



# North Quabbin WOODS

A Project of the New England  
Forestry Foundation

•  
1 East Main Street  
Post Office Box 27  
Orange, MA 01364  
978.544.3332

www.northquabbinwoods.org  
info@northquabbinwoods.org

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Visitor Information  
Artisan Gift Shop  
Local Lumber  
Custom Woodworking

Greetings!

Thank you for your interest in the North Quabbin Woods Arts and Culture Portal and Online Community Calendar. We are very pleased to represent the artists of the area and foster a thriving creative economy for the North Quabbin region.

North Quabbin Woods is the leading resource for promoting visitor information, artisans, and events and is growing every day. We host a visitor information center and artisan gift shop, and publish the North Quabbin Woods Recreation Map and Guide with over 20,000 copies in distribution. We also host a successful web site, [www.northquabbinwoods.org](http://www.northquabbinwoods.org), featuring an online artisan store. In 2007, we received over 40,000 unique visitors, and this year we received over 22,000 unique visitors in June 2008 alone and are now shipping artisan products to locations across the country. We are eager to include you in our promotional efforts.

With your participation in the North Quabbin Woods Arts and Culture Portal and our new Community Web Calendar, your work and related events can be promoted on our web site. Whether you are a visual artist, photographer, fine craftsperson, performing or literary artist, you can opt for a free basic listing or expanded listing with your own full web page at our special introductory price of \$25—a 50% savings from our regular membership price.

**The free basic listing includes:**

- Your name, contact information, and access to the online community calendar (street address, telephone number, and email address)

**The full web page includes:**

- Your name, contact information, and access to the online community calendar (street address, telephone number, and email address)
- Biography
- Three product images with description and specifications
- Hyperlink to your web site (if applicable)
- Online sales\* through our web site, PayPal, credit card, and shipping resources
- Retail sales\* within our highly visible storefront
- Referrals for custom requests\*\*
- Promotion through fairs, festivals, advertising campaigns, and regional brochures.

\* *All products sold within our retail or online store require a 40% commission to North Quabbin Woods.*

\*\**Custom products made through our referral require a 10% commission to North Quabbin Woods.*

Additional information is enclosed for your review. If we can answer any questions or if you are interested in our program, please feel free to contact us at 978.544.3332 or at [members@northquabbinwoods.org](mailto:members@northquabbinwoods.org). We also invite you to visit our retail store and office conveniently located at 1 East Street, downtown Orange, at the intersection of Routes 2A and 122. Hours are Tu-Fri 10am-6pm, Sat 11am-4pm.

Thank you again for your interest—we look forward to working with you!

With best wishes,

Scott Maslansky  
Director, North Quabbin Woods



## Artist Membership Form and Commitment Statement

Artist Name \_\_\_\_\_

Business Name (if applicable) \_\_\_\_\_

Business Address \_\_\_\_\_ Mailing Address (if different) \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_ Web Address \_\_\_\_\_

- I would like to join the North Quabbin Woods Arts & Culture Portal at the following level (see cover letter for details):
  - NQW Free Listing
  - NQW Full Membership \$25\* (Special Introductory Offer at 50% Discount)
- I will lead my business in a direction that complements the “Made in the North Quabbin Woods” vision and will use the North Quabbin Woods logo only on products that complement this vision and as specified in the North Quabbin Regional Identity Guide (available from our office or downloadable from our website).
- I will provide images and/or allow North Quabbin Woods to take photos/video of my products free of charge for use in promotional materials and projects.
- I will participate in up to two brief surveys per year regarding my involvement with North Quabbin Woods.
- I understand that the North Quabbin Woods Project reserves the right to discontinue an artisan membership and use of the North Quabbin Woods brand on products if the business has clearly not worked toward meeting the vision.

Artist/Wood Business Signature \_\_\_\_\_ Date \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_

\*Businesses with 2 or more employees are encouraged to contribute more to the project at their discretion.

**Please make check payable to:** North Quabbin Woods, Post Office Box 27, Orange, MA 01364

< Please submit your check, completed Membership Form, and Artist Questionnaire to the address above.

< Submit a photo of you (preferably at your craft) & at least three product photos (if applicable) to [members@northquabbinwoods.org](mailto:members@northquabbinwoods.org).

**Thank you for your support and participation!**

This project is funded in part by the Massachusetts Cultural Council, a state agency.

**A R T I S A N   Q U E S T I O N N A I R E**

Each North Quabbin Woods artisan is profiled on our organization's web site. Please complete the questionnaire below to help us prepare a meaningful biography to share with customers who would like to learn more about you and your work. Please mail the completed questionnaire along with your NQW membership fee, and signed contract to: North Quabbin Woods, Post Office Box 27, Orange, MA 01364. Please submit a photo of you (preferably while working or performing), and at least three product photos to **members@northquabbinwoods.org**. Thanks so much for your interest and participation!

Name \_\_\_\_\_ Date \_\_\_\_\_

Description of product(s) \_\_\_\_\_

When did you begin making your artisan product? \_\_\_\_\_

What inspired you to create your artwork? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How did you learn your craft? (School/college/self-taught/etc.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What do you like best about creating your artwork? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Where are you from originally? \_\_\_\_\_

How long have you lived in the region? \_\_\_\_\_

What do you like best about living in the area? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Where have you shown/sold/performed your work? \_\_\_\_\_

Do you have any other comments which you would like to share? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## **“Made in the North Quabbin Woods” Vision**

1. Participating artists and manufacturing companies share a commitment to the long-term sustainability of the natural environment and human communities of the North Quabbin region in north central Massachusetts.
2. Artisans and manufacturers exhibit environmental sensitivity by reducing waste through careful design and production, utilizing recycled materials where appropriate, using non-toxic finishes, and selecting energy-efficient machinery and workshop heating and lighting.
3. North Quabbin woodworkers utilize an increasing amount of locally grown and processed hardwood and softwood lumber in their wood products. Other artisans utilize locally sourced materials when possible.
4. Businesses in the North Quabbin Woods region support each other through customer referrals, sharing skills and resources, purchasing local components when possible, and cooperating in joint marketing initiatives as appropriate.
5. Area artisans and manufacturing businesses promote the greater North Quabbin region as a model for communities which conserve and utilize their local natural resource base for developing local products.