

Today's Highlights, July 27, 2013

- Did You Receive Your Holiday Market Application?
- Committee Corner: New Standard on Electronic Signs!
- Tip of the Week: Take a Picture!
- Unclassifieds, Weather, Meetings and more on the other side!

SATURDAY MARKET NEWSLETTER
July 27, 2013 • VOL. 44- NO. 16
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Saturday Market

MARKETPLACE • COMMUNITY • CELEBRATION

From Beth

You should constantly be considering how your display speaks to your customer. Who is buying your work and why? Do they need to step in a little from the sidewalk in order to decide which lovely piece to choose? Is there a high end piece which so draws them in that they do in fact purchase something a little closer to their budget? Is there a tactile element to your work that makes a customer open a box, feel a piece of pottery or note the organic quality of a fabric? Remember to highlight what is outstanding and distinctive.

More than anything, I believe, your customers want a bit of you in what they buy. They want to know your inspiration and what brought you here selling your one-of-a-kind work. This means that for seven hours, you have to project a positive outlook. Keep in mind that you chose to be here. Consider the fact that you are surrounded by color, beauty and music. We are the center of our community's economy. We are the gears that make great change when we work together. Drink water, appreciate the market and

Have a Lovely Saturday.

-Beth

Committee Corner

The Standards Committee met this week. They screened new products. They wrote a standard defining when digital and electric signage can be used. It reads:

"Electric fixed or scrolling message signs are prohibited. Examples include neon, lighted panel and LED signs of any sort. Digital displays, including computers, tablets and digital picture frames may be permitted if the screen does not exceed 17" diagonal measurement and does not constitute the primary feature of the display. Your display may not be visually obtrusive or constitute hawking. Any such display should only be used to provide the customer with information about the craft or present additional items that may be available. Electronic displays with sound are not permitted."

This draft will be sent on to the

Holiday Market committee for review and then to the Board of Directors who will decide whether it shall become policy for both the Saturday and the Holiday Markets.

The committee then discussed the potential for 3D printed objects entering the market. They are committed to learning about this developing process. Lastly, the committee discussed technology, reproductions, and how designing an object or art form affects its acceptability for the Market.

The Holiday Market Committee will meet on Wednesday at 4 PM. They will discuss "Grand Opening" ideas for the Holiday Market's first weekend. They will also identify who the Holiday Market's customers are and where we might reach them with our ads.

Holiday Market Update

You should have received a Holiday Market renewal postcard in the mail by now. You can turn it in with the initial payment via your payment envelope if you choose to.

If you missed the card, you can send in your application through the Market website's new renewal form. You can find forms for Booth Holders of Record and Non-Reserve Vendors at www.eugen Saturdaymarket.org under the "Selling at Market" menu on the "Market Applications" page. This newly revamped form transmits your info directly via the web, no forms to download and send back. Of course if you don't have web access or the postcard, just ask for a replacement card. The deadline to get your info to us is Aug. 3, especially if you are a Booth Holder of Record.

We can't yet accept payment through the website, unfortunately. We do still accept good old cash, checks and credit cards at the Info

Booth or the office. The deadline to return your application is August 3.

Tip of the Week: Take a Picture

Here's a way to get a little more perspective on Beth's suggestion about considering your display - take a little walk with your camera or your phone, and take a couple of pictures of your booth that represent the view a customer gets as they approach from different angles. Looking at your booth from a distance in a photo can give you a new perspective, insight into some details of organization that you might miss otherwise.

Is it easy to tell what you sell? Is your sign easily visible and legible? Does your booth look tidy? Even at ground level? Does the tapestry at the back of your booth distract from your products? Is there focus in your display, or is it hard to understand? Is your tarp clean? Can you easily tell that your booth is separate from your neighbors' booths?

Looking at your booth with customer eyes can help you adjust your scene for better sales.

Parking Agreements:

- ✓ 20 minute limit
- ✓ Never park in front of a ramp
- ✓ Let customers have every space during the day.

Local Events

July 24-28 - Lane County Fair
July 26-28 - Faerieworlds
July 27 - Obon & Taiko Festival
Aug. 3 - Whiteaker Block Party
Aug. 8-11 - Scandinavian Festival
Aug. 10 - Eugene/Springfield Pride Day
Aug. 23-26 - Eugene Celebration



The Market Corner



Happy Birthday Barbara today,
Happy potter Haddad wood worker
Carol Anne Berg

Caldwell and bow tie maker Kelly Durian on Monday and architect Travis Mickalson on Wednesday!!

Eugene Health & Wellness Celebration: there are still spaces available for vendors whose products/services relate to health & wellness. Celebration co-located with Eugene Celebration, Aug. 24-25. For application/info see www.eugenehealthandwellness.com.

Call to artists: applications now available for Crafts on the Coast 16th Annual Harvest & Holidays Arts & Crafts Festival, Nov. 2-3, inside Yachats Commons. Call 541-547-4738 for an application package. This is a juried craft event, application deadline is Aug. 23.

An easier way to get linked up on the Market website! Go to the Market's website, look under "Selling at Market" on the "Market Applications" page. In the Renewing and Current Member section there's a link to an online form where you can submit your link business and link info. Kim makes the updates on Fridays. Include your Facebook page, Twitter, blog, or what ever you use to promote your business online. If you've got a Facebook page, the Market page will go and "like" it too. Also, there's a private Facebook group for Market members, just search for "Eugene Saturday Market Members" and request to be included.

UnClassifieds

To place your free unclassified, bring it to the info booth by the end of the day, to the office by Thursday afternoon, or e-mail to kimstill@eugenesaturdaymarket.org, put "newsletter" in the subject line.

Joe Blakely's new short story "Bigfoot and the Ancient Forest" is now available. See Joe for your autographed copy at booth #208. Bigfoot has read Joe's book. He liked it and told him "I hope you sell a million." (7/27)

The special this week at Ritta's Burritos is an Avocado Queso Melt: cheddar, jack and feta cheese layered with tomatoes, onion and fresh slices of avocado, served with sour cream, salsa and tortilla chips. (7/20)

\$1 bundles of freshly harvested lavender at Just Lavendar this month. (7/13)

Need empty pet/livestock food bags (Plastic like), for recycling project. Please bring them to me in Space #370/Pine Needle Baskets Booth, or call me at 541-207-6736 - Thanks "The Pine Needle Basket Lady" (7/6)

Two twin beds with long sturdy wood under bed drawers, almost new mattresses; can be turned for high or low positions, \$250 for both, or best offer, not interested in trades, contact Barbara or David at Barbara's Soap's of the Season, booth 149 or call 541-343-6873. (7/6)

The July special at Renaissance Pizza is "The Italian Job", loaded with Bell peppers, Mushrooms, Onions and Black Olives. (7/6)

1992 Winnebago 23 ft. RV, good condition except the fridge. \$4,300. 541-895-5155 or 541-505-2628 (6/29)

Join us at The Reach Center, 2520 Harris St, for The EDGE Summer Camp! Great activities - art, tumbling, music thematic play and lots of fun. Camps available for ages 5-11 years old through August. Need based scholarships. Call today: 541-342-2859 or email genimorrow@edgedancing.com. (6/29)

Caravan brand pop up canopy with 4 sidewalls \$100. Call Andy, 541-915-0922 or Mary, 541-513-7613. (6/22)

Glass tiles for stained glass, jewelry or ? 1" squares, rounds to 4" squares, beveled, rounds. Colored and clear. See at my booth today - Scott Geilish or call 541-683-2819. (6/15)

If you are in need of web or computer help, website, Mac, windows, contact Bruce Sackett - bruce@voxmags.com. (6/15)

Photography for Artists & Crafters at reasonable prices. I am creating acceptance winning Images for Zapp Shows & Regional Festivals. If you're a Jeweler & are not being accepted, I can help. You can see some of my work at: www.JohnHigbyPhotographer.com . 541-870-7444 (6/15)

Need 1" or smaller diameter EMT metal piping for a Market booth. Also need fittings, specifically for a peak roof. If you have, I am willing to buy or trade. Thank you! Nicole 541-324-8175 (6/8)

1992 Winnebago Brave 23 ft. R.V. 90,000 miles, runs well, good condition. Electric hot water tank, generator, A/C, propane stove, furnace, freezer but fridge not dependable. Avail. July 1. \$5200. David Hansen, 541-895-5155. (6/8)

Weather



Perfect Market weather! Sunny, with a high near 82. Light north northwest wind becoming north 6 to 11 mph in the morning. Winds could gust as high as 18 mph.

sales, O sales, sales I hope!
-original Market incantation (Nov 3, 1973 b.c.e.)

On the Market Stage

10:00 AM **Mary Ferris** -folky bluegrassness

11:00 AM **Man of Words Theatre Co.** -theatrical presentations of classic literature

12:00 PM **Truckstop Honeymoon** -New Orleans levee-billy music

1:00 PM **Sacred Harp Singers** -traditional American acapella shapenote hymns

2:00 PM **The Carl Faddis Project** -harmonic folks

3:30 PM **Kokobola** -fusion, edgy modern jazz, and jazz-rock

Committee Meetings

Board of Directors

Weds. Aug. 7, 5:15 PM

Agenda: Vendor Sabbatical Policy

Standards Committee

Weds. Aug. 21, 4:15 PM

Agenda: Electronic displays

Standards Screenings

Aug. 7, Aug. 21, 4:00 PM

Holiday Market Committee

Weds. July 31, 4:00 PM

Agenda: grand opening ideas, advertising

Sustainability Committee

TBA

Food Court Committee

TBA

Board of Directors Election

Saturday, December 8

All meetings take place at the NEW Market Office, 30 E. Broadway #124, Eugene unless otherwise indicated. All are welcome!

Credit Card Sales

Market accepts Visa, Mastercard, Discover & American Express. Send your customer to the Info Booth with a properly filled out credit card slip (avail at Info Booth). Your check for the amount of the sale less 5% for bank charges will be ready on Wednesday at noon at the office or mailed at the end of the day Wednesday.

THE SATURDAY MARKET BOARD OF DIRECTORS AND OFFICERS

Chairperson - Colleen Bauman • Vice Chairperson - Deb Huntley • Secretary - Diane McWhorter • Treasurer - Lynn Brown • Jan Bullock, Caroline Dunn, Elizabeth Eisenman, Sue Hunnel, Anna Lawrence, Owen VanHooser, Teresa Pitzer, Dennis Westfall

Holiday Market Co-Chairs - Owen Van Hooser, Deb Schussler • Standards Committee Co-Chairs - Teresa Pitzer, Lynn Brown • Food Committee Co-Chairs - Colleen Bauman, Ritta Dreier • Sustainability Committee Co-Chairs - Teresa Pitzer • Caroline Dunn • Kareng Fund Co-Chairs - Alex Lanham, Paula Marie Gourley

General Manager - Beth Little
Promotions & Advertising Manager - Kim Still
Membership Services Coordinator - Vi Sadhana
General Manager Assistant - Kimberly Cullen
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STREAKS

Daniel Sonan Young
SPACE # 203

