

# Foot Notes



Fall 2008

## President's Report

By Molly Durr

**T**ime creeps up on me so quickly and our Fall Show, "A Fine Craft Fair" on November 14-16, will be here before we know it! This year will be a test for all of us with the interstate detour, gas prices and the economy. I have great confidence in the special efforts of Karen Noggle, Show Director, Aleex Conner, Public Relations Director, our Board and the Show Committee as we all work hard to make our Fall Show a great success!

Show brochures will be available in early October for you to send to your customers, and we'll also e-mail you "hometown posters" to distribute to as many locations as possible. As always, I am excited about the show and look forward to seeing you there!

Please remember that our Board meetings are open to the membership, and you are always welcome. They are held at **6:30 pm on the 1st Wednesday of each month** at the Emporium Building on Gay Street.

## Fall Show News

By Karen Noggle, Show Director

**W**e have over 130 Guild members exhibiting and demonstrating at A Fine Craft Fair, and we'll also have a Kid's Craft Booth with hands-on activities. Please tell everyone you know about the show - word of mouth is a powerful advertising tool! **This year, especially, we need all exhibitors to mail out show brochures to your customers.** In order to save postage, we'll only be mailing brochures to exhibitors living outside

of Knoxville, and Knoxville area exhibitors will be asked to pick them up from a few different locations. If you can, please come and get your show brochures at the First Friday event at the Emporium Building on Gay Street this coming Friday, Oct. 3 between 5 pm and 9 pm. We will have the FCG office open, and the brochures will be available there. Other pick-up locations will be listed in your show packets, to be mailed out around October 15.

As the Guild has done in past years, we are inviting a few guest artists to participate in the 2008 Fall show. Just like other organizations, we are having a tough year economically. I hope you will welcome the invited Guest Artists with open arms, for their booth fees help us continue our tradition in a financially healthy way.

**We will have a Friday Night Pizza Party after the show closes on Friday, November 14.** The cost will be \$5 per person. You can sign up and pay in the show office during **Thursday set-up or Friday before noon.** Please bring your own beverages.

**The new show hours for Sunday are 11 am to 5 pm.** This will give us more time to have our breakfast and membership meeting at 8:30 am on Sunday before the show opens at 11 am. Remember to bring a goodie to share. Please feel free to contact anyone on the Show Committee with your comments or suggestions.

### 2008 Show Committee

Karen Noggle	Show Director
Kathy Bradley	Central Booth Manager
Molly Durr	Manager of Craft Demos
Ann Caudill	Volunteer Coordinator
Aimee Armstrong	Decorations Manager
Loren-Marie Durr	Exhibitor Lounge Co-Manager
Holly Perrin	Exhibitor Lounge Co-Manager
Kathy Byrd	Indoor Booth Signs
York Haverkamp	Outdoor Signs Manager

## Fall Show Advertising

By Aleex Conner, Public Relations Director

**O**ur advertising plans for the Fall Show are well underway, and we've added **WUOT public radio** as a sponsor in addition to the **News Sentinel, WATE TV 6 and B97.5 FM Radio**. Each corporate sponsor donates an amount at least double in value to our FCG cash expenditure, so we receive a substantial increase in advertising exposure at no additional cost.

Our ads will start the week before the show, and we'll also have articles in the newspapers as well as postings on websites, exposure on TV shows, etc. First Tennessee Bank will be including a paragraph about the show on all statements sent out the end of October, and all 24 ORNL Federal Credit Union locations will be distributing our brochures. **Watch your e-mail for our "hometown poster" that you can print and distribute to your local bank, beauty parlor, grocery, etc. to help get the word out about our wonderful event!**



## Show Volunteers Needed!

By Ann Caudill, Education/Scholarships

**W**e need volunteers to help make the Fall show run smoothly. We especially need volunteers to help in the exhibitor booths, so the artists can take a 30-minute lunch break.

If you would like to volunteer a few hours of your time or know someone who would, **please call Ann Caudill, 579-2703, or e-mail apcaudill9@aol.com. Volunteers will receive two free tickets for admission!**

## Friends of Foothills

By Aleex Conner, Public Relations Director

**W**e'll be doing a campaign again this year for our **Friends of Foothills Program**. The money raised will help our Guild achieve our goals to increase public awareness about the value of fine, hand-crafted objects, promote members' work by hosting annual fine craft shows in Knoxville, sponsor workshops/craft demonstrations and award Crafts Scholarships to aspiring artisans.

**It would be terrific if more of our Guild members also became Friends of Foothills!** Below are the giving levels with the number of free tickets you would receive. To become a Friend, please send your check payable to Foothills Craft Guild to Aleex Conner, 1528 Britling Drive, Knoxville, TN 37922. **If sent by Monday, October 27, you will be given special recognition in the program distributed at the show. For any questions, please call Aleex, 865.691.6083.**

### *Become a Friend of Foothills!*

Bronze.....	\$25-\$75	(4 tickets)
Silver.....	\$76 - \$125	(6 tickets)
Gold.....	\$126 - \$250	(8 tickets)
Platinum.....	\$251 - \$500	(10 tickets)
Corporate.....	\$501+	(16 tickets)

## Spring Show News

By Karen Noggle, Show Director

**A**t this point, the Guild has no plans for a 2009 Spring Show due to logistics and the fact that a majority of FCG Spring Show exhibitors wanted to move the show indoors for 2009. The weather did not cooperate for us this year at Pellissippi, and because of building renovation, the Quilt Show was located so far away that the two events did not help each other with attendance. Since Pellissippi State does not have the kind of indoor space we need, we started looking into other possibilities for 2009.

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The Smoky Mountain Quilters could not commit to any joint plans for 2009. Indoor shows are significantly more expensive to produce than small, outdoor events, so we needed to find a partner group to help share the overhead. The Guild tried in 2002 and 2003 to finance a Spring Show on our own, but could not do it sustainably. Aleex Conner and I met with the new Executive Director of the Dogwood Arts Festival, Lisa Duncan, to discuss partnership possibilities.

The only choice date the Jacob Building was available for rental in spring 2009 was the first weekend in April. This is a week before the 2009 Dogwood Arts Festival opens, so it kind of put a crimp on our discussion. The second weekend is Easter, and then the third weekend is the DAF Market Square Festival. After running into these logistics problems, we felt it was prudent to skip trying to produce a Spring Show in 2009.

As a result of our meeting with Lisa Duncan of the DAF, we are going to continue discussions about an indoor joint venture in 2010. In lieu of a 2009 Spring Show, I would like to encourage Foothills members to participate in the 2009 DAF's Market Square Festival April 17-19, for they have put a greater emphasis on high-quality, handmade crafts.

## Board of Directors 2008

Molly Durr	President
Jo Marie Brotherton	Vice-Pres/Standards Chair
Dick McGee	Treasurer
Jessica Dockery	Secretary
Kathy Bradley	Membership Director
Gay Bryant	Webmaster
Ann Caudill	Education/Scholarships
Clay Thurston	
Robbie Gentry	
<b>Guild Support Staff:</b>	
Karen Noggle	Show Director
Aleex Conner	Public Relations Director
Dale Bohanan	Bookkeeper

## Policy for Commercially Printed Material

Approved by the FCG Board on 09/03/08

**H**igh-quality reproductions in the form of prints, note cards, CD's and books may be sold at the Foothills Craft Guild shows. Commercially printed clothing is not acceptable. The printed work must be directly related to the handmade work that the Foothills artist sells.

There should be no more than 20 total printed pieces (hereafter referred to as "units") per artist on display for sale at any given time during show hours. Multiple note cards in a package would be considered one unit. A variety of units may be on display - such as 10 note cards, 3 books, 7 prints - as long as the total number of printed units on display does not exceed 20 at any given time.

Printed units should be clearly labeled as "prints." Every framed or unframed reproduction must be labeled on the front with the words "reproduction" or "limited edition print." Any literature that is handed out free to the public promoting the Guild artist is not to be included in the unit count (i.e. brochures, postcards, business cards, etc.)

Foothills Craft artists are expected to have original work for sale in their booth in addition to any printed material. Availability of handmade originals for sale should fill most of the exhibit space. Exceptions may be made for larger items, such as sculpture and/or furniture, where orders may be taken on original designs.

FootNotes is published twice per year and is coordinated by our Public Relations Director, Aleex Conner. **If you'd like to submit information for the Spring 2009 issue, please e-mail Aleex at [aleexc@earthlink.net](mailto:aleexc@earthlink.net) or call 865.691.6083.**

**Website Suggestions/Corrections:** E-mail Gay Bryant, [gbryant@gbryantstudio.com](mailto:gbryant@gbryantstudio.com).