



Building Connections

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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The planning for the Symposium on May 21 and 22, 2010 at the St. Johnsbury Academy in St. Johnsbury, Vermont is going well. Some would say we have more than our share of loose splinters for even planning such an undertaking on such a short plan schedule and on a shoe string budget on top of that.

We must acknowledge and thank the USDA for Rural Development for it’s in part funding to help make this event possible.

Our event coordinator, Maurine Hennings, from St. Johnsbury, has secured the use of the Academy and their spectacular facilities. As a co-sponsor, the Academy

has been very gracious and understanding of our needs in spite of the fact that they have never been host to such a large event, that wasn’t their own, and they also have their own graduation to deal with just a week after our event. **Thank you to the Academy!**

Another co-sponsor for the event is Cabot Cheese, a long recognized supporter of the Best Of Vermont. They will also donate cheese for the event—always a welcome addition to any gathering.

The overall event will consist of a typical trade show, a gathering of organizations important to the woodworking industry as well as other businesses, some woodworking demonstrations, a gallery of items manufactured by Vermont WoodNet members for the public to view, to be able to speak with it’s manufacturer and hopefully purchase and last but not least there will be 6-10 educational opportunities available for a nominal charge.



The event itself is free and open to the public. We don’t have lots of money for marketing, so we are depending on partner organizations to inform their membership and encourage them to attend. That population alone is well over 1000 folks. The event is also planned to be spouse and kid friendly. There will be town events and discount shopping/eating/lodging opportunities to hopefully draw whole families for the event and keep them in town.

Thanks to the support/work of VT WoodNet members, we have already secured the attendance of Wood-Mizer. They will bring a portable band saw mill. There will be logs there and a sawing demonstration will take place. In addition to them, SHOP BOT will be in attendance. They will bring a computer controlled router (CNC) and will demonstrate as well. A St. Johnsbury local, Matt Burak will have displayed some of his company’s products (Classic Designs), table legs. We have sent out invitations to 50+ vendors. We hope to have a nice cross section of vendors to display their wares for the public/woodworkers to peruse and purchase.

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Calendar Dates

Mar 13-14	New England Products Show
March 20	beCAUSE Craft Show
May 21-22	Woodworking Symposium
Jul 16-18	Home Decor Show
Sept 25-26	Vt Fine Furniture Festival

An exciting and collaborative partnership gathering of organizations important to the success of woodworkers and other businesses will also be present. That way, these organizations will be able to tell those gathered about their existence and the goods/services that they might have to offer to one and all to help make the attendee's individual business a success. To date we have confirmed attendance by Vermont Hand Crafter's (VHC), Vermont Wood Manufacturers Association (VWMA), Green Mountain Wood Carvers, Wood Chuck Turners of Northern Vermont, The Guild of Vermont Furniture Makers, USDA Rural Economic Development, the North East Kingdom Travel and Tourism Association (NEKTTA) and the NEK Artisans Guild. Other organizations may be added to this list by the next newsletter.

Another high point of the event will be woodworking demonstrations. So far we have Dick Montague who will be turning tops plus much more. We also have Irene Ames who will be making ash baskets. Next we will have Randy Crossman who will be scroll sawing. Matt Strong will be carving and Cindy Weed will be making wood jewelry pieces. This is a nice cross section of different wood working disciplines. All will have items that they have produced for sale to the public.

We will have a gallery set up for Vermont WoodNet members to bring, display and hopefully sell their items. We have not defined this space as yet, and space is really at a premium since the Academy is still in session. We need feedback from Vermont WoodNet members about what they might like to bring to the event. See another article in the newsletter outlining the opportunity and the date for needed input. Don't delay-respond ASAP!

There will be a complete photo studio set up at the event. This is equipment owned by Vermont WoodNet and available for use by Vermont WoodNet members. We will have someone there to take digital pictures of your products that you want to market. You will then be provided a copy of that digital picture(s) on a CD that you can then use for on line marketing purposes. There will be no charge for this service. Stay tuned for more details about how you sign up for it.

As Vermont Woodnet is an education organization, we have saved the best for last. There will be opportunities to sign up for 90 minute long education offerings on Friday night and all day Saturday. These offerings will cost a nominal amount, \$10 each. There are, however,

a limited number of scholarships available so finances will not be the reason to keep anyone away. Each attendee who signs up for an education opportunity will also receive, free of charge, a box lunch on Saturday. All others can purchase a box lunch on Saturday

The education offerings planned are ones that our membership has requested. Most are not totally firmed up yet. They are: **Pricing Your Work, Computers/Internet, Guerilla Marketing, Cash Flow And How To Manage It, Web Based Marketing.** We have arranged for a webinar talk by Glenn Ravdin on **Marketing And Branding Your Work.** Several other education opportunities are being pursued and will be announced in next month's newsletter.

Another very exciting education event will take place on Friday night. It will be a panel discussion by 3-5 Vermont individuals who have taken a business from meager beginnings to a regional or national presence. The speakers will each take 10 minutes to tell you about themselves, their business, the things that worked for them and yes, even the things that did not work for them. There will then be an opportunity for Q/A by those attending. This event will be free but prior sign is will be required.

Registration for attendees will be available in about a month. With such a short lead time for planning, things are changing fast. Stay tuned for more details. The elements outlined here are pretty much in place. Our web site (www.vtwoodnet.org) will soon begin to also outline details of the event and give sign up opportunities. All sign ups will be via snail mail and check. This is the most efficient way for us to manage this part of the event. If you have any questions or comments, feel free to contact a Vermont WoodNet board member or send them to maurine@vtwoodnet.org.

This event is for you. Please mark your calendars and plan to attend. Bring your family, bring your friends.

Vermont WoodNet members only

At the Trade Show and Woodworking Symposium to be held at the St. Johnsbury Academy, in St. Johnsbury, Vermont, this coming May 21 & 22, 2010, there will be a gallery space for Vermont WoodNet members to display their goods for sale. The only requirement is that you, the member must deliver and pick up the item(s) and also be at the show to talk them up with prospective customers and to actually make the sale. Sales will not be made or handled by Vermont WoodNet. There is no charge to do this and Vermont WoodNet does not get any % of your sale. This opportunity is a membership benefit. You get to keep 100% of the sale and you must handle any Vermont state sales tax.

What we need to know by next Friday, March 5, 2010, is what you would like to bring to the gallery. We need a description of the item and pictures if at all possible. We need to size the space and need this information by that date.

Please send the email to:

Bob Bouvier

wdubelieve@aol.com

If you have questions

802-863-5644 or 802-343-6184

WoodNet member makes Spinning Tops to Raise Money for the American Cancer Society

Barry Genzlinger, co-chair of Vermont WoodNet, is making **spinning tops** to raise money for the American Cancer Society. His goal is to sell over 100 tops at the **beCAUSE Craft Show** on March 20th and raise over \$1,000.

Barry and his extended family have been taking part in the American Cancer Society of Chittenden County's Relay For Life for the past 4 years and have raised thousands of dollars for ACS. Eighteen extended family members now have or are survivors of cancer or have died from some form of this disease.

In last months newsletter Barry asked for donations of scraps of wood that he could use for making tops to sell at the beCAUSE Craft Show on March 20th at Saint Michael's College. Several members responded! Barry would like to thank Bob Bouvier, Wood-U-Believe in South Burlington, Gerald Bouchard, A2W Woodworks in Charlotte, and a HUGE thank you to WoodNet Member Forest Products Associates in Greenfield, Mass for their generous donations of scraps. Each 1 5/8" by 1 5/8" by 4" piece of scrap wood donated creates one top.

The Chittenden County Relay For Life will be held on June 11th thru June 12th. Last year the event raised over \$300,000 for the ACS. As part of the night's activities a raffle is held for baskets filled with assorted products. Barry's team, The Bravest Moms, will have a basket filled with Barry's tops, ornaments made by his wife, cookies made by his daughter, and several other items. If any WoodNet member would like to contribute a top to this basket the team would be very grateful. Your top can be made from any species of wood, any size, fancy or plain and packaged in a zip-lock bag along with your business card or other literature that can fit in the bag. If enough tops are donated we will create a second basket of Vermont WoodNet Tops. If you can donate a top deliver it to any board member or mail it to Vermont WoodNet, PO Box 4562, Burlington, VT 05406.

Thanks for the help!

Classified Section

For Sale, Services, Wanted

Wanted: Hardwood scraps that are at least 1 5/8" x 1 5/8" x 4" long to make spinning tops to be sold as a fundraiser for the American Cancer Society. If you have any I will pick them up. Email Barry Genzlinger at batcabins@aol.com or call 802-863-9609.

For Sale

Panel Saw

Built from WOODSMITH plans/kit. Used less than 20 hours. Has Porter Cable circular saw.

Price \$450

Contact Bob Bouvier

802-863-5644

wdubelieve@aol.com



beCAUSE
Craft Show

Fifth Annual

beCAUSE Craft Show

like NO other craft show

The *beCAUSE Craft Show* is not like any other craft show for 2 reasons. First, the booth fee for vendors is only \$10 to help pay for some advertising. Second, each vendor donates at least 50% of their profits to a charity or charities of their own choice. It could be a local or a national non-profit. Last year over \$10,000 was donated by 73 vendors!

This year the 5th annual *beCAUSE Craft Show* will be held on March 20th in the Ross Sports Center at St. Michaels College. St. Mikes has donated the use of gym for the event again this year.

Come visit the show and support one of the 90 charities represented by over 100 vendors. Help us spread the word!

WANTED

Stories and pictures about YOU for the next issue.

Wanted: items for Classified Section

Have you got items to sell or services others might not know about? Do you need something? Send your stuff to Barry at batcabins@aol.com and he will get them into the newsletter.

Vermont WoodNet Board Members

Bob Bouvier, Chair, 863-5644, wdubelieve@aol.com
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Save the dates

WoodWorking Symposium

May 21 and 22, 2010

St. Johnsbury Academy

St. Johnsbury, Vermont

Vermont WoodNet will host a **WoodWorking Symposium** on Friday and Saturday, May 21 & 22, 2010 at St. Johnsbury Academy in St. Johnsbury, Vermont. There will be many educational Offerings and demonstrations.

26th Annual New England Products Trade Show

March 13, 14, 15, 2010

Portland, Maine

www.nepts.com for more info.

This business-to-business wholesale trade show is an annual event featuring a juried selection of giftware, home furnishings and specialty food from Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut.

Home Decor Show

July 16-18, 2010

In the Berkshires

We are sponsoring a Home Decor Show featuring Furniture and Fine Wood Working in the Berkshires July 16-18. It's a fabulous market and great opportunity for your members. How do we get the word to them? The application will be available January 29 on our website www.craftproducers.com.

7th Annual Vermont Fine Furniture & Woodworking Festival

September 25-26, 2010

Union Arena, WoodStrock, VT