

- ★ Holiday Market Postcards are at the Info Booth
- ★ Be a M.V.P. - Member.Volunteer.Partner.
- ★ Committee Schedules, Stage Line Up, UnClassifieds and MORE!
- ★ Time for new members to book Holiday Market spaces!

Saturday Market

MARKETPLACE • COMMUNITY • CELEBRATION

SATURDAY MARKET NEWSLETTER

September 29th, 2018 • VOL. 49- NO. 26
30 E. Broadway #124, Eugene, OR 97401
(541) 686-8885 | fax (541) 338-4248
eugenesaturdaymarket.org



From Kirsten

Good Morning Saturday Marketers!
Welcome to the last September market. Enjoy this nice fall weather. The students are back and we are expecting a group from the University of Oregon to tour our Market today. Please give them a warm welcome.

It was brought to my attention that some members are parking in front of the wheelchair accessible ramps on the Park Blocks during load in and out. Please don't block these ramps ever. It makes the market look inconsiderate to those who rely on these to get around.

If you are planning on selling at Holiday Market, and haven't sold there before, you are required to attend a New Member Holiday Market Orientation. The dates are scheduled for: October 18th 3p-4p; October 25th 5:15p-6:15p; November 1st 5:15-6:15p and November 8th 3p-4p. You do not need to preregister for these. Just show up. Please plan on attending the earliest one you are able to attend as they get really full by the last meeting. If you haven't attended one by the third meeting you will be contacted and invited to attend the last one. Failure to attend one of these meetings jeopardizes your ability to sell at the Holiday Market. Please contact the office with any questions you may have.

The Annual Meeting is just around the corner and we need nominations for the Volunteer of the Year Award. If you know someone in the market who has gone above and beyond to help us fulfill our goals through their volunteer efforts, please nominate them. All nominations should be sent to info@eugenesaturdaymarket.org. The winner will be announced at the Annual Meeting which will be held at the Longhouse at Lane Community College on Sunday, October 28th from 10 am – 2 pm.

Thought for the day..."Try not to become a person of success, but rather a person of value. Success will follow." – Albert Einstein

Happy Selling!
Kirsten

Note From Standards Committee

Standards Committee will be discussing CNC, Lazar, Plasma Cutters at their next meeting scheduled for October 17th at 5pm at the Market Offices. If you are a member that would like to share your input on this topic, please plan on attending.

SUSTAINABILITY REPORT

At our meeting this week the Sustainability Committee discussed switching our garbage/compost containers to a different style for next year. We talked about a new possibility of bike valet for the market. We discussed and are making a recommendation to the board about new signage for our sorting station and to go on our new garbage cans.

The best news is that we are starting a Eugene Saturday Market Sustainability Facebook page. We'll let you know when it's up and running. We will be looking for people who are using sustainable practices at market and in their studios. Not that you sell a recycled/repurposed product but that you practice sustainability in your real life. More on that later.

M.V.P. Message

Member. Volunteer. Partner.

Greetings, fellow Marketeers,

Today, September 29th, is a major milestone in my chosen career as a craft artisan. It marks the completion of 25 years of selling at the Eugene Saturday Market! With that amount of "seniority" under my belt, perhaps you'll allow me to share some insight I've gained over the years.

As Market sellers, we all deal with what I'll call the three P's: Product, Price, and Presentation. Of the three, I've come to understand that how you present your product is the most difficult of the three to master. Here at Market, we all have a very difficult assignment. You have eight feet--your booth frontage--to get a passing potential customer to recognize what it is you're selling, to then pique some level of interest in it and, most important, to get the customer to overcome a built-in reticence to cross the psychological barrier that is the entrance to your booth! All of this in around two seconds.

What are some strategies you can employ to complete this seemingly impossible task?

- 1) Have one or two focal points. Feature one or two items and display them in such a manner that a passing eye is immediately drawn to them. The rest of your inventory will be visually subservient to the focal point items.
- 2) Figure out a way to immediately convey why your product is different than similar products or why it is a unique product. For example, this could be something as simple as an area of your display showing your item in use.
- 3) Provide visual interest to your display. Risers are more interesting than flat tables. Color highlights are more appealing than monochrome.
- 4) Don't hang anything at the front of your booth. You've just turned a psychological barrier into a physical one.
- 5) Find a good balance of how much product to have out. Too much, and your display looks cluttered and busy. Too little, and you risk triggering an unconscious response in your customer of either not taking you seriously or not wanting to "deprive" you of what little you have.
- 6) Portray a feeling of professionalism. Do you want to present yourself as a small boutique business or as a flea market stall?
- 7) Make an ongoing study of the complex psychology of selling. Once you do get a customer in your booth and engaged with you, learn some tricks that will help you complete the sale. One of my most effective is when a customer shows interest in a particular type of product to present them with another choice from backstock. The customer will often feel, "Wow! He picked that just for me! That makes me feel really good!"

After 25 years, I think I can safely say that I'm reasonably proficient in all three P's, if nothing else as evidenced by the fact I've been able to survive as a full-time craft artisan for this length of time. But I'm still learning. I always keep an eye open for new product ideas and am willing to drop underperforming ones. I observe other booths to see effective displays. And I constantly try to learn from my customers. What do they want, and how do they want it?

I wish all of you, newbies to most experienced, a satisfying experience at our wonderful Market for however long you wish to participate!

Rudi Rudolph
Wooden Apple Woodturning Booth #102

If you would like to submit an article for the M.V.P. Message column, please submit it via email to info@eugenesaturdaymarket.org by noon each Thursday.

Community Corner

Good morning! Go out to enjoy the beautiful fall weather and check out these great downtown happenings:

Beats N BBQ, Sunday, Sept. 30th, 2pm-6pm, Park Blocks: The first annual Beats n BBQ cook-off and DJ competition in downtown Eugene! Check out <https://eventstarproductions.com/beats-n-bbq> for more information.

Environmental Film Festival, Friday, October 5th-7th, Kesey Square: Eugene's Premier Environmental Film Festival will be a multi-venue weekend. For more information, check out <https://eugevoff.org/>.

Sunday Streets Volunteer Party/Fashion Show, Wednesday, Oct. 3rd, 5:30pm-7:00pm, Kesey Square: It's time for the 3rd annual Sunday Streets volunteer appreciation party mixed with the Winter Wear Bike Gear Fashion Show! This event is hosted by the City of Eugene Transportation Options Department. Free!

Questions? I may have an answer! Please email me at info@eugenesaturdaymarket.org.

Have a fantastic day!
-Courtney

Holiday Market Booking

AJ is booking New Members! We have maps at the Info Booth and on the website at https://eugenesaturdaymarket.org/pdf-files/HM_Maps.pdf.

Booth Share forms are now available at the Info Booth and in the office.

If you have not turned in your application, you can still do so! Stop by the Info Booth, come into the Saturday Market office or head to our website. You can apply online by following this link: <https://eugenesaturdaymarket.org/saturday-market-member-ship-applications.html>

Members with 0 Points: If you have just started at Market, you can sell at Holiday Market. You will get a space on opening weekend, and possibly other weekends! Turn in an application, and know that your turn is almost here!

Deposit: We require that you secure your space with an initial payment of \$225 for a Main Hall space, \$125 for a Holiday Hall. WE DEPOSIT ALL HOLIDAY MARKET CHECKS AND CHARGE CARDS RIGHT AWAY. Make arrangements with AJ if you need to make a smaller deposit to start. Plan on making a payment once you have your space booked. You can pay your entire balance at any time.

Market Wide Sale, Oct. 6th

Our annual Market Wide Sale will take place on October 6th this year – it's a Saturday when there is no Ducks game at all! Participation in the sale day is entirely voluntary, but it's a good time to clear out summer stock, or just reward your customers with some kind of discount. We have a Facebook event so you can post your specials and share it around.



The Market Corner

Wishing a Happy September birthday to artist Sarah Bast and jeweler Jenni Calef today, apron maker Anna Lawrence, hat maker Bonnie Boone, hair wrapper Cintamani Scott, and cheesecake baker Dana Bauman tomorrow, potter Dan Minard on Monday, fiber artist Cid Suntrader on Tuesday, jewelry artist Glenn Kreiss and clothing artist Ginger Haddock on Wednesday, mixed media artist Carol Morrison on Thursday, tiny painting artist Jaimee Gentile and woodworker Raymond Smith on Friday!

A very happy birthday to you all. We hope this is your best year yet!

Food Court Specials!

RENAISSANCE PIZZA's October special is the Garlic Lover's Pizza, with sliced organic red bell peppers and whole roasted garlic cloves, drizzled with their organic extra virgin olive oil and garlic sauce! October also begins their Fall special, Mac-n-Cheese Pizza!

BANGKOK GRILL's October special is Thai Green Curry! It's coconut green curry with tofu*, carrots*, green beans*, and bamboo shoots. Served with steamed rice. Vegan and gluten free. *organic.

RITTA'S BURRITOS' October special is Grilled Mushroom-Spinach Queso-Melt! This is a delicious combination of grilled mushrooms and fresh spinach layered with feta, jack and cheddar cheese all grilled between two tortillas. Served with salsa, sour cream and tortilla chips.

DANA'S CHEESECAKE BAKERY's weekly special is Pumpkin Cheesecake!

The Kareng Fund

The Kareng Fund is an emergency relief fund set up to help low income, self-employed artisans and their families who experience a serious career threatening crisis. You can make a donation any time, just specify your donation on the front of your payment envelope. You can "round up" your fees to easily donate a little each week. You can also help the Kareng Fund every time you purchase something from Amazon.

To contribute through Amazon, go to [smile.amazon.com](https://www.amazon.com) and search for "Kareng Fund." From that point forward, every purchase you make through Amazon will benefit the Kareng Fund. Brochures are available at the Info Booth or on their website at www.karengfund.org.

Unclassifieds

To place your free unclassified, bring it to the info booth by the end of the day, to the office by Thursday at noon, or e-mail info@eugenesaturdaymarket.org with "NEWSLETTER" in the subject.

Attention Bee Keepers! Uncapping tank and extractor for sale - \$400. Call or text Kristine at 541-214-6545, or email kcjlevin@gmail.com, or come by space #162 on the West Park Block. (9/29)

Friends of Ayala Talpi, meet up with her this Monday, Sept. 24th at Wandering Goat Coffee House located at 3rd & Madison at 10am(ish). Sue Theolass (9/22)

SEEKING Housemate Situation, Eugene Area. Mature woman looking to rent/share a room in a HOUSE. Can afford about \$500/month. Non-Smoker/Drinker. No animals. Responsible ~Respectful~Considerate. References. Email: butoh@efn.org. Blessings. (9/22)

Looking for Market booth. Pop-up canopy tent and art display panels (art attached by Velcro) for Holiday Market. Call Michi, sound healer, at 541-510-2580 or find her at Saturday Market. (9/22)

Holiday Market booth (8x8) and beautifully made wood planked display tables with two shelf levels for sale. \$175 for all. Call Chris for photos and details. 541-913-9385. (9/22)

There is a wonderful eyeglasses program for low income individuals. www.New-Eyes.org. It is available through local social services entities, including Catholic Community Services in Eugene and Springfield. (9/22)

Wanted to Hire: Cat trapper for lost, semi-feral cat last seen off Cloverdale Rd., Bear Creek, and as of 8/28, Danstrom Rd/Creswell area. I have a contact and an address where I believe the cat to be living and eating. 541-505-2628 Reward plus your fee. Thank you, Anne. (9/8)

GIFT SHOW Sunday, Oct. 14 11:00 am - 4:00 pm fundraiser at Spencer Butte Middle School, 500 E. 43rd, Eugene. It's indoors, advertised, and booth spaces are 10' x 10'. For more info, contact Jill Krol at jillybeansism@hotmail.com or (541) 654-8957. (8/25)

Voter Registration cards are available in Booth #158-Anna's Haute Tops- until Oct 13, the deadline for 2018 mid-term elections. VOTE. It Matters. VOTE. (8/11)

Weather

It's going to be another lovely fall day with a 20% chance of sprinkles in the morning. The high is 72 degrees. Winds from the WSW at 8 mph.



sales, O sales, sales I hope!

Ancient Market incantation (Nov 3.1973)

On the Market Stage

10:00 AM Rich Glauber
Music in Action!

11:00 AM Garden Variety Trio
Acoustic String Band

12:00 PM Dave Norman
Acoustic Rock

1:00 PM Possible Human Origins
Acoustic Variety

2:00 PM Oregon Tuba Ensemble
Tuba Tunes

3:30 PM Kef
Balkan Dance Music

Committee Meetings

Board Meeting
Weds., October 3rd - 5:30-7:30PM

Standards Screenings
Weds., October 3rd - 4:15 PM
-New Member Orientation @ 3:30 PM

Holiday Market Committee
Weds., October 10th - 3:00-5:00 PM

Street Team Meeting
Thurs., October 11th - 1:00-3:00PM
-Agenda: All Things Guidebook

Standards Committee Meeting
Weds., October 17th - 5:00-7:00PM
-New Member Orientation @ 3:30 PM

Holiday Market Orientation
Weds., October 18th - 3:00-4:00 PM

All meetings take place at the Market Office
All are welcome!

Saturday Market Social Life!

Follow along with The Saturday Market on the website and through social media. Share your content to get included and reach a new audience!

Facebook

[facebook.com/EugeneSaturdayMarket](https://www.facebook.com/EugeneSaturdayMarket)
Twitter / Instagram @SaturdayMarket

We're also on Pinterest, Yelp, TripAdvisor, Google Business, YouTube, Flickr, and more.

THE SATURDAY MARKET BOARD OF DIRECTORS AND OFFICERS

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E-mail - info@eugenesaturdaymarket.org
Office Hours: Tuesday-Friday, 10am-4pm

