

WORKSHOP APPLICATION

Participants learn from each others' experiences, ideas and insights regarding product suitability for wholesale markets. Many experienced artisans and producers participate because they are interested in learning how to reach wholesale markets in order to eliminate the time and travel costs associated with selling at craft fairs.

The workshop is recommended for artisans and food producers planning to attend ANCA's gift trade show, Buyer Days, for the first time. Buyer Days application posted at AdkNCcrafts.com

Workshop Evaluations:

"The opportunity to have your work seen and 'validated' by peers is nice."

"All handouts were great."

"It's good to have experienced wholesalers (as copresenters)".

Workshop Facilitator and Designer:

Nadia Korths, Craft Programs Coordinator for ANCA since 1997, facilitates the lively and informal hands-on workshop. Korths has presented this workshop, and others about marketing, to almost a thousand businesses since 2000.

REGISTRATION FORM

Workshop: How to Establish and Maintain Wholesale Accounts (\$20 if Buyer Days exhibitor) \$35 ____

Mail to: ANCA, 67 Main Street, Suite 201, Saranac Lake NY 12983 or fax cc payment to 518.891.6203 (ANCA office)

Name: _____ Company Name: _____

Address: _____ City/State/Zip: _____

Phone Number: _____ Email: _____

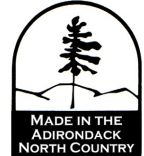
Website: _____ Product Type: _____

Payment by check to ANCA: ____

MC/Visa: _____ Exp. Date: _____

Signature: _____ Printed name: _____

The Adirondack North Country Association (ANCA) presents:
HOW TO ESTABLISH AND MAINTAIN WHOLESALE ACCOUNTS
WORKSHOP



COPRESENTERS: Nadia Korths, ANCA crafts program coordinator since 1997, and Josh Pratt, The Wild Center giftshop manager since 2007.

DATE: Saturday, January 16, 2010 TIME: 10am - 2:30pm

LOCATION: The Wild Center, Tupper Lake.

FEE: \$35 - Includes 45 page How to Establish and Maintain Wholesale Accounts Packet

BRING: Lunch, sample product/s and existing marketing materials.

TO REGISTER: Mail in payment with registration form to ANCA, 67 Main Street, Suite 201, Saranac Lake NY 12983

CONTACT: Nadia Korths, ANCA crafts program coordinator.
518.891.1632 : nkorths@gmail.com

TOPICS (2 hours in morning):

How to Price Your Work, Jury Process, Booth Design, Wholesale Show Preparations and Procedure, Payment Arrangements between Craftsperson and Shop, Review of Sample Order Forms, Price Lists and Product Sheets and more. Question and answer format combined with review of today's wholesale market practices.

PRODUCT REVIEW BY PEERS (2 hours in afternoon):

Workshop participants, typically with craft fair experience, provide feedback on each other's product regarding suitability for wholesale and marketability. It's the best part of the workshop - it's a chance for participants to learn from each others' experiences, ideas and insights. Don't forget to bring product.