

# **Foothills Craft Guild News**

## **June 1, 2010**

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### **Membership Meeting Reminder**

The annual membership meeting is tomorrow evening! The purpose of the meeting is to approve the new budget (printed at the bottom of this email), to welcome new members, to vote in two life members (the candidates being Karen Noggle and Gay Bryant), and to learn the latest Fall Show news.

**Wednesday, June 2**

**6:30 pm**

**Emporium Building**

100 S. Gay Street

Knoxville; corner of W. Jackson Avenue and S. Gay Street

Road construction continues on the 100 block of South Gay Street, and the street is closed to vehicles in front of the Emporium Building. For a map of the area, including location of the Emporium Building and nearby parking, visit the city's webpage:

[http://www.cityofknoxville.org/policy/100block/100blockclosure\\_april20.pdf](http://www.cityofknoxville.org/policy/100block/100blockclosure_april20.pdf). In addition, according to recent updates on the construction progress on the City's blog (<http://100blockconstructionknox.blogspot.com/>) it looks like there will be closures on Jackson Avenue as well.

### **Foothills Artists in the News**

Foothills member Shawn Bungo won three awards this spring: Best in Glass at the 4 Bridges Art Festival (Chattanooga), Award of Merit at ArtsQuest Fine Arts Show (Seaside, Florida), and Award of Merit at the Fairhope Arts and Crafts Festival (Alabama).

### **On a Sad Note**

We received sad news from Sharron Eckert, who wrote:

It is with sadness that I share information from Ralph Jansen: Nancy Briggs Jansen died Saturday, May 29, 2010. Nancy, an exquisite silversmith, was an active member of several art/craft groups including The Art Guild at Fairfield Glade, CACE - Cumberland Artisans for Creative Expression, TACA Tennessee Association of Craft Artists, Highland Rim Chapter of TACA, and the Foothills Craft Guild. Messages can be sent to Ralph Jansen & family, 163 Maple Street, Crossville TN 38555.

### **Fall Show News**

Exciting news from our Public Relations Director, Aleex Conner! **Our Fine Craft Fair has again been selected as one of the Southeast Tourism Society's Top 20 Events for the month of November 2010!** 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!**

We will also be adding "Social Media" to our marketing strategies for the Fall Show. Plans are to create a Foothills Craft Guild presence on both Facebook and Twitter, and we will keep you posted as details develop.

And, Show Director Karen Noggle sends the following reminder:

## Fall Show Reminder

Show contracts will be available at the meeting for those of you who have not yet signed up for a booth space at the Foothills fall show. Booth fee rates go up again after June 30, so please get your contracts in now!

## Beware of Scams

This was recently received from the American Crafts Council, originally printed from CERF (Craft Emergency Relief Fund), warning us to beware of show directory scams:

We recently received a call from an artist who fell victim to a common trade show scam that now appears to be aimed at art fairs and craft shows.

The artist received an offer for a free listing in an online show directory. The name and address of a prominent national craft show in which he was participating were printed at the top of the page, and so he assumed (as the directory promoter hoped) that it was connected with the show in question.

Unfortunately, he signed up for the free listing without reading the fine print. It stated that unless he sent a registered letter opting out within 10 days, he was agreeing to pay \$5,000 for a three-year listing with the online directory. Further, the contract automatically renews in 3-year increments.

Every artist is familiar with the rush to complete paperwork, pay bills, meet deadlines and try to have work ready for a show, and that's what scammers rely on. Had the artist taken time to investigate, he would have found many warnings about the company on the web. More importantly, if he had read the fine print, he would have seen that he was not merely agreeing to the "free listing."

While many complaints have been lodged against this scam operation for its questionable products and business practices, there are legitimate companies that offer free listings with bold type or additional advertising for a fee, such as the yellow pages or your craft media organization's directory.

In every case, be sure to read the fine print before you sign anything and understand what you are agreeing to. If you think you may be interested in a paid listing, investigate the company and the product

and make sure it will be beneficial to you. And watch out for copycat solicitations masquerading as offers from trusted sources, like reputable show organizers. --CERF [www.craftemergency.org](http://www.craftemergency.org).

## Got Wool?

Guild member Debbie McMurray has a friend who raises sheep and wants to give away the wool. Any spinners who would be interested should contact Debbie at Creative Quilts, 758 Commanche Drive, Jefferson City, TN 37760 or 865-368-5549.

## National Quilt Exhibition Coming to Knoxville

The American Quilter's Society Quilt Show will once again come to the Knoxville Convention Center July 14 to 17. This exhibition of the work of some of the top quilters in the nation is not to be missed. Anyone who works in craft, or who appreciates fine craftsmanship and/or artistry will find incredible work at this exhibition.--Jackie Mirzadeh

<b>PROPOSED BUDGET for 2010/2011</b>			
<b>ACCOUNT</b>	<b>2009/2010 BUDGET</b>	<b>PROJECTED ACTUAL</b>	<b>2010/2011 PROPOSED</b>
<b>Income</b>			
Artist Relief Fund	\$0.00	\$90.00	\$0.00
Bank Interest	\$12.00	\$5.72	\$0.00
Booth Fees Fall Show	\$41,000.00	\$41,080.72	\$42,500.00
Credit Card Sales	\$17,500.00	\$14,024.15	\$17,500.00
Fall Show Gate	\$19,235.00	\$20,797.00	\$20,000.00
Friends Donations	\$2,000.00	\$1,731.00	\$2,000.00
Group Booth Sales	\$0.00	\$6,300.00	\$0.00
Juryfest Fees	\$805.00	\$1,760.00	\$1,400.00
Member Dues	\$10,100.00	\$10,900.00	\$10,300.00
Misc. Operating Income	\$0.00	\$11.55	\$0.00
Misc. Show Revenue	\$395.00	\$755.01	\$400.00
Money Market Dividends	\$498.00	\$19.62	\$350.00
Other Cash Donations	\$0.00	\$54.00	\$0.00
Scholarship fund	\$0.00	\$1,065.35	\$0.00
Special Project Revenue	\$0.00	\$438.00	\$0.00
<b>Total Income</b>	<b>\$91,545.00</b>	<b>\$99,032.12</b>	<b>\$94,450.00</b>
<b>Expense</b>			
Contractor Fees			

Accountant/Auditor	\$1,000.00	\$150.00	\$1,000.00
Bookkeeper	\$3,300.00	\$3,300.00	\$3,300.00
Membership Director	\$2,040.00	\$2,040.00	\$2,040.00
Public Relations Director	\$7,000.00	\$7,000.00	\$6,000.00
Public Relations Dir. Bonus	\$500.00	\$392.50	\$500.00
Show Director	\$4,320.00	\$4,320.00	\$5,000.00
Webmaster	\$2,040.00	\$2,040.00	\$2,040.00
<b>Total Contractor Fees</b>	<b>\$20,200.00</b>	<b>\$19,242.50</b>	<b>\$19,880.00</b>
<b>Fall Show Expenses</b>			
Booth Set-up-Contractor	\$5,000.00	\$5,332.50	\$5,209.00
Credit Card Fees	\$700.00	\$593.00	\$700.00
Credit Card Pay-outs	\$16,500.00	\$13,618.86	\$16,500.00
Insurance	\$1,000.00	\$920.00	\$1,000.00
Marketing: Data Base Mgmt	\$0.00	\$0.00	\$500.00
Marketing: Direct Mail	\$4,963.00	\$4,963.00	\$5,850.00
Marketing: General Expense	\$1,000.00	\$1,000.00	\$0.00
Marketing: Media Ads	\$12,418.00	\$12,418.00	\$11,300.00
Marketing: Printing	\$5,514.00	\$5,513.81	\$6,350.00
Marketing: Social Media	\$0.00	\$0.00	\$400.00
Marketplace pay-outs	\$0.00	\$6,309.78	\$0.00
Misc. Show Expense	\$350.00	\$197.36	\$350.00
Security	\$1,600.00	\$1,400.00	\$1,600.00
Show Committee	\$1,500.00	\$1,500.00	\$1,650.00
Show Committee- Expense	\$500.00	\$381.11	\$500.00
Show Office Staff	\$2,500.00	\$2,234.00	\$2,500.00
Show Personnel-Other	\$300.00	\$275.00	\$300.00
Show Postage	\$375.00	\$344.66	\$375.00
Show Printing	\$460.00	\$462.93	\$1,460.00
<b>Fall Show Expenses (con't)</b>			
Show Signs	\$250.00	\$52.97	\$250.00
Show Supplies	\$460.00	\$355.52	\$460.00
Site: Other Expense	\$0.00	\$0.00	\$425.00
Site: Rental	\$7,200.00	\$7,425.00	\$7,800.00
<b>Total Fall Show Expenses</b>	<b>\$62,590.00</b>	<b>\$65,297.50</b>	<b>\$65,479.00</b>
<b>Operations Expenses</b>			
Artist Relief Payments	\$0.00	\$500.00	\$0.00
Bank Fees	\$230.00	\$121.43	\$70.00
Dues & Subscriptions	\$720.00	\$480.00	\$200.00
Fundraising Expense	\$350.00	\$0.00	\$850.00
Juryfest Expenses	\$600.00	\$610.45	\$641.00

<b>Membership Costs</b>	\$600.00	\$570.60	\$600.00
<b>Misc. Operations Expense</b>	\$200.00	\$100.00	\$200.00
<b>Office Rent</b>	\$3,325.00	\$3,323.64	\$3,800.00
<b>Office Supplies</b>	\$460.00	\$268.80	\$330.00
<b>Operations Postage</b>	\$490.00	\$368.86	\$420.00
<b>Operations Printing</b>	\$0.00	\$136.16	\$200.00
<b>Scholarships</b>	\$1,000.00	\$125.00	\$1,000.00
<b>Special Project Expense</b>	\$0.00	\$626.00	\$0.00
<b>Telephone</b>	\$550.00	\$534.90	\$550.00
<b>Website hosting</b>	\$230.00	\$230.00	\$230.00
<b>Total Operations Expenses</b>	<b>\$8,755.00</b>	<b>\$7,995.84</b>	<b>\$9,091.00</b>
<b>Total Expense</b>	<b>\$91,545.00</b>	<b>\$92,535.84</b>	<b>\$94,450.00</b>
<b>Net Income/Loss</b>	<b>\$0.00</b>	<b>\$6,496.28</b>	<b>\$0.00</b>

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