

Foothills Craft Guild Newsletter

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PRESIDENT'S MESSAGE

We have three very important events happening next month. It is important for you as a Foothills member to participate in all three. First is our show. We have a record number of exhibitors this year. This year's show has promise to be the best ever. We have taken a new approach to marketing the show. Your Board is very excited about the media plan that Aleex Conner has put together. It includes a great mix of Newspaper, TV and Radio advertising. I ask each of you to notice the advertising and give us feedback. I expect us to establish a new customer attendance record.

The second item is our annual election. You will be electing three new Board members to serve three-year terms. A biography of each of the six members running for the Board is in this issue of the newsletter. Please read about them. If you have a burning issue call them and get their views on it. But most important: VOTE. If you don't vote --- don't B#&@&.

The third item is our general membership meeting on Saturday morning at the show. Please try to attend. We will only have about an hour but we will be discussing a couple of important topics. I would like your views on the 2D discussion we have been having over the past few months.

As you can see these are important items. It is your Guild – **PARTICIPATE.**

Dennis

GRAND OPENING EMPORIUM BUILDING

Hundreds of visitors attended the opening of the Emporium Building where the new Foothills Guild office is located. FCG President Dennis McAvoy organized a beautiful display in our office and many wonderful Guild items were *oohed* and *aahed* over. It was a great opportunity to showcase the Guild and talk to people about the Fall Show, membership in the Guild, and becoming Friends of the Guild. Thanks so much to the members who participated with display items and were on hand to promote Foothills Craft Guild. It was a fun evening. There is a small permanent display in the office – if you

would like to have one of your items on display there, please contact one of the board members.

JURY FEST – August 2004

These are the new members juried in August:

Alejandro Amezcua	Jewelry	Sarah Owens	Clay
Terry Fritchman	Glass	Sarah Savidor	Clay
Chery Hevrdeys	Glass	Sheri Treadwell	Clay
Greg Hooker	Metal	Kathy Veverka	Clay
Nancy Jansen	Jewelry	Cutter Watkins	Wood
Michael Joyce	Clay	James Watson	Wood
Lisa Kurtz	Clay	Brandt Womack	Clay
Jack & Dee Martin	Natural Materials	Valerie Eiler	Clay
Larry Nowell	Wood	Chuck Suppus	Associate

The next Jury Fest will be held in February. 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 if you have any questions

38TH ANNUAL FALL SHOW A FINE CRAFTS MARKETPLACE NOVEMBER 12-14, 2004

We currently have 137 exhibitors in the 2004 Fine Crafts Marketplace, and at least 11 people in the group sales booth – the biggest fall show yet! For the first time in many years, we have had to put people on a waiting list for sales booths, as there is a finite amount of space on the main arena floor of the Jacob Building. The Board may decide to use the upstairs balcony in our 2005 Fall show, now that the building has a elevator. Show instruction packets are ready to be mailed.

2004 Fall Show committee:

Karen Noggle, Show Director (933-8436) knoggle@onemain.com
Karan Dotson, Music Manager
Molly Durr, Chair of Demonstrations
Kathy Bradley, Manager of Group Sales booth "Marketplace Collection"
Jo Marie Brotherton, Decorations Manager
Sal Smith, Manager of Booth Sitter Volunteers
Ann Caudill-McKelvy, Project Director for Workshops (if we get the TAC grant)
Mary Souder (Colette's daughter), Member's Lounge Manager
York Haverkamp, Manager of Outdoor Signs

Please call or email with any show-related questions. I am getting busy with my own fall shows, so please ask me things now, rather than the week of our Foothills show. Thank you!!

Karen Noggle
Show Director

Gay Bryant has created life-size folkart animals for the Oak Ridge Civic Music Association's opening concert on October 23 to add interest to the symphony's performance of Saint-Saens' "Carnival of the Animals." A dozen animals (lion, kangaroo, tortoise, cock, swan, mule, and others) will be carried across the stage by children. The animals were painted by students from the Oak Ridge Children's

Museum, Joan Ellen Zucker, and friends. Performance will be October 23, 8 pm, Oak Ridge High School Auditorium.

ALEX CONNER

FALL SHOW PROMOTION REPORT

A wide diversity of promotional strategies are in place to advertise our Fall Show for November 12-14 at the Jacob Building. These efforts have been coordinated by Marketing Dimensions, and we will also receive a large number of public service announcements from area TV and radio stations.

You'll be seeing and hearing our ads in these media outlets: Knoxville News Sentinel, the following radio stations - B97.5 FM, Oldies 95.7 & 106.7 FM, WUOT 91.9 FM, WOKI 100.3 FM, WNOX 99.1 & 99.3 FM, 990 AM, Praise 96.3 FM, WATE TV6, WBIR TV10, 10 News 2, Comcast Cable TV, and the Knoxville Attractions Channel in area hotels. Other publicity will include a large direct mail campaign and exposure via press releases, Christmas In the City brochure, Knoxville Chamber newsletter, Dogwood Arts website, Arts & Culture Alliance, Tennessee Tourism Department website, e-mail promotions, and an Entrepreneur Column in the Knoxville News Sentinel's Classified/Marketplace Section on Sundays - October 24, 31 and November 7, 14.

YOUR BOOTH IS A SALES TOOL

Good booth design is an important ingredient to good sales! Think of your booth as a sales tool. Spend time on your booth design. It does not have to be a slick presentation or a purchased commercial display. Use your imagination. I've seen great displays with room divider screen, shutter-style doors - all kinds of nontraditional display pieces - and they are very attractive. Proper lighting is an important booth design ingredient. Light it and they will come.

At your next show, leave your booth and walk around the show for just a few minutes. Look at the different ways of achieving an attractive and effective booth display. When you approach your booth, do so in a customer's frame of mind. Does your booth capture your attention, is it clear from the aisle what you are selling?

Your booth display should provide you with an on-site gallery, enclosing and showcasing your work.

Bring floorcovering. You wouldn't leave your gallery floor as unfinished concrete - add some flair with rugs, floorcloths or some of the interlocking mats.

Greet your customers - sit on a director's chair or bar stool and meet them face to face - not face to knee caps. Smile. Stand up when a customer enters your booth. Offer a simple hello and let them know you are there to offer assistance and answer question about your work.

You've invested time and money into exhibiting in a show - continue by investing in yourself at the show.

Dennis McAvoy

A work by **June Crowe**, ceramic artist, is on exhibit at the Oak Ridge Art Center as part of the 2004 Oak Ridge Art Center's Open Show. Works selected for the Open Show will be on display during the months of September and October 2004. Her work was among one of the 99 artists selected from a field of 164 applying.

CANDIDATE BIOGRAPHIES

Kathy Bradley, decorative stenciling on fabrics

I have been painting since 1972 and have been a member of national and local painting organizations since then. I have held many committee and board positions within that time including President of Rocky Top Decorative Painters in Knoxville, I feel this experience makes me a good candidate for the FCG Board. I have been serving as the FCG newsletter editor for almost two years and co-chair/chair of the Central Marketplace for 3 years. It is my belief that if you are a member of an organization you should contribute where and when you can. I hope to be able to serve Foothills Craft Guild by being a member of the Board.

Jo Marie Brotherton, glass marbles

I have professional experience in the art field. For twenty years I participated in fabrication, installation, design presentation and general management of a large glass studio. I held the title of vice-president for the last 12 of those years. I know how a corporation runs and sat on the board of directors for Knox Glass Company. I hope to bring my skills to the table for Foothills. I feel our guild needs to be a household word for excellence in quality and professional conduct. If you would like someone who values team work and a professional approach.....vote for me.

Ann Caudill-McKelvy, painter of traditional folk art

Ann has been a member of Foothills since 1994, participating in every show since with an individual booth or in central sales. She has been a board member of Foothills, and has served on Standards Committee, has co-chaired Market Place Collection, and has been project director of the Master Craftsman Workshops. Having been a board member of Ramsey House Plantation (president for two years), and president of Rocky Top Decorative Painters, she has familiarity with board structure, and has experience in organizing volunteers and in working with artists.

Molly Durr, framed pressed wild flowers

Years ago I decided to try pressing flowers in order to enjoy them in my home, year-round. Now, after 20 years of experimentation, I have developed a method that I believe works well, and in doing so, have turned my love of flowers into a business.

I became a member of the Foothills Craft Guild in 2000. For this year's show I am serving as Demonstrations Chair. I would like to be given the opportunity to help the Guild continue to grow, learning from each other and exposing the public to all that we have to offer.

Colette Souder - soap maker

I am a soap maker in the Foothills Craft Guild and a member since 1995. My husband, Steve, and I have six children, all who have been involved in the manufacturing, packaging, and selling of soap. I am honored to be a member of the Guild, and would be honored to be a member of the Board.

Garry Taylor, porcelain jewelry

My craft is Jewelry made with my original porcelain focal beads. The Guild offers me both a connection with other artists and a venue for displaying and selling my work. I have served on the Art Market Gallery Board for the past six years and am a past President.

Ballots have been mailed. Please return ballot to Teresa Brittain, 124 Timbercrest Drive, Oak Ridge, TN 37830. **The deadline is November 12**; ballots may be mailed before that date or given to Teresa on Friday of the Fall Show. Newly elected board members will be announced at the Member's meeting on Saturday Nov 13.
