



READING-BERKS CHAPTER

Pennsylvania Guild of Craftsmen

P.O. Box 85, Mohnton, PA 19540

Reading-Berks Guild Website: www.rbcrafts.org

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President's Message

Reading-Berks Guild of Craftsmen is off and running into 2010; in other words, full steam ahead. In March, we will be participating in the Home and Garden Show and then we will be hosting our Spring Festival at Kutztown University at the end of the month. We do not want to do these two events without you, so give Kelly Brehm a call if you can help out at the Home and Garden Show and of course send in your application for the Spring Festival. The show committee has some big plans for our Festival featuring some new advertising for the Festival and a Raffle for our customers. Continuing to support our chapter guarantees our future success; plus we would just miss you if you didn't come. Your customers would miss you too if you weren't there.

"As I grow older I pay less attention to what men say, I just watch what they do." Andrew Carnegie *Your*

President, Barry L. Bennehoff

PA Home and Garden Show

WHERE: Greater Reading Expo Center

WHEN: March 12, 13, 14, 2010

CHAPTER CONTACT PERSON: Kelly Brehm

Our Reading-Berks chapter will host a double booth for the purpose of advertising our members and shows. You, as a JURIED chapter member, are invited to display several pieces of your work, provide business cards for distribution to potential customers and have a portfolio of your work on display. THERE IS NO SELLING OF MERCHANDISE!

You are also invited to volunteer a few hours during the weekend to help tend the booth to promote our members and shows.

Kelly will receive your items at the March general meeting, or will make arrangements for pick up of your items. You may also take your items to the Expo Center on Thursday during set-up hours (but, please make arrangements with Kelly for a delivery schedule). Items will be returned at the Spring Festival or the April general meeting.

For more information contact Kelly at 610-370-2954 or kbbrehm@epix.net.

BCTV "Your Berks Craftsmen"

Bill and Sandra Jones will be the featured artisans discussing and showing their pottery on the February "Your Berks Craftsmen" program aired live Wednesday, February 17, 2010 from 7 to 8 PM.

Artisans participating in the 8th Annual Spring Festival will be featured and advertising our upcoming Spring Festival on the March 17th program, while the April 21st program will feature entries of local high school students in the Annual BCIU Student Art Exhibition at Goggleworks. *(We are partnering with BCIU to present our annual Student Awards from entries in their exhibition. Our Student Awards will be presented to the students during the April 25th BCIU Reception at Goggleworks). W. Eugene Burkhardt, Jr., "Your Berks Craftsmen" Host*

MEMORIAL SCHOLARSHIP

A scholarship award is being established in memory and honor of long-time member Ruthanne Hartung who passed away December 28, 2009. The Award, in Ruthanne's memory, will be given to a worthy high school senior, as part of our annual Student Awards, to a student artist proficient in "flatwork".

If you would like to make a memorial contribution in Ruthanne's memory to establish this scholarship award, please make your contributions payable to Reading-Berks Chapter - PGC, marked for Ruthanne Hartung Scholarship. You may mail your donations to our post office box in Mohnton, or give directly to John Haile at our meetings. We thank you in advance for your contributions.

Date to Remember

Time is flying, so mark your calendar for Tuesday, June 1, 2010 for our annual family picnic at Gring's Mill. We gather indoors in the second floor of the stone barn. Thinking SPRING is a good thought to get us through this snowy winter.

Spring Festival Raffle Items

The Spring Festival Raffle Committee, Carolyn Handwerk and Cindy Foley are still accepting items for the raffle table. If you would like to contribute to this project or need to make arrangements for pick-up of your donation, give Carolyn a call at 610-693-8187. They look forward to hearing from you.

Mini Grant application included in this newsletter. Deadline for receiving applications is April 26, 2010. Random drawing will be held at the May 4, 2010 general meeting.

PROGRAM

The March program will not be a repeat. Rob Reynolds from the Kutztown Heritage Center was unable to attend our February meeting and has rescheduled for March. He will talk about the Heritage Center, it's goals, and future plans. This should be an interesting presentation.

April we will have those that passed our March Chapter jury session. They will present their craft and give a short talk about how they got to where they are. Hope you all can make this meeting.

Thank You, *Program Chair, Michael Wargo*

STANDARDS

The Standards Committee will meet on Tues, March 9th, 7:00 pm at the Goggleworks for a jury session. Members who have belonged to our chapter for a minimum of 3 months are eligible to present their work for jurying. The room will be open at 6:30 pm, and jurying will begin at 7:00 pm. Check the board at the entrance of the Goggleworks for the room number.

Members will be asked to leave before jurying begins, and can return in 1- 1 1/2 hours for the results. The cafe on the first floor will not be open, but there are tables and chairs there. **Any Standards Committee member who can't attend, please let me know.** For more information or for an application, contact Louise at 610-373-6493 or

louise@eglassplace.com. *Louise Schaffey, Standards Chairperson*

MEMBERSHIP

The Reading-Berks Chapter of the PA Guild of Craftsmen are happy to welcome the following new members:

Jean Devine, China Painting
2142 Beaver Dam Rd.
Honey Brook, PA 19344
610-273-3843

Megan R. Greenholt, Casein Tempera Painting
2343 Harmonyville Rd.
Elverson, PA 19520
610-469-0730

Marniece Lepore, Painting, Fused Glass & Wreaths
30 E. Gulf Stream
Reading, PA 19607
610-602-9023

Kay & Robert Shaeff, Functional Redware
1714 N. Limekiln Pk.
Chalfont, PA 18914
215-822-2222

Cynthia Underhill, Landscape Photography
238 W. Fairview St.
Bethlehem, PA 18018
610-419-8898

Jane Moyer, Membership Chairperson

Wood to Wonderful

Repeating the call for participants. A non-profit service organization (who gave a presentation at our Feb. 2nd meeting) has requested members to make hand-made ornaments for the 2010 holiday season. The organization needs 180 ornaments (we're hoping that members will want to make 3 to 6 ornaments), that they will purchase in the range of \$7 to \$10 each; these ornaments will be given as gifts to their volunteers. Here's another great opportunity for our members. **Ornaments are needed by November 1st.** Let Gene know ASAP if you will participate. Thanks!

Volunteers Still Needed

Many volunteers are still needed to help at our admissions table, as greeters, sell raffle tickets, and assist with several other jobs in setting up, throughout the show weekend and dismantling the upcoming spring festival. If you can help, please contact Pat Oxenford at 610-385-3431, email: paoxenford@dejazzd.com or attend the March meeting to sign up. If you are not displaying and selling your work at the show, please consider giving a few hours of your time to volunteer. THANKS!

BUS TRIP TO HARRISBURG

Just another reminder, we are planning another bus trip to the Governor's Mansion in Harrisburg on Sunday, December 12, 2010 to see the holiday decorations. We already have over 50 members, guests and friends who signed up for this trip out of a potential 108 seats (we've reserved 2 buses this time). Contact Pat Oxenford if interested. Estimated cost of the bus fare is \$18.75 per person, plus you are responsible for paying your own dinner costs, probably at the Firehouse Restaurant again. Payment for the bus fare will be due by November 1st.

ORNAMENTS & DECORATIONS

As Gene and Pat reported at the January and February 2010 meetings, for 2010 we are decorating two trees plus the two rooms in the Governor's Mansion. The Erie Room will be in traditional decorations while the Dining Room will be in contemporary decorations. We'll also have decorations in the "common" room between these two rooms. If you are interested in making decorations for the trees or providing decorations for the rooms, please contact Gene Burkhart. We are again requesting five (5) ornaments per person. **Ornaments and decorations are due by November 1st.** The date for decorating has been set for December 1, 2010, so our Reading-Berks Chapter "Elves" are again looking forward to your donations of ornaments and decorations. (The 2009 brought our chapter a lot of accolades and publicity).

Spring Show News

Oh My Goodness it's 7 weeks until the Spring Show. **"Did you put your application in the mail today?"**

Something new with our advertising for 2010 Shows, we're working with Alan Shirk Communications as our PR person. Alan helped us with the Holiday Show press releases and various articles in many publications. This was a job well done.

We are designing a large ad for the Spring Show and selling the real-estate all around the ad. This will give **you** a great opportunity to promote your business for the spring show. It's like a mini Tabloid. The cost of a business card size ad would be \$50.00. If you would like a larger size, you need to contact us for additional information. We will be using this concept for the *Reading Eagle* and the *Morning Call*. We plan on doing smaller ads for other regional newspapers such as, *Pottstown Mercury*, Doylestown Paper and the *Lancaster Farming*.

The postcards are being designed as we speak. If you would like to send cards to your customers, you can pick them up at the March meeting. **The Show packets** will be sent out the first of March. There will be **4 postcards with "Free Admission"** stamped on the back, this pass is good for 2 people. These cards are to be given to some of your best customers. This is your opportunity to help the greater good of the Spring Show's success. We all need to have a big lesson of self-promotion not only for oneself but also for the Reading Berks Guild.

If you are not doing the Spring Show Volunteer your time. It would be greatly appreciated. Call Pat Oxenford.

NEW FOR SPRING 2010 - Remember; give an item for the Pick-a-prize raffle for the Spring Show. Contact - Cindy Foley or Carolyn Handwerk

If you have any questions please call any of the members of the Show Committee. You can also email me Wc1860@verizon.net or call 610-693-5467. Thank you so very much. *Terry & Judy*

Boyer, Show chairpersons.

NEWSLETTER - EMAIL OR SNAIL MAIL?

At both the January and February meetings, much discussion regarding our newsletter was held. Printing and postage costs are approximately \$1,200 per year, making the newsletter the single highest expense of the chapter. We currently print 300 newsletters, with approximately 295 being mailed. We also have a bulk mailing permit, requiring a minimum of 200 pieces of mail per mailing, which costs \$.21+ per newsletter in the 195 and 196 zipcode (local) area, and \$.28+ per newsletter in all other zipcodes versus first class postage cost of \$.44 per newsletter (or more when we have inserts).

Since we have been dealing with Staples, our printing costs have been reduced due to the fact that I'm taking advantage of the Staples Rewards Program and using our personal purchases as well as the chapter's printing costs, to help defray our costs. Sometimes even cutting the monthly charges in half.

To eliminate this cost totally, many members suggested an electronic newsletter, whereby the newsletter would be sent via email and also be on the chapter website (which it currently is on the website). At this point we need your opinion. **Do you have access to and want to receive your newsletter via email or read it from the website? Do you wish to continue receiving the newsletter in the current format via US Mail? Please email or contact Barry Bennecoff at woodman225@aol.com or 610-562-7226 with your opinion.**

Newsletters do take time ... for preparation with the hopes that all information is received in a timely basis to be included, which rarely occurs; two trips to the printer - one for delivery and then for pick-up, and another trip to the Reading post office. Our Membership chairperson provides the labels. Newsletters must be folded, and if an insert, that must be collated into the newsletter, plus attach the address label. We are required to now use the mailing seals for closure which takes additional time over the "old staple" method. Newsletters must be sorted into three bins, each in zipcode order for bulk mailing. This process alone, collating and sorting, takes several hours, not including the prep and trips to the printer and post office. In addition, a form must be completed with each mailing for the post office. These are all behind-the-scenes costs and time that goes with the "volunteer job" and absorbed by the newsletter editor for the chapter.

If we still have people who do not have access to a computer and would need or wish to have paper copies mailed, we would most likely be under the 200 minimum for bulk mailing, it would still require printing and postage costs at the rate of \$.44 cents within the first class weight guidelines, or higher if an insert is included, per newsletter, since we could no longer use our bulk mailing permit. Another possibility to defray the expense of postage mailing it was suggested that each member receiving the newsletter by US Mail pay a nominal fee of approximately \$5.00 per year towards postage. Also, keep in mind that we continue to provide newsletters to our long-time members who are retired and no longer are able to attend meetings or do our shows. They have made many friendships among our members and it is out of courtesy that we continue to share our activities with them. **These are things to think about.** *Pat Oxenford*

Pat Oxenford

There are only seven more weeks until the Spring Festival, so get those applications in ASAP, you don't want to miss out on this event. There are many exciting advertising promotions planned, and if you want to be included in the advertising with a business card size ad at a minimal cost of \$50, call Terry Boyer for more details.

Calling all Kutztown University Alumni: If you are a KU grad, we need your help to promote our shows at Keystone Hall. Please contact Kelly Brown Brehm at 610-370-2951 for more information. We want to get information out to our fellow alumni that we are participating in artisan shows at our alma mater.

Members in the News

The GoggleWorks opened a new permanent exhibit, The Willson History Project on the third floor (the gallery area where we held our gallery show Feb. 2009). The entrance to the exhibit was designed and made by **Susan Small**, who is also an artist at the GoggleWorks. The entrance design is a mosaic surrounding the entrance door and features the fingerprints of early GoggleWorks visitors.

Classified

BOOKS FOR SALE: As many of you know, Ruthanne Hartung was the first member of our Reading-Berks chapter to author and have a book published in Stackpole's *Heritage Craft Today* series. Her book, ***Fraktur, Tips, Tools and Techniques for Learning the Craft*** is being offered for sale by her family. The cover price of the book is \$25.00 and the family will even ship for you. Please contact Ruthanne's son, William at 610-766-2044 to make arrangements for purchase of the book or contact him at:

William P. Hartung
7110 Hazel Avenue
Upper Darby, Pa 19082

If you have not already purchased a copy of this book from Ruthanne, here is your chance to do so. Ruthanne did an outstanding job on this, and through her affiliation with the publisher, many more of our Reading-Berks members also have authored books. Don't miss out on this opportunity, when copies are sold, there are no other printings planned. ***You'll want to add this book to your library.***

Belated Birthday Wishes

Belated Happy 99th Birthday to **Elizabeth "Liz" Knauer**. Mrs. Knauer and her late husband, Frank, were long-time members of the Reading-Berks Chapter. Frank designed and crafted clocks, and often visited Ray Oxenford and Merritt's Antiques for his clock movements and parts.

I saw Mrs. Knauer when she visited a show at Owen J. Roberts HS in 2002. She reminisced about the "good old days" of the chapter and her many memories of the wonderful friends they made through the years. She also had quite a collection of items purchased from their craftsmen friends. It wasn't too long after that a package arrived at our home from her, filled with items made by many of our deceased members; she described who made each item and their friendship. These items are now in our permanent artifacts collection of deceased members. We did have them on display at the Heritage Center in 2003.

Since then, Mrs. Knauer has moved to Kentucky to live with her daughter and family. We continue to send her our newsletters and this past November she wrote a letter telling us how much she enjoys "her trips down memory lane" when she receives it. She also wished everyone well ... "*friends last forever, signed Your friend, Elizabeth S. Knauer, 'Liz' to my friends in the past and today.*"

On behalf of our Reading-Berks Chapter members, we wish you well and God Bless You! *Ray and Pat Oxenford*

In our Thoughts and Prayers

We wish **Kay Shaeff** a speedy recovery from recent surgery.

Newsletter

Information for the March 2010 newsletter should be submitted no later than March 2nd for inclusion in that issue.

A few more volunteers are needed to assist with the State Standards jury session on Wednesday, April 7, 2010. We need people to help artisans move their artwork through the Goggleworks to the 4th floor. See the sign-up sheet at the next meeting.