

**“The Art & Craft of Marketing Your Arts & Crafts”  
WORKSHOP**

**By**

**SUSAN INGLIS**

**Thursday, April 24, 2003**

**At Brier Inn in Lewisburg**

**From 9:30 a.m. to 4:30 p.m.**

Participants will learn the nuts and bolts of what it takes to successfully present their products. Specific topics include:

- ✍ Defining and reaching your target market
- ✍ Developing new products
- ✍ Pricing
- ✍ How to contact & approach a wholesale buyer
- ✍ How to design and produce an effective catalog
- ✍ How to succeed at a trade show
- ✍ Coordinating marketing and production capacity
- ✍ The power of a good story, and how you tell it

Susan Inglis, who holds a degree in anthropology from the University of North Carolina at Chapel Hill, is a specialist in market access for artisans and craftspeople. She has worked with small businesses around the world in environmentally and commercially sustainable handcraft production, and she has run her own business for over ten years, working in handmade home accent production, handmade sweater production, and specialty foods marketing.

**Cost is \$25 per person. Pre-Registration is required.**

**For registration information call: 304-645-0223; 645-7155; 1-800-766-4556**

*Sponsored by*

*Greenbrier Valley Economic Development Center, Greenbrier Community College*

*WVU Tech Small Business Development Center*

*West Virginia Small Business Workforce Training Program*

**TO REGISTER COMPLETE THE FORM BELOW AND RETURN BY APRIL 18TH**

**REGISTRATION**

Please tear off and return with your check.

AC MRKT. 4/24 - LB

Company \_\_\_\_\_

Attendee Name(s): \_\_\_\_\_

Company Mailing Address \_\_\_\_\_

PO or Street

City

State Zip

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

**Make Check Payable to: GVEDC**

**And mail to:**

**GVEDC**

**810 N. Jefferson St., Suite 103**

**Lewisburg, WV 24901**

\_\_\_\_\_ Attendees @ \$25.00 ea. \$\_\_\_\_\_ Enclosed

\* Lunch will be provided, and is included in the above fee, to allow participants an opportunity to network.

\*Fees Are Non-Refundable

**“The Art & Craft of Marketing Your Arts & Crafts”  
WORKSHOP**

**By  
SUSAN INGLIS**

**On  
Friday, April 25, 2003  
At Tamarack, in Beckley, WV.  
From 9:30 a.m. to 4:30 p.m.**

Participants will learn the nuts and bolts of what it takes to successfully present their products. Specific topics include:

- ✍ Defining and reaching your target market
- ✍ Developing new products
- ✍ Pricing
- ✍ How to contact & approach a wholesale buyer
- ✍ How to design and produce an effective catalog
- ✍ How to succeed at a trade show
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**Cost is \$25 per person. Pre-Registration is required.  
For registration information call: 304-255-4022 or 1-800-766-4556.**

*Sponsored by  
WVU Tech Small Business Development Center, 4-C Economic Development Authority,  
And WV Small Business Workforce Training Program*

**TO REGISTER COMPLETE THE FORM BELOW AND RETURN BY APRIL 14<sup>TH</sup>**

**REGISTRATION**

Please tear off and return with your check.

AC Marketing – 4/25 BKY

Company \_\_\_\_\_

Attendee Name(s): \_\_\_\_\_

Company Mailing Address \_\_\_\_\_  
PO or Street City State Zip

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

**Make Check Payable to:** \_\_\_\_\_ Attendees @ \$25.00 ea. \$\_\_\_\_\_ Enclosed

**WVUIT-SBDC-Beckley  
Carter Hall - 322 So. Kanawha St.  
Beckley, WV 25801**

\*Fees Are Non-Refundable