

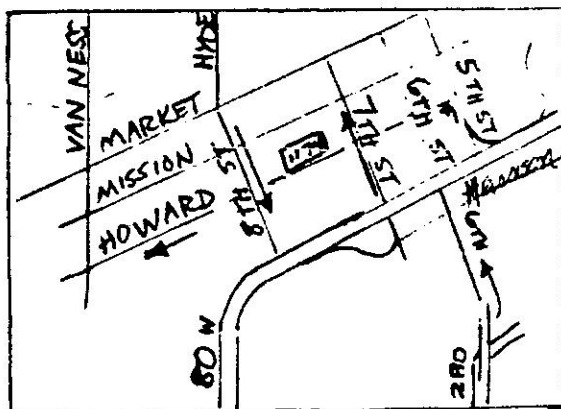
BAY AREA WOODWORKERS ASSOCIATION

January, 1985 - Issue 1, Volume 4 PO Box 421195 San Francisco, California 94142

The General Meeting for January will be on the 17th at 7:30 PM. Our host for the first meeting of the new year will be Gary Carter in his San Francisco shop at 1174 Howard, between Seventh and Eight streets, two blocks south of Market. There was some talk at the Executive Committee meeting of really trying to start the meeting at 7:30, probably with a discussion of possibilities for BAWA members to exhibit their work in a group show or with other organizations in a cooperative venture. (For more on show opportunities see following articles in this issue). The agenda for the evening will feature BAWA member Bob Newhall giving a presentation on drawing as it relates to shop and presentation drawings. Bob is schooled in architecture and has previously given the group an enlightening discussion of quick perspective drawing. Members are encouraged to bring drawing materials to follow along with Bob's talk. Also a spinoff is planned around using models in the design and construction process, so please bring interesting models which you may have.

Directions: From the East Bay - cross the Bay Bridge; take the 5th St. exit north to Howard; left $2\frac{1}{2}$ blocks to 1174. From Southern San Francisco; exit at 7th St.; north 3 blocks to Howard; left $\frac{1}{2}$ block. From 280 North, take the 6th St. exit to Howard; turn left $1\frac{1}{2}$ blocks. Phone is 621-3054

1174 Howard



WORKING WITH WOOD SHOW: Ron Ashby in Mendocino has announced that there will be a 3,800 square foot exhibit of furniture at the Feb. 22-24th American Working with Wood Show at the San Mateo Fairgrounds at the intersection of Highways 101 and 92. Lights, carpeting, security, and insurance will be provided for this last minute, but free, display.

There will be an extensive publicity effort for the show and passes will be provided to the woodworkers who participate. For additional information Ron can be reached at (707) 937-0375. Please call after 5 PM. His address is P.O. Box 43, Albion, CA 95410. The Working with Wood show has a new, and hopefully, responsible promoter. A volunteer to coordinate BAWA'S part in this event would be welcome. Call Dick Taylor at 846-3647.

EXHIBIT RESCHEDULED: The group exhibition of furniture scheduled for February at the GLOVER/ZABORNY GALLERY will be held later in the year. The gallery is at 537 Andover St. in San Francisco.

"What is the mark of good design? A designer creates atmosphere, mood, wholeness, joy."

"The Cotton Box", Tetta Kannel in Look at Finland, February, 1984, p. 35.

407 Wood Shop CVHS

MAKING IT: Last Oct. 13, the Baulines Craftsman's Guild presented a symposium they called "Making It". The mixed program of talks, audio-visual and slide shows, and panel discussions revolved around the question asked by most independent craftspersons: "How do I achieve social, financial, and personal success with my work?". Of particular interest to woodworkers were the comments of Wendell Castle. Clearly by any measure of "making it" Castle is in stratospheric surroundings, yet he spoke of feeling that he hadn't necessarily "made it" as he is constantly re-examining and revising his goals. As his slide show demonstrated, the whole style and nature of his work has changed dramatically as his convictions and ideas about his art have been redefined. Wendell's talk was filled with important and helpful ideas useful to any aspiring woodworker. Here is a condensed list of his advice.

- Constantly re-examine your workgoals and set higher ones as they are necessary.
- Gallery people know market values better than woodworkers do. If they are not earning their commissions, try different places; one might sell your work better than another.
- Uncompromised, hence expensive work can sell. If a piece doesn't sell, never lower the price and discount yourself. Often, raising the price will make it more attractive to a different class of buyers. (A case in point was the sycamore and ebony secretary, [made by Castle in FWW#31], which didn't sell in Rochester NY for \$45,000, and DID sell for \$75,000 in NYC!).
- Just because you can mass-produce a quality item for a good price, doesn't mean that people will buy it.
- Take advantage of any and all publicity which will increase your exposure -- news stories, events and calendar listings, interviews etc. The "Snowball" theory of publicity is to use one event to develop recognition in other sources.
- Be prepared to wait a long time for any publicity to show its value.
- Dark furniture generally sells better than light.

(excerpted from an article in Santa Cruz Woodworkers Association News by Sandor Nagyszalanczy) Thanks Sandor!

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MARKET WEEK: Market week for the furniture and accessory showrooms will be opening on Saturday, January 26th at 1 PM and continue through Thursday. Hours are 9 AM to 6 PM.

The promotional activities during the week feature the new items in 300 showrooms in the thirteen block Showplace Square area, centered on Kansas and Townsend streets in San Francisco.

Several free lectures "open to the trade" are scheduled:

"How to Turn Public Space into Personal Space"

Presented by Michael Bedner, senior partner of Hirsch/Bedner, who has recently designed hotel interiors in China, Hawaii, and San Francisco. At The Galleria, 9 AM Monday Jan. 25th.

"Merchandising in the '80s"

Hear about the sizzle that sells furniture from one of the bright young pros of the business, Richard Rusnak, president of Russell's Fine Furniture in San Jose. 9 AM Tues. Jan. 29th in the Redwood Room, the Concourse, 8th and Brannan Streets.

"Personal Space, The Behavioral Basis of Design"

Presented by Dr. Robert Sommer, Chairperson of the Psychology Department at U.C. Davis. Psychological intimacy, spatial territories, audience density. Learn from the author of Personal Space, how design affects behavior. 9 AM Wed. Jan. 30th, The Galleria.

"INTIMATE STRUCTURES": Furniture designed and constructed by Gail Fredell Smith and Edward Gottesman will be on exhibit and for sale at the Elaine Potter Gallery, 336 Hayes Street, S.F., from Jan. 22 to March 2nd. "Intimate Structures", co-curated by Norman Peterson will present twenty new furniture pieces by these two Bay Area designer/makers.

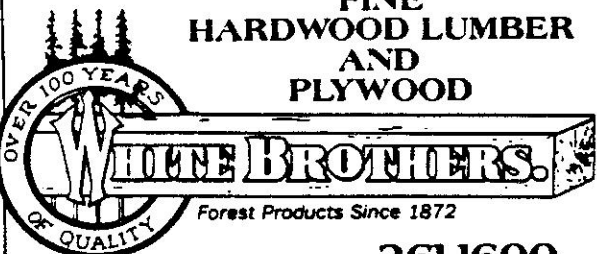
An opening reception will be held on Jan. 24th in the early evening. For info call 431-8511.

Four room settings have been designed to feature the handcrafted furniture; an entry hall, a living area, a dining room, and an office. Then exhibition will also feature accent pieces in glass, fiber, ceramic and wood by Ann Morhsuser, Jean Otis, David Rible, Christine Robbins, Merryll Saylan, and Hap Sakwa, who have been invited to create specific pieces to compliment the furniture.

Carolyn and John Grew-Sheridan have just completed an exhibit of their work at LOS ROBLES GALLERY, 187 Hamilton in Palo Alto. The gallery has been rebuilt and Milt Seich now has a generous, museum-quality display hall.

ARTISAN'S GUILD STORE: A notice in the Mendocino Woodworkers Association newsletter from Clyde Jones notifies us that as of March 1, Artisan's Guild Store will open a new gallery next door to their current location, a newly renovated 3800 square foot space. They are reviewing one-of-a-kind and production items for inclusion in the new space. If you are interested you can contact Clyde Jones at (707) 937-5300 or (707) 937-5105.

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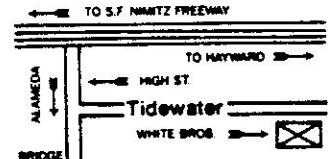


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THE DECEMBER MEETING presentation on Bidding was thorough and well received. Before the presentation began the new Executive committee was organized in our to-be-expected manner: no one volunteered to take the Chair position from Dick Taylor, though Don Dupont expressed an interest in the July to December term. We'll remember in June, Don. Kirk Beck is assuming a lot of the newsletter responsibilities from John G-S. and Bob Greenberg. Praise to Bob is in order for his many efforts towards newsletters past.

The panel discussion on Bidding was entrusted to Gary Carter and Lewis Buchner, who each priced a fourteen foot Oak kitchen unit and a Hepplewhite chest from Fine Woodworking. Independently they came to within \$9.00 of each other for the kitchen unit.

Gary said that he has never had any luck with bidding formulas but prefers to break down a bid into the steps or processes of construction. He considers the layout and the design; the cuts and the clamping. He believes that there aren't any right or wrong bids. How you calculate will, however, be influenced by whether you want the job and if you feel good about doing the piece of work. Gary's figure for the Oak cabinet was \$2,920, installed.

Lewis Buchner said that he wouldn't ordinarily bid on the face-framed residential unit because he specializes in the high end commercial jobs. But if he did he would start with a \$60 per running foot charge for the lower unit and a \$50 per foot figure for the uppers. There would be other charges for the Oak, the drawers, doors, etc. His bid was \$2,911.

Lewis emphasized that control over the finishing is essential. Gary also supervises the finishing of their work, which is done by Ray Robinson, who has a separate business in 1174 Howard St.

When they were asked about drawer construction Lewis said that he used a loose front on a lock-mitre box and Gary replied that he and partner Ken Rose preferred a grooved front with the sides glued and nailed. He added that they have never had a drawer fail.

Both speakers agreed with Philo Bemis, who suggested that experience in the field can be an important asset when calculating bids. He gave as an example the estimator who carefully checks the materials, labor, and shop time, goes out to lunch which will include a drink or two to steady the nerves, and then returns to make an educated "guess".

Because the woodworker will have to deal with designers and decorators who, on occasion, may not be able to design or draw, it was emphasized by both speakers that shop drawings be approved by the customer and that all changes be for time and materials if bids have already been accepted. One should try to be protective and persuasive with one's customers. A formal proposal and signed contract is always a good idea.

Lewis said that 40 percent of his bids are accepted, but he thinks that a one third rate would be better, though he has hesitated to raise his bids because commercial work is very competitive now. Gary has 25 to 30 percent accepted. He also does a lot of repeat "trust" business that is billed on an hourly rate. Payment is 50/50, half when ordered, half when delivered. Lewis arranges progress payments.

The Hepplewhite chest of drawers produced a stronger response. Gary thought that most customers would first look to Henredon and Thomasville for an affordable reproduction piece, after all there appear to be over 100 dovetails to cut. But if someone wanted a variation of a traditional item he usually discovers that what they really are after is a "look" that a nearly stage set piece will provide. Consequently, he would give them a chest for \$4,715. \$1000 of that price is for finishing. A more accurate copy of the magazine's item would go for 8 to 10 thousand. Lewis's first price under the same qualifications was \$4,300.

Gary at the end of the discussion commented on how difficult it is to make a living in the field. There always seems to be much too much hand work that no one will pay for. Lewis agreed and added that what often saves us is that we become more proficient and that processes become more familiar. Gary answered that that was hopefully true but that he didn't want to become bored in the shop and that his limit was five of any one item.

Certainly no one in the attentive audience was bored. The meeting was held at Rosewood Tool in Berkeley. One nice change was that the hosts provided (as did Bob Greenberg in November) plenty of rented folding chairs for the comfort of the members.

John Grew-Sheridan

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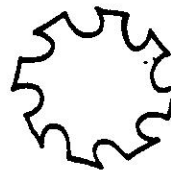
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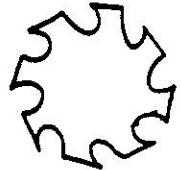
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BAWA DATA

The Bay Area Woodworkers' Association is an organization of woodworkers who have banded together to promote woodworking in both technical and aesthetic directions. This newsletter is a monthly publication intended to serve as a communications vehicle and a source directory for the membership of this Association.

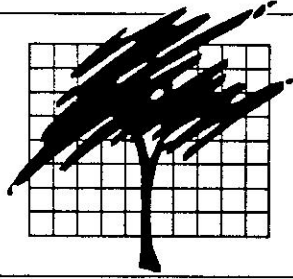
Membership dues are \$30/year, for which any member may participate fully in the Association, in accordance with the guidelines set forth in the By-Laws. This includes voting power on any issue brought before the membership for a vote, notification of the monthly shop talks and demonstrations put on by the Association, receipt of this newsletter each month, and privilege of participation in any special discount programs sponsored by local businesses in conjunction with this Association.

Checks for membership dues may be made out to the Bay Area Woodworkers' Association and sent to P.O. Box 421195, San Francisco, CA 94142. Membership cards will be issued to all members in good standing.

Copies of the By-Laws are available at all monthly meetings, or can be requested by mail.

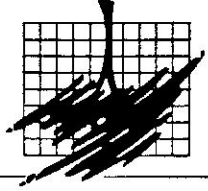
The monthly shop talks and demonstrations are held on the third Thursday of each month at 7:30 p.m., at a location announced both in the newsletter and at the previous meeting.

The monthly executive committee meetings are held on the fourth Thursday of every month, and are open to any interested members. To arrange attendance, contact any member of the executive committee by telephone or the address given above.



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