it is so authentic, permitting visitors to truly step back into the colonial and pioneer world to experience the essence of simplicity, beauty, and old-fashioned fun.

Now the organizers of this much-imitated event have announced a major expansion beginning with the 2004 Festival. As always, visitors will be able to visit and enjoy the colonial world of the original Yankee Peddlers who traversed early Ohio from 1776-1825. Beginning this September, though, visitors will also be able to enter and immerse themselves in a second "world" that will coexist with the traditional Yankee Peddlers at Clay's Park Resort in Canal Fulton, Ohio. The world of "today's" Yankee Peddler will be populated by contemporary artists, crafters, and entertainers. In this new world, the Yankee Peddlers who set up their shops will be artists and handcrafters whose art and crafts are modern in their technological foundations -such as photography-or in their style, such as contemporary jewelry and pottery. Just as their colonial counterparts will continue to do, the contemporary artists and crafters will demonstrate how they transform raw materials into inspired finished pieces. Entertainment in this new world of today's Yankee Peddler will reflect the contemporary theme. The organizers promise that this new world of today's Yankee Peddler will be as relaxed, easy-going, pleasant, and informative as its parallel colonial world.

Asked about the upcoming expansion of the Yankee Peddler Festival, Festival spokeswoman Betty Cajka commented: "The Yankee Peddler Festival has been a

trendsetter among shows in a number of ways. It has contributed mightily to the arts and crafts community's success and vitality. It has brought art and handcrafting to large numbers of people through its unique vision and re-creation of pioneer America. And it has created a very popular family event that is a true extravaganza, not merely another arts and crafts show. Now we wish to build upon those trends ourselves by bringing a new, contemporary group of arts and crafts into the mix, arts and crafts that have been outside the universe of the original pioneer period. It will all be an even greater extravaganza than before."

Perhaps best of all, visitors will be able to stroll around and enjoy both worlds for the price of visiting just one. The organizers have no plans to charge separate admission for each parallel Yankee Peddler universe on the grounds. They will continue their policy of making this special event as accessible as possible to all. So, for the price of a movie, visitors will be able to enjoy both traditional and contemporary worlds of the Yankee Peddler.

Spanning the "14th colony" (as the original Yankee Peddler Festival has been called) to the modern world economy, the Yankee Peddler Festival will literally bring alive not just one world, but two worlds of pleasure, fun, and unique beauty come September 11 - 12, 18 -19, and 25 -26. Mark it on your calendars! The Yankee Peddler Festival is going to be even greater than ever, an event we can assure you has never before been seen in this region- or anywhere.

For further information, contact Betty Cajka at (800) 535-5634 (voice), (330) 665-9690 (fax), or info@yankeepeddlerfestival.com.

Or write to:

Yankee Peddler Festival
171 Granger Rd. # 159
Medina, OH 44256





WITH HEARTFELT THANKS!

To all the many members for the hours and days volunteered. A large portion of the guild's finances are raised at these festivals. Without the dedication of our volunteers, and the cooperation of the promoters, this would not be possible. Your time and efforts are greatly appreciated - we couldn't do it without you. THANK YOU!

A special note of thanks to Paula & Joe Burkhart for adding some booth improvements and lovely decorations for the Christmas show. We really appreciated their extra effort and special touches!

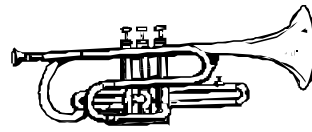
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Paula Burkhart
Nola Haiss
Fran Sarver
Jim & Judy Wise
Nettie Engelman
Bonnie Hicks
John & Phyllis Croft
Corrine & Alan Laws
Joe Sokol
Kathleen & Tom Countryman
Kay & Bob Smith
Jennifer Centric
Lelia Mitchell

Yankee Peddler:

Judy Shonk
Cherie Parker
Gail Mercer
Faye & Roy Keller
David Zeager
Judy & Chris Rohrbaugh
Corrine & Alan Laws
Sheila Shahan
Theresa Kramer
Leonard & Debbie Hill
Loretta Hutto, Sonja & Stevie from Windy Lane Creations
Nancy Quinn-Simon
Jennifer & Larry Hammer
Ed & Heather Szychoski & Brandon & Christian

Christmas In The Woods:

Fran Sarver
Bonnie Hicks
Nettie Engelman
Natalie Biller
John & Phyllis Croft
Jim & Judy Wise
Paula & Joe Burkhart



Toot Your Own Horn

**PATTY ALDRIDGE
GOOD SCENTS VINTAGE TREASURES
WARREN, OH**

I am a new member of the Ohio Arts & Crafts Guild. I have always loved doing crafts of one nature or another, especially those involving scents. Other special interests I have are antiques, treasures and vintage finds. Recently, I decided to combine the two, along with some reproductions. A little over a year ago I started on a journey of sharing my designs with the hopes of making a profit too. I have a web site now, and started doing a few shows. One was Shaker in the Woods, the antique show. It was a huge success! I made many wonderful candles from older items. I had quite a bit of business, as well as some appreciated feedback. People complimented my creativity, the scents and the finished products. Even if you make a good quality craft you're never sure if people will like it or want to make a purchase. It was a great feeling to see that other people appreciated my craft. Thanks for letting me toot my own horn!

Our thanks to Linda

Linda Rebman, our dedicated office manager, once again went above and beyond the call of duty. We all owe her a great big hug and a heartfelt thank you. Without her hard work and dedication the guild's presence would not be possible at Yankee Peddler, Shaker Woods or Christmas in the Woods. She does everything from soliciting the volunteers to scheduling, supervising and coordinating the auctions. She does this for three shows - eight weekends! And manages the guild work at the office too!

The next time you have the opportunity to talk with her tell her how much you appreciate her efforts and hard work - and give her a hug!



Classified

CLASSIFIED AD RATES: Deadline is the 24th of the month. PLEASE NOTE we are on a **2 MONTH LAG**. For example - ads submitted on June 24th will be printed in the August newsletter. 1x rate - \$7.50 for 25 words or less plus .40 per word over 25. 6x rate - \$5.00 plus .30. Copy must be typed or printed. OACG members are entitled to one free classified ad per year (MAXIMUM OF 25 WORDS). Email free ads to Creativeohio@aol.com Over 25 words subject to above rates. Name and address count as four (4) words, telephone as two (2) words. PAYMENT MUST ACCOMPANY ALL CLASSIFIED AD ORDERS. Mail copy and payment to classified ads, Creative Ohio, P O Box 3080, Lexington, OH 44904 or fax to 419-884-9641 and charge to your Visa/Mastercard.

AVAILABLE - Fall 2003 issue of The Crafters Forum, an Ohio/Michigan Arts & Crafts showbook directory. A bonus section of shows in other states is also included. Shows from September 2003 thru September 2004. Send \$25. to: THE CRAFTERS FORUM, 1411 E. Main Cross St., Findlay, OH 45840. Questions - call 419/423-3299, E-mail: wc1eb2@aol.com.

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440-891-9085,
CraftShowBooklet@aol.com

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Happiness
for the
Holidays and the
New Year!



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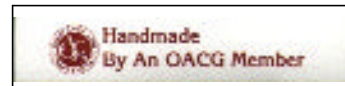
WELCOME! NEW MEMBERS

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Aleksandr Sizov Copper Art

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