



HANDMADE  
*in* AMERICA

## NEWSLETTER : 2013 February

### Director's Corner



Happy February everyone!

Here at HandMade we have been hopping busy preparing for the upcoming year of activities and services we are offering. In order to better serve you through our email system, we have decided to publish weekly e-information emails. E-information you ask? (Yes I made up that word.) When I refer to e-information, I am referring to any form of email we send you. Starting in February, we will be publishing a general HandMade e-newsletter the first Monday of the month. The Small Towns e-newsletter will be published the third Monday of the month. The second and fourth Mondays of the month an e-blast of updates will be sent. So what does this mean? Now you can count on all of our communication coming to you on Mondays, unless we have a special announcement or request to send separately.

Also, I am excited to announce that we are incredibly close to having 200 members. This was our goal for the end of 2013, so I want to thank all of our members for helping to get us this far one month into the year! Please keep spreading the word to your networks; the more members involved, the more diverse and extensive your network and access to resources will be!

I would like to thank our new members for their patience as we work out the kinks in our new web portals. With our membership launch, we have three total web portals of information. The website, [www.handmadeinamerica.org](http://www.handmadeinamerica.org) continues to remain a great source of information. We also now have a member-only section that can be accessed by clicking the button at the top right corner of our website (Members button). This area contains members' only resources, forums for discussions, educational videos, and more. And thirdly, we have a new craft registry that we will be creating a marketing campaign around. This web portal is where artists and community members can create a gallery page containing numerous photos, videos, and information. There is also an events section to this website where anyone, members and non-members, can list any upcoming events that occur in Western North Carolina. Both the gallery and events page of our craft registry link to over 70 other NC calendars.

Yes, this all can be confusing! We are offering to help navigate all of this for you and/or to teach you how to manage all of these new portals. We will be offering classes throughout WNC this year to teach everyone how to navigate these sites. We also are offering \$35/hour consulting to load and/or teach you to load your gallery page and events on the new registry. Members are able to use their two free hours of consultation for this. Please contact Yoko Morris at [ymorris@handmadeinamerica.org](mailto:ymorris@handmadeinamerica.org) to schedule an appointment.

I hope everyone has a great February and as always, we are here for you, so please let us know if there is anything we can do.

In Craft,

Gwynne Rukenbrod, Executive Director

## HandMade in America News



Join us in launching a brand new Business Incubator program. It's the first of its kind in NC and the Call to Artists is open now!



Over the last 20 years, Community Supported Agriculture (CSA) has become a popular way for consumers

to buy seasonal food directly from local farms. With that buy-local spirit in mind, Community Supported Art is a similar endeavor to support regional craft artists and collectors.

We are seeking craft artists to launch our inaugural Community Support Art (CSA) program. Our local CSA program is modeled after the Community Supported Art project created by Springboard for the Arts and mnartists.org in Minnesota, where it continues successfully season after season.

Help us launch the first Community Support Art program in North Carolina!

To download Application Package, go to [www.handmadeinamerica.org](http://www.handmadeinamerica.org)

To apply for CSA program, you must be a member of HandMade in America at Professional Artist level or above. Please [click here](#) to join or upgrade your membership. You can find more Tips/Tricks for submissions on the Members Only Website.

For any questions, please contact Ryan-Ashley Anderson at 828.252.0121 x 321, or [randerson@handmadeinamerica.org](mailto:randerson@handmadeinamerica.org)

## Call for Artist

### HandMade in America's Exhibition

### "Breaking Ground: Innovative Craft"

March 8-May 31

Don't miss out on the opportunity to have your work showcased in 'Breaking Ground: Innovative Craft.' It's being juried by Kathryn Gremley, of Penland, and it's sure to be a great show! Visit the link below to view the call and submit.

<http://www.handmadeinamerica.org/new>

The deadline to submit is Friday, February 15 at 5 pm--don't let the date get away from you!

For more information, contact Ryan-Ashley at [randerson@handmadeinamerica.org](mailto:randerson@handmadeinamerica.org)

## HandMade in America Membership for the Artist in Your Life!

Not Just Another Box of Chocolates  
HandMade in America Membership for the Artist in Your Life!

HandMADE in AMERICA  
a special gift MEMBERSHIP  
HANDMADE IN AMERICA

HandMade in America grows economies through craft, and strives to advance WNC as the cradle of craft.

To find more about HandMade in America membership, go to [HandMadeinAmerica.org](http://HandMadeinAmerica.org)

LOVE ASHEVILLE  
GO LOCAL  
\*LOVE ASHEVILLE BUY LOCAL G.A.R.B. 20% DISCOUNT ON MEMBERSHIP

For more information about HandMade in America Membership, go to <http://handmadeinamerica.wildapricot.org/>



### Old Fort

04 Feb 2013, 6:00 PM – 8:00 PM

Old Fort Train Station

Come talk with other women in Craft Based Businesses about what works and what you may need help with.

### Asheville

06 Feb 2013, 6:00 PM – 8:00 PM

HandMade in America

125 S. Lexington Ave. Suite 101, Asheville, NC

Finding Your Target Market/Creating a Marketing Plan

### Boone

13 Feb 2013, 1:00 PM – 3:00 PM

Appalachian Enterprise Center

130 Poplar Connector Rd. Boone, NC

Finding Your Target Market/Creating a Marketing Plan

### Hendersonville

18 Feb 2013, 11:00 AM – 1:00 PM

ArtMob- 124 4th Ave. E Hendersonville, NC

Finding Your Target Market/Creating a Marketing Plan

### Sylva

27 Feb 2013, 11:00 AM – 1:00 PM

Jackson County Library- 755 W Main St, Sylva, NC

Finding Your Target Market/Creating a Marketing Plan

### Asheville

06 Mar 2013, 6:00 PM – 8:00 PM

HandMade in America

125 S. Lexington Ave. Suite 101, Asheville, NC

How to Tell Your Story

### Hendersonville

18 Mar 2013, 11:00 AM – 1:00 PM

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How to Tell Your Story

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27 Mar 2013, 11:00 AM – 1:00 PM

Jackson County Library- 310 Keener Street

Sylva, NC

How to Tell Your Story

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.

To register and find more information on location, contact information, the topics and instructors of AWE Meetings, please email [ymorris@handmadeinamerica.org](mailto:ymorris@handmadeinamerica.org) or call 828.252.0121 x303



### Hendersonville

12 Feb 2013, 1:00 PM – 3:00 PM

Henderson County Arts Council- 4th Ave. Hendersonville, NC

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

HandMade in America has a new Craft Registry and Calendar, and we want help you learn how to use it! Come learn how to create a Artist Gallery, post events to the Calendar and share your information to the Community page.

To create a gallery on the Craft Registry, you need to be a member at the \$25 Basic Level. To sign up for membership, go to <http://handmadeinamerica.wildapricot.org/>.

To register and find more information on location, contact information, the topics and instructors of Craft Labs, please email [ymorris@handmadeinamerica.org](mailto:ymorris@handmadeinamerica.org) or call 828 252 0121 x303

# Textile Study Group

*Investing the historical and cultural aspects of textiles*

**NEXT MEETING: WEDNESDAY, FEBRUARY 20, 2013, 5:30PM**

## **BETHANNE KNUDSON, HISTORY OF JACQUARD**

The program will provide an snapshot view of the development of the Jacquard weaving machine including images of modern, industrial equipment, as well as their predecessors. Her talk will include a brief overview of the steps involved in making a design that will weave on an industrial Jacquard. Lastly, she will show stages of making a loom file and will have the corresponding woven fabric available during the talk.

Bethanne Knudson is the co-founder and design director for The Oriole Mill in Hendersonville North Carolina. She started as a hand weaver and was a college professor in her previous life, entering the textile industry to provide training and technical support for software used to design Jacquard woven fabric.



**OXFORD STREET** Bethanne Knudson

**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.

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](mailto:catharine@ellistextiles.com)