

# Creative Ohio



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

Volume 3 Number 11

November 2003

## President's Corner

Several years ago the guild initiated two new awards: one to be presented at the Shaker Woods Festival, the other at the Yankee Peddler Show.

Exhibitors receiving awards are selected from those showing for the "first time" at these two shows. The awards are becoming very well known, thus serving one of our most important objectives: publicizing the guild. The other being encouragement on the part of the exhibitors, especially those just starting out in this interesting world of arts & crafts.

### **The 2003 Shaker Woods Festival award went to Jeri Landers.**

Jeri is a folk artist, specializing in Scherenschnitte. For those that may not know, Scherenschnitte is German for scissors snipping, and an art form that began in China, and has been around for thousands of years. Jeri has combined this art form, with her own beautiful paintings, into something very unique and unusual.

### **A detail from Jeri's piece titled "Noah."**



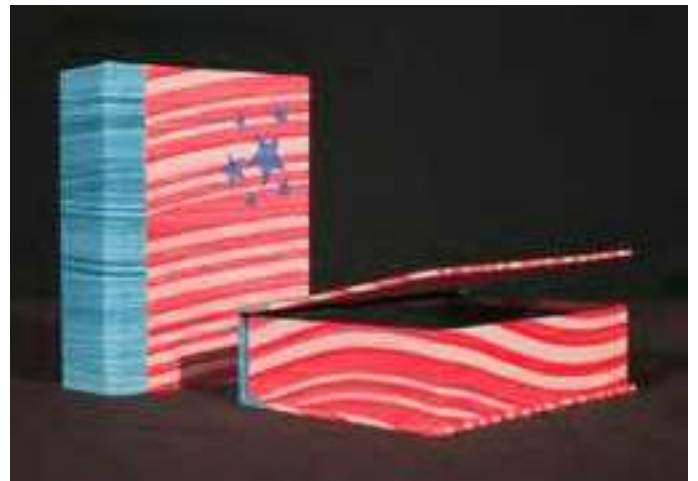
Jeri lives with her husband (and numerous and varied animals) in a restored 19th century farm home in rural

Tennessee. She has written a children's book featuring her character "Hopalong," and is currently in the process of creating the book's illustrations.

She also has a wonderful web site, [www.hopalonggreetings.com](http://www.hopalonggreetings.com), which beautifully displays much of her artwork.

### **The Yankee Peddler Show award went to Russell Jurecki.**

Russell makes **beautiful!** hand bound books and boxes.



### **Keepsake Box titled "Patriotic Stars & Stripes."**

Russ and his wife met at Kent State University. Russ focused on print making, and painting - Cathryn, received an MA in Art Education. They became interested in doing Arts & Crafts shows while volunteering at the guild booth at Yankee Peddler. After many discussions with the peddlers at Yankee they decided to embark on "making books and working craft shows."

Russ and "Kate" epitomize the spirit of those the guild set out to support when created in 1969. They also have a wonderful website, [www.paintedtailstudios.com](http://www.paintedtailstudios.com), where you can find out the interesting story on how their business got its name.

## John

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



# Show Tips For Maximum Festival Sales

By Amy Amdur

During our 19+ years of producing art festivals, we have learned many key factors that, when implemented, will help maximize your show sales. We invite you to review the following recommendations and put those points you like into action.

## BEFORE THE SHOW -TOP TEN

1. 2-3 months in advance: If you have a website, post your show schedule.
2. 2-3 weeks in advance: Postcard/Invitation mailing to previous customers in and near the show.
3. 2 weeks before: Check your business cards/brochures supply, replenish if necessary.
4. 1 day to one week before: Get a haircut if you need it.
5. 1 week before: Plan show clothes and have them cleaned for the show.
6. Day before: Review map of route to festival. The website Mapquest.com is used by many.
7. Days before: Pack carefully. At every festival, someone has forgotten a vital piece of their display.
8. Week before: Photo document your newest work for next season's jury.
9. Week before: Pack camera/film so you can photograph your booth.
10. Week before: Check your vehicle: tire, fluids, belts, etc.

## YOUR BOOTH - A DOZEN TO CONSIDER

1. Before the show: Details count. Review every element of your booth, just as you review your work. I strongly recommend a fabric panel wall system. Open grid systems do not look as professional, and tend to distract the viewer from seeing your art.
2. Before the show, and at the show: Have professional price tags. Never put adhesive stickers directly on the canvass of paintings. Ideally, price tags are typed or laser printed on heavy weight paper, or glued to mat board. Price tags authenticate the price, reducing the "haggle."

3. At the show: Use a floor covering. It completes your booth and covers up ugly directional traffic markings and muddy ground.

4. At the show: Hang 2D work level, and adjust often during the show. Shelf work should be arranged neatly. Keep glass clean, and bring touch up paint/markers for those unexpected nicks.

5. At the show: Don't over fill your both. More is not always better. Have more stock in back, so that you can pull out that special piece for the right person.

6. At the show: 3d artists: think about multiple levels, and great bases that are the same. Don't make bases so interesting that they detract from your work.

7. At the show: Have plenty of business cards and if you are redoing them, include an image of your art. It greatly helps people remember who you are.

8. At the show: Keep a guest book, and maintain a database for future mailings.

9. At the show: If you love how your booth looks, take a photo for next season's juries. The biggest weakness we see in the juries, are dark booth slides. Try to take a booth shot when the booth is bright and full of light. If you don't love your booth, evaluate how it could be improved.

10. At the show: Keep your booth tidy so that the visitor at 4 pm on Sunday has the same positive experience that the visitor Saturday morning had.

11. At the show: maximize your experience, and take a look around for great booth ideas from other artists.

12. Wear your name badge during the show. This lets the public know who you are right away.

## YOUR WORK - 5 TO PONDER

1. Have various price points so that you have broad appeal to the masses.
2. Have work of various sizes.
3. Show your body of work. A tighter body of work increases sales by making it easier for the public to make

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*Show Tips For Maximum Sales continued.....*

the buy decision.

4. Frame your work well. If at all possible, avoid using cheap metal or wood frames. Frame with a limited number of frame styles so that the frames do not take over your work. I recommend one or two frame styles only in a booth.

5. Be true to yourself. Time and time again, I see that it is the artists who really have something to say that sell the best, regardless of price.

### YOU - TOP TEN

1. Be clean and smell good. Basic, but true. People do not want to talk to, let alone buy from, someone who smells. Don't eat onions and tuna fish and expect to sell.

2. Be well dressed. People buy more from people who dress (shoes too) like them.

3. Interact with the public. If you can't, then hire someone who can. (You must still be present at the show)

4. People are not just buying art, they are buying an experience, your story, you. Tell them about yourself; what inspired you to do the piece.

5. Don't smoke or drink alcohol in your booth. This is a turn-off and many people will stay away.

6. Don't sit behind your booth reading a book or the newspaper and expect to sell. You've got to interact with the public.

7. Don't leave your booth for long periods of time, or with a booth sitter for more than 20 minutes. People will give up on an artist they can't find after a few tries.

8. Inform and educate. The more people know about you and your technique, the more they will buy.

9. If you do commission work, let people know about it and explain what that means.

10. If you can't make the sale, give them a show schedule and suggest they visit you again.

### SECURITY -COMMON SENSE FOR EVERYONE AT ANY SHOW ANYWHERE.

Eight to Contemplate

Don't be scared, just be smart. Don't give bad guys opportunities.

Please read this section carefully.

1. Keep your money on your person. Don't have a money box, or bag you "hide" in your booth.

2. Be especially alert at set-up and break-down when there is a lot of commotion.

3. Jewelers with gold and precious stones: You should have at least one or more additional people with you at shows. If you feel you are being cased during a show, alert the staff. Trust your instincts. Consider using dummy bags. Don't register in your hotel under your show name. Don't take a first floor hotel room, or a room near the elevator or stairs. Fill up with gas the last morning of the show so that when you leave, you will go far before having to stop. Keep a disposal camera in your booth, and take a picture of someone you think is casing your booth. Bad guys don't want to be seen and remembered. During daily set-up and take-down, always keep your merchandise on your person or securely locked to an immovable object. Don't give anyone an opportunity.

4. Accept Credit Cards, thereby reducing carrying a lot of cash.

5. Be careful about hiring non-show people who happen to be around at set-up and offer to help you for a twenty.

6. We always recommend removing your work from your booth at night even though most shows provide overnight security.

7. Don't leave tempting items in your booth overnight: cameras, radios, briefcases, etc.

8. Lock your vehicle! Remember to lock the back and side doors of your parked trucks and vans.

### AMDUR PRODUCTIONS

*Founded in 1983, Amdur Productions is a nationally recognized arts festival producer that directs nine of the Chicago area's most successful summer art fairs and festivals including Chicago's Gold Coast Art Fair, Evanston's Fountain Square Art Festival, Highland Park's Port Clinton Art Festival, Wheaton's Cantigny Sculpture and Fine Arts Festival, Buffalo Grove Invitational Fine Art Festival, Woodstock Fine Art Fair, Lincolnshire Art Festival, Long Grove's Art Makers Show, Arlington Heights' Promenade of Art and LaGrange's West End Art Festival. Amdur Productions also consults with the Merchandise Mart to produce the One of A Kind Show and Sale in December. For additional information on the fairs and festivals call Amdur Productions (847) 444-9600 or visit [www.amdurproductions.com](http://www.amdurproductions.com).*



# WELCOME! NEW MEMBERS

**Kimberley Combs**

Middletown, OH 45042  
Organic soaps, salts, concoc-  
tions & fizzys  
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Soapysales420@aol.com

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Embroidery

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**Ruth Jones**

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Knots831@aol.com

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Jewelry

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Rutledge, TN 37861  
Scherenschnitte/  
watercolor  
DBA: Hop A Long  
Greetings

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Stained Glass  
DBA: Captured Light  
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Handcrafted soy candles  
DBA: Lily Pond LLC  
Lilypond@usa.com

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Jewelry-paper crafts, pho-  
tography  
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mail.com

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samomph@aol.com

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Csmyers@earthlink.net

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DBA: Imajica Studio  
Don@imajicastudio.com

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Srobinson@orwell.net

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DBA: Don Stephenson  
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Naturedon@aol.com

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memory boxes,  
tribute cases  
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Tribute Cases  
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DBA: Homespun Honeys  
Crazyclimber@hei2000.net



TooT Your Own Horn

Now that the summer is over take a moment and let us know of any exciting news. Did you win an award? Get published in a book or magazine? Create a new design? Do the most shows that you've ever done before and lived through it? Tell us!!

**Email: CreativeOhio@aol.com  
or fax/snailmail to the office.**



# 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 of 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.*

**NOVEMBER 7 - 8. 15TH Annual HARVEST HOLIDAY CRAFT, ANTIQUE & QUILT SHOW,** 10 a.m. - 4 p.m., Rocky River Senior Center, 21014 Hilliard Blvd., Rocky River. Admission \$2., under 12 free. 440/331-0600.

**AVAILABLE** - Fall 2003 issue of The Crafters Forum, an Ohio/Michigan Arts & Crafts show-book 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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**FOR SALE:** EZ up Express III. Includes four walls and clamps for holding up walls. \$215. (save \$50). Used approx. 8 times. Call Judy: 440/356-3303, Email: theglassstudio@yahoo.com Located in Rocky River, Ohio (Cleveland)

## LIFE AS A JUGGLER

In a university commencement address several years ago, Brian Dyson, CEO of Coca Cola Enterprises, spoke of the relation of work to one's other commitments: "Imagine life as a game in which you are juggling some five balls in the air. You name them - work, family, health, friends and spirit - and you're keeping all of these in the air.

You will soon understand that work is a rubber ball. If you drop it, it will bounce back. But the other four balls - family, health, friends and spirit - are made of glass. If you drop one of these, they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same.

You must understand that and strive for balance in your life. How?

-Don't undermine your worth by comparing yourself with others. It is because we are different that each of us is special.

-Don't set your goals by what other people deem important. Only you know what is best for you.

-Don't take for granted the things closest to your heart. Cling to them as you would your life, for without them, life is meaningless.

-Don't let your life slip through your fingers by living in the past or for the future. By living your life one day at a time, you live ALL the days of your life

-Don't give up when you still have something to give. Nothing is really over until the moment you stop trying.

-Don't be afraid to admit that you are less than perfect. It is this fragile thread that binds us to each other.

.....continued on page 6



*Life as a Juggler, continued from page 5.*

## 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%
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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%)  
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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.

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

-Don't be afraid to encounter risks. It is by taking chances that we learn how to be brave.

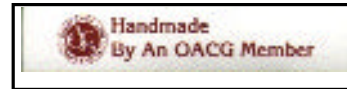
-Don't run through life so fast that you forget Not only where you've been, but also where you are going.

-Don't forget, a person's greatest emotional need is to feel appreciated.

-Don't be afraid to learn. Knowledge is weightless, a treasure you can always carry easily.

-Don't use time or words carelessly. Neither can be retrieved.

-Life is not a race, but a journey to be savored each step of the way.



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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

## RAAB ENTERPRISES, INC.

**PO Box 33428,  
North Royalton, OH 44133  
440/237-3424**

**Submit slides or photos,  
photo of display and SASE.**

**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

## STILL CONFUSED

about whether to get or create a website? Share your concerns and questions with guild members.

If you already have a website, tell us what you like and don't like.

**Email:** [CreativeOhio@aol.com](mailto:CreativeOhio@aol.com)  
or send **Snailmail** to:  
OACG, PO Box 3080,  
Lexington, OH 44904

## 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](mailto:CraftShowBooklet@aol.com)

# Creative Ohio

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