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Newsletter

February 2014

Presidents Remarks

Happy Heart Month! I hope your heart is both Happy and Healthy.

We are just a little past the half way mark of winter. The days are getting longer. Don't shoot me, but I have had an absolutely wonderful winter, perhaps my favourite winter. I belong to a group of Urban Polling/Nordic walkers and we have been snow shoeing every Wednesday night along with our twice weekly walks. Absolutely wonderful!

The Lester B Pearson Spring Craft Market is fast approaching. You still have time to get your applications in and secure your spot. Applications are on the web site.

At the February Executive meeting we discussed "Dovetailing" our markets with other events to provide greater exposure to our Marketers. This was demonstrated beautifully with RED and the Ottawa Farmers Market that is held every Saturday at St Paul's University. We are looking at ways to offer our customers new experiences at our markets. If you have any ideas to expand our client base, please share your ideas.

We are looking at couple of opportunities to do just that at the Spring Market. More news about that at our meeting on February 20th.

We also discussed new graphics for our poster and post cards. Along with graphics specific to each of the Markets.

Your opportunity is approaching to make a contribution to your guild. There are several positions coming available this May for next years Executive. This is your opportunity to contribute and share your vision of what the Ottawa Artisans Guild should be.

David Murray has revisited our Marketing Document. Very informative! An excellent resource for new Marketers and a good refresher for all. I took away several pieces of very useful information.

See you on Thursday February 20th. Doors open at 7 pm; meeting starts at 7:30pm

Liz Fournier

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Webmastersite Report

This is where I will post the past 30 days results, it keeps me accountable so to speak. Next Month I will compare month to month and see if we are going Up or Down...

Last 30 days stats:

Visits:	431	+/-0 over last
Visitors:	341	+/-0 over last
Page Views:	1829	+/-0 over last
Organic Search:	277	+/-0 over last
Pages per Visit:	4.24	+/-0 over last

Traffic Sources

Referrals:	10.0%
Direct:	18.8%
Organic:	71.2%

New Vs Returning

New Traffic:	23.4%
Returning Traffic:	76.6%

Top Pages

	Visits
Shows / Markets	123
Membership	86
Our Members	77
Our Members Portfolio's	66
About Us	59
For the Love of Winter! An Art Market	59

Top Referrers

	Visits
semalt.com	9
facebook.com	7
acjjoriginals.com	5
ottawapress.com	5
search.findwide.com	5
craftontario.com	2

Top Searches

	Visits
ottawa artisan guild	6
ottawa artisans guild	4
spring craft show ottawa	3
findlay creek marketplace newsletter	2
for the love of winter ottawa	2
gloucester crafters guild ottawa	2

Crafter's Showcase

At the LBP Market 2014

Now is your chance to show off that something special that you have made but have not had the opportunity to showcase. Please consider displaying your special treasure in the Crafter's Showcase to be set up at the LBP Market.

As part of the Lester B. Pearson Market we will be having a dedicated space set aside for the "Crafter's Showcase". For those not familiar with the Member's Show Case, it is a space in which Crafters are encouraged to display a very special article, or articles depending on the amount of room available, that they have made, crafted. The idea of this space is to give the public, and of course other crafter's, a better idea of just what your talents are.

The article must, of course, have been made by the crafter and should be something special that you would probably not want to sell. It can be large or small, hang, or sit on a table. The space will be roped off so the public cannot handle the items and it will be located next to the reception table that is manned at all times.

All items will have a card showing the name of the crafter, the medium of the craft, and your booth number in the show.

If questions are asked at the reception desk, the person would be directed to your booth for answers. There are no prizes. The satisfaction is getting the public to see your talents. All crafters are encouraged to participate. This has been very popular with the public in past years and has garnered many questions about various crafts over the years."

Mark your market application appropriately of contact David Murray at oagmktcoordlbp@gmail.com

Vise President

Hello, I simply would like to send another reminder that elections are coming up really soon. We still have the positions of vice president as well as membership to find candidates for. other positions include market coordinator, membership, publicity assistant and treasurer. please remember that all executive positions get their membership for free as well as a second meeting per month held on the first tuesday at 7.

Looking forward in having fresh ideas join our exec :)
See you all soon

Francis Meunier

Programs

Feb.20.2014 Presentation By:

Lawrence Henderson

Event Organizer / Spark Street farmer's market Coordinator.

Lawrence is the Event Organizer for the upcoming 12 days of Bavarian Christmas on the Sparks Street Mall. He will be presenting this new venue and explain how we can take part in the event .

Thank you

Joanne Dupuis
oagprograms@gmail.com

Open Positions within OAG

Open positions are as follows.

- Market coordinator for Lester B Pearson
- Market Coordinator for st F-X
- Treasurer
- Membership
- Secretary
- Assistant Publicity
- Vice President

Publicity

Hello hello!

I hope everyone is as surprised as me at the fact that 2014 is already well into February! This can only mean that Spring and warmer sunny days are that much closer :)

For those who may not know what the Publicity Person does, I am responsible for all unpaid publicity postings which help to promote our markets. I try to find places and websites where I can list the times and dates where people can come find the awesome products that our guild members create. For example, right now I'm in the middle of applying to have our Spring LBP Market be in as many "Exciting Events" listings as I can find including the City of Ottawa, AOE, Ottawa Start, CBC Ottawa Community Calendar (to name a few). The added fun is that each website has a different setup and different process when applying to post an event plus requires a different username and password too! ;) I'm always on the lookout for potential new places so feel free to let me know of any you come across!

Best of luck to everyone in all their spring markets!

Cheers,

Myrosia :)
OAGPublicity@gmail.com

General Meetings

General Meetings are held ever 3rd Thursday of:
Sept, Oct, Nov, Jan, Feb, Mar, Apr, and May.
Time: 7:30
Location: Cyrville Community Centre
(4355 Halmont Dr)

Markets

Lester B. Pearson Spring Market March 29 & 30, 2014

The next LBP Market will be held on March 29 & 30, 2014. Posters and postcards to help you promote the market will be available at the general meetings. An electronic version of the poster and an application is available on the OAG website. Applications by February 20, 2014 will be considered in the detailed floor-plan that will be distributed electronically by March 1st.

As the LBP Market Coordinator, the Spring Market 2014 will be my 6th. It has been a privilege to serve the membership in organizing these events. I will now be passing the torch onto another guild member for the preparations of the November 2014 market. Should you be interested in putting your flare on the OAG Flagship Market, send an e-mail to David Murray at oagmktcoordlbp@gmail.com and we can discuss the process.

The "Rules & Regulations" for OAG Markets has been updated as of January 2014. Please take some time to review the material to ensure you are aware of guild marketing vendor responsibility and expectations. Please note that these are the terms you are agreeing to when you sign your market application.

Visa/Mastercard Update

Effective October 1, 2013

Chase Paymentech has changed the authorization telephone number and our merchant number to provide better solutions and service.

I will have new crib sheets with the information available at the upcoming meetings as well as all the markets.

If you have any questions about the credit card service please feel free to approach me at the meetings.

Alex Johnston
Crisp Designs
811 DeSalaberry Street
613.745.6705

Membership Report

Membership applications are due by the end of May for our 2014-2015 season. It would be a great help if you could bring your completed form along with a cheque for membership fees to the May meeting. The form is available on our OAG website, front page, just under the slide show. Or alternatively hardcopies are available at the general meetings just visit us at the membership table.

Please keep in mind, if you change your e-mail address please send a note to oagmembership@gmail.com. You will then continue to receive our monthly newsletter.

If you have any questions regarding membership, please do not hesitate to contact us at:
oagmembership@gmail.com

Shauna Rae Saroufim and Hon Voong
Membership Coordinators

Meeting Reminder

General Meetings are held every 3rd Thursday of:
Sept, Oct, Nov, Jan, Feb, Mar, Apr, and May.
Time: 7:30
Location: Cyrville Community Centre
(4355 Halmont Dr)

I would like to start our meeting promptly at 7:30. The doors open at 7:00pm. By coming a few moments earlier there will be plenty of time to register, buy the ever important 50/50 tickets, new member jurying, and meet with Membership, Market or Credit Card coordinators.

A gentle reminder to help set up chairs and table for the meeting and to stack and return chairs before leave at the end of the meeting. As the old saying goes: **Many hands make light work.**

Thanks, Liz Fournier

Potato Soup

I was going to say that winter should be over soon but then we get another heavy snow fall and I begin to wonder. My husband and I were out of the country most of last month during the cold snap but we were in areas where they had major storms nearby. We were lucky and didn't have to drive in bad weather - I think we actually set a record for us this year:-)

To warm you up a bit I found this wonderful recipe.
Catherine ten Den

Potato Soup

Servings 4

Preparation Time 30 minutes

Ingredients

1 cup non-fat cottage cheese
 1 cup non-fat milk
 1 tbsp. ground ginger
 1 tbsp. black pepper
 Bacon, 4 medium slices, cooked
 1 medium onion
 ½ cup chopped green peppers
 4 medium potatoes
 3 cups water
 3 cups chicken broth

Preparation Instructions

Wash your potatoes and slice into quarters. Do not peel.

In a pan over medium heat, cook your potatoes until they are tender.

Add all the other ingredients (cottage cheese, milk, ginger, pepper, bacon, onion, green peppers, and chicken broth) and cook on low heat for 20 minutes. Stir your soup occasionally.

Transfer soup to serving dish and serve hot.



Image not a representation of final product.

Lemon Bars

Ingredients

2 1/4 C All purpose flour, divided
 1/2 C plus 2 Tbsp icing sugar, divided
 1 C butter, well chilled
 4 eggs
 2 C sugar
 1/3 C lemon juice
 1/2 tsp baking powder

Preparation Instructions

Preheat oven to 350 F.

In a medium bowl combine 2 C flour and 1/2 C icing sugar. Using a pastry blender or fork cut butter into flour mixture until it resembles coarse crumbs. Press into bottom of a 9x13 glass baking dish. Bake for 20-25 minutes until golden.

Meanwhile, in a bowl or food processor process eggs, sugar and lemon juice until smooth. Stir in remaining 1/4 C flour and baking powder. Pour lemon mixture over baked crust. Return to oven and bake 23-25 minutes until set.

Cool 1 hour. Sprinkle remaining icing sugar over top.

Cut into bars.



Image not a representation of final product.

Where to Buy Your Stuff

Lighting for Shows

The "Puck Lights" from Costco are around \$15 for 4 lamps. They are becoming available at more and more stores (Canadian Tire, Zellers, etc.) but believe Costco sells them at the best price.

Bags

Pritchard Packaging -
www.pritchard.com (613) 723-8989
 110 Bentley Ave, Bldg 3, Door 27, Nepean, ON
 K2E 6T9

Displays

Roy Sims Displays
www.roysimsdisplay.com (613) 749-7588
RoySims@roysimsdisplay.com

Business Cards and Printed Media

www.vistaprint.ca

Shipping Supplies Specialists

Uline (boxes, packing, bags, tape etc.)
www.uline.ca 1-800-295-5510
 Fax: 1-800-295-5571

Jurying Process

All members wishing to market through the guild must have their products juried. The jury records are valid for 5 years. To remain current, products must be re-juried. The jury process involves presenting three examples of your products to the jury committee. A full list of members and their jury status is available at the membership desk at guild meetings or by contacting the OAG Membership Coordinator (oagmembership@gmail.com).

The jury committee will be available to jury products at Guild Meetings as follows:

September, October – Jurying available

November - No Jurying on this social night

December - No meeting

January, February, March, April – Jurying available

May – No Jurying on this social night

June, July, August - No meetings

If you are interested in assisting with, or have questions about, the jury process, please contact Rachel Foster at (K.F@sympatico.ca) or the OAG Market Coordinator (oagmktcoordlbp@gmail.com).

Helpful Names 2013-14

President	Liz Fournier	613.824.5914	oagpresident@gmail.com
Vice President	Frances Meunier	613.315.0139	oag.visepresident@gmail.com
Secretary	Jamie	613.391.9985	oagsecretary1@gmail.com
Treasurer	Catherine ten Den	613.443.3032	oagtreasurer@gmail.com
Market Coord. (LBP)	David Murray	613-729-3250	oagmktcoordlbp@gmail.com
Market Coord. (Red)	Valerie Sauve	613.821.4509	TBD New Position
Market Coord. (St-FX)	Melissa Saunders	613.220.9861	oagmarketstfx@gmail.com
Membership	Shauna Bae Saroufim	613.875.9284	oagmembership@gmail.com
Publicity	Myrosia Humeniuk	613.277.9574	oagpublicity@gmail.com
Programs	Joanne Dupuis	613.742.5832	oagprograms@gmail.com
Credit Card	Alex Johnston	613.745.6705	oagccard@gmail.com
WebMaster	Christioher Koster	800.917.4853	oagwebmaster1@gmail.com
Newsletter	Christioher Koster	800.917.4853	oagnewsletter@gmail.com
Fabric & Stuffing	Sharon Dunlop	613.729.0606	
Refreshmenmts	Janet Kettles	613.745.2767	
Social Media	Kathleen Murphy		