

## Activity Information and Reminders

The Virginia Symposium will occur again this year and will be held the first weekend in November, at the Greenfield Education and Training Center in Daleville, VA. More information can be found at [www.virginiawoodturners.org](http://www.virginiawoodturners.org).

The 2006 Annual Fairfax 4-H Fair is scheduled for August 4-6, 2006. As in the past, this event will be held at the Frying Pan Park, Fairfax, Va. They anticipate that the 2006 event will be one of the best ever. They tell us that our participation in previous fairs was key to their success through the offering of demonstrations by the Capital Area Woodturners. According to previous reports, this activity is very appealing to families who attend the fair. Please contact Frank Stepanski (540) 720-4202 if you would like to volunteer to demonstrate.

## Getting Galleries to Flog for You by Ed Karch (Newbee)

You won't start out at Del Mano but you don't have to be a big name turner to sell in a gallery. This newbee is in three and I will tell you how it is done. First you need to produce something of gallery quality. This doesn't mean perfect, but real good. If it has good form and finish with good figured wood, it will probably sell. If you get a couple or three compliments at show and tell (a tough audience), or favorable comments when posted on the WOW site or the woodcentral turning forum, you should be good to go.

There are two possibilities to start. One is a cooperative gallery where you will have to join the gallery, pay the gallery a consignment fee on sales, usually about 25%, and also be required to provide work such as manning the sale desk or doing accounting work. You will probably have to be juried into the gallery. Artisans United has such a gallery and as CAW members you are already members of the gallery as soon as you are juried in.

The other type of Gallery is the commercial art gallery. They may sell art, crafts, framing service, etc. Step one: check it out. If the walls are covered with 18<sup>th</sup> century horse pictures it is obviously not a fit. If there is wall art and other objects de art and especially maybe some wood pieces, it has possibilities. Step two: ask if they do consignment. If they do, make an appointment to talk to the owner or manager. If they don't do consignment, go down the street and go back to step one.

Make a presentation portfolio of your work and make up a business card. In the portfolio, have an introduction where you tell a bit about yourself and your art (Yes, art, artists sell in galleries.) Have some good pictures of a dozen or so pieces. Pack this in when you talk to the manager so they can get an idea of you as a business person. Yes, you need to be both an artist and a business person. If they don't bite on this bait, go down the street and back to step one. If they are hooked, offer to bring in a few pieces to try out.

Here is where you can talk about money. Find out what their consignment percent is. It will usually range from 30-50%. You base your price on what you want for the piece and they tack their percentage to that. If it is too high or too low it might not sell. If it sits around for a couple of months, you will need to pull it out and try something else. Support your gallery and send them some customers. The gallery price is your price. DO NOT undercut your gallery even for a friend. If they are that good a friend, give it to them but never undercut your gallery.

Newbee has tried this on five commercial galleries, two didn't do consignment. The other three are selling rounded wood objects produced in Newbee's studio, yes studio, after all, I am a rtest. If you go on a trip take your brag book and a few pieces. Newbee has done this on trips home from the symposium and placed his instant gallery pieces in galleries. Last year it worked in Emporia Kansas outside Kansas City and this year in Berea Kentucky on the way home.