



WOOD FORUM

Newsletter of the Sonoma County Woodworkers Association

www.sonomawoodworkers.com

Volume 31 Number 11

November 2011

October Meeting: Evening with Marketing Panel



Marketing panel (from the left): Jeff Barnell, Deborah and Jerry Kermode, Sharon Eager, Craig Collins

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From the Chairman

November Meeting Notice

by Larry Stroud

Who: Guild Meeting with David Marks

**Where: David Marks' studio
2128 Marsh Road
Santa Rosa**

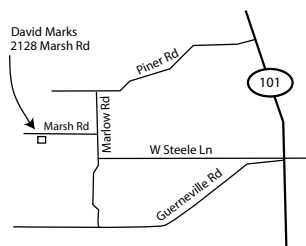
**When: November 15
7:00PM**

Our next monthly meeting on Tuesday, November 15, will be our annual guild meeting and will feature David Marks as our presenter. David, a longtime guild member with expertise in many woodworking disciplines and a talented instructor, will include in the evening a turning demonstration at the lathe, a discussion of various finishes with samples from some of his classes, and a demonstration of double bevel marquetry. He will also have on hand a general display of other items, including bentwood lamination and bandsawn veneers. David will conclude his session with a question and answer period. Looking for a chance to enhance your woodworking skills and knowledge base? Don't miss this opportunity with one of our association's premier talents.

Directions:

Take Hwy 101 and exit on Steele Rd/ Guerneville Rd. Go west on Steele Lane for about 1.5 miles to Marlow Road. Turn right onto Marlow and proceed north about 0.2 miles to Marsh Road. Turn left onto Marsh Road. David's home and shop are about 0.3 miles from the intersection on the left. Please enter the 2nd driveway (along the redwood fence) and pull back to the studio/workshop. There is a little room around the shop, but if this gets filled use the other driveway and the side streets off of Marsh. Parking is not allowed on the shoulder of Marsh; you may be ticketed.

(Note: As Marlow Road continues South past Guerneville Road, it becomes Stony Point Road. So you can take Stony Point Rd off of Highway 12 and continue North if you are coming from Sebastopol or thereabouts.)



The October Meeting Report

By Michael Burwen

I launch this column with the admission that this author's writing skills are inadequate to capture the essence of this meeting. I can only say that I am sorry if you were one of those members who wasn't able to be there, because you won't get the impact of what transpired from this article. The meeting ran longer than any I've previously attended. I suspect that, if the attendees had their druthers, it would still be going on!

The subject of the meeting was Marketing in the context of woodworking. To deal with this subject, your meeting Tsars assembled a stellar panel including:

- Jeff Barnell: Former SCWA Chairman and commercial woodworker. Now advises businesses (specifically wineries) on how to use Social Media to promote their image and products.
- Jerry Kermode: Long-time production woodturner and teacher.
- Deborah Kermode: Jerry's wife and "VP Marketing" for Kermode Woodturning.
- Craig Collins: Custom furniture maker.
- Sharon Eager: Runs the Valley Ford Gallery, West County Design, that features Craig's creations.

Deborah started the discussion by presenting the wide variety of marketing techniques and methodologies that she uses to promote Jerry's creations. She passed out her "Marketing Checklist" containing a mind-boggling list of the things she pays attention to. Most of the things on her list one might expect to encounter in Marketing & Advertising 101 such as brochures, website, press kit, visuals, personal appearances, etc. That said, she emphasized that their most powerful marketing tool is personal interaction; i.e., meeting people, telling your story one-on-one and sharing a bit of your life. Those contacts in turn develop new quality contacts through word-of-mouth. Jerry's lectures and classes, along with appearances at shows and galleries support that personal contact MO. In short Deborah and Jerry believe that selling oneself is as important as selling the product.

Jerry commented that his secret to successful marketing was to "get a Deborah!" Jerry alluded to the need to ensure that his product line is diversified and is matched to the market. He told a humorous story of how he had run out of peppermills at a show and could have sold many more of them. So, for the next show in the same geographic area, he made dozens of peppermills – and sold 3!

Craig Collins sells most of his output through Sharon's gallery, essentially his captive showroom. His and Sharon's presentations focused on gallery sales. They mentioned that

galleries typically take 50% today and that is reasonable. However, selection of the right galleries is of paramount importance. The gallery needs to have an appropriate location – it is thought that galleries that cater to both tourists and locals are best location-wise, but of paramount importance is the knowledge of the gallery owners and their staff. They need to know how to sell the products and represent the artists. A good gallery will host trunk shows and artist demonstrations, it will maintain professional and updated websites, utilize audio/video aids, have good showroom lighting, be able to advise the artist on price points, etc. In summary, the synergy between the gallery and the artist determines success or failure.

Jeff put together a slide presentation focused on the use of social media (primarily Facebook) as a marketing tool. He began by explaining that Social Media is a technology that is in its infancy, and that it is important to stay on top of it as it evolves. He started with the premise that social media allows one to create an environment such that people will talk and write about you. He said that some of the marketing goals of social media are to:

- Make yourself memorable to people you don't know.
- Make yourself reachable when it is time to buy.
- Build on what you have accomplished
- Establish a personal connection to your prospects
- Create Focus
- Maintain currency
- Keep marketing costs low

He said that social media is used to attract attention to what you do, not necessarily to make a sale in a direct sense; that is, to create awareness. Some of the benefits Jeff mentioned are to:

- Find out what the market for your products looks like. Who is interested in your stuff?
- Test market different products, concepts and ideas.
- Maintain contact with your existing customers.
- Obtain referrals.

In summary, Jeff emphasized that social media offers a flexible, fast, simple and inexpensive methodology for supporting an in-depth marketing program for the woodworker.

Following the individual comments and presentations, there was a lengthy Q&A period too extensive to cover in this article. Suffice it to say that some very key advice came out of this session. Here is a brief list of some of the most emphasized successful marketing points:

1. It is important to know and understand your market. Do your homework through formal and informal market research. Use technology to help in this endeavor.

2. Choose your distribution channels carefully. Make sure that they match the products you are selling and the markets you are trying to sell to.
3. Determine how to explain your value proposition to your customers.
4. Continually leverage your reputation and customer base.
5. Develop a marketing strategy
6. Be prepared to spend as much time on marketing as you do making your products (or hookup with a Deborah or Sharon).

Election Nominations

It's our annual election already!

Here are the candidates for 2012

Chairman - Michael Wallace

Vice Chairman - Michael Burwen

Treasurer - James Heimbach

Secretary - Bill Hartman

Program Director - Art Hofmann

Guild Director - Larry Stroud

Artistry in Wood 2012 - Michael Matsumoto

Librarian - Dennis Lashar

Forum Editor - Michael Burwen

Seminars - Bill Taft

As per our By-Laws, nominations for any of the positions will be allowed at our November meeting. If there are any contested positions, we will have an election.

Calendar

Here is the calendar for the next five months:

December 10th - Holiday Party - Don Ajello is hosting

January 10th (2012!) Robert Erikson, furniture maker, from Nevada City - Cotati Cottages

February 7th - John Lavine, Chinese and Japanese Joinery

March 6th - Walter Kitundu, musical instruments, artist-sculptor

April 3rd - Laura Mays, furniture maker, educator from Ireland

From the Chairman

by Bill Taft

Our October meeting featured a panel discussion on marketing for woodworkers. This type of meeting was somewhat of a departure from our usual meetings and I'm pleased to report that it turned out to be just what we had hoped it would be. We had a large turnout with everyone very interested in the topic. The information provided by the panel covered a wide range and was thorough. It brought out a lively discussion with the members in the audience, which was the intent of the presentation. My thanks to the panel members.

We started the officer election process for 2012 SCWA officers in September. Our experience in the past has been not having enough members, willing to serve as officers, to fill all of the positions. It is rare for us to have a contested position. This year we had hoped to change this, but we still have members holding two positions. All of the officer positions are open to any association member. Please consider running for a position. The election will be held at the beginning of the November 15th meeting. Nominations will remain open until the meeting starts.

Our November meeting is this year's guild presentation meeting. Our presenter is David Marks, who will present several topics, all parts of courses that he teaches. This is a great opportunity to get some expert advice.

Art Hofmann, our Program Chairman, has been very busy planning the programs for our monthly meetings next year. He has a list of many interesting topics. The Program Committee met in October to discuss and set up the meeting schedule for 2012. We have meeting presentations set up for all but two of next year's monthly meetings. We are always open to suggestions for meetings. If you have a topic that you think would make an interesting meeting, please let us know about it. We seem to have a shortage of meeting venues next year. If you would be interested in hosting one of our monthly meetings, please contact me.

WOOD FORUM

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Officers

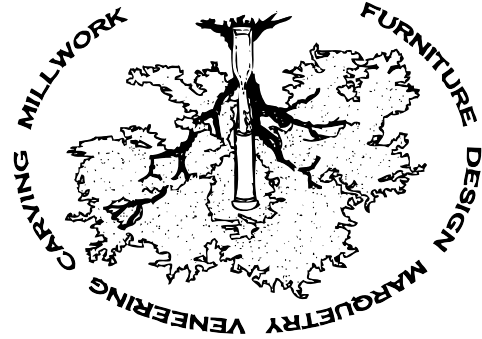
Chairman	Bill Taft	794-8025
Vice Chairman	Tom Segura	824-9560
Program Director	Art Hofmann	542-9767
Secretary	Bill Hartman	696-0966
Treasurer	George Nostrant	538-3398
Show Chairman	Michael Wallace	824-1013
Wood Forum Editor	Michael Wallace	824-1013
Guild Chairman	Larry Stroud	823-1775
Publicity Coordinator	Michael Burwen	658-2844
Video Librarian	Dennis Lashar	538-9793
Seminar Coordinator	Larry Stroud	823-1775
Post Officer	George Nostrant	538-3398
Web Page		
Photographer		

Join Us! The Sonoma County Woodworkers Association is a 31-year old association of over one hundred professional and amateur woodworkers who meet monthly at members' shops to share experiences, ideas, techniques, and mutual enjoyment for creating with wood. Membership entitles you to attend monthly meetings, receive Wood Forum, our monthly newsletter, attend our annual show, and apply for seminars and demonstrations. Annual dues, payable at the beginning of each calendar year, are \$25. New members joining after September 30 may, for \$35, have their membership extend through December 31 of the following year. Please consider joining the SCWA and meeting people who, like yourself, are interested in the art and business of fine woodworking. Send dues to:

PO Box 4176, Santa Rosa, CA 95402 Santa Rosa, CA 95402

Wood Forum is the monthly newsletter of the Sonoma County Woodworkers Association. Please feel free to submit articles, notices, photographs, announcements, and comments for inclusion in the publication. Advertisements are accepted with a per-entry cost of \$5 per column inch. All submissions for the April issue must be received by November 15, 2011. You may submit your entries to the editor listed below.

Contact Michael Wallace
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Home (707) 824-1013



Santa Rosa, CA 95402
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MEMBERSHIP APPLICATION

Yes, I would like to join the SCWA and meet other people who are interested in the craft, the art, and the business of fine woodworking. Here is my application. I have enclosed a check for the annual dues of \$25 that covers my subscription to Wood Forum and entitles me to attend the monthly meetings.

Send check and completed application to: Sonoma County Woodworkers Association
PO Box 4176, Santa Rosa, CA 95402

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ADDITIONAL COMMENTS _____

_____ Wood Forum 6 _____