

PRESIDENT'S MESSAGE

Happy New Year. I hope everyone had a great holiday season. As I am sure you have heard our fall show was a huge success. The facts and figures are posted on the website. If you haven't reviewed them please do so. I feel the main reason for the 22% increase in attendance was our approach to marketing the show. We will certainly build on this success in the years to come. I am proud of the Board for making the decision to proceed as we did. We had a post show meeting to discuss what we did right and wrong and how we can improve next year. Those minutes have been sent to everyone for review. Please read them. Two significant decisions were made at that meeting based on the input we received from you via the show evaluations you filled out. We will not be expanding the show to the balcony and we will eliminate live music but have taped music playing at all times during the show. Your input heavily favored limiting the number of booths so the sales are not diluted. As a result we will limit the number of booths to 135. We already have contracts for over 110. A special thanks is in order to all those who worked on the show. Karen and her committee did a great job of organizing the show and Aleex did a wonderful job of marketing it.

Teresa Brittain and Karan Dotson are leaving the Board. They have completed their three-year term. Thank you Teresa and Karan for your contributions and hard work. Karan did a super job of managing our scholarship program and coordinating entertainment at the shows. Teresa did a great job as secretary and was instrumental in marketing the fall show and recruiting Aleex for our show last fall. Thanks again.

Welcome to our new Board members Kathy Bradley, Molly Durr and Ann Caudill-McKelvy. They have all hit the ground running, are anxious to be involved and help manage and direct your Guild.

As the year progresses please think about how you as a member can help the Guild and please don't be afraid to speak up. Remember it is your Guild. The Board tries to manage it in a professional manner of which you can be proud and we really value your input to help.

Dennis

JURY FEST – March 2005

We had 137 exhibitors in the Fall Show with several people on the waiting list for sales booths. To insure that new members will have a booth space in the Fall Show, the Board decided to have only one Jury Fest this year. The Jury Fest in 2005 will take place on March 12 at our new office in the Emporium Building. All applications and works to be considered must be delivered on or before March 4. Works will be accepted for us by the Arts Alliance during normal business hours (Mon – Fri 10-4) Please make sure that a

copy of your application and the application fee is enclosed with your work. All works should be picked up during business hours the following week (Mon – Fri 10-4)

How will your work be judged?

All works are judged anonymously—the artist’s name is not displayed on the work during the process. Every effort is made to make the process as objective as possible. The jurors are given a voting sheet and use the Numbers 1--10 with 10 being the best for each of five categories (workmanship, design, use of materials, creativeness, and overall impression.) The highest score possible is 50. A minimum of 36 is required for membership.

When and how will you be notified?

Applicants will be notified by telephone calls or by mail the week following the Jury Fest. You will be given the scores in each of the five categories for your work.

Please read over the application carefully. Do not submit more than five pieces. Select the very best pieces that represent your primary work.

Be sure to check our website for any last minute details or changes concerning the Jury Fest at www.foothillscraftguild.org under the link <http://foothillscraftguild.org/membership-info.html>.

June Crowe

EDUCATION NEWS

Because of good response to the Friends Program, there is some money in the Foothills Craft Guild Scholarship fund. This money has been used to help further education in a person’s current field, as well as to help explore new techniques or media. The criteria is explained in more detail in the bylaws and on the Foothills website. The current application can be found there, too. If you, or someone you know, might be interested and be qualified, please contact Ann via e-mail or phone. apmckelvy900@msn.com 865-570-2703

Also, Foothills will be offering Master Craftsman Workshops again at the Fall Show. If you would be interested in teaching a three or four hour workshop for adults and/or children (the children’s classes seem particularly popular), please contact Ann as soon as possible.

CONGRATULATIONS – Larry Nowell

Larry has been selected as one of the Surface Navy Hall of Fame inductees for 2005.

FROM ALEEX

We secured a substantial increase in publicity for our Fall Show this year with over 16 print articles, special features on area TV shows, and public service announcements from radio and TV stations. We also did a new type of targeted direct campaign, and we feel all these efforts contributed to the 22% increase in attendance.

REQUEST FOR PHOTOS

We are continuing to build the Foothills Foto Gallery for promoting our shows and sprucing up our website. These photos have been supplied by many of our members and the professional photographers present at the Fall Show.

We have made great strides but we need more images from you, our members.

We have plans to have a link to the Gallery on our website so that you can download your images directly for web use or request high resolution images for printing purposes at your convenience. This project is in the works.

Please send any new (or old) images of your craft items, or you, to Charlie so that they can be included in the Gallery. Images on a CD are preferred but anything will work – prints, slides or even e-mail. Thanks in advance.

Charlie Mead

WEBSITE NEWS

The following updates have been made to the Guild website and future plans are mentioned below.

- Info on spring Show 05 for Exhibitors under Upcoming Shows link
- Article with pictures on Guild's founding and early history under Info and History link
- Online membership directory is updated under Members Directory link. If there are changes to a member's entry, the member needs to click on the link for the Membership Update Form and fill in the form then submit to Charlie.
- Newsletters, minutes of board meetings, info on shows (stats, etc.), photo albums, and other pertinent Guild documents can be seen under Members Only link.

Upcoming plans:

- Discussion Board for members only to discuss hot topics
- New pictures throughout the site to freshen it up and give additional exposure to members' work

If you have suggestions/corrections/opinions about the Guild site, email gbryant@pstcc.edu. Thanks!

Gay

OPPORTUNITY

Opportunity--Foothills Craft Guild members

Market Square Association's 2nd Saturday Arts and Crafts Market on Market Square--2d Saturday--June-November 2005--June 11, July 9, August 13, Sept 10, Oct 8, and Nov 5. Arts, crafts, food.

Hello, everyone. I hope you are doing well. I wanted to remind you all to keep the 2nd Saturday Art and Craft Market in mind as you are making out your 2005 schedules. The dates for this year are: June 11, July 9, August 13, Sept 10, Oct 8, and Nov 5. We will do the Fall Festival again, probably on Oct 29, but we'll have to see what the Vol plan is. Please let me know as soon as you can if you plan on participating this year.

Also, if you know anyone else who would like to be involved, art or food producer, please send them our way. The MSDA is working on the new website, where people will be able to download applications and check out upcoming events. I believe it will be www.knoxvillemarketsquare.com.

See you soon.

Charlotte Tolley
Director
Market Square Farmers' Market
(865) 405-3135
charlottetolley@hotmail.com

Excellent Deal--\$450

Used L&L Kiln
J230 (23" x 27")

Includes 4 Full shelves (Used for only a few years)
and 3 older half shelves (two are a broken full shelf)
I can include some kiln furniture (posts) if needed

Some details on the kiln features:

New power cord (pizza oven cord--extremely heat resistant)

New elements installed in the kiln within the last two years

Kiln not used often in the last five years

New ceramic couplings for control box, new wiring, everything in the kiln is in good running condition and has been well maintained (thanks to my husband :-))

Fire brick very good

L & L features the ceramic holders for the elements -- these are in excellent condition and are a blessing!

Katherine Shipp
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Oak Ridge, TN 37830
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katshipp@aol.com

FROM - KAREN KENST

I'd like to invite all members to consider applying for the Maryville City Fall Festival Show. Usually it is the 2nd weekend of October but in 2005 it will be the third weekend. (No conflict with Museum of Appalachia)

Several Guild members already do this show and some have given up other shows to continue doing this one. This past year, I personally had the best show I have ever had any where. If you have done the show before and want to give other members your experiences please email Charlie, who loves the show.

Tents, sides and security is provided. Also we have a *group* that will sit for you anytime you need it, they serve us sausage and biscuits, coffee, buns, water, etc. in the morning in addition to snacks all day long. They come to us and it is free of charge. You can unload in front of your booth and parking is near by. We try to please and our artisans love doing this show. cost is \$150 for 3 days.

Due date for application is May 1 and jurying is done the next week. IF you are interested get on the City of Maryville web sight and go to the Fall Festival. Applications should be posted next month. If you have questions or problems e mail me at jkenst@earthlink.net or call 983-3352.

Footnote from Charlie: The "*group*" that Karen refers to are known as the "ladies in green". They represent the local Baptist Churches in the area - and they are Great !! The only request I had that they would not honor was when I asked them for whiskey at 3:00 in the afternoon.

LUDDEN FAMILY UPDATE

Hello Everyone –

Sorry to bunch you all into one email but I just wanted to send you a little note. Last April the Salt and Pepper Shaker Museum had a visit from a film maker. Well, the documentary is finished and here is the website with more info: www.thisexitonly.com

Now, a lot of you might not yet know (sorry) but we have moved from the “old” location (where this film maker went) to a building in Gatlinburg itself. The grand re-opening of the museum will be February 1st.

Love and laughter,
Andrea, Andrea and Rolf