

October 2011

# BEAR NECESSITIES

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



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## 2012 WORKSHOPS

All of our workshops in 2012 will start with an overview of the Made In Alaska program; a presentation on marketing basics; social media & Internet update, expanding your marketing area, and digital photography. Also, we encourage everyone to bring samples of your products, pictures 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.



## WORKSHOPS 2012

- January 23rd  
**Sitka**
- January 24th  
**Ketchikan**
- January 25th  
**Wrangell**
- February 7th  
**Fairbanks**
- March 1st  
**Anchorage**

\*Times & Locations  
In Next Newsletter\*

*Tell me and I'll forget; show me and I may remember; involve me and I'll understand*

## New Permit Holders Pictures



Permit # 6717  
Quiviut Fever



Permit # 6726  
Wrap Couture



Permit # 6712  
Z-Quiltwoman



# Webinar Schedule

## **Webinar #1 on Wednesday January 18<sup>th</sup> 2012**

### **Color Forecast**

#### **By Dana Reese**

“2012 Color Forecast” will be a fun, exciting, and colorful presentation on the forecasted colors for 2012. Dana Reese will enlighten participants on the importance of color and what the 2012 color forecast and trends will be. This is a great webinar that will help and encourage artists to stay up to date with the latest, fresh and new colors that will help their products stand out.

## **Webinar #2 on Wednesday February 1st, 2012**

### **Small Business Loans**

#### **By TBD**

“Small Business Loans” will cover the basic knowledge needed for starting your own business and getting a loan. It will teach you the fine print and how to fund your business with adequate cash flow.

## **Webinar #3 on February 15<sup>th</sup>, 2012**

### **Resources for Small Businesses**

#### **By TBD**

“Resources for Small Business” will show you who to contact when you need some advice or assistance for your business.



## **Webinar #4 on Wednesday February 22<sup>nd</sup>, 2012**

### **Employees = New Obligations**

#### **By Bill Webb**

“Employees” will be discussed by Bill Webb. He will detail the new obligations that arise when employees become needed to grow your business.

## **Webinar #5 on Wednesday March 14, 2012**

### **Great Customer Service**

#### **By Christina Hoglin**



Learn how to create a business by creating customers, and keeping those customers. The most important part of any business is customer service. The customer is paying your check and it is your job to keep them happy. Learn great skills and use them to help you succeed in your future prospects.

## Who Will Be THE Manufacturer of the Year 2012?

Nominations for the Made In Alaska 2012 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, innovations, job creation, originality and Alaska spirit, 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, 2012. Photos are encouraged and welcomed.

### Past recipients of the award are:

2010 Apocalypse Designs of Fairbanks  
 2009 Insulfoam of Anchorage  
 2008 Kaladi Brothers Coffee of Anchorage  
 2007 Glacier Smoothie Soap of Juneau  
 2006 Arctic Wire Rope & Supply of Anchorage  
 2005 Alaska Sand and Gravel of Anchorage  
 2004 Alaska Rag Company of Fairbanks  
 2003 Kodiak Island Winery of Chiniak  
 2002 Alaska Sausage and Seafood of Anchorage  
 2001 Alaska Black Diamond of Princess Island  
 2000 Fenton Woods of Wasilla  
 1999 Alaska Mint of Anchorage  
 1998 Cameron Birch Syrups & Confections of Wasilla  
 1997 Alaska Canine Cookies, Inc. of Anchorage  
 1996 Interstate Brands Corporation/Sunrise Bakery of Anchorage  
 1995 The Great Alaskan Bowl Company of Fairbanks  
 1994 Alaska Wild Berry Products of Homer & Anchorage  
 1993 Marion Boat Works of Anchorage  
 1992 Alaskan Brewing & Bottling Co. of Juneau  
 1991 Tesoro Alaska Petroleum of Anchorage



**Who is next? YOU?**



**Made In Alaska  
Displays in the  
Egan Center, Ted  
Stevens Anchorage  
Airport, Juneau,  
Whittier & State's  
Washington DC  
Office**

All of the above locations have a Made In Alaska Product display case or shelves. 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, call 272-5634 or email [info@anchoragemarkets.com](mailto:info@anchoragemarkets.com) and ask for a copy of the "Alaska Products Display Application."

Sites include Anchorage's Egan Center, Ted Stevens International Airport, Juneau, Whittier in Ferry terminals and Office of the Governor in Washington D. C. There is no charge to permit holders wishing to display products at these sites. It's a great way to get your products seen by thousands of people...**FREE**.

# NEW PERMIT HOLDERS

## **Icefog Designs**

*Doreen Ransom  
Anchorage  
278-6165  
icefogdesigns@gmail.com  
Permit #6723  
Manufacture Jewelry*

## **Twigs & Tweeds**

*Brenda Ballou  
Seward  
362-0628  
twigsandtweeds@gmail.com  
Www.twisandtweeds.com  
Permit # 6718  
Handcrafted Jewelry*

## **Tourist Guide of Alaska**

*Crystal Batt  
Anchorage  
727-5750  
Touristguideofalaska@yahoo.com  
Permit #6696  
Ulu & Hunting Knives*

## **Goldrush Gifts**

*Laura Sassen  
Palmer  
707-1087  
lsassen@mats-respite.com  
Permit #6709  
Baskets w/ Made In Alaska Items*

## **Alaska Bling**

*Deborah Igo-Stewart  
Coffman Cove  
329-2001  
alaskanbling@gmail.com  
Permit #6708  
Otolith Bone Jewelry*

## **Borealis Threads**

*Pamela Sprout  
Fairbanks  
pampace@mac.com  
Permit # 6724  
Quilted Items*

## **Qiviut Fever**

*Kirsten Bey  
Nome  
kbey55@gmail.com  
www.qiviutfever.com  
Permit #6717  
Hand Knitted Accessories*

## **Glutewood Advocates**

*Katherine Hubble  
Anchorage  
306-9392  
thebutttree@gmail.com  
Permit #6713  
Calendars*

## **SkDesigns**

*Sandra Phillips  
Ketchikan  
821-0075  
sandyf.65@gmail.com  
Permit #6720 & #6719  
Handmade Purses & Jewelry*

## **Smudge Monkey Studio**

*Jessica Baker  
Anchorage  
720-8999  
smudgemonkeystudio@gmail.com  
www.smudgemonkeystudio.com  
Permit # 6714 & 6715  
Fine Arts, Prints, Cards  
Accessories & Jewelry*

## **Alaska Denali Winery**

*Mike Bessent  
Anchorage  
563-9434  
akdenaliwinery@asc.net  
Permit # 6702  
On Premise Wine Making*

## **Celebrate You!**

*Shar Anderson  
Seward  
photogaln@yahoo.com  
Permit #6721  
Twisted Sea Baskets*

## **Z-Quiltwoman**

*Joyce Hoffman  
Anchorage  
230-3662  
Z-Quiltwoman@hotmail  
Permit # 6712  
Quilts & Handcrafted Items*

## **Jewelry By Elaine**

*Marie Logan  
Eagle River  
907-2303  
gobraves@mta.online.net  
Permit # 6727  
Fused Glass Pendants*



Permit # 6714  
Smudge Monkey Ink

# NEW PERMIT HOLDERS

## Grannie Smith's Quilts & Crafts

Margaret Smith  
Eagle River  
694-2036  
granie@mtaonline.net  
Permit # 6697  
Quilts & Wearables

## Northern Essence

Candace Smith  
Salcha  
590-8654  
northernessence@alaska.net  
Permit # 6710 & 6711  
Handcrafted Soap  
Body Cream & Salve

## Garden City Glassworks

Teri Bastable-Podsiki  
Skagway  
983-2111  
teri@jewellgardens.com  
www.jewellgardens.com  
Permit #6700  
Hand Blown Glass Art

## Pelican Pics & Productions

Larry Carson  
Pelican  
735-2460  
lcarson@att.net  
Permit #6699  
Books & DVD's

## Fireweed Quilt Studio

Geri Wacker  
Chugiak  
wackferr@aol.com  
Permit #6694  
Quilts & Quilted Items

## Santa Fe Gallery

Renee Hyles  
Willow  
santafegallery@gmail.com  
turquoisejewelrysantafe.com  
Permit # 6704  
Handcrafted Jewelry

## Laurie Ferguson Craig

Laurie Ferguson Craig  
Juneau  
789-2768  
lauriecraig@gmail.com  
Permit #6707  
Fine Art

## Headspace Hats

Lila Little  
Homer  
299-4461  
lilaleelittle@gmail.com  
Permit #6695  
Hand-Crocheted Hats

## Braided River Designs

Nancy Rivers  
North Pole  
388-3830  
braidedriverdesigns@gmail.com  
Permit # 6722  
Fiber Trellis Necklaces

## Kath's Kreations

Kathryn Lopeman  
Kenai  
398-4853  
kath@alaska.net  
Permit # 6703  
Fused Glass Art & Jewelry

## The Wildlife Art of Chip Brock

Chip Brock  
Wasilla  
376-3403  
chip@chipbrock.com  
chipbrock.com  
Permit # 6701  
Oil Paintings & Giclee/ Paper Prints

## Margaret Donat

Margaret Donat  
Fairbanks  
322-9182  
margaretdonat@gmail.com  
donatartistwebsites.com  
Permit # 6705 & 6706  
Fused Glass & Paintings

## Moose Bites Personal Chefs

Paul Villnerve  
Palmer  
355-6549  
chef@moose-bites.com  
www.moose-bites.com  
Permit #6698  
Whole Wheat Cookies

## Wrapcouture

Rose Fretwell  
Anchorage  
349-9375  
wrapcouturebyrose@hotmail.com  
www.wrapcouturebyrose.com  
Permit #6726  
Stylish Wraps w/ Crystals

## Dazzle Me Tu-Tu's

Andromeda White  
317-9121  
dazzlemetutus@yahoo.com  
Permit # 6725  
Tu-Tu's, Wands, Hair Items

## Essential Skills for Business Success

**AKSourceLink**

### ABOUT THE PROGRAM

You may know how to run your business but how well do you communicate with customers and staff? How would you rate your ability to manage yourself?

If you are not paying enough attention to these success skills, it could be

holding you back from reaching your business goals.

This course is designed for today's busy business owners and focuses on the personal attributes and interpersonal behaviors that often determine our success.

**REGISTRATION IS FREE!**

The one-hour sessions start Thursday, September 29, and will be held weekly at 10 AM.

### Preregistration Required

For more information contact Linda Ketchum at 907.786.5415 or email [afldk@uaa.alaska.edu](mailto:afldk@uaa.alaska.edu)  
Call toll-free 888.554.6525

## TOPICS COVERED

You can participate in these sessions individually but we recommend that you take the whole series to build your complete range of skills.

**AKSourceLink**



### SCHEDULE OF EVENTS

- August 29th: Communicating Effectively
- October 6th: Improving Your Personal Productivity
- October 13th: Problem Solving & Decision Making
- October 20th: Delivering Powerful Presentations
- October 27th: Making the Sale
- October 30th: Providing Quality Customer Service

# SIPPING STREAMS TEA COMPANY

Our very own Made In Alaska permit holder, Steven Downer, competed on Sunday, June 27 in Las Vegas at the World Tea Expo in the Top Tea Infusionist Competition. Contestants had 15 minutes to prepare, steep and present 4 difficult teas to 4 international judges. They were judged on quality of steeped tea, technical skill, and tea knowledge. Contenders were able to bring what ever they wanted to prepare and present their teas, but only had a 4 foot space to do so. Every contender definitely used every square inch of space!



“With Wild  
Alaskan  
Fireweed  
Flowers and  
Wild Alaskan  
Low Bush  
Cranberries”

WE'RE ON THE WEB  
[WWW.MADEINALASKA.ORG](http://WWW.MADEINALASKA.ORG)



## Newspaper Ads!

Did you see our ads during June & August? Alaska's six largest circulation papers carried them and will again carry the Made In Alaska ad regularly during November and early December:

- *Anchorage Daily News*
- *Fairbanks News Miner*
  - *Juneau Empire*
  - *Peninsula Clarion*
  - *Sitka Sentinel*
- *Ketchikan Daily News*

These ads will be running throughout the holiday season, promoting all things “Made In Alaska”. Be sure that you are displaying your “Made In Alaska” logo proudly where ever you are selling your product. Customers do look for the logo. The logo ensures the customer that they are purchasing a QUALITY product that is truly Made In Alaska.



**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 \$** \_\_\_\_\_



Made In Alaska has a large quantity 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 words...

*"Look for the Label"*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/Zip \_\_\_\_\_

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

Number	Item
	Decal — 6" x 6" Back Stick Display
	Decal -- 6" x 6", Front Stick Display
	Decal — 12" x 12", Back Stick Display — cars
	Poster — 12" x 12" no stick, booth display
	Look for the Label Table 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"



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