



HANDMADE
in AMERICA

NEWSLETTER : 2013 January

Director's Corner



Happy New Year!

I hope everyone had a wonderful holiday season with friends and family. HandMade is off to a great start for 2013. We reached over 175% of our annual campaign goal and we have over 150 members! I am very excited about our new membership program and as a part of this, we are launching a new craft registry. This registry can be found at handmadecraftregistry.com. If you join as a member at any level, a listing on the new registry is included. (FYI - Our old registry will stay up on our website through the end of 2013, and then it will be permanently removed.) So if you are on the old registry, be sure to join as a member to receive a listing on the new one. We have over 55,000 visitors a year to our website looking for local craft.

The new craft registry connects to over 70 other calendars throughout North Carolina, so your artist listing and all events will be listed on these other calendars across the state as well. We are also launching a marketing campaign around the new registry the second half of the year to drive more tourists and visitors to the website. As a part of this launch, we will be conducting classes throughout the region to teach you how to post your listing and events, because registering your gallery page and events can be a bit tricky the first time you do this. The first class will be held tomorrow (Tuesday January 8) from 6 – 8 pm at our offices located at 125 S. Lexington Ave, Asheville, NC. Be sure to come if you want help getting your information up on the website!

For those of you who have yet to join, here are a few reasons why you should join. You get your artist listing viewed by over 55,000 visitors to our website. There is a cool new members' only section of our website where you can find great educational resources, videos, forums, etc. You can attend any of our professional development trainings at a discount or free. You can apply to participate in any of our four exhibition opportunities or any of our upcoming business incubator projects. You can participate in our AWE group. You can be a part of our annual Holiday Market. You can sign up for two free hours of one on one consulting with any of our staff. There are many other reasons, so if you haven't joined yet, join today! The first 200 members to join HandMade in 2013 will receive some special perks, so take a peek at our website for information about the different levels and the various benefits you get for joining HandMade in America today!

In Craft,

Gwynne Rukenbrod, Executive Director

HandMade in America News



HandMade in America's New Membership

HandMade in America has officially launched our Membership Program. We are excited about our new chapter, and we can't wait to provide you with better, stronger, and more effective programs while simultaneously securing HandMade's future.

New features include a new craft registry, a members-only website, and starting at the Professional Artists level we have partnered with BB&T Bank to offer a BB&T bank bundle that includes a BB&T @Work checking account, a business credit card, and a special merchant services program. We have secured the lowest % fees available AND .05% of each swipe gets donated to HandMade.

Joining this BB&T program is a win-win; it not only saves you money on your credit cards fees, but also helps HandMade's future!

2013 Membership Levels

Basic \$25

- Listing on our new WNC craft registry (soon to be a fee for listing for non-members)
- Up to two free hours of technical assistance
- Receive special, members-only e-newsletters
- Access to members only areas containing: resources, webinars, videos, and forum
- 50% discount on Craft Labs

Artist \$45 (Student \$30, Household for two adults \$75)

- All the benefits at the Basic Level and:
- Unlimited Free Craft Labs
- Free AWE membership
- Discount on workshops and technical assistance
- Discount on exhibition entry fees

Professional Artist - \$125

- All the benefits at the Artist Level and:
- Free exhibition entry fees
- Ability to be juried into the Design Source
- BB&T bundle (includes discount on insurance, a business credit card, and checking and merchant accounts)
- Reduced rental rates at HandMade in America offices
- Access to Business Incubator opportunities
- Use of the HandMade logo for marketing purposes

Community Organizations and Small Towns - \$250

(Existing Small Towns, Community Organizations and friends; benefits are for a group of up to 10 people)

- All the benefits at the Professional Artist Level and:
- Small Town Conversations (workshops) discount
- Small Town Summit discount
- Invitation to leadership training programs and workshops

Supporter - \$500 +

- All the benefits at the Community Orgs Level and:
- Name/logo on website
- Name/Logo on sponsor wall at HandMade in America offices
- Name /logo in e-newsletters

First 200 members at any level receive:

- CERF+ Studio Protector – CERF+ has developed an emergency preparedness and response toolkit for artists called the Studio Protector: The Artist's Guide to Emergencies. It consists of an interactive ready-reference wall guide that provides easy-to-follow checklists for emergency preparation and response. A companion (free) online guide provides in-depth information including articles, interviews with artists and experts, tips, and annotated resource lists.
- Be Cool Buy Craft Member vinyl sticker
- Be Cool, Buy Craft poster and set of 50 stickers.

All of the benefits above A la carte cost:

Listing on our new Craft Registry: \$25/year | Craft Labs: \$20 each | One-on-one consulting: \$35/hour | Small Town Conversations: \$30 each | Small Towns Summit: \$75 each | Entering an exhibition: \$10 each entry | AWE program participation: \$30/year

HandMade in America News



HandMade in America's New Craft Registry

HandMade in America has a new Craft Registry and Calendar. You can find access to this at handmadecraftregistry.com or by finding the craft registry link at the top of HandMade's website, Handmadeinamerica.org. The fee for this listing is \$25/year, and is featured at the Basic Membership level. (The current craft registry will stay online through the end of 2013, when it will then be permanently deleted.)

You can create an Artist Gallery, post events to the Calendar and share your information to the Community page. The HandMade in America Craft Registry is on a network of sites which means you have access to a highly-targeted audience of 8.5 million hand-raisers who live or who are coming to your area.

We will be creating artists galleries during the Craft Lab this week, so please bring a laptop if you have one, with one photo of you and up to 10 photos of your work. To register, email the Program Manager at ymorris@handmadeinamerica.org or call 828.252.0121 x303

When: Tuesday, January 8th, 2013, 6-8 pm

Where: HandMade in America

Cost: \$10 for Non-Members / Free for Members

2012 Annual Fund Campaign was a complete success!

We are proud to report that our 2012 Annual Fund campaign was a complete success:

We surpassed our total goal by 175%!

As you may know, this support will help us in 2013 to create programs and initiatives that train artists and entrepreneurs, assist small craft businesses, animate places, and spark development in our region, resulting in thriving economies and vibrant communities. Thank you to everyone who supported HandMade in 2012!

Soup and Conversation Day

When: 11 am- 1pm, Thursday, January 10

Where: Toe River Arts Council in Spruce Pine, 269 Oak Ave, Spruce Pine, NC 28777

Don't forget the Soup and Conversation event at the Toe River Arts Council on Thursday, January 10 with delicious homemade soup and stimulating round-table discussion about HandMade Craft Labs and other events for the Arts Council Resource Center.

If you have an idea you want to kick around or a workshop/class/function you want to hold, January 10th at 11 am is the time and Spruce Pine ARC is the place.

Please contact Denise Cook at Toe River Arts Council - Denise@toeriverarts.org or

Yoko Morris at ymorris@handmadeinamerica.org or 828.252.0121 x303 to reserve your spot!

FREE MBW January Seminar: Shifting Business & Company Management Gears

Mountain BizWorks Presents

A FREE 2 Hour Critical Issues Seminar

In collaboration with A-B Tech Enterprise Institute & Blue Ridge CC Small Business Center

“Shifting Business & Company Management Gears”

Key Idea: Growth is a process that requires a business, its management, and the organization to evolve and shift gears as they grow. These shifts affect management of people, processes, money, operations, tactics, and strategy. Growth for small business requires agile management that learns from history, focuses on current needs and anticipates what is likely to occur soon.

“Shifting Business & Company Management Gears” is about the process of transitioning from stage to stage in the course of growing your business.

This seminar provides a way to learn principles for managing your business. Seasoned veteran business leaders, directing very different businesses, will serve as a panel for questions and comments. CEOs of companies providing business services (Darby Communications), manufacturing (American Quality Food), and consumer services (The Organic Mechanic) will be on this seminar’s panel.

WHY This Is Important: Long term success occurs for a very small % of all businesses. Even though each business is unique, one common key to success is to match management practices to the needs of growth across transitions from Start-up Stage to Growth Stage and then from Growth Stage to Maturity.

WHAT You Will Learn: Successful CEOs will share the ways that they have adjusted their business and company management practices as they have grown. They will answer questions, speak to the key idea behind each management practice, and offer their views about applying key ideas to a variety of businesses.

WHO Should Attend: Owners, Presidents, CEOs, and General Managers and anyone that:

Forms and directs the top-level management of the company; OR
Identifies needs for business and operational systems that motivate and measure company performance.

WHEN & WHERE:

(1) 8:30-10:30 AM, Wednesday, January 16th, Blue Ridge Community College, Continuing Education Center, Room 122, 80 West Campus Drive, Flat Rock, NC

(2) 8:30-10:30 AM, Thursday, January 17th, AB Tech Community College, Simpson Lecture Hall, Simpson Building, 340 Victoria Road, Asheville, NC

RSVP: Please notify Bob Dunn at bob@mountainbizworks.org or 828-253-2834 x 17 of the session that you will attend.

FREE TAX WORKSHOP FOR ARTISTS and CREATIVE TYPES

The Madison County Arts Council will be hosting

A **FREE** tax consulting workshop for artists and creative types

At The Madison County Arts Center



Brian Hunter, CPA and Bluegrass guitarist, will be answering questions and giving basic tax advice for self-employed artists.

What?

A free workshop on taxes and accounting for artists, musicians and other creative folks, presented by Brian C. Hunter, CPA. Topics will include: income tax preparation and forms, getting all the available deductions, record keeping, dealing with employees, tax planning, tax structures (LLCs, corporations, and such), estimated taxes, etc. All creative artists are welcome, from beginners to established pros. The presentation will last about 1.5 hours, and I will stay around afterwards until all questions are answered!

When: Friday, January 25, 2013 at 2 pm

Where: Madison County Arts Center, 90 South Main Street , Marshall, NC

Let's meet Brian C. Hunter, CPA

- WNC native, graduate of UNC Chapel Hill
- Professional bluegrass and roots musician from 1976 until 1986 (Founder of The Midnight Plowboys and The Hunter Brothers Band)
- CPA since 1986
- Since 1995, President of Brian C. Hunter, CPA, PA in Asheville

Artist's statement

"I was a performing artist long before I became a CPA, and I understand the business and tax side of the arts. For decades I have specialized in business, tax and financial planning for creative professionals, and have counted as clients some of WNC's most prominent and successful musicians and media artists.

My goal is to help artists become more organized with finances and taxes so they can concentrate more successfully and peacefully on their art!"

RSVP: at (828)649-1301 or (828) 649-1301
www.madisoncountyarts.com

Appalachian Women Entrepreneurs

AWE



AWE Meeting- Boone

When: 09 Jan 2013 , 1:00 PM - 3:00 PM (EST)

Location: Appalachian Enterprise Center- 130 Poplar Connector Rd. Boone, NC

Topic: Business Basics - Come talk with other women about your goals and plans for the upcoming year.

AWE Meeting- Hendersonville

When: 21 Jan 2013, 11:00 AM - 1:00 PM (EST)

Location: ArtM0b- 124 4th Ave. E Hendersonville, NC

Topic: Business Basics - Come talk with other women about your goals and plans for the upcoming year.

Members receive a new AWE binder to keep all your helpful handouts in! First meeting is free.

Membership is \$30 for AWE membership or \$45/year for Artist Membership to HandMade in America.

Register to ymorris@handmadeinamerica.org or call 828.252.0121

For all the information on location, contact information, the topics and instructors of AWE Meetings, please email ymorris@handmadeinamerica.org

**CRAFT
LABS**



CRAFT LABS- HandMade in America

When: 08 Jan 2013, 6:00 PM - 8:00 PM

Location: HandMade in America

Topic: How to Use HandMade in America's Craft Registry and Calendar

HandMade in America has a new Craft Registry and Calendar, and we want to help you learn how to use it! Come learn how to create an Artist Gallery, post events to the Calendar and share your information to the Community page. The HandMade in America Craft Registry is on a network of sites, that means you have access to a highly-targeted audience of 8.5 million hand-raisers who live or who are coming to your area and actively looking for something to do. That means your message can be seen at the moment users are most likely to spend.

To create a gallery on the Craft Registry, you need to be a member at the \$25 Basic Level. You can sign up for membership at the Craft Lab. We will be creating the galleries during the Craft Lab, so please bring a laptop if you have one, with one photo of you and up to 10 photos of your work.

Register to ymorris@handmadeinamerica.org or call 828.252.0121

For all the information on location, contact information, the topics and instructors of Craft Labs, please email ymorris@handmadeinamerica.org

Textile Study Group

Investing the historical and cultural aspects of textiles

NEXT MEETING: WEDNESDAY, JANUARY 16, 2013, 5:30PM

ISMINI SAMANIDOU, GUEST INTERNATIONAL ARTIST, will discuss her practice and developing work, including her approach to and influences of travel experiences. Samanidou's talk will include information on her exhibition, "*Topography*" opening at the Center for Craft Creativity and Design, on January 18.

Ismini Samanidou was born in Athens and trained at Central Saint Martins and the Royal College of Art, London. Her work involves designing and making textiles for exhibitions, commissions, and collaborations, focusing on the use of digital weaving technology and designer maker methods, touching on the boundaries of craft, art and design.

All are welcome. Meeting will take place at HandMade in America, 125 S. Lexington Ave., Suite 101. Entrance is on Hilliard Avenue near Church Street, two blocks from the Orange Peel.

2013 Schedule

This group will be primarily educational and will promote the knowledge of and interest in textiles amongst interested individuals and the community. It is expected that group members will be highly motivated and committed to the study of all forms of textiles.

January 16	Ismini Samanidou, <i>International Artist</i>
February 20	Bethanne Knudson, <i>History of Jacquard</i>
March 20	Carol Stangler, <i>The Craft and Art of Bamboo</i>
April 17	Sheree Sorrels, <i>Re-inventing the Painted Floor Cloth.</i>
May 15	Edwina Bringle, <i>Miss Lucy and Her Penland Heritage</i>
June 5*	Cassie Dixon, <i>Silk Worms to Silk Fabric</i> (this is the first Wednesday in June)
July 17	Libby O'Bryan, <i>Textile Labor in Modern Art</i>
August 21	Chad Hagen, <i>Jumping Ship in Mid-career: Redefining Personal Media Choices</i>
September 18	Susie Wheelis and Erin Green, <i>Alpaca 101</i>
October 16	Lisa Klakulak <i>Beyond Felt: Textile and Cultural Inspirations While Tutoring Abroad</i>
November 20	Connie Brown, <i>Let's Talk Quilts</i>
December 18	Marjorie Warren, <i>Tartans and Textiles of Heritage</i>

Questions?

contact: Catharine Ellis, 828-421-6722, catharine@ellistextiles.com