

2019 Information for Allegany Artisans

32st Studio Tour –

The Studio Tour is intended as an avenue for artists and craft people in Allegany County to exhibit & sell their work and gain exposure by inviting the public to their 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 the majority of exhibits are presented in the actual workspace.

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 are due by 8 pm on Friday, April 12, 2019. Also, the Board may jury work after any general meeting.

Exhibiting Artisan - one who has been accepted by the jury and will be exhibiting in the current year. Use of the term “Allegany Artisans” and the logo may only be used in advertising and signage if the person is currently exhibiting in the current year. Artist’s resumes, interviews, obituaries, etc. are welcome to state past membership.

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.

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 even when their 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.

Artisans are expected to be sufficiently experienced and committed to their work to have their own studio. Exhibiting Artisans must be personally present during the Studio Tour. Exceptions may be made on a case by case basis, with board approval. The studio must remain open for visitors during the entire advertised hours of the Tour. If an artist has been an active member for 10 years and then relocates outside the county, they are eligible to apply.

2019studiotour.gmail.com

- Information submitted for the brochure will be posted on the website, if you want a different write-up on the web site, please specify on the application.
- We will post links to your websites, Etsy Stores, Facebook Pages, blogs, Flickr or other photo sites, Twitter and other social networks.
- Each Artisan's listing will be connected to Google Maps administered by Ken at ken@candlewiz.com

Establish links from your website to other member's websites. This helps all of us. If your website is missing or wrong, please report that.

Presentation - Please use an 'Enter Here' sign to direct people to your studio door. 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 both days.* You may have a bio and or artist statement displayed or have a few copies ready should someone request one.

Be prepared to make change, to wrap purchases and to give people your business contact information.

Raffle Tickets – Raffle tickets will be given at the September meeting. Encourage your guests to fill out a raffle ticket at each studio. These tickets form and update our mailing list. Four winners will each get a \$50 gift certificate good at any studio, valid until the end of the next year's tour, redeem through the treasurer.

After the Studio Tour: Cut your raffle tickets apart, - Drawing one winner from your studio. Write your name on the back of that winner and bring it to the general meeting in October. Enter the names and addresses into Access and send the information to Bill Banker, or bring them to the October meeting and give to Bill.

Gift Certificates - Valid certificates are *originals* signed by a board member

Sign at your location - The sign committee will provide a large sign for your use. 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 at the September pre-tour meeting. The numerals peel off and stick on. You'll need to weigh the sign down or attach it to some kind of anchor. If you leave the studio tour, contact sign committee and arrange to return your sign.

Your location number should be attached to the top of your large sign. (One suggestion - a 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 may have to change your number.

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 NY or North Western Pennsylvania at no cost.
3. Artisans who have mailing lists larger than 50 that they want added in the bulk mailing may do so for a cost of \$0.50 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.

Send mailing list information to Bill Banker

Meetings for 2019

Applications for new and returning members (and work to jury for new members) are due no later than 8 pm on April 12. All applications should be filled out and mailed along with your check to Russ Allen, 320 West State Street, Wellsville, NY 14895. Photos may be mailed or emailed to 2019studiotour@gmail.com

Meetings - all 3 general meetings are on **Wednesdays at 6:30.**

Board meetings are open to the general membership.

May 29 - General Meeting at 6:30 for all members, dish to pass meeting at Sue Johnson's (3271 Proctor Road, Wellsville) during which publicity photos of you with your work will be taken. We will 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 view the brochure proof and meet new people. Bring a dish to pass, lawn chair, your table service, your drink.

September 25- General Meeting at 6:30 for all members for pre-tour business, distribution of brochures, place mats and posters at the St. Philips Episcopal Church meeting hall in Belmont (behind the green church). Pick up raffle tickets for the studio

tour, numbers for the signs, etc. If you can't attend, coordinate with someone else to get your materials.

October 19 & 20 - Studio Tour

(optional Friday Night preview - October 18 from 5-8pm)

October 30 - General Meeting at 6:30 for all members for post-tour business, collection of raffle tickets and assessment of show at St. Philips Episcopal Church meeting hall in Belmont (behind the green church). All gift certificates to treasurer, Sue Johnson and all raffle tickets. If you can't make this meeting, please get gift certificates and raffle tickets to the meeting. Also, if possible, send a short report about how the Studio Tour went for you. Were there problems? What ideas you would suggest for next year? Bring an appetizer or hors d'oeuvres to share. Bring your own drink. New Board Members will be elected. There are 6 board members elected for 3 year terms with 2 terms expiring each year. Terms for Pat Gay and Len Curran expire in 2019.

Officers for 2019

President – Len Curran, Vice President Russ Allen, Secretary LuAnn Di Paglia
Treasurer Sue Johnson, board members Pat Shannon Gay and Jesse Szalc. Terms expire 2019 –Gay and Curran, 2020 – Szalc and Di Paglia, 2021 Allen and Johnson.

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.

Please name your photo's the following:

for brochure	artisannamebrochureimage.jpg
for at work	artisannameatwork.jpg
for web site	artisannamemediaonwebsite.jpg

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. The Adopt a Highway committee will make arrangements for trash pickup in spring and fall. Two signs recognizing the Allegany

Artisans are posted - one at each end. The Adopt -a-highway committee will be in touch when there is a cleanup scheduled.

3. Facebook – Email with information about shows you are doing and photos of work. They will use this page all year to build our following there. Please help the group and yourself by participating. You don't have to belong to Facebook, just send the information to Gregg Ricciardello.

Remember - you can find contact information for all members on our website.

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 and they will 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 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.

THIS IS WHAT MAKES THE STUDIO TOUR HAPPEN

Committees (for Artisans who will help with needed jobs)

1. **Publicity** Chair: Pat Gay (Newspapers, Artisan Articles, Community and Outreach, Adopt-a-Highway)
2. **Advertising** Chair: Len Curran (Radio, Face to Face selling in brochure)
3. **Brochure** Co Chairs: Russell Allen and LuAnn Di Paglia
4. **Distribution** Chair: Sue Johnson (Raffle tickets, Gift certificates, Placemats)
5. **Website** Chair: Ken Reichman
6. **Signage** Chair: Jesse Szalc
7. **Mailing List** Chair: Bill Banker
8. **Social Media** Chair: Gregg Ricciardello (Facebook, Pinterest, Instagram)

THINGS THAT NEED TO BE DONE BY ALL MEMBERS

1. Attend, if at all possible, May, September and October general meetings.
2. Put up posters
3. Distribute brochures
4. Encourage guests to fill out raffle tickets
5. Send info to Facebook Chair
6. Collect photos of fall scenery, of people in studios, of you at work
7. Participate in promoting the show to help yourself and fellow artisans
8. Check the placement of your google map indicator and contact Ken Reichman if it needs to be shifted.

Monthly Shows at Steuben Trust Bank in Wellsville

Each month a member of the Allegany Artisans may host a show. The Bank does not insure the work nor will they cover any loss or damage. It's never unattended but be aware that each artisan accepts the risk.

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:

1. Putting up their display at the beginning of their month
2. Pricing their pieces with Sales Tax included making it easier for bank staff members
3. Making sure the pricing is visible with a sign near each piece (most pieces will not be able to be picked up or touched.)
4. Having packing material and sales receipts on hand so the bank staff may sell the work
5. Being present during the reception
6. Advertising the show/reception in whatever way they can through press releases, ads, posters, post cards, Facebook, emails.
7. Removing their display at the end of the month
8. Artisans can show together one using wall space and the other using the shelf space.

There is a Group Show in September where several Artisans can put in a piece or two.

Organizer is Sue Johnson. Contact her at johnsonsue50@yahoo.com [585-593-3264](tel:585-593-3264).

Contact person at the bank is Jane Biddle patricia.biddle@steubentrust.com