

Art on Main 2011 Holiday Season News for Artists

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Special Holiday Season Advertising Opportunity—reply asap

The Addison Independent's Shop Locally holiday campaign includes some extra ad space that we can offer to artists at \$30 each. The ad would include a photo of your work, your name & web site as most of the ad space, and a "find me at" with our name and address at the bottom. These ads will run between November 17 and December 20; if you have a preference for which week yours runs, please let me know and I will try to accommodate that. If you are interested, and I don't already have a photo of your work on file, please send me a high-quality digital pic to use for your ad. The sooner I get it, the more likely you can get your ad placed when you want it.

This is a great opportunity for newly accepted artists to alert our local shoppers to your presence here at Art on Main.

Facebook: another opportunity to get the word out

Our Facebook page is working well for us and could be working even better with your participation! Especially during the holiday season, we want to ramp up our efforts to offer frequent posts featuring artwork that will generate buzz and customer visits to the Gallery. If you have an item(s) that you particularly want to promote during the holidays, please send pictures and text to our Facebook coordinator Jascha Sonis, a jeweler from Warren, at: jsdesigns@madriver.com.

Also, if *you* are on Facebook, check us out, become a fan, and spread the word to all of your fans!

Stocking Up for the Holidays

We'll be working over the next few weeks to transform the Gallery into its holiday season self, so it's time to come in with new or additional work for your display so that we have the most attractive selection possible for holiday shoppers. **If you haven't switched out older work in a while, now is the time!** If you would like to be sent a list of what we have on hand, please let me know and I will send that off to you. And don't forget to also send along more business cards or brochures for us to include with sales of your work. And, we do have back stock space if you want to leave extra of bestsellers.

It's also time for holiday-specific types of things—packs of cards with winter or Christmas themes, ornaments, "gift" or stocking stuffer items. If you have something you think we might like for the season but aren't sure, just drop us an email with a picture or two, and we'll let you know.

When you have a delivery ready for us, **please call ahead by at least a few days** so that we can be sure I will be here with time set aside to help check in your new work.

Also, a reminder about inventory tagging: it saves you, us, and our volunteers (your fellow artists) time when you have each item tagged ahead and fill out the tags correctly so that everything matches with the computer sales system. In other words, the code on the tag, the code on your inventory sheet, and the code in the computer must all match; ditto the prices. The volunteers and the computer need item codes to be read-able and in the appropriate format to make sales transactions go smoothly. Let me know if you have questions about what your codes/tags should look like.

Working Member Hours for December; Love to Wrap?

For those of you who volunteer in the Gallery each month, don't forget to sign up for TWO shifts during the month of December to help us get through this busy time.

Love to wrap presents? We'd love to have an extra hand just for the wrapping table during the last week before Christmas. No sales training necessary, just a love for pretty "packages tied up with string"!

New Working Member Possibility

We are offering the possibility of taking on working member/volunteer scheduling as an option. Mostly, this entails regular twice-monthly emails, occasional phone calls, and access to our web calendar, so it could potentially be done remotely. Also absolutely necessary: an ability to be right on top of things, so we don't get caught with the doors closed! If you'd like to know more about this, just drop me a note or give a call.

Winter Classes—reply asap

We are considering—already have two artists interested—offering some single-session workshops over the winter. If you would be interested in offering something like that, send me your thoughts on minimum/maximum class size, class cost (how much **you** need to get; we may charge a little more to cover our time & cost), and any "classroom" requirements (ie, a sink for water). We would love to be able to offer workshop tuitions as a holiday gift "item" so please drop me a note **soon!**

My Schedule

My regular schedule in the Gallery, with a few exceptions, is: Tuesday through Saturday, 10am-6pm. Feel free to get in touch anytime.

Thanks, and best wishes to you all for a successful holiday season!
Carolyn