

# Creative Ohio



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

VOLUME 5 - NUMBER 10

OCTOBER 2005

## *President's Corner*

Well, it's time for a reality check.

Some of you may recall that several years ago, when I decided to try my hand at doing shows, I said I would keep you informed on my progress. My goal was to reach \$10,000 per year in income. I have to admit I am nowhere close to my goal. In fact, if I were to total all my expenses, I probably am just breaking even. So, I have to ask myself, if I am not reaching my goal, and I can see no way to improve the situation, should I continue?

To get an answer, I believe I have to look at the total situation.

Am I enjoying myself? Am I having fun?  
Am I getting other benefits from my efforts?

First, and foremost, am I enjoying myself?

I have to say honestly and emphatically yes. I thoroughly enjoy my time in my workshop. Especially as I have come to realize I don't need the inventory I thought I did. An unexpected advantage of poor sales? (boy, talk about rationalization) I find I am more relaxed without the urgent pressure of "gotta have enough stuff."

I enjoy being a part of a show. It's exciting! I enjoy meeting and talking to the public. I especially enjoy meeting long time exhibitor friends, and the opportunity to make new ones.

So obviously, I AM having fun.

Other benefits? Well, I have reached that age where they say you should remain active. Boy, have I!

It's so exciting to look forward to the next show. It's also great fun to conceive new design ideas, and rewarding to have a new item sell. I also thoroughly enjoy the sensation of feeling that

sharp turning tool as it cuts into the wood.

Yes! I would say there are many other benefits besides the money, and Yes!, I think I will continue.

I mentioned above the pleasure I get from making new exhibitor friends, and meeting up with old friends. I would like to mention some of the guild members I have been chatting with at the shows this season.

I often have someone approach me and say, "So, you're John Croft!" - I always apprehensively wait for the next comment, and quickly search their face for some tell tale sign regarding mood.

At the *Lancaster* show this year Tracy Andrews approached me with that line. We had time for several long chats. She makes very colorful china, pottery, and ceramics. When I first tried to classify it I used the word "whimsical." She objected to that, so I tried "funky." She said she would buy that description. I can mark her up as another friend made at a festival.

Joella Stapp was also at *Lancaster*. I first met Joella, and her mom and dad, several years ago at *Art on the Square* in Caldwell. She made me feel good by telling me that they had come over because it was an opportunity to meet me. And yes, her mom bought one of my buckets. Joella is a basket maker, with one of her design lines being very similar to the "Nantucket Style." She has several of her ornaments on the Governor's tree.

Russ and Cathy Jurecki stopped by at *Lancaster* too. Russ is a new board member, and is taking over the guild's scholarship program from Don Earnest. I first met Russ and Cathy through Cathy's mom, Lorelei Gibbs, at Yankee. Lorelei is also a guild member and has

*continued on page 2.....*



volunteered many hours at the guild booth at Yankee over the years Lorelei and Cathy repainted the guild cart used at Yankee one year.

Speaking of the guild cart, we need one or more of our younger guild members to volunteer their help at Yankee. For some reason, the cart gets harder and harder to push around each year. Wouldn't it be nice if we had a small pony pulled cart to use for this! What an attraction that would be.

At the Zoar show this year I was able to spend time getting better acquainted with Nancy Juhasz and her husband Sam. Nancy is a new board member, and will be stepping into the treasurer's position shortly. Nancy and Sam volunteer at least one day each year at Yankee. Nancy makes beautiful stained glass.

And finally my old friend Mike Cappel from "Mudsock" Ohio. How many of you know where Mudsock is? He was surprised when I did, but then I used to work in Newcomerstown. Mike and I do several of the same shows.. We are currently together at Yankee. Mike carves limestone into beautiful objects for the lawn.

I hope you can see why I have so much fun at shows.

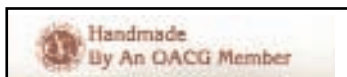
**John** (740)432-3847

*Croft\_John@email.msn.com*

## OACG Membership Certificates

Melissa is currently working on the certificates for 2006 - 2007. If you have any questions, need yours right away, or corrected, contact her at 330.336.2713 or [OACG\\_Certificate@yahoo.com](mailto:OACG_Certificate@yahoo.com)

## PROMOTE YOUR ART & THE GUILD



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## Questions?

Jennifer A. Davies  
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Fax: (954) 575-6473

Email: [jennifera.davies@firstdata.com](mailto:jennifera.davies@firstdata.com)

# Classified Ads

## WELCOME! NEW MEMBERS

**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](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.

**PRE-ORDER** your 2006 Northeast Ohio Arts and Crafts Shows Booklet. Over 450 shows. \$9.00. 440-891-9085 or [CraftShowBooklet@aol.com](mailto:CraftShowBooklet@aol.com) for details on how to order.

**OCTOBER 21 - 23.** Cincinnati's "Fall into Christmas" Market. Sharonville Convention Center. Great location, FREE PARKING! Call Janice: 513/451-2467 for an application, or send an Email request to [info@cincinnatiholidaypromotions.com](mailto:info@cincinnatiholidaypromotions.com)

**RETIRING** from my finished ware ceramic business. Over 1500 molds which include canister sets, numerous kitchen items, clocks, milk bottles, lamps, and much more. Electrical parts to complete clocks and lamps available. Greenware, glazes, paints and large assortment of decals. Equipment: pouring table, reclamer pouring machine, and 2 kilns. Priced to sell or best offer. Call Esther for inventory list at 330-448-1343.

## MEMBERS ONLY

**SUBMIT A SHOW REVIEW** - sign on to our web site, <http://www.ohioartsandcraftsguild.org>. Click on "Submit Show Review," fill out the form, click "submit show review." It's really that simple. Reviews are posted without names, but membership is verified.

**READ A SHOW REVIEW** - sign on to our web site, <http://www.ohioartsandcraftsguild.org>, click on "Read Show Reviews," Enter UserId: showreviews, Password:readnow (both are lower case, no spaces) UserId and Password will change periodically, and will be posted in this (Members Only) monthly newsletter.

**JOIN US ONLINE** - Send your name and email address to [monkoria@yahoo.com](mailto:monkoria@yahoo.com) and tell us you would like to join the OACG-L.

Ed Barkey - Navarre, OH  
[timberworks55@aol.com](mailto:timberworks55@aol.com)  
Handcrafted Furniture - *TimberWorks*

Meredith Cowden - Cleveland Hts, OH  
[macowden37@aol.com](mailto:macowden37@aol.com) - *Etoffe*

Laura Dembiec - Elyria, OH  
Tole & Decorative Painting

Donna Diuk - Findlay, OH  
[donna@natureshomeandhearth.com](mailto:donna@natureshomeandhearth.com)  
Tole Painting, Beeswax Candles  
*Nature's Home and Hearth*

Kim Homsher - Rootstown, OH  
[kim@silpon.com](mailto:kim@silpon.com)  
Watercolor, Notecards  
*Silpon Designs Ltd*

Sandra Curry - Shaker Hts, OH  
[slcurry411@msn.com](mailto:slcurry411@msn.com)  
Jewelry - *El San Jewelry Designs*

Terry McAfee - Caldwell, OH  
[mcafeeb@verizon.net](mailto:mcafeeb@verizon.net)  
*Fine Wood Games*

Richard Monasterio - Fairlawn, OH  
[sales@photoimaginglab.com](mailto:sales@photoimaginglab.com)  
Fine art reproduction - *Photo Imaging Lab*

Shar Rappuhn - Copley, OH  
[flickeringwick@msn.com](mailto:flickeringwick@msn.com)  
Soy candles, Bath & body products  
*Flickering Wick Candle Company*

Seawinds - Columbus, OH  
[dgreen5628@aol.com](mailto:dgreen5628@aol.com)  
Woodcrafts, Florals/herbals/candles

Peggy Sibila - Dover, OH  
[pjeanart1@aol.com](mailto:pjeanart1@aol.com)  
Acrylic mixed media, Pottery

Rachael White - Stow, OH  
[redhot5874@yahoo.com](mailto:redhot5874@yahoo.com)  
*Memories Captured*



# OACG Featured Artist

October 2005



**Ginny Stephan**  
Forest, OH  
www.elegance.com  
ginny01@  
elegance.com

About 15 years ago, a friend of mine told me that the University of Findlay was having a night class on decorated eggs. After all the art classes I had attended at various universities, never had I even heard of egg art, so my friend and I signed up. It was such an interesting course, devoted solely to the batik method of pysanky (Ukrainian egg art) I have continued with that interest ever since, but have developed new techniques of my own, using my own designs.

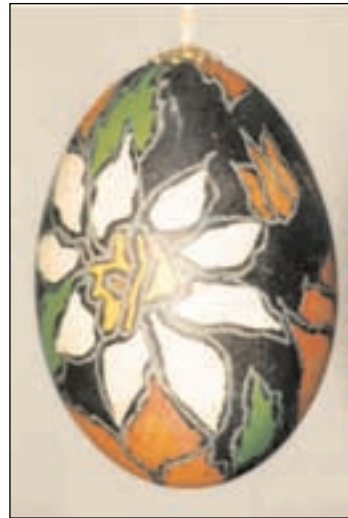
Eggs have been decorated for many centuries in the belief that great powers were embedded in them.

According to legend, as long as eggs are decorated, goodness will reign over evil.

The eggs I use come from many species, including ostrich, rhea, goose, duck, peacock and chicken. These eggs are meticulously handcrafted. I use various processes, such as the ancient Ukrainian wax resist technique, decoupage,



carving, etching and at times a combination of these methods. The eggs are then given a transparent coating that makes them extremely durable. Even though the designs and colors may be similar, none are exactly alike; every egg, therefore, is unique. Each egg is signed, numbered and registered as an exclusive, thus establishing a record of ownership.



Any of my eggs may be displayed on egg stands which I have available. The smaller eggs, such as goose,

duck or chicken make outstanding holiday ornaments and during other times of the year look good exhibited on hanger stands. Both egg stands and hanger stands are available with the purchase of an egg.



Please visit my website and you can see a demonstration of how I decorate an egg - just click on the "How To" button. If you have any questions or comments please feel free to contact me using the email address above. Thank you.

*Your kind expression of sympathy and friendship will always remain in our memories.*  
*Thank you for your thoughtfulness.*  
*The Cajka Family*

# Creating Your Own Campaign

By D.L. Hawley

(reprinted with permission from *The Artists Magazine*)

Public relations and marketing are two sides of the same coin. Public relations is the process of creating relationships with various "publics"—current customers, potential customers, the media and other artists, for example. Marketing is the process of creating, advertising, promoting, distributing and selling a product. Your product, of course, is your art. Good public relations enhances all the aspects of marketing. Here are five basic elements of a public relations and marketing program:

## 1. Keep in touch with those who know you.

Your current customers are your best source of future sales. Notify them of your new shows, awards you receive, or simply to keep in touch at least every six months. Also stay in touch with the media with releases about your achievements, especially a reporter who's written about you. Invite the media to your shows. Become active in your community's art culture by going to openings, meetings and other art events.

**2. Reach out to new markets.** Enter weekend art shows. Send a media release or article to magazines or papers you haven't contacted before. Add a new dimension to your product line. For example, if you're a painter and there's a large community of horse enthusiasts in your area, paint more pictures of horse scenes. Once you make contacts and sales, keep in touch with these people.

**3. Encourage referrals.** Word-of-mouth is a great way to get new business. You can ask current customers, business contacts and other artists (whose art doesn't compete with yours) to make referrals to you. Give them an incentive to make referrals by offering something if you make a sale.

**4. Set up a system for making art and doing business.** Make time to produce your work and to do marketing and public relations. Have materials on hand to use as public relations tools and to use for distribution of your product. Create an annual budget that includes marketing and public relations costs.

**5. Use the public relations and marketing tools employed by other businesses.** Learn more about public relations and marketing by taking a course or reading books. Join local business groups like the chamber of commerce and learn from the members. Use the common tools of business cards, Web sites, media releases and advertising. Advertising is very expensive, but placed in the right publication can give you a *good return on your investment*.

D.L. Hawley is a professional freelance writer and artist who paints in oils.

## BENCHMARK INSURANCE

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## Relief Efforts for Artists

### affected by Hurricane Katrina

If you are interested in providing temporary room and board to artists displaced by the hurricane, please contact Caitlin Glass at the Alliance of Artists Communities at [cglass@artistcommunities.org](mailto:cglass@artistcommunities.org).

To make a contribution to aid displaced artists, please visit the following organizations which have established emergency relief efforts for artists affected by Hurricane Katrina.

Craft Emergency Relief Fund  
[www.craftemergency.org](http://www.craftemergency.org)

Southern Arts Federation  
[www.southarts.org](http://www.southarts.org)

**For more information, please contact:**

**Alliance of Artists Communities**

**255 South Main Street  
Providence, RI 02903**

**Phone: (401) 351-4320**

**Fax: (401) 351-4507**

**Email: [aac@artistcommunities.org](mailto:aac@artistcommunities.org)**

# Creative Ohio

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