

# Creative Ohio



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

Volume 3 Number 9

September 2003

## President's Corner

*When I switched hats from promoter to exhibitor several years ago, I looked forward to experiencing the world I had only witnessed from the outside looking in.*

*After four years, I am beginning to accumulate my own set of experiences.*

### **Downers:**

- The no-sale show (this spring)
- The "wet" show (an understatement)
- The hard-to-do-show

### **Uppers:**

- Received several awards
- Had the experience of selling more than those around me.

*And now the ultimate:*

*Two weeks ago one of the many storms that went through our area totally destroyed my pride and joy - my beautiful booth-on-wheels.*

*Some of you may remember when I had my idea for a booth on*



*wheels. I reported on my progress during the build phase. I reported the calamity of my first show, or what was to be my first show. The axle broke on my way to Art on the Square in Caldwell, and I had to turn around and limp home.*

*Since then I have had several wonderful years with my booth.*

*It has worked just as I had planned. I am aware that people come over just to see this unusual booth. I have been invited to other shows mainly on the basis of the booth. I often draw an audience when setting up. And, I have won two awards for*

*"Most Creative Overall Display" with cash awards totaling almost half of the construction costs.*

*So, you can imagine my feelings when I got a call from the lady that owns the storage facility where I store the booth. I knew it had something to do with the storm that went through the previous night. I knew it wasn't going to be good news. And it wasn't. When I got there the booth had been blown across the paved lot. When it got to the edge and fell off, the two wagon wheels on that side broke, and the booth tipped over an embankment onto its top. Totally destroyed - or so I thought at first view.*

*After close examination, I discovered that most of the material was salvageable. I had put it together with screws, not one nail in it, so it was easy to take apart.*

*I had to replace the two wheels. The side walls were in need of replacement anyway. Poor design had resulted in water damage, which was corrected in the rebuild. The frame was intact, and the cedar shingled roof was all reusable. I reversed all the shingles, so they look like new. (even better than booth #1)*

*It's all finished now, sitting in the driveway waiting to go to Zoar this weekend, and then to Yankee in September.*

*So, if you're at Yankee this year stop by and see the new improved version, thanks to the July storm.*



## John

Croft\_John@email.msn.com



# Analyze Your Business

**FROM THE EDITOR:** *I seem to always be asking myself, "What else can I do to promote my artwork, have repeat customers and be different from others that do what I do?" No matter what you do, I'm sure you've asked yourself these same questions. Here's a great series of questions that just might give you those answers. Answer all the questions below and you will be well on your way to making your business stand out from the rest. As Always, keep on, keeping on - Diane P.S. My comments are in italic.*

It's time to examine what is true about your business to get even better at prioritizing the areas that demand your attention. Here is a series of questions you can use as a starting point for identifying potential problem areas in your business. Please remember that this is not intended to be a full analysis, but rather a tool you can use to focus your attention. Take one question at a time and really think about your answers. This is not a test. There are no right or wrong answers. There are only responses that reflect your truthful objectivity about the state of your business.

1. What is your product or service, and what is the idea behind it? How do you make it a reality; how do you produce it? Can you draw a flow chart (a "box and arrow diagram") of the steps in your Production/Delivery process? *Answering this question is good for those shows that require you to demonstrate, or for shows requiring "hand-made" only - Even better, for all those customers who ask, "how'd ya do that?"*

2. Do you consistently and predictably keep your promises to your customers? Making mistakes is human and forgivable, but do you frequently make mistakes? How many customer complaints do you receive on a monthly basis? What is the average time it takes you to resolve those complaints? Do you experience a reoccurrence of the same kinds of complaints? *I used to hand my business card to a potential customer and tell them to get in touch with me - then I realized that wasn't happening very often. So, now I ask them for their business*

*card, email or phone number, and "I " get back in touch with them - more work? yes - but usually worth it.*

3. In considering all positive and negative feedback from your customers, is there a common thread? Can you identify new systems or modify existing systems that could enhance the positive and eliminate the negative? *After about 20 people asking me, "Do you have any frog paintings?" - I finally painted one, and the edition sold out in about a month. Moral - Don't wait too long to incorporate repeated suggestions from your customers.*

4. Do your products or services do what you intend them to do in order to satisfy your customers' true needs? Are they designed that way, with your customers' needs and wants in mind? *Ask people what they "don't" like about your product, how would "they" change it*

5. Have you used your own products or services? Would you? Why or why not? Have you "shopped" your competition? What do they do better than you? What do you do better than them? *You'd be surprised how much you can learn by doing this.*

6. When you physically deliver your product or service, what is the experience your customer has at the time of transfer? Do they feel good about the value you're giving? How do you know? *I always offer free delivery or free shipping of my original paintings. Many customers are surprised by this so I can only assume it's not offered by many.*

7. What services do you offer to your customer to enhance the value of your products and services that are not an inherent part of the product itself? Information services, technical assistance, setup, maintenance services, credit and financial services,

*(continued on page 3)*



Analyze Your Business, continued from page 3.....

help with complaints and adjustments? *I always write thank-yous to customers after doing a show. I include a Bio sheet, and tell them to visit my website often to see new paintings.*

9. Do you provide customer service training to your employees? Is this training documented so employees can use it as reference?

10. How do you identify new customer service opportunities?

11. What are the standards you use to ensure that every product or service is consistent, time after time, and every time? Do you have quality control? This is very important. *The quality of your product, and customer service should always be a #1 priority to you.*

12. How do you innovate ideas and systems in your business? How do you install and test the innovated system? *My best ideas come from my customers. Ask them what they'd like to "see" if you're a visual artist, or "hear" if you're a musician, or even "eat" if you're a food vendor.*

13. Identify the one thing you've always felt was "impossible" to do, but if you could do it, would completely transform your business in the eyes of your customers. Write it down. What barriers exist to making it a reality?

Now go back and review your answers. Are you uncomfortable with any of the answers you gave? If so, then you've identified the primary areas of focus for your business development efforts. Begin today!

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## WELCOME! NEW MEMBERS

**Amy Deleo**  
Munroe Falls OH  
330-633-5755  
amyd@neo.rr.com  
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Ju Ju Beads

**H & H Inc**  
Brunswick OH  
330-273-9017  
Paper-functional

**Ruth Hart**  
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Floral & Craft Creations  
From the Hart

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Claudia's Bathtiques

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Society/Organization

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Lynn Miller Designs

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Pinehill Designs

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glassact2@earthlink.net  
Glass  
Glass Act II

**Gary Wyatt**  
Salem OH  
330-332-5524

## ONLINE SHOW REVIEWS

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



# First Data Merchant Services Announcement

**FROM THE EDITOR:** Here's a "heads up" - if you haven't already received "the letter" - I'm sure you will soon. There's nothing I can do when MC and Visa raise their rates, it's universal - I just wish they'd quit doing it so often. However, we still have extremely good rates for an organization. Not being charged excessive fees for "inactivity" and/or not meeting "per ticket" requirements are great cost-saving benefits. As always, let me know if you come across something better.

FDMS is dedicated to providing you with the "best value in payment processing." We also strive to provide our merchants with competitive rates. However, the largest components of bankcard processing - (the interchange fees applied by VISA and MasterCard) - has continued to increase. Both have just raised their rates, effective August 1, 2003. Each merchant account will be notified via a letter of this increase.

- Terminal merchants will see an increase of 8 basis points. (.0008)
- MOTO merchants will see an increase of 9 basis points (.0009) (MOTO merchants include YourPay merchants)

ETC4 discount rate remains the same.

Some Good News!!! As a result of litigation, effective August 1, 2003, Visa and MasterCard are reducing the rate for non-PIN based debit cards. You will experience a REDUCTION in expenses associated with Visa Check Cards and MasterCard debit transactions. These transactions represent nearly 30% of Visa/MasterCard transactions!

## REMINDER!

Treasures for the Tree entry due  
Oct. 1st thru 15th.

Details/Application are on  
the Guild's website:

[www.cg-tinsmith.com/oacg/index.html](http://www.cg-tinsmith.com/oacg/index.html)  
or call the office 419-884-9622.

## LET'S REMINISCE

July 21, 1963

Miss Naomi Wickens of Lowell, an enthusiastic member of the Ohio Arts & Crafts Guild, and the Southern Ohio Covered Bridge Association, has developed a covered bridge bank made of wood with a coin slot in the roof.



### RITA & BOB TELAAK NORTH ROYALTON, OH

Rita and Bob just celebrated the one year anniversary of the opening of their "Eye Candy Gallery" in Cleveland, Ohio. The gallery has a beautiful collection of unique arts and crafts by many award winning artisans from N. E. Ohio.

Rita, who has won several awards in the Jewelry and Metal Arts categories, handmakes all the jewelry so that each piece is truly "one-of-a-kind." Her latest award was received this past June at the "CELEBRATE SUMMER" art show, sponsored by Ohio State University in Marion, Ohio. Along with Sterling Silver, Rita works with Fine Silver (.999 pure) and various karats of Gold: 14K, 18K, and 22K. Rita also teaches at the Brecksville Center for the Arts, and is a PMC Guild Certified Artisan. Class schedules are available now!

Bob is a talented photographer. Many of his images are printed on canvas, rather than on glossy or matte photo paper. The photographs look like paintings. Bob also specializes in small scale photography.

Eye Candy Gallery is located at 2335 W. 11th Street, #1, in Lemko Hall. The gallery is open Wed. & Thur. 12-5 p.m./ Fri. & Sat. 1-9 p.m. (sometimes later!) Phone: 216-241-2740. Website: [www.EyeCandy-Gallery.com](http://www.EyeCandy-Gallery.com)



# 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.*

**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.

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

## 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

## Huff's Promotions, Inc.

[www.huffspromo.com](http://www.huffspromo.com)  
[huffspromo@aol.com](mailto:huffspromo@aol.com)  
**330.493.4130**

**September 10-21**  
Beaver Valley Mall  
Monaca, PA

**September 24-28**  
Ross Park Mall  
Pittsburgh, PA

**October 1-5**  
Westmoreland Mall  
Greensburg, PA

**October 8-12**  
Richland Mall  
Mansfield, OH

**October 15-19**  
Belden Village Mall  
Canton, OH

**October 22-26**  
Great Northern Mall  
N. Olmsted, OH



## 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 SWIPED 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%  
**TRANSACTION FEE:** \$ .10 (all cards)  
**ONE TIME SET-UP FEE** - \$44.95  
**MONTHLY SERVICE FEE** - \$19.95

A valid, active membership is required. Be sure to mention OACG #1294 to receive these rates. Call 800.347.7996

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



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## Sunshine Artist Magazine

**\$5 off subscription for  
OACG members only  
call 800/597-2573**

## 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  
call 800/333-0444  
Mention OACG & Code T7AG6**



# Bruce Baker Workshop

**BETTY TALBOTT**, of Ohio Designer Craftsman, has invited OACG members to participate in a Bruce Baker workshop.

**BRUCE BAKER** is a well known crafts marketing expert, and writes a monthly column for The Craft Report. He conducts seminars throughout the US & Canada. Bruce has been a very popular presenter at past OACG conferences.

**WHEN:**

October 25 - 26, 2003

**WHERE:**

The John Light Building  
Hocking College  
Nelsonville, Ohio

**TOPICS:**

**Saturday**

Booth Design  
Dynamic craft Selling  
Private Reception (5:30-6:30 Saturday night)

**Sunday**

Your Slides and the Jury Process  
Lunch /Round Table discussion  
Mock Jury

**FEE**

One Day \$45  
Both Days \$80  
Individual Consultation \$25

These fees are for ODC & OACG Members only. You must identify yourself as a member when making reservations. Non Members are \$10. higher

Phone: 614-486-4402

E-mail: levans@ohiocraft.org

## **RAAB ENTERPRISES, INC.**

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

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

**Sept. 12 - 14.**

Macomb Mall, Roseville, MI

**Sept. 17 - 21.**

Monroeville Mall, Pittsburgh, PA

**Sept. 25 - 28.**

Parmatown Mall, Parma, OH

**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

# Creative Ohio

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## EXECUTIVE COMMITTEE

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Treasurer, to be appointed

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*The opinions presented in articles within the  
**Creative Ohio** newsletter are the opinions of the  
writers, and do not necessarily reflect the opin-  
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