

Bear Necessities



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



OCTOBER 2009

2010 Made In Alaska Workshops in 9 Cities

Made In Alaska's 2010 Workshops are now scheduled for the first quarter of the year in nine cities. This year's dual themes will again be "Marketing to Alaska" and "How To Photograph Products" for the web and your printer.

"Marketing to Alaska" will cover the basic marketing techniques used by successful small businesses, designing effective post cards, media online, and distribution ideas.

"How To Photograph Products" will be a hands on workshop that requires you

to bring an item to be photographed. You will gain a photograph of that item on a CD and the knowledge to do it yourself.

Made In Alaska Workshops are FREE and open to all permit holders and the public. However, only Made in Alaska and Silver Hand permitted items will be photographed.

Make reservations by calling 272-5634 or emailing dana@anchoragemarkets.com. Please specify which workshop you would like to participate in, names of the attendees, your company name and phone number.



Seldovia Workshop



Talkeetna Workshop

Following is the tentative schedule for 2010 Workshops:

(M) = "Marketing to Alaska"

(P) = "How To Photograph Products"



Kodiak – Tuesday, February 9 @ TBA from (M) 1 PM - 4PM and (P) 5PM - 7PM

Wasilla – Tuesday, February 16 @ TBA from (M) 1 PM - 4PM and (P) 5PM - 8PM

Anchorage – Wednesday, February 18 @ TBA (**Selling to Big Chains**)

from 1 PM - 4PM and (P) 5PM - 8PM (More info on page 2)

Homer – Tuesday, March 2 @ TBA from (M) 1 PM - 4PM and (P) 5PM - 7PM

Soldotna – Wednesday, March 3 @ TBA from (M) 1 PM - 4PM and (P) 5PM - 7PM

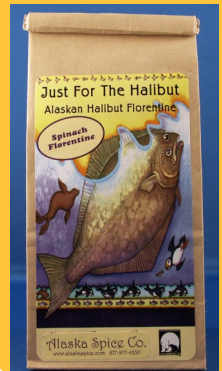
Glennallen – Monday, March 22 @ TBA from (M) 1 PM - 4PM and (P) 5PM - 7PM

Delta – Tuesday, March 23 @ TBA from (M) 1 PM - 4 PM and (P) 5 PM - 7PM

Fairbanks – Wednesday, March 24 @ TBA from (M) 1 PM - 4 PM and (P) from 5 PM - 7PM

Nenana – Thursday, March 25 @ TBA from (M) 1 PM - 4 PM and (P) 5 PM - 7PM

(Locations of the workshops will be available in the next Bear Necessities newsletter.)





Selling to Large Retailers



Selling your product to a big retailer can be a lucrative strategic move, but persuading a buyer to stock your goods is far from easy. Retail buyers deal with hundreds of requests to stock new products, so you have to be able to convince them there is a market for your goods and provide them with information that they need about your product.

At the Made In Alaska Workshop in Anchorage on Wednesday, Feb 18 @ BP Energy Center, numerous local buyers of large retail stores will discuss what they

look for in products when stocking their shelves, and what permit holders should prepare and need before presenting their products to buyers.

This is a great learning opportunity for Made in Alaska permit holders wanting to expand into large retail stores.

Please call 272-5634 or email madeinalaska@anchoragemarkets.com for reservations. A list of the local buyers presenting will be available in the January edition of Bear Necessities.

We recommend all participants participate in the "Are You Ready to Present" Webinar on February 3rd.

2010 Made In Alaska Webinars



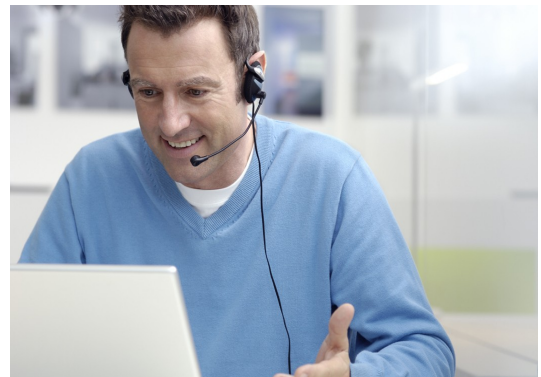
This year was the first ever for Made In Alaska to offer webinars. Short for Web-based seminar, a webinar is a presentation, workshop or seminar that is conveniently transmitted over the Web. The 5 webinars presented went over really well. We received very positive feedback from participants and each webinar was highly attended.

In 2010, Made In Alaska will be offering 6 new webinars; Are you ready to Present, Marketing Basics, Online Media/Constant Contact, Designing Effective Post Cards and Getting Results, Digital Photography, Quickbooks Overview. Each webinar will be presented twice, once in the afternoon and in the evening of it's scheduled date. Each webinar will also be recorded and available on the Made In Alaska website for download.

Made In Alaska is very excited to again offer webinars and are hoping that even more people participate due to webinars great interactive elements and convenience.

Participants will receive course materials, by e-mail, prior to the workshop and will be able to view the instructor's PowerPoint slides during the presentation.

The webinar schedule is located on page 3. Please make reservations by calling 272-5634 or emailing madeinalaska@anchoragemarkets.com.



2010 Made In Alaska Webinar Schedule

The dates of each webinar are listed below. *Each webinar will be offered twice on each scheduled day from 1:00PM-2:00PM and 7:00PM-8:00PM.*

Wednesday, February 3, 2010—Are you ready to Present

Thinking about selling your product to retailers? Learn the key questions that retail buyers will ask so you will be better prepared when dealing with them. In this workshop, you will also learn how to sell to and work with retailers of all shapes and sizes, bar code packaging, pricing, and ways to contact retailers.

Presenter: Michael Hanzuk, Business Development Specialist for the State of Alaska

Wednesday, February 10, 2010 - Marketing Basics

Marketing is a matter of determining demand, matching a product or service with customer needs, and promoting those attributes in the marketplace to produce sales. In this webinar, you'll learn the basics of marketing, how to determine one's target market, pricing, how to create a marketing plan, and marketing ideas.

Presenter: Bill Webb, Made In Alaska Program Manager and Owner of Webb's Consulting & Management Services

Wednesday, February 24, 2010 - Online Marketing and Constant Contact

The Internet has brought media to a global audience. The interactive nature of Internet marketing provides a great and almost instant way to reach people via e-mail, wireless media. The internet also provides the opportunity to digitally manage customer data. In this webinar you'll also learn about the email marketing software Constant Contact that makes it easy to create professional HTML email campaigns.

Presenter: Dana Reese and Olya Semiryazhko, Made In Alaska Program Administrators

Wednesday, March 17, 2010 - Designing Effective Post Cards and Getting Results

Learn how to create an attractive and effective postcard online, that will be printed with a high quality finish and sent out the next business day by the U.S. Postal Service to everyone on your contact list. In just a few simple easy steps, learn how to avoid the frustration and delays of the conventional direct mail process.

Presenter: United States Postal Service

Wednesday, March 31, 2010—Digital Photography

Got photos of your product? If not, get someone to take photos of your product for you or take them yourself. Either way it is essential for you to have photos of your product for marketing purposes. In this webinar, you'll learn how to capture high quality photos of your product with a digital camera, basics of digital cameras, benefits of digital cameras, lighting techniques and angles.

Presenter: Olya Semiryazhko, Made In Alaska Program Administrators

Wednesday, April 7, 2010—Quickbooks Overview

Quickbooks is one of the most popular small business financial software programs that helps to make businesses more profitable, shows you exactly where your business stands, organizes finances, helps you manage customer, vendor, and employee data, and provides you with real-time reports. Learn the basics of Quickbooks from Certified QuickBooks ProAdvisor LeAnn Markowski.

Presenter: LeAnn Markowski, Certified QuickBooks ProAdvisor and Owner of Bizy Hands Bookkeeping Service



In order to participate in the webinars, there are some system requirements that need to be met; listed below are the requirements.

System Requirements

For PC-based Users

- Required: Windows 2000, XP, 2003 Server, Vista
- Required: Internet Explorer 6.0 or newer, or Mozilla Firefox 2.0 or newer
- Internet Connection Required: Cable Modem, DSL or better

For Mac - based Users

- Required: Mac OS X (Tiger) or later
- Required: Safari 3.0 or newer, Firefox 2.0 or newer
- Internet Connection Required: Cable Modem, DSL or better

Required: PowerPC G4/ G5 or Intel processor, 512 MB of RAM or better.



*The 2010
Calendar of
Events will be
available in
January's Bear
Necessities*



**Happy
Halloween**

2010 Calendar of Events



Calendar of Events, we ask that all permit holders let us know of events to be held in your area of the state during the 2010 year for inclusion in the calendar. Please send us details of the event including name, type of event, booth cost, date or dates, location, sponsor or promoter's name and phone number. Again, we only list events that

We are currently working on the 2010 Made In Alaska Calendar of Events of events statewide. This will include shows, fairs, celebrations and other events that allow sale of handcrafts or produced Made In Alaska items.

Our next issue of Bear Necessities will contain the 2010 Made In Alaska

encourage and allow the sale of Made In Alaska products.

Please call 272-5634 or email madeinalaska@anchoragemarkets.com to ensure that your events are listed.



Enforcement



It is essential that the Made In Alaska Label's integrity be maintained. We will vigorously enforce proper use of the label by certified permit holders only. Any violations regarding the use of the Made In Alaska logo or labels should be reported to Made In Alaska Program Manager immediately.

Made In Alaska is only able to enforce use of the logo and labels. We recognize there are other issues

regarding sale of Alaska Made Products VS. foreign imports. While we are not able to stop imports we will do our best to provide permit holders with information regarding copyright and patent protections and enforcements that may be of use to you. Also, we will be happy to include discussion of "knock-offs" in our conversations with retailers, distributors, wholesalers and others.

These issues will be appropriate for discussion at our workshops.



Made In Alaska Logo Federally Trademarked

On September 8, 2009 the Made In Alaska logo was federally registered as the State of Alaska's trademark.

Federally registering the "Mother Bear and Cub" logo will help to further protect the logo and the integrity of the Made In Alaska program. This will allow the State of Alaska to take action federally, against the misuse of the logo, and prosecute at a federal level. The benefit to having the Made In Alaska logo federally trademarked, besides receiving exclusive nationwide

ownership, registering federally will provide more stringent penalties for the misuse of the logo in anyway shape or form. Registering the Made In Alaska logo will provide awareness to others (by use of the "®" symbol) that the mark is taken, and deterring others from misusing or confusing others with a similar logo.

More information about the Made In Alaska Logo being federally trademarked will be available in January's issue of Bear Necessities.



New Made In Alaska Product Displays

Made In Alaska added 2 new product display cases to help spotlight Made In Alaska permit holders products. The new cases are located in the Juneau and Whittier Ferry Terminals.

The 2 display cases will be a great addition to the 4 existing cases located at the Egan Civic and Convention Center in Anchorage, Alaska Public Lands

Information Center in Tok, Office of the Governor in Washington, DC, and the Ted Stevens Anchorage International Airport..

The Made in Alaska products display cases will be updated in next couple of weeks, and **we need new products.** If you would like to have your product on display, please call

Olya Semiryazhko at 272-5634 and ask for a copy of the "Alaska Products Display Application" or download a copy off of the Made In Alaska website @ www.madeinalaska.org.

There is no charge to permit holders wishing to display products in the display cases.



Juneau Ferry Terminal



Whittier Ferry Terminal





Welcome New Permit Holders



Alaskan Made

Joe Hoard

Sutton 745-2188

Wholesale—No

Permit #6357 for Handcrafted Log

Household Items Made From

Alaskan Wood, Either Standing

Dead Beetle Kill Or Rarely, Live

Wood: Coat Trees, Coat Racks,

Towel Bars, Napkin Holders,

Utensils, Mirror Frames, Walking

Sticks And Canes, Toilet Paper

Holders, Key Peg Holders, Log Bird

Feeders

Underdog Feeds, Inc.

Kari Skogen

Willow 373-6851

kskogen@underdogfeeds.com

Wholesale—Yes

Permit #6358 for Sewn Items For

Dog Mushing, Sled Dogs And Pets.

www.underdogfeeds.com

Arctic Lights Candle Company

Kristie or Michael Calvin

Fairbanks 490-6467

mike.calvin@yahoo.com

Wholesale—Yes

Permit #6359 for Gel Air Fresheners

Permit #6360 for Gel Candles

Happy Frog Enterprises

Olena Madosik

Anchorage 677-1093

magyar1@gci.net

Wholesale—No

Permit #6361 for Knitted Clothing

and Hand-spun, Hand-dyed Yarns

Made From Raw Natural Fibers Of

Various Wools And Silks.

Alaska Bio-Dynamic Soil

Jenna Tallman

Anchorage 727-5872

alaskabiodynamicsoil@yahoo.com

Wholesale—Yes

Permit #6363 for Agricultural Soil

Amendments -- Bokashi and

Beneficial Micro Organisms

Homesteaders Cache

Michelle Donohue

Auke Bay 321-4747

info@homesteaderscache.com

www.homesteaderscache.com

Wholesale—No

Permit #6364 for Natural Handmade

Soaps, Shampoo Bars and Solid

Lotion Bars.

Alaska Metalsmiths

Roger Williams

Gustavus 697-2471

rgrwlms@gmail.com

Wholesale—Yes

Permit #6365 for Handmade Metal

Items

Alaska Wildlife Art

Maryanne Phillips

Sterling 262-6130

phil.mar5@alaska.net

Wholesale—Yes

Permit #6366 for Scroll Sawed

Alaska Wildlife Animals In Wall

Plaques, Stand-up Alaska Animals

With Clocks, Alaska Animal Key

Holders and Ornaments

The Little Willow

Gail Kennedy

Fairbanks 590-6930

runawaybead@gmail.com

Wholesale—No

Permit #6367 for Handcrafted

Beadwork

Biorka Designs

Kaari Stockel

Anchorage 738-2192

biorkadesigns@gmail.com

Wholesale—No

Permit #6368 for Silver Earrings

Embellished With Ocean Colored

Beads/Glass/ and Shells. Necklaces

Made Of Silver And Beach Glass

Alaska Sweet Rhythms

Tarika Lea

Fairbanks 479-3820

tarikalea@yahoo.com

www.alaskasweetrhythms.com

Wholesale—No

Permit #6369 for Alaskan

Handcrafted Drums, Feather Wands,

Rattles And Essential Oil Medicine

Bags

Mariska's Untamed Alaskan People

Mariska Wright

Two Rivers 590-8491

dinjikgirl@yahoo.com

Wholesale—No

Permit #6370 for Handcrafted

Alaskan Dolls

The CO-OP

Sara Hardy

Wasilla 357-1299

luna_byrd@hotmail.com

Wholesale—Yes

Permit #6371 for Dog Leashes,

Collars, Harnesses, Dog Coats And

Shirts, Cat Nip, Cat Beds, Cat

Collars

Burdick Enterprises Inc

Carol Burdick

Soldotna 262-3210

burdickenterprises@alaska.net

Wholesale—Yes

Permit #6372 for Cookbook Titled

'Just Add Mushrooms'

SeaOtter WoodWorks

Bill Finlay

Haines 766-3553

info@woodentubs.com

www.woodentubs.com

Wholesale—Yes

Permit #6373 for Cedar Hot Tubs

And Bath Tubs

Tlingit RX

Lisa Andersson

Hoonah 723-0618

alaskatlingit@yahoo.com

Wholesale—No

Permit #6374 for Handcrafted Herbal

Remedies, Balms And Salves



Welcome Aboard Olya!

Made In Alaska is proud to announce and welcome Olya Semiryazhko as its new Administrative Coordinator for the Made In Alaska program. Ms. Semiryazhko brings over 4 years of Marketing and Administrative experience to the program, and is a 2008 University of Alaska Anchorage graduate with a degree in marketing.



Olya Semiryazhko

Olya has earned many curriculum honors and citations for her exceptional work at the University of Alaska Anchorage. While studying at the University of Alaska Anchorage Olya was the Assistant Manager for Student Union, where she managed and organized numerous events. Olya is originally from Russia and is soon to be married.

"We are pleased to have Ms. Semiryazhko on board, and look forward to a prosperous future with her. We feel that with her extensive experience in management, marketing and photography that she will be a great addition to our team," said Bill Webb, Made In Alaska Program Manager.



New! 1' x 1' Extra Large Stickers and Posters

Made In Alaska is proud to announce the addition of the new 1' x 1' stickers and posters to the free point-of-sale materials. The 1' x 1' stickers and posters are perfect to display in store windows, booths and on vehicles. These bring positive attention to your Made In Alaska Certified items.

The new items are not only expensive to make, but also to mail; as a result there is a limit of 2 per person.

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 | |

Colored Woven Cloth Labels sold 50 per bag

1" x 1"

| | | |
|--------------|---------|---|
| Red | \$12.50 | To order the Colored Woven Cloth Labels to the left, please contact Robin Henke @ 243-4133 |
| Light Blue | \$12.50 | |
| Light Pink | \$12.50 | |
| Dark Pink | \$12.50 | |
| Yellow | \$12.50 | |
| Forest Green | \$12.50 | |

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 \$ _____





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 _____

Mail this form to Made In Alaska, 741 East 13th Avenue,
Anchorage, AK 99501-4621 or Fax 272-5635

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

Manufacturer of the Year

Nominations for the Made In Alaska 2009 Manufacturer Of The Year are now being accepted in the Made In Alaska office. Every year since 1991 one Made In Alaska permit holder has been selected to receive this prestigious award.

Any active permit holder is eligible to receive the award. When deciding who should receive the award we consider time in business, innovation, job creation, originality, and the "Can Do" factor.

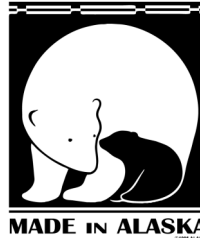
Anyone may nominate a permit holder and self nominations are very much in order and welcomed. Send as much information as possible to the Made In Alaska office prior to January 15, 2010. Photos are always helpful!



Kaladi Brothers Coffee

2008 Made In Alaska Manufacturer Of The Year

www.madeinalaska.org



Phone: 272-5634

Fax: 272-5635

Email:
madeinalaska@anchoragemarkets.com

Made In Alaska
741 East 13th Avenue
Anchorage, Alaska 99501-4621

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