



# READING-BERKS CHAPTER

*Pennsylvania Guild of Craftsmen*

P.O. Box 85, Mohnton, PA 19540

*Reading-Berks Guild Website: [www.rbcrafts.org](http://www.rbcrafts.org)*

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## *President's Message*

I guess the weatherman did not get the work order that was sent by the Show Committee because I can assure you that the Show Committee definitely did not order the white precipitation we received at our Holiday Festival. While the snow was not a welcome addition to the Festival the new floor layout was a great improvement for everyone. Kudos to **Terry Boyer**. A big thanks to Alan Shirk for a great job on advertising. Another thank you goes to Terry Sitler and Conference Services for all their help. All the planning came together perfectly with one exception: SNOW!

So, with the Holiday Festival now behind us, we look forward to the Spring Festival with great anticipation. Thank you to everyone who participated in the Holiday Festival. The show looked great and I believe that everyone who attended had a wonderful time. The chatter during the festival was good. Our patrons noticed the changes and liked them. I hope to see everyone at the Spring Festival. Discount application for the Spring Festival was extended to December 6, 2011. December 6<sup>th</sup> is the date of our Holiday Social so I hope to see you there also. It will be a night of fun, good food, good friends and relaxation.

Congratulations also to **W. Eugene Burkhart** on receiving the 2011 AARP Pennsylvania Andrus Award. Gene was recently honored at a luncheon on October 19, 2011 at the Crowne Plaza. Way to go Gene.

Best Wishes for a Merry Christmas and a Happy and Healthy New Year.

*"Be of good cheer. Do not think of today's failures, but of the success that may come tomorrow."* Helen Keller

*Your President, Barry L. Bennecoff*

## *Annual Christmas Social*

**FINAL REMINDER** to make your reservations for our annual Christmas Social to be held at GoggleWorks on Tuesday, December 6, 2011. The reservation form was included in the September newsletter (or can be obtained from that newsletter on our website, or you may contact Elaine Vardjan ASAP for more information). Cost is \$20.00 per person, paid in a advanced, make checks payable to the Reading-Berks Chapter PGC and mail to Elaine Vardjan at 350 Limekiln Road, Reading, PA 19606. **Reservation deadline is Monday, November 28, 2011.**

***We'll gather at 5:30 PM with the meal served at 6:00 PM.*** The evening's menu consists of Fruit tray, Field Green Salad with dressing, Burgundy Beef Tips, Boneless Chicken Breast with Julienne Vegetables, Oven Brown Potatoes, Green Beans Almandine, Dinner Rolls and Butter, Relish tray, coffees, tea and punch. **You bring the desserts.**

Our annual charity donation again will be **GoggleWorks Children's Scholarship Fund (make checks payable to Reading-Berks Chapter PGC - marked for charity).**

Bring a gift if you want to participate in the gift exchange, and there will be surprise entertainment. It will be a night of good food, fun and fellowship with your fellow craftsmen, and the start of the holiday season. We hope to see you there!

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At our January 3, 2012 meeting we will not have a scheduled program, but it will be a work night to sort and alphabetize the door prize slips from our Holiday Show. Hope you can help with this task. *Elaine*

*Vardjan, Program Chairperson*

***Wishing you and your family a Happy Thanksgiving. Let us take time to give thanks for our many blessings.***

## ***BCTV - "Your Berks Craftsmen"***

The November program will feature **Pat Oxenford** discussing the release of her new book on "*Bride's Boxes*."

*except the snow* December's program will feature Christmas decorating ideas while the January 2012 program will be video from last summer's Kutztown Festival. *W. Eugene Burkhart, Jr., "Your Berks Craftsmen" Host*

## ***Thank you***

**Thank you to everyone who contributed items for BCTV's recent Oktoberfest Auction, we sincerely appreciate your generosity towards this project to raise funds for BCTV.**

## ***2011 Decorating at Goggleworks***

Wednesday, November 30, 2011 beginning at 10:00 AM we will be decorating the large tree at Goggleworks. We are accepting contributions of handmade decorations, if you will be able to provide any decorations, please contact Gene Burkhart ASAP. Also, volunteers are needed to assist in the decorating project as well. *Gene Burkhart*

## ***Standards***

The Standards Committee will hold a jury session on Tuesday, March 13, 2012 at the Goggleworks. Members who have belonged at least 3 months are eligible to have their work chapter juried. Contact Louise at 610-373-6493 or [louise@eglassplace.com](mailto:louise@eglassplace.com) for an application or questions. The application and information is also on our website. Please return the application at least one week before the jury session.

*Standards Chairperson,*

*Louise Mehaffey* [www.eGlassplace.com](http://www.eGlassplace.com)

## ***Newsletter***

Information for the January 2012 newsletter should be to me no later than on January 4, 2012. Thank you for your cooperation. *Pat Oxenford, Newsletter Editor*

## ***Get Well Wishes***

Terry Boyer will be undergoing a surgical procedure in mid December, please keep him in your prayers for a speedy recovery. Please keep **Skip Hamaker** in your prayers as well as **Judy Snyder's mother**. And, continue to keep **Wayne Schildt, Anita Geiger, Lucy Neilson, Walter and June Gottshall and Katie Bauer-Fooks** in your prayers.

## ***Members in the News***

Recently **W. Eugene Burkhart** was honored at a luncheon hosted by AARP and presented the *2011 AARP Pennsylvania Andrus Award*. Congratulations, Gene.

## ***Christmas on the Farm***

Saturday, December 3, 2011 is the annual holiday festivities at the PA German Cultural Heritage Center at Kutztown. We'll have the log cabin open, and if you would like to join us, please contact Pat Oxenford ASAP - space is limited. Show hours are 10 AM - 4 PM.

## ***Holiday Show***

Well it has been a very unique year, much strange and extreme weather. Our Holiday Fine Art & Crafts Show for the first time in 62 years had sizable amounts of snow. There were many stories how deep the snow, many of you had lost your electric and had much property damage. For some members, they didn't get home and met other members doing the show at a small Inn at the New Jerusalem Inn. This sound like Dec. 25<sup>th</sup> and the wayward travelers got stranded and the Inn keeper made room in the Inn for the night. So this was a very memorable 62<sup>nd</sup> Holiday Festival for the Guild.

We lost a lot of hopeful guests on Saturday. On Sunday we had a good amount of visitors. We did not fulfill our gate fees but we have been planning for something strange to happen for the last 62 years.

The Guild will be OK it's you and your customers that we miss.

This year we had one of the most aggressive advertising programs. Our PR covered an area from Chester Co, Bucks Co., Schuylkill Co., Lancaster Co., and Dauphin Co., all the way over to NJ and Delaware, plus everything in between. We advertised on WEEU and many heard this information all the way down to Philadelphia.

We had the most coverage in the *Reading Eagle* ever. Thanks to Don Botch and Lisa Gruda and everyone else. Alan Shirk and his son Mike from Shirk Advertising sent many Press Releases out to everything that you could imagine; many publications printed very nice articles about our show, the Guild and our missions.

This year by changing the Floor Layout I feel was a major step in the right direction for our guests to enjoy all of what we, as American-made Artisans, showcase to everyone that came through our doors.

We will continue to strive in moving forward and duplicate everything () for the Spring Fine Arts & Crafts Festival in March 24<sup>th</sup> & 25<sup>th</sup>, 2012. So please consider joining us in this great experience and to what we have to offer you from The Reading Berks Guild of Craftsmen which is a very active chapter in the PA State Guild of Craftsmen.

**Great News: If your get your application in before Dec. 1<sup>st</sup>. You will get \$10.00 taken off of your booth fee.**

Thanks to all who worked very hard to make this show run smoothly. The Committee: Barry and Kay Bennecoff, Pat & Ray Oxenford, Gene Burkhart, Louise Mehaffey, Ken & Carolyn Handwerk, Cindy Foley, Carol & John Haile, Bob & Debbie Schultz, Kelly Brown Brehm and my wife, Judy Boyer who put up with me and the challenges that come with making everything work out.

Signing off for now, I must get back to work the Spring Fine Arts and Crafts Festival is just around the corner.

*Chairpersons, Terry & Judy Boyer*

***Wishing you and your family a Merry Christmas***

## ***THE GATEKEEPER'S ROLE***

By *Bob Ballantyne*

The title of gatekeeper can have many definitions from its original meaning to how the term is used in group dynamics where it refers to a person that members of a group look to, somewhat unconsciously perhaps, before making a decision within the group. Here, however, I am speaking of the guild members who man the tables at the entrance to our twice annual craft shows.

While most may think of our "gatekeepers" in the role of collecting the entrance fees from the public who attends our shows, their role goes much deeper than that, and two of their tasks are far more important than what might be expected.

Those two roles they play are: (1) the issuing of the coupons for the door prizes part, and (2) collecting the various discount coupons the guild issues in its advertising efforts. The tasks are not as mundane as they might seem. Doing it correctly helps the show committee determine many facts about each show.

The door prize coupons are numbered in sequence. They must be handed out in sequence, and it is inappropriate to mix up the coupon packs or to use more than one pack at a time. By recording the first number to be issued on Saturday of a show and the last number used on Sunday is how we determine how many people have attended the show as potential buyers for our crafters. We actually do this on an hourly basis so we can determine when the largest crowds can be expected. They have an additional role, as will be explained below.

The various discount coupons are also important. They include rack cards, post cards, coupons from our website, coupons clipped from our print media advertising and complimentary admissions. By keeping track of them the show committee can better judge where to spend the advertising budget funds. But they play another important role, and this second role is why it is important for our gatekeepers to record on each document used for the discount admission the *number* of people entering on *each* coupon. Quite often it is two admissions, such as when a husband and wife enter on one post card they received in the mail.

At the end of the show the audit team tallies all these numbers. The auditors subtract the number of complimentary admissions from the total attendance as determined from the door prize coupons to determine the number of *paid* admissions. From the rest of the coupons we determine how many \$3 admissions there were, and by subtracting that number from the total paid admissions we can determine how many \$4 admissions there were.

Those two numbers should give us a reasonable calculation of what the gate's cash receipts should be so that we can cross check it with the actual money collected. Over the years we have determined what the average is for all paid admissions, a number between \$3 and \$4.

This is all done to protect the funds of our organization, and it depends in a large part on the gatekeepers be attentive to their duties.

## ***Thank you, Volunteers***

My sincere thanks to everyone who volunteered either during show set up, during the show to work at the admission table, a greeter, selling raffle tickets, helping with the appraisal booth, booth sitting, or assisted with clean-up after the show. This was the first time in many years that we were not begging for volunteer assistance for our shows at the last minute. Also, with our unexpected snow and ice storm, the cooperation of many who performed "double-duty" and those members who came to our show and assisted where needed to fill in at various places when someone was unavailable due to our unforeseen circumstances with the weather, I say **THANK YOU!**

***It takes many people to make the show a success, and your help is gratefully appreciated.*** We hope you will continue to volunteer in these capacities at future shows, and not hesitate to sign on as a show volunteer when we begin to circulate the volunteer chart in the new year. Also, please fill in the volunteer duties you would like to assist with when you submit your Spring Festival application. On behalf of our Show Committee, our sincere thanks. *Pat Overford,*

*Volunteer Coordinator*

***And, may 2012 be filled with Good Health and Happiness.  
Happy New Year!***