

# Creative Ohio



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

Volume 3 Number 6

June 2003

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## The Importance of the Arts in Ohio

**by Guest Columnist, and Ohio's First Lady  
Hope Taft**

Since I became first lady in 1999, many people have asked what I would like to accomplish or what I would like to be remembered for. I answer that the three things I would like to be remembered for are my support of positive youth development in Ohio, the effort to bring attention to the importance of volunteerism and the promotion of the arts, especially Ohio-based artists.

The arts have always been an important part of my life and my development. When I was young, I had trouble reading but I loved to draw so my fifth-grade teacher would have me read a book and afterwards draw a scene that I found fascinating out of the book. I believe that my teacher recognizing my love of art helped me develop my love for reading that I have today.

As I travel across Ohio as first lady, I can see the impact that the arts have made in this state. The arts take on a much-needed responsibility in the attractiveness of the state by being important welcoming symbols at business and tourist locations. They also play a vital role in the state's economy by bringing in about nine million dollars a year.

Since September 11, the arts have helped people overcome the tragedy brought on by these uncertain times. They help people overcome hardship through their fostering of creativity and humor and self-expression and they help people stay healthy through providing opportunities for laughter and stress relief. I have received pictures from school children whose ability to cope was aided by drawing pictures or creating a poem about their fears, their concerns and their resilience.

The arts are also a primary focus at the Governor's Residence, where many events are planned around honoring and acknowledging the importance that the arts play in our lives. The Governor's Residence Foundation works with museums and private collectors from across the state to bring paintings from Ohio-connected artists from the early 19th century to the Residence. With many tours going through the Residence each year, it has given greater visibility and helped visitors associate them with our staff.

I also created an ornament contest called, "Treasures for the Tree," a project aimed at bringing awareness to the arts by giving Ohio artists an opportunity to create an ornament that will hang on the Governor's Residence Holiday Tree. Entry forms are sent to art centers, craft fairs and museums all around Ohio or can be obtained by Internet at [www.hopetaft.org](http://www.hopetaft.org). Ornaments are judged by an independent jury at each district center, and the top 50 are sent to the Governor's Residence to become part of its' permanent collection. The name of the top artist in each district is then sent to the White House for their Holiday decoration program the following year.

With 2003 being Ohio's 200th birthday, I hope that people realize the impact that the arts have made upon Ohio's history and its culture. Artists help us to visualize that history. They used our natural resources to develop industries for which Ohio is still famous. They shape our destiny by infusing their creativity in all facets of our lives. When we consider the contributions that the arts have played in this state, we can then appreciate the influence and importance of the arts in the beauty and growth of Ohio. ■

It's that time again -  
be on the look-out next month for  
the 2003 Treasures for the Tree  
entry form and information.



# Members Respond

**Editor's Note:** Each month a question will be asked relating to the arts/crafts business. You can respond via Email: [CreativeOhio@aol.com](mailto:CreativeOhio@aol.com) or Snailmail to the office address printed on the last page of the newsletter. Responses without Name, Medium, City, and State will not be published. The deadline to submit your response is the 24th of the month.

**THIS MONTH'S QUESTION WAS:** Do you think going by your name, or a business name, is best for your art/craft? Why?

**NEXT MONTH'S QUESTION:** Do you think having a website is important for an artist/crafter? Why or why not?

**Sue B. Usner**  
**Decorative Painter**  
**Kent, OH**

Even though I am a decorative painter, I consider myself a folk artist but primarily an artist, and you don't see artists using "cutesy" names, so for me I use my name. Years ago my banker told me a checking account (even though separate from my household account) would save me money if I kept it under my name; so I have an S.K. Usner account and a Sue B. Usner account. Over the course of 37 years (when I started) I must have saved a goodly amount.

**Loren C. Roper**  
**Blacksmith**  
**Duncan Falls, OH**

I have dealt with companies with personal names rather than with corporations. I feel people want

to know that they are dealing with an individual rather than a corporation where they are just a number in a database. I use Roper's Smithing Ltd. and my business name is Simply Smithing Blacksmith Shop. My logo is an anvil with Roper's Smithing Ltd. and I put that on the bottom of each page I print for my products. With the two names people will know it is a simple blacksmith shop and it is my company. I want (and need) to keep my business on a personal level, and I need to have the people out there know me as an artist and individual. When I talk to someone I look them in the eye and tell them what I know or don't know and that is personal. People want to know they are being treated fairly and honestly, and these days it is hard to get that service from a corporation.

**Donald Earnest**  
**Water Colour**  
**Tipp City, OH**

Anyone that has, or is, starting a business, should contact the state and get a book called, Starting your Business in Ohio. Call 800/248-4040 and ask for a start up kit. There are business names, corporate names, and trade names. There are reasons for using your real name, which the state does not require you to register, but if you use only a part of your name, or a fictitious name then you are required to register it with the state. A business name could prevent you from being sued for everything you have. If you are sued as a business, they can only sue you for the company's assets, not your personal property or assets. I have a business name of "Common Place Studio." I have had problems with people who refused to pay a charge on their credit cards under my business name, they know me by my real name only.

**Larry Schneider**  
**Acrylic painting folk art**  
**Carnegie, PA**

I don't think it makes much difference if you



Members Respond continued.....

choose a business name or your name for 80% of all artists and craftsmen. For the 10% on one end that would choose an extra cutesy business name it would probably be a negative. For the 10% on the other end, if you had a strange name or one like Muhammad Hussein this would probably be a negative for the next few years.

**Spirit  
Sculptor  
Rockbridge, OH**

I prefer to use my business name because my clients know me as "Spirit," but if I go by my name I'm listed as "Spirit Williams," and they can't find me in a quick scan of exhibitor listings. Going by "Spirit Sculpture Studio" they find Spirit and know it's the sculptor Spirit. However, I do have my checking account under my regular name; as the other crafter mentioned, it's cheaper than a business account, and for simple book-keeping, sufficient. ■

# JOIN OACG-L

A private Internet discussion group for members of the Ohio Arts & Crafts Guild. Ask questions, compare notes, share sources, show information, etc., all with the convenience and speed of email:

It's FREE and easy to join.

Send your name, email address and membership number to [tinsnip@cg-tinsmith.com](mailto:tinsnip@cg-tinsmith.com) and tell us you would like to join the OACG-L

## WELCOME! NEW MEMBERS

**Lisa Herrell**  
Chelsea, MI 48118  
734-475-1823  
DBA: This & That, LLC

**Kathy Watkins Hoopes**  
Salem, OH 44460  
330-537-3904  
Decorative Artist

**Brian Huhman**  
Piketon, OH 45661  
740-289-4731

**Leslie Kirchner**  
Santa Clarita, CA 91390  
661-270-1733

**\*Judy Kean**  
Rocky River, OH 44116  
440-356-3303  
Stained Glass  
DBA: The Glass Studio

**Mark A Laipple**  
Bridgeville, PA 15017  
412-851-2931  
Woodworking

**\*Tammy Morman**  
Columbus Grove, OH  
419-659-2440  
Stained Glass  
DBA: A Touch of Glass

**Robin Nunes**  
Madison, OH 44057  
440-428-6700  
Glass/wood/metal  
Sculptural & decorative,  
furniture  
DBA: Sandpiper  
Cottage Studios

**Sharon Palacky**  
Blacklick, OH 43004  
614-861-8328  
Lighted birdhouses-  
standing & sitting

**Kim Pallaye**  
Carrollton, OH 44615  
330-863-0518  
Artist-original acrylic  
paintings

**\*Larry Powers**  
Painesville, OH  
440-350-0696  
Woodworking/  
cabinetry  
DBA: Larry Powers &  
Associates

**Phyllis Price**  
Grove City, OH  
43123  
614-875-3076

**Brett Stratton**  
Bluffton, OH 45817  
419-358-0721  
Sequin Appliques  
DBA: Stratton Sequins

**Sharon Wilson**  
Maineville, OH 45039  
866-318-8247  
DBA: Dreamworks

\*correction



# How to get thousands of links to your website.

Links generate FREE traffic for you, and shoot you to the top of the search engine rankings. This article explains the top methods for getting links to your site. Apply these methods properly, and you may not need to use any other method of getting traffic.

## Why links get you to the top of the search engines

You may already be aware that links are probably the most important factor to getting a number one rankings on the search engines. However there is something that most people forget when trying to get links: It's not just the quantity, but the quality of the links which is important. Basically, "link farms" where there are thousands of unrelated links, do not work any more. It won't hurt your site if you have a link FROM a link farm. HOWEVER, if you link to a link farm your site can be severely penalized, especially with Google.com. This is a crucial point: If you link to poor quality sites, search engines such as Google will penalize your site and you will get a poor search engine ranking.

## How to find good sites to link to you

So, you need to find good quality sites, how do you do it? Well, there are a few different ways. There is actually some software which will do it for you, called the Internet Success Spider (<http://scamfreezone.com/spider>), which is the same software you can use to find "super affiliates." Good quality sites are going to have high search engine rankings. So, what you can do is

simply to search for the top 100 ranking sites on Google, or other search engines, for the keyword that you are interested in. For example, if your site sells pottery, then you search for "buy pottery" or "pottery" and find the top 100 sites for each of those keywords.

## How to get the sites to link to you

### **Method 1 - offer an incentive**

If your product has an affiliate program, then you simply suggest that they promote your affiliate program on their site, and they will be able to get a commission for each sale for people coming from their site. Alternatively you can advertise on their site and pay a fixed fee. Another type of incentive is to offer your product for free, or offer free advertising for their site on your site. There are several alternative ways to do this.

### **Method 2 - get the links for free**

A great way to do this is to the following: Firstly, look at the site and carefully determine if your product or site fits with the topic of their site. If it does, look for the best place for them to have a link to your site. Then, put a link to their site on your site - do this before they even put a link to your site. Next you need to email them. Tell the site owner that you have put a link to their site (show them the page where you have put a link, and make sure it is a quality link). Then tell the owner why it will benefit their visitors to have a link to your site. Lastly, give an example of exactly where you suggest the link should be on their site, and an example of the wording that they could use. This makes it really easy for them to link to you. The potential problem with method 2 is that it can take a lot of time to find the best sites



to link to you. There is some software which can do it for you which is the Internet Success Spider as mentioned above.

Other resources to help you

Before you even start doing all of this you should check and see how many links are already pointing to your site. This information is available at Market Leap ([www.marketleap.com/publinkpop/](http://www.marketleap.com/publinkpop/)).

Other things that will dramatically increase your chances of getting “linked to:”

1. Try faxing or phoning Website owners. Faxes receive a lot more attention than emails.
2. Make sure that your email (or fax) is individualized, and states the benefits for their site and their visitors.
3. Make sure that your site has good quality content that people are going to want to link to.
4. Make the email (or fax) personal. Use the webmaster’s
5. If the webmaster doesn’t respond to your first email, try emailing again a week later as a gentle reminder. This can often work well.
6. Use a database to keep track of who you have emailed and their responses.
7. Create a template email that you can use to save time BUT don’t send the same email to everyone, make sure that you individualize.
8. If you are sending out lots of emails you can use an emailing program such as Mailloop ([www.marketingtips.com/maillloop/mailloop.html](http://www.marketingtips.com/maillloop/mailloop.html)) to individualize each email.

*Editor’s Note: This article was reprinted with permission from [www.profitpuppy.com](http://www.profitpuppy.com) - This is one of the best websites I’ve found for getting all your questions answered about how to make money using the Internet.*



**AL SCHEIDERER  
AL’S LEATHER CRAFT LTD.  
MARYSVILLE, OH**



Al’s design was chosen as one of the winners of the *Hide Crafter Digest* Cover contest. His carving will be used on the front cover of one of the upcoming issues.

**Don’t forget !  
Let us know if you  
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**Send your old email address  
and your new address to:**

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## 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.

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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!

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

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**DISCOVER CARD** - 800.347.2000  
**MASTERCARD/VISA** - 877.641.0371

# Classified

*CLASSIFIED AD RATES: Deadline is the 24th of the month. 1x rate - \$7.50 for 25 words of less plus .40 per word over 25. 6x rate - \$5.00 plus .30.*

**JUNE 27 - 29 and AUGUST 22 - 24. EASTON ART AFFAIR.** Columbus, Ohio. Huff's Promotions will present two Fine Art and Craft shows in the very popular Easton Town Center. This is the fourth year for this highly successful event. Fee: \$250. - includes electric. Over 125 booths will be available in the streets and around the outdoor Town Square of the Easton Town Center. \$2,000. in awards. The Easton Town Center features an upscale mix of more than 190 retail, entertainment and dining establishments. Huff's Promotions: 330/493-4130; Huffs promo@aol.com

**AUGUST 30 - 31.** Andover Arts & Crafts Fair. Williamsfield, OH. Non-juried, outdoor, handcrafted items only. \$85.-15'x15' space. Food, entertainment, prizes. 440/293-5904.

**SEPTEMBER 21.** Sunday. 32nd Frontier Arts & Crafts Show at Ghost Town South/Findlay on State Route 68, CR 40; 10AM - 5PM. Browse through a reconstructed Ghost Town in the woods. Over 200 quality crafters and demonstrators. Free parking. Entertainment. Tantalizing foods. Adm.: \$3.50, children 10 & under free. 419/422-5723. Rain or shine!

**NOVEMBER 1.** Crafters Wanted for Nature Fest, The Wilderness Center, Wilmot, OH. Crafts from natural materials or with a nature theme. \$25 per table. Contact Carrie Elvey for information. 877/359-5235 or carrie@falcon.stark.k12.oh.us

**CRAFTERS:** Send me your patterns and I'll do your cutting. Thin wood a specialty. Jack Van Horn, 740/849-0224, krofthse@ohiohills.com

**FOR SALE:** Heavenly Suds™, established and trademarked soapcrafting business. Includes supplies, recipes, lessons and trademark. Call 330/392-2529 evenings before 10 p.m.

**CRAFT & ANTIQUE CO-OP.** Painesville, OH. No commission! Work only 2-3 days per month! 36,000 square feet with 200 beautiful shops. Call about special events. 440/354-5845, www.CraftAndAntique.com

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**May 29 - June 1.**  
Westland Center, Westland, MI

**June 4 - 8.**  
Monroeville Mall, Pittsburgh, PA

**June 12 - 15.**  
Meridian Mall, Lansing, MI

**Sept. 12 - 14.**  
Macomb Mall, Roseville, MI

**Sept. 17 - 21.**  
Monroeville Mall, Pittsburgh, PA

**Sept. 25 - 28.**  
Westland Center, Westland, MI

**Oct. 9 - 12.**  
Eastgate Mall, Cincinnati, OH

**Oct. 23 - 26.**  
Tri-County Mall, Cincinnati, OH

**Nov. 28 - 30.**  
18th Annual Christmas Arts/Crafts Show,  
Pittsburgh ExpoMart

**Dec. 5 - 7.**  
23rd Annual Christmas Arts/Crafts Show,  
EJ Thomas Hall, Akron, OH

## DO WE HAVE YOUR EMAIL ADDRESS??

Please send your  
email address, along with your name  
and membership number to  
CreativeOhio@aol.com

## The Artist's Magazine

\$7 off subscription, \$18.96 per year  
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Mention OACG & Code T7AG6

## ONLINE SHOW REVIEWS

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

# Creative Ohio

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