



# eNews

May 25, 2023

---

## 2024 NEW ORLEANS, LA CREATIVATION BY NAMTA

- BOOK YOUR BOOTH FOR 2024 -

Education March 23-24 | Tradeshow March 25-27

**Book your booth today to make sure you are in the First Round!**

Deadline for First Round is May 31, 2023.

**With First Round:**

- you have more choices for booth location
- have the opportunity to win an additional free 10 x 10 booth for 2024

[2024 Exhibitor Prospectus](#)

[2024 Booth Application](#)

---

*"It was such a treat to see my favorite vendors in person- some for the first time." -  
2023 Creativation Attendee*

---

NAMTA's First Creativation Alliance  
for the Arts & Crafts



This year at Creativation by NAMTA in Columbus, OH, we created an alliance with [Directions](#), a local organization with programs to improve the lives of individuals, families, and communities through counseling, education and support. What better way to do this than through the creative channel.

During Creativation by NAMTA 2023, attendees were treated to watching this mural that expresses Directions' mission, as it was being created by participants from the program. We were in awe of their talent, and dedication to the beautiful finished piece.

This was just the first endeavor for NAMTA to leave its mark on the community where we come together to celebrate creativity. We look forward to our next 'Alliance for The Arts & Crafts', New Orleans 2024.

Read article from NBC4 Columbus, Ohio - [click here](#).



---

*"We had a great time networking with other store owners and manufacturers. We can't wait to do it all again in New Orleans." - 2023 Creativation Attendee*

---

# New Products

*seen in the New Product Showcase in Columbus*

**CLICK HERE**

---

*"I love attending Creativation to learn about new products and connect with those in my industry!" - 2023 Creativation Attendee*

---



## **A NAMTA BENEFIT FOR MEMBERS**

Visit [The Studio](#) where recorded NAMTA Connect sessions can be watched, or re-watched by members when logged in.

**NOTE:** you can access The Studio by logging in directly to [www.namta.org](http://www.namta.org) or by following one of the links we provided below, **but either way, you must log in.**

Contact [info@namta.org](mailto:info@namta.org) with STUDIO questions or help logging in.

---



### **"The Essential Manager's Toolkit Video Series"**

Watch in [THE STUDIO](#)

***What do YOU wish that you'd known when first starting as a manager?!?!***

How do you create a dynamic, creative culture across your organization?  
How can you cultivate deep community engagement that drives sales?

NAMTA is proud to offer this video education series, The Essential Manager's Toolkit; Management Skills for the Creative Products Community, as a benefit for our members. Created in partnership with long-time industry leader, David Pyle and his team, this 4-part series was created based upon

consultation with dozens of managers in the creative products community. We asked, "What do you wish you'd known when first starting as a manager?"

This is the result...and it's all specifically tailored to the creative products community.

- **Video 1- Leadership**
- **Video 2- Culture**
- **Video 3- Building Community**
- **Video 4- Creating Opportunities**

Check out the preview on [Instagram](#)



## "Top Trends at Creativation 2023"

Watch in [THE STUDIO](#)

In this recently recorded **NAMTA Connect** session with Ann Ebert from Central Art Supply, Rachel Kent & Jessica Harvey from A Cherry on Top, and Erin Reed from Erin Reed Makes, they share what new and exciting trends and products they discovered at Creativation 2023 and what they would like to see at Creativation 2024.

[Sign in to the Studio](#) with your namta.org log in to watch this, or any, recording at your convenience.

**See how to use The Studio, [click here](#).**

---



Coming Up

NAMTA Connect sessions are presented on Zoom and scheduled in Eastern Time.

[TIME ZONE CONVERTER](#)

--	--

<p><b>Thursday, June 1</b>  <b>3 p.m. Eastern Time</b>  New Products from ARTVENTURE  Supporting Retailers with STEM/STEAM  Education  Edouard Andre-Hessig  <a href="#">SIGN UP</a></p>	<p><b>Tuesday, June 6</b>  <b>3 p.m. Eastern Time</b>  My Biggest Success with Pierre Guidetti  David Pyle and Guest Panel  <a href="#">SIGN UP</a></p>
<p><b>Thursday, June 8</b>  <b>3 p.m. Eastern Time</b>  It's Time for Your Annual Retail 6-Month  Check-Up!  Kizer and Bender  <a href="#">SIGN UP</a></p>	<p><b>Thursday, June 22</b>  <b>3 p.m. Eastern Time</b>  Unpacking the Consumer Study  The Independent Version  David Pyle  <a href="#">SIGN UP</a></p>

## Check Out the Details on these New Members!



### [2 Moms Craft Shack](#)

Small business selling craft supplies, with a focus on tumbler makers. Products include sublimation supplies, epoxy, glitter, adhesive vinyl, heat transfer vinyl and alcohol inks.  
*Claremore OK USA*



### [A Cracker Canvas](#)

Imparting beauty, fun and laughter among new friends while supporting local and American artisans, offering quality paints, inks and art supplies that *the artist in you* would appreciate.  
*Hernando FL USA*



### [Anne & Arthur Art Supply](#)

New art supply retailer, opening brick and mortar. Supporting the local art communities focusing on fine art supplies and stationary gifts.  
*Hillsborough NC USA*

### [Anthology LLC](#)

Locally-owned paper and gift shop



# Anthology

featuring original designs printed on greeting cards, art prints, and more. Offering such craft supplies as markers, pens, watercolor sets, embroidery kits, rubber stamps, washi tape, decorative paper sheets, and how-to books.

*Madison WI USA*



## [Artisan ABQ LLC](#)

For 35 years, ArtisanABQ has provided the highest quality art products to the finest artists in the Albuquerque area. Brittany and Jerry Hepworth acquired the business January 2023. Brittany grew up in fine art supply world, as she is the daughter of Ron Whitmore, co-owner of Artisan Santa Fe.

*Albuquerque NM USA*



## [Art & More / Prestige Supplies](#)

Retailer of craft and art materials and stationery, catering to the professional artist and students. Offering a wide selection of brushes, paints, canvas, papers, mediums, and more.

*St. Augustine Trinidad and Tobago*



## [Art & Connection](#)

"Growing A Legacy Through Connection"

This is a nonprofit that offers art classes and workshops to the public for free, with plans to set up a small retail store. Please visit their website to learn more about this organization.

*Elk Rapids MI USA*



Share your story with membership by being **'In The Spotlight'** in a future **eNews** by filling out [this form](#).

Or, contact us with **Member News** at [info@namta.org](mailto:info@namta.org).

## Request Your Copy



NAMTA, the trade association for the art/creative materials industry members, has conducted consistent research with consumers and retailers since 2009. This research has added value to its members to help them learn more about art/creative material users.

**This is a member exclusive benefit.**

[Visit this page](#) to request your copy.



[namtaartadvocacy.org](https://namtaartadvocacy.org)

*NAMTA supports that advocating for the visual crafts and arts enhances communities and makes good business.*

To Donate  
click here.



### [Grant Details and Application](#)

**Post the Grant page link on your social media and emails to your customers!**

Applications will be reviewed and selected based on the following:

- Feasibility of any project or program proposed
- Impact of the proposed project in the category in which it supports
- Funds available
- Number of applications received

If you or your company would like to make a contribution to the Grant Program, contact [scohen@namta.org](mailto:scohen@namta.org) or [fill out this form](#). 100% of money donated to the Grant Fund is given to recipients.



We've updated the Guide with 2023 Supplier members - [click here](#).  
The information is directly from the Online Directory. Unlike the Online Directory, this is a PDF document and will be manually updated as needed.

**If you need to update your information, please send it to [info@namta.org](mailto:info@namta.org).**



### 3 Tips to Consider When Choosing a Health Insurance Plan

When it comes to shopping for healthcare, sorting through plans can feel overwhelming. So, how do you find the right fit for you and your team? Here are three tips to keep in mind while shopping:

1. **Healthy Team** – a healthy team may mean cost savings. If you have a group that is relatively healthy with a

2. **Priorities** – By knowing your team's healthcare needs and priorities you will be able to sort through your options with ease. From deductibles and copays to premiums, every group will look a little different when it comes to selecting a plan.

3. **Prescription Coverage** – If anyone on your team has a need for a long-term medication, this may impact which plan you choose. Keep this in mind when you are looking through covered prescriptions.

We know that sorting through various healthcare plans can be a lot to navigate but keeping these tips in mind may help keep the process simple.

Tools and resources are available to you as a member of NAMTA, learn more at [Manufacturershealthcare.com](https://Manufacturershealthcare.com).



lower need for doctor's visits, you may be able to save with a medically underwritten plan.



**NAMTA does not sell lists.** We do not send out emails with the NAMTA logo on them asking you to buy any type of list. Don't give payment information to anyone who contacts you about buying NAMTA member contact info, or Creativation by NAMTA attendees, or lists solicited by email in general.

If you need member contact information, email [info@namta.org](mailto:info@namta.org) with questions.



NAMTA  
PO Box 3314, Huntersville, NC 28070

704-892-6244    [info@namta.org](mailto:info@namta.org)