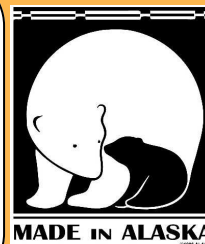


BEAR NECESSITIES

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



2010 MANUFACTURER OF THE YEAR AWARD GOES TO APOCALYPSE DESIGN INC.

April 2011

Bobbie Calice and Sandy Schatz received the 2010 Made In Alaska Manufacturer of the Year Award for Apocalypse Designs of Fairbanks at the Fairbanks Chamber of Commerce luncheon on March 29, 2011. The award was presented by Dana Reese, Program Administrator for Made In Alaska.

The Made In Alaska program currently has 1153 permit holders across the state of Alaska and this year received more nominations for the Manufacturer of the Year award than ever before. All companies who were submitted for nomination were highly regarded, interesting and successful Alaska businesses, making the selection of a winner very difficult. Apocalypse Designs, Inc., was awarded Manufacturer of the Year for numerous intriguing reasons, including their staying power through up and down business cycles, extreme quality of product and service, employment of Alaskans and community involvement.

Apocalypse Designs, Inc., is owned and operated by Dick Flaharty and has been in business since 1983 in Fairbanks. The company has been a Made In Alaska permit holder since 1995. Apocalypse Design, Inc., produces and manufactures cold-weather durable outdoor clothing and gear for humans and animals designed for the Alaska climate, fire-resistant packs, clothing and harnesses. Apocalypse Designs, Inc., has a year-round staff of five, with additional 15 positions added during the busy season.

Each year, Apocalypse Designs, Inc., adds new products to its already large inventory and remains very busy fulfilling numerous custom jobs of all types. The company is very responsive to the needs of its customers, who have helped Apocalypse Designs remain competitive and very successful throughout the years. For example, the company designed the popular and well-known Handlebar Toasties for



From left to right: Dana Reese (Made In Alaska), Lyle Croft, Lynn Barnett, Bobbie Calice & Sandy Schatz (Apocalypse Design)

dogsleds, bikes and snowmachines for use in cold weather, which greatly improved the warmth provided from mittens alone. Apocalypse Designs has a loyal worldwide following. Hollywood filmmakers to polar explorers recognize Apocalypse Design's products as the highest quality outdoor gear made.

Every piece of equipment and clothing is designed and sewn at Apocalypse Design's workshop in Fairbanks, which allows the company to pay close attention to the quality of every stitch. The company is committed to



2010 MANUFACTURER OF THE YEAR AWARD [continued from page 1]

providing excellence and perfection; their products also carry a lifetime warranty against defects in materials and workmanship. Products that need repairing and fall under the warranty criteria are repaired at no charge. Apocalypse Designs also offers custom sewing and tailoring.

Commitment to community, supporting local businesses, and quality customer service are characteristics that describe Apocalypse Designs. Apocalypse Designs contributes an abundant amount of time and resources to the community through the donation of

products. These qualities have contributed to the company's success over the years and continue to play an important role today. In fact, each year the company supports the Yukon Quest dog sled race and has donated items such as musher's bibs and Expedition Parkas, etc.



Contact Information:
Apocalypse Designs, Inc.

201 Minnie Street
Fairbanks, Alaska 99701

Phone: 907.451.7555

Fax: 907.451.7925

E-mail: warmwear@akgear.com

Website: www.akgear.com

WORKSHOPS & WEBINARS RECAP

Made In Alaska program presented four free workshops in Wasilla, Talkeetna, Juneau and Anchorage; in addition, five free online webinars for MIA permit holders were also provided in the first quarter of 2011. All workshops and webinars were very successful with attendance ranging from 10 to 35 people at each event. Topics presented at workshops covered:

- Made In Alaska Overview,
- Expanding Your Sales Are,
- Social Media & Internet Update, and
- Digital Photography with a hands-on photography session.

Webinars covered many other interesting and needed topics: Color Forecast, What's New In Marketing, Creating A Print Ad and Insurances

and Licenses. If you missed any of the webinars you can find all of them on our website:

www.madeinalaska.org under "presentations/photos" category.

Also found in this area of the Made In Alaska website are presentations made in 2009 and 2010:

- Trademarks & Copyrights
- QuickBooks Quick Start
- Postcard Marketing
- Presenting to Your Buyer
- Distribution: Some Ideas
- Direct Mail: It Works For You
- The Basics of Digital Photography
- Online Media
- Marketing In Alaska: The Basics
- Public Relations and Promotions

Most of the webinars are available in three formats: PowerPoint presentation, PDF file and a Windows Media Player file with both the slides and the audio of the presentation. The programs' reader can be downloaded from the website. If for some reason you are unable to download the file from the website



please let us know. We will be happy to burn a CD for you with the recording and mail it to you. Each of these presentations takes about an hour to watch.

We can't emphasize enough how important it is to have good photographs of your product besides your listing on the Made In Alaska website at www.madeinalaska.org.

This importance is why at each workshop, we offer a photography session with tips on how to improve your product photography and even take some pictures for you. By having a picture with your Made In Alaska listing your company and your product stand out, so don't wait, email us your photo to upload to our website (if you haven't done so yet). Every permit has space for one picture on our website.



WORKSHOP PICTURES 2011



Wasilla Workshop



Talkeetna Wuzzy #6606



Anchorage Workshop



For Lasting Impressions #6470



Sleeping Lady AK Foods & Gifts #6628



Orrca Design #6534



Grandma's Dollhouse #6047



For Lasting Impressions #6470



Talkeetna Workshop



Anchorage Workshop



Iditasled #6563



Grandma's Dollhouse #6047

PRODUCT DISPLAY CASES

As part of being a Made In Alaska permit holder you have an opportunity to display your product at six different display locations: Egan Center (Anchorage), Ted Stevens Anchorage International Airport (Anchorage), Office of the Governor (Washington, DC), Alaska Public Lands Information Center (Tok), Ferry Terminals (Juneau and Whittier). Tourist season is just around the corner and our display cases will be getting some updating. Take this opportunity to showcase your product for free. Please fill out

the Product Display Application (you can download it from our website) and send it in with the products to be displayed. You can choose to display at one or all places (please make sure to send enough display items for all chosen locations). If you have any questions about display cases appropriate items and dimensions give us a call or email: olya@anchoragemarkets.com.



RETAILER INFORMATION

Last 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 300 retailers from all parts of the state responded in the affirmative and are now included in our mailing list, and have received samples of our FREE Made In Alaska point of sale items; in which we highly encouraged them to display in their shops to promote Made In Alaska products.

We desire to grow the Alaska Retailer list and would appreciate your help in our efforts. We request that each permit holder ask their clients if they receive the Made In Alaska newsletters and give us

contact information for those who do not currently receive it; but would like to.

As a reminder, any permit holders wanting to expand their sales 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.



NEW MARKET IN NORTH POLE

On June 4th, 2011, Santa Claus House in North Pole will launch a new Open-Air Market called **The Christmas Creek Market**. It will operate daily through August 28th. The Christmas Creek Market, located adjacent to the Santa Claus House in North Pole, will feature the finest of Alaskan made products, delectable treats, and true treasures from the heart of

Alaska. Tens of thousands of visitors from all over the World come to Santa Claus House every year to experience the magic of the holiday brought to life. If you are interested in being a vendor please contact Nicole at Santa Claus House 488.2200 or

nblizinski@santaclaushouse.com



MADE IN ALASKA WEBSITE IS NOW LINKED TO ALASKA FILM OFFICE'S WEBSITE

As more and more film production companies choose Alaska as their movie destination, the Alaska Film Office has been getting more information requests for products produced in Alaska to be provided to the film industry. As a result, Made In Alaska website has been linked to the state's new Film Office webpage www.film.alaska.gov

2011 ENTREPRENEURSHIP BOOT CAMP—APRIL 21-23, 2011

University of Alaska Center for Economic Development is holding their 2011 Entrepreneurship Boot Camp "From Start, to Financing, to Growth" from April 21 to 23. This is a great opportunity for new and existing entrepreneurs to learn how to create a business plan that attracts investors, how to market your business, discover ways to find capital you need and much more. Visit: www.ced.uaa.alaska.edu or call 907-786-5445 for more information.

BOOTHS AVAILABLE AT LIONS CLUB CONVENTION IN SEPTEMBER

Lions from all across North America and Canada are planning to be in Anchorage on September 22-24th, 2011 to take advantage of the seminars and workshops planned at the 35th Annual USA/Canada Lions Leadership Forum. The Forum is for any Lion who wants to enhance leadership capabilities in an atmosphere that is non-

stop, learning fun.

This will be a great opportunity to display your "Made in Alaska" wares. Forty-two (42) booths will be available on a first-come basis. If you are interested, please contact Harvey Whitley. (e-mail address lionswhitley@aol.com). About 4,000 Lions members are expected to participate in this

conference and the vast majority will be from out of state and looking for local merchandise to document their Alaskan experience.



New Permit Holders

Panco, Inc.

Julie Holbrook
Talkeetna
holbrook@mtaonline.net
907-733-6600

M.Y. Alaskan Spice

Gene Yatchyshyn
Eagle River
yatch30@hotmail.com
907-947-2772

Photos by Michael Mahany

Michael Mahany
Anchorage
michaelmahany@yahoo.com
907-632-8231
<http://www.photosbymichaelmahany.com>

Alaska Fur Enterprise

Lorena Hernandez
Anchorage
akfur@alaska.com
907-274-4015

True North Plastics

Phillip Schneider
Palmer
phil@truenorthplastics.com
907-746-4092
<http://www.truenorthplastics.com/>

Glacierwood Turning

Dean Graber
Juneau
graberwoodworking@gmail.com
907-635-0293
<http://glacierwoodturning.com/>

Alaskan Siltsations

Darlene Odgaard
Fairbanks
alaskansiltsations@yahoo.com
907-699-9202
www.alaskansiltsations.com

EB Pottery & Gift Hut

Eric Bush
Wasilla
ericb@mtaonline.net
907-357-1464

Artistic Impulse

Marlyn Kramer
Kenai
dwimai@gci.net
907-740-1345

imPress Alaska

Janice Ziv
Anchorage
janice@impressalaska.com
907-903-1033
<http://www.impressalaska.com/>

Midnight Oil Jewelry Designs

SydneeMay Stiver
Anchorage
comforts@alaska.net
907-345-4279

Alaska's Angel Farm

Lidiia Olszowy
Fairbanks
alaskasangelsfarm@gmail.com
907-479-0077
<http://alaskasangelsfarm.com/>

Patricia Carlson Designs

Patricia Carlson
Fairbanks
pecarlson@gmail.com
907-322-6556
<http://patriciacarlsondesigns.com/>

Aurora Clayworks

Rebekah Fox
Wasilla
auroraclayworks@mtaonline.net
907-354-7485
<http://www.auroraclayworks.ws/>

30 Below Woodworks

Scott Houghton
Fairbanks
thirtybelowwoodworks@yahoo.com
907-455-9359

The Alaska Side

Teri Bastable-Podsiki
Haines
alaskaside@gmail.com
907-766-2703
Permit # - 6590
Fused Dichroic Glass
'Northern Lights' Barretts

Spa Ketchikan

Kathy Webb
Ketchikan
peakdose@yahoo.com
907-225-4772

Barrett's Carvings

Aaron Barrett
Palmer
barrettscarvings@hotmail.com
907-232-8541
<http://www.barrettcarvings.com/>

Patidar Bags

Patricia Foggia
Fairbanks
patidarbags@acsalaska.net

Rigid Alaska, Inc

Eric Hawley
Anchorage
ehawley@gci.net
907-334-5777
<http://www.rigidalaska.com>

Diving Duck

Christopher Quist
Fairbanks
cquist@divingduck.com
907-460-3825
<http://www.divingduck.com/>

Jerelyn Miyashiro

Jerelyn Miyashiro
Anchorage
jtmiyash@ak.net
907-310-3964
<http://jtmiyash-art.com/>

Airframes Alaska LLC

Sean McLaughlin
Chugiak
sean@airframesalaska.com
907-688-0530
<http://www.airframesalaska.com/>

Alaska CNC Productions

Archie Peterson
McGrath
archielp@yahoo.com
907-526-5019

Sweet Sins

Erlon Coelho
Anchorage
erlon.coelho@yahoo.com
907-884-5499
<http://sweetsinsgourmetpopcorn.com>

Northern Adornments

Dawn Horner
Wasilla
northernadornments@gmail.com
907-376-0247
<http://www.northernadornment.s.biz/>

What A Foot

Marie Lam
Juneau
marie_sfacc@yahoo.com
907-523-8960

HealthCare Considerations

Freda Miller
Auke Bay
hcc@gci.net
907-209-5715
<http://www.healthcareconsiderations.com/>

Talkeetna Wuzzy LLC

Karen Harvey
Talkeetna
info@talkeetnawuzzy.com
907-733-4560
<http://www.talkeetnawuzzy.com/>

Horning's Practical Art

Joseph Horning
Anchorage
joseph_horning@hotmail.com
907-227-2388

Sudkamp Associates, LLC

Anne Sudkamp
Fairbanks
anne.sudkamp@gmail.com
907-479-5192
Find us on www.etsy.com

Memories For You

Earl Florent
Anchorage
fsalamet@alaska.net
907-250-3323

Kenai River Woodworking

Gary Bennett
Soldotna
woodshop@acsalaska.net
907-262-7884

Homestead Spoons

Daniel Sterchi
Kenai
sterchiconstruction@hotmail.com
907-283-3878

Big Dipper Kettle Corn Company

Ramadhani Abdul-Latif
Anchorage
bigdipperkcc@hotmail.com
907-229-4813

New Permit Holders

Mystic Moose

Nancy Nease
King Salmon
imsleepy@gmail.com
907-246-2272
<http://www.visitbristolbay.com/mysticmoose/>

Grey Wolf Jewelry & Art

Charles Williamsen
Anchorage
ibtonianchorage@yahoo.com
907-884-2365

Delta Music & Art Studio

Rachelle Stebbins
Delta Junction
restebbins@yahoo.com
907-347-0593

Polka Dan's Music Shoppe

Polka Dan Zantek
Anchorage
polka_dan@yahoo.com
907-242-4212
<http://www.polkadan.com/>

Juan M Roblero Jewelry

Juan Roblero
Anchorage
juanroblero@yahoo.com
907-903-9606

Timberline Creations

Michael Lettis
Anchor Point
tcialaska@xyz.net
907-235-8288
<http://timberlinecreations.com/>

Alaska Rose Garnet

Kenneth Hanson
Fairbanks
ken@wooddoctoralaska.net
907-460-0701

Laughing Berry Gifts & Botanicals

Lindarae Shearer
Metlakatla
lshearer@laughingberry.com
907-723-9835
<http://www.laughingberrybotanicals.com/>

LeGalley's

David LeGalley
Wasilla
legalley@mtaonline.net
907-373-6384

Gaylewind Quilts

BEAR NECESSITIES

Gayle Eastwood
Petersburg
geylewind89@msn.com
907-518-4244

AK Foam Fusion, LLC.

Michael Kralman
Fairbanks
steelsthedeal@alaska.net
907-479-6002

Illuminata Arts

Linda Stevens
Anchor Point
illuminataarts@acsalaska.net
907-235-0652

Sleeping Lady AK Foods & Gifts

Caroline Green
Anchorage
alaskasalmonladycaroline@yahoo.com
907-274-2652

Chaos Creations

Brenda Preble
Sutton
bfay80@hotmail.com
907-306-9772
<http://www.etsy.com/shop/chaosfair>

Arctic Vision Photos

Robert Churchill
Anchorage
sno9bear@yahoo.com
907-279-8927
<http://www.arcticvisionphotos.com/>

Majestic Bowstring Co.

Dave Semmens
Chugiak
majesticbowstring@gmail.com
907-830-8005

Knight's Taxidermy Inc.

Russell Knight
Anchorage
knight@alaska.net
907-344-5501
<http://www.knightstaxidermy.com/>

Long Hair Lofting And Mill Works

Paula Nance
Wasilla
lhl@mtaonline.net
907-357-8841
<http://www.longhairloftingandmillworks.com/>

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 _____



Made In Alaska

www.madeinalaska.org

Phone 272-5634 Fax 272-5635

Email:

madeinalaska@anchoragemarkets.com

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