

# Creative Ohio



A Newsletter  
for the  
members of the  
Ohio Arts and  
Crafts Guild

Volume 4 Number 1

January 2004

---

## President's Corner

*Happy New Year! I hope this finds you all looking forward to the new year, and to beginning work on all your new designs and creations.*

*It is an inherent characteristic of the arts and crafts field to be working all alone. Usually it's just you, and your thoughts. I suspect this might be one of the reasons a lot of us find attractive about working in this field.*

*As nice as being alone can be, sometimes it can be stressful too. A time filled with many worries and doubts - especially to those just beginning.*

- *Is my work good enough?*
- *Will people like it enough to pay money for it?*
- *Am I just kidding myself?*
- *Should I create what I want? or just what I think would sell?*
- *Am I making too many? not enough?*
- *Can I really do this and make a living?*

*One of the guild's most important goals is to support their member's efforts, and accomplishments, with their chosen art/craft, and, in doing so, help them feel "not so alone."*

*That being said, I had this thought!*

*In 2003 we had approximately 130 new members join the guild. While some of our new members are old hands at this business, most, I suspect, are just getting their feet wet. Many are at that stage that is filled with overwhelming self doubts about their work. They should find comfort in knowing that we've all been there too.*

*I know we all have some very interesting stories to tell. I can tell you from my own experience that many*

*people who stop by my booth are interested in hearing my story. I often suspect that they are asking me these questions because they are wondering, "Can I do this too?"*

*Knowing all this, wouldn't you like to share your stories with the rest of the membership? I know those just beginning would like to hear about your experiences. How has the trip been in getting to where you are today? And, I am sure old hands would like to read about them too.*

*People like to read about:*

- *Why you started doing what you are doing.*
- *What are you doing?*
- *What problems did you have to overcome?*
- *What were your disappointments?*
- *What are your successes?*
- *Are you having fun?*
- *How was your very first show?*
- *Did you think it was going to be like this?*

*Those are just a few ideas to get you thinking, I'm sure there are plenty more. I am also sure that all of us will enjoy hearing your story, and learn much from it too!*

*If you have a story you want to share, send Snailmail directly to the office, or you can email the Editor at [CreativeOhio@aol.com](mailto:CreativeOhio@aol.com).*

## John

[Croft\\_John@email.msn.com](mailto:Croft_John@email.msn.com)



# Promoting Yourself

by Steve Meltzer

**W**ant to get ahead in your art or craft career? Well, I have three words for you - promotion, promotion, promotion.

By promotion, I mean the systematic effort of keeping yourself and your work in front of show producers, gallery owners and the buying public. It is not advertising. Advertising and marketing are all about selling your work. Promotion is about awareness.

A promotional campaign's purpose is to make people think of you and your work whenever they think about art or crafts. Ultimately, the goal of promotion is to increase sales, not by advertising particular products, but by continually presenting yourself as a creative professional.

Promotion can have many faces. One part of my own promotional effort is being "online." In cyberspace, I can chat with craftspeople, artists and musicians from around the country in "forums" and by e-mail. I do not sell my services, but participate as a community member and occasional consultant. Last year I led a special forum devoted to crafts photography, which helps establish my credentials as a professional photographer.

Another example of effective promotion is the Kodak "holiday" photo card. The cards are available through most larger camera stores and one-hour photo labs. To create it I brought a slide, a sketch of how the card should look and a piece of paper with the text I wanted on the card, printed to size, to my neighborhood camera shop. The prices for these cards are very reasonable. Working from a color negative, 25 cards cost about \$20, including mailing envelopes. Printing custom text adds another \$12-\$15 to the cost, and if they are working from a slide, \$5-\$15 is added for an internegative. The price per card drops as the size of the order increases. For example, 100 cards cost about \$60, and 200 cards cost a little over a \$100.

## BE COST EFFECTIVE

Custom color printing houses also produce promotional cards and sheets. However, I have always found their 1,000-card minimums too large for my mailing list of just over 300 clients. Besides, the basic cost of these cards is at least \$700.

Many artists order cards in large amounts, often to distribute them at gift and wholesale shows or street fairs. If you plan to do this, I have a word of advice that has been passed on to me by many in the festival business - NEVER put cards out for people to take as they walk by your booth. It is a great way to waste money. Hand the cards to people you have spoken to and who have expressed real interest in your work. Better yet, get their name and address, put them on your mailing list and then send them cards.

Another reason I don't order large numbers of cards is that sending out just one card is useless. Why spend so much on a single promotional piece when for the same price you can send out five or six pieces? I like the idea of sending out many different cards several times a year to my good clients. Advertisers agree on this point too. It is the NUMBER of different times that people see your name that matters. The more "impressions," the more likely the business.

In the course of a year or two, you'll actually end up sending people a mini-portfolio of your work.

## USE STRONG IMAGES

Choosing the right image for your promotional photo card is critical. Think through your image selection. Always select the strongest images. Don't use a weak photo just because it features one of your favorite pieces or most popular items. I chose the picture of a jeweled pin because it has visual impact and stopping power.



*Promoting Yourself continued...*

The impact results from strong color contrast — the pin jumps right off the black background. Its stopping power comes from the curved arms drawing the eye in and around the image, creating motion and maintaining viewer interest. So far the response to the card has been uniformly positive. I chose the right image.

Over the years, I have sent dozens of these cards to my craft and commercial clients. Invariably, when I visit a client's office or studio, I will see one of my cards pinned to a cubicle or studio wall. This is one powerful promotional technique.

In fact, it works so well that I have even gotten work from people who say they saw my card at a friend's studio.

This is no time to be shy. Promotion is not about ego or boastfulness. It is about telling the world that you are a working professional — and that is how you want to be seen.

*STEVE MELTZER is a Sarasota, FL based photographer. This article was reprinted with permission from The Crafts Report magazine.*

## **WELCOME! NEW MEMBERS**

**Aleksandr Sizov**  
Fairview, PA 16415  
agovenev@aol.com  
Copper Pictures  
Aleksandr Sizov  
Copper Art

**Sandra Jennings**  
Cincinnati, OH 45227  
thundergold1@hotmail.com  
Fabric-purses, totebags,  
pillows  
Thunder Gold

**Faye Osborn**  
Wayne, OH 43466  
fandaoriginals@webtv.net  
Fabric/Wood-hand-  
painted fabric-lined  
wood "treasure"  
boxes  
F & A Originals

**Ira Jay Weisinger**  
Reynoldsburg, OH  
43068  
800-296-1590  
Jewelry  
Nature's Treasures

# **Huff's Promotions, Inc.**

[www.huffspromo.com](http://www.huffspromo.com)

**(330)493-4130**

**January 16 – 25**

Ross Park Mall  
Pittsburgh, PA

**Jan. 28 – Feb. 1**

Great Northern Mall  
N. Olmsted, OH

**February 4 – 8**

Beaver Valley Mall  
Monaca, PA

**February 11 – 16**

Belden Village Mall  
Canton, OH

**February 18 – 22**

Southpark Mall  
Strongsville, OH

**February 27 – 29**

Home & Flower Show  
John S. Knight Center  
Akron, OH

***Call for a complete schedule!***



# Toot Your Own Horn!

**LOU & JEAN GAETA  
RICHMOND HTS., OH**



**Editor's Note:** The Gaetas were featured in an article in *The Herald Sun* newspaper on July 31, 2003. The following is an excerpt from that article, reprinted with permission from *The Herald Sun*, [www.sunnews.com](http://www.sunnews.com).

In some ways, the Crocodile Hunter and Lou Gaeta have the same job - they get closer to predatory animals than most people would dare. But, Gaeta is equipped only with a camera and a passion for capturing the essence of nature. "I hunt with a camera; I take pictures, and I leave footprints," he said.

Lou's knack for getting close to dangerous animals began in his 20s while performing with a circus. Instead of clowning around with monkeys and elephants, he got in the ring and wrestled a 500 pound lion.



*Bald Eagle, W. Lake Erie*  
© L.Gaeta

Now that he lives life behind the camera, his job is a little less dangerous.

Lou and his wife, Jean, travel to nature preserves and state parks all over the country to observe wildlife.

He said his subjects are usually large predators like bears, tigers, wolves and birds.

He likes to capture the "personality" of the animals. Their "inquisitive looks are what

make great photographs, not pictures of them killing," he said.

He described the excitement of seeing a lion on a rock island approaching the water to get a drink, and being able to capture it and its reflection without disturbing the animal. "You couldn't plan something like that. You have to be at the right place at the right time," he said.

For 25 years, Lou worked as an industrial-commercial photographer where he took pictures for companies like General Electric and Euclid Road Machinery. But, now that he is retired, he said he is working harder than ever. "This (photography) is what has kept me young. I am a senior citizen and I am having the time of my life," he said.

Lou takes the pictures and Jean handles the business aspects. "We both do it together. She's like the CEO. I call her Boss, but she can't fire me," he said.

Even though he has given up the circus act, Lou still manages to find danger every once in a while. During their most recent photo excursion to a bear sanctuary in Minnesota, Lou left the safety of the fenced-in area and went into a bear's home.



*Timber Wolf, No. Canada*  
© L.Gaeta

He said, "A 400 pound bear decided I was too close," and began to approach him. He backed off a little and waved his hands so the bear wouldn't think he was a predator.

All the years of photographing wild animals has taught him a thing or two about not scaring them. And, once you learn how to be around them, you can get some great pictures, he said. He added, "But, you do have to be careful. And you have to sign a release incase something does happen."

Lou and Jean travel the country photographing wildlife and display their art at area fairs and craft shows. You can contact them via email: [LJGEagle@aol.com](mailto:LJGEagle@aol.com)

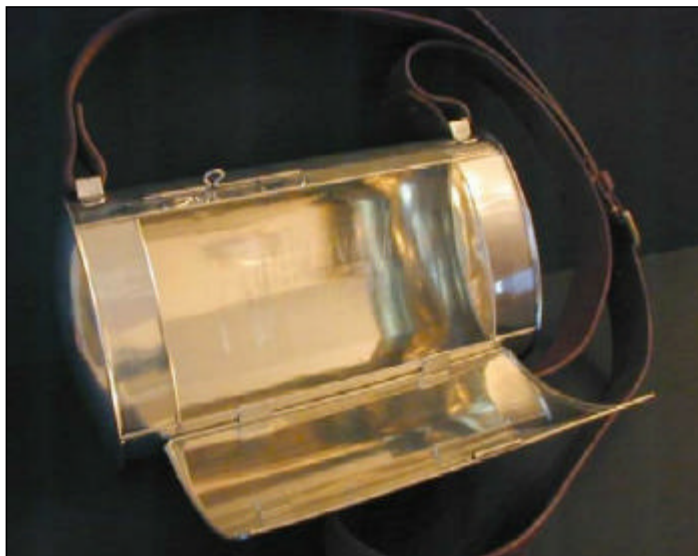


## MARCIA & CARL GIORDANO WADSWORTH, OHIO



Marcia & Carl had one of their pieces of reproduction tinware used in the movie "Master & Commander, the Far Side of the World," starring Russell Crowe. The piece is a botanist's collection case, or vasculum, (photo below) and was used in a scene shot on the Galapagos Islands.

The Giordanos were also called upon to make a large number of items for "Pirates of the Caribbean: The Curse of the Black Pearl," starring Johnny Depp. AND, some of their work was purchased through a museum shop for the movie "The Patriot," that starred Mel Gibson.



They were also selected by a jury of museum experts for inclusion in the 2003 Early American Life Magazine's Directory of Traditional American Crafts, more commonly known as EAL's "Top 200 Craftsmen." This is the eighth consecutive year that the Giordanos have been selected for this honor. AND, on December 14, 2003, they were featured in the HGTV holiday special "White Christmas Memories!" HGTV assembled bits and pieces of the past 7 Christmases at the White House, and Marcia and Carl were the featured artists selected for 1999.



*Tankard used in "Pirates of the Caribbean"*

The Giordanos provide reproduction tinware to reenactors of the Revolutionary War period, museum shops and many historic sites. They sell their wares at several reenactments during the year as well as selling through their website <http://www.cg-tinsmith.com> and at two major craft fairs.

**Editor's Note:** Marcia and Carl are dedicated to keeping alive the centuries-old art of tinsmithing. Whether it is reproduction tinware or one of their original designs, they hand craft each piece of tinware using antique tools in the traditional methods employed by 18th & 19th century tinsmiths. Each of their creations is stamped with an exclusive maker's mark to verify its origin, both now and in the future.



# 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](mailto: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.

**June 25 - 27 and August 27 - 29. 5th Annual EAST-ON ART AFFAIR.** Columbus, Ohio. Huff's Promotions will present two Fine Art & Craft shows in the beautiful Easton Town Center. The Easton Town Center features an upscale mix of more than 190 retail, entertainment, and dining establishments. Over 150 booths are available at this highly successful event. \$2,000. in awards. The Easton Art Affair offers a convenient set-up on clean, paved streets. Booth fee for a 10' x 10' space is \$250 and includes electric. Visit [www.eastonartaffair.com](http://www.eastonartaffair.com), or call Huff's Promotions: 330/493-4130.

**FOR SALE:** Increase sales, accept credit cards using a Tranz 330 Verifone with Imprinter, like new, including miscellaneous supplies. Retiring from craft circuit. 330/493-3911

**FOR SALE:** Accept credit cards using a Tranz 330 Verifone and card swiping unit. Like new. 419/281-1877.

## SHOW REVIEWS FROM GUILD MEMBERS

1. Go to  
<http://www.cg-tinsmith.com/oacg/index.html>
2. Click on "Creative Ohio"
3. Click on Show Reviews
4. User Name=oacguser, Password=readoacg

## Thank you!

Dear OACG,

I want to thank you for the nice write up in your November 2003 newsletter, and for the award you gave me at the Shaker Woods Festival. It is much appreciated.

Jeri Landers  
Folk Artist

## The Artist's Magazine

\$7 off subscription, \$18.96 per year  
call 800/333-0444  
Mention OACG & Code T7AG6

## reminder!

Has your email address changed? Did you just get an email address?

Keep us informed!  
Email: [CreativeOhio@aol.com](mailto:CreativeOhio@aol.com)



## OACG MEMBERS ONLY Merchant Services Program

A valid, active membership is required to secure the following rates. Call 800.347.7996. YOU MUST identify yourself as an OACG member and mention Franchise Code 1294. YOU MUST choose one of the following options.

- OPTION I: Electronically Swiped Visa & MasterCard - 1.99%
- OPTION II: Hand keyed Visa & MasterCard - 2.59%

IF YOU CHOOSE OPTION I - and then choose to hand-key a sale you will be charged "non-qual" fees. So, be careful which option you choose.

- VISA NON-QUAL FEES = .41% + (non-qual processing fee .50%) or a total of 2.80%
- MASTERCARD NON-QUAL FEES = .50% + (not-qual processing fee .50%) or a total of 2.99%

You must batch-out within 24 hours of an authorization or there is an additional non-qual fee of 1.10% for Visa and 1.25% for MasterCard.

- ON-LINE STATEMENT - No Charge!
- PAPER STATEMENT - No Charge!

You must choose one or the other. If you want both (paper statement & MyMerchantView.net) the fee is \$4.75.

VOICE AUTHORIZATION FEE - FREE!

ALL DISCOVER/NOVUS CARDS, ELECTRONICALLY SWIPED OR HAND-KEYED - 2.20% + \$.08 per transaction.

- NO MONTHLY FEES
- NO MONTHLY MINIMUM
- NO PENALTY FOR LOW VOLUME

ETC4 - Touch-tone phone credit card processing  
DISCOVER CARD - 2.20% + \$.08    MASTERCARD/VISA - 2.69%

TRANSACTION FEE - \$ .40 (all cards)    NO MONTHLY MINIMUM.

ONE TIME SET-UP FEE - \$20.    MONTHLY SERVICE FEE - \$ 7.50  
IMPRINTER - \$ 15.    CHARGEBACK FEE: \$15.  
VOICE AUTHORIZATION: No Charge

YOURPAY.COM - Virtual Point of Sale  
ALL FEES ARE THE SAME AS ETC4 EXCEPT FOR THE FOLLOWING:

- MASTERCARD/VISA: 2.59%
- TRANSACTION FEE: \$ .10 (all cards)
- ONE TIME SET-UP FEE - \$44.95
- MONTHLY SERVICE FEE - \$19.95

A valid, active membership is required. Be sure to mention OACG #1294 to receive these rates. Call 800.347.7996

- CUSTOMER SERVICE:
- DISCOVER CARD - 800.347.2000
- MASTERCARD/VISA - 877.641.0371

## The 2004 Cleveland/Akron Arts & Crafts Shows Booklet

Celebrating its 10th birthday this year!  
Information on over 400  
shows for \$8.50.  
Call or email for details.  
440-891-9085,  
CraftShowBooklet@aol.com



**\$6. roll - 1,000 labels per roll**

Make check payable  
to:  
OACG,  
or call  
419/884-9622  
to charge order.

**Send name, address  
and quantity of rolls  
wanted to:  
OACG LABELS  
PO Box 3080  
Lexington, OH 44904**

## Sunshine Artist Magazine

**\$5 off subscription for OACG  
members only  
call 800/597-2573**

show reviews

**Help fellow guild members, and  
yourself too!**

**Complete a show evaluation online  
on the guild's website.**

**www.cg-tinsmith.com/oacg/index.html**  
this is a membership benefit!

# Creative Ohio

P.O. BOX 3080, LEXINGTON, OH 44904  
www.cg-tinsmith.com/oacg/index.html  
Web Mistress - Marcia Giordano  
Linda Rebman, Office Manager  
75214.1242@compuserve.com  
Guild Office Hours: M-W-F 9:00 AM - 3:00 PM  
419-884-9622 FAX: 419-884-9641

## EXECUTIVE COMMITTEE

John Croft, President,  
Croft\_John@email.msn.com  
Diane Elliott Bruckner, Advisor  
661-252-8416, dianebruckner@aol.com  
Treasurer, to be appointed

## PUBLICATIONS COMMITTEE

Diane Elliott Bruckner, Editor, CreativeOhio@aol.com  
Amy Williams, Graphic Designer, DTP

## BOARD OF TRUSTEES

Lynn Corbin, Nomination 419-422-8321, Glennfin@aol.com  
Phyllis Croft, 740-432-3847, 75214.1242@compuserve.com  
Grace Flaesgarten, 440-239-8844, flaesgarten.1.1@juno.com  
Barbara Franzreb, 330-467-7402, bfranzreb@calicogoose.com  
Carl L. Giordano, Standards, 330-336-7270, tinsnip@cg-tinsmith.com  
Marcia Giordano, 330-336-7270, tinsnip@cg-tinsmith.com  
Marje Shook, 440-298-1428, mordiford@hotmail.com

## SCHOLARSHIPS

Don Earnest, 937-667-2871, EarnieDoandRo@aol.com

*The opinions presented in articles within the  
**Creative Ohio** newsletter are the opinions of the  
writers, and do not necessarily reflect the opin-  
ions/policies of The Ohio Arts & Crafts Guild.*

www.cg-tinsmith.com/oacg/index.html  
"The Newsletter of the Ohio Arts and Crafts Guild"  
**CREATIVE OHIO**

NONPROFIT  
U.S. POSTAGE PAID  
AKRON, OH. PERMIT  
NO. 861

Ohio Arts and Crafts Guild  
P.O. Box 3080  
Lexington, OH 44904  
Address Service Requested