

2012 Information for Allegany Artisans

25th Studio Tour – 4th Handbook. Direct questions/suggestions to Elaine Hardman.

The Studio Tour is intended as an avenue for artists and craft producers in Allegany County to exhibit & sell their work and gain exposure in the local market. It is also intended as an event to bring out-of-the-area collectors to our studios.

Quality of work, originality and a professional presentation are expected from participating Artisans. Your show venue is your own workshop or studio, with certain exceptions explained below. It is important for the concept of the Studio Tour that exhibits are presented in or near the actual workspace as much as possible.

New applicants must be approved by the Board of Directors. Work that relies for its aesthetic content on purchased components, kits or commercial molds is not eligible. Applications will be processed on May 5 2012.

Partnerships that are permanently working as a single enterprise may be accepted to exhibit as a single studio for a single participation fee. Individuals, working as separate businesses or in different media, are expected to apply individually and pay separate fees, even if they operate on the same premises. Those fees pay for advertising and printing to bring customers to each door. Each Artisan/Studio will be listed with a photo and description in our brochure and on the website.

Artisans are expected to be sufficiently experienced and committed to their work to have their own studio.

Studios on the same premises as stores may be accepted if the emphasis of the Studio Tour is on the creative product of the Artisan. Temporary exhibits or sales of other arts and crafts work are only acceptable under the piggyback arrangement. Otherwise, all work being exhibited for sale must be the product of the listed studio. Final approval will be made by the board on a case-by-case basis.

Piggybacking artisans exhibit as the guest of another qualified and accepted studio. This arrangement allows artisans to participate whose actual studios are in remote or unsuitable situations. Piggybacking studios pay the same fee and get the same coverage as other studios in the promotion of the tour. Those unable to piggyback may use a suitable location if the board approves it and they demonstrate their craft for visitors.

Exhibiting Artisans must be personally present during the Studio Tour and the studio must remain open for visitors during the entire advertised hours of the Tour.

Be involved. Please attend meetings and get to know other members. We need all members to help with the distribution of posters, restaurant place mats and local placement of brochures. It is to your benefit to create a presence in your town and to distribute information at your shows.

AlleganyArtisans.com

- Information submitted for the brochure will be posted on the website.
- We will post links to your websites, Etsy Stores, FaceBook Fan Pages, blogs, Flickr or other photo sites, Twitter and other social networks.
- Each Artisan's listing will be connected to Google Maps administered by Rick at Hardmar@alfredstate.edu.

3. Establish links from your website to other member's websites. This helps all of us. Below is the most current list but it will be updated after May 4 2012. If your website is missing or wrong, please report that.

www.AlleganyArtisans.com Jen Acomb – www.etsy.com/people/JennyTremain Hanna Juekoff - www.HannaJuekoff.com Kristy Hall - www.KristyHallartwork.com Mike Griffin www.MudFlapStudios.com Lyndsay Himes Burr http://www.etsy.com/shop/ellebeejewelry Bob Chaffee – www.CarvingsByChaffee.com Bruce Green – www.HillBottom.com Elaine Hardman – www.StoneFlowerPottery.com Dick Lang - www.rslangpottery.com , www.vasefinder.com , www.corriecroft.com Alec MacCrea www.celtic-woodcraft.com Fred Beckhorn www.NaturalFormFurniture.com	Dutch Hill Pottery www.DutchHillPottery.com Betsy Orlando - www.orlandoforge.com/Betsy_Orlando.htm Charles Orlando - www.OrlandoForge.com David Dean - www.artbydavedean.com Karen Tufty – www.tuftyceramics.com Marcia VanVlack – www.ArtTilesVanVlack.com David & Liz Volk - www.dcladesigns.com Steve Walker – www.walkermetalsmiths.com Peter Torocca http://torraca.net/gems/ Ken Kirschner http://alleganyhills.com/
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4. Presentation - suggestions

Make your studio welcoming with lighting and organization. Many people offer refreshments such as tea, coffee, cider, cookies. Have work clearly priced. Have enough stock on hand so that you won't disappoint people. *You must personally be in your studio during the entire studio tour and to be open for the full weekend.* Be prepared to make change, to wrap purchases and to give people your business contact information.

You may have a bio and or artist statement displayed or have a few copies ready should someone request one.

5. Raffle Tickets – The Raffle Chair will give everyone a stack of raffle tickets at the September meeting. Encourage your guests to fill out a raffle ticket. These tickets feed our mailing list and names are removed if inactive for 2 years.

Encourage guests to fill out raffle tickets at each studio. Four winners will each get a \$25 gift certificate good at any studio, valid until the end of the next year's tour.

After the Studio Tour

choice 1: Cut your raffle tickets apart, - have your own drawing and choose a winner from your studio. Write your name on the back of that winner and give it, along with the other tickets to our Raffle Chair at the general meeting in October.

choice 2: Enter the names and addresses into Excell and send the information to Steve Walker. Use your preferred method to choose your studio winner. Put your name on the back of that winning ticket and give it to the Raffle Chair for the drawing.

If you can't attend the October meeting you may mail the tickets to the Raffle Chair prior to the meeting. Be sure the tickets are cut apart and indicate the winner for your studio.

Raffle Chair position is open as of this draft - January, 2012.

6. Gift Certificates - Valid certificates are *originals* signed by the president or vice president.

The Allegany Artisans give away 20 - \$10 gift certificates to people who answer trivia questions on local radio stations. These gift certificates are only good for the 2 days of the studio tour. If you accept any during the tour, bring them to the general meeting in October and Bob Chaffee will redeem them.

The group awards 4 - \$25 gift certificates each year to people who enter our raffle. These certificates are valid until the close of the studio tour the following year. Again, redeem these through Bob.

Funds to pay the gift certificates are encumbered only for the time indicated on the gift certificate.

For 2010 and 2011, Jones Memorial Hospital purchased gift certificates. If one is presented to you, call Bob Chaffee to verify. These are valid for one year and should be signed by 2 representatives of the group.

7. Treasure Box

The Allegany Artisans maintain a "treasure box" with items donated by members. We give people who do things for us the choice of an item from our "treasure box" as a token of appreciation. The box has been accessed by our map guy, some newspaper editors & reporters, radio station people, TV station people and others for whom it seems appropriate. Please consider donating a small item to this project. You may bring things to any general meeting or drop things off with a board member. One small donation per year. Tell a board member if someone should be given a gift. One part of the treasure stash is with Elaine Hardman and the other is with Sue Johnson.)

8. Locations

Artisans should have their own professional work space within Allegany County. If inviting visitors to this space is not reasonable or practical, members may piggyback with another artisan with board approval. Each location will have a map number.

Sign at your location

The sign committee (Steve Rennie, Chair) will provide a large sign for your use. These signs cost the group about \$100 so please treat them well. The signs should go out at

your location 2 weeks prior to the tour and be taken down for safe storage on Sunday night after the tour. If you have no storage location, talk with your sign agents. Get new date numerals each year from Pete Midgley. The numerals peel off and stick on. You'll need to weigh the sign down or attach it to some kind of anchor so it won't fall over or blow away. Again, talk with other Artisans and see what they have come up with. (Cider blocks, weights, stakes in the ground.)

We said in 2010 that each person should attach their numeral to the top of their large sign. (Suggestions - an old 9" cake pan can be painted with the numeral on each side and attached to the top of the sign with 2 screws.) Each year you will have to change your number.

9. Artisans mailing list policy

The Artisans' customer mailing list collected from brochure requests and gift certificate drawing coupons is the communal property of Allegany Artisans. The brochure bulk mailing is sent to names from that list about 4 weeks before the Studio Tour.

Artisans who would like to add additional prospects to this list should use the following guidelines:

- 1. Names with addresses within Allegany County or adjacent counties may be added at no cost.*
- 2. Up to 50 additional names and addresses may be added to the bulk mailing from any Artisan's personal mailing list within Western New York State or North Western Pennsylvania at no cost.*
- 3. Artisans who have mailing lists larger than 50 that they want to have included in the bulk mailing may do so for a cost of \$0.35 for each address over 50. (may be revised according to postal rates)*
- 4. Brochures will be bulk mailed outside of the target area of WNY and Northern PA only if they are current on the group's mailing list within 2 years. If you want to invite prospective customers from outside that area you may do so by buying stamps and mailing brochures yourself.*
- 5. Additions to the bulk mailing must be presented no later than the first week of September, either in an electronic form that can be merged with the database (MS Access) or make arrangements to type them in at the computer at Walker Metalsmiths in Andover.*
- 6. Artisans are encouraged to do their own mailing of postcards and to purchase additional advertising in any media to promote their individual participation in the Studio Tour.*

10. Meetings for 2012-Applications for new and returning members and work to jury for new members due at 8 pm on May 4. All applications should be filled out totally and be attached to checks. Photos may be attached or emailed to AlleganyArtisans@gmail.com. If you need help taking a photo contact Kristy Hall or another member you might know or hire your own photographer.

All meeting will be on Wednesday evenings at 6:30. Dates for 2012 are

Board meetings are open to the general membership. The pre tour board meeting is set at 9 am on May 5 and will include a discussion of budgeting for the year. Other board meetings as needed or electronically held. Ask if you wish to be included.

June 13 - General Meeting at 6:30 for all members, dish to pass meeting at (maybe at Charley and Betsy's or maybe at Dicks or maybe at a park) during which publicity photos of you with your work will be taken. We also take a group photo to be used in the brochure and on the website. There will be a short business meeting and the chance to meet new people. In addition to the dish to pass bring your table service. It's good to bring a lawn chair, your table service, your drink and please bring something for the treasure box. You may bring meat and use the grill if you wish.

September 19- General Meeting at 6:30 for all members for pre-show business, distribution of place mats and posters to be at the Belmont Library on this Wednesday evening. Pick up raffle tickets for the studio tour. If you can't attend, coordinate with someone else to get your materials. Also, we will accept donations to the treasure box.

October 13 & 14 - Studio Tour

October 24 - General Meeting at 6:30 for all members for post-show business, collection of raffle tickets and assessment of show at St. Phillips Episcopal Church in Belmont (the green church). All gift certificates to Bob Chaffee and all raffle tickets to the raffle chair person. If you can't make this meeting, you must still get gift certificates and raffle tickets to the meeting.

Also, you must send a short report about how the Studio Tour went for you. Were there problems? What ideas you would suggest for next year? Compliments are always welcome should they be deserved.

This is also a dish to pass meeting and you bring your own table service. You might make your donation to the treasure box at this meeting.

New Board Members will be elected. There are 6 board members elected for 3 year terms with 2 terms expiring each year.

11. Officers for 2012

President - Dick Lang, Vice President Elaine Hardman, Secretary Betsy Orlando, Treasurer Bob Chaffee, board members Steve Walker and Bill Banker. Terms expire 2012 - Walker and Banker; 2013 - Chaffee and Lang; 2014 - Orlando and Hardman.

12. Photos - collect good quality photos of you at work to be used in future brochures. Take a photo of your Studio Tour display with or without guests for your web or facebook page. Collect photos of fall foliage for future brochures and send those with your application each year.

Regarding photos - a photo is a part of the application due as a package. Your background should be plain and not wrinkled or cluttered. Price tags should not be on the piece you photograph. Don't try to include too many items in your photo since they are so

small in the brochure. Kristy Hall may digitally manipulate photos if needed.

13. Community Involvement

1. Artisans who wish to be listed on the **www.DiscoverAlleganyCounty.com** website should contact the tourism office at tourism@allegancyco.com or by calling 1-800-836-1869. If on the website, you will also be listed in the tourism guide. 2. Adopt a Highway - The Allegany Artisans have adopted 2 miles of highway located roughly near Kay Brooks' studio on Rt. 19. Bob Chaffee makes arrangements and we pick up trash spring and fall. Two signs recognizing the Allegany Artisans are posted - one at each end. The next probable clean up date is May something something. Please contact Bob to help.

3. Facebook - join us there. Lyndsay Himes Burr is our FB guide as of January 2012. Email Lyndsay information about shows you are doing and photos of work. She will use this page all year and try to build our following there. Please help Lyndsay, the group and yourself by participating. You don't have to belong to Facebook. Just send the information to Lyndsay.

14. Schedule for Brochure: The information submitted for the brochure will be prepared, proofread by committee and available at the group picnic for your approval. It will then be submitted to Register Graphics. RG will return an Email proof copy and Iris proof in 3-5 weeks. The proof will be forwarded to all members with Email. The proof reading chair will send a copy of the portion of the brochure containing their submission to members without Email.

All members are encouraged to read the brochure carefully and send an Email to the proof reading committee chair to approve copy or report errors. Please help. Don't assume someone else will find an error that you notice. RG will send a final proof and this will be distributed to those who reported errors. When the final proof is approved, RG will be given authorization to print, a process that will require 5-7 business days. Estimated availability of brochure is August.

15. Monthly Shows at Steuben Trust Bank in Wellsville

Steuben Trust bank in Wellsville modified their facilities to add a shelf inside a glass enclosure and to add a hanging rail for wall pieces behind the tellers. Each month a member of the Allegany Artisans may host a show there.

The Bank will put an ad in the Wellsville paper notifying people of the opening reception on a Thursday night from 4-6. The bank will put a sign in front of their location on Monday of that week advertising the reception. The bank will supply snacks and beverages for the reception. The bank will sell your work (no commission) and may request more pieces from you during the month. The bank will arrange to have an article about you in the Wellsville Daily Reporter.

Individuals showing are responsible for the following:

- Putting up their display at the beginning of their month
- Pricing their pieces with Sales Tax included
- Making sure the pricing is visible with a sign near each piece (most pieces will not be

able to be picked up or touched.)

Having packing material and sales receipts on hand so the bank staff may sell the work

- Being present during the reception
- Advertising the show/reception in whatever way they can through press releases, ads, posters, post cards, Facebook, emails.
- Removing their display at the end of the month

Two Artisans can show together if one only has pieces for the shelf area and the other only has pieces for the hanging rail.

It's most reasonable for the October show to contain one or two pieces from each Artisan rather than putting the burden on one person.

Sue Johnson is in charge of organizing the shows at Steuben Trust Bank. Contact her with questions or to schedule a month to display your work. Johnsonsue07@yahoo.com [585-593-3264](tel:585-593-3264). Contact people at the bank are Jennifer Joyce and Marcy Bledsoe.

16. Wellsville Farmer's Market: Wellsville Farmer's Market to be held on Thursdays in 2012, The window of time 12 to 6, actual hours may be shorter. The Artisans will have half of a 10x20 tent used by the Friends of the Market. Artisans will pay 10% of their sales to the Wellsville Farmer's Market at the end of the session. The Farmer's Market will do advertising in print and radio naming the specific artisans to be on hand that week. Register your date with Elaine Hardman, Elaine@stoneflowerpottery.com or 585 808 0385

Farmer's Market contact is Halle - She's there every week and will take the payment - 585 610 0565

THIS IS WHAT MAKES THE STUDIO TOUR HAPPEN

Committee Jobs – some have belonged to one person long term –

1. **Publicity chair or cochair** Collect articles and photographs from other member/writers and acts as the mail conduit to submit to newspapers in Western NY. Submit publicity budget to the board. Create and sign gift certificates for the radio trivia ads. Create and sign gift certificates for the \$25 prize winners. Coordinate all publicity committee activities and expenses –

Start by sending announcements about when applications are due and where they can be found.

Publicity online events calendar Get Studio Tour listed on radio and TV station event

calendars 3 weeks prior to event - keep a list of TV and Radio contact info available for the group Name _____ Charles Orlando _____

Publicity notices to newspapers events Submit Studio Tour information to Western NY newspapers for their community events calendars 4 weeks prior to event - keep a list of contact info and deadlines available for the group

Name _____

Publicity TV Make contacts with a Buffalo, Rochester and Corning TV station to get members of the Artisans on morning local news programs-keep a list of contact info and deadlines available for the group

Buffalo – HM Bateman for WKBW

Rochester - _____ maybe Steve Walker _____

Corning/Elmira – _____

Publicity ads Radio and Newspaper Submit copy and makes arrangements for paid ads on local radio and in local newspapers following budget restrictions. Name - _____ Betsy Orlando _____

Publicity Trivia Questions Creates 10 radio trivia questions (make 'em easy) and brings questions and gift certificates to radio stations in Wellsville - WJQZ and WLSV. Creates those gift certificates with security in mind and has them signed by an officer and one other artisan. Check with radio stations to see how it went . Also makes gift certificates for the hospital should they continue to purchase them. This will keep our gift certificates in a consistent style.

Name _____ Terri Ross _____

Publicity articles and photographs. Write articles for local and regional papers - submit to publicity chair digitally - allow publicity chair to coordinate so that there is even coverage for papers.

Publicity coordinator for local displays - create local displays in as many towns as possible - Olean Library - Bob Chaffee ; Wellsville Chamber of Commerce Office - _____ David Volk _____ Hornell Bill Banker _____

Publicity Placemat Flack Absorber Design the placemat that lists people showing both their town and craft - NOTE placemats must be a standard size and not the size printed in 2010. They must also be on WHITE paper since some of the colors of paper run and have caused damage in restaurants. Name _____ Sarah Phillips _____

Facebook Chair - _____ Lyndsay Himes Burr _____

Maintain the Facebook page. Add photos and announcements when members send information to you. Design and post ad during early October. Do whatever makes Facebook magic for the group.

2. Studio Tour Sign Chair Maintain collection of signs with the sign builder, sign

inventory agent and numeral agent. _____Pete Midgley and Steve Rennie_____

Sign Building agent _____Steve Rennie_____ - Build sandwich board structures when needed.

Sign inventory agent _ Steve Rennie_____ - Collect signs from people who drop from Allegany Artisans and store signs until they are needed again. Get signs to new members who join the group. Call all 2009 and 2010 members and find out where our signs are. Make a list of how many signs each person has and where those signs go. Determine if there are other major intersections where signs should go and find a member willing to maintain that particular sign.

Numeral agent _ _____Peter Midgley_____ Arrange with Trina Allen (or find new source) to order the numerals we need to change the dates on the signs. Tell the publicity chair the cost of numerals to have it included in publicity budget. Get those numerals to studios prior to the show. Report to publicity chair any need for replacement or new signs to include such needs in the budget.

3. Brochure chair and typist- Elaine Hardman Coordinate collection of information for brochure, submit new membership applicants to board, work with typist, designer (or printer) and proof readers, accept delivery of brochures or arrange for delivery of brochures - Put brochure information into google docs and proof reads from originals with proof read assistants, checks numbers and dates in general information

Brochure proof reading Chair – organize a crew to proof read the brochure.

Proof reading committee remembers

Name _____Russ Allen_____

Name _____Hanna Juekoff_____

Name _____

First proof read – take original applications and read to be certain that the information was properly typed into the document. Have one person read aloud and have at least 3 others look at the copy and verify that’s what it says.

Check on numbers. This gets very confusing with people piggy backing and numbers changing. Do not change the order. Numbers have already been sent to the map person.

Read the general information as well as specific information for individuals.

After the information is entered into the new brochure arrange to have each member view their own portion of the brochure. Also, check the numbers again. They may have been changed.

The third proof is to check that the brochure that comes from RG for a final proof is correct. Arrange for as many people as possible to see the brochure.

Brochure photo editor - collect photos from the board after the May 5 deadline. Be certain that photos are of the artwork juried in. Be certain that they are clear and sharp and uncluttered. They should be of quality to print out a sharp 8.5 by 11 photo and yet look good the size of a postage stamp. Also collect fall photos and photos of artisans at work. Label images of the work with the artisan’s number and name. Label images of artisans at work with first names only. Also send all new images of work to John@alleganyartisans.com for use on the website, to the publicity chair and to the

brochure typist.

4. General Distribution Chair - Monitor overall distribution of placemats and brochures in various towns and through the library system. Count placemat stacks for easy distribution. Not sure what all Name _____ Bill Banker - hopefully again

Distribution jobs for all members- Pick up brochures and posters for your town. Report to Bill where you place brochures - schools, libraries, banks, restaurants or other important distribution points. Bring placemats to restaurants that will use them.

Arrange to have a local display at Chamber of Commerce or Library or where appropriate in your town. Local visibility benefits you. It was thought that regional chairs would help with this but the publicity committee wishes to change this and eliminate the idea of regional chairpersons.

5. Raffle Chair Print and distribute raffle tickets prior to the studio tour and then collect raffle tickets from members. (Note Peg Cherre left a box of printed tickets with Elaine for use in 2012. Be sure to get those.) Each artisan must give you their studio's winning tickets and then either give you their raffle tickets cut apart or tell you that they've emailed the information to Steve.

You use the winners from each studio and draw 4 winners. Notify the 4 winners and send certificates to them. (Certificates made by Certificate committee.) Notify webmaster so that winners' names may be listed on the website. Write and distribute a press release notifying the public of the winners. Attach a general use photo such as the group photo or the logo or a photo of a sign with the new dates on it. Get tickets to alphabetizer.

Name _____

Alphabetizer -Put all raffle tickets into complete alphabetical order. Staple duplicates together. Send stack to Walker Metal Smiths. First group by letters of the alphabet and then put in order within the letters to make data entry easier.

Name _____ Mary Lu Wells _____ Jennifer Acomb

6. Gift Certificate Chair - Print gift certificates for the 4 winners of the Studio Tour raffle and mail these certificates to the winners. Print gift certificates when Jones Memorial Hospital or other entities ask to purchase them. Be sure the certificates are signed by you and one board member. Notify the treasurer of the number of certificates and their value. It would also be good to make a general email to the membership so that everyone knows these are valid certificates. _____ Hopefully Terri Ross _____

7. Mailing List Chair - Steve and Sue Walker **Mailing List typists** - Go to Walker Metalsmiths in November, December or January and type new names into the mailing list. Arrange specific times with the Walkers Karen Tufty & Jennifer Acomb

8. Website - Review website changes each year

Name ___ Dick Lang _____ & ___ Charles Orlando _____

Webmaster - John@alleganyartisans.com will get you in touch with John Lang for website changes. The photo and information that you submit for the brochure will go to John to be posted on our website. If you email address or internet presence changes, notify John and he will change it. Our website is not designed to give any information

other than what goes in the brochure and links to your internet locations.

9. Handbook and Application review committee. Read the handbook. and application Update it. Make it more clear. Get it to people. (2) _____ &

10. Nominations Solicit people to run for the board, create ballots, notify members that they may vote absentee by notifying the secretary of their choices by Email or phone, ask the secretary to record those votes on ballots at the meeting, distribute ballots to members present at the meeting (one fee garners one vote even if people work together), collect ballots and count and report to the secretary the totals and the winners. Get a photo of the new board and write a press release and distribute the photo and notice to all area papers and the Facebook Chair after the meeting. - _____

11. Adopt a highway chair Make arrangements in the spring and in the fall to clean trash from our bit of Route 19. Collect the hard hats, vests and orange bags. Set the meeting time and place. Get people together to help. Arrange for disposal. (Bob Chaffee is the one who actually knows how this works.) Name _____

12. Google Maps Liaison Create the new Google map for the county. Put the list of members and their numbered locations on the page. Program for multiple locations. Put contact information in the pop up balloon. Create link from balloon to the web page. Create links to and from maps and regional maps. Center regional maps as appropriate. Name _____ Rick Hardman hardmar@alfredstate.edu

13. Studio Tour Brochure map liaison - Create map with location numerals to use in brochure - secure copyright permission for use of map - Kier Dirlam and Bob Chaffee

14. AlleganyArtisans@Gmail.com contact. This email should be checked periodically during most of the year. From January-March check 2 x week to see if anyone is interested in jurying into the Allegany Artisans. For April check daily for the same reason. Check weekly again after the group is settled. Check daily from mid September through to the Studio Tour and mail out requested brochures. This job should go to an involved and experienced member who would know the answers and contacts needed. Elaine Hardman

Things that need to be done by every member, even those who pay the larger fee

1. put up posters.
2. distribute brochures
3. collect names of people to build our mailing list
4. post now and then on Facebook - not so many that it makes people quit but enough to keep our news current - or send info to Facebook Chair
5. collect photos of fall scenery, of people in our studios, of ourselves at work
6. participate in promoting the show to help ourselves and our fellow artisans
7. Check the placement of your google map indicator and contact Rick Hardman if it needs to be shifted.
8. optional but helpful to you - make some kind of sign to go on your big sign with your

map number