

Creative Ohio



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

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JUNE 2005

President's Corner

Members on our online list have been discussing the art festival's jury process - specifically jurying by slides, as most shows do. Some questions asked were, "What are they looking for?", "Is there a right and wrong way to prepare your presentation?", "Why won't some shows accept photos instead of slides?" I thought I would share some of my insight about this process.

While my first hand experience is based on only one show, (I was the director of a medium size show here in Cambridge, OH for thirteen years) I do feel the jurying process was typical of many shows.

I'll begin by telling you that you must recognize that the jury process is not fair. By not being fair, I mean to the exhibitor. It is designed to accomplish the goals of the show promoter. It is highly subjective, and deeply biased. Once you accept this, it is easier to understand a lot of the inconsistencies we (as applicants) observe.

Let me begin by explaining the process as it was when I inherited it.

We required three slides: two of the product, and one of the booth. We hired three professional jurors. The three slides were shown simultaneously onto three screens. The jurors rated the artist 1 - 5, with 5 being the best. The scores were totaled and recorded.

My first surprise came in my very first year as director. At this point I thought we would now go through the categories, and just select the top scorers until we had the num-

ber we wanted in that category - Wrong.

We again went through each exhibitor, and made our selections individually, while referring to the jurors score only if we were undecided.

The Standards Committee explained to me that that this was the only way we could be assured of "top" quality.

I quickly concluded that we were only using the jurors as a guide, so we could say that our show was professionally juried. A very expensive process that still had all the bias and subjectivity I thought we were avoiding by bringing in outside jurors.

I was surprised to see how much the jurors varied in their opinion. I was surprised to find how much the Standards Committee differed with the jurors.

Several times, over the course of the years, I was very embarrassed when we would reject a previous years award winner. A good example of how subjective this whole process is - when someone that was at the top of the heap one year, was thrown in the trash the next.

As I became more knowledgeable about the process, and gained experience as the director, I unilaterally changed the process.

I'll explain the changes, and why, in next month's newsletter.

*John
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Croft_John@email.msn.com*

Welcome! New Board Member!



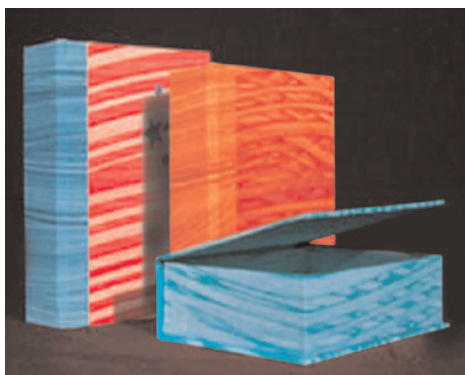
Russell Jurecki
Bookbinder, Printmaker
Painted Tail Studios
Lancaster, OH
russ@paintedtailstudios.com

I am delighted that I have been elected as a Board Member, and would like to take this opportunity to introduce myself to those of you who don't know me.

I have been a member of the Guild since 2000 when I began volunteering for the Guild's booth at Yankee Peddler. In 2003 I no longer remained a booth volunteer, because I began showing at Yankee Peddler myself.



I am a bookbinder and printmaker, and have been showing in galleries since 1996. In 2002, I received my Masters of Fine Arts in Book Arts/ Printmaking from The University of the Arts in Philadelphia, PA.



Previously, I attained my BFA in Studio Art with concentrations in Painting and Printmaking.

Since finishing school, I have been the proprietor of

Painted Tail Studios. I have, over the last few years, shown in quite a number of Art and Craft shows in Ohio, Indiana, Kentucky, and New Jersey. In 2003, I was also awarded the New Crafter award at Yankee Peddler.

Unfortunately, due to the nature of my craft

(materials, and labor) I have been unable to sustain this path in Arts and Craft shows. I am currently re-inventing myself as an artist and craftsman, and have not shown in a number of months.

Part of this self makeover as an artist is that I am currently putting together a new studio. Over the past few years, while focusing on the craft of what I do, I lost connection with the creative side of art. As my studio nears completion, I have been re-inventing what my art is, I am now focusing more on creativity than just production. Part of this is also causing me to find new ways of re-establishing myself within the art and craft world.



Though I have not been showing as of most recently, I have a deep desire to keep connected with the world of Arts and Crafts. I also have a



strong connection to the field of education. That is why I have chosen to volunteer to this Board. An opportunity to serve on the Board of Directors is, in this time of self evaluation, an opportunity to reach outward and be able to serve others in the Art and Crafts community. Thank you very much, and I hope to meet quite a number of you over the coming years. *Russell Jurecki*

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10% discount for guild members



Classified Ads

WELCOME! NEW MEMBERS

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 of 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 to above rates. 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.*

SEPTEMBER 3 - 4. Andover Arts & Crafts Fair, 27th year! Antique Engine Club Grounds Williamsfield, OH. Call Eileen Croce: 440/293-5904 evenings.

OCTOBER 21 - 23. Cincinnati's "Fall into Christmas" Market. Sharonville Convention Center. Great location, FREE PARKING! Call Janice: 513/451-2467 for an application, or send an Email request to info@cincinnatiholidaypromotions.com

NOVEMBER 4 - 5. 21st Annual Christmas in the Country Craft & Folk Art Show, Avalon Event Center, North Royalton, Ohio. For Application call Maria 330/273-3932.

FOR SALE - Prairie Peddler booth. Built of oak barn siding. #125 on Deer Run. Mary Garn:419/368-3036

CAMERA READY AD FEES

BUSINESS CARD SIZE: 3.5" X 2"

1x	3x	6x	12x
50.	45.	40.	35. each issue

1/3 PAGE - VERTICAL OR HORIZONTAL:

(2.25" 9.25") (4.75" x 4.5")

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95.	90.	85.	80. each issue

1/6 PAGE - VERTICAL OR HORIZONTAL:

(2.25" x 4.5") (3.25" x 4")

1x	3x	6x	12x
70.	65.	60.	55. each issue

Kathleen Crouse
Cortland, OH
kathy@polishpotteryexpress.com
Polish Pottery Express

Dolores Danvic
Chesterland, OH
Wood

Louise Hawkins
New Lexington, OH
apricothills@columbus.rr.com
Homemade soap, Apricot Hills

Pat Palmer
Dayton, OH
patudesign@earthlink.net
Fused Glass, Silver Jewelry



Gotta Toot?

....or think someone else deserves one?

Send it to the office or via email to CreativeOhio@aol.com

JOIN US ONLINE!

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 and email address to monkoria@yahoo.com and tell us you would like to join the OACG-L



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 MINIMUM
NO PENALTY FOR LOW VOLUME**

ETC4 - Touch-tone phone credit card processing

DISCOVER CARD - 2.20% + \$.08

MASTERCARD/VISA - 2.69%

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
THE FOLLOWING:**

MASTERCARD/VISA: 2.59%

TRANSACTION FEE: \$.10 (all cards)

ONE TIME SET-UP FEE - \$44.95

MONTHLY SERVICE FEE - \$19.95

A valid, active membership is required. Be sure to mention OACG #1294 to receive these rates. Call 800.347.7996

CUSTOMER SERVICE:

DISCOVER CARD - 800.347.2000

MASTERCARD/VISA - 877.641.0371

803 current active members

You too can make a difference.

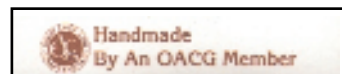
VOLUNTEER NOW!

THE GUILD NEEDS YOUR HELP.

eMAIL: OHIOACG@aol.com

OR CALL 419-884-9622

PROMOTE YOUR ART & THE GUILD



\$6. roll - 1,000 labels per roll

Make check payable to OACG or call the office to charge your order.

Contact info on back of last page.

The OACG Needs You!

The continuation of the guild as a viable service to the arts and craft arena in Ohio depends on our ability to find folks willing to step forward and continue the dream of our founders.

Our search for new board members is going well, and we thank those that have stepped forward - but we need quite a few more volunteers. If you're interested, but concerned that you don't know what you might be getting into, let me assure you that you will be given adequate time to "learn the ropes" before those of us that want to retire leave. You will not be asked to take on responsibilities that you don't feel you have time for. Once you've had a chance to aquatint yourself with the guild's board activities, you can select the position that you are most interested in.

Dear OACG Members:

I know that it seems like it might be early to think about this, but Treasures for the Tree will be here before we know it, and with the summer arts and craft shows coming up, we would really like to get a nice selection of ornaments this year, as the ornaments just seem to be getting better with each passing year.

Thank you for being such a great partner in this important project.

Tony Coder, Office of the First Lady, 614-995-2000



Treasures for the Tree 2005

\$200. AWARD

TO EACH 1ST PLACE REGIONAL WINNER

PURPOSE: The purpose of the Treasures for the Tree project is to showcase the works of current Ohio artists and craftspeople by decorating the Governor's Residence official holiday tree with a maximum of 50 juried ornaments.

WHO MAY ENTER? All Ohio artists and craftspeople are welcome to submit one original holiday ornament art for the juried selection.

HOW CAN I ENTER? You may mail or drop off one entry to the appropriate regional center between October 1 - 15:

REGIONAL CENTERS:

Southeast:

The Dairy Barn
Contact: Lee Gray
8000 Dairy Lane
Athens, OH 45701
740-592-4981

Northeast:

Art House
Contact: Lisa Fernandez
3119 Denison Avenue
Cleveland, Ohio 44109
216-398-8556

Southwest:

Fitton Center for Creative Arts
Contact: Emily O'Dell
101 S. Monument Ave.
Hamilton, OH 45011
513-863-8873

Northwest:

Arts Council of Lake Erie
Contact: Martin Nagy
1700 N. Reynolds Rd.
Toledo, Ohio 43615
419-531-2046

Central:

Ohio Designer Craftsman
Contact: Betty Talbott
1665 W. Fifth Ave.
Columbus, OH 43212
614-486-4402

ORNAMENT SPECIFICATIONS

- All work must be an original design and the work of the artist.
- All art and craft media are eligible.
- Ornament must be equipped to hang.
- Ornaments shall be between 3 - 5 inches in any one dimension.
- Ornaments shall not weigh more than 8 ounces.

CRITERIA

- Entries will be juried in five regional areas in October 2005.
- Entries will be accepted between October 1 and October 15.
- **Entries will:**
 - be packaged to ship
 - be tagged with a 3 x 5 card listing name, address and phone number of artist
 - be accompanied with an official entry blank
- Selected ornaments will be added to the Governor's Residence official permanent holiday decoration collection.
- Non-selected ornaments will be available for pick-up from the regional center at which they were dropped off.
- Official winners will be notified with a letter from Mrs. Taft in early November and invited to attend a reception at the Governor's Residence to celebrate Ohio's artists.

ENTRY BLANK (TO ACCOMPANY ENTRY WHEN SUBMITTED) PLEASE TYPE OR PRINT

Name _____ E-Mail _____

Street _____ City _____ Zip _____

Phone _____ Fax _____

County _____

Medium _____ Region _____

How did you learn about this? _____

Title of work _____ Local Media contact _____

I certify that my entry is my original and agree not to publicize any winning entry until I receive a letter from Mrs. Taft.

Signature _____ Date _____

Creative Ohio

P.O. BOX 3080, LEXINGTON, OH 44904

www.cg-tinsmith.com/oacg/index.html

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Linda Rebman, Office Manager

OHIOACG@aol.com

Guild Office Hours: M-W-F 9:00 AM - 3:00 PM

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EXECUTIVE COMMITTEE

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Diane Elliott Bruckner, Advisor

661-252-8416, dianebruckner@aol.com

Treasurer, to be appointed

GUILD'S MONTHLY NEWSLETTER

'Creative Ohio' - Diane Elliott Bruckner, Editor

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*The opinions presented in articles within the **Creative Ohio** newsletter
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opinions/policies of **The Ohio Arts & Crafts Guild**.*

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