



Artists' Handbook

for Endless Possibilities

1. All Current Guild Members Can Sell in the Shop

If your membership lapses for any reason, you no longer have an active account with the Guild and so we cannot sell your items or pay you, and items will be removed from both the Gallery and Shop.

2. Your Hosting Obligations

- a. Depending on number of participating artists, each volunteer-level member who sells in the shop must work 1 to 3 shifts a month. We need to fill more 50 shifts each month! Keep in mind that everyone takes vacations, has health and family obligations, etc. which all affect how many shifts you may be asked to fill. Shop hosting is in addition to your other volunteer activities at the Art Center. More than 1/3 of our current hosts volunteer many hours in other areas, and some of our shop hosts don't even sell in the shop. Please be willing to spend some time hosting.
- b. Each shift is 3.5 hours during the March-December months, and 4 hours (but less frequently) during the January-February months.
- c. You can split a half-day shift with another artist *if you make the effort to identify that person and agree to the dates*. Only then, contact our Shop Host Lead.
- d. Beginning late summer 2021, failure to fulfill this obligation regularly may result in losing the privilege of selling in the Shop.
- e. Each of you will be trained by working with the Shop Coordinator or one of our other frequent hosts for a half day shift before hosting by yourself. See Item 7 for more details.
- f. Hosting has many benefits. You meet many more of our guild members. You get to see what appeals to customers. You may increase sales of your own items by interacting with customers. And importantly, every time you volunteer you ensure that our shop is open which will have the closed sign up when there is no volunteer host. A closed sign may drive away a customer forever!

7. To Sign Up for Shop Hosting

- a. By the middle of each month the Shop Host Lead will contact you via email with a copy of the next month's calendars.
- b. Respond with your preferred dates in a Reply (NOT a reply all) to the Shop Host Lead and Shop Coordinator. Please do not use text, phone call or reply all, and do not write in on the printed calendar in the shop, as it is difficult to monitor that coming from so many members. The Lead will fill the shifts with a first come-first serve process, so the quicker you reply, the more likely you are to get your desired shifts.
- c. The Lead will send another email and an updated calendar at least once a week until the shifts are filled. Two to three times a month the Shop Host Lead will contact you via email with a request to volunteer for hosting during the coming month.
- d. The Lead will publish an updated Shop Calendar to the guild's website at least once a week.

- e. If your name is on the calendar and you cannot fulfill your obligation, it is your responsibility to contact one of the trained hosts to substitute for you. A current list of potential hosts is on the website. Select the Members tab, then in the center under Endless Possibilities, find the Shop Host List. Please ensure that any person you call to substitute is trained, as noted on this list.
- f. If you are not yet trained, please contact the Shop Coordinator to schedule training.
- g. Can I work a half shift? In a limited number of cases, a half shift (e.g. 9:00-11:00/11:00-12:30) is an option, but it is YOUR responsibility to coordinate that with another trained host and then tell the Lead.
- h. What if I am out of town for an extended period of time? Please let the Lead know and make a commitment to take an extra shift(s) upon your return.

9. What You Can Sell in the Shop

- a. The goal of Endless Possibilities is to sell finely made and well crafted, unique and creative products produced exclusively by members of the Art Guild, and not commonly available in other Shops in the area.
- b. We give our artists discretion in deciding what meets our goals and only occasionally decline to sell something. You may certainly combine/rework commercially available items to create something unique, but it must be more creative than taking a some commercial items and combining them in an expected way. However, strictly commercial purchased items intended for resale are not allowed.
- c. Current decorating colors and designs that customers see in magazines and stores influence their purchasing decisions. Carefully consider what may be popular right now before bringing in outdated items.
- d. Because we serve many out-of-town visitors, we get numerous requests for something that can be identified with the area, such a signs, mugs, labeled paintings or photographs that mention Fairfield Glade, the Plateau, or Crossville. You may wish to keep that in mind as you create artwork to sell.
- e. We reserve the right to limit the number and/or size of items an artist can have in inventory at one time. Please see Item 7 for details.

6. Packaging Items to Sell

- a. Many items our artists sell have been packaged for how they sold them in previous locations. In our small space we have found some items are very difficult to display in a way that allows them to be noticeable and inviting. We are working on packaging requirements and will provide more details by early Summer 2021. The new requirements may mean some artists will have to repackage items or withdraw them from inventory. The Shop will provide some of the new required packaging materials for your convenience.

7. Size and Quantity Restrictions

We are constantly learning, so please bear with us as we make adjustments to our strategy. Managing inventory that we don't have room to display is a challenging and time-consuming process. Limiting the number of items an artist has in inventory helps us make sure we are giving space to each of our artists.

Effective immediately the following limits are in effect. This may mean that some of your items will be returned to you as we work to better manage our inventory.

Category	Maximum	Details
Jewelry	36 items/sets	Within the 36, we recommend that you split that up relatively evenly among the types of jewelry you make <i>Note: Customers often request and buy jewelry for gentlemen</i>
Personal Accessories	12	Includes wearable items not otherwise described as jewelry Within the 12 we suggest no more than 6 each of a type of accessory
Wood, Pottery, Glass 3D Items	Size 1: 6 Size 2: 6 Size 3: 1	Items approximately smaller than 8 x 8 x 8" Items approximately larger than 8 x 8 x 8" Items that are larger than 12 x 12 x 12"
Flat Art - Unframed Prints	Size 1: 4 Size 2: 4	Items approximately smaller than 10x12" Items approximately larger than 10x12"
Original Framed Flat Art	3	Any size or medium <i>Please incorporate a way to hang the art, both for display in the Shop and by a purchaser. Keep in mind our wall space is extremely limited and we will rotate items in and out of storage as needed.</i>
Books, Journals	6	Any size
Greeting Cards	8 sets	These are typically packaged as singles or twos <i>Note: Customers frequently ask for cards for children, Mother's & Father's Day. If you have 3D or interactive cards, we have space above one of the card carousels for displaying samples.</i>
Notecards	6 sets	These are typically packaged as 4 to 8 cards and contain one or two cards within each set. <i>Note: Customers often ask for a variety of art within each package instead of all of one image.</i>
Items requiring special props		Please contact Shop Coordinator to discuss prior to bringing in.

***** Important Note *****

To respect our members and customers who may be sensitive to fragrances, we cannot accept fragranced items.

8. Renewing Your Inventory

- a. You may bring in more items weekly (typically Monday afternoon), as long as you don't exceed the recommended limits. You may also request to remove some items in order to bring in new items. It is always a good idea to contact our Product Inventory Lead before bringing in items in case her schedule changes.
- b. The Shop Coordinator will notify artists individually or as a group as needed, and will give you ideas of the types of things customers are asking about.
- c. You may contact our Product Inventory Lead to arrange to bring in items. Please be sure to consider how many and the type of items you may already have in the Shop that have not yet sold.
- d. You can examine your shop log sheets and ask if we'd like more/new of certain items.

9. Pricing Items

1. You set the price with a minimum price of \$10 in whole dollar amounts only. This price MUST include the 20% commission to the Guild and the ~10% tax to the state.
2. Research shows that items priced between \$10 and \$100 will likely sell best. But you may offer higher priced items. Our experience to date has been that items under \$65 are selling best.
3. You may group items (example: 2 greeting cards for \$12) to achieve a given price.
4. We can handle a limited number of "mix and match" items, however you should be aware that the solution is not very elegant. Please talk to the Shop Coordinator or Product Inventory Lead about this.
5. The Shop Coordinator can help you with pricing, if needed.
6. Each item will be tagged with a barcode label. Items with insufficient space for a barcode label will have Endless Possibilities card attached to hold the barcode label and affixed to the item, usually with a plastic string.

7. If a Customer Wants to Contact You

The artist's name is on the barcode, but we cannot share the contact information, per policy. However, if you have a business card at the front desk, we can offer them that. A notebook for customers to request the artist contact them is available at the shop desk and you will be notified if such a customer request is made.

8. How Items Are Displayed

The Display and Merchandising Lead is skilled in this area and will create attractive displays that attract attention and include a variety of items, often from a variety of artists. We request that other artists do not rearrange displays. We are constantly evaluating how to maximize our small space and always welcome your suggestions.

9. Personal Display Props

The Shop is slowly returning borrowed props and replacing them with Shop-owned props. This allows us to use props that help us use our space most efficiently. If you have a special prop that is necessary to display your items, please talk to the Shop Coordinator or Display and Merchandising Lead. We welcome donations of certain props, so please talk to the Shop Coordinator if you have a donation.

Important Note

The member may bring in decorative items that enhance or demonstrate how the hand crafted item may be used.

These items must be marked NFS (Not For Sale), including your member number, and will be returned to the artist when no longer in use.

10. Inventory Turnover

The Shop will offer an item for at least 3 months (or less if it is a seasonal item and the season has passed). One of our coordinators will contact you to arrange for outtake and pickup as needed.

11. Reducing Price of Items Already in Inventory

If your items are not selling and you want to leave them in the shop, you can consider reducing the price. Contact the Shop Coordinator or Product Inventory Lead.

12. Moving Items from Gallery to Shop

At the end of the show month you may move an item from the Gallery to the Shop, if desired. It requires that you remove the item from your gallery log book sheet, and then have the Product Inventory Lead create a new barcode for it and tag it.

13. Broken or Stolen Merchandise

One of our policies is, "You break it, you buy it." We will try to honor this, but the waiver you signed for the Gallery covers Endless Possibilities and absolves our responsibility.

14. Your Concerns

We are very interested in your ideas and your concerns as we work together to make this the best retail Shop in the county. Please ask the Shop Host for the Endless Possibilities Artist Notebook, and include your comments, name, date, phone number and email and concern. The Shop Coordinator will review and determine what actions may be needed and give you an update within 72 hours.

PRODUCT INTAKE/OUTTAKE PROCESS

1. **Complete an Endless Possibilities Product Inventory Log Sheet**
 - b. Complete the log prior to bringing items to sell in the Shop. This log sheet is different than the one used by the Gallery, and you will use a new one each time. Log sheets are available on the Studio black wire shelving unit, at the Shop desk, in the left side cabinet of the Black Display unit, on the website, and may be emailed to you upon request.
 - c. PLEASE PRINT CLEARLY! Hard to read printing on the log sheet could result in incorrect information in the database and on the item tag.
 - d. If you have multiple “identical” items at the same price: You may list them one time on the log sheet but *identify the total quantity on the description line.* The Product Inventory Lead will, however, list each of those items separately as each must have a unique barcode.
2. **Open Intake. Typically 12:30-4:00 PM on Mondays.** If the Product Inventory Lead’s name is not listed for the Monday afternoon shift, then she will not be there. However, see item 3, below.
3. **Product Intake other than Monday Afternoons.**
 - a. If you have not previously sold in the Shop, you must schedule an appointment with the Product Inventory Lead. She is often available at other times.
 - b. If you have previously sold in the Shop, you may drop off items, along with a completed log sheet.
 - 1) Place items in a labeled bag or other container, making sure it is entirely evident which items is which on your log sheet. Mark your name on the container if you want us to return it.
 - 2) Tape your completed log to the container.
 - 3) Place the items on one of the shelves on the LEFT side cabinets at the base of the big black display unit.
 - 4) Notify the Product Inventory Lead that you left items in the cabinet.
 - 5) The Lead will inventory and tag the items at the earliest possible date so that we can start to display them.
4. **Removing Items From Inventory.** You can remove items at any time but must arrange for the Product Inventory Lead or Shop Coordinator to be in attendance.

*You can make a difference in the success of Endless Possibilities!
Volunteer Today!*

Endless Possibilities Team Members

Note: All Positions need two people. Please consider volunteering for one of the positions listed as open.

Shop Co-Coordinator 1	Sally Neckvatal 612-201-1234 sneckvatal@gmail.com
Product Inventory Lead	Cris Anderson 941-468-7261 crisartstudio5@gmail.com
Marketing Lead	Open
Shop Host Lead	Debbie Kersh 817-629-6396 dkersh1@hotmail.com
Display/Merchandising Lead	Josette Michael 847-664-9475 josettemclc@gmail.com
Jewelry Advisor	Linda Farber
Business Advisor	Deanna Magdich 931-787-9623