

Foot Notes



Spring 2008

President's Report

By Molly Durr

Welcome to our new Board members - Dick McGee, Kathy Bradley and Ann Caudill as well as re-elected member Jessica Dockery! Our Board is working together to address and hopefully solve the issues and suggestions that have been raised. I would also like to congratulate our new Life Member, Bill Lett, and Lifetime Associate Member, Hugh Webb, who have shown years of dedication and support for our Guild!

I am excited that we will be at Pellissippi State again this year for our second annual Spring Show May 16-18. Be sure to invite all your friends! As you know, one of my goals is to see our Permanent Collection grow. Our Gallery Friends Program has proved to be a big success, and we were able to purchase several pieces from our members at the Fall Show to go into the collection. I would also like to thank members who donated items. What a wonderful way to preserve our Guild's history!

Another one of my goals is to do a brochure about the Guild's history, our mission and our shows, so we will have information to hand out. I may be calling some of the members who have been in the Guild the longest to find out some detailed information. If you would like to volunteer to help me, please give me a call, 865.922.2480. I appreciate the opportunity to serve as your President again this year!

2008 Show News

By Karen Noggle, Show Director

Spring Show at Pellissippi State, **May 16-18:** About 35 FCG exhibitors will participate at the Hardin Valley Campus of Pellissippi State Technical Community College. The Spring Show is held in conjunction with the 28th Annual Quilt Show, and quilts will be on exhibit in a campus building near the outdoor craft area.

We still have a few available booth spaces for FCG members, and the 3-day booth fee is \$175. Each exhibitor must provide their own white tent. Applications may be printed from the FCG website or contact Karen Noggle for more information, 865.207.7710.

FCG Fine Craft Fair, November 14-16: Our 42nd Annual Fine Craft Fair will be at the Jacob Building at Chilhowee Park. Previously called "A Fine Crafts Marketplace," the Fine Craft Fair will feature the juried, original work of over 150 Tennessee craft artisans.

We are still accepting applications with a final deadline of June 30, 2008. New Guild members receive the "Early Bird Rates" as shown on the contract application. Please call Karen Noggle, 865.207.7710, if you need a show contract mailed to you (contracts not available on FCG website).

The Board Requests Your Help

By Dick McGee, Treasurer

If you plan to be an exhibitor at our Fall Fine Craft Fair, *we need your help!* In light of tough economic challenges, your Board has been taking a hard look at our Fall Show marketing practices to be certain we implement a sound strategic plan. We believe we are on the right track to deal with a two-headed marketing monster. First, we must bring in as many attendees as possible to pay the admission fee. Secondly, through target marketing, we must find and attract as many high-end art and craft buyers as possible, so when it's all over, you - the exhibitors - will have had a good show.

Foothills depends on our marketing plan to generate gate revenue from admission fees and to increase the premium we earn on credit card sales placed through the Foothills account. We plan on raising \$21,000 (24%) of our 2008 show revenue from these two sources. Think about this...we plan to spend \$29,700 (36%) of our expenses on the marketing program for the Fall Fine Craft Fair!

Why would we designate 36% of expenses to raise 24% of our revenue? The answer is that the additional marketing expense is designed to raise **your** revenue, not the Guild's. This expense is designed to carefully target buyers who are most likely to come and spend money in your booth. It's difficult to measure how well we are doing in that part of our marketing plan, and that's where we need your help in *two specific ways*.

First, it is extremely important that you accurately report your booth sales at the end of each show. Every year we have a number of exhibitors who neglect turning in this information and a few who like to play games with it. We have heard

that some have expressed the opinion, "It's nobody's business how much I make!"

Unless you are exhibiting on a Commission Option Contract, the Sales Tally Sheet is *anonymous*, and we have no way of knowing who **you** are in these reports. You should note that it is **your** annual dues dollars and booth fee dollars that we are spending to do the Fall Show marketing. **You** need to know how effectively we are investing your money to create more sales for you. With accurate sales reports from all exhibitors, we can then analyze this data and report the results to you after the show. More importantly, we will have a valid way of knowing if we hit our target market or if we need to adjust the advertising mix for future shows.

Secondly, we need your help with targeting the right customer market. The Guild spends money to print postcards for exhibitors to mail out to their own customers. We depend on you to mail to the target market that you know unequivocally likes to buy your work because they have bought it in the past. If you keep an active mailing list of customers, please use it, and use our postcards to mail to your buyers. Each exhibitor may request show postcards by indicating this on the show contract or by contacting Karen prior to the Fall Show. If you don't keep an active mailing list, start one immediately! In just two or three years, you will find that most of your sales are repeat sales to former buyers.

If all of you will help us with these two issues, our marketing efforts will be more effective, and your sales will have a better chance of increasing from year to year. It's the Foothills way of "*one hand washing the other!*"

Spring Show and Friends

By Aleex Conner, Public Relations Director

The News Sentinel is again going to sponsor our Spring Show and will be matching our advertising dollars with an equal amount of free advertising. We will also be sending a direct mail postcard to west zip codes from our Guild's mailing list. The advertising budget is extremely limited for this show, so additional publicity will be done through press releases and public service announcements sent to the media. Please help us get the word out about our wonderful show!

We were very pleased with the campaign to re-energize our Friends of Foothills, raising a total of \$2890. Stop by our Foothills office at the Emporium and see the new work that our Gallery Friends contributed to our permanent collection. **If you would like to become a Friend of Foothills, please send a check payable to FCG to Aleex Conner, 1528 Britling Drive, Knoxville, TN 37922. Thanks!**

Guild 2009 Calendar

By Clay Thurston

We'll be doing the calendar again and will be accepting high resolution digital files of fine craft pieces (at least 1MB file). You can **e-mail JPEG images** to claythurston@bellsouth.net or mail a **CD with TIFF files** to Clay Thurston, 3805 Garden Drive, Knoxville, TN 37918. If you sent something in last year that wasn't published in the '08 calendar, just call or e-mail Clay that you would like the same image to be considered for the '09 calendar, **865.692.4068**.

Welcome To New Members

By Jo Marie Brotherton, Standards Chair

As the result of JURYFEST 2008, Foothills Craft Guild is proud to welcome **eight new members and accept new work from two existing members!** The quality of work is amazing, and we welcome the elevated status these artisans give to our Guild!

Becky Ramsey, Lenoir City

Wood with Carved Faces in Driftwood

Pat Thomas, Sevierville

Paper & Fiber with Marbling

Ronald Geibel, Knoxville

Clay with Hand-Built Utilitarian Vessels

Vicki Kinser, Morristown

Metal with Sculptural Pieces

Sheila Kriebel, Greeneville

Natural Materials with Perfume
(New for the Guild)

Ann Lacava, Powell

Jewelry with PMC Clay
and Handmade Chains

Joann Marie, Knoxville

Jewelry with Castings
and Precious/Semi Precious Stones

Bob Meadows, Knoxville

Natural Materials with
Handmade Books

Current Members:

Kent Van Cleave added to his soap line with lip balm and lotions.

Allison Schaffer, who is a glass person, has added fusing to her glasswork and a new category in clay for her utilitarian-thrown pots.

Artisan Profiles

If you are interested in participating in our Artisan Profiles on our website, please e-mail these items to cutterfcg@citlink.net or send by regular mail to Cutter Watkins, 7746 Ashcroft Way, Powell, TN 37849: **1)** check to FCG for \$10; **2)** short bio and photo of yourself; **3)** five photos of your craft; **4)** e-mail, website and phone number.

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

Website Suggestions/Corrections: E-mail Gay Bryant, gbryant@gbryantstudio.com.

Board of Directors 2008

Molly Durr	President
Jo Marie Brotherton	Vice-President/ Standards Chair
Dick McGee	Treasurer
Jessica Dockery	Secretary
Cutter Watkins	Membership Director/ Artisan Profiles
Gay Bryant	Webmaster
Ann Caudill	Education/Scholarships
Clay Thurston	Calendar Committee/ Friends Liaison
Kathy Bradley	Member-at-Large

Guild Support Staff:

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