

June 2008 Newsletter

Santa Cruz Bead Society

www.santacruzbeadsociety.org

Monthly Meetings

Join us for inspirational bead talk
First Thursday of each month
6:00—8:00 pm
Santa Cruz Library, Central Branch
Meeting Room, upstairs
224 Church St., Santa Cruz

Contact

Contact us to request or contribute information, receive the email newsletter, request speakers or topic, and make suggestions:
contact@msrachel.com
PO Box 8331
Santa Cruz, CA 95061

June 2008

No program is scheduled. Please come prepared to introduce yourself and your current project. Consider bringing something which inspires your work whether it is a flower or a photo of your child. Also bring a current project to work on while socializing with other bead makers.

Announcements

Monkey Girl Beads

There are lots of new and wonderful colors to make beads with. Come check them out. The kiwi and blue lagoon are my new favorites. Visit www.kissmyglassonline.com to check out summer classes in beadmaking or call to schedule your own.

July Speaker

Rachel Nelson-Smith will give us a slide show presentation of her works accompanied by stories of her bead travels.

September Speaker

Local jewelry designer, Denise Peacock, will engage us with her sparkling baubles which are available in over 60 US locations. Each Delisch piece an original design, hand-made in California from specially selected, beautiful natural gems, pearls and vintage beads and crystals.

Kiss My Glass

There are lots of new and wonderful colors to make beads with. Come check them out. The kiwi and blue lagoon are my new favorites. Visit www.kissmyglassonline.com to check out summer classes in beadmaking or call to schedule your own.

Kiss My Glass is now accepting any and all beads preferable with 3/32 holes for sending to the Beads of Courage program. It is a program that uses beads to help children with cancer tell the story of their treatment. Check out www.beadsofcourage.net for more information or come in and ask to see their 15 minute DVD in the store.

Bead Nook Liquidation

Felton bead store owner, Kerry Sieff, is closing shop and liquidating remaining inventory! She has a little bit of everything beady as well as staircase-style acrylic displays and black plastic section trays and other containers. Purchase of items in bulk is preferred, prices vary. Reach Kerry by phone or email at 831-818-0648 or thebeadnook@yahoo.com.

Events

Gem & Jewelry Show

June 6-8, 2008

This is an International Gem & Jewelry Show which contains a Wholesale and a Retail section. To enter the Wholesale section one must provide a copy of their Tax ID and a business card.

Show Hours: Friday/12pm—6pm, Saturday/10am—6pm, Sunday/11am—5pm

Admission: \$7

Address: San Mateo County Expo Center—Expo Hall, 2495 South Delaware, San Mateo, CA, 94403

Website: www.intergem.com

San Francisco Crystal Fair

June 7-8, 2008

Show Hours: Saturday/10am—6pm, Sunday/10am—4pm

Admission: \$6

Sponsor: Pacific Crystal Guild

Address: Laguna Ave. and Marina Blvd.

Website: www.crystalfair.com

My Favorite! Bead Show

July 11-13, 2008

Free beading classes by Wendy Simpson Conner

Show Hours: Friday/12—6pm, Saturday/10am—6pm, Sunday/11am—5pm

Admission: \$7

Sponsor: Intergem

Address: San Mateo County Event Center, 2495 S. Delaware St., San Mateo, CA

Website: www.intergem.com

Gem Faire

July 18—20, 2008

Show Hours: Friday/12—7pm, Saturday/10am—7pm, Sunday/10am—5pm

Admission: \$5 weekend pass

Address: Marin Center/Exhibit Hall, 10 Avenue of the Flags, San Rafael, CA

Website: www.gemfaire.com

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Classes

email tips on upcoming classes to info@santacruzbeadsociety.org

Wire Wrapping at Kiss My Glass

Saturday May 31st

Ted Fairbanks is teaching wire wrapping this Saturday and he says if you can wrap a marble, you can wrap anything. Bring your own marbles or beads or purchase them in-store.

Fee: \$150, includes lots of sterling wire

Phone: 831-462-3077

Address: 660A Seventh Ave., Santa Cruz, CA 95062

Website: www.kissmyglassonline.com

Bead Stringing at Capitola Recreation Center

Saturday, June 28th

Hours: 10am—1pm

Fee: \$30 / Non-residents \$42

Address: Capitola Community Center, 4400 Jade St., Capitola, CA

Website: www.capitolarecreation.com

Earrings: Doorway to Wire at Capitola Recreation Center

Saturday, June 28th

Hours: 2—5pm

Fee: \$30 / Non-residents \$42

Address: Capitola Community Center, 4400 Jade St., Capitola, CA

Website: www.capitolarecreation.com

Absolute Beadweaving: A Weekend-long Bead Retreat

Saturday & Sunday, July 12th & 13th

\$80 Spend a weekend learning from a master beadweaver about the secrets of successful beadweaving techniques. Learn four different stitches and get assistance in selecting thread, needles, and projects in tune with your personal creative goals. Stitches covered are: flat even count peyote stitch, right-angle weave, tubular herringbone, and brick stitch. You will leave class with 4 sample swatches of bead weaving.

Hours: 10am—4pm

Fee: \$68 / Non-residents \$80

Address: Capitola Community Center, 4400 Jade St., Capitola, CA

Website: www.capitolarecreation.com

Selling Jewelry

After sharing at the April meeting her experiences selling jewelry, Rachel Nelson-Smith asked Suzanne Barrett to write about her experience to share with you're here. This is what she wrote:

I did a one-day arts and crafts fair in Campbell in April. Weather wasn't the best, and between that and the economy, traffic was light (according to the coordinator). Still, I did fairly well. Sold a few necklaces, bracelets. As usual, my biggest sellers were earrings. This was an indoor show with 2 8-foot tables provided.

In early May I sold at Spa Fitness on 41st for three days and did very well. Again, earrings were the big sellers, however, I also sold a few wire-wrapped pendants and some gemstone necklaces.

I've been selling at shows for three years and follow the same criteria for each event: I choose only indoor shows where I don't need a tent. I don't use base metal for any of my findings. I gear my display and items to what traffic I think I will encounter (i.e. no grab bag stretchy beaded bracelets for a posh event; however, these \$4 each or 3/\$10 bracelets are great for Christmas fairs where people like to pick up stocking stuffers). I also try to have a number of inexpensive items, though. Many people who won't fork out \$50 or \$60 on an impulse jewelry piece WILL buy a \$14 - \$18 pair of sterling and gemstone earrings.

Tips gleaned over the course of events:

1. Have a coordinated table display. Often I see faded, wrinkled sheets as table coverings, occasionally round or oval tablecloths on rectangular tables. Often too busy a display. One jewelry guild member suggests using just two colors for your display. I bought three wine red cloths at Ross' for a ridiculously inexpensive price, then used my 40% off coupon to get a coordinating wine and gold piece

of fabric at Beverly's for a topper. If I'm using two or three tables, I add black velveteen toppers for the other tables. I use black velveteen busts for necklace displays and 8 x 14 inch glass cases with velvet inserts for my pendants.

2. A biggie: get an account so you can accept credit cards. I've made many a sale because I was the vendor who took plastic. If you want an inexpensive account where you don't need a card machine or phone line, try ProPay. They're reasonable both to set up the account and for the per item deductions.

3. Dress comfortably and professionally (nice jeans are okay but wear a jacket or nice top to pull the outfit together.)

4. Paste a smile on your face for all customers, even if you think your lips are gonna fall off. Customers want to feel special.

5. Don't read while you're at your table. Working on your craft is acceptable, reading isn't.

6. Bring water and bite-sized foods to avoid being caught eating. I usually cut up an apple and bring a granola bar.

More tips:

Sign up for Rena Klingenberg's Jewelry Business Success Newsletter. It's packed with helpful ideas (some of which I've shared here). Here's the subscription page: <http://www.home-jewelry-business-success-tips.com/subscribe-to-newsletter.html>

Rena has written a couple of ebooks on how to sell your jewelry; you'll find them on her website--they're worth every penny.

To contribute to this newsletter, send an email to info@santacruzbeadsociety.org.