

# Foothills Craft Guild News

## June 8, 2009

Scroll down for info on the Fall show, Foothills members in the news, adding your website address to the Guild's website, and marketing opportunities.

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**Foothills show named a top event:** Exciting news! **Our Fine Craft Fair has been selected as one of the Southeast Tourism Society's Top 20 Events for the month of November 2009!** The Southeast Tourism Society Top 20 Events publication receives extensive exposure in print media, web, TV, and radio in the U.S. and Canada. Over 800 newspapers, magazines, radio and TV stations, and AAA offices receive the Top 20 listings. The Atlanta Journal-Constitution prints the Top 20 Events as a regular quarterly feature of its travel section, and the Top 20 Events have been featured on talks shows throughout the region. Our event will be listed on their regular website, [www.southeasttourism.org](http://www.southeasttourism.org) and also [www.escapetotheseast.com](http://www.escapetotheseast.com), and the Top 20 Event pages are consistently among the most visited pages on the Southeast Tourism Society sites. **This is exciting news for the Foothills Craft Guild, for it gives us regional and national exposure, and it's quite an honor to be one of the Top 20 Events in the Southeast!**

Aleex Connor, Public Relations Director

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### **Help get the word out about Foothills & the Fine Craft Fair to local art lovers!**

I'll bet that many Foothills members don't realize that the Guild has an "office" downtown in the Emporium Building. It's not only where we hold Board meetings, but where our permanent collection is on display. It's a shame that such a wonderful representation of the fine work of our membership largely goes unnoticed. As a way to remedy this as well as to promote the Guild within the art community in Knoxville, the Board would like to open the office during FIRST FRIDAY evenings at the Emporium.

If we could have a couple of volunteers during the hours of 5:30 pm until 9 pm (approximately) each month--especially for the late summer months--it would be a great way to build awareness and enthusiasm for our Fine Craft Fair.

Having already volunteered this year, I was amazed at the number of folks who attended that month and who were so curious about our organization. I took some of my work, so was able to not only talk about the Guild, but my craft as well. The Board has even offered to allow volunteers to sell their work on a limited basis during those evenings.

Light snacks are served in the main hall and wine is available for a "donation." It's just a fun time to schmooze and meet people.

If you'd like to volunteer--and bring a friend to keep you company--please call me at 579-2703. Leave a message, if necessary. Or e-mail me at [apcaudill9@aol.com](mailto:apcaudill9@aol.com). Let's start building a presence in Knoxville and preparing for a great fall show.

Looking forward to hearing from you.

Ann Caudill, Director of Education & Scholarships

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**From your show director:** Hello everyone. Hope your summer will be enjoyable and profitable. I have two important notices:

- 1) We are currently in need of **new photos of Guild member's work for marketing purposes**. We will be using these in the fall show brochure and on the FCG website. If you have professional quality digital images of your work, please send them right away to [aleexc@earthlink.net](mailto:aleexc@earthlink.net). If any of your shots have the background already removed, that is good, too.
- 2) For those wishing to sign up for a booth at the Fall show, please get your show contract in before June 30. At that time, the booth fees increase by \$25. The final deadline for getting your contract in is September 15. If you need a show contract, please let me know [knoggle@onemain.com](mailto:knoggle@onemain.com)

Thanks, Karen Noggle, Show Director

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**Foothills members in the news:** Kudos to Wendy Seward, whose amazing beadwork was recognized at the 2009 Four Bridges Craft Festival. She won the 2009 Best in Jewelry Award.

On a sad note, one of our charter members, Ruth Smalley, passed away in January.

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**Got website?** Do you have a website? If so, I'll be happy to add it to the Foothills Craft Guild membership directory. Please send it to me ([mirzadehj@earthlink.net](mailto:mirzadehj@earthlink.net)). The directory is currently posted on the Guild's website, [www.foothillscraftguild.org](http://www.foothillscraftguild.org).

Got news? Have you, or one of your Guild friends, received special recognition in the field of craft? If so, let me know, and I'll post it under the "Foothills Members in the News" section. Have tools or other craft business item to sell--such as a wood lathe, kiln, tent, display fixtures, etc.? Write up a brief ad and email it to me by the **25th of the month**--so I can include it in the next e-mailing. Know of a marketing opportunity for craft artists? Send me the particulars. If it helps the other Guild members by offering an opportunity, promoting the Guild & enhancing Foothills' reputation, or helps members save money, I'll try to get the info out!

Jackie Mirzadeh

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## Opportunities:

**Various media:** TACA, the Tennessee Association of Craft Artists, is calling for applications for their Fall Craft Fair to be held in Centennial Park in Nashville on September 25, 26, & 27. For the first time, this year applications (deadline July 15) will require digital images, and will only be accepted via the electronic art application system known as Zapplication. For info about the show, visit <http://www.tennesseeecrafts.org/taca/main.cfm?pageID=16>. For more information about Zapplication, which has many show listings across the country, visit [www.zapplication.org](http://www.zapplication.org).

**Various media:** The Oak Ridge Art Center is will be holding their annual open show this fall. Each artist may submit up to 3 pieces on August 19, 20, 21, or 22. More information will become available in July,

and may be obtained by calling 865-482-1441 or visiting their their website, <http://www.oakridgeartcenter.org>.

**Wood:** The Master Woodworkers Show, a biennial exhibition and sale, returns to the Emporium Gallery in downtown Knoxville, November 6<sup>th</sup> - 8<sup>th</sup>, 2009. The application entry deadline is August 1. For forms go to <http://www.discoveret.org/etwg/15MWS/15MWSsubmission.pdf> or the East Tennessee Woodworkers Guild website, [www.etwg.org](http://www.etwg.org). For more information, contact Bruce Cole, [bc@brucecole.com](mailto:bc@brucecole.com).

**Various media:** The Knoxville Sports and Tourism Office, located on Gay Street in downtown Knoxville, has various opportunities to sell (consignment) in their gift shop or to demonstrate/participate/perform in their new Uniquely Friday program. Contact Alice Fleenor, [afleenor@knoxville.org](mailto:afleenor@knoxville.org) or 865-523-7263.