

## Calendar

**May 8 – John K. Jordan – Platters**  
**June 12 – Michael Hosaluck**  
**July 14 – Saturday – Picnic Shelter 4 Triad Park**  
**August 14 – John Lucas**  
**September 11 – Dave MacInnes**  
**October 9 – Barbara Dill**

<http://www.beadsofcourage.org/pages/woodturners.html>

Also, here is a link to images of BOC boxes to get the juices flowing:

[https://www.google.com/search?tbm=isch&source=hp&biw=1280&bih=634&ei=ozZZWs7MIIGMggE1maGoBQ&q=beads+of+courage+boxes&oq=beads+of+courage+boxes&gs\\_l=img..0.2660.11890.0.12377.27.16.1.10.0.66.783.14.14.0....0...1ac.1.64.img..2.25.832.0..oi30k1joi24k1.0.XKyqeEN5XL0](https://www.google.com/search?tbm=isch&source=hp&biw=1280&bih=634&ei=ozZZWs7MIIGMggE1maGoBQ&q=beads+of+courage+boxes&oq=beads+of+courage+boxes&gs_l=img..0.2660.11890.0.12377.27.16.1.10.0.66.783.14.14.0....0...1ac.1.64.img..2.25.832.0..oi30k1joi24k1.0.XKyqeEN5XL0)

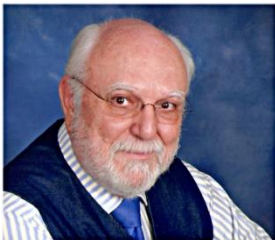
## PRESIDENT'S CHALLENGE

**May:** Turn a Marble. A small pee-wee, a shooter, a cat's eye, an aggie, or an elgin will work. Actually any sphere will be fine. If we have enough of them we may get a game going after the meeting. (I know, the Elgin Marbles are not marbles in this sense, but I was in the British Museum Friday and couldn't resist the pun.) see <https://www.imarbles.com/kindsofmarbles.php> for inspiration.

**June:** This month is not a turning specifically. Bring in a Jig, ideally a turning jig, but any jig you are willing to share will suffice.

## 2018 TURNERS OF THE MONTH

|           |                  |
|-----------|------------------|
| May       | Crystal Early    |
| June      | Harry Sample     |
| July      | PICNIC           |
| August    | Jim Terry)       |
| September | Michael Thompson |
| October   | Jerry Jones      |
| November  | Robert Dehart    |
| December  | CHRISTMAS PARTY  |



## Message from the President:

I think the panel discussion went well, but perhaps as a participant I am not the best judge. What did you think?

This month we will have a treat. John K Jordan (not to be confused with John B Jordan) will be here demonstrating Platters. John is one of the most prolific turners working these days and his work is universally exceptional. He is also an outstanding demonstrator and nice guy. Come with your attention meter set to High, and your questions ready to ask. To get a sense of what you are in for visit this collection of his work on the Sawmill Creek discussion board.

<https://sawmillcreek.org/album.php?albumid=862>

## ON-GOING PROJECTS

Beads of Courage boxes

Repeating the call for Beads of Courage Boxes. Remember, the limits on these boxes are really pretty open in terms of style so feel free to let your creative juices flow. Just remember that these are for some very ill children so do keep within the guidelines. As you plan out your boxes please take the time to read this:

## UPCOMING EVENTS

**PTWA PICNIC:** Signup sheets will be distributed this month and next. This is always a good event and certainly worthy of your time and presence

### **Triad Park - Shelter # 4 on Sat, July 14.**

9652 East Mountain Street Kernersville, NC 27284

Directions to Triad Park <https://bit.ly/2jfisyA>  
(Click on link for directions)

**AAW:** Is anyone else going to Portland in June for the AAW? Next year the AAW Symposium will be in Raleigh – mark your calendars now for July 11-14, 2019 and the following year in Louisville KY June 4-7, 2020.

[The American Association of Woodturners](#)  
[32nd Annual International Symposium](#)  
Portland, Oregon  
June 14-17, 2018

## Minutes of March Meeting:

Jim Barbour began the meeting at 6:37 by recognizing visitors and new members. He took a count of those with Guilford County addresses. He announced that John K. Jordan would be our presenter in May. He mentioned that the date for Jim Duxbury's workshop was incorrect in the newsletter—it should have been 5/5/18. It was mentioned that information on a dust collection system for sale was contained in a flyer on the gallery table.

The president's challenge this month (April) was to turn an acorn. May's challenge is to do something with marble. Earl Martin is this month's turner of the month. In May, the turner of the month will be Crystal Early. Rita Duxbury has organized our July picnic for many years. This year the picnic is on Saturday July 14<sup>th</sup> and Bonnie Jones will be taking the lead on the organization of that event.

The treasurer reported that we have 2 new members this month and that we have a total of \$6,600 in the bank. Jim Yarbrough pointed out that years of Woodworker Journal DVD's had been donated to the library. George Sudermann pointed out that 26 members of the club had produced 175 Purple Heart pens. Bob Muir is heading up the summer camp turning program. Volunteers are encouraged to e-mail him to get involved.

The instant gallery was (again) quite inspiring and the raffle was graceful.

This month's "demo" involved Jim Barbour, Jim Duxbury and Dave MacInnes discussing what they had learned over the years pertaining to the various ways that they have approached the selling of the items that they have turned. Each of these people have had very different experiences and thus had very different insights to share. I will not try to summarize everything they said. Rather I will only try to list what stood out to me in their comments.

Dave MacInnes—

- When you seek to get a gallery to carry your work—visit the gallery and take samples of your work that they could show. Be persistent.
- They might take 40% to 60% of the sale price for themselves.
- You want to pick a "high-end" gallery
- The up-side is that it is time efficient—the down-side is that you don't have any customer interaction
- There is a difference between a customer (one-time purchase) and a patron (repeat customer)
- Pricing is the difficult part. What is your time worth? You should set the price to fit the pace at which you wish to produce—lower prices/higher volume.
- You need to keep good records and worry about the tax implications of your activities. Sales taxes and tax write offs.
- You can sell the same thing for more in the mountains or at the coast; and more for tourists than for locals.
- Selling at a "craft show" requires a large inventory and a solid variety of items on offer.
- You need to be mindful of who is attending the festival and what other vendors there are and what they have on offer. Too many vendors drive down business.
- Square is good and you need business cards.

Jim Duxbury—

- Don't quit your day job.
- There is no such thing as being a "little bit" in business. You are in it or you aren't. Taxes are no longer "EZ".
- You can get paid to do Demos. You get better at it over time, especially if you have a caring and loving companion who does not hesitate to offer (constructive) criticism.

- You need to be organized. Don't trust the hosts when they tell you that they have what you will need. Bring your own of anything you might possibly need.
- Produce high quality handouts for each demo.
- Pitch your presentation to your audience's level of interests and their background knowledge.
- Make a demo checklist.
- Insist on a clear and detailed contract.
- By the way, the "club map" on the AAW website is excellent. You can always drop in on a meeting somewhere and meet new friends.

Jim Barbour—

- You need a good website to let others know what you are doing and what you have on offer.
- Your home splash page can flick between photos of your work. Gallery tabs are good too.
- Jim tries to run his shop as a "pays for itself" endeavor. If you need a laser cutter for a job, try to make it so that you profit from those type jobs quickly pays for the tool.
- Some sites can be set up so that the customer can purchase an item directly through the web site.
- You need a strategy for how you intend to "drive people to your site."
- Find your niche. Promote yourself.
- Get business cards and distribute them widely.
- Work on your web site—work on search engine efficiency.
- Look into "Google analytics". What are the keywords that people will use when they are looking for the sort of thing that you have for sale?
- Square space is good
- You can get a domain name and you can own a URL.
- Pay Pal Business account and card reader is good
- Venmo and We Pay are possible alternatives.
- Etsy is an option for some. Square and Zillo too.
- Find something that you enjoy doing. Get good at it. Promote yourself.

- Pricing—Jim seeks \$35/hour (of the time actually spent working on the project)
- IRS forms.
- Choice between LLC and DBA "Doing business as"
- You can write off losses
- Keep sharp tools and trust your hands.

Jim concluded the evening by showing us how he turns acorns (a product that he sells). The high points included the way that he utilizes a "story stick" for some projects and that he will have a large number of pre-set calipers just to increase efficiency.

Nim Batchelor  
Secretary

### **Now in the Club Store:**

The following items are now available in the club store. Check with Bob.

Beer Openers

Wine Stoppers

Old Fashion Pepper Mills

Ice Cream Scoops

Combo Cork Screw/Bottle Stopper

plus CA glue

**Don't forget to bring things to our raffle.**

### **Mentors:**

Jim Barbour, Elon (336) 584-4228

Bob Muir, Greensboro (336) 638-6012

Jim Duxbury, Graham (336) 227-7168

Earl Kennedy, Trinity (336) 803-1164

Bob Moffett, Burlington (336) 380-6789

George Sudermann, Winston-Salem (336) 923-2007

Geoffrey Purser, Greensboro (910) 585-5453

Louise Butler, Reidsville (336) 342-7454

### Photos of the April Instant Gallery



Earl Martin – Turner of the Month  
Ambrosia Maple



Nim Batchelor – 8” Maple Ancestry  
Platter



Linda Michael – Maple Canes



Earl Kennedy - Mirror



Earl Kennedy - Potpourri Bowl



Harry Sample – 7” Mimosa Hollow  
Form



Lonnie Nagle – Black Walnut &  
Birdseye Maple



Jim Yarbrough – Scarlet Oak Chalice



David Harry- 9” Cherry & Black  
Mesquite Natural Edge



David Harry – Holly & Ipe Hollow  
Form



Lan Brady – Maple Viking Bowl



Lan Brady – Elm Scoops



Jim Terry – 9” Spalted Maple Bowl



Jim Terry – 12” Bradford Pear & Gold Leaf Platter



Earl Martin – 6” Purple Heart Bowl



Luke Shepherd – 11” Red Cedar Lamp



Rita Duxbury – 9” Cherry Bowl



Jim Duxbury – 12” Sapele Platter



George Sudermann – 6” Alabaster Bowl



George Sudermann – Parting Tool from band saw blade



Larry Dodson – 8” Red Cedar Bowl



Larry Dodson – 11” Bradford Pear Platter



Jeff Clark – 7” Mesquite, Turquoise & Brass Pencil Cup



Earl Martin – Poplar & Walnut Acorns



Jim Barbour – “Elon” Oak Acorn



Nim Batchelor – Walnut Acorn

#### CHAPTER OFFICERS

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#### EX OFFICIO

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