

# Creative Ohio

***A Newsletter for the members of the  
Ohio Arts and Crafts Guild.***

April 2003

Volume 3, Issue 3

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## ***Members Respond***

**EDITOR'S NOTE:** *We are starting a new column in this issue called "Members Respond." Each month a question will be asked relating to the arts/crafts business. You can respond via Email: CreativeOhio@aol.com or Snailmail to the office address printed on the last page of the newsletter. Responses without Name, Medium, City, and State will not be published. The deadline to submit your response is the 24th of the month.*

**THIS MONTH'S QUESTION WAS:** *Buy/Sell products at shows advertising "hand-made only" are becoming more common than ever before. Why do you think this is happening, and what do you think we can realistically do about this?*

**NEXT MONTH'S QUESTION:** *How do you go about choosing a show? What is most important in your decision? e.g.: cost, location, reputation, attendance, food choices, distance, etc.*

**John Croft, President, OACG  
Woodworker  
Cambridge, OH**

We have been debating amongst ourselves for some time now, the issue of buy/sell. It took considerable effort to clarify the complexity of this problem. Unfortunately, it appears that our plan of action has escalated from a simple patrolling a festival with clipboard in hand listing the buy/sell booths for the promoter - to one of utter frustration. It just ain't that simple folks!

Currently, we are back to where we started. Namely, what to do about the problem.

In the mean time, as the buy/sell advocates encounter more and more difficulty with promoters, they become more adept at playing the deception game. I heard of one exhibitor last year that had "staged" photos taken showing them at work to prove they were the makers of the product. This was set up in the factory that actually made the product, from which the exhibitor had bought it. Clearly our efforts are driving

them underground.

There is one promoter I read about that might be on to something - Bruce Willenzik, of the Armadillo Christmas Bazaar in Austin, Texas welcomes buy/sell products but they must be clearly marked as such.

I wonder if this may be more workable, instead of forcing deception. However, I would go one step further. I would suggest that while the promoter may accept buy/sell, it be located in an area separate from the true artisans that make their product. I understand that some shows do something like this already.

I also like the idea of booth sharing. Something that I believe is catching on. I would add the requirement that all artisans be present. One of the most popular attractions to arts/crafts shows is the opportunity to talk to the artisan that made the item. Allowing artisans to share booths would relieve some of the temptation to supplement inventory with buy/sell merchandise.

**Carol Doyle  
Acrylic Decorative Artist  
Macedonia, OH**

I think this is happening because the buy-sell items are everywhere and so cheap to buy. I personally can't make a lot of the things that are being sold for anywhere near those prices. As a decorative artist, I see what is out there and strive to paint something different from what you see in the stores. I try to educate the people that come into my booth about the wood I use (as my husband builds most of my wood pieces) and I demonstrate my painting so they can see that what they are buying is hand-painted. I also talk about the finish I put on my pieces, and how they will hold up to every day use. Unfortunately, I feel a lot of responsibility falls on the promoters of shows. During a show if they would have someone go into each booth and ask for a demonstration of how things are made, it would help us as artists. As an example: a booth has a lot of primitive bowls and wood pieces that are just painted a color and sanded off the edges. They also have candles, and have a demonstration of

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Continued from page 1

how they make candles. Ok, the candles are hand made, but I think everything else in the booth has been bought from a store. If the promoters had someone go into the booth and ask to see how the bowls are painted they would find out that the bowls, and all the other wood pieces in that booth, are not painted by the vendors at all, but bought that way. I understand that the wood pieces aren't hand carved, but at least the painting part should be done by the vendor. The same with jewelry making. I don't want to see a piece of jewelry half made laying on a piece of velvet. I want to see the person truly demonstrate making the piece of jewelry. The vendor can take a store bought piece of jewelry apart and lay it on a piece of velvet. Putting it back together again would be difficult if they didn't truly make the jewelry. Also, many artists are afraid to make waves with the promoters. They feel they won't be invited back into the show if they complain. If the promoters asked for our help in finding the buy-sell products, it would make things easier on everyone. It would also put everyone doing the show on notice that they are being looked at by not only the promoters, but other artists, to make sure their items are truly hand made. If they are, I am sure the true artist wouldn't mind someone questioning them about how something is made. We take pride in our work and want to show others how we achieve the end result.

**Nancy & Sam Juhasz**  
**Stained Glass**  
**Massillon, Ohio**

We think that it is just as much the fault of the show organizers as it is the crafters. If the show organizers would seriously jury applicant's arts and crafts, and not let anyone in that was suspected of having buy/sell, then this would bring a sudden halt to buy/sell. Also, on the day of the show, we think that the show people should inspect all of the booths for buy/sell items and ask anyone with buy/sell to either remove the items or to leave the show.

On the other hand, many crafters think it's perfectly all right to go to one of the wholesale stores (where you need a vendor's license to get in) and buy something to which they add a bow and then sell it as handmade. They think they can fool the public just because they bought their product at a place where you're required to have a vendor's license to enter.

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Austin Jones  
Prints by AJ  
Point Pleasant, WV

Education, Education, Education. Educate the Show promoters. Educate the exhibitors. Educate the public.

The whole question starts with the promoters. They must be committed to providing a market for handmade merchandise. Exhibitors must be willing to abandon shows which are not willing to commit to these ideals. The buying public must understand the difference, and be willing to reject mass produced merchandise

Exhibitors must either put up or shut up. If you complain - you must be willing to follow through. Exhibitors who attempt to straddle the fence by turning a handmade product into a family business with production schedules etc. must be recognized as such. Education of exhibitors as to Eric Slone and his vision of creating and enjoying the efforts rather than just mass production for the sake of a dollar.

The Guild can work with exhibitors and promoters to narrow the definition of "HANDMADE". I think it is a bit presumptions to assume that all promoters will interpret the word in the same way.

Rather than asking the membership "What do we do about BUY/SELL?", ask for a suggested definition of "HANDMADE".

Make issues at every opportunity to promote "HANDMADE". The buying public must be made aware of the distinction.

## OACG Financial Report 2002

I do not have a detailed financial report yet, however I can report that we have finished the year in the black.

**Income = \$45,035. Expenses = \$44,269.**  
**Difference = \$766.**

This was achieved even though we had an unusual one time expense of \$751. for materials to build the new guild booth at the Shaker Woods Festival.

John Croft  
Croft\_John@email.msn.com



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## Smart Card! what's that?

Just when we thought we had the merchant services program under control here comes another product on the horizon. Actually, it's already here - just not being used very much. A Smart Card is a plastic card (about the size of a credit card) with an embedded microchip that can be loaded with data.

An educational website recently stated that "Over a billion smart cards are already in use. Currently, Europe is the region where they are most used. Ovum, a research firm, predicts that 2.7 billion smart cards will be shipped annually by 2003. Another study forecasts a \$26.5 billion market for recharging smart cards by 2005. Compaq and Hewlett-Packard are reportedly working on keyboards that include smart card slots that can be read like bank credit cards. The hardware for making the cards and the devices that can read them is currently made principally by Bull, Gemplus, and Schlumberger.

So, just how do Smart Cards work? A smart card contains more information than a magnetic stripe card and it can be programmed for different applications. Smart cards can be designed to be inserted into a slot and read by a special reader or to be read at a distance, such as at a toll booth. You can use the card for telephone calling, electronic cash payments, etc., periodically recharging it for additional use. Soon, if not already, you may be able to use a smart card to dial a connection on a mobile telephone and be charged on a per-call basis, give hospitals or doctors personal data without filling out a form, buy gasoline at a gasoline station, as well as many more applications. Cards can be disposable (as at a trade-show) or reloadable (for most applications).

What does all this have to do with us? Well, notice the term "special reader" in the last paragraph. Sooner or later someone is going to walk into your booth with one of these cards and want to use it to make a purchase. I have read that most Smart Cards will have both the magnetic stripe and the microchip until industry standards catch up. Similar to the machines you can buy now that play VCR tapes as well as DVDs. All that will be phased out eventually, as will magnetic stripes on cards.

The guild is aware of this new technology and has presented concerns to First Data and Discover. Stay tuned for further updates.

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## A VERY BELATED CONGRATULATIONS!

to our members that had their ornaments chosen for the Governor's Residence official 2002 holiday tree contest. The purpose of the Treasures for the Tree project is to showcase the works of current Ohio artists and craftspeople. 75 ornaments were chosen from across the state. We were very proud to have so many guild members represented at this event.

Listed below are guild member winners by region, along with their ornament title, medium, and county.

### CENTRAL REGION

**Tom Thompson**  
"An Ohio Barn"  
Wood  
Licking County

**Sharon Tobasko**  
"Carousel Pony"  
Metal  
Knox County

### NORTHEAST REGION

**Katherine Abbott**  
"Northern Cardinal"  
Glass  
Cuyahoga County

**Beverly Boiwka**  
"Quilted Tree Egg"  
Egg art  
Loraine County

**Marcia Giordano**  
"Guardian Angel for Ohio"  
Brass  
Medina County

**Carol Mack**  
"#0 Maple Shaker"  
Wood  
Cuyahoga County

**Marjorie McGirr**  
"Untitled"  
Porcelain  
Holmes County

### Lisa Merrick

"Celebrating with Pressed Flowers"  
Pressed flowers  
Summit County

### SOUTHEAST REGION

**Michael Cappel**  
"Trumpeter of Peace"  
Metal  
Tuscarawas County

**John Croft**  
"Buckeye Ornament"  
Wood  
Washington County

**Jo Lance**  
"Pine Needle Angel"  
Fiber  
Monroe County

**Dale Moore**  
"Starflower"  
Glass  
Washington County

### NORTHWEST REGION

**Mary Ellen Graham**  
"Joyous Season"  
Glass  
Lucas County

**Carol Sotkiewicz**  
"Marblehead Light"  
Quilt  
Lucas County

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# CERF LOOKS BACK ON 2002

**I**n 2002, the Craft Emergency Relief Fund (CERF) provided over \$66,000 in emergency and disaster relief assistance to 29 professional craft artists from 18 states across the country. CERF awarded \$45,550 in no- and low-interest recovery loans, \$9,750 in grants, and \$10,747 in wholesale/retail booth fee waivers and donated equipment and materials. CERF is a national non-profit organization whose mission is to help craft artists sustain crafts making as a livelihood.

For the second year in a row, illness and injury topped the list of emergencies for those seeking CERF's assistance. Of those CERF helped in 2002, 90% had significant illness or injury-related emergencies. Roughly 70% of those artists were covered by health insurance, and only 7% by disability insurance. Most were seeking assistance from CERF to help pay the monthly living and business expenses they could not cover because of lost work during their recovery, but many needed help paying for medical expenses not covered by their insurance.

"Craft artists face a lot of complex challenges maintaining their livelihoods and small businesses," explains Associate Director Dorothy Bocian. "Most are not well prepared financially for emergencies, and few have adequate insurance provisions in place to protect them from losing everything. Many people are either underinsured or simply taking their chances with no insurance at all. Fortunately for these artists, CERF is a place to turn for support."

In 2002, CERF expanded its offerings with help from a grant from the National Endowment for the Arts (NEA). We now also provide craft artists with information about emergency prevention, insurance, and best business practices through our newsletter and web site, online forums, and partnerships with other organizations. CERF's goal is to help craft artists become better-informed business people, and therefore better equipped to weather catastrophe.

"CERF's mission is to help craft artists sustain crafts making as a livelihood," says Bocian. "Giving these artists all the information they need to make the wisest business decisions is the most effective way for us to achieve that mission."

CERF is the only organization in the United States whose sole focus is helping craft artists continue working as artists. If you are interested in supporting CERF and its programs, or if you or someone you know needs assistance, call CERF at 802-229-2306, e-mail CERF at [info@craftemergency.org](mailto:info@craftemergency.org), or download our guidelines and application form from our website at [www.craftemergency.org](http://www.craftemergency.org).

Craft Emergency Relief Fund  
PO Box 838  
Montpelier, VT 05601-0838  
802/229-2306

## JOIN OACG-L

A private Internet discussion group for members of the Ohio Arts & Crafts Guild. Ask questions, compare notes, share sources, show information, etc., all with the convenience and speed of email:  
It's FREE and easy to join.

Send your name, email address and membership number to [tinsnip@cg-tinsmith.com](mailto:tinsnip@cg-tinsmith.com) and tell us you would like to join the OACG-L

## The Artist's Magazine

\$7 off subscription  
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Code T7AG6



## OACG MEMBERS ONLY Merchant Services Program

A valid, active membership is required to secure the following rates. Call 800.347.7996. YOU MUST identify yourself as an OACG member and mention Franchise Code 1294. YOU MUST choose one of the following options.

**OPTION I:** Electronically Swiped Visa & MasterCard - 1.99%  
**OPTION II:** Hand keyed Visa & MasterCard - 2.59%

**IF YOU CHOOSE OPTION I** - and then choose to hand-key a sale you will be charged "non-qual" fees. So, be careful which option you choose.

**VISA NON-QUAL FEES** = .41% + (non-qual processing fee .50%)  
or a total of 2.80%  
**MASTERCARD NON-QUAL FEES** = .50% + (not-qual processing  
fee .50%) or a total of 2.99%

You must batch-out within 24 hours of an authorization or there is an additional non-qual fee of 1.10% for Visa and 1.25% for MasterCard.

**ON-LINE STATEMENT** - No Charge!  
**PAPER STATEMENT** - No Charge!

You must choose one or the other. If you want both (paper statement & MyMerchantView.net) the fee is \$4.75.

**VOICE AUTHORIZATION FEE** - FREE!

**ALL DISCOVER/NOVUS CARDS, ELECTRONICALLY SWIPED OR  
HAND-KEYED** - 2.20% + \$.08 per transaction.

**NO MONTHLY FEES  
NO MONTHLY MINIMUM  
NO PENALTY FOR LOW VOLUME**

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**TRANSACTION FEE** - \$.40 (all cards) **NO MONTHLY MINIMUM.**  
**ONE TIME SET-UP FEE** - \$20. **MONTHLY SERVICE FEE** - \$ 7.50  
**IMPRINTER** - \$ 15. **CHARGEBACK FEE:** \$15.  
**VOICE AUTHORIZATION:** No Charge

**YOURPAY.COM** - Virtual Point of Sale  
**ALL FEES ARE THE SAME AS ETC4 EXCEPT FOR  
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### **CUSTOMER SERVICE:**

Email: BOSS@FirstData.com, Ida Martin: 800.622.2626, Ext. 84432  
**DISCOVER CARD** - 800.347.2000  
**MASTERCARD/VISA** - 877.641.0371

## *~ In Memorium ~*

**It is with heartfelt sorrow we  
report the passing of fellow guild**

**member Dave Goulart  
of Adrian, MI.**

**Dave, and his wife Jan, both  
served on the board for a time.**

**Jan is still an active guild member  
and festival artist.**

*Toot Your Own Horn*

### **SPIRIT WILLIAMS, SCULPTOR ROCKBRIDGE, OH**

Country Living Magazine published a nice article about Spirit Williams' classes and gallery in their February 2003 issue. Please visit Spirit's web site: [www.sculpturebyspirit.com](http://www.sculpturebyspirit.com)

### **BEVERLY BOIWKA COUNTRY LANE CRAFTS AMHERST, OH**

Her Ohio Bicentennial Egg design was selected to represent Ohio at the White House Easter Egg Exhibit opening Apr. 14 & running for 3 weeks. This contest is sponsored nationally by the Amer. Egg Board & statewide by the Ohio Poultry Assoc. She also presented Ohio Governor and Mrs. Taft with a duplicate egg at the Ohio "Treasures for the Tree" contest in December. Two of her goose eggs won for two years in a row (2001 & 2002) for the Ohio "Treasures for the Tree" contest.

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# Classified

*CLASSIFIED AD RATES: Deadline is the 24th of the month. PLEASE NOTE we are on a 2 MONTH LAG. For example - ads submitted on June 24th will be printed in the August newsletter. 1x rate - \$7.50 for 25 words or less plus .40 per word over 25. 6x rate - \$5.00 plus .30. Copy must be typed or printed. OACG members are entitled to one free classified ad per year (MAXIMUM OF 25 WORDS). Email free ads to Creativeohio@aol.com Over 25 words subject out above rate. Name and address count as four (4) words, telephone as two (2) words. PAYMENT MUST ACCOMPANY ALL CLASSIFIED AD ORDERS. Mail copy and payment to classified ads, Creative Ohio, P O Box 3080, Lexington, OH 44904 or fax to 419-884-9641 and charge to your Visa/Mastercard.*

**APRIL 11- 13. AMISH COUNTRY CRAFTS SHOW,** New Towne Mall, New Philadelphia, OH. Deadline: April 4. Lots of space. Crafts, Food, Furniture & large pieces welcome. Fee: \$255. for 12' X 16', \$475. for 12' x 32'.

**APRIL 25 - 26. AMISH COUNTRY CRAFTS SHOW,** Richland Mall, Mansfield, OH. Deadline: April 19. Crafts, Food, Furniture, Home Decor. Fee: \$245. small, \$475. large. For details on the above shows call Sandi: 888.622.9735 or 740.622.4184. Email: sandi@gurulink.com Visa & MasterCard welcome.

**JUNE 20 - 22 and AUGUST 22 - 24. EASTON ART AFFAIR.** Columbus, Ohio. Huff's Promotions will present two Fine Art and Craft shows in the very popular Easton Town Center. This is the fourth year for this highly successful event. Fee: \$250. - includes electric. Over 125 booths will be available in the streets and around the outdoor Town Square of the Easton Town Center. The Easton Town Center features an upscale mix of more than 190 retail, entertainment and dining establishments. Huff's Promotions: 330/493-4130; Huffspromo@aol.com

**JULY 26.** Seeking quality crafters for 10th Annual Lazy Daze of Summer Festival, suburban Columbus, OH. Deadline: 4/30/03 Details: [www.ghpl.org/events/lazy\\_daze.htm](http://www.ghpl.org/events/lazy_daze.htm) or [jdcusack@ghpl.org](mailto:jdcusack@ghpl.org) or 614/486-2954, Ext. 132.

**AVAILABLE:** Spring 2003 issue of The Crafters Forum, an Ohio/Michigan Arts & Crafts showbook directory. A bonus section of shows in other states is also included. Shows from March, 2003 thru March, 2004. Send \$25. to: THE CRAFTERS FORUM, 1411 E. Main Cross St., Findlay, OH 45840. Questions - call 419.423.3299, E-mail: [wc1eb2@aol.com](mailto:wc1eb2@aol.com)

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**CRAFTERS:** Send me your patterns and I'll do your cutting. Thin wood a specialty. Jack Van Horn, 740/849-0224, [krofthse@ohiohills.com](mailto:krofthse@ohiohills.com)

**STUDIO CLOSE-OUT SALE.** Designer sectional metal frames with assembly and hanging hardware. Sizes will accommodate multiple mats, relief works or canvas. Some glass included. Also have large selection of 32x40 Crescent Mat Board. All 15% under wholesale price. Esther Grimm, 937/429-1797, Dayton, OH.

## DO WE HAVE YOUR EMAIL ADDRESS??

Please send your email address, along with your name and membership number to [CreativeOhio@aol.com](mailto:CreativeOhio@aol.com)



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## ONLINE SHOW REVIEWS

1. Go to <http://www.cgtinsmithe.com/oacg/index.html>
2. Click on "Creative Ohio"
3. Click on Show Reviews
4. User Name=oacguser, Password=readoacg

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# WELCOME! To Our New Members

**Sondra Bentley**  
Silver Lake, OH 44224  
330-688-2359  
Lamps-wood & ceramic

**Stacy Calhoun**  
Columbus, OH 43232  
614-866-3517

**Aleta Frey**  
West Jefferson, OH 43162  
614-879-7078  
Jewelry using beads &  
metal components  
DBA: Irish Moon

**Jeanne Gerrero**  
Scott Twp, PA 15106  
412-379-3839  
Embellished Handbags

**Carol Gilbert**  
Norwalk, OH 44857  
419-668-0786  
Painting-watercolor, oil,  
bird prints, etc  
DBA: Carol Gilbert

**Nancy Grubisa**  
Brooklyn, OH 44144  
216-741-1370  
Decorative tole painting,  
florals, sewing crafts

**Julie Hollinger**  
Willard, OH 44890  
419-935-0419  
Stained Glass  
DBA: Hollinger Stained  
Glass

**Joy Jannotti**  
Bay Village, OH 44140  
440-871-0723  
Knitting  
DBA: Fine Purls

**Judy Keana**  
Rocky River, OH 44116  
440-356-3303  
DBA: The Glass Studio

**Sandra Kugeniaks**  
Sheffield Vlg, OH 44054  
216-566-3355

Pins from antique silver-  
ware

**Jill McGee**  
Johnstown, OH 43031  
740-967-1418  
Primitive, wood products  
DBA: Jillians Country  
Home

**Tammy Morman**  
Columbus Grove, OH  
45830  
419-659-2440  
Stained Glass  
DBA: A Touch of Class

**Pamela L Pastoric**  
Willoughby, OH 44094  
440-943-1447  
Jewelry-gold & silver  
DBA: Designer Goldsmith

**Elaine Pendergrast**  
Antwerp, OH 45813  
419-258-5000

**Larry Powers**  
Painesville, OH 44077  
440-350-0696

**Tacy Raymaley**  
Upper Sandusky, OH  
43351  
419-294-1321  
Seashell & nautical art  
DBA: Treasures by Tacy

**Iris E Riley**  
Norwalk, OH 44857  
419-668-8100  
Hardshell gourds-paint,  
dye, carve & light, wood-  
burn,  
1.5" to 2' sizes.

**Jean Saigh**  
Sheffield Lake, OH 44054  
440-949-2738

**Marietta Sherman**  
Jewett, OH 43986  
740-946-3333

Painted slates, wood cabi-  
nets, Amish handcrafts,  
ceramics, rugs,  
clay critters, etc

**Cynthia Trafis**  
Seven Hills, OH 44131-  
5830  
216-447-1213  
Soaps

**Kate Uhlir**  
University Hts, OH 44118  
216-932-6714  
Fine Art-landscapes, florals,  
still life-oil, pencil, water-  
color,  
other

**Michael Vincent**  
Feeding Hills, MA 01030  
703-327-4797  
Coin Jewelry

**Saman &  
Noppanit Vongasa**  
Columbus, OH 43232  
614-861-3075

**Arthur Wallace**  
Akron, OH 44310  
330-252-0032

**Roger Wermers**  
Estelline, SD 57234  
605-873-2593  
Stone Sculpture  
DBA: Wermers Stone  
Sculpture

**Gloria Yoder**  
Sugar creek, OH 44681  
330-897-5058  
Stone engraving, hypertufa  
containers

**David Zeager**  
Copley, OH 44321  
330-665-9029  
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tography  
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# Creative Ohio

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www.tinsmith.com/oacg/index.html  
Web Mistress - Marcia Giordano  
Linda Rebman, Office Manager  
75214.1242@compuserve.com  
Guild Office Hours: M-W-F 9:00 AM - 3:00 PM  
419-884-9622 FAX: 419-884-9641

## EXECUTIVE COMMITTEE

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Treasurer, to be appointed

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*The opinions presented in articles in  
**Creative Ohio** newsletter are those opinions of the  
writers, and do not necessarily reflect the  
opinion/policies of The Ohio Arts & Crafts Guild.*

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