

# Creative Ohio



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

Volume 3 Number 5

May 2003

## President's Corner

### **MORE ON BUY/SELL**

*As I read more on this subject, and talk to others, I have wondered whether there isn't more that the individual artisan can do to help differentiate themselves from buy/sell participants.*

*Are there characteristics that can make you stand out as the artisan responsible for this work?*

*I think there just may be.*

*I know \*Bruce Baker doesn't advocate demonstrating, however, there is nothing that establishes you more as the creator than demonstrating and talking about what you do. Explaining "why" is also a big attraction. I know of, and have seen, exhibitors "faking" it, but more often than not it's rather obvious.*

*A display board showing the steps and/or process of your work is another excellent tool. Not only does it draw people into your booth, it's a great conversation starter.*

*Obviously, enthusiasm for what you're doing is a huge attraction. It's difficult for someone selling imports, or buy/sell products to be very enthusiastic about "their?" creations.*

*I have to tell you a story about a friend of mine. She is a painter, and (as most of you have experienced) is often asked if she does all this work. Her response is, "Oh no, I couldn't do all this. I keep a couple of Chinese folks in the basement that do it for me." She has the personality that can carry this off without offending, and the recipient of this response usually sees the humor (and the error in their question) right away.*

*Finally, my pet peeve. Why oh why do so many of us insist on adopting some cutesy name for our work?*

*Why, when we want to be accepted as a professional artist or craftsperson, do we adopt a name that makes us look like a business. A business that does what? Imports products from off shore? Buys product from some factory? A business made up of a bunch of people? I don't think seeing a business name fosters the image of an individual artisan.*

*As the former director of the Salt Fork Arts & Crafts Festival I had more trouble trying to contact people that applied using a business name. What do you suppose immediately comes to mind when you receive an application from, "Clever Creatures?" Is this an individual, or a group? Is this an individual making these creatures, or an individual importing them?*

*Using your personal name adds so much more stature to your endeavor than trying to make yourself sound like a corporation. Festival promoters are looking for individual artisans, and trying to screen out those that aren't. Using your own name aids in this search.*

*Importers and those trying to pass off buy/sell merchandise as their own rarely use their personal name. They almost always come up with a cutesy name to present themselves.*

*I know a lot of you, maybe most of you, won't agree with this, and I present this only as my opinion.*

## John

Croft\_John@email.msn.com

*\*Bruce Baker is a jeweler, gallery owner and nationally recognized motivational speaker. Visit his website at [www.dbakerinc.com](http://www.dbakerinc.com).*



## 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: OACG, PO Box 3080, Lexington, OH 44904. 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:** How do you go about choosing a show?

**Next month's question:** Do you think going by your name, or a business name, is best for your art/craft? Why?

**Bill & Sandy Cantieri**  
Leather  
Lancaster, OH

In choosing a show, we always look for how many years the show has been in business, and the attendance.

Then, we go to the show to see it for ourselves. When there, we talk to crafters about the show. This has always been a very huge help. Since they have been there for one or two years, the information they can give you can be priceless. Don't be shy; most crafters will share this information with you. We have never had anyone say "go away."

When seeing a show for the first time, you can see if there is a lot of buy/sell, the layout for your booth and if the distance would be worth traveling to try and sell there. This method seems to work for us.

Taking advice from "word of mouth" has stung us a few times.

**Louise Moore, President**  
Wayne County Arts & Crafts Guild  
Holiday fabric decorations, soft sculpture

I would like to answer this month's question as to how we choose shows. Basically "location." Not too many near each other, yet not too far to drive. Personally, I like to find shows that believe customers would be interested in my items. Sometimes, it's just nice to try something different.

**Editor's Note:** Another suggestion - when asking someone about "sales" at a specific show - be sure they produce an art/craft that is similar to your own. It doesn't help to know how sales were for a jeweler or a potter if you're a painter.

## WELCOME! To Our New Members

**Nancy Begue**  
Canton, OH 44708  
330-477-1637  
Fudge & gourmet chocolates  
DBA: The Fudge Lady

**Zsuzsanna Bella**  
Akron, OH 44333  
330-926-0199  
DBA: Zsuzsanna's Arts  
and Crafts

**Michelle Dunson**  
Kenton, OH 43326  
419-673-1432  
Jewelry/Oil Painting  
DBA: Michelle Dunson

**Wendy Faulkner**  
Fairfield, OH 45014  
Southwestern beadwork  
and Native American  
style crafts  
DBA: Mystic Coyote

**Mary Alice Hegarty**  
Avon Lake, OH 44012  
440-933-9970

**Steve & Deb Ladowski**  
Pataskala, OH 43062  
740-927-4900  
Leather Accessories  
DBA: The Leather Hut

**Alan Laws**  
Salem, OH 44460  
330-337-0334  
Woodworking  
DBA: Next Generation  
Creations

**Loren C Roper**  
Duncan Falls, OH  
43734  
740-674-4863  
Blacksmith-products &  
classes  
DBA: Simply Smithing  
Blacksmith Shop

**Linda Trbovich**  
Canton, OH 44709  
330-492-9220  
Jewelry/paper  
DBA: An Artful Sou

## 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



# Choosing the Right Art and Craft Show

## *Courtesy of the National Craft Association*

Arts and Crafts Shows can be one of the best marketing tools available to artisans. The show provides you with a direct selling access to the purchasing customer. Show costs vary widely depending upon region, the attendance records, and advertising support provided.

**Bazaar/Flea Market:** This type of show is usually sponsored by churches, schools, clubs or organizations as a fund raiser for their group. Included with this group are open air markets, antique-craft shows and theme events like car shows, bake sales, sporting events, air shows, etc.. While the cost to enter is usually very low, the return in sales is usually not worth the 2 or 3 days of your time. Our survey has found this type of show usually attracts more browsers than buyers. The merchandise offered that does sell is usually low-end, from \$1.00 to \$15.00. Unless this is the type of merchandise you specialize in, or it is a special holiday show with a good reputation, you can usually spend your time and money on more profitable shows than these. This is a forum for the hobby/craft seller who makes a few things all year and wants to sell some items to support their hobby or group. Another thing to consider is that whenever "flea market" is attached to the name of the event, the customer it attracts is usually the bargain hunter looking for the "super low-low price" and not a serious art or craft buyer.

**Festivals and Fairs:** This type of show is usually sponsored by civic groups, merchant or neighborhood associations, or towns/cities, etc.. The show is usually put on by a professional promoter and is well organized, well advertised and well attended. The deciding factor here is to understand the content of the event. If it is advertised as an arts & craft show be sure that your presence will be a dominate factor in promoting the show. Make sure that the arts & crafts are mixed well with the entertainment and food, not isolated into a remote area. If that happens you will not benefit from the mainstream of traffic attending the event.. Attendance is usually good. Many of these shows have a solid reputation for many years. Our survey finds that arts and crafts do well at these events as long as the show promotion features arts & crafts. On average the best selling price is up to \$50. Selling prices vary depending on the region of the country and rural versus city. Develop a competitive price range for your merchandise based on your target market and selling area.

**Arts & Craft Shows:** Here we will lump all organized professionally produced shows that are for the specific purpose of promoting the sales of handcrafted art or craft items. The show can be inside/outside, at convention centers or shopping malls, or buildings, etc.. They are usually broken into categories by type; Fine Art; Fine Craft; Traditional Art & Craft. Some shows allow a mix of fine and

traditional, while others have specific definitions of what they allow. This is usually determined by their application information and jury process. Here I also want to note wholesale trade shows. A wholesale show will provide you with access to buyers for retail outlets for your work, if you are interested in expanding into the wholesale market. The key here is to choose a show that attracts the type of customer most likely to buy your type of work. If you do a country theme, then a show that caters to an up-scale modern trendy crowd probably won't work for you or vice versa. If you are not sure about the show, talk with the promoter and other vendors to find out more about the make-up of the show, and best of all visit the show and check it out. These are a few things you want to know: number of years running; average attendance, and last year's; how many vendors within each category are allowed (jewelry, wood, fiber, paintings etc.); customer parking; customer admission fees; is it handcrafted only or do they allow imported/or commercially produced items?; size of space provided; extra costs like electric, door prizes or special uniform booth requirements; set-up and break-down arrangements &/or costs. Some convention centers charge for transporting your display to your booth site. The organized art or craft show is usually the best place to start with when you decide to sell your handcrafted work. Don't decide based on just entry fees. Select shows that are closely aligned with your type of merchandise and your target customer.

*\*\*\*The National Craft Association is an information and resource center for artists and crafters from beginner to seasoned professional. To receive free information on how to turn your arts or crafts into CASH contact The National Craft Association, 2012 Ridge Road East #120, Rochester, NY 14622-2434; Phone: 716/266-5472, Fax: 585/785-3231, Email: nca@craftassoc.com, Website: www.craftassoc.com.*

## Sunshine Artist Magazine

\$5 off subscription for  
OACG members only  
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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.

**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 SWIPE 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%  
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Email: BOSS@FirstData.com, Ida Martin: 800.622.2626, Ext. 84432  
**DISCOVER CARD** - 800.347.2000  
**MASTERCARD/VISA** - 877.641.0371

# 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 out above rate. 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 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: Huffs promo@aol.com 330/493-4130

**JULY 26.** Seeking quality crafters for 10th Annual Lazy Daze of Summer Festival, suburban Columbus, OH. Deadline: 4/30/03 Details: 614/486-2954, Ext. 132, jdcusack@ghpl.org, www.ghpl.org/events/lazy\_daze.htm

**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.

**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, carrie@falcon.stark.k12.oh.us

**Quality Crafters Needed** - 33rd Annual Bob Evans Farm Festival. Bob Evans Farm, PO Box 198, Rio Grande, OH 45674, 800/994-3276, gale.leslie@bobevans.com.

**ACCEPTING APPLICATIONS** - for Village Artisans Cooperative and Gallery in Yellow Springs, OH. Information or application call 937-767-1209, hejstudio@aol.com.

**AVAILABLE:** Spring 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 March, 2003 thru March, 2004. Send \$25. to: THE CRAFTERS FORUM, 1411 E. Main Cross St., Findlay, OH 45840. Questions: 419/423.3299, E-mail: wc1eb2@aol.com



**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:** Tranz 330 Verifone, including ChargeMate 2000 Series Imprinter, plus miscellaneous supplies. Like new! Increase sales by accepting credit cards. Retiring from circuit. 330/493-3911, jubob27@aol.com

## **RAAB ENTERPRISES, INC.**

**PO Box 33428, North Royalton, OH 44133  
440/237-3424 Submit slides or photos,  
photo of display and SASE.**

**May 1 - 4.**

Southland Mall, Taylor, MI

**May 8 - 11.**

Northgate Mall, Cincinnati, OH

**May 22 - 25.**

Chapel Hill Mall, Akron, OH

**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

## **The Artist's Magazine**

**\$7 off subscription, \$18.96 per year  
call 800/333-0444**

**Mention OACG & Code T7AG6**

## **DO WE HAVE YOUR EMAIL ADDRESS??**

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## **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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*The opinions presented in articles within the  
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"The Newsletter of the Ohio Arts and Crafts Guild"  
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