

Bear Necessities

The official newsletter of the **MADE IN ALASKA** program



OCTOBER 2010

**HAPPY
HALLOWEEN**

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2011 Workshops and Webinars

Made In Alaska will again present workshops and webinars in 2011...five of each. Following is our tentative schedule. We will provide more details in our January edition of *Bear Necessities*.

All of our workshops in 2011 will start with an overview of the Made In Alaska program; a presentation on expanding your sales area by marketing; and how to effectively use low...or no...cost social media to sell your wares. In addition, we will hold a one-hour (longer if needed) Town Hall meeting that will be an open discussion of the challenges your business currently faces and the assistance you need to grow and be successful. We will report these challenges and needs back to appropriate people in state government and others with a follow up on our part, when possible, to ensure Made In Alaska permit holders get needed assistance so that they continue to be a major

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2011 Workshops and Webinars Schedule

Webinar -- Wednesday, January 19
AMBIT, low cost online store (see article in this newsletter)

Webinar -- Wednesday, January 26
Annual Color Forecast, how to keep merchandise in style

Webinar -- Wednesday, February 2
Refining Your Social Media Use, what's new?

Palmer -- Wednesday, February 9
Workshop 2-8PM with Town Hall from 5-6PM

Talkeetna -- Thursday, February 10
Workshop 2-8PM with Town Hall from 5-6PM

Petersburg -- Tuesday, February 15
Workshop 2-8PM with Town Hall from 5-6PM

Juneau -- Thursday, February 17
Workshop 2-8PM with Town Hall from 5-6PM

Anchorage -- Thursday, February 24
Workshop 2-8PM with Town Hall from 5-6PM

Webinar -- Wednesday, March 2
How to create a print ad or mailer

Webinar -- Wednesday, March 16
Insurance needs of small businesses and home crafters

2011 Workshops and Webinars

(Continued from page 1)
economic force in Alaska.

Our workshop will end with a presentation on Digital Photography. We encourage permit holders in the area of each workshop to bring us a sample of your products so that we may photograph it and use it on the Made In Alaska website. We will send you a CD with your "Photoshop" corrected photographs on it for you to use in your marketing efforts (and to show mom). Most importantly, for those who wish, we will show you how to take

digital photos on your own. If you already own a digital camera, bring it to the workshop. Also, we encourage everyone to bring samples of your products and lots of business cards and brochures to share with your fellow permit holders.

All Made In Alaska workshops are free and open to the public. We do limit the taking of photos only to Made In Alaska and/or Silver Hand or Alaska Grown permitted products. We encourage reservations to ensure we have adequate space and gallons of coffee.

Last Issue of Bear Necessities by Mail



Our cost of printing and mailing this newsletter has risen over the years to the point that our budget will not sustain it any longer. Starting with our January issue, we will only mail the printed version to a permit holder who does not have an email address. All others will receive an email version. Should this be a problem for you, contact us and explain the problem so that we can find a mutually acceptable solution.

Welcome Retailers

This summer we sent hundreds of mailers to Alaska retail businesses asking if they would like to stay updated on Made In Alaska activities and permit holders. Over 275 retailers from all parts of the state responded in the affirmative and are now included in our mailing list. We want to welcome them to Made In Alaska and invite them to participate in our workshops, webinars and other activities. We will soon mail each retailer a sample of our FREE point of sale items and we encourage them to give us their ideas as to other POS items that would be useful to them.

Permit holders branching out into new areas of the state are welcome to contact us and we will send you names of Made In Alaska receptive retailers in that area. We will appreciate permit holders asking their clients if they receive our newsletters and giving us contact information for those who do not currently receive it but would like to.





Welcome New Permit Holders



Arctic Siren Productions, Inc.

Margaret Monaghan
Anchorage 907-245-7311
artcsirn@acsalaska.net
<http://www.arcticsiren.com/>
Wholesale—Yes
Permit #6508
Arctic Siren Music CD's & Videos
Produced Locally Featuring
Alaskan Artists.

Wortman-Ziel Designs

Cynthia Wortman-Ziel
Craig 907-401-0770
cindy@alaskaballs.com
alaskaballs.com
Wholesale—Yes
Permit #6509
Personalized, Hand Painted Glass
Ball Ornaments Featuring Alaska
Scenes & Themes

Butterville T-Shirt Company, LLC

Spencer O'Hara
Anchorage
spencer@butterville.net
<http://butterville.net/>
Wholesale—
Permit #6510
Screen Printed T-shirts, Sweatshirts
& Other Garments

Sour Dough Take Home Chef

Jessica Aldabe
North Pole 907-750-4863
j.aldabe@hotmail.com
Wholesale—No
Permit #6511
Prepared Foods Using Locally
Grown And Manufactured
Products.

Gold Paws of Alaska

Barbara Maria Paikert
Anchorage 907-346-2450
Wholesale—No
Permit #6512
Knitted Fiber Arts

Focal Point

Phil & Lisa Schobert
Anchorage 907-952-5000
lisa.schobert@gmail.com
Wholesale—No
Permit #6513
Kuspuks - Traditional Male/Female
Native Alaskan Clothing

Crystals On The Kenai

Susan Bible
Soldotna 907-262-7300
sdblakehouse@acsalaska.net
Wholesale—Yes
Permit #6514
Jewelry

Grandpa's Doll Houses/ Trombley's Gifts & Images

Dale & Barbara Trombley
Soldotna 907-252-3292
trombley@gci.net
<http://www.trombleysimages.com/>
Wholesale—Yes
Permit #6515—Miniature Barnes &
Doll Houses & Cabins
Permit #6516—Photography
Permit #6517—Black Diamond
Willow Walking Sticks
Permit #6518—Moose Droppings
Crafts



Cozy Cabin Creations

Kristina Oldaker
Tok 907-590-0391
oldakers@aptalaska.net
www.angelfire.com/ak5/beauty
Wholesale—Yes
Permit #6519
Hand-knitted Items: Mittens,
Handbags, Slippers, Hats,
Trivets, Potholders, Etc.

Alaska Garments And Graphics

Jeffrey Bushke
Fairbanks 907-455-8337
jeff@alaskagg.com
Wholesale—No
Permit #6520
Direct To Garment Printing

Waaay Paw!

Edna Silva
Kenai 907-260-9372
msednansilva@hotmail.com
<http://www.waaaypaw.com>
Wholesale—No
Permit #6521—Beaded Jewelry,
Beaded Skin Work, Knife &
Scissor Cases, Necklaces,
Earrings, Etc.
Permit #6522—Sewn Items:
Kuspuks, Children Clothing,
Quilts, Pot Holders, Purses,
Bags, Dog & Cat Collars &
Leashes, Etc.
Permit #6523—Beaver Hats,
Trapper Hats, Fur/Beaver Gloves





Welcome New Permit Holders



Lucky 1

Linda Colang
Fairbanks
lcolang@ymail.com
www.etsy.com/shop/lcolang
Wholesale—No
Permit #6524
Hand Crafted Beads & Sterling
Silver Jewelry

Scotty's Enterprises / Faces Of Alaska

Kim Scott
Anchorage
ak_scotty7@yahoo.com
Wholesale—
Permit #6525
Original One Of A Kind Alaska
Wildlife Ink Art Sketches And
'Faces Of Alaska' Wildlife Art
Coloring Books

See Meez

Cathie Freeman
Anchorage 907-338-3808
freeman@gci.net
http://www.fashionable.com/
Wholesale—Yes
Permit #6526—Children's Safety
Clothing
Permit #6527—Working Dog
Safety Jackets & Booties

Dranchak Studio

Kathryn 'Sue' Dranchak
Fairbanks 907-978-0619
sue_chak@hotmail.com
http://dranchakstudio.blogspot.com/
Wholesale—Yes
Permit #6528
5x7 Notecards & Mini Prints Made
From My Own Original Acrylic
Paintings Inspired By Alaskan
Wilderness & Wildlife

Custom Concrete Countertops LLC

George Shell
Big Lake 907-892-8677
concretetops@live.com
http://www.concretetops.org/
Wholesale—No
Permit #6529
Custom Designed And Handmade
Concrete Countertops And
Backslash

Goldsmith Lambros, Inc

Lambros Magiafas
Juneau 907-586-3355
lambrosfinegoldsmith@yahoo.com
http://www.lambrosgoldsmith.com/
Wholesale—
Permit #6530
Handmade Gold Jewelry With
Hand Cut Gemstones Including
Locally Mined Materials

Emerald Alaska Inc

Blake Hillis
Palmer 907-258-1558
terryh@emeraldncw.com
Wholesale—Yes
Permit #6531
Windshield Washer Fluid &
Antifreeze (Heavy Duty, Extended
Life, Hybrid)

Whitford's Whimsicals

Carrie & Eric Whitford
Wasilla 907-727-1990
quilter41@gmail.com
Wholesale—No
Permit #6532—Retro & Kuspuk
Style Aprons. Other Sewn Goods.
Permit #6533—Wooden Toys &
Games

Orrca Design

Sherry Orr
Talkeetna 907-733-6722
akorrca_4@hotmail.com
Wholesale—
Permit #6534—Fleece Jackets,
Hats & Skirts
Permit #6535—Bead + Wire
Dragonfly Jewelry

Champagne Taste

Verissa Walber
Sterling
drwalber@acsalaska.net
Wholesale—
Permit #6536
Mama's BBQ Sauce

Klondike Brittle And Candies, LLC

Varnette Biggs
Wasilla 907-631-0699
vmbiggs@yahoo.com
Wholesale—No
Permit #6537—Gourmet Brittle
Of Assorted Nuts Such As
Peanuts, Cashew, Macadamia,
Pecan, Etc.
Permit #6538—Various
Chocolate Candies: Cookies &
Cream, Blueberries, Cherries,
Assorted Nuts, Etc.

Rea Designs

Kelly Beckman
Anchorage 907-301-0807
kelly@readesignak.com
http://www.readesignsak.com/
Wholesale—No
Permit #6539
Sewn Items: Handbags, Wallets,
Aprons, Appliance Covers And
Other Kitchen Items.

2010 Manufacturer of the Year

Nominations are now open for the 2010 Made In Alaska Manufacturer of the Year Award. Anyone can nominate any current Made In Alaska permit holder for this award by letter, email or fax to our office. Nominator should include reasons why they think their nominee is the best. Self nominations are encouraged, welcome and expected. Nominations will close January 15, 2011.

Judges will consider the nominee's originality, challenges met, employment practices/job creation, time in business and in Made In Alaska program and community involvement. Award will be made at a public meeting in recipients' home city if possible.



2009 Manufacturer of the Year is Insulfoam

Following are past and current winners of this prestigious award:

2009 Insulfoam of Anchorage
2008 Kaladi Brothers Coffee of Anchorage
2007 Glacier Smoothie Soap of Juneau
2006 Arctic Wire Rope & Supply of Anchorage
2005 Anchorage Sand and Gravel Company, Inc. of Anchorage & Fairbanks
2004 Alaska Rag Company of Fairbanks
2003 Kodiak Island Winery of Chiniak (Kodiak Island)
2002 Alaska Sausage and Seafood of Anchorage
2001 Alaska Black Diamond of Princess Island (Ward Cove)
2000 Fenton Woods of Wasilla
1999 Alaska Mint of Anchorage
1998 Cameron Birch Syrups & Confections, Inc. of Wasilla
1997 Alaska Canine Cookies, Inc. of Anchorage
1996 Interstate Brands Corporation/Sunrise Bakery of Anchorage
1995 The Great Alaska Bowl Company of Fairbanks
1994 Alaska Wild Berry Products of Homer & Anchorage
1993 Marian Boat Works of Anchorage
1992 Alaskan Brewing & Bottling Co. of Juneau
1991 Tesoro Alaska Petroleum of Anchorage

Free Website and Help

The Alaska Manufacturing Extension Partnership, Inc.(AMEP) is offering through their AMBIT group a FREE first year of website hosting and online store software plus the assistance you will need to get your website up and running right-a-way. It is only FREE if you sign up by December 31, 2010. After your first year, or signups in 2011, the cost will be \$19.95 per month. The template used is easy to use and to change; you can use your logo, photos, videos and other graphics; PayPal is included automatically and there is no charge for assistance. Most sites will take 4-8 hours to design, load and complete. Right now there is only funding for the first 100 who apply ... and about 15 have already shown interest or signed up. While Made In Alaska products are always preferred,

other products are okay to list on your site. You may link to your existing website, Made In Alaska, Buy Alaska, Facebook or other websites.

AMBIT stands for Alaska Manufacturing Business Industry & Technology Program...we knew you were wondering and would ask. For more information or to sign up contact Amanda Myers, eCommerce Coordinator for AMEP at 279-2637 in Anchorage or email her at Amanda@alaskamep.org.

On January 19, 2011 our first Webinar of the season will be on AMBIT. We will also have information on AMBIT available at our 2011 Workshops. More information on our Webinars and Workshops is included in this newsletter.

Let's Meet For Coffee

Each workshop we get comments about how “we” need to meet more often. It’s not aimed at the staff; it’s aimed at fellow permit holders. So, why not meet...say quarterly...have a cup of coffee and discuss the many items of mutual interest that always surface, i.e. sales opportunities, increasing cost of goods, how to buy together and save, bad debts – who to avoid, etc.

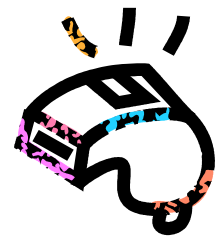
Our website will generate a list by city of all permit holders in that city and email it to the requestor or others. Simply

pick a date, a place (local coffee shop?), time and let everyone on your local list know via phone, email or postcard. Dutch treat works. You will be surprised how enjoyable this meeting will be and what great ideas and actions are generated by just talking with each other for an hour or so over a cup of coffee.



Enforcement

We have recently had several misuses of the Made In Alaska logo found by us or reported to us by permit holders and citizens. We have immediately investigated and resolved all of these incidents. We greatly appreciate those who have helped us stop the misuse or unauthorized use of the Made In Alaska logo. Please continue to be our eyes and ears in seeking out and stopping the misuse of the Made In Alaska logo by calling or emailing us with as many details and facts as possible of your suspicions.



Calendar of Events

We are now working on the 2011 Made In Alaska events calendar that details shows and markets in Alaska that are available for our permit holders to retail their goods; as well as our workshops and webinars. We will contact all that were listed last year. We ask that permit holders let us know of any new ones or ones that we have missed in the past by sending us the event's name, city and contact information for the owner or promoter.



More Products Needed



Don't miss this free opportunity to display your product to potential customers.

If you would like the opportunity to display your Made In Alaska certified product at any of our locations, please call 272-5634 and ask for a copy of the "Alaska Products Display Application."

Sites include Anchorage Egan Center, Ted Stevens International Airport, Tok Information Center, ferry terminal in Juneau and Whittier and Office of the Governor in Washington D. C. There is no charge to permit holders wishing to display products at these sites.

Made In Alaska — Label Order Form

Return this form to: **Made In Alaska**
741 East 13th Avenue, Anchorage, AK 99501

Permit # _____

Company _____

Name: _____

Address: _____

City/Zip: _____

Checks Payable to: State of Alaska

Exp ____ / ____ CW2# ____



Roll Labels (Stickers 1,000/roll Large 1" x 1" Small 1/2" x 1/2"	# of Rolls or Bags	Cost per Roll or Bag	Amount Due
White & Black - Large		\$15.00	
Gold & Black - Large		\$15.00	
Silver & Black - Large		\$15.00	
White & Black - Small		\$12.50	
Gold & Black - Small		\$12.50	
Silver & Black - Small		\$12.50	
NEW! White & Black Extra Large Stickers 4" x 4" Industrial - 500/Roll			
Industrial Roll of 500		\$85.00	
10 Stickers		\$3.00	
Black & White Special Order Woven Cloth Labels			
Small (1/2") bag of 50		\$7.50	
Small Bag of 500		\$52.50	
Med (1") bag of 50		\$8.00	
Med bag of 350		\$40.00	
Large (1 1/2") bag of 50		\$8.50	
Large bag of 400		\$46.00	
Total Amount Due \$ _____			

"Look for the Label"

Free – Point Of Sale items Posters, Tents, Decals

Made In Alaska maintains an inventory of point of sale merchandising items and decals available to permit holders and retailers of all types...just for the asking. These items spruce up your in-store or booth displays and bring positive attention to your Made In Alaska certified items. All permit holders benefit when you spread the word...

Name _____

Company _____

Address _____

City/State/Zip _____



Number	Item
	Decal — 6" x 6", Back Stick Display & Doors
	Decal — 6" x 6", Front Stick Doors
	Decal — 12" x 12", Back Stick Display & Doors
	Look for the Label Tents 3" x 5" folded
	Look for the Label Posters 8" x 10"
	Another Alaskan Product flat 12" x 12"
	Another Alaskan Product Tent 2" x 3" folded
	Another Alaskan Product flat 3" x 4"
	Another Alaskan Product flat 4" x 9"



Made In Alaska
741 East 13th Avenue
Anchorage, AK 99501

New Point of Sale Item – Ideas?

We are looking for ideas and possibly designs of new point of sale materials that we can have made and distribute to stores and permit holders to help increase Made In Alaska sales. We need your ideas. Send them to our office via mail, email or fax and we will put your idea in play.



Made In Alaska

Phone 272-5634 Fax 272-5635

Email:

madeinalaska@anchoragemarkets.com

Web Site:

<http://www.madeinalaska.org>

PRSRT STD
U.S. POSTAGE
PAID
Permit No. 93
Anchorage, AK