



Footnotes

10 January 2012

OFFICE LOCATION

Emporium Center
100 S Gay Street
Knoxville, TN

MAILING ADDRESS

Foothills Craft Guild
P.O. Box 5650
Knoxville, TN 37928

CONTACT INFO

Answering. Service:
(865) 470-0669

E-Mail:

foothillstn@gmail.com

Website:

www.foothillscraftguild.org

Find us on Facebook 

facebook.com/foothillscraftguild

BOARD OF DIRECTORS

2011-2012

President

Robbie Gentry

robbiegentry@comcast.net

Past-President & Historian

Molly Durr

flatflorist@tds.net

Vice President

Lynnda Tenpenny

LTenArt@gmail.com

Standards Chairman

Ann Lacava

alacava@frontiernet.net

A CALL TO ALL GUILD MEMBERS

Foothills Craft Guild Fine Craft Exhibit

Fri. & Sat., March 2 & 3, 2012

For a second year, we will have an exhibit at the Emporium Building on Gay Street during the First Friday Event in March. This event brings out people of all economic groups to see what is new in downtown Knoxville. Many shops and galleries stay open and offer food, music, and art to a large number of Knoxvilleans. This is a great event for Foothills to gain exposure and sell some of our work. ALL MEMBERS, please support this event. PARTICIPATE. Below is the scoop!

Set up will be March 1 (all day) and the event will be Friday (5pm) and Saturday (10-6pm), March 2 & 3. We will make arrangements for everyone to break down after the exhibit. You may exhibit up to three items for a **\$30 entry fee** (display space is limited). Please send your entry NOW or as soon as possible. Participating members need to work shifts and bring food for the Friday night reception, make sales, and prevent theft.

Exhibit Committee Chairs

Linda Folks: Submit your \$30 fee to the Guild

diacava@trifonnet.net

Treasurer
Linda Folks
linlee@charter.net

Secretary
Liz Martin
Lizzylou51@att.net

Scholarships/Education/
 Special Events Director
York Haverkamp
yorkpottery@gmail.com

Members-at-large

Tom Fuhrman
fuhrman@heartoftn.net

Jim Gentry
jgentry401@comcast.net

Ruth Harper
ruth.harper56@gmail.com

FINANCE COMMITTEE

Jim Gentry, Chair
Robbie Gentry, President
Dick McGee, Past
 Treasurer
Linda Folks, Current
 Treasurer
Sissy Caldwell, At Large
Cheryl Liles, At Large

SUPPORT

2012 Show Director
TO BE DETERMINED

Past Show Director
Karen Noggle
knoggle@onemain.com

Marketing Director
Alex Conner
aleexc@earthlink.net

Website
Gay Bryant
gbryant@gbryantstudio.com

Bookkeeper
Jane Sharp
jksharp55@gmail.com

Membership Director

PO Box and email her at linlee@charter.net that you will be participating and what type of artwork---category and very brief overall description. Linda has agreed to handle the accounting also.

Molly Durr and **Kathy Bradley**: Food and wine reception will be coordinated between Molly flatflorist@tds.net and Kathy kathybradley@comcast.net.

You can let them know what you want to bring, wine or food.

Liz Martin and **Shereen Franklin**: Set up and breakdown will be handled by Liz lizzylou51@att.net and Shereen scrapshots@bellsouth.net.

If you have questions or need help, please contact them.

We will be able to use the Art and Cultural Alliance's mailing list and send out post cards for the event. The mailing committee will be **Robbie Gentry, Kathy Bradley, and Ruth Harper**.

Your \$30 will go toward printing postcards, renting the gallery, the reception with a bartender, etc. This is a small fee to keep your name in front of the community. Come and join us, we had a blast last year. Mail your check today! Address in side bar above.

Show Director position

Now accepting applications for 2012

This is a paid staff position for the Guild. The main duty of the Show Director is to help the Guild produce a successful Fall Show that stays within the financial limits of the Fall Show Budget.

The following is a brief summary of some of the duties involved:

* Attend board meetings on the first Wednesday evening of each month

Kathryn Aycock
aycock08@comcast.net
 PLEASE CONTACT ME
 FOR ANYTHING ABOUT
 MEMBERSHIP OR THE
 NEWSLETTER

SUBMIT COPY VIA EMAIL
 IN SUBJECT LINE PUT
FCG NEWSLETTER

MISSION

The Foothills Craft Guild is the oldest artisan's guild in Tennessee, chartered in 1968. Guild members are committed to the highest standards of workmanship and to conducting educational programs and craft demonstrations. The Guild preserves traditional crafts of the region and showcases the newest trends and developments in the craft world at large.

2012 IMPORTANT DATES

■

JANUARY 11
Special Events
Committee
12:30
Mighty Mud
Sutherland Ave.
(bring your lunch)

*

FEBRUARY 1
Board Meeting
6:30 pm
Guild Office at the

- * Interface with the Board about show-related information
- * Manage the Fall Show Committee, and assist them as needed
- * Manage exhibitor contracts and the show booth layout
- * Manage show set-up and tear-down
- * Represent the Guild in meetings involving show-related issues or events
- * Handle show-related emails and phone calls from Guild members and public
- * Write Fall Show News segments for newsletter, as needed
- * Assist the webmaster in keeping the website show info up to date
- * Assist in negotiating contracts for Set-up Contractor and building rent, as needed

If you are interested in applying for this position, please send a brief resume to robbiegentry@comcast.net. Also contact Robbie if you would like more information about the compensation or duties involved.

Dues of \$60 Are Due February 29, 2012

There was a mistake on the green form you received in your show packet. It should have read "Membership dues are payable by February 29, 2012." (Not June 30, 2012) The dues are \$60 for the 16-month period between February 29, 2012, and June 30, 2013, at which date the dues become \$45. If you pay by PayPal, the transfer fee is \$2.50 making the total dues payment \$62.50.

Emporium Building

*

FEBRUARY 8**Special Events
Committee****12:30****Mighty Mud****Sutherland Ave.
(bring your lunch)**

*

FEBRUARY 29**Dues Deadline****\$60**

*

MARCH 1**set up****Fine Craft Exhibit
Emporium Building**

*

MARCH 2-3**Fine Craft
Exhibit****Emporium Building**

*

MARCH 7**Board Meeting****6:30 pm****Guild Office at the
Emporium Building**

MONEY
is available for
SCHOLARSHIPS
for
**members &
non-members.**

The scholarship

PayPal**Now available on FCG website**

You can now pay your Foothills dues and booth fees and make donations to Friends of Foothills online using your credit or debit cards through PayPal. PayPal is a secure and easy way to pay, and you don't even need a PayPal account to use it. You can use PayPal through the Guild website, www.FoothillsCraftGuild.org. A PayPal logo is at the bottom of each page, or you can go to the "Members Only" page and click on the link you need.

PayPal is known as one of the safest ways to pay over the Internet; many of you likely already have a PayPal account, but if you don't, you don't have to set up an account to pay. You may pay as a "Guest."

Just click on your choice of payment by the PayPal button at the bottom of our website page at foothillscraftguild.org. There is a small PayPal transfer fee for dues and booth fee payments.

In addition, if you know anyone who might be interested in becoming a "Friend" of Foothills by making a donation to help fund our programs, they (or you) may do that via the PayPal button. (No extra fee for donations!)

Presidents Corner

We tried something new this year at the show, a Super Door Prize. We had to name it in such a way that we did not violate the lottery laws. That is why we asked for donations for patrons to have the opportunity to take home one of the three wonderful pieces. This being our first time to try this, we really didn't know what to expect.

**THE SCHOLARSHIP
offers half
the class fee
up to \$150.**

Check out the website
or email York at
yorkpottery@gmail.com

Three pieces were donated:

1. **Tom Fuhrman** made and donated a beautiful glass bowl on a glass pedestal
2. **Roger Kroll** made and donated a sterling pendant with dichroic glass bauble and semi precious stone,
3. **Hugh Bailey** made and donated a adorable dragon.

We did get a slow start on this project because we had to make sure we didn't violate any laws. If we get three more members to donate for next year, we hope to build on this program to support a specific cause within the Guild and monies collected will go to support that cause. One of our members has seen this project at Southern Highlands for many years, reports that they usually collect between \$500 and \$600. We collected \$234 on our first try. Although I would have loved to see more of the value collected toward these pieces, maybe we can advertise these in advance on Facebook and on our website to get more interest next year.

With all the donations collected, the drawing was the next day, and the winners were:

- * Linda Folks, Tom Fuhrman's Glass;
- * Harriett Schneider, Roger Kroll's Pendant, and
- * Gordon Perrin, Hugh Bailey's Dragon
(yes, this is Karen Noggle's son).

I am thrilled that members supported the project and won, but it is sort of strange! Thanks to all who supported this and if you want to donate a piece for next year, contact a member of the Board.

Robbie Gentry, President

Fall 2011 Show Report

	2011	2010	2009
Attendance	4,016	4,102	4,431
Gate Receipts	\$19,061	\$19,176	\$20,595
Market Place			

Sales (16 Artists) \$9,720 \$6,127 \$6,753

On the Exit forms you said...

- * Average sales were \$1,672
(with 153 booths only 115 reported)
- * Compared to last year, you said this year was...
30% better, 22% same, 29% worse, and 19% NA
- * Compared to your other you said shows...
26% better, 41% same, 22% worse, and 11% NA
- * Compared to pre-show expectations you said
your sales were...
29% gratifying, 43% satisfactory, and
29% disappointing

NOTE:

Marketing Dimensions is compiling the data from forms received at the show and will publish the information as soon as it is available. This market research helps us measure the effectiveness of our marketing and gives us a good idea of how people heard about the show - i.e., newspapers, tv, radio, etc.

~Aleex Conner

Board Member Changes

We welcome new Board members, Liz Martin and Ruth Harper.

Departing are Clay Thurston and Kathy Seely, both of whom have served long and well. Say goodbye.

2012 GUILD OFFICERS

It is a new year and in keeping with the bylaws, we have voted the officers for 2012, they are:

- * Robbie Gentry, President
- * Lynnda Tenpenny, Vice President (new position)
- * Liz Martin, Secretary
- * Linda Folks, Treasurer

THRIVE, NOT SURVIVE

by Bruce Baker

March 24 & 25

Appalachian Center for Craft in Smithville, TN

TACA presents this weekend of craft business workshops by Bruce Baker--Thrive, not Survive.

Saturday morning: Booth Design

Saturday afternoon: Dynamic Marketing Strategies

Sunday: Wholesaling 101, Your Images and the Jury, and Trends and Product Development.

Don't miss this opportunity to energize your craft sales with one of the best presenters. Bruce Baker has taught over 600 workshops in the past three decades.

For a special price, register now at

<http://www.tennesseearts.org/featured-events.html>

MARCH 24+25, 2012 • APPALACHIAN CENTER FOR CRAFT, SMITHVILLE, TN

THRIVE

NOT SURVIVE

WORKSHOP SERIES BY BRUCE BAKER

LIMITED SEATING! Reserve your space today!
For more information or to register online visit
www.tennesseearts.org/featured-events.html

Tennessee Association of Craft Artists | 615-385-1904 | tennesseecrafts.org TACA

[Thrive, Not Survive INFO](#)

[Thrive, Not Survive APPLICATION](#)

SPECIAL EVENTS COMMITTEE always needs new members

Regular monthly lunch-time
(12:30 pm)

meetings 2nd Wednesday
each month

Mighty Mud, Sutherland Ave.

bring your lunch

JUST SHOW UP

OR

contact York Haverkamp
yorkpottery@gmail.com

FACEBOOK

We need your help in growing our Facebook page. Please post our link on your own Facebook page and invite your friends to "like" us,
www.facebook.com/foothillscraftguild

Thanks so much! Aleex Conner

FIRST FRIDAYS

BE A DEMONSTRATOR / FEATURED ARTIST
in the Guild office on First Friday

OR

VOLUNTEER
TO HELP STAFF THE OFFICE
and answer questions about the guild and its permanent collection

Contact York Haverkamp
yorkpottery@gmail.com

SUBMIT ARTICLES AND NOTICES

for the newsletter via email by
the **FIRST WEDNESDAY** of each month.
In the **SUBJECT** line put **FCG NEWSLETTER.**

Kathryn Aycock
Membership Chair, Foothills Craft Guild
aycock08@comcast.net
865-687-8734

The Foothills Craft Guild holds MEMBERSHIPS in
TACA (Tennessee Association of Craft Artists---<http://www.tennesseecrafts.org/>
and Art & Cultural Alliance of Greater Knoxville---<http://www.knoxalliance.com/>
and PARTNERS with the City of Knoxville---<http://www.ci.knoxville.tn.us/>

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