



Creative Ohio

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

Volume 9 - Number 1

January 2008

President's Corner –Vicki Boatright



President's Message January 2007

It is hard to believe that a year has passed since I became the President of this great organization amid great turmoil and loss. I recall sending out some very sobering messages to the membership this time last year—messages informing you of personal tragedies that had affected key people in the organization, and messages about financial struggles facing the organization.

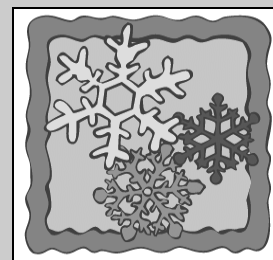
We have faced a very tough year recovering from the personal and financial losses. But we are gaining strength through the recovery process, and we have renewed energy to face new and old challenges. So what all has happened in the past year?

- We moved the Guild office from Lexington, OH to Canton, OH to take advantage of the explosion of arts interest in Stark County and to be closer to the most active board members.
- We became an all-volunteer organization with the Executive Committee of the board handling all the OACG business operations (credit goes to Treasurer and All-Around-Good-Guy Dave Crookston for keeping the Guild alive!).
- We published 3 editions of the Creative Ohio newsletter, which had previously been on hiatus for a year due to financial constraints.
- We continued to offer Guild benefits most desired by members (merchant card program, liability insurance, newsletter, distribution of statewide show directory, etc.).
- A hardy crew of volunteers sold shopping bags, collected donated items from vendors, and assisted with auctions for 7 weekends (in August, September and October) to raise money for the Guild at the Shaker Woods Festival, Yankee Peddler, and Christmas in the Woods.
- We hosted an event during the Stark Arts Festival in April, "The Downtown Arts Thang!", collaborating

with other arts venues in downtown Canton for an arts walking tour.

- We hosted "The Guild Rocks!—Live Music by Jason Farnum" for Downtown Canton's inaugural "First Friday" celebration.
- We participated in every "First Friday" event since the initial celebration, and have assisted in the planning process for the monthly event.
- We developed valuable partnerships with regional organizations, including: Arts in Stark, the County Arts Council; the Downtown Canton Special Improvement District; the Greater Stark Community Arts Network (Second April Art Galerie); and Illuminarts (formerly Stark Arts Coming Together).
- We gained new memberships, adding new people into the organization.
- We regained financial stability through new memberships, fundraisers, and reduced costs (primarily through reduction in payroll).
- We distributed surveys to the membership and held a strategic planning session, assisting us in refining our focus and developing a new mission/vision statement.

Indeed, a lot has happened in the past year! It would be easy to look at that list and say that all is well, but we still face significant challenges. The lack (Continued on p. 2)



Happy New Year!

(President's Message Continued from page 1) of paid staff has led to difficulties responding to phone calls and other important items, leaving some members without email very frustrated.

We apologize for the lack of response to phone calls, and we do have some plans for increasing our ability to communicate more effectively. Business operations being conducted by volunteers creates heavy burdens for a few persons, thus we hope to reconsider paid staff again in the near future. Many other ideas were presented for further Guild development in the Board's strategic planning session, which will be discussed in another article in this issue.

One thing that will be happening soon is that we are moving again! This time, we are moving just around the corner, to a space in the very popular Studio Five building, which will give us even better visibility in the Downtown Canton arts community. Another article in this issue give more info on this development as well.

Indeed, 2007 was a very challenging year for the Guild, but it was also a very productive one. We look forward to 2008 being an exciting year in which we grow into new dimensions and become a more active organization. Keep your eyes open—there's a lot to come!

Best of wishes to all Guild members in the New Year. Enjoy your adventures in the world of arts and crafts!



Lets open up a dialogue!

We encourage you to join the **OACG-L** and respond to the dialogue opened by Vicki in the President's Corner. Please keep comments respectful of various perspectives and relevant to the entire membership. The **OACG-L** is an important networking opportunity available to all OACG members. Through the **OACG-L**, you can network with other artists and crafts people, gaining new creative insights, business strategies and opportunities, supplies and show information, etc. The **OACG-L** is also a good tool to get information about organizations looking for artists for different events and commissioned work. Members can join this email discussion group by sending an email to: info@ohioartsandcraftsguild.org.

We're moving again!

When we moved to Canton last year, our first location choice was Studio Five, a newly renovated building in downtown Canton that was being developed for artist studios and galleries. Alas, we just missed signing a lease on the last space by minutes, as another group got there before we did! We ended up taking a space just around the corner as a consolation, renting from the same landlord that owns Studio Five.

Although the space that we have occupied for the past year has served us well, it is off the beaten path, so to speak, and it has had some maintenance problems. When one of the Studio Five spaces opened up, our landlord offered it to us, and we have taken him up on the opportunity. We hope to be in the new space by the beginning of February. Our phone number should remain the same. We will continue to use our P.O. Box as our mailing address, however, our new street address will be:

336 4th St. NW
Canton, OH 44702

We are tentatively planning a Grand Opening celebration during the March First Friday on March 7, 2008. More to come about this as the planning develops!

It's Time to Renew!

Beginning in February 2007, the Guild's membership renewal process changed. In the past, memberships were renewed according to the month that the member initially joined, resulting in renewals each month. Most similar organizations, however, renew all memberships at the same time each year, eliminating cash flow problems and the myriad complexities that come with attempting to get people to renew each month. We have decided to change our renewal process to this more common practice.

This means that from this point forward, **ALL MEMBERSHIPS WILL BE DUE FOR RENEWAL IN FEBRUARY EACH YEAR**, regardless of when a member joined or last renewed. Current members are due for renewal in February 2008. You should have received a renewal card in the mail. **New show books and other membership information will be sent to you as soon as we receive your renewal.** Thank you for your promptness with the renewal process!



Won an award lately?

We want to celebrate your success! Send quality photos and story to the OACG office at: PO Box 35836, Canton, Ohio 44735, or Email jpegs and story to: info@ohioartsandcraftsguild.org.



Calling All Artists!

Are you an emerging artist/crafts person seeking opportunities to exhibit and sell your work?

First Fridays Canton, sponsored by **Arts in Stark**, the County Arts Council, and the **Canton Special Improvement District**, is seeking artists and crafts persons to participate in this exciting monthly event. First Fridays Canton is a growing arts event that attracts a variety of visitors to the downtown arts community in Canton, OH. Participating artists are expected to either display work or demonstrate their talents during the hours of 6:00—10:00 PM on the First Friday of each month. Prime downtown locations for exhibition include: Court Ave. between 6th St. NW and 2nd St. NW; 4th St NW between Court Ave. and McKinley Ave.

At this time, there are no entrance fees and no juried acceptance, however, the committee reserves the right to determine the appropriateness of work for a public event. Work must be hand crafted by the artist. Tents and display set-up are the responsibility of the artist. Spaces awarded on a first-come first-served basis. Interested persons should contact Sarah Shumaker at: (330) 453-1075, x207, or at: sarah@artsinstark.com.

Is there something going on in your Ohio community?

If there is something big going on in your community that involves the arts, please let us know about it. The Creative Ohio newsletter is one way that we can shine a beacon on the great arts activities that are going on across the state. The Guild office is located in Stark County, and we are becoming involved in that community's activities, however, our mission is to promote arts involvement across the state. If you would like your community's events highlighted, send the information to: info@ohioartsandcraftsguild.org. Also, let us know if you would like to initiate some events in your community as a part of the Guild.

Creative Ohio Online

In the July newsletter, we announced a plan to distribute the Creative Ohio newsletter via e-mail and through a password protected Web page. We have received feedback from many members who do not use email regularly that an exclusively online newsletter is not welcomed. We do plan to continue researching this idea, and likely will have an optional program for either print or online versions in the future. Until a clear decision is made, we will continue to distribute print copies to all members. The website will also feature a password protected version available to all members. To receive the password, join the OACG-L by sending an email to: info@ohioartsandcraftsguild.org

Welcome! New OACG members

Sunny Fronimo, North Canton, OH
Margaret Mace, Chester Springs, PA
Leslie Heath, Mechanicstown, OH
Sandra Bodnar, Lorain, OH
Kerry G. Kuehn, Amherst, OH
Lori Sudler, Powell, OH
Dawn E. Hoff, Akron, OH
Joy Ingram, Newbury, OH



**OACG Featured Artist
January 2008
Diane Bruckner**

Multi-faceted, multi-talented creative dynamo pretty much describes Diane Bruckner.

The Webmaster for the Guild and former longtime newsletter editor draws and paints wildlife so accurately that it looks as though it were about to fly or walk off the canvas or page.

Diane's realistic and representational oil paintings, pastels, graphite/charcoal drawings and limited edition reproductions of America's wildlife are crafted with a love for the subjects and with the motivation of helping viewers share that love and appreciation for their neighbors on the Earth.

"When people walk into my booth and look at my artwork and read the short descriptions/information I have next to every species – I am very pleased," Diane said.

"Whether they buy something or not they leave my booth usually having learned something about the wildlife on our planet."

Diane, who divides her time between Santa Clarita, CA, in the winter and Cleveland, OH, in the summer, stopped in Canton earlier this year to join the OACG Board for a meeting.

She sells her paintings and drawings at art festivals, private home shows and galleries in California, Florida and Ohio at prices ranging from \$200 to \$6,000.

She's at the top of her art when she experiences that "ah-ha" moment upon getting it right when painting the eye of an eagle, bill of a goose or wings of a condor.



California Condor—Pastel drawing

was put here for the sole purpose of human consumption or entertainment, and yet that's how it appears to me most of the time. Because of those feelings, educating the public has become a vital component of my art."



Diane displays all of her artwork with the most current information available on the species from the Division of Wildlife. She's aware that species threatened with extinction are so threatened by the actions of human beings and she's trying to make a difference on behalf of her subjects.

Art school, art classes and art awards are all part of Diane's resume, but she paints and draws because "I truly just want you to enjoy looking at my artwork as much as I enjoy painting it. I want you to see the beauty in the wildlife that surrounds us, even if they are not what we humans define as beautiful.



Female Wood Duck—Pastel drawing

"I want you to somehow feel the connection that I do. If I can succeed at doing that with my paintings and drawings, I will be happy.

Diane recently ventured into a new area, the world of miniature paintings, and is in the process of completing her first authentic miniature. "Not only do I get to paint the details I love to do, but the challenge to paint them teeny and correctly has been most gratifying," she said.

An OACG member since 1987, Diane believes "The visual arts play an important role in the history of our planet, however, it always seems that they are put at the bottom of the list when it comes to city or governmental financial funding agendas.



Golden Eagle—Pencil/Charcoal

"In my opinion, anything that brings the visual arts to the forefront is valuable and important. Anything that encourages, guides and helps artists to pursue their creative spirit is also important.

"The Guild has done all that for me, and for many that I know. It's an extremely valuable tool that should always be kept alive and going."

By Dave Crookston

You can reach Diane via e-mail at: dianebruckner@aol.com. Her Web site is: www.dianebruckner.com, Phone: 661-803-2350.

If you would like to be a Featured Artist, please e-mail Dave Crookston at djc744@sssnet.com or call him at 330-833-7045. Featured Artists are also spotlighted on the OACG Web site at <http://www.ohioartsandcraftsguild.org/>.

Strategic planning by the OACG Board of Trustees



The Board of Trustees met on October 2, 2007 to develop a Strategic Plan for the future of the Guild. During the daylong planning session, board members revised the Guild's mission statement; developed a new vision statement; examined strengths and challenges facing the Guild; developed long range plans; and refined short-term goals and objectives. The revised mission statement was formulated by revisiting the original one written back in 1963 when the Guild was first incorporated. Feedback from surveys submitted by members contributed to the strategic planning process and influenced the purposes outlined in the Mission Statement.

OACG mission and Vision

Mission: To preserve, promote and develop fine arts, performing arts, and crafts in the state of Ohio.

Vision: To be an educational and business resource for artists and crafts persons, and to advocate for fine arts and crafts.

The Board discussed a number of long-range possibilities for the Guild, recognizing that we are not currently in position to realize many of these possibilities, however, would like to begin laying groundwork for the future. Some of these possibilities include:

- Conventions and seminars
- Moving to a more accommodating location.
- Recruiting 2,000 plus members
- Paid staff
- Consignment gallery
- Guild only arts and crafts shows
- Juried Exhibitions
- Sophisticated publications
- Partnerships with existing organizations and shows
- Guild awards at existing shows
- Prestigious scholarships
- Active leadership that actively advocates across the state
- Develop educational program for Guild members to offer classes and workshops
- Active internet dialogues
- Increased volunteer base
- Mailing list of friends and patrons separate from membership list
- Increase donations and seek out grants

The Board also discussed the challenges that we face in realizing goals and objectives:

- Limited number of volunteers
- Limited financial resources
- Decreased membership
- Lack of staff
- Lack of focus
- Lack of specific professional skills
- Lack of visibility
- Lack of consistent office procedures
- Our diversity is a strength and a weakness
- Everyone is trying to survive with limited resources

From these discussions, we decided upon priorities, which helped us determine some short-term objectives:

- Hold meetings intended to involve local members and potential members in the development of the organization.
- Recruit new board members and volunteers with specific professional skills.
- Consider hiring a paid staff person for office duties.
- Consider partnership with another business or organization for shared staffing needs.
- Move to a location that is more visible and accommodating to our needs.
- Develop a gallery for consignment sales of members' creative works.
- Develop more ways to generate revenue, including grants, fundraising, and increasing membership.
- Revive scholarship program.
- Revive show reviews.
- Send out press releases to local and regional newspapers regarding Guild events.

We have already begun to address some of these short-term objectives. We soon will be moving to a new location (a block and a half from the current location), which is in the hub of arts activity in Downtown Canton. We are in the process of redeveloping the scholarship program, and should have information about that in the next newsletter. We have recruited 3 individuals to assist with professional activities, who have been a tremendous asset to the organization (David Kuntzman—insurance, business expertise, and considerable experience with local non-profit boards; Janie Pavlick—marketing; and Robert Fay, C.P.A., accounting).

Once we move into the new space, we are planning to develop a small consignment gallery, and we plan to hold regular "Dialogues", or meetings to encourage local and regional discussion about various issues relevant to Guild members.

It's a start! We look forward to pursuing the other objectives throughout the coming year. Please let us know if you have ideas and thoughts about our plans, or if you would like to volunteer!

WANTED!

ARTS and CRAFTS For Display at the Guild

The Guild has an exhibition space to display the works of Guild members, especially for community events when the offices are open to the public. Current plans are for the Guild to be open to the public for the First Fridays celebrations each month, and other planned events. If you are interested in exhibiting your work at the Guild, please send an email regarding your interest to: info@ohioartsandcraftsguild.org. Please keep in mind that work will be selected according to specific themes for specific events. **You will be expected to attend events at which your work is highlighted.** Consignment sales will be handled on a percentage basis per a prearranged contract.

Consider a gift to the Guild

The OACG is a 501(c)3 organization that promotes the arts throughout Ohio and surrounding states by offering tangible support to artists and crafts people. We are funded through membership dues, grants and donations. In order to keep dues affordable, we rely on the gift-giving support of businesses, individuals and other organizations. Please consider a tax-deductible donation to your Guild as a way to promote the arts in your community and state. Simply send a check with "Donation" listed on the memo line to:

**Ohio Arts and Crafts Guild
PO Box 35836
Canton, OH 44735**

You will receive acknowledgement of your generous gift. Thank you for your consideration!

Classified Ads

Art Affair at The Greene, Dayton, Ohio (June 14 & 15, 2008) and the **Easton Art Affair, Columbus, Ohio** (June 27 – 29, 2008) – call 330-493-9207 for applications!

WANTED: VENDOR COORDINATOR First year Festival in need of a vendor coordinator for Old West Festival. Interested parties please contact: Drew@Oldwestfestival.com.

Are you Zapped yet? Many shows are requiring, or will require in the future, online submission of applications and images through Zapplication. To view shows that presently require this format, go to Zapplication.org. To make this process easier, I will prepare your information and images for this site and set you up. Jason Pavlik, Graphic Designer 440-670-5392 jasonpavlik@yahoo.com.

CLASSIFIED AD RATES: Deadline is the 24th of the month. PLEASE NOTE we are on a 3-MONTH LAG. 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. OACG members are entitled to one free classified ad per year (MAXIMUM OF 25 WORDS). Over 25 words subject to above rates. Email free classified ads to: info@ohioartsandcraftsguild.org. Name and address count as four (4) words, telephone as two (2) words. PAYMENT MUST ACCOMPANY ALL PAID CLASSIFIED AD ORDERS. Mail copy and payment to classified ads, Creative Ohio, Ohio Arts and Crafts Guild, PO Box 35836, Canton, OH 44735



“A painting is never finished—it simply stops in interesting places.”

—Paul Gardner



Ohio Arts & Crafts Guild

Established in 1963, the **Ohio Arts & Crafts Guild** is a non-profit organization that represents practicing artists and crafts people at all levels of achievement. Members include: professionals, amateurs, students, and arts enthusiasts. Our membership represents people of all ages and walks of life who appreciate and support the arts and crafts. In addition, the Guild promotes the future of arts and crafts by awarding annual scholarships to Ohio high school and college art students.

Ohio Arts and Crafts Guild
PO Box 35836
Canton, OH 44735

330-456-0477

www.ohioartsandcraftsguild.org

info@ohioartsandcraftsguild.org

OACG Member Benefits

Artist/Patron Connections

Members are provided opportunities to be linked with organizations seeking artists for commissioned work and opportunities.

Members Only Merchant Card Program

Save on merchant card charges! Membership is required to participate. (Ohio residency not required.)

Directory of Ohio arts and craft shows

Over 400 Ohio shows listed annually

Annual Membership Directory

Available upon request

OACG Merchant Card Program with First Data

Terminal

Statement fee – waived
Terminal swiped rate – 2.11%
Terminal keyed rate – 2.7%

YourPay (Internet/wireless)

YourPay discount rate – 2.69%
YourPay transaction fee – \$0.10 all cards
YourPay monthly service fee – \$19.95
YourPay 1x set-up fee – \$44.95
YourPay C/B – \$15.00
Statement fee – \$15.00

ETC4 (knucklebuster/phone in)

ETC4 discount rate – 2.71%
ETC4 transaction fee – \$0.40 all cards
ETC4 1x set-up fee – \$20.00
ETC4 monthly service fee – \$7.50
ETC4 C/B – \$15.00
Imprinter fee – \$15.00

1-year contract with \$250 penalty if withdraw before 1 year, none thereafter.

Eclipse, 3750, or Hypercom T7P terminals recommended, possibly available on eBay.

There is no service fee if you own your own terminal. C/B means charge back and indicates that your account will be charged if a cardholder says his/her card was not used and the charge is inaccurate.

For more Information, contact:
Octavia Justice, account executive
First Data Commercial Services
877-457-2615, ext. 6147

Membership Certificate

Members receive a 5 X 7" membership certificate that may be framed in a manner appropriate to their booth style and displayed at shows.

Product labels

3/8 X 1 3/4" labels available to members to show that their products are "Handmade by an OACG Member".

Read Show Reviews Online

Networking opportunities

Network with fellow artists/craftspeople, promoters, and shop owners via the Guild's online forum.

Insurance Protection

Low-cost business and liability protection available in Ohio, Pennsylvania, Indiana & Michigan.