

## 2014 FIBER SHOW REPORT

The fall fiber show took a huge leap this year by joining with Local Clay & Glass, moving to the Convention Center and changing weekends. Marla Dawson & I started meeting in January with the other two guilds, facilitated by Miah Michaelson from BEAD. By May the group had jelled into the Artisan Guilds of Bloomington. We wrote and received two grants. The Bloomington Urban Enterprise Grant award of \$2,000 was used to promote this year's show and the Visit Bloomington Grant award of \$3,000 will be used to promote the 2015 show in Indianapolis, Louisville, & Cincinnati. Due to previously scheduled events at the Convention Center, the 2015 show will be held the first weekend in November, and will hopefully stay on that weekend.

The response to this year's show was overwhelming and very positive. Local Clay used a click counter and just over 3,000 people attended. Everyone our hostesses talked with said that they were attending all three shows. BSWG had 1112 people sign door prize slips, which is double what we had in 2013. Of those, almost 500 were new to our show. As we talked with patrons, all commented how pleased they were to have the 3 shows under one roof. From the artist evaluations, all were very happy with the new location and the majority felt their sales were better than their expectations. No one said they did less than expected. It was great to see Betty Patrick and Jeune Baker at the show. Jeune was instrumental in bringing a bus from Meadow Wood Retirement Community.

For those of us who worked on organizing the show, it was a thrill to see it come together. For me, it was wonderful to see so many guild members helping out. Everyone who chaired a committee stayed for the entire show and when possible helped out in other areas. This was truly an effort of the entire guild and everyone's help made all aspects of the show a success. A huge thank you goes out to the following people:

The guild committee of Marla Dawson, Kathleen Glaser, & Robin Edmundson helped make some very tough decisions throughout the organization of the show and handled a big one while I was on vacation and out of communication. It was a good to have these decisions made together as a group. Marla was always there to help guide even when recovering from her knee surgery. Kathleen reorganized how she tracked the financial information for the show and kept me regularly informed. She is a treasure of a treasurer. Robin organized the signs and she and her girls laid out the floor plan. It was great to hand her the plans and off they went.

Linda Garner organized the hostess table schedule and ran out to Xerox more slips two more times during the show. She jumped in where needed, sought me out to see what needed to be done, gave breaks to the artists and helped at the Mug Rug Kit table. She had help from Denise Buckingham, Stephanie Lotven, and Cheryl Johnson.

Sandy Kovener organized the Mug Rug Kits, bought the supplies for them, and organized the volunteers for the table. Lynn Copeland and I cut the donated matt board for the looms. Members put together 200 kits in our October meeting and we had 5 left. They went to people ages 3 to in their 80's. Some of the older women said that they used to weave and this would help them get back into it. Several grandparents took them for their grandchildren. A CASA volunteer asked to take 5 to use with a family of 10 kids

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with whom she is working. Sandy spent the entire time at the table and maintained her wonderful patience throughout. She had help from Shannon Wehrkamp, Denise Buckingham, Emily Williams and Linda Gardner, and Cheryl Johnson. Chris Gustin donated 2 pot holder looms with the loops for kids to try. These two looms were busy on Saturday and it was fun to see children engaged in weaving.

Ulla Linenthal organized the demonstrations. She set up a display on Inkle & tape loom weaving and demonstrated on her tape loom. Spinners included Ulla, Paul McElwain, Sue Meissner, & Emily Williams. Sue came on crutches due to major problems with her knee. She propped it up on a chair and kept on spinning. I watched Paul hand spin with a young boy holding one end, then gave him the finished piece of plied yarn with a tail of roving to take with him. I felt privileged to observe such a touching moment. Cheryl Johnson sat with the spinners when not helping elsewhere and crocheted. Yvonne Olinger demonstrated on her sock machine. Tauria Catlin and Chris Gustin had their looms in their booths and wove when they could. Donna Jo Copeland & Robin Edmundson had their wheels in their booths and spun when they could. Every demonstrator had people watching and talking with them almost constantly. Many artists knit or wove baskets in their booths.

The Fiber Trail was a huge success. Sue Meissner organized it and made a display of flax to linen yarn. Donna Jo Copeland displayed wool from a newly sheared fleece to a finished product. She also had a mile of yarn, hand spun, with a list of what it would make. The Fiber Trail had a steady flow of people.

The Guild Booth was run by Kathleen Glaser, Lynn Copeland, and Gale Hill. We had record sales and almost sold half the stock on Friday night. So everyone start knitting and weaving for next year. When I stopped by on Friday night they all looked at me wide eyed and said it was a "feeding frenzy". Clay counted 1100 people for Friday night, one third of the total.

All three guilds were given a donation by an anonymous donor about 3 weeks before the show. The money was used to have music in the lobby & in the Clay Show on Friday night and again in the lobby on Saturday. Suzanne Halvorson took on organizing the lobby music with a member of the Glass Guild. The music was a very nice addition to the show and my guess is that the Artisan Guilds of Bloomington will write an Arts grant with BEAD for music for the 2015 show.

Cheryl Johnson organized the Dorothy Hanvey Memorial Mitten Tree. The tree was started by Dorothy, one of our founding members, who passed away in 2013. The donated hats, mittens & scarves are given to the United Ministries for distribution. It would be nice to have every member donate something for the tree each year.

Members from the three guilds spent 3 weekends prior to the show at an information table at the Farmers' Market. Lynn Copeland, Linda Gardner, Gale Hill, Kathleen Glaser, Sue Meissner, and I manned the table for our guild. Kathleen & Sue were there during the last weekend and froze. Sue's knee did not like the cold or the standing and she ended

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up under medical care and on crutches. She was trouper and still demonstrated at the show.

Finally, I want to give a big thank you to all of the husbands and children who helped put out signs and to set up and take down the show. You all jump in to help when needed and allow us to abandon you for several days. Thank you to my husband who was my sounding board for many emails, helped proof graphics, and put up with the many hours I spent on the computer responding to emails and writing grants.

Submitted by Karin Lauderback