

Weavers Guild of Boston Exhibit and Sale 2015 Report

Fran Osten/Mary Mandarino – Co Chairs
Ginny Longley – Assistant Chair
Beth Guertin – Treasurer
Beth Parkes – Inventory Control
Sue Knowles – Publicity

Special thanks go out to Ginny Longley for her support and contribution to the success of the Annual Sale 2015. It was another year of incredible volunteers – our thanks go out to them. A special call out goes to Nancy Barry, our Chair Emeritus, who worked to find new fixtures for the annual sale including the amazing new table linen racks. Those racks were designed by Nancy and produced by a local woodworking company – ThoughtForms. To thank the woodworkers, six scarves were woven and given to the team who produced the racks by Beth Guertin, Nancy Hodes, Catherine de Haan, Nancy Barry and Mary Mandarino.

Other volunteers included Judith Shangold who designed the poster and postcard and printed the labels for the mailing. Jane Moore and Sally Eyring updated the website with all of the information about the sale and they modified the Inventory sheets to include the Waiver. Many thanks to the team that did the jurying, set up and breakdown – including Eileen Goldman, Marjie Thompson, Susan Targove, Florence Feldman-Wood, Barbara Herbster, Mara Taylor, Maureen McGuinness, Karin Borden, Carol Wooten, Nancy Hodes, Ruth Buchman, Ro Spinelli, Judith Shangold, Rita Steinbach, and Beth Parkes. Thanks to Sue Knowles who performed the important task of getting the word out. In addition, there were 55 members assisting with the preparation, jurying, sales assistance, greeting, wrapping and breakdown.

Special Exhibit - The Exhibit this year is "Gourmet Weaving". These pieces, which were woven using a cooking recipe as the inspiration, are not for sale. Instead, they showcase the talents of the weaver's craft. 19 Dish towels/Place mats were on display.

Sales

Participants: 34 (2014 – 40; 2013 – 31; 2012 – 36)

Items Submitted: 1566

Items Sold: 547 (35%)

	2015	2014	2013
Gross Sales*	29,963	33,915	31,712
Participant's Portion	24,423	27,786	25,994
Expenses - Rent	800	750	750
Expenses – Postage/Card	814	1,095	782
Expenses - Other	1,277	1,440	1,202
Net Profit – Annual Sale*	2,649	2,844	2,984

*does not include WGB book sales/contributions

Attendance

	2015	2014	2013
Thursday	57 (4 after 8pm)	31	29
Friday Day	78	126	122
Friday Evening	27	5	24
Saturday	108 (9 after 4pm)	81	108
Sunday	64	71	69

Consistent with last year, almost 25% of attendees were there for the first time. Additional statistics gathered:

	2015	2014	2013
Postcard in Mail/eMail	47	42	62
Postcard at shop	18	18	9
Poster	11	0	?
Sandwich Board	39	10	10
Sign in front of Barn	15	21	12
Guild Friend	87	70	87
Media	11	8	7

Additional comments and Recommendations

DISPLAYS

1. Upgrade/purchase of new Guild owned displays so that we are less dependent on member displays. Thank you to Nancy Barry for her search and purchase of new items as well as contracting the construction of successful, new towel and linen racks.
2. The above upgrade allowed the Guild to move to a new policy not to allow personal displays of some member's items out of fairness to other members.
3. Further, a determined effort was made to move inventory during the sale to highlight different work in prominent places and keep the displays looking fresh and attractive.
4. To promote a unified look, new hangers were purchased for all hung items.

PROCEDURES

1. Updates made to the inventory sheets, and instructions. Moved the permissions/waiver signature to the first page of the inventory from its prior position on a separate page.
2. Changes were made to hours of the sale. Hours were added on Wednesday for drop off of inventory, enabling Thursday set-up to proceed more smoothly.
3. New procedures were initiated for packing up on Sunday at the conclusion of the sale. These included having all inventory arrive and depart in boxes with clearly labeled name and Guild number.

4. On-line access was made to posters and promotional materials so they could be more easily used to publicize the sale via members' personal email blasts and their use of social media, if members so chose.

5. Greater effort was made to put up posters announcing the sale in venues in a greater geographical range—Newton, Needham, Wayland, Lexington, etc.

SUGGESTIONS FOR THE FUTURE

1. Hours. Consider further changing hours. Closing earlier on Saturday at 5. At this time, we are recommending keeping Friday hours as is – but we should track the numbers of people arriving each hour at the end of each day to see if further modification is warranted. Wednesday drop off went very well. Hours could be shortened to 11:00-1:00.

2. Somehow, notification of commission rates was deleted from instructions to participants. This information should be returned to the instructions.

3. Instruction sheets should be developed/modified for A) jurying, and B) for working the sales floor.

4. Modifications should be made to the number of slots available on the sign-up lists to better reflect the amount of help needed throughout the sale.

5. On-going sub-totals of sales should be made at intervals during the sale so we can gather data, over time, to see optimal hours of operation. The subtotals would be coordinated with the Hours comment above.

6. The process of packing up at the end of the sale should be modified further. When boxes are stored during the sale, they should be roughly sorted by members' numbers. To facilitate this, boxes should all be plastic—with top and side clearly labeled. No cardboard boxes with fold in lids should be allowed.

7. Effort should be made to obtain/make a new sandwich board with solar lights for the front of the Barn.

8. Effort should be made to have someone drive through the dump to make sure sandwich board has not fallen over. Consider staking them.

9. The policy of not allowing photography of items by shoppers should be posted where it can be seen/referred to.

Respectfully Submitted,

Mary Mandarino

Fran Osten

Ginny Longley

3/23/2016