

ARTISTS AND CRAFTSMEN OF THE FLATHEAD

NOVEMBER 2023

NEWSLETTER



Next General Meeting:

November 15th,
2023 at 7:00pm
in the Country
Kitchen
Building at the
Fair Grounds

Wingo

at MontaVino Winery
December 13th
6:00pm - 8:00pm

2024 ELECTION NOMINATIONS

- President - Ashley Bishop
- Vice President - Christie Williams
- Recording Secretary - Shannon Longfield
- Treasurer - Sharon Askelson
- Membership Secretary - Sheryl Soderstrom, Marcie Irwin
- Show Committee - Shannon Longfield, Beth Anderson, Sheryl Soderstrom, Mimi O’Neill, Pam Hutton, John Holler, Tiffany Krushensky, Pam Bondesen
- Social Media Admin - Sabrina Orr, Gayle Emberstone,
- Web Admin - Lindsay Mena
- Publicity Admin - Jenny Reed



• 2023 BOARD •

Ashley Bishop, President • 406-210-6885
 Pam Bondesen, Vice President & Show Committee
 Sharon Askelson, Treasurer
 Pilar Ogier, Recording Secretary & Show Committee
 Lynn Krutzler, Membership Secretary

Gayle Emberstone, Social Media Admin
 Lindsay Mena, Web Admin
 Jenny Reed, Publicity Admin
 Christina Williams, Outreach Chair
 Amy Doyle, Show Committee



MOTIONS TO BE VOTED ON...

Members of the ACF Board have proposed 4 motions to be put to vote by the General Membership. They will be presented in full and open for discussion at the November General Meeting. They will be included for vote on the Ballot that will be provided to all members at or after the November General Meeting.

The proposed motions include the following topics:

Motion 1:
TO ADD THE WRITTEN “DRIVE IN SET UP” RULE TO ACF’S SHOW RULES

Motion #2
TO CREATE A “FAIR COMMITTEE” AND ADD THE DETAILS TO ACF’S HANDBOOK

Motion #3
TO PURSUE THE POSSIBILITY OF HOSTING AN EVENING WEEK-NIGHT MARKET AT THE NORTH END OF DEPOT PARK IN KALISPELL IN JULY & AUGUST

Motion #4:
TO UPDATE SHOW BOOTH PRICING

2024 GENERAL MEETING DATES

January 17, 2024,

April 17, 2024,

June 12, 2024,

September 18, 2024

November 20, 2024

CHRISTMAS SHOW 2023

November 24, 25, 26, 2023



SUMMER SHOW 2024

More details to come...

Don't forget to vote for Summer Show Poster by November 17, 2023





FEATURED ARTICLE WRITTEN BY PILAR OGIER

Nine Tips for Being a Vendor at Holiday Markets

1. **THINK SMALL FOR BIGGER SALES** Your craft show booth is NOT a department store. Be a master of your products; theme your products; and group them together for better sales.
2. **CREATE A DISPLAY, NOT A STOCK ROOM** Keep in mind, you are creating a display. You want to display your products on a table, not a stock table that is overcrowded. Showcase your products and group like items together.
3. **ENCOURAGE AFTER-EVENT SALES** Most shoppers are discovering your business for the first time. They may not be prepared to buy that day but you can offer ways for them to connect or see your full line of items for after the show.
4. **FOLLOW A COLOR STORY** This goes with having a theme for your booth. Color is a big part of any display. When used properly, you will catch a shopper's eye, create organization, evoke a feeling, and even tell a story.
5. **TELL A STORY** Every good display tells a story. This can be achieved with a few props that can help shoppers understand how a product is used/worn/consumed, etc., and help shoppers imagine the products will be used in their lives. What's your brand's story? What's the story of your products? Are your items used for Christmas gifts, parties, stocking stuffers? Tell that story.
6. **DRESS THE PART** Yes, we are all tired on the mornings of the shows. We have spent weeks prepping, days setting up our booths, and now we have to dress up? Yes! Put away those comfy sweat pants and dress up for Christmas or something that goes with your theme- your story. You are your biggest billboard for your products.
7. **DON'T OVERCROWD** Having a good set up makes your products look more expensive and exclusive. Not overcrowding helps detour theft and offers quicker check out.
8. **ENCOURAGE INTERACTION** Have samples. Let shoppers sniff candles or soaps. Let them touch (if possible). Shoppers are more likely to buy an item they have touched.
9. **HAVE FUN** Having a positive attitude and engaging with your customers helps create a great shopping environment and show. This helps them remember you.



SEE YOU AT THE NOVEMBER 15TH GENERAL MEETING!
- ASHLEY BISHOP, PRESIDENT