



MARCH 2019

▲ Barbara Bureker, CMAG Member, Halstead Design Challenge Submission

IMPORTANT DATES

- 3/15** CMAG Winter Design Challenge submissions due
- 3/19** March CMAG meeting: Electroforming with Carli Schultz
- 3/23** Maker's Business Symposium
- 4/16** April CMAG meeting: Nitzan Lilie CASA Beads due
- 4/26** Spring Show

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HAVE YOU REGISTERED?

The first annual Maker's Business Symposium is scheduled for Saturday, March 23 and Sunday, March 24, 2019, at the Multnomah Arts Center, from 9:30 am to 5 pm each day. While we've had Tuesday sessions in the past that touch on some of the subjects presented here, these sessions will be a lot more thorough and will be useful to artists in any medium, not just metalsmiths.

Each day, we'll have two tracks running simultaneously, so you can decide which topic is most useful to you wherever you are in your career path. We have a dozen presenters talking about subjects ranging from starting a business to getting into galleries, using social media, and photographing and selling your work. To see the details of each day's schedule, keep reading.

To register, go to: <https://cmaguild.org/makers-business-symposium-2019/>

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March 23-24
Maker's Business Symposium 2019
Business Workshops for Artists, presented by
REGISTER HERE NOW!

PRESIDENT'S STATE OF THE GUILD

As I've said previously, I'm committed to being the President until June of 2020. At six months into my tenure, I've clarified that my goal is, with the support of the Board and other volunteers, to give CMAG a firm foundation from which our various projects can continue to grow, beyond my Presidency. In order to do that, I need even more participation from you. We have Board elections coming up again in June, and I'd love to see new names added to our existing stalwart crew.

It's my hope that you like where we're going so far, and that you want to see the trend continue as much as I do. We have achieved a great deal since June, but it is on the backs of a small portion of our total membership base, which isn't a sustainable model!

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A SPACE OF OUR OWN – SURVEY RESPONSES NEEDED

One of the strategic plan topics that has people the most excited is the idea of us developing a "Space of Our Own" – a facility where we can hold classes more frequently and have tools available for members to use. In the big picture view, this space might even include a gallery and a meeting space which allows more hands-on demos during our Third Tuesday meetings.

The Space of Our Own committee has developed a financial feasibility study and determined a few ways in which we could accomplish this, given adequate interest and support from our membership. The next step is to find out if we have that.

If you haven't already, please go to <https://www.surveymonkey.com/r/SpaceOfOurOwn> and fill out our Interest Survey. It will take about 10 minutes and will be incredibly useful to the project.

SATURDAY, MARCH 23, 2019

10 am – 12 pm: SUCCESS STRATEGIES FOR WHOLESALE AND RETAIL SALES (Debra Carus)

Take a deep dive into the world of marketing your art in wholesale and retail markets.

Topics in this presentation will cover:

- Identifying your target niche markets
- Preparing a successful portfolio of your work
- Professional sales approaches that tell your story
- Common pitfalls and rookie mistakes

This interactive session will be jam packed with real-life success tips and ways to overcome failures, by an artist who has experienced her share of both.

10 am – 12 pm: GOING INTO BUSINESS: START SMART! (Kedma Ough)

Kedma Ough, Director of the Small Business Development Center at Mount Hood Community College, walks you through the process of starting your own business from scratch. You'll leave the class with contacts & principles vital to getting your business off the ground and then managing it through the early stages of development.

12 – 1 pm: SATURDAY LUNCH BREAKOUT/ ROUNDTABLE: PRICING YOUR WORK

(Chantay Curnow, Lee Haga, Thomas Tietze)

Bring your lunch and join long-time professional jewelers and artist/educators, Chantay Curnow, Lee Haga, and Thomas Tietze who will have a roundtable discussion on approaches to pricing your work. Bring your questions for the panel!

1 – 3 pm: SOCIAL MEDIA AND ETSY BASICS (Tai Vautier)

Are you curious about what social media or Etsy can do for you but aren't sure how to begin? This workshop can help you understand how to open an Instagram account, Facebook, or Twitter. We will cover platforms such as Pinterest and Etsy, including how to open an Etsy shop, plus the basic guidelines for successful selling there. If you only have a limited amount of time or don't like being on the computer, learn which platforms will give you the most exposure and value for your time.

1 – 3 pm: DEVELOPING COLLECTIONS (Mandy Allen)

Mandy Allen offers insight into the process of designing a cohesive collection of work that aligns with your artistic voice and increases sales. She will discuss considerations such as price points, variety of sizes, and types of pieces. Mandy will discuss how she documents her making process and streamlines production with the use of jigs and templates. She will include tips on maximizing your use of materials and tracking costs to help determine prices.

1 – 3 pm: HANDS ON PORTFOLIO REVIEWS with Debra Carus

3 – 5 pm: SOCIAL MEDIA: THE NEXT LEVEL (Tai Vautier)

Social media is a powerful tool to boost sales and gain exposure both locally and globally. The benefits of social media can range from free advertising to a full-fledged marketplace to conduct your sales and business. Sites like Instagram can be incredibly successful if tapped into correctly, and the potential to make a living as an artist has never been easier. This session will help you understand the power of social media when used with appropriate styles, images and content. We will cover the difference between "marketing" styles and "influencer" styles.

What makes a successful social media presence? Come find out in this two-hour session led by Tai Vautier of Tai Vautier Jewelry, who conducts a majority of her sales through successful on line promotion and exposure.

3 – 5 pm: SELLING AT CRAFT SHOWS: SELECTION, PRESENTATION & PROMOTION (Rachel Morris)

Geared towards artists interested in selling at shows for the first time or those wishing to up the level of show they get into, this session helps you identify your existing and target markets, decide which shows are appropriate, and enhance your displays and overall presentation and promotion for those events. We'll talk about the need to create a cycle of continuous refinement in order to promote business growth.

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SUNDAY, MARCH 24, 2019

10 am – 12 pm: **GEARING UP FOR A WEBSITE**

(Jane Pellicciotto)

Maybe your website is old. Maybe you've never created one. Making a website can seem like a daunting task. But given how many low-cost options exist that don't require a technical person, there's no excuse not to put yourself out into the digital world. We'll break down, into easily digestible parts, what you need to think about as you embark on crafting your web presence. How do I begin? How long will it take? Which web building services is the best to use? What parts am I willing to tackle myself and where do I need help?

Come with your burning questions and be ready to take notes.

10 am – 12 pm: **SELLING AT CRAFT SHOWS: BEHIND THE SCENES BUSINESS ISSUES**

(Rachel Morris)

So you've gotten into some shows – what should you have prepared to make sure they run smoothly? This panel addresses some of the often-tedious business tasks you'll want to have under control before your next show, such as inventory management, insurance, credit card processing, return and other policies, what to pack, and more. It will also dive deeper into how to evaluate the success of a show.

12 – 1 pm: **SUNDAY LUNCH BREAKOUT/ ROUNDTABLE: SUCCESSFUL GALLERY APPLICATIONS & APPROACHES**

(Mary Wong, Thomas Tietze, Greg Wilbur, Jeannine Grafton)

Gallery owner/jeweler Mary Wong and artists Thomas Tietze, Greg Wilbur, and Jeannine Grafton share their thoughts on approaching galleries to sell or show your work. We'll talk about do's and don'ts and what materials you should have prepared, plus lightly touch on risks and rewards of selling this way. Bring your questions for the panel!

1 – 3 pm: **HOW TO TAKE GREAT PHOTOS (WITHOUT A LOT OF EQUIPMENT)** (Mary Wong)

Come learn tips and tricks to make your photos look great, without expensive equipment. Mary will teach how to get nice photos on phone and DSLR style

cameras for use in websites and advertising. We'll cover lighting, white balance, composition, using a processing program (the difference between an ok pic and a pretty darn good one), and backgrounds - including her secret printed gradients!

1 – 3 pm: **THE WHOLE-STORY BRAND**

(Jane Pellicciotto)

When most people hear "brand," they think of a logo. But a brand is much broader—it encompasses your story and how you tell it, who your ideal customer is, the look of your visual presence, and surprisingly, what the outside world thinks of you. All of these, and more, create the structure for you to put yourself into the world with confidence that you're reaching the right people, expressing your values, and showing people what makes you different. This structure makes it much easier to tackle marketing with a solid foundation in place.

In this workshop, we'll explore the facets that make up a brand. It will include tools and frameworks to discover your key brand attributes, begin crafting a tagline, business description and about page, review dos and don'ts for a logo, and how all the pieces fit together. Expect to dive deep, make discoveries and gain clarity on the impact you want your work to make in the world.

3 – 4:15 pm: **CLOSING A SALE AND CONVERTING CHALLENGING CUSTOMERS**

(Rachel Morris & Serin Hale)

This is an interactive panel on how to handle some of the more unusual customer scenarios you'll run across. This session will provide suggestions on how to gently re-direct customer concerns from negatives to positives. We'll talk about when to flex on a sale and when to stand firm, and we'll show ways in which artists can unintentionally lose a sale with their words and actions. Bring your customer horror stories!

4:15 – 5 pm: **WIND-DOWN, NETWORKING, AND SYMPOSIUM FEEDBACK (AND CUPCAKES!)**

JEWELRY & METAL ART SHOW & SALE



8TH ANNUAL GATHERING OF THE GUILDS

OREGON CONVENTION
CENTER HALL A

WAYS TO PROMOTE CMAG, OUR MEMBERS & EVENTS

GENERAL:

- **Talk us up among your artist friends** – invite them to a Third Tuesday meeting!
- **Update your member page on the website** with photos, especially!
- **Like our public Facebook page** and **Like, Comment on and Share** announcements on your own page and on groups you think would appreciate them

<https://www.facebook.com/CreativeMetalArtsGuild/>

- **Follow us on Instagram**, like (double tap) our posts and tag us @creativemetalartsguild in your own appropriate posts

<https://www.instagram.com/creativemetalartsguild/>

- **Use hashtags** in your social media posts

#CMAG

#creativemetalartsguild

#creativemetalartsguildpdx

FOR THE SYMPOSIUM:

- **Share our FB and Instagram announcements with artists** of all media, and on arts-related groups you think will be ok with it

- **Hang posters** in your local coffee shops and art spaces
- **Forward our promotional email** to friends and colleagues
- **Register yourself!**

FOR THE SPRING SHOW:

- Use hashtags **#gotg**, **#occ**, **#oregonconventioncenter**, **#arteventsPDX**, **#artshowsPDX**, and **#handmadeart** in addition to **#CMAG** and **#creativemetalartsguild**
- Use Jane Pellicciotto's fantastic **e-card** to forward to your customer lists and friends to let them know about Gathering of the Guilds
- Grab a few **GotG postcards and posters** to hand out or leave at your favorite coffee shops, stores and art spaces
- Like and give your patronage to our **sponsors**, letting them know you appreciate their support of the show
- During the show, **post photos** of the goings-on to your own social media accounts, letting people know about the event as it happens

TOOLS WE LOVE: FLASHBACK ARRESTORS & TORCH SAFETY by Rachel Morris

Is your studio worth \$40? Mine is, which is why I use flash arrestors on any tanks in my shop. They run about that for an oxy/acet pair, and give a great (lack of) bang for the buck. They help stop the fire and potential subsequent



explosion, should fire race back up the lines towards your tank. They're especially critical for oxy-combo setups, but I use one on my plain old acetylene-air tank, too.

These devices damp down gas flow in case of a pressure shock, help limit oxygen or air flow back into

the distribution line or single cylinder systems, and block flashbacks where fire runs down the line.

Having worked in a studio where the torches weren't well maintained — the charcoal buildup in the lines caused one of the torches I was using to catch its line on fire internally, burning for several minutes before I noticed — I was incredibly glad these were installed.

(If you haven't cleaned your torch tips in a while, it may be time to go back to last month's issue and read up on sonic cleaners!)

If you've never used flash arrestors, you can get them at your local gas supplier (and sometimes at your local hardware store — do shop around — they range from \$40-75). They ARE gas type specific, so be sure to get the set right for your tanks.

These little doo-dads should be installed at the regulator end of your lines. If you put them at the torch head end, they won't protect you from cutting through or melting a line, which is one of the more common types of line accidents. Also, be sure to include them in your bubble test, which you should re-do upon installation. They need to be as leak-free as the rest of the system.

Should you have a fire in your lines, remain calm and turn off the torch, then the tanks as quickly as possible to reduce fuel to the fire. When using an oxy-acet combo, turn off oxygen first, then acetylene. By the way, if your tank keys aren't physically attached to your tank — perhaps because you have one key but multiple tanks — go out and spend that extra \$5 to buy the right number of keys! Leave them ON the tanks at all times. That extra seconds' fumbling for a key can make all the difference.

Also, if you don't have a CLASS B fire extinguisher right near your tanks, go buy one of those, too. Class B is the type required for combustible gasses and liquids. If you have a standard household one for grease fires, it may do more harm than good. You may also want a fire retardant safety blanket nearby (available through Grainger <https://www.grainger.com> and Amazon), especially if you work with flammable liquids on the bench, such as a boric-acid/denatured alcohol flux which, if spilled, can often catch fire and be hard to see as it flows.

As an added tidbit — did you know your tanks come with one last hail-Mary safety item in case of fire? If you look closely at the stem of your tank, you'll see a small dot of metal that's slightly different than the rest of the stem. That's a rod of a low-melt-temp metal that is designed to flow back into the tank to clog it in case of a fire. It'll only do so much good in a massive fire, but it will potentially save you from a tank fire/explosion if it's a small, localized issue.



SAFETY: Fire Extinguisher Information

UL FIRE CLASSIFICATIONS



Class A—Common combustibles (wood, paper, cloth, etc).



Class B—Flammable liquids and gases (gasolines, propanes, and solvents).



Class C—Live electrical equipment (computers, fax machines, etc.)



Class D—Combustible metal (magnesium, sodium, potassium, etc.)



Class K—Cooking media (cooking oils and fats).

WHEELED FIRE EXTINGUISHER TYPES

Stored Pressure—Agent and pressurized gas are stored in the same cylinder for instant activation

Direct Pressure Transfer—Pressurized gas is stored in a separate cylinder for easier recharge and transferred to the agent prior to discharge.

Regulated Pressure—Pressurized gas transfers through a regulator into the agent cylinder for a constant pressure and complete discharge. Residual pressure is used to clear hose of any remaining agent.

UL EXTINGUISHER RATINGS

The number indicates the extinguisher's relative power against that class of fire. An extinguisher rated 2A is twice as powerful against common combustible fires as one rated 1A.

Classes C, D, and K do not have numerical rating.

STATE OF THE GUILD (cont.)

I'm incredibly proud of what we have accomplished over the past year and want to be sure you know just how much that entails:

JUNE – JULY, 2018

Strategic Plan brainstorming by board and members

JULY – AUGUST, 2018

Plan finalized with prioritization of projects, grouped into key areas of Education, Advocacy, and Community, plus some cross-organizational tasks

AUGUST – SEPTEMBER, 2018

CMAG members demo at Art in the Pearl and OMSI Mini-Maker Faire

SEPTEMBER – DECEMBER, 2018

Committees formed, work focuses on A Space of Our Own and the website overhaul

NOVEMBER – DECEMBER, 2018

Working with the Spring Show committee (Tai Vautier, Marsha Sandman, Valerie Graham, Kerin Dimeler-Laurence, Shelly Durica-Laiche, Marie-Helene Rake, and Sharon Smith), we evaluated and revamped the pricing structure for the show to make it more accessible

JANUARY, 2019

New website launched. This took care of two Strategic Plan items at once, plus components of other initiatives:

- A revised website
- The creation of a public-facing Members Directory
- Mini-facelift to our branding by Bob Woods (done in place of a full re-branding, which the Board decided to wait on until we decide to move on a Space of Our Own)
- Improved online registration for Spring Show, leading to more manageable reporting for the Spring Show Committee

- As a bonus, we get more manageable event registration with better reporting behind the scenes. We also added a calendar of events and improved representation of our event sponsors. The site provides new or revised resources for members, including historical newsletter files, expanded searchable resources directory, and a library catalog

In addition to the numerous members joining our short term project teams, we brought in a new newsletter editor, Heather John, and a new Education Director & Board Member, Serin Hale. Spring Show sells out and goes to a wait list in 4 days!

DECEMBER, 2018 – MARCH, 2019

The Board develops and implements the new Maker's Business Symposium on a very tight schedule

FEBRUARY, 2019

Treasurers Barbara Covey and Shelly Durica-Laiche convert our financial systems from spreadsheets to QuickBooks Online to make sharing of Guild and Spring Show financials easier between staff members and our bookkeeper and CPA

Our "Show & Tell" group critiquing is a phenomenal success, with requests for additional sessions later in the season

JANUARY – MARCH, 2019

The Space of Our Own committee (Kathleen Baker, Amerinda Alpern, Beth Burns-Jones, Ashley May Heitzman, and Madeleine Moore) presents the Board with a financial feasibility study with several options for actually developing our own classroom space

MARCH, 2019

We confirm Charles Lewton-Brain for two classes in June (Hinges and

Foldforming), to be held at the Portland Jewelry Academy. He'll also be our presenter at the June meeting

We are in the process of doing an interest survey about a Space of Our Own, to see if it will have the support of our membership. Please complete the survey if you haven't already (<https://www.surveymonkey.com/r/SpaceOfOurOwn>)

WHERE WE NEED YOU TO KEEP MAKING PROGRESS:

- Join the Board – we need fresh voices and new energy all the time
- Volunteer for next steps on the Space of Our Own project
- Volunteer to spearhead a team to find new gallery and show opportunities for our members (ideally looking for fall/pre-holiday events, per membership interest)
- Volunteer at our public-facing events (Art in the Pearl, OMSI Makers' Faire, etc.)
- Get involved in developing next year's Symposium
- Do a presentation at one of our meetings
- Fill out your profiles on the website to make the membership directory truly useful to the public
- Promote CMAG and our activities
- ...did I mention, join the Board!

I'm excited to see what we, collectively, can achieve over the next few years. Please be an active participant in that progress!

-Rachel Morris

President,
Creative Metal Arts Guild (CMAG)

A PROFESSIONAL FINISH FOR EAR WIRES by Rachel Morris

One of the most common questions about making your own ear wires is “what gauge should I use?” I was taught early on that US “kidney wires” such as you’d find on bulk manufacturer jewelry are traditionally 22 gauge, and European wires are traditionally 20 gauge, so a sturdy but still comfortable mid-point is a 21 gauge wire (one of only a couple odd sized wires Rio sells).

I use 21 for most basic wires, but will occasionally go to a 20 or slightly heavier gauge for a hefty earring, knowing that it won’t be comfortable for all wearers. I never go down to 22 gauge in sterling – it’s just too flimsy for my taste. Also, work harden your wires, either by drawing down wire multiple steps in a draw plate before shaping (if you won’t be soldering them), or by hammering on steel or twist strengthening them after soldering.

It’s a common misconception that tumbling wires in steel shot will work harden them. All that does is put a bit of a “shell” of hardness to the metal – it doesn’t harden the

wire all the way through. There are also methods for heat hardening silver in an oven, but I have yet to use them – if anyone has a successful formula for doing so, please share it for a subsequent issue.

Something that came up during our February “Show & Tell” critiquing sessions was the idea of a well finished ear wire. If you’re looking for that extra professional, more comfortable finish to your handmade ear wires, grab a set of cup burs and use one that’s just barely bigger around than the wire you’re using. Either by hand or in your flex shaft, gently rotate the end of the wire in the bur until you get a blunted, curved end. It doesn’t take much movement – just a few degrees – too much rotation, or too small of a bur, and you get cut lines just above the tip of the wire. Too large a bur and you get a flat-ish end, instead of the nice rounded comfort fit.

ALBERTA STREET GALLERY

April

“Catlandia and
Flowertopia”

opening reception:
Thursday, March 28, 6-9

1829 NE Alberta St.
Portland, OR 97211
open m-th 11-7, f 11-9, sat 9-9, sun 9-5
503-954-3314
www.albertastreetgallery.com



Alberta Street Gallery Featured artists Ancia Woo and Mandy Allen

While primarily a jewelry artist, Mandy is also known for her indoor wall and tabletop sculptures inspired by elegant plant forms. These sculptures capture the ephemeral beauty of flowers in the permanence of metal, featuring the luminous colors of her favorite material, anodized aluminum.

Don't miss this special opportunity to see her sculptures along with lots of new jewelry at the Alberta Street Gallery March 28th – April 24th.

CMAG BOARD MEMBERS:

Rachel Morris, President
Kathleen Baker, Vice President
Marsha Sandman, Member-at-Large
Barbara Covey, Treasurer
Madeleine Moore, Secretary
Serin Hale, Education
Tai Vautier, Spring Show
Sharon Smith, Programs
Bob Woods, Webmaster
Terry Williams Brau, Librarian
Marcy Swanson, Refreshments

CONTACT INFO:

Creative Metal Arts Guild (CMAG)
PO Box 8946
Portland, OR 97207
Email: guild@cmaguild.org
Web: cmaguild.org

NEWSLETTER CALL TO ACTION:

We're looking for news about you! Your shows, gallery openings, tools or books you love, event reviews, workshops you've attended or upcoming classes you recommend. And photos of new work you'd like to show fellow CMAG members. Include body text in an email with any links, and attach photos (ideally jpeg format) where available.

Submit to: news@cmaguild.org

Upcoming deadlines (2nd Tuesday of each month):

April Issue: 4/9/19
May Issue: 5/14/19
June Issue: 6/11/19

CMAG ON SOCIAL MEDIA:

Instagram: To better promote our shows, workshops, and membership, follow [@creativemetalartsguild](https://www.instagram.com/creativemetalartsguild) — and use hashtags [#CMAG](https://www.instagram.com/hashtag/cmag), [#creativemetalartsguild](https://www.instagram.com/hashtag/creativemetalartsguild), [#creativemetalartsguildpdx](https://www.instagram.com/hashtag/creativemetalartsguildpdx) and [#cmagmember](https://www.instagram.com/hashtag/cmagmember) on your posts so the rest of us can see what you're working on. If you would like to be featured by CMAG, please send your image with a caption to news@cmaguild.org.

GUILD BUSINESS:

GENERAL MEETING (MONTHLY)

When: General CMAG member meetings are held the third Tuesday of each month, except December. Doors open at 6:45pm, meetings begin at 7:15pm, and adjourn by 9:15pm.

Where: Room 30 at the Multnomah Arts Center, 7688 SW Capitol Highway, Portland, OR 97219

What: Meetings consist of general business and a short break with refreshments, followed by a program which may be a demonstration of a technique or tool, a slide presentation, a panel discussion, or other presentation of interest to CMAG members. The CMAG Library is open before the meeting and during the break for checking out books and magazines.

Who: Meetings are open to CMAG members and their guests.

BOARD MEETING

Board meetings are generally held prior to the General Meeting at 5:30pm in Room 30 at the MAC (same room as the regular meeting). Members are encouraged to attend and contribute.

CHARLES LEWTON-BRAIN – TWO CLASSES IN JUNE

We have confirmed Charles Lewton-Brain for two classes in June, to be held at the Portland Jewelry Academy. Class registration opens on April 17th at 10 am for Members. On April 24th, if classes are not sold out, it will open up to alumni of the Portland Jewelry Academy and to the general public on May 1st.

June 17 – 20, 2019 – **"CATCHES, FINDINGS & HINGES" WORKSHOP** (\$625 Members/\$675 Non-Members)

June 21 – 22, 2019 – **"TWO-DAY FOLDFORMING" WORKSHOP** (\$325 Members/\$375 Non-Members)