

President's Corner

As most of you know, we began giving an OACG Award several years ago to first time exhibitors at two shows: Shaker Woods, and Yankee Peddler.

We select what we feel is the best all around artist/craftsperson from these first time exhibitors. We present them with a framed certificate, and \$200. in cash. Garry and Cindy Blevins were winners at Shaker this year. They make beautiful Shaker bent wooden boxes.



They have a story that goes right to your heart, and answers the question that many considering an arts & crafts endeavor have wondered about. Especially those facing financial difficulties, "Can I make a living with my arts or crafts abilities?"

They found themselves in that situation. Cindy caught in a company downsizing, and Garry's job situation shaky. This on top of just purchasing an old farm with a sizable monthly payment.

Garry had made a few Shaker boxes, and wondered if he could build them as a vocation. How many of us have had similar dreams? They knew if they were going to be

successful they were going to need quite a bit of help. Help you can only get through prayer. Well, their prayers were answered beyond their imagination. They started with \$50., and were able to get \$350. worth of wood. Then, needed tools started appearing at their house seemingly from nowhere.



It would be easy to say, well, they were lucky, and just fell into it. However, once you have talked with Garry, it is obvious he has done much research on Shaker boxes. I learned so much I didn't know in just a short conversation I had with him, and when you pick one of his boxes up, and see the quality - Wow! We have a granddaughter that will be receiving one for Christmas.

If you run into them at a show - introduce yourself, and be prepared to be as bowled over as we were.

In regard to the effort to get new board members, we have four, and need more. The four are from the Northeast section of Ohio, and we would like to get more representation from the other sections of the state. We need two from each of the other sections. Find a friend, and step forward. (please)

John
Croft_John@email.msn.com



Creating an Effective Business Card

By IVAN MISNER

Business cards are very important, and they do have an effect on someone's first impression of you when networking. Therefore, it is important to tailor your card to the impression you're trying to make. A business card is an integral part of a good marketing plan. For its size and cost, it is probably the most powerful part. So it's especially important that your card be one that is memorable and makes a favorable impression. Otherwise, it will probably get tossed into a drawer full of ancient, smudged, forgotten cards that keep accumulating long after the businesses they represent have faded away. That is, if it doesn't get dropped into the nearest circular file.

Your card should display the same design and basic information as your other marketing materials. But a business card is not a brochure or catalog; space is limited, so you must choose your words and images carefully. Which information is absolutely essential? What else can you include that will help persuade a prospect to contact you? Equally important, what should you leave out? Too much information can dilute or obscure your message.

How do you solve this space-vs.-content problem? A good approach is to break the essentials down into three areas: identity, credibility and clarity. Identity and credibility are concerned with what you should include on your card at a minimum; clarity is more about what to leave off.

Choose a card style that's appropriate for your business, industry and personal style. If you're a funeral director, you don't want to be caught handing out day-glow cards with cartoon figures on them. If you're a mechanic whose specialty is converting old Beetles into dune buggies, a formal, black-on-white engraved card will probably be dropped into the nearest circular file. Start with the style that best supports the business image you wish to project. Here are five different card styles for you to consider:

Basic cards: This is a good card style when utility is all you need. It's a no-nonsense approach that can appeal to clients and prospects who would not be impressed by fancy design features—the people who want “just the facts, ma'am.” The design is simple, and the information is clear and concise. A basic card is usually printed in black ink on plain white or cream stock.

Picture cards: Having your face on your card—whether it's a photograph, a drawing or a caricature—helps a contact remember you the next time she sees you. Images representing a product or services, or a benefit your business provides, can help you communicate your business better than dozens of words. Color is often helpful on a picture card, too.

Tactile cards: Some cards are distinguished not so much by how they look as by how they feel. They may use nonstandard materials, such as metal or wood, or have unusual shapes, edges, folds or embossing. Tactile cards tend to be considerably more expensive than regular cards because they use nonstandard production processes such as die cuts.

Multipurpose cards: A card can do more than promote your name and business—it can also serve as a discount coupon, an appointment reminder or some other function. It may also provide valuable information that the average person may need. For example, a hotel may include a map on the back of its card for any guests who are walking around the vicinity. A card of any type can be made multipurpose by adding these types of features.

Outside-the-box cards: A wildly original, fanciful or extravagant presentation can draw extra attention. Creativity knows no bounds—except the amount of money you wish to spend. I've seen examples of these types of cards that were made of chocolate or that folded out into a miniature box to keep small items in. One of the most notable was a dentist's card that included a small compartment for dental floss to be pulled out. These are all examples of “outside-the-box” thinking.

Dr. Ivan Misner is the founder and CEO of Business Network International (BNI), which has more than 2,700 chapters throughout the world. He is also the author of five books, including his New York Times bestseller, Masters of Networking, as well as Entrepreneur Press' forthcoming Masters of Success.

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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.

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WELCOME! NEW MEMBERS

DISCONTINUED

Creative Ohio via email

Unfortunately, not enough members have agreed to receive the newsletter via email (in PDF format) to make continuing to do so worth while.

David Watters
Medina, OH
Davidgwatters@msn.com
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Unique Studio Furniture

Kari McCamon
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Kariannemc@yahoo.com
Lady Bug Clothing Co

Linda Stiles Smith
Dayton, OH
Linda@naturescapesstudio.com
Jewelry
Naturescapes Studio

Karen Lewis
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Jewelry
LKL Beaded Designs

Jim & Marsha Treacey
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J & M Stained Glass

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Stained or Leaded
Wood

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Ohio Colonial Soap
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Livengoodwi@aol.com
Livengood Wrought Iron

Suzanne Krieger
Dublin, OH
Timck@earthlink.net
Fabric
Designs by Suzanne

Carol Reed
Euclid, OH
Candlemaniafun@aol.com
Carol's Candlemania

Sunshine Artist Magazine

\$5 off subscription
for OACG
members only
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TOOT your Own Horn

LOU & VIVIAN SCHOMBURG GALION, OHIO

For nearly 20 years Lou and Vivian have created primitive accent pieces for the home. To offset the expense of supporting two children in college, Lou, a retired industrial-arts teacher, and Vivian, now a retired first-grade teacher, began creating and selling woodwork at small shows in their area.

Naming their business *Accent on Primitives*, the two now work in a studio attached to their home, dividing the labor: After Lou builds a piece, Vivian paints and stains it. Lou then softly sands and distresses the surface.

They participate in numerous juried craft shows throughout Ohio, as well as western Pennsylvania, selling candle boxes, file cabinets, recipe boxes, shelves, bucket benches, lap desks, etc. They were recently one of 200 artists chosen by *Early American Life* magazine to be included in the *Directory of Traditional American Crafts* of 2004.



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SHOW EVALUATIONS Are **YOU** doing **YOUR** part?

Guild members can easily submit show evaluations online. **These evaluations are for guild members only.**

Go to the guild's website:
<http://www.cgtinsmith.com/oacg/index.html>
and click on Submit Show Review. If you would like your review printed in the newsletter just send a copy to CreativeOhio@aol.com.

OACG Membership Certificates

Melissa is currently working on the certificates for 2005. If you have any questions, need yours right away, or corrected, contact her at 330.336.2713 or OACG_Certificate@yahoo.com

BENCHMARK INSURANCE

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614-891-7791

OACG Booth volunteers are
needed for
Christmas in the Woods.

October 9 - 10, 16 - 17

If you would like to help with
this show, please contact
Linda: 419-884-9622,
Email: ohioacg@aol.com

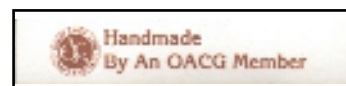
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Treasurer, to be appointed

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the writers, and do not necessarily reflect the
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