

March 14, 2023

CREATIVATION BY NAMTA

We can't
wait!



Creativation by Namta is only a few weeks
away!

Education: March 31 and April 1

Trade Show: April 2, 3, and 4

REGISTER NOW

[Schedule at a
Glance](#)

[Update Your Existing Registration](#)

NOTE: New Members and New Exhibitors (and all members) - please make your arrival experience easier by making sure you've registered your Badge Names.

NOTE: 2023 Membership is required to register as a member.

Contact Namta with questions - info@namta.org.

AWARD WINNERS

Join Namta as we congratulate the following Award Winners at the
2023 Welcome Reception

Light hors d'oeuvres and beverages will be available to enjoy.

Saturday, April 1 | 5:30 - 7:30 pm
Regency Ballroom, Hyatt Regency Columbus
This event is free for all NAMTA members

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HALL OF FAME

Jim Scatena - *C-Suite Strategic*

Barbara Schindler - *Golden Artist Colors*

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LIFETIME ACHIEVEMENT

Keith Baizer - *ArtMart*

Kathy Brennan - *Preston's Art Center*

Bob & Shirley Ferguson - *Ben Franklin Crafts*

Edward Flax - *Martin F Weber, Silver Brush Limited*

Jim Geary - *Jim Geary and Associates*

Michael Ginsburg - *Legion Paper*

Pierre Guidetti & Maureen Labro - *Savoir Faire*

Jeffrey Mink - *F.M. Brush Company*



**Industry Research Study Session
by Provoke Insights**

Sunday, April 2

GRAB N' GO BREAKFAST: starts at 7:45 am

STUDY PRESENTATION: 8:15 – 9:45 am

See the first look at the results, followed by a panel discussion with these industry leaders:

Christopher DiTullio - *JOANN*

Gail Pasquier - *ColArt*

Bob Buchsbaum - *BLICK*

Mike McCooey - *Plaid Enterprises*

[READ MORE ABOUT PANEL](#)

delicious

Monday, April 3

Join us for Ice Cream in the Namta Booth #342

1 pm until it's gone.....



Jeni's is a modern American ice cream company devoted to making the finest ice creams the world has ever known.

Founded in Columbus, Ohio in 2002 by James Beard Award-winning ice cream maker Jeni Britton, Jeni's has emerged over the past 20 years as the new standard by which all other ice creams are judged.



[ROOH Columbus](#)

Recommended by a Member who said - "ROOH - *Amazing Indian restaurant very close to the convention center! Noted for its Progressive Indian Cuisine and great atmosphere.*"

[SEE MORE SUGGESTIONS](#)

Don't Get Fooled!



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

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

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

The Trade Show Experience for the Buyer

by Tom Shay, [Profits Plus](#)



As a youngster, going to a trade show with my parents was a big deal for me. As I would become a fourth-generation retailer, it was an opportunity to see many new products of which some would be arriving at our store in time for the appropriate season.

Jumping ahead several decades, trade shows have never lost that air of mystery and amazement.

The second advantage is that of finding new product lines and vendors for your store. Some vendors may find your business and add you to their mailing list, but is that a gamble you are willing to take? All kinds of vendors make a substantial investment of time, money and manpower to be at the show and have an attractive display to draw you to their booth. As a buyer, I am ready to walk the aisles of the show and be dazzled and attracted to new product lines like a bee being drawn to a flower in bloom.

There is another big advantage of coming to the show that has nothing to do with the vendors. It is the opportunity to meet some new retailers as well as see retailers we have known for years.

This is not that we would want to come to Columbus to gather with friends to party. Instead, from our years of first-hand experiences, we found that by seeking

There was an exercise that was added when I got to the age that I was going a trade show by myself. My Dad would have me come into the office where he would hand me a new pen that a vendor had given to him.

“This pen is new and full of ink. When you come back from the show, I expect it will not be full of ink. You are not going to the show to look at merchandise. We do not make money from your looking. You are going to the show to purchase merchandise for our store as that is how we make a profit”, was the usual pen presentation speech. And with that I was sent off.

In those earlier days, the trade show was an opportunity to have that first look at new merchandise. The vendors we were already buying from would be coming to our store, but that visit might not be for several weeks and there was the possibility of new items selling out before the visit to our store.

Today with fewer sales reps on the road calling on stores, it is even more important to be at the trade show to examine the lines you are currently buying from. No one wants to bring in something new only to hear a customer tell you they have seen that item at another store weeks earlier. Such is the price to be paid for not attending the show.

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out other retailers having stores like ours we were able to extend our exposure to vendors and products at the show.

We made a point to have at least one meal each day with this group of similar retailers as well as have an afternoon break at the show to talk with them. We made it a practice for each of us to share information about new lines that had gotten our attention as well as sharing about vendors that had very special product offerings that we wanted to make sure the other retailers would want to go see.

This partnership grew to the point that all of us made arrangements to stay at the same hotel so that we were more available for discussions. We would even talk with each other in the weeks after the show to further discuss what each of us were buying.

Does this extra effort and investment of time pay off? In a word, “yes”. Not offered easily, we would go through an exercise of calculating the savings we made by ordering at the show and compare that amount to the expenses incurred by going to the show. The savings was the larger amount.

In today's competitive world with the retail giants and online businesses, a retailer needs every advantage they can find. That advantage begins with being on the forefront by attending the show.

Tom Shay

MEMBERS NEWS

Hahnemuehle is 439 Years Old!

Papermaker Merten Spieß founded the paper mill in 1584, at the foot of the Solling mountain range in southern Lower Saxony, so as to produce their



paper with pure spring water from artesian wells.

Hahnemuehle dates back over four centuries, consistently demonstrating sustainability and innovative spirit.

Visit www.green-rooster.com.

Nicole Craft Brands Acquires Notions Marketing

Nicole Craft Brands has acquired Notions Marketing. With more than 50 years of industry expertise and product resources, Nicole Craft Brands will expand the breadth of its growing brand portfolio and enhance the scope of Notions distribution capabilities by leveraging Notions' technology platform.

Anthony Piperno will be the CEO and President of the new combined entity. *"We are excited to bring our portfolio of unique products and brands to the trade through the vast Notions distribution network. For years my Dad and I have admired and worked with the Lantinga family. We understand the strength and importance of Notions in the creative arts world, and we are excited to join forces,"* comments Anthony.

"The story of Nicole Brands and Notions Marketing could not be more compelling. Anthony's family and my family grew multi-generational businesses to be leaders in the vibrant creative arts industry. The combination of talent and culture will make Notions Marketing a powerhouse resource for the creative industry and beyond", says **Bobbie Medema**, 3rd generation CEO of Notions Marketing.

Nicole will operate Notions as an independent entity from the company's Grand Rapids Michigan campus. Founded in 1938, Notions Marketing has grown from supplier to local 5&10's to its current position as the premier distributor in the creative arts industry. Notions provides a broad array of traditional and e-commerce services to Fortune 500 retailers and independent specialty retailers around the world.



Meet a New Member

Three well-known leaders and influencers in the craft industry

One of their first ventures is teaching craft classes on cruises for seniors. It is the perfect fit for their love of teaching others and seeing the world. What they discovered is that most of their students are not

decided they are not ready to retire from the creative industries just yet. Their friendships have kept them in touch with each other on a weekly basis, and they have recently formed **Team Craft Connections** to offer their multi-talented services to the creative industry once again.

Kathy Lamancusa, Julie Stephani and **Carolyn Schulz** are all well versed in design, writing and editing, teaching, speaking, and managing events. They are published authors and have made numerous TV appearances demonstrating a broad area of expertise; Kathy and Julie had their own TV shows on PBS for several years. They have all been active in industry organizations, serving on several boards of directors and on numerous task forces. Carolyn lives in the UK and brings her international expertise and experience to the company.

What was the primary impetus for the three experts becoming more involved in the creative industries again?

Kathy, Julie, and Carolyn all agree that crafting and creative expression enhances a person's life and also has verifiable health benefits. Because of this, they have promoted crafting in all their endeavors. Julie smiles as she notes, *"Offering opportunities for others to be creative gives purpose to our personal lives."*

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crafters, so they have tapped into a new group of people who are enthusiastic participants. Their classes are *well attended, and many students in their first class come back for all of them.* Carolyn adds, *"Seeing students' enjoyment in creating something with their own hands and watching a natural bond forming between them are great rewards for teaching the classes."*

Teaching seniors on cruises led to developing curriculums for senior and community centers that expand the benefits of healthy creative activities to a larger multi-age population. With extensive educational backgrounds, the team is preparing "Teaching the Teachers" courses to help other influencers take the lead in offering creative activities through classes and workshops. Kathy notes, *"The ripple effect is exciting and could be limitless."* The three partners of Team Craft Connections will be reaching out to members of Namta to see how their collective expertise and services fit the needs of individual companies. Their website is almost ready to launch, but in the interim they can be contacted through the following emails:

kathy@teamcraftconnections.com;
julie@teamcraftconnections.com;
and
carolyn@teamcraftconnections.com.

Meet a New Member

Join the Creative Retailer® Community!

Creative Retailer® features articles to keep readers up to date with trends, display ideas, marketing strategies, valuable business advice, new products, and inspiring stories.



Strategies designed to help you leverage your store's unique characteristics to successfully compete in today's marketplace.

[Join the Creative Retailer® Community! and Sign up for the Retailer® email list.](#)

[Sign up for the Creative Retailer® email list](#) and receive the handbook "Staff Success" (\$39.95 value) free to download instantly.

[Subscribe to Creative Retailer® Magazine](#) to receive a full year (6 issues) of topics covered by business experts to inspire, motivate, and guide your shop to success.

Subscribe before March 27th, 2023, to receive free access to join a live Zoom workshop: The Value of Video: Education, Community, Profit (\$45 value) on March 28th, 3:00-4:30 CST.



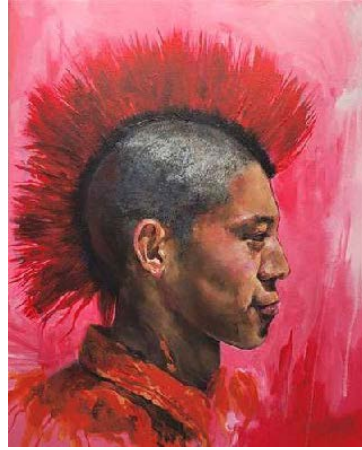
namtaartadvocacy.org

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

Namta recently sponsored the annual **Mid-Carolina Region of the Scholastic Art Awards**. These young artists receive this honor for their talent in the creative industry. Namta applauds these gold key winners and through our sponsorship their art work is featured on billboards throughout the Charlotte, NC area, Namta's headquarters.

[SEE WINNERS!](#)

NOTE: pdf file - use rotation icon to see pictures correctly



Virtual Sessions are scheduled in Eastern Time.

[Time Zone Converter](#)

Cosplay: Marketing for Make-Believe

Hosted by David Pyle

with Brint Fanizza, Sebastian Rivera, Toni Smith, and Diane Galvin

Tuesday, March 21

3 pm Eastern Time

[Sign Up to Join Us](#)

Cosplay is more than just dressing up. It is a full creative experience that melds fantasy pop-culture iconography with precise and expressive craftsmanship. Cosplay exists within a deep creative community with events in-person to online, large educational platforms, and a growing number seeking information on materials to make high quality props and costumes. At the heart of the cosplay market is the products Namta members currently sell.

- The cosplay market is set to grow to \$23 billion by 2030, so how can we take advantage of this energetic consumer base?
- What products are cosplayers currently using? What educational opportunities are available to manufacturers and retailers?

In this session, we'll talk to Famore Cutlery about their experiences in Cosplay – attending cons, putting on educational workshops, and how to bridge the gap between creative products and this market. We'll also talk with Toni Smith of Quiltoni about how Cosplay is a gateway to other crafts such as quilting and more. You won't want to miss this discussion!

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



Enhance Your Team with Healthcare

When employees are happy, healthy, and supported, they are happy to be a part of the team. This helps with hiring and retaining high-caliber talent.

As a member of Namta you have access to affordable care plans that are customizable, easy to use, and affordable for the whole team. There may even be tax incentives for offering healthcare to your team, such as the premiums you pay may be 100% tax deductible.

Yes, small groups too! Through your member benefits with Namta, there

Partner Ship



Through the FedEx Advantage Program, members can save with exclusive discounts!

Enroll today to start saving

No matter where you're shipping, you need fast, reliable options that don't cost an arm and a leg.

Through your NAMTA membership, you receive exclusive discounts with the FedEx Advantage Program, including:

- 40% on FedEx Express® shipments
- 30% on FedEx Ground® shipments
- 30% on FedEx Home Delivery® shipments

Whether you're receiving inbound art materials to your store from vendors, or fulfilling individual orders to customer's homes, you

are healthcare options available for groups of all sizes (including seasonal, part-time, and 1099 employees).

can save big with FedEx. Sign up today!

[START SAVING](#)

www.manufacturershealthcare.com
Available in USA Only

Available in USA Only

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.



Namta
PO Box 3314, Huntersville, NC 28070

704-892-6244 info@namta.org