

2016 Information for Allegany Artisans

29th Studio Tour – 9th Handbook. Direct questions/suggestions to studiotour2016@gmail.com.

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, May 6, 2016. 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.

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.

studiotour2016.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.

<p>www.AlleganyArtisans.com</p> <p>Dick Lang - www.rslangpottery.com, www.vasefinder.com, www.corriecroft.com</p> <p>Alec MacCrea www.celtic-woodcraft.com</p> <p>Eugenia Meltzer www.eugeniafrithmeltzerceramics.com</p> <p>Glenn Zwegardt www.glennzwegardt.com</p> <p>Mark Corwine www.markcorwine.com</p> <p>Steve Walker – www.walkesCelticJewelry.com</p> <p>Karen Tufty – www.tuftyceramics.com</p> <p>Jack Brown – www.bonecarver.com</p> <p>Ken Reichman – www.candlewiz.com</p>	<p>Betsy Orlando - www.orlandoforge.com/Betsy_Orlando.htm</p> <p>Nancy Petrillo www.AStonesThrowPottery.com</p> <p>Bob Chaffee – www.CarvingsByChaffee.com</p> <p>Elaine Hardman www.StoneFlowerPottery.com</p> <p>Hanna Juekoff - www.HannaJuekoff.com</p> <p>Sue Beckhorn www.SusanWilliamsBeckhorn.com</p> <p>Fred Beckhorn www.NaturalFormFurniture.com</p> <p>Sarah Phillips www.AuntiesPlaceArtStudio.com</p>
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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 – The Raffle Chair will give everyone a stack of raffle tickets 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.

After the Studio Tour

choice 1: Cut your raffle tickets apart, - Drawing one 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 Access and send the information to Steve Walker. Draw one winner from your studio. 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 - Linda Ross

Gift Certificates - Valid certificates are *originals* signed by the president or vice president and **Gift Certificate Chair (Terri Ross)**.

The Allegany Artisans give away 20 - \$10 gift certificates to people who call in 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 the Treasurer, Sue Johnson, will redeem them.

The group awards 4 - \$50 gift certificates each year to people who enter our raffle. These certificates are valid until the close of the studio tour the following year, redeem through treasurer.

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

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. The treasure stash is with Elaine Hardman, Wellsville.

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 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 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 so it won't fall over or blow away. Again, talk with other Artisans and see what they have come up with. (Cinder blocks, weights, stakes in the ground.) If you drop out of the studio tour, contact sign committee and arrange to return your sign.

Each person should attach their number to the top of their 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 Sue Walker - sue@walkermetalsmiths.com

Meetings for 2016

Applications for new and returning members (and work to jury for new members) are due no later than 8 pm on May 6. All applications should be filled out totally on-line and either emailed to studiotour2016@gmail.com or sent along with your check to Elaine Hardman St.Rt 19 Riverside Drive, Wellsville, NY 14895. Photos may be mailed with check or emailed to studiotour2016@gmail.com .

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

Board meetings are open to the general membership. The 2016 pre tour board meeting is set at 9 am on May 7 and will include the jury examination of new work and setting the budget for the year. Other board meetings as needed or electronically held. Ask if you wish to be included.

June 15 - 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 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 and please bring something for the treasure box.

September 28- General Meeting at 6:30 for all members for pre-show business, distribution of place mats and posters to be 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. Also, we will accept donations to the treasure box.

October 15 & 16 - Studio Tour

(optional Friday Night preview - October 14 from 5-8pm additional cost \$25)

October 26 - General Meeting at 6:30 for all members for post-show 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 to Linda Ross, raffle chairperson. 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. Bring an appetizer or hors d'oeuvres to share. Bring your own drink. 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. Terms for Dick Lang and Stacy Curry expire in 2016

Officers for 2016

President - Steve Walker, Vice President Elaine Hardman, Secretary Stacie Curry
Treasurer Sue Johnson, board members Dick Lang and Bill Banker . Terms expire 2016 - Lang and Curry, 2017 – Hardman and Banker. 2018 - Walker 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 - join us there. Marshall Green is our FB guide. Email Marshall information about shows you are doing and photos of work. He will use this page all year to build our following there. Please help Marshall, the group and yourself by participating. You don't have to belong to Facebook, just send the information to Marshall.

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.

_____ - Publicity notices to print newspaper/magazine events listings Submit Studio Tour information to Western NY newspapers for their community events calendars 4 weeks or more prior to event - keep a list of contact info and deadlines available for the group .

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 for WKBW

Steve Walker - Rochester

_____ - Corning/Elmira –

_____ -Time Warner Cable

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

Steve Walker Publicity ads Radio Submit copy and make arrangements for paid ads on local radio following budget restrictions.

Terri Ross - Gift Certificate Chair

Design and print needed gift certificates. Design with some measure of security. Have original signatures by at least 2 members. Keep our gift certificates in a consistent style. Remember we give away 4 \$50 certificates each year after the raffle so you need to bring them to the post tour meeting on October 26. See Raffle committee notes.

_____ - 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.

Heather Aronson – Create and order ‘Save the Date’ postcards for general membership.

Sarah Phillips - Publicity Placemats Submit proposed designs to the publicity chair who will, with assistance of the board if desired, choose the best of the designs. Placemats should show towns, members and the crafts. NOTE placemats must be a standard size and on WHITE paper. Order 12,000 from Dave’s Printing in Belmont.

Carol Amman - Facebook Chair

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. Be consistent, use ‘Allegany Artisans Studio Tour’.

_____ - Pintrest Chair
Carol Amman - Instagram Chair

2. SIGNS

Peter Midgley - **Studio Tour Sign Chair** Maintain collection of signs with the sign builder, sign inventory agent and numeral agent.

Sign Builders - Build sandwich board structures when needed. Note: any expenses must be preapproved. **Peter Midgley**

Mark Corwine - **Sign inventory agent** keeps a running total of signs and locations. Be sure the sign agents collect signs from people not doing the studio tour that year.

Peter Midgley - **Sign collection/distribution agents:** 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. Notify inventory agent when you hand out or collect a sign. Determine if there are other major intersections where signs should go and find a member willing to maintain that particular sign.

Len Curan - **Numeral agent** Arrange 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. Bring numerals to pre-tour meeting September 23.

3. BROCHURES

_____ - **Brochure chair and typist-** 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.

Russ Allen - **Brochure proof reading Chair** organize a crew to proof read the brochure be attentive to numbers and alphabetical order. Proofread from originals with assistants, checks numbers and dates in general information.

Proof reading committee members must be available during the first 2 weeks of May for a committee meeting.

Elaine Hardman Hanna Juekoff Laurie Johnson Kay Brooks

First proofread – 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 piggybacking 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.

4. GENERAL DISTRIBUTION

Bill Banker - Chair Monitor overall distribution of placemats and brochures in various towns and through the library system. Count placemat stacks for easy distribution.

Distribution jobs for all members- Pick up brochures and posters for your town. Report to Chair, 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.

5. RAFFLE

Linda Ross - Chair - Print and distribute raffle tickets prior to the studio tour and then collect raffle tickets from members. Each artisan must give you their studio's one (1) winning ticket and then either give *the Alphabetizer* their raffle tickets cut apart or email the information to Steve.

You take the one winner from each studio and draw 4 winners. Notify the 4 winners and send certificates to them. (Certificates will be brought to the post tour meeting on October 28 by Linda Ross.) Mail the winners their certificates. Notify webmaster so that winners' names may be listed on the website and either write an article and send it to publicity chair. The article could have a general use photo such as the group photo or the logo or a photo of a sign with the new dates on it.

6. GIFT CERTIFICATES

Terri Ross - Chair - Print four \$50 gift certificates for the winners of the Studio Tour raffle and bring them to the post tour meeting October 28. Print gift certificates if other entities ask to purchase them. Notify the treasurer of the number of certificates and their value. Be sure the certificates are signed by you and one board member. It would also be good to make a general email to the membership so that everyone knows these are valid. Print ten \$10 gift certificates for and deliver to Radio.

7. MAILING LIST Steve & Sue Walker - Chairs

Karen Tuffy - Mailing List typist - Go to Walker Metalsmiths in November, December or January and alphabetize and type new names into the mailing list. Arrange times with the Walkers

8. WEBSITE

Nancy Petrillo- go through applications and see who has new or different presence on the internet. Collect that information and send it to John Lang at john@alleganyartisans.com. After the tour, and periodically, check all pages on the website and send corrections to John with updated date and any other pertinent changes. The photo and information that you submit for the brochure will go to John to be posted on our website. If your 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. If you are listed in multiple categories, such as fiber and metal, you should send appropriate photos to John for each of those pages.

9. HANDBOOK AND APPLICATION REVIEW COMMITTEE.

Sue Johnson - Read the handbook and application update it. Clean it up. Notify people when there is an update. Update it each year with dates, websites, committee members, board members and officer and other needed information

10. ADOPT A HIGHWAY CHAIR

Marsha VanVlack 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.

Assistants - Fred Beckhorn, Jack Brown

11. GOOGLE MAPS LIAISON

Ken Reichman ken@candlewiz.com 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.

12. STUDIO TOUR BROCHURE MAP LIAISON

Elaine Hardman Create map with location numerals to use in brochure - secure copyright permission for use of map from Kier Dirlam, Allegany County Planner. Get all latitude and longitude information to him and work with him to place numerals. Print out map and be sure numbers are easy to read. Get map to Register Graphics.

13. AlleganyArtisans@Gmail.com contact.

Elaine Hardman 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. For an involved and experienced member who know the answers and contacts needed.

THINGS THAT NEED TO BE DONE BY ALL MEMBERS, NO MATTER WHAT FEE WAS PAID:

1. Attend, if at all possible, June, September and October general meetings.
2. Put up posters
3. Distribute brochures
4. Collect names of people to build our mailing list - see handbook for details
5. Post occasionally on Facebook - or 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.
9. Optional but helpful to you - make some kind of sign to go on your big sign with your map number or your name.

Jobs preformed by Board Members

1. Brochure photo editor - collect clear, sharp and uncluttered photos of the artwork juried in. 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.

email photos to studiotour2015@gmail.com. Be sure to send only one image of your work and only one image of you at work. Feel free to send multiple images to Sue Beckhorn - see publicity above.

2. 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.