

Artist Doll & Teddy Bear Newsletter

Volume 1, No. 7

October 2016

Quinlans Support the Santa Barbara Doll Club Show

Susan Quinlan just completed her two year term as President of the local Santa Barbara Doll Club, which she has been a member for the past twelve years. With “extra time on her hands” now, she has offered to coordinate the effort to make the Clubs annual Doll Show & Sale even bigger and better. Susan and her husband Terry so far have proposed a number of changes for cutting cost, increasing promotion of the show and dealer participation. Some of the changes are:

- Use of nonprofit postage rates (66% reduction in postage cost)
- Use of the Quinlan Museum contact list, including 3,000 in California alone, to promote the event
- Use of the Museum’s credit card payment processing for the convenience of dealer registrations
- Provide shopping tote bags at the Show to collectors
- Conduct drawings for free door prizes every hour
- Provide collectors a Show Shopping Guidebook that includes the following information:
 - dealer contact information
 - dealer sales merchandise description
 - floor plan showing all dealer table locations (requires registration by February 1)
 - sponsor half-page and full-page ads
- Offer a Show Sponsorship Program in which sponsors have their own ad published in an 8” x 5.5” Show Shopping Guidebook (described above). Sponsors have a choice of three ad sizes: business card size ad (\$25), half-page ad (\$35), full-page ad (\$50); sponsors need to provide the text and any art work
- Major expansion of advertising of the Show & Sale through local newspapers, Verdugo Hills Doll Club Pink Book, UFDC Doll News, DOLLS, Teddy Bear & Friends, Art Doll Quarterly, GBW Bear Tracks, Quinlan Doll & Teddy Bear Museum website, Doll Show USA website, show flyers, west coast postcard mailings, and bulk emailings locally and nationally

The Santa Barbara Doll Club Show & Sale will be held on Saturday, March 11, 2017 at the Earl Warren Fairgrounds in Santa Barbara with plenty of free parking. The Santa Barbara Doll Club’s Special Exhibit this year will have a circus theme and exhibit with clown activities and a show for children from 11:30a.m. to 1:30p.m. Guests may bring a doll for free identification. Doll repairs will be available on premises for a nominal charge. There will be door prizes and a silent auction. The following is Show & Sale information:

Time: Set-up 8:00-10:00a.m. Show 10:00a.m.-3:00p.m. No early entrance.

Food: Donuts, coffee and tea provided during set-up.

Features: The finest dealers with an array of antique, artist and contemporary dolls and teddy bears, doll related items, clothes, accessories, wigs, toys, books, miniatures and much much more!

Cost: \$75.00 for 8’ tables (2 chairs per dealer). Please provide your own table cover to the floor.

Optional lunches are \$7.00 for a 6-inch sandwich, chips, cookie, and a bottle of water.

Optional sponsorship ads in the new Show Shopping Guidebook are \$25, \$35 or \$50.

For those of you on the west coast who wish to participate, submit a copy of the contract on the next page. For more information, go to www.santabarbaradollclub.com or contact Susan Quinlan at sq@quinlanmuseum.com or (805) 687-4623.

Santa Barbara Doll Club Show & Sale
March 11, 2017 • Earl Warren Showgrounds • 10-3

CONTRACT

SET-UP AND DAY OF SHOW REGULATIONS

- Set-up starts at 8:00 a.m. Dealers and helpers must register at the front entrance table, obtain name badges and table locations, and then proceed with set-up. No early entry!
- Dealers are permitted to have 2 helpers. Others (friends, family) are subject to the standard entry fees and times.
- Helpers are to assist the Dealer with set-up of the Dealer's booth. This is not an early buyer privilege.
- Dealers are responsible for their helpers being on the show floor prior to 10:00 a.m. show opening.
- Dealers are responsible for their own merchandise. The Santa Barbara Doll Club does not assume responsibility of any kind for the merchandise of dealers.
- Dealers who participated in the previous year show will be given priority table assignments.
- Violation of contract terms will jeopardize future show eligibility.

APPLICATION

Table fees are \$75.00 for 8' tables. Lunches are \$7.00. Ads in new Show Shopping Guidebook are \$25, \$35 or \$50.

Dealer Name (Print) _____

Dealer Helper Name(s) 1. _____ 2. _____

Business Name _____

Address _____ City _____ State ____ Zip _____

E-Mail _____ Phone _____

Type of Merchandise _____ Table location preference _____

Dealer Resale License # _____ (1 day license available: www.boe.ca.gov)

- I would like to donate an item for the raffle.
- I would like to purchase a lunch. How many? _____
(Indicate sandwich choices: Roast Beef ____ Spicy Italian ____ Turkey Breast ____ Veggie Delight ____)
- I would like to place this size ad in the Guidebook: Bus. Card (\$25) Half Page (\$35) Full Page (\$50)
- Please send me _____ show postcards to send to my customers (you will need to affix \$.34 stamps).
- Please send me an email show flyer attachment to email to my customers.

Payment amount \$ _____ for _____ table(s) and _____ lunch(es) and _____ ad(s) .

- Check enclosed (payable to: Santa Barbara Doll Club)
- Visa/Mastercard Number _____ Expiration Date _____

Dealer Signature _____ Date _____

Please retain original for your records and return a copy with payment before February 1st to:
Santa Barbara Doll Club, P.O. Box 3835, Santa Barbara CA., 93130
NO REFUND FOR CANCELLATION AFTER FEBRUARY 3, 2017

2017 Quinlan Artist Doll & Teddy Bear Convention

The 7th annual Artist Doll & Teddy Bear Convention, otherwise referred to as the “Quinlan Show” by the artist community, will be held in Philadelphia on May 4-6, 2017. Registration is not available until November 1, but you can see all the information about the convention at www.quinlanshow.com to give artists a head start on working on their gallery pieces and for collectors to start making their travel arrangements. This is a very brief summary of the convention agenda.

Overall Features

- Optional workshops are Thursday 8:00am-4:00pm
- Convention is 4:30pm Thursday to 8:00pm Saturday
- 130 artist sales tables (all artists – no dealers/vendors)
- Three breakfasts, two lunches and three dinners
- All day coffee, tea and lemonade free every day
- Wine, beer, and soda open bar free every evening
- Two rare artist pins & make-your-own charm bracelet
- Doll & bear artist guidebook, new & old magazines
- Tai Chi classes during several coffee breaks
- Professional photographer daily service (nominal fee)
- Convention Fees: \$95 artists • \$195 collectors & others (join us in supporting the artists & their profession)

Thursday, May 4

- Twenty-three workshops (\$25-\$100 includes meals)
- Signed one-of-a-kind/certified doll/bear sale/judging
- Boot camp indoctrination for first-time attendees
- Professional Doll Makers Art Guild award ceremony

Friday, May 5

- Fifteen educational & entertaining presentations/forums
- Six special one-of-a-kind & signed doll/bear galleries
- Collector & artist market place (do-dads & silly things)
- Early access to artist doll & teddy bear exhibit & sale
- Artist doll & teddy bear discount coupon drawing
- Good Bears of the World annual membership meeting
- Major artist doll & bear organizations introduction

Saturday, May 6

- Largest artist doll/bear exhibit & sale (open to the public with 60 door prizes, magazines and all day refreshments)
- Good Bears of the World (GBW) charity silent auction
- Professional Doll Makers Art Guild scavenger hunt
- GBW gifting of teddy bears to the local police force
- Helen Bullard and Beverly Port award ceremony

Although the instructors at the optional workshops on Thursday are all leading and renowned doll and bear artists, the classes attract both collectors and artists. Collectors have made up 30-40% of the students attending the half-day and full day workshops in the past. There will be twenty-three workshops to choose from at the 2017 convention where you can learn to make teddy bears, dolls, necklaces, bracelets, pins, Ukrainian Easter eggs, fairies, dragons, snails, doll body parts, fairy wings, doll clothing, doll ornaments, and shadow boxes. Learn various crafts, such as, sculpting, needle felting, pattern making, use of a glue gun, mold making, and wood carving for printmaking. There is something for everyone. Many of these \$25-\$100 workshops are “free” or nearly free because the buffet breakfasts and lunches are included for morning and afternoon students respectively, not to mention the all day supply of coffee, tea and lemonade for students.

One of the most unique aspects of this convention not found at any other are the variety of theme exhibits of artist dolls and bears (all signed, one-of-a-kind and for sale) that are created to motivate the artists to think outside the box – to try entirely new designs, materials and techniques – in order to enter new and broader markets for their creations. Each year the themes change. These are the Friday theme exhibits for 2017:

- Bling Figures Exhibit (bobbles, bangles, beads & jewels)
- Figures with Interchangeable Parts Exhibit (heads, arms, legs, outfits, accessories)
- Metal or Wood Figures Exhibit (partially or entirely)
- Make Me Smile Exhibit (brings a smile to your face)
- Figures from the Dark Side Exhibit (Day of the Dead, vampires, witches, zombies)
- All from the SAME Pattern Teddy Bear Challenge (pattern & guidelines available upon request)

Also on Friday are fifteen 45-minute sessions offered for entertainment, education and just having fun. The diversity of topics is seen among these 2017 sessions that deal with the following subject matter:

- Various functions dolls have served throughout history
- Collectors explain what makes up the “ultimate” convention and show
- Create your own rag dolls for charities and raffles (pattern provided)
- An artist’s search of the world’s greatest chocolate (with bear-themed chocolate snacks)
- Collector bear and doll show and tell
- Understanding and improving the creative process of artists
- Make your own charm bracelet to take home

There will be some new major additions to our convention in 2017 that will contribute to the excitement, attendance and fun of the event. We welcome the Professional Doll Makers Art Guild (PDMAG) that will be sending many of their members to sell at the Show & Sale and conduct a Scavenger Hunt for Collectors in order to win a Traveling Santa Doll made by PDMAG members specially for this Show. PDMAG will also hold their annual Artist Award Ceremony at the convention for the first time. In addition, Good Bears of the World (GBW) will be conducting their Charity Silent Auction at the convention to benefit children going through traumatic experiences. We are also honored to have GBW hold their annual General Membership Meeting at the convention.

10 Ways to Boost Your Mood

1. Go for a walk
2. Sing along to music
3. Write down five things you are grateful for
4. Buy (or pick) yourself flowers
5. Look up jokes on the internet and have a good laugh
6. Have a five-minute dance party in your living room
7. Accomplish one item on your to-do list
8. Commit a random act of kindness
9. Spend time playing with your favorite pet
10. Call a loved one

What is an Art Doll? by Artist Linda Ehrenfried

According to Wikipedia.com “Art dolls are dolls created by artists and intended as expressive and unique art objects rather than children’s toys. Art dolls made by professional artists may be considered fine art. Made using a wide variety of styles and media, some are abstract or tribal, while others are incredibly realistic. They range from dolls with pre-manufactured parts to being wholly fabricated by the artist or sculptor. The term “art dolls” usually refers to human-like dolls, but not always. Art dolls can depict animals, mythical creatures, or abstract beings”.

There has been a lot of debate over what exactly an art doll is and what qualities they should have. Many articles have been written and many experts opinions gathered. The main issues seems to be what qualifies as an art doll and should there be a division between dolls that are in appearance toys designed to be played with, figurative sculpture that would be any solid non-posable sculpture, and jointed sculptures like ball jointed dolls and sculpture designed with bodies made to be posed. I myself was once told that art dolls are a wonderful craft/hobby collectible but that they are not fine art – that persons opinion. I suppose the big issue is the word “doll” itself. It is too ambiguous. It denotes a plaything in most peoples minds. But figurative art encompasses far more then just art dolls. Bronze statues, base relief, stone and wood sculpture including abstract art all fall into this broad category of fine art sculpture. So perhaps “art doll” does best describe this art form. So if the sculpture has cloth dress and hair is it a doll? If the dress, hair and body are all clay is it a statue? Does size matter? Must it be large and intricate to be art or can the tiniest miniature crafted by skillful hands and fashioned as a figure in clay also be considered art? Are the answers to these questions even important or should it be just as simple as, “I may not know art, but I know what I like.”

There is a fabulous article by Stephanie Finnegan in the December 2010 issue of Dolls Magazine. In it a series of artists and experts in the art doll world discuss what is and isn’t Doll Art. She mentions the very same quote I mentioned before: “I may not know art, but I know what I like.” Her article discusses how art in general is very subjective. She also mentions the fact that you can show a painting to a hundred people and get potentially 100 different reactions and art dolls are the same. So many things are left to interpretation and those impressions may or may not match the artist’s original idea. Her article is very informative and if you can get a copy very much worth the effort. Her article also touches on an issue that I myself had dealt with when I attempted to join a local artists group. Many artists do not consider art dolls to be art. The group of “fine artists” I attempted to join considered my work to be more novelty and collectible then fine art. I directed them to my website. I was informed yet again that the group was comprised of serious fine artists and that my work was more of a craft then art. I was truly shocked and gave the woman a quick education

on art dolls or Doll Art as it were. She said perhaps she had judged too quickly and invited me to join the group. I declined at least for the moment. Apparently they were still too set in their ways to appreciate an art doll artist like myself. But it illustrated to me that I needed to do something to help the art doll community. So I started building this site.

In setting up this site the issue of what is an art doll and what is not has come up a thousand times. Even within the art doll community there is this dividing line drawn between realistic and non-realistic, mixed media, sculptural art dolls, figurative sculpture and a half dozen more issues. It seems that we want to separate even ourselves. I find artistic merit in every artist's work I see. A great artist is not born that way. It is developed over time. Pop culture, impressionism, even performance art movements are less divided over what qualifies as art in their media. I believe this confusing division is what gave birth to mixed media art. Why choose one or the other and limit yourself as an artist when you can be all things and create anything? Makes perfect sense when you think about it.

Most artists begin making art dolls with little knowledge of how to do it. But their desire to create and their personal taste steers them towards a particular medium. Some artists start off with a natural talent and can create anything they can imagine right out of the gate. Others will find they have to spend years practicing before they achieve the level of skill to create works that they themselves admire. I myself feel like I will never know enough about this art form. There are so many avenues I have yet to explore. So many different materials to experiment with and subjects galore to keep me busy learning for many many years to come. Art dolls can be paper, wood, clay or a multitude of mixed medias. I have seen sculptural art that runs from thick muscular monsters to brave handsome realistic heroes and lovely cartoonish damsels all the way to tiny miniature babies and fairies and everything in between. Art dolls have one main thing in common that stands out. They are not toys. Dolls are toys; art dolls are art. Whatever material they are made of they are art first and art is meant to be enjoyed visually not handled or played with. Even in the case of ball joint dolls in porcelain and other materials, they are made to be posed and not played with. For some collectors of art dolls, they have a particular style or genre that they collect exclusively, while others enjoy a broad range of works from many different artists with completely different styles. Art and why we connect with it is as personal as selecting a mate. You really cannot predict love. When it happens you just know it. For me I love art dolls the way some people love a sports teams. I would rather spend all day looking at page after page of art dolls in magazines rather than watch a World Series or Super Bowl.

Feel free to tell me what you think about art dolls at scvgallery@aol.com. Better yet, drop by my sales table at the May 4-6, 2017 Artist Doll & Teddy Bear Convention in Philadelphia where I will be attending along with my colleagues from the Professional Doll Makers Art Guild.

Source: published on the OOKArtDolls.com (now CharmCityOriginals.com) website 2011

Reviving Doll Collecting Amid a Fading Generation

by Virginia Davis

Old friends were reunited and new friends made over a mutual love for dolls during the 60th annual meeting of The United Federation of Doll Clubs and the Original Doll Artist Council of America convention held in Atlanta, GA, the week of July 12 [2009]. As much as these events spoke to the traditional beauty of doll collecting and artistry, they also revealed its changing state from a once-vibrant and growing hobby decades ago, to a pastime that is rapidly aging out.

The nearly 2,000 attendees at the doll events demonstrated an ongoing commitment to doll collecting, yet many factors are reshaping the world of dolls:

Aging Collectors. Most avid doll collectors now are over the age of 50. Doll collecting encompasses largely the same group of people who began collecting in 1976, when dolls became the third largest collectible in the world. Although there are new collectors joining, every year the number dwindles.

Since children's attention is increasingly devoted to other things, they outgrow dolls at an early age. Most girls stop playing with dolls around 8 years old — maybe 10. According to Colette Shockley of the Littlest Princess Doll Shoppe in Norcross, GA and Glenda Jackson of Dolly Dears in Birmingham, AL, little girls still love dolls. But it's the grandmothers who are their best customers. Many parents feel they do not have the money or space to indulge in collectibles.

Top-Tier Survival. The auctions and sales rooms at the recent events sold some of the dolls for the highest prices remembered by those in attendance, with some antique dolls going for more than \$20,000. History was made at Theriault's Auction when a French art doll with an estimated bid of \$124,000 sold for \$263,000 to a Boston collector, surpassing the previous bidding record for dolls: \$215,000 in 2003.

The rich and famous are collecting, but their attention is devoted to one of a kind (OOAK) dolls, rare antiques and artifacts. Only doll shops that carry high-end dolls are still in business, and many are just hanging on. In most cases, the collector is dealing directly with the artist or seller.

Quality, Not Quantity. Since collectors are looking at OOAK and antique dolls, or very limited editions, which are signed by the artist, thousands of porcelain and medium-priced vinyl dolls remain on shelves. In a recession, it is difficult for collectors to sell dolls in order to upgrade their collections, and many have simply run out of display space.

New collectors are starting at the top and buying only the best; therefore, many dolls that have been collected have not retained their value, and new dolls have even depreciated while sitting on shelves waiting to be purchased. Antiques are flourishing because many collectors have died and their children have developed their passion for collecting and the good dolls are coming back on the market. Suzanne Anderson at Old Babes in Atlanta, Ga., said she gets calls almost daily of someone wanting to sell a deceased family member's collection.

Fashion Dolls Rule. Fashion and ball-jointed dolls, such as those by Helen Kish and Robert Tonner, have a huge following. Dolls based on fashion and comic book heroes are popular now even with males, a trend that wasn't popular when Tonner was growing up. Doll maker Linda Rick believes individuals appreciate fashion dolls because they can afford beautiful costumes for the dolls that they either can't afford for themselves, don't have the figure for, or don't have an appropriate place to wear.

A doll tea sponsored by Doll Reader at UFDC welcomed grandmothers, mothers and little girls to tour exhibits and see how dolls have evolved over the centuries. With the median age of collectors getting older, can we expect doll collecting to be gone within a couple of generations?

Time will tell, but for those who want to encourage the next generation of girls to appreciate dolls, following are some tips for parents or caretakers, as well as ideas storeowners may wish to implement or promote in their shops. As Beverly Dunasis, maker of Wisdom dolls, said, "For children to learn and [develop an] appreciation for dolls and collecting they must be taught."

- 1. Give children age-appropriate dolls.** Giving children dolls intended for kids beyond their age only frustrates them and may cause them to lose interest in dolls early on. *Refer to the list below for age awareness.*
- 2. Let your child choose.** A child should take home the doll he or she likes, not the one you like.
- 3. Play dolls with your kids.** This not only supports necessary parent-child interaction, but also gives you a chance to tell them about your youth and the dolls you collected.
- 4. Get crafty.** If your girl enjoys arts and crafts, reborn a doll, make a rag doll, or sew or glue fabric together to create doll clothes, then decorate them with buttons and sequins. You can even make curtains for a doll house, and gradually add new furniture and accessories, as well as members of the doll family.
- 5. Choose quality.** Select dolls that are safe and of high quality, like those sold in specialty toy stores. With fewer dolls, a child can focus on adding to a particular line or collection with clothing and accessories.
- 6. Share your magazines and collections.** Children will enjoy looking through doll and toy magazines with you as much as having you read them a story. You could also take some of your dolls and talk about your collection at schools or Girl Scout meetings.
- 7. Take children to shows and shops.** The more exposure girls have to dolls, the more they will learn about and have the opportunity to appreciate them.
- 8. Incorporate the doll into daily life.** Let the child keep a record of the doll's adventures, whether shopping, going on vacation, or playing with friends. Encourage the child to write a story about the doll, or put on a play featuring the character.
- 9. Host an event.** Take children and parents through your home for a holiday tour, and answer questions about your dolls. Or, invite fellow doll collectors and their children or grandchildren over for an old-fashioned tea party with the good china.
- 10. Form a club.** Let your child and her friends form a doll club with regular meetings. Organize an occasional art activity, plan a trip to an American Girl shop or local toy store, or help them raise money to donate dolls to a children's home for the holidays.
- 11. Don't give a child's dolls to younger siblings.** Explain to a child that his doll is his doll forever, and it should be taken care of.

Source: TDmonthly, August 2009, Volume VIII - No. 8

Doll Therapy for Alzheimer's Disease

There has been little formal investigation of the effects that dolls can have on people who have Alzheimer's disease, but talk to caregivers who have participated in doll therapy for dementia and most of them will probably speak positively about the experience. Dolls have been shown repeatedly to soothe and comfort people with Alzheimer's. Although it can be discomfoting to see an adult hold a doll, we need to acknowledge the benefit that doll therapy can provide.

Doll Therapy Research

Much of the research involving doll therapy for Alzheimer's disease has been carried out at Newcastle General Hospital in England and in care facilities in the area of Newcastle. Clinical Psychologist Ian James and nursing specialist Lorna Mackenzie, with others, reported significant improvement in the behavior of nursing home residents with dementia when dolls were introduced to the residents as a choice. Various studies done by this group, all observing the effect of doll therapy on people with dementia, all reached similar conclusions. The most recent in "Using Dolls to Alter Behaviour in Patients with Dementia," Nursing Times, Vol. 103, Issue 5, pp. 36-37, summed it up like this:

"The results of the study provide support for the hypotheses that after the introduction of dolls, doll-users showed an increase in positive behaviour and a decrease in negative behaviour and incidents of aggression compared with before the dolls were introduced. These results support previous attitudinal studies, which have reported doll therapy to be an effective approach in reducing negative and challenging behaviours, and promoting more positive behaviours and mood."

These conclusions are in agreement with so much anecdotal evidence reported by caregivers that generally credit doll therapy with increasing quality of life for people with dementia. Some have even reported that medications have been reduced as a direct result of doll therapy.

Another interesting and significant observation reported in these studies involves caregiver reaction to the introduction of dolls to the care environment. All of the caregivers in the facility were given surveys before and after the study. Although nine of the 46 staff members voiced some initial concern, mostly centering on the idea that the dolls would be "babyish", "totally demeaning", "patronizing", or otherwise "inappropriate". In the interview that followed the conclusion of the study, only one caregiver retained this concern. All of the others felt that there were clear benefits of using the dolls... 14 caregivers felt that residents' lives were a little better, and 32 felt that their lives were much better.

Benefits reported by the staff included a calming effect, reduction in wandering, increased communication and improved speech. Many of them expressed the opinion that the effect was the result of the individual now having a sense of purpose or focus. One caregiver said of a resident, "He's a different man with a doll in his hand. I found out more about him—the tender side".

Guidelines for Doll Therapy

Doll therapy is not for everyone. More women than men will choose a doll to nurture, but some men do benefit from holding a doll, so don't rule out doll therapy for the man or men in your care. Another option to the doll is a Teddy Bear or other stuffed animal. We have a selection of bears and other animals that provide aromatherapy and heat and cold therapy as well as the therapy provided by the act of nurturing. Our best-selling Twiddle Pup and Twiddle Cats, in certain cases, would even qualify for doll therapy.

It is important that a doll not be given directly to the person with Alzheimer's disease. Rather it should be left somewhere, on a table or sitting in a chair, for example, somewhere that it will be found. This way the individual can make the choice to provide care for the doll, not feel that they are being given the responsibility to do so, which could cause anxiety or result in the doll being rejected.

For doll therapy to be effective, it is recommended that you use a doll that is as lifelike as possible. Introduce the doll in the middle stages of Alzheimer's, or even in earlier stage, depending on the individual. Often when introduced later, the person fails to or has a more difficult time making a connection with the doll. Once the connection has been made, the rest is easy. It's a self-administering therapy.

Teddy Bears as an Alternative

Teddy bears offer an alternative to dolls for doll therapy. This might be preferable for some men, and for family members who might object to a doll.

Some Precautions

The nurturing instinct is strong. This is a big part of the reason that doll therapy is effective, but it can lead to some problems that should be watched for when introducing dolls as therapy. In community settings, ownership issues have led to arguments between residents. Anxiety can result from dolls being mislaid. Family members of residents sometimes see the use of dolls as demeaning. The first two of these concerns can usually be minimized by recognizing their potential and by re-directing the residents' attention if the problem arises and before it has had a chance to escalate. The problem of relatives' concern is best addressed through education. Visiting relatives almost always have their loved-ones' best interests at heart.

Other considerations: "There was evidence in our study that residents could become over-invested in caring for their dolls. It seemed, at times, the doll's interests were being put before the resident's own well-being. Also, on occasions, the dolls may have over-stimulated some residents, causing them to become excessively tired."* It should be repeated here that doll therapy is not for everyone. If you see that it is being more problematic than beneficial, discontinue it in favor of some other non-pharmacological therapy.

* "A Pilot Study on the Use of Dolls for People with Dementia," *Age Ageing* (July 2006) 35(4): 441-444

What Can You Do to Draw Crowds to Shows and Sales?

There is something that has been going on at craft fairs and festivals all across the United States. It is a problem that stems most likely from the decline in the economy, but it is a problem that can be overcome with a little work from you. The problem is that fewer people are attending these festivals, and this drop in attendance is taking its toll on vendors everywhere. Whether the attendance problem is based on the economy or it has to do with how the show or festival is being promoted, it is a problem for everyone involved in the event.

As a vendor, this is a big concern for you, however, you must be wondering what you could possibly do to bring in more customers and attendants to the show or festival overall. There are plenty of actions you can take, and if every vendor does their part, it can make a big difference. Start by thinking about what you can do to get your name out there among people who may be interested in the show. Many people are turning more and more toward technology to handle their marketing and promotions. You could consider building

an e-mail mailing list that would allow people to sign up and receive notifications from you. This way, you can keep customers informed of when you will be at the next event. Chances are, they will pass the word along to their friends, and you could gain even more customers at the event.

If you feel like the e-mail list just is not right for you, then consider flyers. It would not cost that much to create a flyer, have copies made of it and then pass them out around town a week or so before the show or festival. Flyers can gain a great deal of attention from possible attendees.

You may be thinking that you alone cannot bring in that many people to the show. However, consider this: if you take action to bring in customers to the event, and you manage to bring in six new customers, that is six customers who may visit all the vendors. If all the vendors take action as well, then that number is multiplied. If there are one hundred vendors, that is six hundred more potential customers visiting the show or festival. It is no secret that there has been a decline in attendance at shows, fairs, and festivals. However, if artists and vendors pitch in, just a little, then the whole attendance can rise dramatically.

Source: FairsandFestivals.net (March 2011 article)

How To Earn More Money at Small Shows and Crafts Festivals

There really is no surefire way to know which type of event (small or big) will increase your bottom line more, because many factors need to be considered – the type of event, the amount of people expected to attend, what you're selling, and how you're pricing your crafts. Small shows and festivals often have the advantage of being lower priced, so you can probably get a booth for a fraction of the price of big events. This is especially beneficial if you won't have to drive a great distance to get to the show.

In order to earn more money at small events where less people are expected to show up, you will most likely have to rely on your interpersonal skills to make sales. This means that you have an opportunity at small events to share your story with the visitors on a more intimate level. Since there is less traffic, you can take the time to actually make a friend with each person that stops at your booth and encourage them to buy. If you make a good connection, they may even tell their friends and family about you.

Another tip is to make sure your products are priced correctly. You may have to be part of a few small events to find out what's your best price point, but with each, you will find your sweet spot. Consider it an investment in your business. The more shows you attend, the more experience you will gain, and the more you will sharpen up your sales proposition.

Also, be sure to have business cards or flyers available at all times. If you don't make many sales at the small event, you may make future sales by staying in touch with those who stop by your booth. Building a newsletter list and asking visitors to follow you on Facebook and Instagram is also a great idea. Focus on not only selling but also on building a fan base. This can be even more valuable than the sale itself.

Source: FairsandFestivals.net (March 2016 article)

**Susan Quinlan Doll &
Teddy Bear Museum**
POST OFFICE BOX 3218
SANTA BARBARA, CA 93130

Presorted Standard
U.S. Postage Paid
Santa Barbara, CA
Permit No. 310

Artist Doll & Teddy Bear Convention
May 4-6, 2017 • Philadelphia, PA
For More Information:
terry@quinlanmuseum.com
(805) 687-8901