

Vermont WoodNet is a coalition of woodworkers and wood product businesses whose primary mission is to strengthen business opportunities for small-scale Vermont wood product businesses that produce “Vermont Made” products and to foster a commitment to the sustainability of the forest resources.

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## Just Completed Project

**Neal Albert**

**Shelburne Fine Woodworking**

**73 Hillside Terrace**

**Shelburne, VT 05482**

**802-985-8208**

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**ShelburneFine@comcast.net**

**www.sfwvermont.com**

I have just completed this Fireplace mantle and entertainment center project in Oak. I haven't done a project in Oak in a long time. People these days seem to want to use mostly Cherry, Maple or painted. I enjoy working with Oak. It is the easiest to machine and it is very forgiving. It seems that the veneer on Oak plywood is still of a decent thickness. Not so easy to sand through when you are applying hardwood to its edge and sanding it flush.

The shelves in this project are kind of interesting. I made them out of two layers of 1/2" oak plywood with a filler layer in the middle, making them mostly hollow. Then I drilled holes into the studs and screwed in 1/2" threaded rod 4" deep

and they protruded almost the full width into the shelves. The outside diameter of the rod is slightly larger than the 1/2" plywood so when I slid the shelf onto the rod it held really securely. The thread acted like barbs. I couldn't pull them off even when tried. Also I put a ledger of 1/2" thick hardwood onto the end wall and that kept it all pretty stable. The ledger was internal also.

The little accent pieces around the fireplace are kind of interesting. I took some oak that was 1.25 x 1.25 and then I put it on the chop saw. I set the angle to 15 degree and set up a stop on the end so that the other end just started to cut the end. I flipped it over 4 times to make the little pyramid, flipped the piece end-for-end and did the same. Then I just cut them off. Moved the stop about an inch closer and repeated the process to make quite a few of them in a short time. Then I applied a little glue and shot them on with a pin nailer.

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## Keeping Warm and Cutting Costs

**Steve Benson**  
**J.S. Benson Woodworking & Design LLC**  
 118 Birge Street  
 Brattleboro, VT 05301  
 802-254-3515  
 jsbwood@sover.net

J.S. Benson Woodworking Design in Brattleboro, Vermont is saving money on waste fees, eliminating tipping fees, and reducing its heating costs thanks to their purchase of a WEIMA ECO 1 single-shaft shredder and the TH 500 briquetting press. The company, which manufactures wooden windows, is able to shred its wood waste, office paper, and cardboard and use the press to create briquettes that then provide heating for their 17,000 square foot facility. According to Steve Benson, owner of the company, "We actually have surplus briquettes which we sell to folks to burn in their conventional wood stoves."



Steve makes briquettes



Hot Stuff...

## Beautiful wood available from Sinclair Millworks

**JP Sinclair**  
**Sinclair Millworks**  
 3020 Stanton Road  
 Danville, VT 05828  
 802-748-0948  
 SinclairMillworks@gmail.com  
 www.Sinclairmillworks.com

Here are some pictures of the last batch out of my kiln that went into inventory. The two pictures of the tiger maple were some interesting stuff. It came from a run of tiger maple logs that I bought in Danville. The heartwood/sapwood combination was really pretty with a white background and grayish streaking. The most interesting part was the light pink coloring that ran on the outside of the boards; a very pretty look. The combination of those colors with the deep tiger banding came out beautiful. The other picture is of red cedar that we bought off a job in Grand Isle. It's the only place in Vermont so far that I've run into red (aromatic) cedar. It made the sawmill smell great for weeks!. I collected all of the sawdust and planer shavings from processing the red cedar and I am tempted to go online and get some small cloth bags that I could fill with the combination of sawdust and shavings for a nice potpourri to give away to customers. The red cedar has a beautiful red heartwood that will eventually oxidize and turn brown. It can retain the red coloring if you plane it and then immediately topcoat it. I

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Sinclair Millworks Pink Tiger Maple

experimented with spray varnish over a month ago on some test pieces and they still look as red as the day they went through the planer.

A new thing we're doing with our inventory is marking on each board the town that the log originated from. Our entire inventory is strictly Vermont wood and none of it ever leaves the state for even drying or processing. I know each log and where it came from. When we take it out of the kiln, it gets surfaced planed to show the individual figure in the board. I then mark the dimensions on the board (each board is measured down to the dimension marked), the type of wood, the board feet, the price and now the town of origin. It seems to be a hit with some customers. They like the idea of the fact that there isn't one piece of wood in the shop that is non-Vermont and now to even know what town it came from.



Sinclair Millworks Pink Tiger Maple



Sinclair Millworks Red Cedar

## For Sale

**Bob Bouvier has for sale the following:**

802-863-5644

802-343-6184

wdubelieve@aol.com

Panel saw-built from WOODSMITH plans-plus dust collector. Sell for \$500.



**Brian Jones has for sale the following:**

802-878-4895

info@brianjoneswoodworking.com

2 large cabinets: One Oak (pictured), One painted white  
Dimensions: 48" wide, 80" high, 16" deep, shelf width 37 3/4"

Price: \$1,000 each



**Neal Albert has for sale the following:**

A new Exactor brand sliding table saw attachment with a 48" crosscutting capability.

I am willing to sell it for a reasonable offer.

## For Sale

### Bob Gasperetti ~ Furniture Makers has for sale:

Creating Shaker and Arts & Crafts

Furniture Since 1979

Reproduction or Original Designs

802 293-5195

[www.gasperetti.com](http://www.gasperetti.com)

55 BF Padouk Lumber, 4/4, dressed to 7/8", 14"-18"  
wide by 10' long. Beautiful! \$7.00 per BF



55 BF Padouk Lumber, 4/4 - \$385  
Mount Tabor, VT

## Ten mistakes to avoid during tough times

Thoughts from Saw Bucks Forum

1. Panicking as leaders, and allowing customers to witness indecision, dissension and uncertainty when it comes to the status of your business strength and stability or the difficulty of a particular job.
  2. Cutbacks and downsizing so severe that being positioned strongly when the upturn arrives it will put you at a disadvantage.
  3. Sacrificing productivity with seemingly arbitrary changes to lower operating costs.
  4. Failure to spread cutbacks in an even and equal basis or eliminating complete sections of your services that contribute to cash flow.
  5. Poor planning of short and long term business plans and goals.
  6. Failure to manage public relations with a positive outlook on your business and a lack of media advertising to reinforce this.
  7. Be careful not to use Follow-the-leader mentality instead of carving out a niche and unique approach to the conditions as they affect your individual business and geographical location.
  8. Failure to provide incentives to maintain client loyalty and keep new customers coming in, such as sales and specials.
  9. Cutbacks in the wrong areas, like reducing stock on hand or removing services you provide.
  10. Poor use of existing credit and financial reserves.
- Use these hard times to grow stronger and be prepared to surge ahead when the time is right!

## Peer to Peer Collaborative openings from VSJF

From: Janice St. Onge  
Deputy Director  
Vermont Sustainable Jobs Fund  
3 Pitkin Court, Suite 301E  
Montpelier, Vermont 05602  
[janice@vsjf.org](mailto:janice@vsjf.org) - email

Subject: Peer to Peer Collaborative openings

We recently wrapped up with 4 of our Peer to Peer clients, and now have availability to take on additional clients. If you, or your colleagues, know of a Vermont growth company that is looking for strategic guidance and advisory services as they grow their business, please let us know or feel free to refer them to Ellen or I at 828-1260 or [janice@vsjf.org](mailto:janice@vsjf.org).

The Peer to Peer Collaborative (P2P) is a program under the Vermont Sustainable Jobs Fund that assists founder CEOs (and senior team) in identifying, focusing on and addressing critical issues and strategic direction decisions that inevitably arise as a company grows within that \$1 million to \$10 million in sales range. P2P focuses on transition points, changing needs and complex issues business owners face as they grow the sales and employee base of their company.

A three person team of experienced Peer Advisors work directly with each client over a 12 to 18 month time period to identify and solve problems, create a strategic plan for the future, and to prepare the CEO and his/her company for the change that will accompany the next stage of the company's development. Peer Advisors are successful CEOs, CFOs and COOs and have first-hand experience with the developmental hurdles all businesses face at certain junctures. Monthly half-day work sessions are tailored to meet client's unique needs and are conducted in a supportive, peer learning environment.

The Vermont Training Program at the Vermont Department of Economic Development offers grant funding to companies in Manufacturing, Value Added Production, Information Technology, Healthcare, Telecommunications, or Environmental Technology industries to cover some of the program investment.

To learn more about the Peer to Peer Collaborative, visit us at [www.vsjf.org](http://www.vsjf.org), ask our [Peer to Peer alumni](#) or contact us at 828-1260.

Peer to Peer Collaborative, a program of the Vermont Sustainable Jobs Fund  
Accelerating your company's growth at the speed of knowledge!

To learn more, visit [www.vsjf.org](http://www.vsjf.org) and click on "Peer to Peer Collaborative"

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## Mentoring for members

Have you ever wanted to purchase a new tool or have even have purchased it and didn't know how to best use it's capability? Have you ever had a very difficult woodworking process to perform and didn't know quite how to get started or make it efficient or get high quality results?

Most of us woodworkers have been there/done that many times in our career.

Wouldn't it be nice if a woodworker in your neighborhood could spend a little time with you and help you over the rough spots and get you started in the right direction? Why learn the hard way and make the same mistakes that others have made if they can point them out to you and try to help you avoid both the time lost and materials lost. In this economy, we can afford neither.

If you have such a need contact one of the board members and we will do our best to match you up with a woodworker/mentor in your area to help you.

# Introduction to Google SketchUp for Woodworkers and Contractors



This is an opportunity to learn your way around Google SketchUp and get a taste for its potential. This three dimensional design software is surprisingly accessible, robust, and free. With some practice, users can visually develop basic design concepts to accurately scaled and dimensioned architectural designs which can be printed, emailed, or incorporated into proposals. Content will be introductory so minimal experience is required - If you can use a mouse or browse the web you'll be fine. Copies of the software will be distributed. Participants who have a laptop with wireless internet capability are encouraged to bring them along.

**WEDNESDAY**

**MARCH 18**

**3:30—6:30**

**Location: NERSA in Montpelier**

**Cost: \$30.00 per person**

**For directions or more information visit [www.agcvt.org](http://www.agcvt.org) or  
contact Beth @ 802-223-2374 or the instructor @ 802-644-5131  
Fax completed form to 802-223-1809**

Name \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Directions** to the Northeast Regional Safety Academy and Vermont's Capital Conference Center  
It is located on Graves Street (that turns into Three Mile Bridge Road) in Montpelier. From I89 you will take Exit 8. Take your third left onto Bailey Avenue to your next traffic light. At that light, you will turn left onto Route 2/ State Street. This will take you right past our office on Route 2 towards Middlesex. Three Mile Bridge Road is your first left off Route 2 (about 1 mile past the office). You will immediately go over a set of Railroad tracks and NERSA/VCCC is the first building on the right. Pull up to the roadside entrance.

## **Adobe Photoshop Class**

Title: Adobe Photoshop Basics for WoodNet Members

Date and time: Tuesdays, March 10, 17, 24, 31 from 7:00-8:30 PM

Location: CVU High School

Description: Unlock the digital capacities of pictures or graphics. Turn that dull sunset an orange hue, sharpen smiles hidden in shadows, or remove that strange uncle from a family portrait. Receive individual attention as you work on one of CVU's computers. Bring your own photos or practice on class samples. You will investigate the tools necessary to import, export, crop, resize, enhance, eliminate red-eye, merge a panoramic, and add text layers to existing graphics. This course is appropriate for those who want to learn how to use the tools & menus associated with the family of Photoshop products (CS, Elements).

Instructor: Duncan Wardwell

Cost: \$50

To register email: [access@cvuhs.org](mailto:access@cvuhs.org) or call 802-482-7194

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## Ten Strategies for Outsmarting the Competition

by John Graham

It doesn't take any brains to beat the competition on price. But outsmarting the competition is quite different – and far more challenging and worthwhile. While low price gets an order, outmaneuvering the competition gets a customer. Here are 10 moves to put competitors on the defensive:

1. Don't even think about faking it. Anyone in business who attempts to control the truth is extremely dangerous. It can't be done – at least not for very long. There's always someone watching, blogging or carrying a cell phone with a camera. And there's always YouTube. Vaunted Southwest Airlines took a huge hit for its alleged overly cozy relationship with FAA inspectors. The company allowed 46 of its planes to fly that were out of compliance. There were no accidents but the airline's image crashed. For an organization like Southwest that thrives on positive PR, why would it allow potentially life threatening safety maintenance shenanigans to occur? No matter what Southwest says about its safety record, the brand has been harmed. If it can happen to Southwest, it can happen to any company.

2. Always act scared. Get over trying to be super-confident and cool. That's nonsense. If you're not scared, you don't have a clue to what's going on. Let's face it. It's truly scary on the street. When Andy Grove, Intel's CEO, wrote his memoirs, he called it *Only the Paranoid Survive*. There's never been a more honest business book. Acting scared has a big payoff. While everyone else is pretending to be deliriously happy out on the golf course, your antennae keep you tuned into threats and opportunities. Just remember that the Bear Stearns CEO didn't see the train coming. He was too busy snapping his suspenders and spending Fridays chasing the little white ball.

3. Stop lapping up stupidity. When it comes to sales, there's an endless market for BS. Just for fun, I Googled "sales advice," and in 0.11 seconds, there were 5,940,000 listings! There's only one reason for all of that. At least 99.99% is nonsense. Here's the test: if anyone tries to make selling simple, they are lying. All they want is your money. Selling is tough work and that message doesn't sell well. Moral of the story: stay

away from anyone and anything that promises to turn you into a super salesperson.

4. Focus on concepts and ideas. The biggest problem for salespeople is letting what they sell get in their way – and tripping them up. Customers don't care about what we sell; they are looking for help to achieve their goals. Never underestimate the power of ideas. The subprime loan postmortem makes clear just how many of those who took out these loans weren't buying homes – they were buying their dreams. What they bought wasn't a home. It was a retirement ticket, a way to get rich or to be somebody. As it turns out, the property purchased didn't even remotely meet their actual needs. The real "pressure" came from within. The point is not to justify what has happened to millions of Americans. It is simply to point out how the compulsive power of a dream can compel irrational behavior.

5. Figure out how you can help your customers. Actually, most salespeople couldn't help customers if they wanted to (and many don't). The reason is simple: they never make the investment required to understand the customer's business, other than glancing at a website or a brochure and faking the jargon. No matter how much salespeople may protest, a recent survey by Sirius Decisions<sup>2</sup> sets the record straight. Here are their expectations: 93% wanted them to be well-informed of their business issues, while 90% expected them to be informed about the industry in which they produce and compete. A total of 91% wanted salespeople to have done their homework on the executive's organization before any meeting, and 64% expected them to be informed about their competitors' strengths, weaknesses and strategies. When the executives were asked how salespeople actually perform, 82% said they have not done the proper homework on the company's critical issues or needs and just try to sell their product without any connection to their needs. Seventy-two percent reported that salespeople frequently the business environment. How can salespeople expect to have value and to help customers when they don't know anything about their challenges and needs.

6. Get serious about database management. Most companies are in total disarray when it comes to managing customer and prospect information, including those using sophisticated CRM systems. The issues range from inaccurate, incomplete and totally missing

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information to a refusal by some salespeople to enter any data. Worse yet (if that's possible), management often is duped into believing all is well, that data is being collected, updated and tested. And what about the top 10, 100 or 1,000 customers? What is their value to the company and how do you show it? Then, there are prospects. What is the plan for their constant cultivation?

7. Get serious about what customers value. Companies seem to have an unquenchable psychological need to feel that they are delivering value to their customers and certainly more value than their competitors. And don't just assume, as too many companies do, that you know what's important to customers. That's dangerous. Recently, a company acted on limited input from employees about a particular customer issue and it turned out to be dead wrong and an instant negative reaction from their customers. Getting serious about learning what's important to customers requires periodic objective surveys by a third party, unless you only want to hear good news.

8. Keep your commitments. Unquestionably, the way to succeed in sales is to keep your promises. If you say, "I'll get that information for you by tomorrow," do it. If you agree to follow up on a prospect, do it. This is the stuff of which sales are made. In other words, do what you say you're going to do. This is your guarantee. Yet, the words make most of us nervous and antsy. "What happens if a meteor hits and everything is buried in dust? Or, more likely, "What if my car breaks down or the Internet goes dead." Reputations in sales are built on keeping commitments.

9. Emphasize information. Entrepreneurial business can be easily infected with what Dhananjay Nayakankuppam, a marketing professor at the University of Iowa, calls the Blissful Ignorance Effect. It suggests that people who have only a little information about a product are happier with that product than those with more information. Companies are not exempt, either. One organization wanted to get their team together for a day and come up with strategic marketing concepts. When it was suggested that obtaining data by surveying customers and prospects could make the session far more productive, that was viewed as a waste of time. Yet, the same company would be aghast if engineers would say that it's a waste of time and money

testing the soil for a new building. Making decisions without adequate objective information gives the competition a free pass. It's also stupid

10. Be direct. Most people would like to be far more direct than they are. We pull back because we don't want to offend anyone. When you think about it, our value to customers is in being candid with them. This may be more of a male trait, since women seem to be more direct – which is why they can be so good in sales. Being direct initiates discussion and dialogue, and helps foster new ideas. This is what makes a salesperson's knowledge and experience useful to customers. Failing to be candid diminishes their value and calls their honesty into question. Without even realizing it, we often play into the competition's hands. The problem that causes us to lose business isn't so much price as it is handing business to a competitor on a silver platter and not even knowing it. John R. Graham is president of Graham Communications, a marketing services and sales consulting firm. He is the author of "The New Magnet Marketing" and "Break the Rules Selling," writes for a variety of business publications, and speaks on business, marketing and sales issues. Contact him at 40 Oval Road, Quincy, MA 02170; tel. 617-328-0069; email [jgraham@grahamcomm.com](mailto:jgraham@grahamcomm.com). The company's web site is [grahamcomm.com](http://grahamcomm.com).

**Thoughts from Charley Dooley on Craft Shows**

Upheaval is the word of the year. I am not surprised. I had been baffled for decades on how long our society has been able to float along blissfully, unaware of our unsustainable lifestyle. When the Soviet Union disappeared overnight and the Berlin wall fell, some rejoiced as it signifying the defeat of Communism by Capitalism. I saw it as Russia simply ran out of money. Ever since then, I have been waiting for the other shoe to drop. Now it has crashed resoundingly to the floor echoing a crescendo of wailing not heard since the Great Depression. It's obvious: our government was running its own Ponzi scheme, financed by borrowing trillions from a willing China. When the mortgage and banking crisis hit, the world no longer had a superpower.

Unfettered, unregulated Capitalism had a long run: fortunes were made, fortunes were lost. Dreams were made of Bernie Madoff fluff and bad mortgages, 401K's and the wondrous Wall Street. For years we were told us we were prosperous. Yet, for artists in the marketplace, it never translated into bustling buying. Although September 11, 2001 is etched into stone as a turning point in the crafts industry, many of the factors for a decline were already firmly in place.

At the risk of being repetitive, the aging boomer population is and continues to be the most egregious influence on consumer spending for handmade goods. This decade, 72,000,000 people gradually hit 50 and then 60; they no longer required home furnishings, art, kitchenware, outdoor accessories. In their place, Generation Y had 17,000,000 potential buyers. Granted, there were other contributing factors like the Internet and E-Commerce and the influx of cheap "cool" stuff from abroad, particularly China. The end result is 55,000,000 fewer shoppers.

Now, as we head into 2009, with a new Congress and an administration pledging change, we are all wary of what to expect. The challenge is the biggest one since the Great Depression and only an economic domestic Marshall Plan will transform our country. Luckily, it appears Obama is the right guy in the right place. We need to rebuild our infrastructure, roads, bridges, mass transportation, education system, and broadband width capability. We need to break our junkie's addiction to oil. We need to change our health care system; the

present one alone would eventually cripple business and bankrupt us. If we begin to address all of the above, there will be an enormous increase of good paying jobs. (You can't outsource these jobs!) After decades of decline, the middle class will be reborn.

During the fall of 2008, during the disastrous slide of the stock market and the poorly conceived bailout, there were actually encouraging signs for the crafts industry. A jeweler friend who exhibited at several shows said the public was appreciative of him and his work. There is strong public sentiment about buying local and buying handmade. There is a growing aversion to shopping at the mall and buying things just for the sake of "shopping." Meanwhile, the two Craftproducers Vermont fall shows were well attended and buying was vigorous in Manchester and sales were still solid in Stowe. Our first effort at the former UCE show in Syracuse actually was very positive. Friday and Saturday were busy although our success was mitigated a little by Sunday's lake effect snow. I heard reports the Old Deerfield Christmas show had their best show in years with many customers chanting the "buy local" mantra.

Analyzing data about different shows, it's apparent that the larger, impersonal shows that offer large numbers of exhibitors are suffering most. Since those shows can no longer support such an exhibitor base, many promoters are allowing their standards to slip. Empty booths, oversized booths, buy/sell are seen where they had not been allowed in the past. Craftproducers took steps many years ago to reduce the size of its shows and to upgrade the quality, being especially vigilant against buy/sell exhibitors.

However, even at strictly juried shows, where the work is outstanding, there have been reports of slumping sales. For the first time in memory, even the rich have been hit and luxury sales are way down. Customers are pursuing value in an unprecedented fashion. An artist friend is going out of business because his \$2,500-3,000 one of a kind paintings are not selling. I know it takes all types to make a world but if it were me, I would cut my prices. I would make sure I get a healthy hourly wage and pay for my materials and overhead. I would sell my work at \$1,200-1,500 to raise cash and survive. I would explore making limited edition prints of my

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best pieces and selling them at \$400. Certainly I am not denigrating the talent or the worth of any individual but, in the end, aren't you running a business? Adapt or perish.

Moan and groan, gloom and doom are self fulfilling prophecies. If you approach your work on a daily basis depleted of hope, it permeates your entire being. When you come to a show and sit in your booth with a hanged head, looking like a beaten dog, you will not sell, no matter how great your product is. I don't mean to seem casually callous in reprimanding those of you who fit into this group. I have great empathy for you. I have been around long enough to have experienced all of life's cycles, the precious peaks and the lugubrious valleys; there have been good times and bad times. It's part of the circle, round and round. It's normal and healthy. Change is good. When you don't incorporate change into your life, you are dead, if not literally, then figuratively.

"Oh there goes Charley chanting "change" again," some of you cynics will crow. Well, I say, if you don't see the handwriting on the wall, you are blind. When this momentous new millennium dawned, we yawned, content as fat cats sitting in the sun. September 11 and then the absurdity of the Iraq war sorely taxed this nation. With the collapse of international markets, we are sailing on uncharted seas, in leaky boats. In all scary situations people seek comfort.

That indeed is the ace up our collective sleeve. As witnessed this past fall, while markets crashed and bailouts began, people went to Vermont for a couple of days. They came to our shows and spent a lot of money. Admittedly they bought less than ordinarily, but they did buy things. As I observed the public during the shows, I realized that our Festivals are akin to "comfort food." People feel secure with our lovely sites, Camelot tents, varied culinary menus, gentle entertainment, toilets fit for Presidents, and, you, our eclectic selection of artists and artisans.

In fact, we are confident of drawing appreciative and enthusiastic crowds in 2009. At our four Vermont shows, two have recently won awards as being in Vermont's top ten events, the New Taste of Stowe and the Fall Hildene Arts Festival.

The summer Stowe show has incorporated the Stowe

Culinary Classic under its umbrella in 2009. This will only increase local support. Our Festival benefits non-profits and is passionately supported by locals. There is particular emphasis on two dimensional pieces at this event. Attendance and buying are growing yearly. In 2009 Stowe resorts will be promoting this event during the winter and spring to draw tourists to "Celebrate Summer in Stowe" that weekend. Since life is not all drudgery, we suggest to exhibitors that you stay over on Sunday. There is a Mozart Festival concert at Trapp Family Lodge under the stars on the hillsides watching the moon and fireworks. You can camp at the show site after the concert.

The two Manchester Festivals remain formidable: big crowds, brisk sales. This summer we plan to increase attendance by forging a similar model to our summer Stowe show. We want to expand our connection to the Town of Manchester. We will approach the regional chamber, business leaders, and restaurateurs to join in and Celebrate Summer in Manchester. We will position our shows to be the center of activity in each town the weekends that we are there.

Both Manchester and Stowe Fall shows are among the best shows anywhere. In 2009 Manchester will benefit immensely because we moved the Adirondack show. Many more patrons from the Albany metro area will come over to Vermont for the afternoon since it will be their only chance to see in the Fall. As for Stowe, it continues to evolve a premiere event. Both Festivals emphasize the upper end and one of a kind. The Vermont Cheese Beer Sausage Tent was a terrific success in 2008, bringing in a sophisticated younger audience. This component will be a permanent feature at these autumn shows.

Speaking of an ideal audience, there is none better than Flemington, NJ. The shows are located at the Hunterdon County Fairgrounds, just a few miles from the flourishing town of Lambertville. New Hope, PA, a tourist magnet, is a mere six miles away. Not only is there an enormous number of affluent people residing within a half hour drive, there is also a booming tourist trade along both sides of the Delaware River. The area draws an urbane group from nearby Philadelphia and New York City, some who own second homes and some who spend numerous weekends there in the plentiful

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hotels and bed and breakfasts.

Obviously, the area is perfectly poised to host a craft show. There have been significant improvements to the fairgrounds in terms of drainage and walkways. It is here we have drawn the line in the sand: this show must happen. The show has realistic potential to be successful. Our recent effort in Syracuse indicates that we can restore a UCE show. We have 23,000 person mailing list of past attendees. They are eagerly anticipating the return of the show. To entice your support, we have reduced the booth fee and modified the dates to take advantage of better weather. We need to make a statement here: join us. Together we can make this show successful.

Indeed, the future is all about teamwork, especially as our society recovers from its binge. The new tone is music for your ears. Notes are ringing: handmade, locally made, small treats, and so forth. Wherever you go, whatever you read, watch, or listen to, the message is singular: return to the basics. As we enter the second decade of this new century, there is more good news for you. The "Millennials" (the GEN Y'ERS) are beginning to surface on the consumer radar. They number 70,000,000 and are ranging in ages from 30-14, more or less. They like handmade goods and, in a temporary setback to globalism, they prefer local products including food.

There is already proof of the emergence of the younger generation returning to the art/craft marketplace. Pottery is back! (Perhaps, not all the way but better than ten years ago.) When I first started out at shows, thirty to forty percent of booths at show were clay. This phenomenon was due to the bulge in the population who needed things for their kitchens and living rooms. As the boomers aged, jewelry proliferated. Jewelers comprise thirty percent or more of the total exhibitors, particularly at urban shows. Potters had practically disappeared. Yet, in the last few years, there are more potters at shows. More importantly they are selling better, once again, because young people need dishes and mugs and things.

So, let's go then you and I, to the shows. Come to many Craftproducers Festivals. Tell others about us. We will maintain reasonable fees and will continue our flexible payment plans, minimizing your upfront capital

outlay. Camping is free at the shows (nominal fee in at Adirondack includes showers) in an ongoing effort to keep your show costs in check. We welcome your support and your business. We welcome your thoughts and suggestions. We are appreciative of the symbiotic relationship we have with you.

Most of all, we are confident of the future. After all, we have "street" knowledge: we know how to survive. You are a talented, resilient group. Offer your customers "value" and you will be surprised at how well you do in 2009. While galleries and wholesale outlets may struggle, craft shows, farmers markets, and your own websites should enjoy a successful year. It's a beautiful thing: to be in the right place at the right time.

#### **Vermont WoodNet Board Members**

Bob Bouvier, Chair, 863-5644, wdubelieve@aol.com  
 Neal Albert, 985-8208, ShelburneFine@comcast.net  
 Bill Baynham, 985-9311, Baynhb@aol.com  
 Dale Bergdahl, 656-2517, dale.bergdahl@uvm.edu  
 Gerald Bouchard, 425-3445, gamjb@gmavt.net  
 Russ Fellows, 899-3059, skunkmen@together.net  
 Barry Genzlinger, co-chair, 951-2501, batcabins@aol.com  
 Joe Laferriere, Secretary, 879-4348, joekate@sover.net  
 Paul Lascelles, 863-5644, paulswoodworking@aol.com  
 David Spooner, 229-4800, dspooner@pshift.com

# Wood Website Success

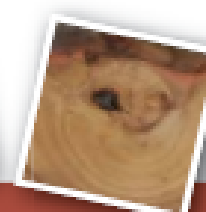
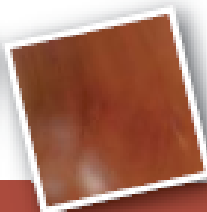
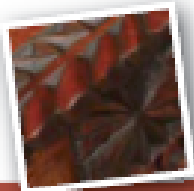
Presented by:



VERMONT  
WoodNet

When - Friday & Saturday, April 3 & 4, 2009 Where - Brattleboro, VT

Is your web site achieving the success you want? Do you want to know how to plan a successful web site? This series of 3 workshops will help you start right or improve your existing site. Topics covered will include: people-friendly sites (user interface), search engine friendly sites (search engine optimization), and steps to start or improve your web site. Private web site help will also be available.



## Presenters

### Nora McDougall-Collins

Coming to us from her recent development, rollout and marketing of the TimberBuySell.com web site, Nora McDougall-Collins specializes in training small businesses and organization on how to plan, develop and market their web sites. In addition to being involved in the nationwide Internet environment since 1997, Nora has degrees in both International Business and Computer Science.

### Danconia

Founded by longtime sales professionals, we take a unique approach to both online and traditional marketing campaigns. While other New Hampshire design companies focus on graphics, we start with what matters most: your message. Visuals are important, but having a great looking web site is of little use if it fails to lead to increased revenue. At Danconia Media, everything revolves around making the sale.

## Workshop Outlines

### Session 1: Friday 1:30 - 4:30

Friday Registration: 1:00 - 1:30 pm

#### Session 1: Nora McDougall-Collins

- Planning your Web Site for Optimization
- What do you want from your web site? Or, Your Goals
- Who cares about your web site, and what do they want? Or, Your Market
- What not to do on your web site, or how to really annoy your web site viewers.

Refreshment Social Hour after Session 1: 4:30 - 5:30

### Session 2: Saturday 9:00 - 12:00

Saturday Registration and Continental Breakfast: 8:00 am

#### Session 2a: Nora McDougall-Collins:

- Optimization as Part of the Design - not an After-Thought
- Steps to planning your web site
- What does Google want, anyway?
- Plan for change
- Getting the right people to work on your web site

#### Session 2b - Danconia:

- The General state online digital Marketing & Search
- Design with purpose; Building Digital Media for success

Lunch Provided: 12:00 - 1:00

### Session 3: Saturday 1:00 - 4:00

#### Session 3a: Nora McDougall-Collins

- Google is important, but People are More Important
- Build partnerships
- Don't wait for them to come - "push" your message
- How does my web site structure affect my search engine optimization - and my viewers?
- Your web site is part of your organization - not a perpetual dollar machine

#### Session 3b: Danconia

- Online marketing for Consumers & for Search Engine Optimization
- The Pendulum; Building for the future

**Join Us!** When - Friday & Saturday, April 3 & 4, 2009  
Where - Brattleboro, VT

For more information contact - Judy Balch @ 123-456-7890

Link to the facilities: <http://gradschool.marlboro.edu/techcenter/>

## Pricing

Regular Price: \$99.00 for three workshops, lunch and snacks. Single workshop price: \$50.00

**Special Economic Stimulus Price:**

**Our price:**

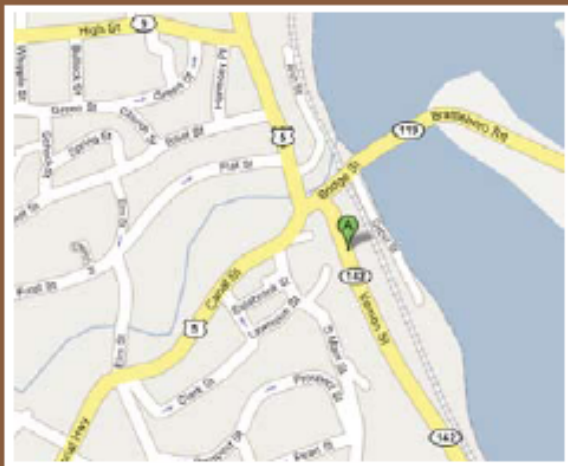
Three workshops, lunch and snacks: \$35.00 for non-members/\$30.00 for members

Single workshops: \$25.00 for non-members/\$15.00 for members



## Directions

28 Vernon Street, Suite 120  
Brattleboro, Vermont 05301



### From North: Interstate 91

Take Exit 1, Brattleboro. At end of ramp turn left; you are now on Route 5 Canal Street, Travel 1.2 miles toward downtown Brattleboro. At the bottom of the second hill you descend, look for signs for Route 142 South. At 4-way intersection, make a sharp right onto Vernon Street (Route 142 South), Go past Brattleboro Museum on left, Parking is the next left.

### From South: Interstate 91

Take Exit 1, Brattleboro. At end of ramp turn right; you are now on Route 5 / Canal Street, Travel 1.2 miles toward downtown Brattleboro. At the bottom of the second hill you descend, look for signs for Route 142 South. At 4-way intersection, make a sharp right onto Vernon Street (Route 142 South), Go past Brattleboro Museum on left, Parking is the next left.

### From East: Route 119 NH

Cross over the Connecticut River, Make a sharp left onto 142 South, the first 4-way intersection you come to, Go past Brattleboro Museum on left, Parking is the next left.