



Plied, Dyed & Woven

An Artisan Sale by the Weavers Guild of Minnesota

Artist Guidelines

Dates & Hours: **Friday October 15, 2021: 10am to 7pm**
Saturday, October 16, 2021: 10am to 5pm

Sale Location: **Minnesota State Fairgrounds**
History & Heritage Center
1841 W. Dan Patch Ave.
St Paul, Minnesota

Hosted by the Weavers Guild of Minnesota, the largest weaving guild in the country. Our mission: to preserve and advance the arts of weaving, spinning, and dyeing.

Overview: The Plied, Dyed & Woven (PDW) Artisan Sale is a two-day sale of goods created by members of the Weavers Guild of Minnesota. The PDW Sale offers all guild members the chance to sell their handspun, hand dyed and handwoven goods. There is a low fee to participate, with all participating artists volunteering in key roles to ensure the event's success.

Among American weaving and spinning guilds, there is a long tradition of hosting an annual event where members have an opportunity to sell their work. We welcome all members, from the new and occasional practitioners to professionals.

The sale is a benefit to both the members and to the guild. As a member, it is a chance to show and sell your work while getting to know other members in a new way. For the Weavers Guild of Minnesota, the sale brings spinning, dyeing, and weaving to life for our shoppers and leads to interest from new learners.

The PDW Artisan Sale is a community event where all are welcome. We are excited to continue this Guild tradition and hope you will join us as we come together to celebrate and share our love of spinning, dyeing and weaving.

Summary of How to Participate:

1. You must be a current member of the Weavers Guild of Minnesota at the time of registration.
 2. Register and pay your participation fee by the deadline.
 3. Artists receive 74% of their sales total; 26% of the sales will be retained by WGM. Artists will receive a check for their sales within 30 days of the sale.
 4. Sign up for and complete your required volunteer shifts.
 5. Follow the guidelines for item entry; items outside the guidelines will not be accepted.
 6. Label your items, following the sale guidelines.
 7. Participate and share in our collective marketing efforts.
 8. Join us for a successful sale!
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Participation Details:

1. Membership: You must be a current member of the Weavers Guild of Minnesota at the time of registration. Membership is open to anyone interested in spinning, dyeing or weaving.

<https://www.weaversguildmn.org/membership>

2. Registration and Entry Fees:

- \$25 for first time participants
- \$40 for artists who have participated in past Fiber Fair sales registering before September 15.
- \$60 for artists registering between September 16 to October 1. Entries after October 1 will only be permitted at the discretion of the PDW chair.
- All entry fees are non-refundable and non-transferable.
- [To register, click here](#)

3. Artist Compensation

Artists receive compensation at the rate of 74% of their total sales. The amount does not change based on how many sales the artist has. The 74% does not include sales tax collected on your items, as WGM collects sales tax at time of sale and submits to MN Revenue on your behalf. WGM retains 26% to defray the costs of the event, including space and equipment rental, marketing, staff time, insurance, and setup.

WGM will pay artists by check within 30 days of the end of the sale. Bring a self-addressed stamped envelope with you when you check in or you will be assessed a \$2 fee to defray the volunteer cost of processing your payment.

4. Volunteer requirement

Volunteers are a vital part of PDW. The Artisan Sale relies on the efforts of many, including a team of members who lead the event from conception to finish. This year's chair is Cathie Mayr, who has an extensive background in retail management and project / event planning. She is joined by member volunteers who lead 11 other strategic areas of the sale. Madeleine Philpott is this year's PDW Volunteer chair. Without the volunteer efforts of all the artists, the sale would be prohibitively expensive to produce.

PDW participants are required to complete two volunteer shifts. Volunteers will be necessary before the actual sale, during the sale, and after the sale in a variety of areas.

- Shifts may be staffed by you or your designated alternate.
- Participants aged 70 and over may opt to complete one volunteer shift instead of two as required for other sellers. Please notify the PDW Volunteer chair if you meet this requirement.
- If you are unable to work a shift you committed to, you must find your own replacement. As with all WGM programs, reasonable accommodation will be made for individuals with disabilities; please contact the PDW Volunteer chair.
- More info about the volunteer effort is listed on the signup sheet.
- Sign up for your volunteer shifts. The earlier you sign up for your volunteer shifts, the more likely you are to get your preferred dates and activities. **The volunteer signup sheet will be available August 1.**

5. Item requirements

The sale showcases the mission of the guild: Preserving and advancing the arts of spinning, dyeing and weaving. The event title reflects the types of objects that will be for sale: Plied (hand spun), Dyed (hand dyed) and Woven (hand woven) goods. We are proud to showcase the unique skills, techniques, and knowledge our guild teaches and shares.

We welcome items made by beginners to experts in the arts of spinning, dyeing and weaving. Bring items you are proud of and which the Guild will be proud to show.

Each item must have been executed by the entrant. All items for sale must meet the event and item requirements. Items that fall outside these broad standards will not be accepted. To see a listing of the types of items included in our sale [click here](#). The Registration committee chair, Brenda Andrewson (brendaandrewson@outlook.com), can answer your questions.

6. Labeling and inventorying your items for sale

At PDW, artists price their own objects, which are then sold through a collective checkout system. Participants do not need to handle their own transactions, collect sales tax, provide change, or give receipts. Selling collectively is a huge benefit of pooling our resources.

Because sales transactions are handled by our artist volunteers, we require artists to label their items in a specific way to ensure accuracy in sales records.

6a. Item Tag & Labeling Information

- **NEW: Tagging your Items:** Each item to be sold must have **one** PDW sales tag attached. All sellers use the same sales tag format to provide an easier experience for checkout volunteers. **A new tag has been developed for 2021.**
 - Sales tags are available at WGM. You may also download the sales tags (and print them on white cardstock). **Available August 1.**
 - Do not design your own sales tags. Do not include any information for the purchaser; sales tags will be collected at the register and kept for our records.
- **Artist number:** You will be provided with an artist number upon registration. Please do not assume that your number will be the same as in previous years. This is to help us track sales and confirm purchases.
- **Item numbers** must be numeric only: no letters. Please number your items consecutively (1,2,3...). Each item number must correspond to your itemized sales sheet.
- **NEW: Category ID:** List the item Category ID # (such as P-02 for Hand Plied Yarn, or W-01 for Handwoven Kitchen (includes towels, etc)) from the [PDW Sales Categories list](#). This information is used to summarize

sales results and ensures that the item is merchandised together with similar items. It may also help guide the buyer.

- **Price:** All sellers set their own prices. Pricing guidelines can be found here. **Available after August 1.** No tags with crossed-out prices will be accepted, even if initialled by the artist. This is to protect the artist at checkout.
- **Tax:** Mark if your item is **taxable or non-taxable** on each sales tag.
 - Refer to the [Minnesota Revenue Sales Tax Fact Sheet](#) to determine what items are taxable or non-taxable.
 - Common taxable items include towels, rugs, wall hangings, table linens, handbags, jewelry, and blankets.
 - Common non-taxable items include wearables, such as scarves, bibs, hats, mittens, socks, shawls, and jackets. Yarn and roving should be labeled as non-taxable.
- **NEW: The Federal Trade Commission requires labels identifying fiber content and care be permanently sewn into your items.** Most items sold at this event will require these labels. See these FTC publications.
 - [THREADING YOUR WAY THROUGH THE LABELING REQUIREMENTS UNDER THE TEXTILE AND WOOL ACTS](#)
 - [CLOTHES CAPTIONING: COMPLYING WITH THE CARE LABELING RULE](#)

6 b. How to TAG & LABEL your items

- All items **must be tagged prior to check-in.**
- Fill out the PDW sales tag completely.
- Attach the tag securely. Items that are separated from their sales tags will be removed from the sales floor and be unavailable for sale.
- **Sew fiber content and care labels to your items, as required by law.** Most items sold at this event will require these labels.
 - [THREADING YOUR WAY THROUGH THE LABELING REQUIREMENTS UNDER THE TEXTILE AND WOOL ACTS](#)
 - [CLOTHES CAPTIONING: COMPLYING WITH THE CARE LABELING RULE](#)
- Artists are encouraged to include product care labeling on other items on a personal/business card or via another tag. Do not use the back of the sales tag, as it will not be given to the purchaser

6 c. Sales Inventory Sheets

- Each seller must complete a sales inventory sheet prior to check-in
- Use WGM's downloadable Sales Inventory Sheet, found here. **Available August 1.**
 - *Preferred:* Use this electronically fillable form to key-enter your items. Use additional pages as needed
 - *Alternate method:* Hand write each item on its own line. Attach additional pages as needed. *Please write legibly and in ink if printing by hand.*
- Number items consecutively; do not use letters
- Keep a copy of the sales inventory sheet for your records

7. Item check-in and check-out

Check In: Wednesday, October 13, 2021
12pm-7pm at the MSF History and Heritage Center

- Your items MUST be tagged (Sales tag & FTC label if required) and recorded properly on your **sales inventory sheets** before you check-in.
- Artists must leave all their sales items during check-in.
- No items will be accepted after check-in closes.

Check Out: Sunday, October 17, 2021
10am-2pm, at the MSF History and Heritage Center

All artists must pick up their unsold items on Sunday following the sale. Artists will go through the checkout procedures. There will be no early pick up on Saturday. All items must be removed from The History and Heritage Center **by 2 pm Sunday.**

8. Event Marketing

As a guild event by and for members, the participants of the sale must take an active role in marketing the event. This will help ensure the event's success for everyone involved. This may include sharing the Facebook event, posting images of your work on Instagram and tagging the sale, inviting your friends and family to attend through your artist email list, or sending direct invites to your supporters. The PDW Marketing committee will give specific direction on how you can help spread the word as the event approaches.

The PDW marketing committee/WGM will also budget for a limited amount of advertising and marketing. This includes social media ads, and local events notices placement. Flyers will be printed and distributed at WGM's MN State Fair demonstration booth.

Photography: We would appreciate high resolution photos of your work for promotional purposes. Our marketing team will reach out to you with specifics regarding this in the near future.

Business Cards: Artists are strongly encouraged to attach business cards to their items for sale. (Avery and other brands of Business Card cardstock clean-edge-perforated sheets are available at most office supply retailers for InkJet and Laser printers).

Registration : PDW 2021 Registration Chair, Brenda Andrewson,
brendaandrewson@outlook.com

Volunteers: PDW 2021 Volunteer Chair, Madeleine Philpott,
mtphilpott@centurylink.net

Other Questions: PDW 2021 Chair, Cathie Mayr, catmayr@yahoo.com

Thanks for your interest in PDW. We will see you in October at The Minnesota State Fair Historical Building!