

CRAFT *TODAY* SUMMER 2007

The newsletter of the Craft Retailer's Association For Tomorrow

This is the kick-off of a new feature in CRAFT Today - a regular column of News from the President.

From the President

First, I'd like to thank Gloria Brooke (Brooke Pottery) and David Brooks (Appalachian Spring) for 5 years on the Board as President and Chairman of the Board. You can not begin to imagine the number of hours these two people have dedicated to CRAFT to get the organization started, growing and the new web site up and running. Thank you, thank you, thank you!

The Board of CRAFT meets monthly by teleconference. However, after the show in Philadelphia in August we stay an extra day, sit down and talk face to face. It's a fabulous day.

We are now planning for the next 5 years of CRAFT at the this meeting. What would you like to see CRAFT doing? What issues do you feel we should tackle? We would love your input, now, before the August meeting.

If I could, I would personally stay in touch with each and every member of CRAFT - don't I wish I had the time! However, if you have anything to say please get in touch.

My email is hohassoc@aol.com and my cell phone is 617-571-5267. I'd love to hear from you.

Karen Hohler
CRAFT President



Have you renewed your membership?

You can renew online at www.craftonline.org.

You should have received an email with your user id and password. If you did not please email info@craftonline.org and request this information be sent again.

We need your proxy vote for Board elections before July 24th!

Please go to <http://www.craftonline.org/en/cms/?476> and print out the proxy, sign it and fax it to the CRAFT Office at 305-664-0199 before Tuesday July 24th.

We cannot do this online because we need your signature.

See You In Philly!



Don't miss the CRAFT Networking Social
at BMAC, Saturday August 4th 6PM room 202 A

Buyers Market Road Trip for Retailers Highlights Merchandising Success

Stops include Philadelphia, Jenkintown and New Hope Galleries

The Buyers Market of American Craft is proud to announce the return of the Merchandising Success Retailer Bus Tour.

Designed to highlight how different craft galleries use merchandising to effectively inspire and excite their customers, the bus tour will leave from the Pennsylvania Convention Center in Philadelphia, Pa., on August 3, 2007, at 12:30 p.m. and will visit four galleries in Philadelphia, Jenkintown and New Hope, Pa.

Participants will visit Heart of the Home and Topeo Gallery in New Hope, Pa. (both Members of CRAFT), the gallery shop at the Abington Art Center in Jenkintown, Pa., and SOTA Spirit Of The Artist (Member of CRAFT) in Philadelphia, Pa.

The Buyers Market hosted the first Merchandising Success Bus Tour prior to the opening of the 2006 summer show. Due to the bus tour's popularity, this year's tour will accommodate more than 50 participants.

"This is a great opportunity for busy retailers to see how other retailers effectively merchandise," says Buyers Market show director Christine Kloostr. "Many retailers are so caught up in the day-to-day business of their shop that they do not always have time to be inspired. We hope this bus tour will give them some time to think outside the box when it comes to merchandising."

Retailers can find a complete schedule of events, sign up for seminars and register for the Philadelphia Buyers Market of American Craft at www.buyersmarketonline.biz or by calling 800.432.7238 ext. 211.

2007 Top Retailer Awards Sunday, August 5, 6pm, BMAC

This independently juried awards program recognizes craft galleries and retailers, arts nonprofits, museums and guilds for growing and strengthening the American craft community. Don't miss the 2007 NICHE Top Retailer Awards reception and ceremony on Sunday night. Only 25 retailers will win Top Retailers Awards, and only one will be named NICHE magazine's Retailer of the Year.

CRAFT Members Lead Table Topics at BMAC

Philadelphia BMAC Show Aug 2007 Table Topics Breakfast Seminar
Sunday, Aug 5, 2007 8:30-10AM Room 201A \$25 in advance, \$30 at door

TABLE 1: The basics of Web marketing (a beginner course for retailers). Designed to meet the needs of retailers just beginning to establish their web presence, these web-savvy leaders will share basics and practical tips to help you market your business on the web. Led by Diane and Madis Sulg, Maddi's Gallery.

TABLE 2: Customer service and beyond. Create a reputation for outstanding customer service that will make your customers return again and again. Tips and ideas will be shared to help you stand out from the rest. Led by Pam Corwin, Paper Scissors Rock.

TABLE 3: How to hire, train and retain good employees. Learn to cut down on costly employee turnover and have happy, productive employees for the long term.
Led by: Donna Milstein, Hanson Galleries

TABLE 4: Hopping on the Green Bandwagon. How to sell high style, earth friendly home furnishings and gifts. What works - What doesn't. A discussion on how to incorporate environmentally friendly items into your inventory from a store that's been doing it for ten years.
Led by John Clark, Home and Planet.

TABLE 5: "Blood pressure rising? It's beginning to look a lot like the holidays..." Keep your holiday planning simple but SMART! Get your business and staff ready for the holiday season. Discussion will include buying strategy, selling techniques, advertising, customer service, displays and key dates on the calendar. Led by Mike and Sue Shapiro, Shapiro's at Baywalk.

TABLE 6: What I wish I knew my first two years in business. (Retailer's point-of-view). Want to cut your learning curve? Attend this inspirational welcoming into the craft retail business loaded with content to make your first few years easier. Led by Karen Hohler, Whippoorwill Craft's Gallery.

TABLE 7: What I wish I knew my first two years in business. (Artist point-of-view.) Same as above Table 6 but from an artist point of view. Led by Mary Kesler, Davin and Kesler.

TABLE 8: Take the "cons" out of consigning. How to establish consignment relationships that work for artists and retailers. We'll discuss incentives, ethics, and accounting and explore how fresh inventory can increase the bottom line for everyone. Led by Deb Kneale, Show of Hands.

TABLE 9: Survival tips for a changing customer. How to tap into, turn on and sell the younger market. The future of your business depends on this. Led by: Frank Burkhauser, SOTA Spirit of the Artist.

TABLE 10: Advertising and public relation strategies for galleries. You need to get the word out about your fabulous craft gallery ...but what works? Discussion will include strategies for creating a marketing plan that fits your business, your market, and your budget as well as print, radio, direct mail, e-mail and PR (attracting unpaid editorial coverage by local media). Led by: Ann Pifer, The Grand Hand.

TABLE 11: Closing the sale! Salesmanship can make or break your business. Take away valuable tips on setting your store's salesmanship standards to get the best results. Includes training help. Led by Larry Williams, Hanson Galleries.

TABLE 12: Using a POS system to get the most out of your retail business. Learn how you can track sales, wholesale and consignment inventory, and manage customer relationships all while saving time & money, reducing human error, and increasing control. Led by Kurt Gollhardt, of CerTek Software Designs, creators of Artisan Point of Sale Software.

TABLE 13: Understanding the new trends in advertising and marketing. Topic will include new customer service strategies gathered from consultants, conferences and target marketing publications. Led by Wendy Rosen, President, The Rosen Group.



CRAFTOnline.org is Up and Running

After countless hours the new craft website is up! We are now able to take over many of the chores that we had to rely on Fernley to do in the past. Of course as with any website we will have a leaning curve but a few simple things you should know to start using the site -

You must be logged in to access much of the site. You should have received your user name and password, if you didn't or if you have lost it just email info@craftonline.org and we can send it to you again.

There are some areas that will be available to certain groups. Eventually we will have minutes from all the committees. Those minutes will be available to the board and to the members of the committee.

Is your website in your user file? If not please add it! Here is how to do it - go to membership services, membership directory, search for your name, click on it to bring the whole file up, click the little pencil at the top of the file on the right with all the little icons (the pencil allows you to edit), scroll down to where it says website, add your website, hit submit.

If you change your email address please update your file, using the instructions above - scroll down to where it says email address, correct it, hit submit.

As we go along and add features we'll notify you all.

The website committee is looking for additional members to take over small parts of the website. If you can help please contact David Brooks at DBrooks@AppalachianSpring.Com

Breakfast in New York

A breakfast is available to retailers of handmade American craft on Saturday August 11th, 8-10 AM, sponsored by The Crafts Report.



CRAFT Partners with Constant Contact to Help You Grow Your Business with Email Marketing

CRAFT has teamed up with Constant Contact®, the leading email marketing service for small businesses, to bring you a new and exciting way to stay in touch with your most important audience, your customers. With Constant Contact, email marketing is easy, affordable, and effective.

In just minutes, you can: Communicate consistently with your customers and prospects, send great-looking, professional email newsletters, and announcements, Track which customers are opening your emails and what links they are clicking on, build and manage your email addresses.

As a CRAFT member, sign up for Constant Contact and get an extra 10% discount when you prepay. This becomes a 20% discount for 6 months and 25% for 12 months.

Sign up for a 60 Day Trial by visiting <http://craftonline.constantcontact.com>
If you are already a Constant Contact user, all you need to do is send your username to uscrafter@aol.com and CRAFT will take care of the rest.

Shopping and Why We Love It!

And how retailers can create the ULTIMATE CUSTOMER EXPERIENCE

This is Pamela Danziger's latest book and well worth reading. She writes about the luxury market, backed by the research of Unity Marketing. Her findings from a survey of 1248 upper-income shoppers and focus groups interweave with stories about real stores that "pop". It provides encouragement for the small independent retailer who can innovate quickly and reinforces much of what many of us already do.

Ms Danziger concludes that "The future for retailers is to transform the retail experience to focus on the shopper, what they want and desire in the shopping experience...being personable and personal with the shopper...to place them first in the design and operations of your retail store."



She cautions that "If you are a person who likes the things that you are selling more than the people you are selling it to or with, then your retail enterprise is headed for disaster."

One store with great merchandise she found to be a total disappointment because "there was no excitement, no energy, no electricity...it had no soul---that hard-to-define, comes-from-within quality that is uniquely human, electrifying and contagious".

Retailers of American craft can gain insight about creating an atmosphere that is fun, engaging and delightful for our customer to make our shops "word-of-mouth-worthy".

We have the ability to offer that extra piece of knowledge, create in-store events, connect with our community and hire extroverting/feeling individuals. It is the human person to person interaction as well as the ability to use all 5 senses in our brick and mortar stores that can create loyal customers. "The retailer needs to think about his or her job as being host or hostess for a new and wonderfully fun party every day and plan accordingly."

Some of the shops and chain stores described in this book will be familiar, (Nordstrom, Target, Barnes & Noble) but the author does a good job articulating which qualities make them a destination. You will want to visit some of the independents. She moves beyond competition based on price or internet to focus instead on how to become an exceptional retailer providing a memorable experience.

As CRAFT moves forward in marketing/branding ourselves, we would do well to consider the experience we provide as well as the product.

For more information follow this link

http://www.whypeoplebuy.com/cms/Home_Page/Pams_Books/Shopping.php

To order online <http://www.powells.com/biblio/2-9781419536366-0>

We need Your Current Email Address

More and more we will be relying on email to keep in touch with CRAFT Members - so it is crucial that we always have your current address.

If you change it please change it in your user file on the website, if you don't know how to do it please send your new email address to the office at info@craftonline.org and we will update your file.

Philly - Where's the Food?

When going over your checklist for attending the upcoming Buyers' Market don't forget to give some consideration to where you are going to eat. There is a lot of good food in Philly but it is not unusual to have difficulty getting last minute reservations over the weekend.

ZAGAT, www.zagat.com, lists over 60 restaurant openings in or near Philly this year. Of particular interest is a new and additional location for Sabrina's Café. Previously a trek from the Convention Center area to the Italian market area of 9th and Christian was required to partake in the funky fare offered. Sabrina's has opened a second location at 18th and Callowhill, just a short ride from the show. Check it out, breakfast is great but the line grows as the morning goes by, lunch and dinner are fun too.

According to a recent Open Table report, www.opentable.com, the most frequently sought restaurant reservations through the service over the past few weeks were:

| Restaurant Name | Neighborhood | Cuisine | Price |
|-------------------|--------------------------|-----------------------|------------|
| 1. Buddakan | PHI - Old City | Asian | \$\$\$ |
| 2. Amada | PHI - Old City | Spanish | \$\$\$ |
| 3. Tinto | PHI - Rittenhouse Square | Tapas / Small Plates | \$\$\$ |
| 4. El Vez | PHI - Center City | Mexican | \$\$ |
| 5. Morimoto | PHI - Center City | Japanese | \$\$\$\$\$ |
| 7. Capital Grille | PHI - Center City | American | \$\$\$\$\$ |
| 8. ~Moshulu~ | PHI - Penn's Landing | Contemporary American | \$\$\$ |
| 9. Cuba Libre | PHI - Old City | Cuban | \$\$\$ |

The majority of places on the list are old favorites, four of which are Steven Starr extravaganzas, but special consideration might be given to both Amada and Tinto. These new entries on the most popular list are both the work of hotshot chef Jose Garces.

If that's not enough to choose from, check out the Top 10's found at http://www.10best.com/philadelphia/restaurants/best_restaurants/index.html

Bon appetit!



CRAFT IN AMERICA
a journey to the artists, origins and techniques of American craft

You should hopefully be aware of CRAFT's support of the CRAFT IN AMERICA program. If this is news to you go to www.CRAFTINAMERICA.org for more information. Copies of the DVD can be purchased and info about ordering the book for resale can be gotten at the CRAFT booth in Philly

About the Craft in America Organization - Craft is all around us, giving pleasure as well as serving a function. It is inspirational as well as useful. It is the best representation of who we are as a culture. Craft is democratic -- broad enough to accommodate anyone who makes something or appreciates the handmade. In short, craft is us.

Our mission is to document and advance original handcrafted work through programs in all media, accessible to all Americans. We are dedicated to the exploration, preservation and celebration of craft, the work of the hand, and their impact on our nation's cultural heritage.

Carol Sauvion, Executive Director, Craft In America, Inc.



The View From Montana

Although what happens in Vegas stays in Vegas, when it comes to the ACRE show, we thought that we could share a bit of our experience with those of you who didn't make it to Nevada. The first ACRE show was a great show for us. The registration was fast and easy, the show was held at a convenient time of year for our summer-intensive seasonal business, we reconnected with some of our favorite current artists and found 25 new artists, the convention center was clean, bright and easily accessible by public transportation, and Las Vegas was fabulous and fun (Showgirls! Slots!)

We have been buying through Wholesale Crafts for the past several years and have been generally pleased with the work that we've received. But there have been times when the web photos really haven't adequately shown an artist's work. It was wonderful to be able to see and touch the work personally – to really know what was going to be coming in the mail without any surprises (except for those folks who can't manage to call when they're in a backorder situation). It was also good to see artists with high quality work who haven't participated in the Rosen or east coast ACC shows.

Most of the artists with whom we spoke felt that ACRE had the potential to grow into a successful show, but there just weren't enough buyers this year. They did think that the show was reasonably priced and well managed. Perhaps with enhanced buyer incentives, more retailers could be persuaded to give ACRE a place on their buying calendar.

Other points of concern were that the emerging artists section was tucked away at the back in a different orientation than the rest of the show aisles, making it hard to navigate and not truly visible. The online show planner would have been a great idea and advance planning tool, but it did not consistently work to pull out the categories of work, artists and booth locations needed. And for the budget conscious among us, it would be helpful to hold the show mid-week when the Vegas hotel rates are lower.

ACRE is a show that we plan to attend in the coming years. It is a great alternative to the large, established shows and as it builds a more substantial buyer base, it will, in turn, attract new artists and fresh work. And that's a good thing!

Rebekah Barnett - The Purple Pomegranate
www.purplepomegranate.com

CRAFT Members - We need your involvement

To make this organization work for you, your involvement is necessary!

Getting involved in CRAFT isn't that hard -

- come to the social at BMAC, Saturday August 4th 6PM room 202 A.
- send us your thoughts as Karen requests in her letter on page 1 of this newsletter
- send in questions on anything you want from store design, POS, merchandising, lighting, etc
- answers/responses will be sought from experts and published in upcoming Friday emails and newsletters. Send these questions to UScraft@aol.com.
- stop by the CRAFT Booth in Philly and buy a CRAFT pin and a leather badge holder.
- bring photos, brochures and business cards to the booth to put in our CRAFT book.
- submit articles or websites of interest to share with other members by sending them to uscraft@aol.com.

The Orphan Works Act

The Orphan Works Act is legislation that changes significantly the way copyright protection works. Below is a sample letter that can be written to your Senator, Congressman and Congressman Lamar Smith asking them to stop this legislation from passing. For questions regarding this issue contact Rich Kolb at rich@yardbirds.info.

To Your Senator, Congressman and Congressman Lamar Smith:

Re: Copyright Modernization Act of 2006/ORPHAN WORKS ACT (previously HR 5439)

Dear _____:

I am writing to you as a resident of _____ (insert City, State) and a member of Craft Retailers Association for Tomorrow (C.R.A.F.T.) to emphatically oppose the proposed Orphans Works Act legislation. C.R.A.F.T. is a trade association of craft designers and producers and the galleries that sell American-made crafts.

The Orphans Works Act is a significant threat to the American crafts industry. The legislation's provisions attempt to address the scenario where someone wishes to use a copyrighted expression but cannot find the owner to obtain authorization. Apparently, it is primarily championed by libraries and educators who worry that the fair use defense is unpredictable and that the inability to find a copyright owner discourages new activity. While this may have some limited truth in a very narrow set of circumstances, the Orphans Works provisions have potentially devastating consequences for creators of visual arts and craft, and the members of C.R.A.F.T. are against the adoption of this legislation.

The Copyright Modernization Act, including its very troubling Orphans Works Act provisions, are currently in the Judiciary Committee (IP Subcommittee). I urge you to use every means possible not to let the Orphans Works Act provisions ever see the light of day – never let this part of the Act out of committee and never let this part of the Act be enacted:

The Orphan Works provisions:

- Apply when the owner of the copyright cannot be identified or found, including to works with name attached,
 - To be shielded by the Orphan Works provisions, before undertaking the otherwise] infringing use, the infringer must (1) perform and document a “reasonably diligent search in good faith” to find the owner, but be unable to find the owner, and (2) provide attribution,
 - A “reasonably diligent search” must include a review of Copyright Office records and other reasonably available expert assistance and technology,
 - If the owner later surfaces, the owner has the burden of proving what “reasonable compensation should be, and ONLY IF the infringer fails to negotiate in good faith, can the owner of the copyright recover full costs and attorney fees,
 - If an injunctive remedy is under consideration by a court, the court must account for harm to the infringer based on the infringer’s reliance on his/her reasonably diligent search to find the owner,
 - If an infringer changes the copyrighted work so that a new work is created, the infringement cannot be restrained if the infringer pays reasonable [royalty] compensation to the owner and provides attribution.

For owners of copyright in visual works, including crafts, there are so many problems with this legislation that a one sheet is inadequate. The worst parts of the legislation follow:

- There is no way to search copyright records or to use internet search tools to find visual works,
- The would-be infringer (with the least interest in finding the owner) gets to determine what constitutes a “reasonably diligent search” (In fairness, the proposed law does say that the Copyright Office should promulgate “best practices” for searches.),
 - If the owner has put name and/or notice on the work but the notice is removed (for photographs, for example, cropped before dissemination on the Internet), the infringer may take the position that the owner could not be identified or located,
 - If a knock-off is imported without the name of the original creator/owner and the infringer copies the knock-off, the infringer can take the position that the owner could not be identified or located,
 - Current law allows owners to recover the profits of the infringer and, in many cases, attorney fees and costs; under the proposed legislation, it appears that these economic “hammers” are being removed so that owners will have to accept royalty compensation,
 - Current law allows owners to get injunctions; under the proposed legislation, if the infringer changes the work—even a little, the owner can no longer enjoin the infringement and must accept royalty compensation.

This is just a terrible piece of legislation for the crafts industry. This is a time when the crafts industry is fighting against the flood of imported counterfeits and knock-offs, and proposed Orphan Works legislation would make protecting copyrighted works even more difficult by shifting burdens, removing remedies and, for all intents and purposes, making injunctive remedies a thing of the past.

Thank you in advance for your assistance in preventing the adoption of the Orphan Works Act.

Sincerely, _____