



THE LEHIGH VALLEY CHAPTER PENNSYLVANIA GUILD OF CRAFTSMEN

PRESIDENT – Chuck Arkens
VICE PRESIDENT – Paul Grecian

PRESIDENT'S MESSAGE – March

Our next Chapter event will be our Tea Party and Boutique on April 19. Information about it was in the last newsletter, and I'm sure there will be more in this issue. The Tea Party Committee has been working hard to make it a great success - again. Certainly give them your support. Many of our crafters are involved with various craft shows coming up. Some of our members may have yet to get involved with a show. Certainly put our Holiday Marketplace on November 15 and 16 on your calendar. A great way to get started with craft shows is to get involved in small local shows at churches or other civic groups. They often advertise with signs in your local area or in local newspapers. They tend to be inexpensive and are a great place to start showing your crafts. Paul has an interesting program for this month's meeting, so plan to be there.

PROGRAM- Paul Grecian

The March Program will be an evaluation of craft and presentation pictures by our group. Please bring in slides and/or prints that you use for submitting to shows and be prepared to talk about them a bit. There will be a projector and screen for the slides and we can all look at the prints around a table.

The goal here will be to share both what we've done and maybe what we would like to have done differently. For those that don't have much experience applying to shows, this will allow you to see an important part of the process.

2008 HOLIDAY MARKETPLACE – NOVEMBER 15 and 16 at the Swain School in Allentown

The application is included in this newsletter and online under "Shows and Events". We need your help – The committee is always looking for inexpensive ways to advertise the show. Do you know any web sites that will advertise our show – local Chambers of Commerce, town/city, craft show sites? We do have a listing on VisitPA.com that brought buying customers last year! How about local newsletters or newspapers that will list our show for free? We are a non-profit and mentioning that fact does help us obtain things at a lower cost or free, which is the best. Another good thing to mention is that the proceeds of the show benefit our High School Awards program. Please forward your information to Denise Wilz, Show Chair at info@wilzpottery.com or 215-260-1133.

PHOTOS, PHOTOS, PHOTOS

We are looking for photos of your work for advertising and publicity. You must be a juried member of our chapter to have your work considered for publication, and the show committee would love to have a large selection of photos to choose from this year. The postcards will be created in May so please get your photos to me, along with your paid application, as soon as possible. We are looking forward to another great show, with all the amenities we had last year - excellent food on-site and help with set-up and tear down, and more. If you have suggestions or questions please contact Denise Wilz, Show Chair at info@wilzpottery.com or 215-260-1133.

DO YOU HAVE A BUSINESS PLAN?

I recently attended a seminar through the Lehigh Valley Arts Council, with 2 speakers – an accountant and a lawyer. The accountant reiterated, for all of us, the need to have a business plan, especially if you want to obtain funding for your business. A few items that are included in a business plan are the Executive and Company summaries, the services you will provide, a financial plan and projected cash flow. These websites are available with more information: www.bplans.com, www.businessplans.org, www.score.org and www.sba.gov. There is enough information on these sites to allow you to create one for free. Denise Wilz

TEA PARTY AND BOUTIQUE – APRIL 19, 2008

If you have not signed up for the Boutique (the form was in the February Newsletter) it is not too late to do so. Call Debbie Kramer 610-756-6065 or e-mail her dpk1000@ptd.net to add your name to the list of members displaying their work at the boutique...10% commission is charged on all sales.

The Tea Party is moving along nicely...we have reservations being received daily but we still have room for more tables of 4 at both seatings, 11AM and 1:30PM. Our menu is taking shape with new teas, soups, sandwiches and ever popular desserts!

We are now working on favors for the ladies and men attending the tea. If you can help with washing and ironing tablecloths and napkins, being a server at the tea, hostess (2 needed) , or preparing food, please call 610-966-4951.

This is a fundraiser for our Chapter, please HELP us raise money for our Scholarship and High School Awards. We need you to make this event SUCCESSFUL! DON'T MAKE ME BEG!!

Tea Party Committee

MEMBER IN THE NEWS

Denise Wilz was selected by Pottery Making Illustrated to contribute an article about Pennsylvania Redware for the March/April issue. A picture of Denise decorating a slipware plate is featured on the cover.

NEWSLETTER BY EMAIL

As mentioned in previous newsletters, if you would be willing to have the newsletter only emailed to you please email dpk1000@ptd.net stating your name and email address.

MARK YOUR CALENDAR!

SEND NEWSLETTER INFO TO:

Deborah Powell Kramer, DPK1000@ptd.net, 8567 Kings Hwy Kempton, PA 19529

APRIL NEWSLETTER DEADLINE:

Friday, April 4, 2008

March Board Meeting

Tuesday, March 18, 2008
6:15 P.M. at Moravian Church, upstairs
Emmaus, PA

March Meeting

Tuesday, March 18, 2008
7:30 P.M. at Moravian Church, downstairs
Emmaus, PA