

# Northwest Corner Woodworkers Association

, 2003

**Next Meeting: Nick Van's Shop 10/07/03 7:00 pm SHARP!**  
24 South Jack's Pass Court, Camano Island, 98282  
(360)387-4174

**Notice: The Resources trip on 10/4/03 has been canceled! Refunds will be at the next meeting.**

### **Directions to Nick's shop:**

Please find Stanwood, either via the Pioneer Highway or Interstate Highway 5, and then west on Washington Highway 532. Travel west on Highway 532 to Camano Island and proceed south on East Camano Drive to Camano Hill Road. Take Camano Hill Road 1/2 mile to Camano Hills (Glacier Peak Drive), turn right and proceed through the gate. The first right turn after passing through the gate is Jacks Pass Court. We're the third house on your left. Please park on the street (Our program guest, Bob Doop (chairs), Tom Chartier (library) and Ed Pysner (raffle) - please drive up the driveway to park so you can off load the meeting goodies). Please try to arrive before 7:00pm as the gate closes at that time. If you arrive after 7:00pm, please use the gate call station and follow the instructions.

### **Secretary's Report:**

#### **Meeting of NWCA 2 Sept 03**

Meeting called to order at 1900.

Treasury report there is \$1700 in the treasury (I am getting a new Jointer so it will be lower)

There were no new members in attendance.

The next few meeting were discussed the locations will be October will be at Nick Vans shop (as long as it is warm) please be there a little early because the security gate closes promptly at 1900.

November meeting will be Arts Alive.

Decembers meeting will be at Julian Lees shop in Anacortes please get your Tips and Tricks for the Router to Bob Doop.

A committee was formed to select next year's officers, by selecting the Past President Gary Hollman, Current President Nick Van and two members at large (not large members). The two additional members are James Haddock and Val Matthews with Rick Anderson as the runner up.

There was no activities report.

President's notes. Arts Alive please do not forget your Bird Houses or Feeders all proceeds go to the Guild. There will be prizes awarded for, First, Second and Third place Bird Houses and Feeders. Rick Anderson has cedar if anyone needs it (it will only cost you 10% if you win). There will be an educational workshop on the use of Routers in October; the date to be determined. It will be held at Gary Hollmans shop, please bring your own Router and bits (a list will be given out before the workshop).

Liberians note. If you have a Book or Video out please return it. He is working on a complete list of books and videos available for checking out.

Arts Alive note. Please sign up if you are going to display or sell anything, along with any days you may be able to work as a cashier or floorwalker. We need volunteers to man the sharpen Demo on Saturday and Sunday. The times for the show are from 10 AM to 6 PM on Saturday and Sunday.

Bring and Brag. Ron Grant brought a Segmented Hollow form along with a Sand Blasted Hollow form. Gary Wevers displayed a Scroll Sawn western picture scene. Jim Murphy showed two large salad bowls made from reclaimed urban lumber one from Spalted Maple and the from Popular he also brought in two jewelry boxes made from the same Spalted Maple.

Rick Anderson gave the presentation of the night.

Rick has been self-employed for eleven years now doing woodworking. Rick grew up around wood working his

Grandfather was a Danish craftsman who worked wood well into his eighties. Rick wished he had learned more from his Grandfather, as we all do. He did the typical four years of wood shop in high school then went on to earn his Industrial Design Degree at Western. After he finished schooling he got involved in the boat building industry until the early 1990's when it started to take a turn for the worse. He played in supermarket development for a few years but longed for the smell of saw dust. In 1992 he started working on a focused marketing system. One thing his I.D. education taught him was the importance of designing a product to fit a market need, marketing by design. He started out with a long list of ideas but kept bouncing back to Arbors and Trellises. After researching the market and finding mostly low cost and quality arbors and the occasional very high dollar ones, Rick figured he could make a mid range product with good quality and good price points. He focused on customer direct sales. With this approach he needed to have an easy way to dis-assemble and then a customer re-assemble the product, along with a customer friendly means of shipping, and adaptability to custom sizes and design. Along with premade arbors and trellises Rick offers DIY plans and instructions, he can ship any or all the parts pre-cut for ease of use. Along with the wooden units he subcontracts copper and iron units, which are drop shipped to the customer's house.

Marketing approach: Experience in a vacuum formed plastics business proved that 70% of profits came from the direct to customer sales of 30%. Keeping it simple he offered one price to the homeowner or the trade. Advertising in gardening enthusiast magazines, some direct mailings to the trade, keeping the same look across the years with the same 800 number, and making it easy for people to get ahold of you, has made his business grow. With the advent of the Internet and a little wheeling and dealing Rick got himself a website. With a little blind luck the name of the site ([www.gardenarches.com](http://www.gardenarches.com)) pops up on the first page of the major search engines. On the website customer can find full color displays of his work along with descriptions and ideas. You must drive people to the website by getting your address out there, on your truck, business cards, ads in magazines, letterheads, and tattooed to your forehead.

Conclusion. Though somewhat seasonal he has been very fortunate to have never been without some backlog. Even though the products are not rocket science Rick stays focused to maintain his competitiveness in the market. It is not an easy way to make a living but when you get up and look forward to going to work it makes all the difference in the world.

### NCWA Transportation by Chartered Bus to the *Northwest's Annual National Woodworking Show* Tacoma Dome, Sunday, October 19, 2003

Ride relaxed in the comfort of a chartered bus to the biggest woodworkers' show in the Northwest. This year's event has been moved to the Tacoma Dome. Spend the day with hundreds

of vendors as they demonstrate and exhibit new tools, methods, and materials. Demos and seminars will be featured from 10 a.m. until the three-day show closes in the late afternoon. Club members will have approximately 5 hours to see the exhibits, hear from the experts, and make purchases at attractive "end of show prices." Spouses and guests are welcome, too. Woodcraft's only participation this year will be as a partner in the DeWalt booth.

The charter bus will leave the Mount Vernon Lowe's parking lot (Southeast corner) at 8 a.m. Sunday and make a passenger pick-up stop in Arlington (Denney's Restaurant) approximately 15 minutes later. Relax and leave the driving, traffic, and parking to someone else. Bus fares are only \$30 per person. The bus is equipped with a large lower deck cargo space, comfortable reclining seats, a private head, and air-conditioned climate. We will return to Mount Vernon at approximately 5 p.m.

Make your plans now to phone or mail your reservations to Laura Matthews or me. Checks, made out to "NCWA Woodworking Show Trip" should be received at least three days prior to departure, unless other arrangements have been made and approved by the Tour Committee. This will be the final charter bus tour of the year sponsored by your Club. You can call in your reservations to me at 360.466.3908 or Email to [outtathe-woods@valleyint.com](mailto:outtathe-woods@valleyint.com). To reach Laura, phone 360.757.7730. Address your fares payment to Laura Matthews at 7550 Ershig Road, Bow, WA 98232. Members of the NWWA Woodturners Association are cordially invited to join us for the day.

The following individuals made reservations at the August picnic: Ed Pysher (2), Herman Ehrlich, Ray McInnes (2?), Nick Van (2), Judy Hemenway (2), Steve Intveld, Dave Solie (2), Bob Doop, and Jay Geisel.

Jay Geisel,  
Tours Chairman

#### **Internet links from Ray McInnes:**

An index to published magazine articles.:  
[http://www.rickswoodshopcreations.com/Index/Online\\_Magazine\\_Index.asp](http://www.rickswoodshopcreations.com/Index/Online_Magazine_Index.asp)

Toolseeker (<http://www.toolseeker.com/>) is a well-run site that does a very good job of having up-to-date information on dozens of woodworking tool categories, from table saws to cordless drills and more. All the major manufacturers are represented, and Toolseeker also checks the Internet for an overview of the cost of the tool from more than one source.

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> As if that weren't enough, the site offers a compare-and-contrast feature that allows you to pull up half-a-dozen different tools side-by-side to compare their features. They also have on-line reviews from major magazines (including Popular

Woodworking, naturally), information on sales and rebates and links to other worthy woodworking sites.

All this and they're not trying to sell you anything. In fact, you can't buy anything on the site. They'll provide links to places you can buy the tools, but the banner ads are so subtle that they're never in the way.



**Vice President, Rick Anderson discussing his business and marketing methods.**

**Notice regarding the upcoming Router Workshop!**

Due to scheduling conflicts, the router workshop originally planned for October has been postponed. The workshop will take place at 9:00 a.m. on Saturday, November 15, at Gary Holloman's shop in Sedro Woolley. The board of directors has decided that the club will pay all expenses, there will be no additional fee for members and no class size limitations. There will be instruction from Paul Johnson, Gary Holloman and I, but will otherwise be a sharing of knowledge between members. It is intended that there be plenty of hands on for everyone, so bring your routers, bits, jigs and scraps of wood to play with. The workshop will last at least three hours and perhaps continue on after lunch if there is enough interest.

Val Matthews



**Two Hollow Forms by Ron Grant**

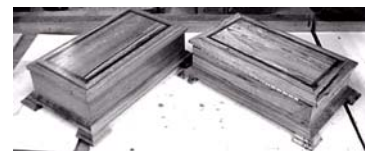


**Salad Set of Spalted Maple by Jim Murphy.**



**Poplar salad bowl by Jim Murphy.**

**Don't forget "bring or Brag", We all do something unique or have something that others would enjoy seeing.**



**A pair of jewelry boxes by Jim Murphy.**

**For Sale**

For Sale at 1/2 new purchase cost, Appolo HVLP spay set up .2 qt pressure pot with 2 regulators and gauges, 6' fluid and air lines, cup yoke and gun assembly and complete set of Nozzles and air caps allowing capability of spaying all sprayable coatings. \$ 400. firm. contact Julian Lee (360) 299-2900 or julianengrep@earthlink.net.

**Jake Strauss**

Kiln dried NW Washington hardwood lumber. (Sales by appointment only)  
6389 North Star Rd.  
Ferndale, WA 98248  
(360)384-3948

The NCWA was formed to promote high standards in woodworking, woodworking education, and show casing local woodworking. The NCWA is open to all interested woodworkers.. Dues are \$30 per year, payable to NCWA, 5268 Island View Way Bow, WA. 98232. Newsletter submissions are welcomed and are due by the 18th of the month to NCWA Newsletter, 925 South Hills Dr. Bellingham, WA., 98229.or call (360) 734-9473, or Email, [tc1376gp@aol.com](mailto:tc1376gp@aol.com). Meetings are held on the first Tuesday of each month at 7:00 P.M. Location is announced in the newsletter .

### 2003 Officers and Committee Chairs:

President	Nick Van	(360) 387-4174	Education:	Val Matthews
VP	Rick Anderson	(360)-398-1587	Public shows/exhibits:	Phil Choquette
Sec.	Jay Geisel	(360) 466-3908	Club Projects	Gary Holloman
Treas.	Ed Pysher	(360) 766-0136	Historian	Ray McInnes
Library	Tom Chartier	(360) 734-9473	Roster	Larry Tomovick
Programs	Bob Doop	(360) 293-4522	Membership cards	Vern Tator
Editor	Tom Chartier	(360) 734-9473		

**NCWA Newsletter**  
 925 South Hills Dr  
 Bellingham WA. 98229

