

# Newsletter

July 2004

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### PRESIDENT'S MESSAGE

#### **Art; Craft; Fine Art; Fine Craft...**

I've been around this business for well over 30 years; as a livelihood since 1988. Gay Ann, my wife, is as fine an artist as I have ever met. She was a two dimensional artist for years. She turned to clay as a medium in the early 70's after participating in the Ann Arbor Street Fair for several years as a Watercolorist. It's kind of a rule at the Ann Arbor show that you get at least one good downpour each year. Well there was a potter set up next to Gay Ann; the same guy, several years running. When the downpour came it was a scramble to cover and protect the watercolors. Canopies back then weren't what they are today. Her neighbor potter just sat there and let it rain. She finally saw the light and switched to clay.

So what's my point? For those of you who know Gay Ann and me, you see the difference between art and craft. Gay Ann is an artist, I am a craftsman. Our guild is made up of both artists and craftsmen. Yes, most of you are a mix of both. We have members who use wood, canvas bags, glass, gourds, felt and several other materials on which to do their art. Why do we exclude paper and canvas in a mat and frame?

This is my fourth year on the Board. Barely a meeting goes by that "two dimensional" art or "fine art" is not mentioned. I have done lots of Art and Craft shows for many years. The only show I do that excludes "two dimensional" art is our show. I think it is time we rethink this policy. We have an opportunity to expand our membership and improve our show appeal. This is your Guild. What do you think? Should we continue to exclude an artist because of the surface on which they present their work?

Dennis

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#### **Guild Picnic**

Saturday, August 14

Charlie's Place-----Mile 546

Tennessee River

Watts Bar

Daylight till ----

Foothills & Woodworkers Guilds

bring a dish --burgers supplied

beverage supplied by woodworkers

[Click here for a map to Charlie's place](#)

or email Charlie at

[meadwatts@webtv.net](mailto:meadwatts@webtv.net)

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## JURY FEST

The Board/ Standards Committee has changed and/or added a couple of craft categories (see our website). We are giving each member a chance to review his/her category in which they are presently classified and compare that category with those we now offer. If anyone feels they are "pigeonholed" in a category that does not describe the work **for which they are juried**, they can notify our Standards Chair, June Crowe, and request a change to a more appropriate/descriptive category. June will review the requested changes and make recommendations to the BOD. No members category will be changed without approval.

Applications for August Jury Fest are being accepted now. The application form is on the website [www.foothillscraftguild.org](http://www.foothillscraftguild.org). All applications, fees, and materials to be judged must be received by July 31<sup>st</sup> at the Upstairs Gallery, Oak Ridge Mall, Oak Ridge, TN 37830. Please check with the Upstairs Gallery at 865-483-2001 for convenient hours to deliver your materials. Items will be juried on 7 Aug 04 and will be available to be picked up the following week.

This is an opportunity to remind your fellow artisans who are not members to apply. Please feel free to contact June Crowe at 865-690-0870 or [jcrowe@infointl.com](mailto:jcrowe@infointl.com) if you have any questions

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### REPORT ON FCG SPRING SHOW EVENT APRIL 15 - 18, 2004 IN KRUTCH PARK NEAR MARKET SQUARE:

The Foothills Spring event as part of the Dogwood Arts Festival near Market Square was a sweet show -- lots of grassy space for exhibitors to spread out, so it was very comfortable, and the crowds were fairly steady. The weather was awesome for all 4 days! Attendance was really good on Saturday -- and surprisingly enough for Knoxville, people were buying!! Even on Thursday and Friday!! The 38 Guild booths were located in a new courtyard on Gay Street which is considered an eastward extension of Krutch Park. We were considered part of the Market Square Festival, although our area was somewhat removed from the music and other vendors on Market Square (this was a good thing). I am not sure how to fit more than 38 total booths into this courtyard space -- after checking a grassy strip area on the south side of the courtyard that we did not use for the 2004 show, I don't think that 10 X 10 tents would fit in between the trees along that side. We could encourage booth sharing in 2005 and possibly accommodate more exhibitors that way. If we start spreading out into the winding sidewalks of Krutch Park, it will be harder to secure at night, and the expense for security will likely increase. I will still look into how to fit more booths into the show for next year. Several people have asked about the length of the show, and I don't think the DAF will be convinced to shorten the show any further than the 4 days (Thurs thru Sun). Their tent company contractor sets up everything at once for the whole downtown area -- on Wednesday, and then they don't want a bunch of tents empty for a whole day on Thursday. I will, however, lobby for a 3 day show, as many of you have suggested.

Several exhibitors brought up some good points about lack of advertising, more signage needed, etc. As the Dogwood Arts Festival (DAF) handled all of the pre-show advertising, we were not able to have much influence over what their brochure looked like, or how we were presented in it. This will probably improve, as next year there will have been a show precedent, and we will know more what info is needed.

I will attend a wrap-up Market Square meeting in early June, and will bring up some of the issues that were mentioned by Guild exhibitors. I put up all of the Foothills banner signs myself (with help from some exhibitors). We definitely need more banners for 2005. I did not put up a Foothills banner on Market Square, on purpose -- I did not want the public confused and thinking that the booths on Market Square were associated with the Foothills Craft Guild, as some were not juried up to our standards. There were, however, several Guild members with booths on Market Square. I have not heard how well they did there. In our courtyard area, all exhibitors except for maybe one or two seemed pleased with their sales. The DAF was thrilled with our participation, and is really interested in having us do this again next year. Thanks to all who participated -- it was really fun!!

Sincerely yours,

Karen Noggle

Guild Coordinator of the 2004 Spring Show event

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**MEET ALEX CONNER**

*Marketing Dimensions*, owned by Alex Conner, has been contracted to promote our Fall 2004 show. Alex has been in the marketing profession for 22 years, and her professional expertise will be an asset for implementing multi-level marketing strategies. All promotional efforts will convey a consistent image and strong identity for the Foothills Craft Guild with the advertising plan including TV, radio, direct mail, and press publicity.

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**GUILD MEMBERS' MAILING LISTS**

After some discussion, the board decided to ask exhibiting members to share their East Tennessee customer lists with the Guild. We would add these names to the Guild's mailing list and send show mailers to them entirely at the Guild's expense. This would free exhibitors from the time and expense of sending cards to their own customers, would expand the Guild's own mailing list and would save the Guild the expense of mailing packages of postcards to exhibitors.

Please send your customer list to:

Pat Fain  
101 Settlers Rd.  
Harriman, TN 37748  
865-590-1079  
TheGlassHouse.2@juno.com

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