

Winter 2010

Winstonsalemcraftsguild.org



News from the President's Desk!

Happy 2010! I hope you all had a wonderful holiday and are excited about the new year with the Winston-Salem Crafts Guild. Your administrative board met on January 5 and made several decisions that I think will have very positive impacts on our organization. Listed below are some of the highlights:

- The 2010 Budget has been approved and is included in this newsletter for your information.
- Guild Treasurer Ruth Wheeler will be purchasing a cash register for the guild to use during upcoming shows. This should make the check-out process much easier for those serving as manager.
- Each guild member will be assigned a Member Number for easier tracking of sales during shows. If you already have a number that you use, please provide that number on your Membership Renewal Form so that the same number can be used with this guild. Members who do not already have a number will be given one.
- The next jury date has been set for Monday, February 15 at 6:30pm at South Fork Recreation Center.
- The Show Chair vacancy has been filled by Sue Smith (thank you, thank you, thank you Sue!!). Sue is currently recruiting committee members to assist her, so be prepared to say YES if she calls you!

One of the changes that I am most excited about for our guild is the creation of a New Member

Mentoring program. Current members who are willing to serve as mentors will be paired with new members to provide valuable one-on-one contact in an effort to build stronger relationships among members. Mentors will be expected to answer questions, provide meeting reminders, be a positive influence and valuable resource to our new members. Names will be collected during the General Meeting on January 19 of those who are interested in serving as mentors. If you are unable to attend the meeting, but would like to serve as a mentor, please let me know.

A list of current board members is included in this newsletter - please extend a thank you to each of these folks for their service. We have two committee chairs whose terms ended in December 2009, and they both deserve an extra pat on the back. Georgia Martin has served as our Show Chair for the past two years and has done a wonderful job. Sue Davis graciously agreed to temporarily serve as our Publicity Chair last year, and did a great job in promoting the guild. Their dedication made a huge impact on the success of our Holiday Shop, as well as previous shows.

Our next General Meeting will take place on Tuesday, January 19 at 6:30pm at South Fork Recreation Center. Please make every effort to attend as we will be collecting Membership Renewal Forms and current dues, discussing the new mentor program, and taking pictures of all members present to post in the secure area of our website (hoping this will also help us all get to know each other better.) See you then!

Jessica Teague

We look forward to seeing you at our next General meeting which will be held January 19 @ 6:30 pm.

By Georg:

I want to thank everyone for all the support and assistance you gave me during my tenure as Show Chair. It was such a learning and fun experience for me. I learned so much about the nuts and bolts of running a business but more importantly I got to know YOU, the wonderful members of the Craft Guild. You are a vibrant, enthusiastic, creative group of people and I foresee great things for us in 2010!

The Holiday Shop was a success even in this not so great economy and the fact that the weather did not cooperate with us. Many of the weekends were icy and cold. Try as I might, I couldn't do anything about that! We had 31 members participating and had \$14,000 in total sales. We had nine new members participating in the Holiday Shop. They jumped right in and were an integral part of running the shop. That was a huge part of our success.

Thanks and gratitude goes to Ken Basch, executive director of Wake forest properties for his generosity in providing the storefront for our shop. The location was great and the space was perfect for us. I also want to thank Teresa Cauble, property manager for her assistance and support.

As I write this, plans are underway for 2010 shows and shops. The Guild needs everyone to be involved in order for us to thrive. Please consider being an active participant. I guarantee it will be fun and rewarding!

Georgia Martin

Georgia was once again top seller at the Holiday Shop... WAY TO GO!!!

Membership Matters: REMINDER...

The next jury date has been set for Monday, February 15 at 6:30pm at South Fork Recreation Center.

Meetings are held at:
South Fork Community Center
4403 Country Club Road
Winston-Salem, NC
(Unless otherwise stated)

2010 Meeting Schedule.

Board Meetings:

**Jan 5,
April 6,
Aug 3
Oct. 5**

General Meetings

**Jan 19
April 20
Aug 17**

(Restaurant TBA)

Oct. 19

Meetings will be held at South Fork Recreation Center, unless otherwise noted.

Guild Officers:

Jessica Teague, President
Sue Smith, Vice President
Ruth Wheeler, Treasurer
Annette Picklesimer, Secretary
Terri Shore, Member at Large
Bill McInnis, Member at Large

Committee Chairs:

(), Show Chair
, Publicity
Cindy Franke, Membership
Harold Jones, Website
Patti Parnell, Newsletter
Norma Jean Taylor, Historian

Featured Quarterly Artist



Here's a trivia question for you. Who is the only currently active founding Winston-Salem Crafts Guild member ?

It's Norma Jean Taylor!

Norma Jean has painted on just anything you can imagine, from tin cups to a pinto bean. "There's nothing I don't think I've painted on," she says with a laugh. Her husband, Bill, agrees. "I'm afraid to stand still," he says. "I'm afraid she will paint me."

With each show, Norma Jean says the biggest challenge is deciding what designs to paint and on what items. In years past, strawberries painted on just about anything were big sellers. When painting on canvas, her favorite subjects are barns and irises. Moravian themed items are also always big sellers.

Norma Jean did not grow up wanting to be an artist. Like most girls her age, she thought she would get married, have children and maybe work as a secretary. Well, she did all of that. But, in 1971, Norma Jean attended an organizational meeting for local artists interested in forming a crafts guild.

The rest, as they say, is history!

Not long after helping form the Winston-Salem Crafts Guild, Norma Jean decided to open a small shop in her basement. The shop was only open during school hours so that Norma Jean could devote her time to her children, Karen and Randy. "When I heard the school bus coming, I ran up the basement steps," Norma Jean remembers. With the popularity of strawberries at the time, she decided to name her shop The Strawberry Cellar. When she applied for a business permit, someone mistakenly sent her a license to sell beer and wine. "We laughed about that for a long time!" she said with a laugh.

These days, Norma Jean's children are grown. Karen is a stay-at-home mom and Randy works for Hendrick Motorsports in Concord. Norma and Bill enjoy their two grandchildren and one great-grandchild. She currently serves on the guild administrative board as Historian and on the Cricket's Nest administrative board. One thing remains the same - Norma Jean is still creating and still supporting the guild!

"I think a whole lot of the guild. It's been a great thing to belong to," she said.

Heads Up!!! This is important...

We as a guild will start using numbers to keep up with our Guild Members. This will be beneficial in so many ways. For you as the seller and the person in charge of getting you your receipts for sales made at Guild Shows. If you have an existing number at a guild, please submit that number to us. We will do our best to keep that number intact for you. If you do not have a number, you will be assigned a number and we will let you know what that number is as soon as possible.

.....Newsletter Update.....

New Year and computer is back up. Again, I am sorry that we did not have a formal quarterly newsletter last quarter due to a major computer crash but I am back up and running. It is my goal to make sure each person receives a newsletter either quarterly or electronically. Electronically is ideal due to the savings in postage and printing costs, however, we understand some still want a hard copy and no way of copying yourself. If that is the case, at the meeting on January 19, 2010 at 6:30 please be sure to check my labels list. Check your name and address to see if I have the correct information and that you are on the list. If you do not check this, I could possibly miss you and you will not receive a hard copy newsletter via the mail. Also, be sure to check on your renewal form if you prefer a hard copy.

Also... be sure to read all of the newsletter... there is a lot of information included. Be sure to send in your renewal by January 31, 2010.

Thank you... Patti Parnell