



Welcome!

This is the first addition of the JMAGnifier, the Newsletter for the Ohio Jewelry & Metal Arts Guild. This year, our first year, has been quite exciting! I believe a big Thanks should go out to Melissa Muir for coming up with the idea of the group and shouldering a great amount of the work over this past year. We ask that you all volunteer to do a demo, find a location for a meeting and so on. If we all do a little work to help the guild no one has to do all the work themselves.

I myself have greatly enjoyed each meeting and made many new friends! It's hard to work as an artist in isolation. Having this group allows us to bounce ideas off each other, ask questions and get good answers in return. We learn so much more when we work together and making friends that have the same interests is great!

We hope to see the Guild grow in numbers over the next year. Please enjoy the newsletter and if you have any jewelry related news you want to share email to valerie@vahjewelry.com and we'll include it in the next newsletter.

Happy New Year!

Valerie A. Heck

Upcoming Competitions:

Even if you can't apply to these competitions you can find much inspiration by looking at the previous year's winners!

American Jewelry Design Council (AJDC) New Talent Competition

Deadline January 15th <http://www.ajdc.org/newtalent/index.html>

This contest is open to designers who currently sell work from their collections on a wholesale basis to stores. The contest offers an entry into the major international jewelry marketplace at the Jewelers of America Show, held in New York City each summer.

The Ugly Necklace Contest

Deadline March 15th <http://www.landofodds.com/store/uglynecklace.htm>

Can you put together a well-designed and functional, yet UGLY, necklace? As hard as it may seem at times to design something beautiful it is much harder to intentionally design something to be ugly!

Ohio Jewelry & Metal Arts Guild

First Year in Review

February 28th at Norton Public Library

At the first North East Ohio meeting many of those in attendance brought some of their work to show. Melissa Muir spoke on founding a Jewelry and Metal Arts Guild for the topic and she also discussed how to buy silver, suggesting several internet sources, as well as how to organize and store your sheet and wire silver.

March 17th at Beads 'N More

The North East Ohio meeting was held at Beads 'N More in Uniontown. As this was the second meeting we discussed a little more about the direction of the guild, identified where we needed help and asked for suggestions regarding topics and demonstrations. We had a discussion about pricing your work.

In March we held our first meeting in the Columbus area at 1Stop Bead Shop. We had over 30 people in attendance. We talked about the guild, the ideas behind it and asked if it would be something people would be interested in. Our special topic for the meeting was how to price your work.

April 27th at Grand River Beads & Gift Gallery in Rocky River

At the NEO meeting Laurie Cirone spoke on Health and Safety in the workshop. She brought along an excellent book, Artist Beware, by Michael McCann. Eva Sherman, owner of Grand River Beads & Gift Gallery, demonstrated corrugating metal using 34 gauge copper sheet.

May 16th at Beadtini, at the Sawmill Run Center in Copley

At the NEO meeting Mary Ilko, the guest lampworking instructor from Beadtini, conducted a very interesting demonstration on lampworking. Following the demo, ten members exchanged mystery bags for the Creative Design Challenge.

June 9th at the Lake Erie Artists' Gallery

June's NEO meeting was held at Lake Erie Artists in their new location. Owner, Paula Atwell demonstrated PMC and discussed texturing techniques.

July 18th Picnic Social

The July NEO meeting was a summer picnic at Canal Fulton Glass Works. There were demonstrations on glass blowing and lampworking. The members in attendance shared the results of the Creative Design Challenge with each other.

August 12th at the Summit Lapidary Club

At the NEO meeting we were introduced to Ted who gave us a brief introduction to the Summit Lapidary Club. We discussed marketing our work, doing shows and then were given a tour of the Club's facilities. They had saws, all kinds of lapidary tools and casting equipment, as well as lots of displays of minerals and rocks. If a member has slabbed a stone and has some left over, they leave it in a tray for others to use. They had a huge library of books and magazines- all free for member use, as is all the equipment- once you are trained in its use, you can come in and work on your own. Ted then gave us a demonstration of making a cabochon- cutting it to

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shape, then beveling the edge slightly to one side. Setting it in wax onto a punty, and then walked us through the shaping and polishing process.

September 8th Wayne Center for the Arts

The NEO meeting was held at The Wayne Center for the Arts in the renovated "Walnut Street School" building donated by Rubbermaid. They have been in existence since 1973, moving into their current location in 1984. Melissa covered the meeting agenda, and then Freda gave a great demo on polymer clay. She demonstrated the conditioning process, mixing custom colors, showed us how to incorporate silver leaf into your project and had a great tip on cutting your pieces. We held a destash and everyone went home with some new goodies!

October 17th at Edybeady's Bead Shoppe in Canton

The NEO meeting was held at Edy Beadies and Edy gave a demonstration on image transfer to metal. She took a stock image and transferred it onto a piece of sterling silver. It was announced that Melissa Muir will serve as President, Katie Mullins as Vice President, and Terri Greenawalt would chair the membership committee.

November 19th at Embellish at Rocky River

In November the NEO meeting was held at Embellish and Valerie Heck spoke about Pricing Jewelry which turned into a great group discussion. Then Melissa Muir gave a demo on Making Jewelry Displays.

December 3rd

The NEO Clubs Christmas Social was held at Melissa Muir's Studio where she spoke on how to set up a jewelry studio. We had a great time eating tasty snacks and doing a gift exchange! A photo of us at the meeting below!



Sponsor Spotlight

Embellish Accessories has offered paid members of Ohio JMAG a 10% discount on purchases when you show your membership card. Thanks Embellish for supporting Ohio JMAG!

Embellish is located at 19055 Old Lake Rd., Rocky River, Ohio 44116. (440) 333-8885 <http://embellishaccessories.com/>

Pricing Equations

(This topic was discussed at the November Meeting.) We've listed 7 different pricing equations.

The Price of Materials

+ The Cost of Labor (rate per hour x production time)

= The Cost of Goods Sold

Cost of Goods Sold

X 2 (or 2.2 or 2.3)

= Wholesale Price

You can also factor in the actual overhead expenses: add up all your expenses for the year and divide by the number of hours worked to get an "expenses per hour" figure. This number is then added to the original price calculations:

Price of Materials

+ Cost of Labor (Rate per hour x Production Time)

+ Expenses (Expenses per hour x Production Time)

= Cost of Goods Sold

Then come up with a calculation for wholesale. Most designer jewelry sells at 2.3 or 2.4 times wholesale price.

Profit by Design by Marlene Richey

Materials x 2 = Cost

Cost x .25 = Overhead

Cost + Overhead = Total Cost

Total Cost x 2 = Wholesale

Wholesale x 1.5 or 2 = Retail

Cost of Materials x Time = Base Cost

(Base Cost + 10% for overhead) x 2 = Wholesale

Wholesale x 1.2 to 2 = Retail

Materials x 2 = Total

Total x 2 = Wholesale

Wholesale x 2 = Retail

Cost of Stones +

Cost of Mountings +

Cost of Setting +

Cost of Packaging +

Cost of Sales (employee time) +

Cost of Shop Overhead

= Total

Total X 3 = Retail

Jewelry Shop

Base price = [(cost of materials + packaging) x 4 + your pro-rated hourly labor rate] x 1.10 overhead costs

This formula is by the Jewelry Pricing Calculator. Divide in half for wholesale.

www.home-jewelry-business-success-tips.com

Price of materials x 7 = retail price

Alan Revere of the Revere Academy

Pricing is a very tricky subject. Above we've provided 7 different equations for you to try out. No one equation works for everyone, so test them out, see what you think. If you use a different equation please feel free to share it on Ohio JMAG Forum: <http://www.ohiojmag.com/forum.htm>

For production jewelry it's a good idea to make several pieces while timing yourself and then divide the time by the number of pieces. As you make more pieces you'll become much faster. This way the time you are receiving an hourly wage for is more accurate in your pricing equation. Figuring out an hourly wage can be difficult. Think about what you were paid an hour at your last job. What do you need to make an hour to afford your life style? As your skills increase you can then increase your hourly wage.

When selling anything it is wise to have a variety of price points. Everyone always loves the \$1000 item but the public is far more likely to be able to afford the \$45 pair of earrings. Also the closer you set your price to your actual cost the less room you will have for negotiating or for when there is an increase in supply costs. It's unwise to change your jewelry prices many times throughout the year, customers will notice. A great way to see if your price fits the piece of jewelry is to do a retail show and see what sells and how customers react to prices. If you get no resistance to your price then you are underpriced.

When pricing a piece think about perceived value; sometimes you need to up a price because if it's not high enough customers think something is wrong with the product. Another technique that's useful when selling jewelry is merchandising; this involves adding value inherent in the piece, it's the extra touch. As in packaging, hang tags, cute name or story, and so on.

Hopefully this has helped you understand more of the intricacies of pricing, below we've listed books for further research and a list of overhead costs and selling costs that you should keep in mind when pricing.

Books we Recommend for further research on this topic:

Profit By Design: A Jewelry Maker's Guide to Business Success by Marlene Richey

Crafting as a Business by Wendy Rosen

The Artist's Marketing & Action Plan Workbook by Jonathan Talbot and Geoffrey Howard

Overhead Costs:

Rent/Mortgage, Real Estate Taxes, Utilities (heat, electricity, telephone, internet access), Property Insurance, Equipment (office/art), Health Insurance, Stationary/Office Supplies, Packaging (jewelry boxes, shipping boxes, tissue paper, bubble wrap), Maintenance/Repairs/Cleaning, Freight (shipping booth to shows), Payroll Taxes, Payroll (Non-production), Loss due to breakage/Theft, Bad Debts, Professional Fees, Entertainment, Publications/Memberships

Selling Costs: (Time away from production)

Advertising, Business Cards, Classes (cost of), Donations, Show Fees, Samples, Commissions, Marketing, Photography (Slides & Photos), Printing (brochures, cards), Sales Labor (yours and others), Show Fees (food, lodging, travel, time away from production), Travel, Meals/Entertainment, Mileage, Credit Card Processing Equipment, Credit Card Process Bank Fees, Postage (brochure, invites), Website Maintenance (blog, etsy, artfire)

Stone of the Month: Garnet



The name "garnet" may come from the Middle English word *germet* meaning 'dark red', or the Latin *granatus* (grain), possibly a reference to the *Punica granatum* (pomegranate), a plant with red seeds similar in shape, size, and color to some garnet crystals.

Garnets species are found in many colors including red, orange, yellow, green, blue, purple, brown, black, pink and colorless. The rarest of these is the blue garnet, discovered in the late 1990s in Bekily, Madagascar.

Garnets rank on the Mohs Scale at about 6.5 to 7.5. The harder species, like almandine, are often used for abrasive purposes such as sand blasting.

Corrugating Metal

At the April NEO meeting corrugating metal was demonstrated using 36 gauge sheet metal. Corrugating is the act of contracting metal into repetitive wrinkles or alternate ridges and grooves this adds innate strength to the metal. Because this technique adds strength we are able to start with such a thin gauge of metal. This technique is a unique roll-formed process where a repetitive surface pattern is achieved. There are several different tools that can be used to achieve this technique: tube wringer, Bonnydoon engineering microfold brake and homemade wire embossing dies.

There are many different ways you can corrugate your metal. Cross corrugations is when you corrugate metal in one direction, anneal, and then rotate it 90 degrees and corrugate again. Diagonal Corrugation is when you corrugate the metal in one direction, anneal and rotate the metal diagonally. After corrugating your metal you can crimp the crest tightly to change the shape. Pattern Crimping is when you compress and squeeze a crest tight against itself in a variety of repetitive patters. The picture below shows two pieces of corrugated metal, the larger bottom piece has been folded onto itself and then corrugated. The smaller piece of copper on top has been corrugated and then crimped along the crests.



When corrugating metal there are several things to keep in mind: The metal will reduce in size by 25 to 30%. After corrugating sheet metal make sure to pickle, and then soak in a baking soda bath, then water. Some of the pickle may get stuck in ridges and you should make sure you soak it well. Next make sure it is completely dry before putting the metal in contact with your tools. When soldering corrugated elements the solder will want to flow in a trough so maintain a tight solder joint by whatever means works for you (I suggest using yellow ochre on surfaces you don't want the solder on).

Books we Recommend for further research on this topic:

Foldforming by Charles Lewton-Brain

The Complete Metalsmith by Tim McCreight

Repetitive Micro-Fold Forms Using an Industrial Tube Wringer: Small Scale Applications for Jewelry & Sculpture by Jack Berry

Some of the research from this article came from: www.ganoksin.com

Members Gallery

Please take a moment to check out the member gallery. http://www.ohiojmag.com/member_gallery.htm

As a paid member you are welcome to have your own gallery with up to 4 images and a statement about your work. Also include the contact information you'd like to have on the site.

You can email this information to info@ohiojmag.com.

Ohio JMAG Community Forum

You may have joined the guild but have you taken a look at the forum? It's a great resource and a way to connect with your fellow guild members. There are notices, meeting minutes, different jewelry making topics, show and tell, critiques, events, classes, a buy/sell/trade section, photography, education and more. Please join the forum, feel free to post a new topic and start sharing ideas!

January 2010 Event Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22 Columbus Meeting at Need to Bead 6:30-8:30 PM	23 NEO Guild Meeting at Valerie Heck's 10 am
24/31	25	26	27	28	29	30

February 2010 Event Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13 NEO Guild Meeting at Fairlawn Library 11-1
14	15	16	17 Columbus Meeting at Byzantium	18	19	20
21	22	23	24	25	26	27

28	29					
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This newsletter continues to be a work in progress and we greatly welcome any feedback that will help us make this a quality newsletter. Please send in any comments, funny anecdotes, tips, articles, cartoons and/or information you would like to see/share in future newsletters to Valerie (valerie@vahjewelry.com).

Please forward this to anyone you think would be interested in the Ohio Jewelry and Metal Arts Guild.