



WOOD FORUM

Newsletter of the Sonoma County Woodworkers Association

www.sonomawoodworkers.com

Volume 31 Number 10

October 2011

September Meeting: Evening with Loy Martin



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October Meeting Notice

by Art Hofmann

Who: Marketing Panel

**Where: Cotati Cottages Clubhouse
8050 Starr Court
Cotati
(Bill Taft – 794-8025)**

When: October 4TH, 7:00PM

Directions: Take Highway 101 to the Gravenstein Highway (116 West) exit. Head west towards Sebastopol about ¼ mile to Alder Avenue. Turn right on Alder and then turn right on the first street which is Ford Lane (Cotati Cottages sign). Proceed to the end of Ford Lane and park in the gravel parking spaces. The Clubhouse is the small building on the North-East corner of Ford Lane and Starr Court. There is limited parking near the Clubhouse. If the gravel parking area is full, please park on the east side of Alder Avenue. Drive slowly; People live here and are offended if we barge around.

Marketing is the subject of our October meeting: This is a homegrown meeting that was suggested by the turner, Hugh Buttram, whose work has won awards over the past several years in our shows. The issue is straight forward enough, namely, how do we go about selling our wares and getting the money we need to live and continue to work. There will be a panel, which has lots of experience, but exchange with the membership is of paramount importance to the success of this meeting. It is an opportunity to hear from others and to lend your own voice in hopes that we may collectively benefit from the meeting. The panelists are: Jerry and Deborah Kermode. Deborah Kermode has successfully helped Jerry market his turnings in many parts of the U.S., West and East over many years. She will give us a detailed description of the Kermode strategy. Craig Collins and his wife, Sharon Eager, have run a very lovely gallery, West County Design, for some years now in Valley Ford, where they sell Craig's furniture and crafts by an array of artisans, potters, weavers, glass artists, etc. Jeff Barnell is a former chairman of SCWA, who until several years ago, had his own woodworking business in Santa Rosa. He now works with wineries in the area establishing their presence on social media, sites like Facebook, LinkedIn, Twitter and others. He will discuss what he does and what we might expect if we were to explore that route. Again, your participation is crucial to the outcome of this meeting. See you there!

September Meeting Report

By Michael Burwen

The guest speaker of the evening was Loy Davis Martin who entitled his presentation "Furniture Making: The Art of Interpretation."

Loy is an established custom furniture maker who is well-known in woodworking circles. His pieces have appeared in many fine woodworking publications and he has written several articles that have appeared in many national journals. (Before taking up woodworking as an occupation, he was an English professor!) Loy knows SCWA well and has served as a judge for the Artistry in Wood show.

The bulk of Loy's presentation centered on many of the interesting pieces he has made over the years. Before getting into that, however, he discussed the process of getting from conception to finished piece. Loy's premise is that many influences feed into that process. He cited the writings of Garry Bennett and James Krenov (whom most people think were philosophically at odds) as supportive of this premise. Bennett wrote "Each piece is a reflection of the maker." Krenov wrote "The work is for yourself."

Loy feels that all of the above are truisms. He said that many elements come into play in determining the the final outcome of a piece, for example: Client desire, the skill of the builder, the influence of others, the client's lifestyle, materials and collaboration with other artists and craftspeople. He used the example of an analyst's bench he made for a San Francisco psychiatrist to demonstrate how these elements came into play in determining the final design and materials selection.



Psychoanalysis Couch

Loy then went on to describe many of his pieces including tables, chairs, display cases, casework, etc. The reader is referred to his website, www.loymartinfurniture.com, for pictures of the pieces he discussed at the meeting and many others.

Many of Loy's pieces make extensive use of highly figured woods, both domestics and exotics. Most of these woods he turns into 1/8" thick veneers, which he saws himself, enabling him to get the most of the fanciful grain patterns that are a feature of his furniture.



Demilune Table

Loy said that his favorite finish is shellac and wax, but for surfaces exposed to alcohol and water he uses lacquer applied by a professional finisher that he has used for many years. He said that he is particularly fond of a water-based lacquer product called "Rubbed Effect" from Sherwin-Williams. He uses the lacquer sparingly in very fine films and then rubs it out to get the effect he wants. If he wants a very glossy finish he uses micromesh cloths up to 12,000 grit.

During the Q&A session following Loy's presentation, many of the questions focused on aspects of Loy's business. As we all know, not many woodworkers can make a good living out of commission work and the attendees wanted to know a bit about how he managed to be successful. Loy stated that, although he made some spec pieces and showed them in galleries, shows and magazines when he was starting out, all of his business now comes from word-of-mouth referrals. He charges a client \$750 - \$1000 for a "design fee" that includes drawings (and drawing revisions), wood samples and a fixed-fee proposal for the piece. Payment terms are normally 50% up front and the remainder on delivery of the finished piece.

Loy's clients are not confined to the Bay Area and come from all over the country, especially New York, Boston, Chicago, Arizona and Hawaii.

Although he resisted having a website for a long time, Loy now believes that having a web site is like having a business card. It is just part of the process of proving legitimacy. He found a website company called photobiz.com that specializes in making web sites for photographers that suits his needs perfectly. The service costs \$125 up front and \$15/month for hosting. He mentioned that the company provided terrific telephone tech support and helped him get through all the design and implementation steps.



Table with inlay

Loy does all of his design work on a computer using a CAD program called "Graphite" from a company named Ashlar-Vellum, <http://www.ashlar.com/2d-3d-drafting/2d-3d-cad-graphite.html>. Although the program supports 3D, Loy said he does all of his drawings in 2D. He uses a 30" monitor and has an HP 24" printer that produces copy large enough to produce paper drawings that he can transfer directly to stock

for making templates and jigs.

In conclusion, Loy stated that all of his pieces are one-of-a-kind, and that he has never made more than one of any piece (unless they are part of a set like dining chairs). He said that the only reason that he loses a sale today is because of price.

Editor's Note: Loy does some exquisite work. To see more of it, please go to his web site at: <http://www.loymartinfurniture.com>

Election Nominations

It's our annual election season already! Our process has been to ask someone to lead the nominations process. That would be me, Michael Wallace, this year. I have heard from a number of people and it appears that we will have some new faces on the board in the coming year. Some familiar ones as well. While the call for nominations is complete, we also accept them from the floor at our October meeting. The actual election will occur at our November meeting. If you are interested in serving as an officer of the board (see the last page of the newsletter for the positions), please contact me at once.

Calendar

Here is the calendar for the next few months:

November (11/15) - David Marks Studio - Guild presentation, elections

December - (12/10 - tentative) - Holiday Party - Don Ajello is hosting

From the Chairman

by Bill Taft

Those of us at the September meeting were treated to a wonderful presentation by Loy Martin. He presented a slide show of some of his work with a discussion on the factors that influence the design. Thank you Loy, we all enjoyed your presentation very much.

We held an association officers' meeting before the September general meeting. The purpose of this meeting was to start the officer election process for 2012 SCWA officers. 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 hope to change this. All of the officer positions are open to any association member. Please consider running for a position. Michael Wallace is heading up

the nominations committee. He has sent a memo to everyone explaining the election process and asking for nominees. Please contact him if you are interested. We will be discussing elections at the next two monthly meetings.

We will be having a panel discussion on Marketing for Woodworkers for the October meeting. The panel members are experienced in selling their work. There will be plenty of time for questions and answers. This is an opportunity to find out what others are doing to sell their work. It's also an opportunity to share what you are doing and how it is or isn't working for you. Please come and share your experiences.

At the officers' meeting Art Hofmann presented four new ideas for programs for our monthly meetings next year. He has a list of many more interesting topics. We will be discussing these at our annual Program Committee planning meeting, which will be held sometime in October. 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.

The 2011 Artistry in Wood Show closed on Sunday, September 25th. On behalf of all of our members and especially all of the members displaying their work in the Show, I want to offer a special thanks to Michael Wallace for all of his work in presenting this year's Show. I am always impressed by the fine work produced by our members. This year you have continued in that tradition, thank you.

Credits:

Editing: Michael Wallace

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Officers

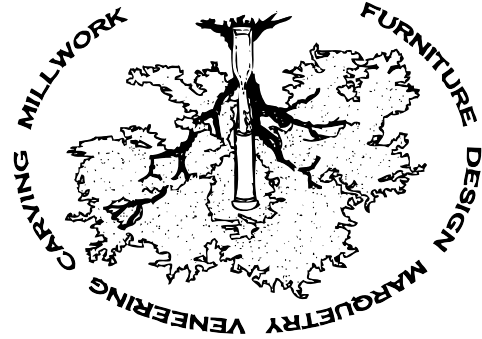
Chairman	Bill Taft	794-8025
Vice Chairman	Tom Segura	824-9560
Program Director	Art Hofmann	542-9767
Secretary	Bill Hartman	696-0966
Treasurer	George Nostrant	538-3398
Show Chairman	Michael Wallace	824-1013
Wood Forum Editor	Michael Wallace	824-1013
Guild Chairman	Larry Stroud	823-1775
Publicity Coordinator	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 October 15, 2011. You may submit your entries to the editor listed below.

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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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