



# BENCH TALK

## The Monthly Newsletter of the Northeastern Wisconsin Woodworkers Guild

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### WELCOME BACK FROM SUMMER . . . SUCH AS IT WAS

It looks like we had two or three days of summer the past few months. Hope you enjoyed them. We're kicking off a whole new season of the Guild this month, so tune up your table saw, dust off your eye protection, and review that list of projects you've been putting off. It's time! We have some exciting things coming up. So here's the question: Are you ready for some woodworking?

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#### **THE GUILD WILL BE AT OCTOBERFEST IN SEPTEMBER**

For some reason, lots of folks hold their Oktoberfest in September. But never mind that. The Guild will be at Appleton's Oktoberfest on September 25 to help with the celebration. You're invited.

Woodcraft in Appleton rented a space, got a big tent (16 x 32), will supply a mini-lathe and a scroll saw, and offered us the opportunity to use it all for free. They will provide tables and will do all the take down and clean up. There will even be a big banner attracting people. The folks at Woodcraft are doing this for us as a "thank you" to Guild members and in turn for our providing space in the tent for some of their literature and advertising.

We will be demonstrating carving, scrolling, and turning. If you wish, you may sell items that you have made. We'll be promoting the Guild and seeking new members.

Here's where you come in. We need to staff the tent all day. We think two shifts make sense. Jane and Dan will be there most of the day, but we need some people for the

morning and some for the afternoon. We already have some volunteers. President Rich Ward will be there for one or both shifts, talking up the Guild with passers-by. John Nowak will demonstrate turning for one shift, but we need another turner. We need two shifts of scroll sawyers, two shift of carvers, and two shifts of people just to talk with folks who come in the tent.

And, we would like some people there to sell their wares.

Time is short and we expect that quite a few of you may wish to sell items or demonstrate or both. Space is limited, so we won't be able to accommodate everyone. Jane and Dan have a sign-up sheet next to their telephone, so be among the first to call them at 468-0132 and ice your spot.

#### **NEW AT WASHINGTON COMMONS IN NOVEMBER AND DECEMBER**

Here's more exciting news. The management of Washington Commons has decided to extend Green Bay's downtown Saturday Farmer's Market through November and the first two weeks of December by bringing it inside the Commons. The Guild has been

invited to participate and the Board has agreed to do so. The cost is extraordinarily low and the Guild will pay it.

What this means for you is that we have 30 lineal feet of booth for six weeks starting the first Saturday in November where we can sell things we have made, take orders, and promote the Guild.

If it hasn't yet occurred to you, this means that you could be there, at no cost to you personally, selling during the peak Christmas shopping period. Do you have any items you would like to sell? Would you like to make some extra money for the Holiday season?

The Guild is not primarily about selling, but it doesn't hurt. This affords us an opportunity to promote the Guild and its programs, including our Holiday Season program of making gifts for the less fortunate. We could even do a little demonstrating if we want to.

Here's the deal. We don't have the luxury of having everyone or no one just show up on any given Saturday. We'll need a sign up sheet. Think about whether and when you want to participate. You can come once, twice, every weekend, or not at all. But you can't sell if you are not there (Guild Rule 107 b). We'll start signing members up at the September meeting and, in the October *Benchtalk*, we'll tell you how to sign up if there is still space, or you can contact the Commons and get a space of your own.

## **BIG NEWS FROM WOODWORKERS DEPOT**

*by Dan Alesch*

It seems that we are just full of good news this month. Here's more. If you haven't been to Woodworkers Depot lately, you're in for a big surprise. Merl, Char, and their crew of stalwarts are in the process of moving the Depot about 150 yards north, across the parking lot and field and into a much larger and

nicer building. More and better space for more goodies.

Their grand opening will be Thursday and Friday, September 17<sup>th</sup> and 18<sup>th</sup>. They will have Door Prizes, refreshments, demonstrations, and some real bargains. Just as an example, I understand from Merl that DeWalt items will be from 10 to 20% off the Depot's sale price. There will be 10% off the sale price on Delta, Jet, Powermatic, and Performax items. There will be free sales tax on Bosch, General, and ShopFox.

Merl has invited the Guild to have a booth at the Grand Opening to promote the organization, so we'll be organizing that the next few days. Can you help?

I've toured the new facility while the moving was in progress and it is really nice. With the sale prices and the special discounts during the grand opening, it would be a good time for Santa's helpers to be doing some shopping there!

## **THE SEPTEMBER 17 PROGRAM: Learn the Secrets of the Layout Rod with Curt Andersen**

*by Fred Juengst*

Professional woodworker and Guild member, Curt Andersen, will expand a program from March of 1995 – Use of the Layout Rod. The layout rod is basically a full-sized blueprint showing one view at a time. Some woodworkers refer to the layout rod as a "story pole" or "story stick." Whatever you might call it, it is an incredibly useful tool and one you should have in your arsenal.

Curt will discuss the reason for using a layout rod, give a demonstration of how it is done, and show how you can simplify your work, get all your dimensions, and get a better three-dimensional view of your project before you begin, when an eraser can take care of mistakes long before the trash can is required or your project becomes "designer firewood."

Curt will also pass out a homemade cut list form that you can copy and use for your own projects. The cut list is used to record the information gleaned from the layout rod.

Curt will demonstrate how all the information on the layout rod will be transferred to your project pieces so they end up in the correct places.

A layout rod can be used to determine the overhang and height for a table, all dimensions for a cabinet, or the layout for a fireplace surround.

Curt says this may be the single most important lesson he learned as an apprentice. Don't miss this very informative meeting! Join us at 7 PM on Friday, September 17 in Room 111 of Mary Ann Cofrin Hall on the UWGB campus. It is our usual meeting room. If you haven't been there before, call a Board member or other Guild member to learn the easiest way to get there.

## **GUILDWEAR**

A few years ago, the Guild developed an embroidered logo and offered items sporting that logo for sale. Lots of members bought shirts and caps. Many new members have come on board since then, and some have asked about how to get their hands on Guildwear. Rich Ward also asks whether members would be interested in a bumper sticker proclaiming their membership in the Guild.

If you are interested in obtaining either Guildwear or bumper stickers, let us know at the September meeting and we'll take the next step. Or, you can talk with any of the officers before, after, or during the meeting:

Rich Ward, President  
 Lyle Martens, Vice President - Programs  
 Steve Carroll, Vice President, Public  
 Information  
 Bob Fruzen, Librarian  
 Steve Lockhart, Treasurer

Terry Keegan, Secretary  
 Dan Alesch, Editor  
 Fred Juengst, Membership Committee Chair  
 Jane Alesch, Chair, Spring Show  
 Mark Brienens, Web Master  
 Tom Charlier, Special Activities Chair

## **GUILD PICNIC**

Despite a forecast that suggested rain, those Guild members enjoying the annual picnic did so in very pleasant Wisconsin weather. The picnic featured good fellowship, fine food, and sunshine, all in a bug-free environment.

## **JULY MEETING REVIEW**

*by Steve Carroll*

The focus of the July meeting was how to organize and conduct a profitable woodworking business. Lots of woodworkers sell an occasional piece to make a few extra dollars, but it takes considerable planning and effort to take it to the next level and make it a profession.

Dr. Jim Holly, former Director of UWGB's Small Business Development Center, took us through the steps he recommends to entrepreneurs of all kinds who want to be their own bosses. This process is not intuitive to the potential owner who generally thinks of him/herself as a craftsperson or artist first and a businessperson second. It involves things like understanding financial statements and controls, conducting market research and developing an appropriate marketing plan to sell yourself and your products profitably, and determining and meeting the legal and governmental responsibilities of being in business.

An organization like the SBDC can provide invaluable guidance through the business startup process, beginning with the development of a business plan that verifies the feasibility of your idea as it details way

you intend to go about doing business. Given the nature of your circumstances, would you benefit from the simplicity of a sole proprietorship, or is a corporate identity advantageous? Is the name you've chosen for your business appropriate, and is it available for use? Are there licenses or permits required to stay legal? What insurance coverage is necessary and appropriate?

One item that caught my attention was the need to develop a "graphic identity" for your business through the use of high quality printed materials, designed for you by professionals.

This opinion was echoed by the second presenter, local wood and metal craftsman (and Guild member) Jeff Benson. Jeff detailed the advantages he gained by selling himself and his professionalism as opposed to concentrating on selling "product." His high quality business cards and sales brochures help to present him as competent, capable and professional in his dealings. He believes in asking the question, "Why would they want to buy from me?"

Jeff used the Urban Hope program in Green Bay to get him started and established his shop using a business incubator program. He, too, speaks of the benefits of business planning rather than "seat of the pants" entrepreneurship. He stresses including associated costs such as design and travel time in your pricing and to not discount the value of your experience. He recommends using written contracts to clearly lay out the extent of a job and protect the interests of both parties. He further recommends collecting 50% of the contract value in advance, with the balance due on delivery.

Woodworking is a difficult and competitive way to make a living by any measure. The business and marketing challenges are formidable, but the prospect of making a living doing something you love and creating beautiful things in the process is very reward-

ing and pervasive, and perhaps worth the risks involved.

## **MEMBERSHIP STATUS REPORT**

*By Fred Juengst*

If you're like most of us, it is hard to remember just when your dues are due. One purpose for this column is to provide a friendly remind those who may have forgotten.

To pay your dues, send your check to me, Fred Juengst, 846 Cornelius Drive, Green Bay, WI 54311. If you have any questions about your membership, please call me at 920-469-1919 or send me an e-mail at this address: mdjuengst@aol.com.

Four memberships are up for renewal in September. Your mailing label is highlighted in PINK. Please send in your dues or bring payment to the September meeting to save postage.

Three membership renewals were due in August and are now one month overdue: Don Berken, David Plamann and Paul Thoppil.

Seven membership renewals were due in July and are now two months overdue: Walter Hey, Ken Mortonson, Orville Raddandt, Gregory and Pamela Saulnier, Chris Schoemaker, Bob Welhouse, and Bruce Wolberg. We want you to continue as Guild members, but, if you choose not to, this will be your next to last *Bench Talk*. Please consider paying your dues today.

Members failing to renew their membership and who are at least three months overdue receive a postcard attached to their *Bench Talk*. This is their last *Bench Talk* unless they pay their dues. If you don't wish to continue your membership, please print your name on the card and drop it in the mail. The postcard simply confirms your intent. Please keep your name tag in the event you rejoin later, but return your library books!

To continue your membership, slip the post card and dues payment in an envelope

and mail it to me at 846 Cornelius Dr., Green Bay, WI, 54311. Provided you do not mark the postcard in anyway, we will be able to reuse it.

Thanks from the Guild.

### **SCROLL SAWYERS**

We're looking for a few words from anyone who went to Richland Center for the Scroll Saw Event. Let us know how it went.

### **THE OLD CARVER'S CORNER**

The carvers: where sharp edges meet the wood to create nifty stuff. As of now, the little carving group will meet September 15 and 22, October 6 and 27, and November 3, 10, and 17. If you miss one, call ahead for any calendar changes.

Now that September has rolled around, some of you who took the summer off will, we hope, rejoin the trusty group that has been meeting through the summer.

Don't forget the Iron Mountain show coming up September 9th and 10<sup>th</sup>. It is always a good one. This year, Dan Hemminger and Bob Decker will be taking classes from national carving icons in conjunction with the show.

### **THE BOARD MEETING**

The Board met at Rich Ward's house in August to start to lay out the year's activities. Each officer reported on the current status of his or her area of responsibility. Ideas were presented about potential activities and programs for the coming year, with emphasis on Appleton's Octoberfest, the Market in Washington Commons, and setting up the program schedule for the year.

The Board will meet September 23 at Fred Juengst's house. If you have something you would like discussed, talk with any Board member to have it put on the agenda.

### **CHIPS**

*by Dan Alesch*

 **Delta 12" Portable Planer for Sale.** I bought a new planer with some extra features from the Depot, so I am selling my older Delta. It runs very well and has Delta's dust collector add-on. The current blades are a little nicked up, but new ones cost less than \$30, are double-sided, and can be sharpened. I added some length to the cord, so it is bi-colored. You could take your chances on e-bay and pay shipping, you could buy a new thickness planer for anywhere from \$375 and up plus tax, or you could buy this one for \$175. Give me a call for more information. Dan at 468-0132.

 It is time to send a photo of your latest project to Mark Brien so he can put it on our web page. If you haven't been to the page lately, just click your way on. It's looking good! [www.newwg.org](http://www.newwg.org).

 Send me any items (fit to print) that you would like to see included in Benchtalk and we'll put them in!