

# Foot Notes



Fall 2007

## President's Report

By Molly Durr

**G**reetings Membership! It's time for the annual Fall Show and your Board members, along with Karen Noggle/Show Director and Aleex Conner/Public Relations Director, have been working steadily and tirelessly to make things run smoothly and let the public know about our upcoming event. I can't help but feel so excited that this show is going to be even better than last year's show! Each year we learn more about how to improve what is already a good thing. It is an ongoing process that can only improve with patience, understanding, and support on everyone's part.

Along with my goal of seeing our shows improve each year, I also want to see our permanent collection expand. Our Friends of Foothills Program is up and running again, and we have revamped it so that one category of funds may be directed toward adding pieces to our permanent collection. **Our new category of giving is called "Gallery Friend" where a person can donate toward the purchase of a Guild member's piece for our permanent collection. The donor may choose to pick the piece out at the Fall Show, and the donor's name will be on a special plaque in our gallery. It can only be a good thing!**

I would also like to develop an updated brochure to give out to the public that explains what the Foothills Craft Guild is all about...our history, how we have grown, etc. So, if anyone would like to

help us with this information, **please call me at 922.2480**. I think this would be an important asset to the Guild.

I will close there, and I look forward to seeing you at the show. And, even if you aren't participating this year, why not come by and visit...meet our new members and see how we have improved!!

## Fall Show News

By Karen Noggle, Show Director

**W**e're excited about **A Fine Crafts Marketplace 2007!** Fall Show packets have been mailed, and if you requested extra show brochures, you'll also be receiving them in the mail. **There are two booths available at the Fall Show due to cancellations, so please call me as soon as possible if you're interested in participating, 865.207.7710.**

Something new at the show will be a **Kids Hands-On Craft Booth sponsored by the Appalachian Arts Craft Center in Norris**. Our own Pat Bing (a weaver) will be managing the Kids Booth, and it will be located next to the soup and salad bar at the south end of the building. Parents will be asked to stay within sight of the booth while their child is participating.

The most up-to-date exhibitor list for the floor program is posted on our website, so check your name and craft description and let me know if anything needs to be changed.

*Continued on page 2.*

*Fall Show News Continued.*

#### **IMPORTANT CORRECTION IN THE SHOW**

**PACKET INFO:** This only applies to exhibitors requesting a volunteer booth sitter (yellow sheet). Please mail your requests to the following address (corrected zip code): **Ann Caudill, 415 Mayfair Drive, Knoxville, TN 37920.**

Plan to attend the Guild's Membership Breakfast and Meeting during the Fall Show at the Jacob Building on **Sunday, November 11, from 8-10 a.m.** A breakfast potluck from 8-9 a.m. will precede the business meeting, and please bring something to share. We're looking forward to our best show ever!

## Digital Photos

**W**e are still expanding our library of fine craft photos for possible use in our publicity materials that are coordinated by Aleex Conner, Public Relations Director. **Please send at least two high resolution jpegs or tiffs to [aleexc@earthlink.net](mailto:aleexc@earthlink.net) or mail a CD to Aleex Conner, Marketing Dimensions, 1528 Britling Drive, Knoxville, TN 37922 by January 31, 2008.**

## Foothills Calendar

*By Clay Thurston*

**O**ur new Foothills 2008 Calendar has been finalized, and thirteen images have been chosen - one for each month and one for the cover. **The calendar unveiling will be at our Fall Show.** Based on our budget parameters, 85 calendars were printed. Many thanks to everyone who sent in submissions, and we'll talk more about the calendar at our meeting during the show. It looks great!!!!

## Fall Show Advertising

*By Aleex Conner, Public Relations Director*

**O**ur advertising for the Fall Show continues to expand, and we've added several new areas for publicity. **Starting in mid-September, all 19 locations of the Knox County Public Library began distributing bookmarks promoting the show to everyone who checks out a book at the library. Our sponsors this year are 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. **The Fall Show was featured in a two page story in the November issue of Knoxville Magazine, and a copy of the article is posted on our FCG website.**

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 are distributing our bookmarks. **We'll be e-mailing FCG members a "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 show!**

## Website News

**S** Fall Show '07: Information for members is posted from a link on the homepage.

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

## Member News

By Cutter Watkins, Membership Director

**M**embers Profile Page/[www.foothillscraftguild.org/membersearch](http://www.foothillscraftguild.org/membersearch): Most of you know about this idea that was put into place to let the public see our artists' work and hopefully bring you some business. I have had numerous contacts - magazine articles, show offers and some new work, so it's well worth the \$10 a year for Internet exposure. You would be very surprised how many organizations and galleries look for new work and artists on the net.

If you'd like to have a profile, please send five photos (jpeg format) of your work and one of yourself (I will re-format for the web.) along with a short bio and any contact info, business name, website etc. (in Word) to [cutterfcg@watkinsredbarn.com](mailto:cutterfcg@watkinsredbarn.com) or by snail mail on CD along with a check made out to Foothills Craft Guild for \$10...Cutter Watkins, 7746 Ashcroft Way, Powell, TN 37849. This yearly fee is used to help defray costs. You may also give me your info at the Fall Show.

**Info Updates:** I am still getting numerous returned e-mails, so please verify all your contact information on the website and notify me of any changes. I would like to get all this information up to 100% accuracy, but with over 200 members I really need your help in keeping it current. **If your info is not correct, we cannot contact you and people searching the website cannot either.**

## Friends of Foothills

By Aleex Conner, Public Relations Director

**W**e're excited about a new campaign to re-energize our Friends of Foothills Program! The program has been restructured to have different donation levels, and the money raised will help the Guild achieve our goals to increase public awareness about the value of fine, hand-crafted objects, promote members' work by hosting two annual fine craft shows in Knoxville, sponsor workshops/craft demonstrations and award Crafts Scholarships to aspiring artisans. **So far over \$1800 has been raised!!!**

The giving levels are outlined below, and **it would be terrific if some of our members also became Friends.** All you need to do is send a check payable to Foothills Craft Guild to Aleex Conner, 1528 Britling Drive, Knoxville, TN 37922. **If you can send it by Monday, October 29, you will be given special recognition in the program we distribute at the show. For any questions, please call Aleex, 865.691.6083. Thanks!**

<b>Bronze</b>	<b>\$25 - \$75</b>
<b>Silver</b>	<b>\$76 - \$125</b>
<b>Gold</b>	<b>\$126 - \$250</b>
<b>Platinum</b>	<b>\$251 - \$500</b>
<b>Corporate</b>	<b>\$501+</b>
<b>Gallery Friend</b>	<b>\$100+</b> toward the purchase of a piece for our permanent gallery collection located at the Arts & Culture Alliance Building on Gay Street. You'll also receive recognition on a plaque in the gallery.

## Proposed Bylaw Changes

**S**ince several members have recently moved out of state, the FCG Board has decided to further define in-state “residency” as it applies to the Guild. Another proposed by-law change involves the date of the annual Board election. These by-law changes will be voted on at the Fall Show membership meeting in November.

**1) Bylaw change to define residency, applies to Article III, Section 2, paragraphs a and c:** The Guild may require a member to provide proof of in-state residency by supplying one of the following: a Federal income tax return, TN Driver’s License or TN Voter’s Registration Card. Failure to supply proof of TN residency will result in loss of membership.

**2) Bylaw change pertaining to reasons for termination of membership would become Article III, Section 3, paragraph B, sub paragraph 2, section VI:** Failure to provide proof of in-state residency when requested.

**3) Bylaw change about annual election dates applies to Article V, Section 2, paragraph D, Article VI, Section 1, paragraph C, and Article IX, Section 1** to read October/November instead of October.

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

## Smoky Mountain Pottery Festival

**Y**ou’re invited to apply for a booth at the **Smoky Mountain Pottery Festival, Saturday, June 7, 2008, 10 a.m.-5 p.m., at the Townsend Visitor Center.** The event is sponsored by the Blount County Chamber of Commerce, Smoky Mountain Convention & Visitors Bureau and the Smoky Mountain Pottery Festival Committee. The application deadline is January 15, 2008, and you can download an application at [www.smokymountains.org/calendar/index.html](http://www.smokymountains.org/calendar/index.html). **For questions, please call Jeanie Hilten, Special Events Coordinator, SMC&VB, 865.273.1242.**

## Board of Directors 2007

Molly Durr	President
Jo Marie Brotherton	Vice-President/ Standards Chair
Bob Conliffe	Treasurer
Jessica Dockery	Secretary
Cutter Watkins	Membership Director/ Artist Profiles
Gay Bryant	Webmaster
Ann Caudill	Education/Scholarships
Clay Thurston	Calendar Committee/ Friends Liaison

### FCG Support Staff:

Karen Noggle	Show Director
Alex Conner	Public Relations Director
Dale Bohanan	Bookkeeper