
January 20, 2023

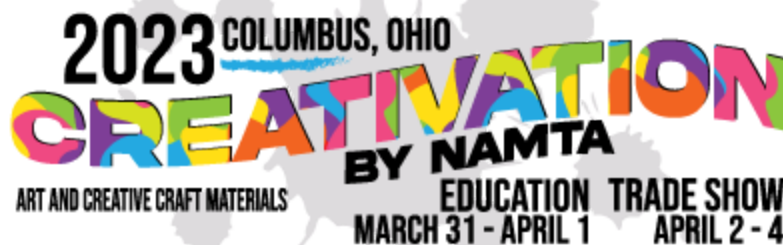


[Member Benefits and Resources Flyer](#)

2022 Memberships will expire on January 31st.

Your Namta 2023 membership gives you and your company access to attend Creativation by Namta in Columbus, Ohio with no badge or entry fees, access to the session recordings from Namta's Studio, and much more!

If you need your invoice resent - or have questions about your membership status - please send an email to [Sue Cohen](mailto:Sue.Cohen@namta.org) or call 704-892-6244.



Registration is Open!

2023 Membership is required to register as a member - contact Namta with questions - info@namta.org.

REGISTER NOW



Creativation by Namta Information

Ask us Questions!

YOU COULD SAVE MONEY!
...with this offer from Southwest Airlines



Southwest Airlines[®] is proud to partner with Creativation by Namta

[Click here to see details!](#)

(This offer is a benefit for our members, you are not required to use Southwest.)

Industry Study Results Coming Soon



Plan to attend!

**Grab n' Go Breakfast
before presentation.**

Check [Schedule at a Glance](#) for date and time.

Namta takes pride in being a number one resource for industry wide research in the fine arts and craft sectors. You can expect digestible, user friendly data with detailed key findings and recommendations as well as an interactive dashboard to breakdown results by your desired target audience. Namta's research study is underway examining the consumer journey at every stage to understand Artists' and Crafters' behaviors and preferences.

Upon completion of the study, findings will be premiered and shared live for attendees of Creativation by Namta 2023 in Columbus. Members who are in Columbus will also have the opportunity to not only view the results first but will be included in a presentation with an expert industry panel, and reviews the findings, that will close with a Q&A session led by the researchers at Provoke Insight.

We Care About You
AND WE CAN'T SAY THIS ENOUGH!

You should never give your credit card information to anyone who contacts you.



SCAMS!

Namta does not contract with, or authorize anyone to contact our members regarding hotels for the conference and trade show.

Should you be contacted by anyone offering incredible deals for hotels in Columbus, please remember, if it seems too good to be true it probably is.

If you do reserve through one of these companies you probably won't have a reservation when you arrive in Columbus!

These are the two [Namta Host Hotels](#), and the links to make reservations within the Namta block.

PLEASE contact info@namta.org before giving anyone your information or credit card to any hotel or travel 'agent' who has contacted you.

The same goes for 'lists' – **Namta does not sell, or authorize anyone to sell, or share Membership or Trade Show Attendee 'lists'.**

What Do You Have Planned for 2023?

by Tom Shay, [Profits Plus](#)



It does seem odd to be able to say that your business did benefit from the pandemic. And yet, like hobby stores, bike shops, liquor stores, and online stores, the arts and crafts industry has benefited from the changes that were dictated to the lives of individuals starting in March 2020. We even see businesses, like Wayfair, that were struggling before the pandemic and had a sales boom during the pandemic, are again struggling.

As we approach 2023, the focus on the pandemic has moved away. The media, always wanting the latest something to

Those people who have visited your website and purchased; visited your interactive Facebook page and purchased; become a "curbside pickup" customer or shopped in your business are the people you want to talk to. They are special people because they have demonstrated an interest in your store and what you sell.

While we find these steps essential to keeping the floor traffic and sales volume that you have enjoyed in the past thirty months, there will continue to be the issue of inflation rearing its ugly head toward us. Somehow in retailing with operating expenses and cost of merchandise increasing, it seems that it is the "bottom line" of the profit and loss statement, and sometimes our personal paycheck, that gets the short end of this challenge.

It is at this point we suggest that more than sustaining our current customers, that we look for ways to grow our business. There we offer two solutions;

warn us about, has moved onto other concerns.

Your customer, as has you and your business, have been through a lot but the biggest challenge is going to be what is next. Respectfully said, the increase in customers and sales in the past 30 plus months did not occur because of our efforts. We have simply been riding along with the economy.

And now that customers are out and about; are back to work at their job instead of working from home; and those signs on walls and floors of businesses stating, "social distance six feet" are old and fading, we need to be planning and deciding what is going to be next in our stores.

With people being able to do what they used to do, are you expecting that the increase in what we teach and sell is just going to continue? Are you willing to bet the store on that continued interest?

If you are not in a gambling mood, now is the time to be thinking about how do we keep our customer's attention? Perhaps even further, are you planning to grow your business?

Let's ask some questions to prompt your planning. Have you been getting the names, addresses and contact information of your previous customers as well as those new customers you gained during the pandemic? If not, start now.

Have you created and been using a marketing plan to "talk" with your customers on a regular basis? It can be by way of the traditional media (newspapers, television, radio, mailed flyers) as well as the social media. But realistically, this is just talking to anyone that happens to see your message.

 (next column)

The first is finding more customers who have the same likes as our existing customers. The second solution is to find additional products, and services to sell to our existing customers.

Of the two solutions, it is the later that will be easier to accomplish. Think about this; if it is a matter of finding additional customers you would have already done this. It is a matter of taking customers from other independent retailers; both brick and mortar businesses as well as online businesses; and taking business from the chain stores.

Now think about your existing customers and how well you know them; definitely better than some chain store or online business knows them. What else can we sell to this customer?

Your customer is an artistic person. With engaging classes and in-store demonstrations you can ignite a new point of interest with that customer. The assignment you should consider is in deciding what new craft or art is going to appeal to the largest number of existing and new customers.

There is science to back up this unique suggestion. The banking industry found that when a bank sold one of their "services" (checking account, safe deposit box, debit card, credit card, home improvement loan, line of credit, mortgage, etc.) to a customer, there was a 90% chance the customer would eventually take their business elsewhere.

When a bank sells five or more of their services, the number reverses; there is now a 90% chance that customer will not stop doing business with that bank. The lesson learned is that the more important we can become to our customer, the more they will depend on us.

Want 2023 to be a year that continues this sales boom our industry has experienced over the past couple of

years? This expanded effort can do a lot toward making it happen for your business.

Tom Shay

A Couple of Articles For You

MacPherson's [and PeaceLove Foundation Partner to Support Mental Wellness through Artistic Expression](#)

Ginko Gallery in Oberlin [known for its art supplies — and kittens](#)



TEXAS
Health and Human
Services

**Texas Department of State
Health Services**

State of Texas Hazardous Consumer Products Registration Program

The Hazardous Consumer Products Registration program, under the Texas Hazardous Substances Act, handles compliance over a broad range of commonly used consumer items including automotive products; household cleaners; polishes and waxes; paints and glues; infant items; children's toys; and sleep wear. This responsibility is implemented through registration of manufacturers; re-packagers and/or importers of hazardous substances; enforcement of labeling regulation, including hazard warning statements and first aid instructions appropriate for the specific product; and detention of recalled, mislabeled, and banned items.

Effective January 9th, 2023, all Hazardous Consumer Products Registration applications, initial and renewals will be required to be submitted online through the Regulatory Services Online Licensing System. You will need to create an account to submit your application online.

Here is the link for more information and the application:

<https://www.dshs.texas.gov/hazardous-consumer-products-registration-program>



Virtual Sessions are scheduled in Eastern Time.

[Time Zone Converter](#)

Tuesday, January 24 at 3 pm ET

**The Fine Art and Crafting Intersection - *Where's the Border and Is There One*
with David Pyle and Mary McLane**

[SIGN UP](#)

Wednesday, January 25 at 1 pm ET

Exhibitor Roundtable with Namta Staff

[SIGN UP](#)

Thursday, January 26 at 3 pm ET

Sustainable Paper Products with Sabrina Schwietzer from New Leaf Paper

[SIGN UP](#)

Thursday, February 2 at 3 pm ET

Meet James Lancel McElhinney - Author of Sketchbook Traveler Southwest

[SIGN UP](#)

[Namta Connect Virtual Schedule](#)

WITH DETAILS

HALL OF FAME and LIFETIME ACHIEVEMENT AWARDS

Nomination Forms

Due by January 31, 2023

Each year the association presents two special awards - the **Hall of Fame**, and the **Lifetime Achievement Award**.

All Namta members, including past AFCI members, are eligible to nominate someone, and to be nominated. Select the award you think your Nominee deserves and submit your nomination.

See Past Recipients:

[Namta Hall of Fame](#)

[Namta Lifetime Achievement](#)

[AFCI Award Recipients](#)

The Lifetime Achievement Award

honors individuals who have had a significant impact on the Fine Art, Craft, and Creative Materials Industry

[Lifetime Achievement Form](#)

The Hall of Fame recognizes those who have been supporters, volunteers and champions of the association.

[Hall of Fame Nomination Form](#)

Recipients of both awards will be recognized at Creativation by Namta 2023 in Columbus, Ohio.

WELCOME NEW MEMBERS

HERE ARE SOME OF OUR NEW SUPPLIER MEMBERS!

[David and Charles Ltd](#) - Publisher - 2023 Exhibitor!

[Fashenhues](#) - Manufacturer

[The Stoneground Paint Co.](#) - Manufacturer - 2023 Exhibitor!

[Trekell Art Supplies](#) - Distributor

[ZEM Brush Mfg.](#) - Manufacturer - 2023 Exhibitor!

[P13](#) - Manufacturer - 2023 Exhibitor!

AND LOOK AT THESE NEW RETAILERS/BUYERS WHO RECENTLY JOINED!

A Touch of Whimsey

Anthology LLC

Art & More/ Prestige Supplies

Black Dog Art Supply

Brainstorm Art Supply

Busy Hands Studio

Clipper Street Scrapbook Company

Cook's Arts & Crafts Shoppe

Cozy Crop House

Draw Products

Emily Cooper Studio & Art Supply, LLC

Glitter and Ink

Lilac Shanty

Limited Liability Partnership - ArtGrad

Makery Studios LLC

Marco's Paper

Mohawk Valley Art Shoppe

Naipaulbookstore & Handicraft Center
Ltd.

Push/Pull

Scrapbook Centrale

Shelly Denning Creative

Sleet City Art and Supplies

Stamplicity

The Small Hinge, LLC

Ypsilanti Art Supply

Members, remember to use your Online Membership Directory to look up Member Info



Advocating for the arts enhances communities and makes good business.

www.namtaartadvocacy.org

Member Health Insurance



Health Insurance Does Not Have to be Scary

Don't let the complexities of finding the right health insurance scare you. Being able to understand, offer, and afford healthcare is essential to any business (big or small). Your investment in healthcare coverage for you and your employees can help your business by ensuring a happy and healthy team.

As a Namta member you have access to plans from 130+ carriers, and a licensed group coverage advisor who can help you find the right plan for you and your team. Schedule your call today to learn more about the ease and availability of Manufacturers Healthcare!

Learn more and get started today at
[Manufacturers Healthcare.](https://ManufacturersHealthCare.com)
Or - [Schedule a Call](#)

Available in USA Only



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You and/or your company can be featured '**In The Spotlight**', in a future eNews by filling out [this form](#).

Or, contact us with member news at info@namta.org.



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