

Artisans Quarterly Review

2009 Opening Quarter

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ERIC'S WELCOME TO 2009

As we say goodbye to 2008, we thought it would be appropriate to summarize the year and greet 2009 with feature articles and announcements. Artisans is one of the nation's premier restoration shops, and a renowned carving studio. Not to mention, our [New Wave Gothic](#) furniture line is now known nationwide. We're proud of our achievements and we plan to continue to build on this foundation concentrating our focus on what brings the best results and satisfaction.

I am dedicating this edition to the future of Artisans of the Valley, artists and craftsman everywhere, and to our community of clients and affiliates. I can't be definitive about every aspect of our future, but I can commit unbridled tenacity focused towards achieving our objectives regardless of the obstacles.

DEC 15TH IS "MADE IN NJ DAY"

One December morning Eric, Teri, Stan, Cindy, and Henry walked into the New Jersey State House. Either this is the opening line to a joke, or Artisans represented our state's business interests to the combined membership of the New Jersey State Senate, House, and Governor's Office. Our participation in this event is the first example of how we intend to tread, tenacity doesn't tip-toe! Artisans will position ourselves as an organization where our voice is heard. It is imperative to the future of business, large manufacturers and small business alike, that our needs be addressed by our local, state, and federal governments.

Business is often hindered by government intervention while on the contrary being deprived of legislation of great benefit. The actions of government negatively impacts daily business ranging from annoying and time consuming policies for business vehicle registration at NJDMV, to obscure and discriminatory legislation restricting landlords from managing their properties, to far more complex problems surrounding property taxes, health care, and labor relations.

Artisans was selected by [The New Jersey Business and Industry Association](#), an organization chartered to represent the interests of NJ's corporations, service providers, and small business to provide information, services and advocacy for its 22,500 member companies in order to build a more prosperous New Jersey to represent our state's industry for their annual ["Made in NJ Day."](#)

We leveraged our opportunity to meet and interact with Governor Corzine, Treasurer R. David Rousseau, and NJ's legislature. We showed the legislature what NJ's small businesses can do, and laid out the need for the respect and support of our state government, not to mention a few subtle reminders indicating we are a valuable voting resource.

Left Eric with Senate President Richard J. Codey & NJBIA President Phillip Kirshner



Artisans Shown with NJ State Treasurer R. David Rousseau



Above Top Far Right Frank Robinson, First Vice President, NJBIA with Stan
Above Right Assemblyman John Rooney with Teri

MARKETING STRATEGIES – 2009 AND BEYOND

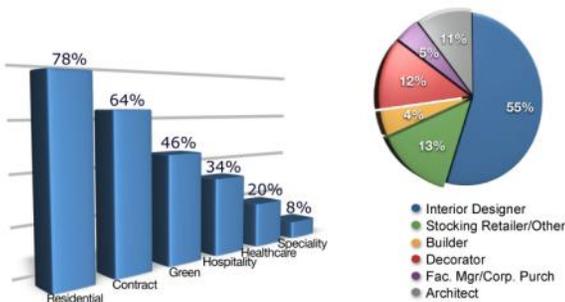
Artisans of the Valley: A world recognized premier custom furniture, woodcarving, sculpture, and antique restoration studio.

Artisans has built our reputation and developed our client base through various common marketing techniques. Our ever-expanding website has obviously been a great success. Our [Mini-Portfolio](#) has earned its keep within the first year; the PDF version attracts over 500 downloads every month! Artisans Quarterly Review broadcasts to 2090 subscribers and is gaining daily attention through search engines and now on www.slideshare.net. Beyond just overall exposure, Artisans Quarterly provides a forum to convey the stories behind the artists. We've acquired numerous new clients through referrals, and we are introducing a new referral program to further enhance our existing client relationships as a lead source. We also develop new relationships through our historic projects and educational services, and through various designers and contractors.

Maslow designates self-actualization as the pinnacle of a cognizant creature's hierarchy of needs. In our case, artistic recognition is the tip of the pyramid. Artisans has broken into this level with our custom furniture, restorations, woodcarving, and sculpture. It is our primary objective to leverage this venue, and utilize all available resources, to expand on our artistic recognition. Why are we pushing this hard and what's enough? Well, the world market is changing and although Artisans is evolving further into our unique niche, surviving as artists requires far more than talent. Survival is dependent on marketing our specific skills to the most qualified target market. This is where TODL fits into our plot for world domination.

TRADE ONLY DESIGN LIBRARY (TODL)

Artisans of the Valley proudly announces our entrance into www.todl.com. Established in 1997, [TODL](#) provides interior designers (44,000+ at last count) with a fully indexed online product library. The database profiles hundreds of thousands of residential, contract, hospitality and healthcare products from over 1,000 manufacturers and artists. Top-rated design firms and professional buyers utilize this venue for project research on a daily basis.



[TODL](#) is a transaction catalyst, that is to say they are not the direct buyer or client, nor does their profile fit anything within conventional media marketing. This is no traditional work order generator; this system is designed to forge long term business relationships. Manufacturers and artists provide product and service profiles known as specifications. Designers, buyers, builders, architects, and facilities managers all provide project requirements. The concept is to develop interaction between supply and demand surrounding detailed research and product indexing.

Our decision to sign on came after almost two years of persistence by our [TODL](#) rep, Bernadette, who kept our attention by consistently reminding Eric to research [TODL's](#) ongoing growth and success. She figured he'd draw the obvious conclusion in his own time and methods. Ultimately, she was right; alignment came in July of 2008. Artisans was ready to launch a relentless artistic pursuit, and [TODL](#) announced a series of steps to significantly expand their global designer membership. Referenced to the right, where there's a dot, there's a [TODL](#) member! (Our goal: Where there's a dot there's one of our pieces!)

We've determined that [TODL's](#) overall objectives, alignment with the design industry, strategic partnerships with firms such as [Nielsen Business Media](#), and the experience and dedication of their organization will help ensure Artisans achieves our mission.

Artisans' profile debuted November 4th of 2008; specifying fifty-one select examples from our portfolio including [custom furniture](#), [woodcarving](#), [sculpture](#) and [restoration services](#). The chosen works illustrate Artisans "Master's level," and shall be the foundation of quality for the commissions and restoration projects we will accept.



tōdl.com
where design happens

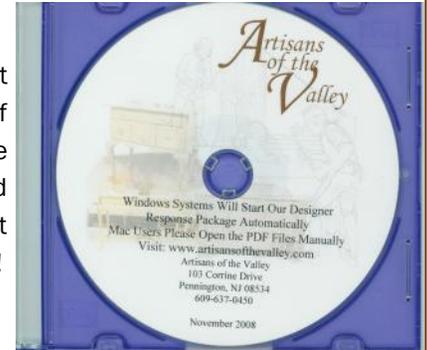
MORE ON TODL

By the end of the first week we had already received over 100 requests for our Designer Response Package. By year end, we tasked the postal service with delivering over 500 packages, reaching out as far as Alaska, Hawaii, Saudi Arabia, Canada, Bermuda, Dubai, and Turkey. The onset of 2009 establishes grounds for curiosity; what will this new exposure bring? We'll provide updates on projects, new relationships with design firms, and our success with TODL throughout the year in Quarterly Review!

DESIGNER RESPONSE PACKAGE

Since we just mentioned a "Designer Response Package" we should probably explain what that actually is. Basically we consolidated our website onto a CD. The disk includes a PDF version of our portfolio including our [Mini-Portfolio](#), newsletters, articles, our furniture maintenance product line, pricing policies, and even our new line of architectural elements. We also included a slide show for designer presentations. It's just far less expensive and more compact, and not to mention better for the environment, to put everything on one CD than print about 700 pages!

[Please contact us if you would like a copy of our Designer Response Package!](#)



FINALLY OUR OWN GOTHIC TABLE!

It only took us about five years to finally get around to commissioning ourselves a gothic table. The table made its first public appearance on December 15th, 2008 at the [NJBIA's](#) "Made in New Jersey Day." Our new dining table was created in solid quarter sawn white oak. At 84" x 40" plus two 8" leaves our new table will base its initial life in Eric and Teri's game room, at least until such time as a new wave gothic poker table transitions from their imagination to a solid wood reality, then it will migrate to their dining room.

We've incorporated our signature features, along with several new and unique ones, such as an extra set of corbels and a centerpiece decorative carving between the center legs. This variant even features the first built-in leaf storage and supports. We considered a variety of ideas, and as usual held ourselves back and remained true to maintaining elegant forms. It's always tempting to go above and beyond, and perhaps we did go just a little further with ornamentation than we normally do by adding four sided quarter sawn legs, and a new diamond edge, but we still managed to let the wood and the natural grain speak for itself free from overbearing ornamentation.

This table will be the centerpiece of our marketing displays. Whenever we venture to a showcase it will preside as an example of our portfolio. We'll be extending offers to our affiliates to leverage this piece as well. We plan to look into designer showcases, charity functions, and other events that require luxury decorations. Not to get ahead of ourselves, but this piece may also be a showcase piece for Artisans new line of architectural elements. Oops! We slipped and revealed the topic of page 5.



Theresa Tonte & Eric Saperstein waiting for the Made in NJ Day event to open.



Product shots require outdoor photos for the best lighting, and its really cold out so they'll be forthcoming in warm weather!

STAN'S CENTRAL NJ WOODWORKERS PRESENTATION

Artisans of the Valley provides educational programs for a variety of venues including schools, historical societies, round tables, scouts, adult education, hobbyists, and professional woodworking groups. December of 2008 Stanley Saperstein provided a presentation based on our designer package, featuring Artisans projects and discussing function and operations of as a modern craftsmen.

"Our Speaker for the evening was Stan Saperstein of Artisans of the valley, Pennington, NJ. Stan kept everyone captivated with his vast knowledge of woodworking, carving, restoration, finishing, antiques. and History. Stan probably could have gone on all night if we had the time."

- www.cjwa.org



PERGAMENA GETS DIRTY!

Remember Eric's master's papers? This amazing hand illuminated page by [Rosemary Buczek](#) could not have been created without the painstaking (and not so clean) process of converting raw skin to preserved parchment. Jesse Meyer's [Pergamena](#) is the only tannery in the US commercially producing true parchment; they are a valuable asset to artists, bookbinders, calligraphers, religious scribes, and museums around the world.



Shown right Jesse Meyer, [Dirty Jobs](#) Host Mike Roe, and Ellen Sigunik. [Pergamena](#) will show off their talents during the [Discovery Channel's Dirty Jobs](#) 2009 season. Artisans is proud to have the hand crafted work of both Jesse and Rosemary in our private collection. The creation of a hand carved shadow box frame for Eric's pedigree will be one of our 2009 projects. Make sure you catch [Pergamena's](#)



ARTISANS BUCKS

Advertising is a significant, but necessary, expense. We are always evolving to keep our operating expenses down, project budgets within scope, and of course we'd like to make a buck or two for ourselves. In our pursuit to reach our target demographic, Artisans has generally avoided high priced advertising venues such as magazines, newspaper, and broadcasts. We rely our website, referrals, and the occasional free news coverage or random publicity.



2009 opened with a change in that philosophy with todl.com, which is destined to open countless relationships with agents and design firms. These relationships obviously require compensation in some form, so we figured why not extend our referral program to everyone?

That said, we're printing our own money which we'll issue to those who successfully hawk our wares. Our referral program is really simple, send us new client and we'll offer a 5% cash or 10% shop credit kickback.

Accrual is based on in-house functions. This simply means that we're accruing based on our own work; not by our affiliates such as caning, upholstery, custom moldings, or leather desktops. Commissions for wholesale pieces are limited to 5% referral fee. All projects completed by your referral within one year of the initial contact are eligible for credit accrual.



This style of advertising benefits everyone by not only keeping our costs fixed at 5-10%, but the expense is only incurred against a completed project. Compared to the costs of conventional advertising which generally runs 10-30% expense to income ratio, this reduces speculative spending, unpredictable response rates, and overall hard expenditures. The bottom line is that we can offer your referral a better deal, even while paying your finders fee. So get over it and maybe take them out to dinner with your cut if you still feel guilty about it. Also, don't forget to let us know when you send someone our way; we can't credit you if we don't know!

Example: Refer a \$1,000 in-house project and receive either a \$50 cash kickback or a \$100 shop credit.

ARTISANS ARCHITECTURAL ELEMENTS

We mentioned that things were going to be new and interesting for 2009, right? We joined a premier designer's library, spent the day with NJ's governing body, revamped our entire marketing strategy, built ourselves a gothic table, and printed our own money. I'm sure you all knew that was only the beginning, right?

In the first quarter we'll be working to promote a complete line of architectural products in a vast array of styles, shapes, and sizes including corbels, moldings, columns, capitals, pilasters, appliques, rosettes. The line has been dubbed "Artisans Architecturals," and is central to our plans to extend into new lines of business as well as new markets.

We're already entrenched in new economy, which requires a new approach. Diversity is an essential part of our plan. We plan to market to our affiliates, suppliers, existing clients, and through TODL nationwide audience of designers.



If you're involved in any project requiring a unique hand detailed architectural feature, contact us to order our catalog. Select from 5,000 patterns available in oak, maple, or cherry from stock or in almost any material by special order. We'll also provide our design and our shop services to enhance and finish these products. All our custom services and hand carving remains the same, now we just have a few things we can take off the shelf and sell!



Although Artisans Architectural line is a machine carved product, using tooling ranging from lathes and presses to spindle carvers through to fully automated CNC equipment, all of the pieces marked as "hand carved" receive attention by specialized carvers to assure that all the details are properly in place. Artisans also offers a final touch service to provide our own master's level carving skills to complete the last and final details upon request.

Artisans will provide design, assembly, and finishing services to incorporate these elements into furniture and mantles. We will also provide consulting services and design assistance for projects requiring built-in cabinetry, moldings, stair cases, or other architectural details.

Use your imagination as a designer and you'll envision countless uses for these products! Artisans can provide custom furniture incorporating our architectural line allowing continuity in design between freestanding furniture, moldings, and fixed architectural features. In both traditional and modern themes, we can provide simple scrolls or ropes and detailed grapes, vines, and acanthus leaves. The higher end of our architectural line even incorporates eagles, horses, elephants and lions.

While we implement pieces from our manufactured line, always keep in mind that our array of custom options can extend to continue your design themes far beyond production elements. Contact us to request our CD portfolio to review Artisans Architecturals!



DOWN WITH PLYWOOD!

Artisans craftsmen are artists, using the medium of wood produce to functional and artistic heirloom furniture. Going forward we plan to work in solid wood as much as possible. Unless it's absolutely necessary and we can find material that meets our requirements, we'll be avoiding plywood.

I'm sure you've all heard the propoganda about plywood being the environmentally sound way of the future. Ultimately, this is true in many circumstances. We won't argue the merits of flake board for siding and roofing substrates. We're all for MDF, high density foam, even recycled plastic composites for commercial signs and outdoor furniture.

We've built countless projects using furniture grade plywood over the years, always seeking high quality hardwood veneers. Our preference is the old fashioned stuff, ranging from an 1/16th to 1/8th inch thick layer of solid wood over a laminated substrate or lumber core. This allows for proper finish preparation, and the material accept a penetrating stain with little variation from the solid wood frames and moldings with the benefit of minimal movement, large panels, and cost savings.

Our plywood gripes originate with the veneer thickness decreasing as cutting technology advances. This industry has 2,000 years of experience. Now, with computer aided rotary cutters, veneer thicknesses range between 1/40th and 1/90th of an inch. Alternately, the interiors degraded from fifteen dense layers of densely compressed opposing grain materials to seven low density layers. All this "advancement" results in lower overall quality.

We're not going to pull any punches; modern plywood is just plain garbage. We will not produce any pieces using this truly inferior product. Regardless of what benefits may be found in extending the use of trees into more sheets, these materials splinter, split, and delaminate in a light breeze. Veneer this thin dilutes the raw material resulting in disposable furniture and negating any environmental benefit of overextending the wood.

Further points against modern plywood are qualities that result in over penetration and "blotching" when traditional finishing methods are applied. Not to mention there's little to no chance of sanding without burning through the decorative veneer exposing the substrate. This fulfill our requirements for materials that will sustain generations of use and abuse for heirloom quality furniture, so ... starting in 2009 we'll be turning down commissions that specify the use of modern inferior plywood.

Whenever large visible surfaces are required for armories, entertainment centers, or other applications we will employ 1/2" solid materials as panels and limit the use of plywood to internal components only. One of our 2005 Portfolio pieces is a perfect illustration of this technique. This is primarily a solid wood piece, including the frames, moldings, and panels. Oak plywood is strategically employed only for the internal shelves, top, drawer bottoms, and the base of the unit. These are areas not on open display. We will only use plywood meeting our veneer thickness requirements; assuming we can find adequate supplies.

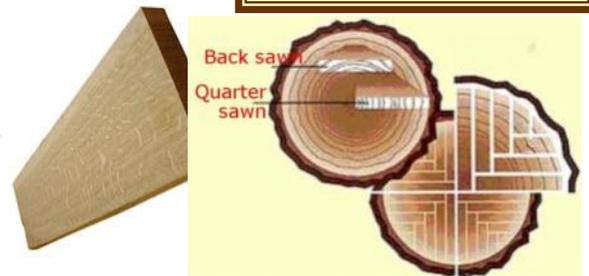
QUARTER SAWN BLURB

We discuss "quarter sawn lumber" quite often. What is it? The term refers to the technique used to extract the Medullary rays, also known as flakes or striations, which entails sawing the log into quarters, then slicing planks from alternating faces to align the blade along the best paths of the rays. White oak provides the best concentration and contrast of grain patterns.

Quarter sawn white oak is our favorite material. It's durable, finishes well, and provides a never ending story of natural beauty. Oak is not the only material that can be quarter sawn. Unfortunately not all hardwoods exhibit the unique grains like oak, but the technique produces a very stable lumber perfect for high quality custom furniture as well as instruments.



This unique quarter sawn white oak [gothic entertainment center](#) transitioned our gothic line from the dining room the to the living room. Featuring custom metalwork, and a rolling chassis for easy access to equipment.



PADDLES & RESTORATIONS



Artisans has an increasingly diverse group of clients, suppliers, affiliates, and associates. One of the functions of Artisans Quarterly Review is to propagate relationships between of these entities. Interaction between all aspects of the business and consumers in this manner is free, so the ROI has to be positive! Besides, we figured our readers will get bored if we limit our focus to furniture!

[The Paddle Company](#) is the nation's leading manufacturer and supplier of equipment for the sports of Paddleball, Paddle Tennis, Platform Tennis and Padel. Founded by Jerry Brown of Hopewell, NJ, the company is now operated by Vice President of Sales Clark Reed, Jerry's son and Eric's long time friend. Clark expanded the company into dozens of new markets including taking the business to the internet, a common practice when family businesses transition to new generation



On their site you will find information about these fast-growing sports, together with complete details about their wide range of paddles and where they can be purchased. Titanium, graphite and wood paddles are all made to the highest standards of quality and will satisfy players of all levels. The Paddle Company also carries game sets, balls, nets and other accessories to satisfy the growing popularity of paddle sports all over the world.

It just so happens that the family that founded The Paddle Company is also one that appreciates an array of antique furniture and they have an extensive collection of heirlooms to maintain. The restorations started with Clark's Louie XV commode shown above, which arrived as a three legged version of the original!

Many of these pieces are featured in our Restoration Gallery along with a hundred or so other projects. We, at last count, handled about 36 pieces for Clark & Jerry. Once you've had a chance to scan through their revitalized collection, take a moment to pick out a nice paddle set for next summer. There's an assortment of styles, colors, specialized configurations different games, and of course color and image themes. Paddles are also available with custom personalized printing options and logos.

NETWORKING - 21ST CENTURY STYLE



It's likely everyone has heard of, and probably even joined, at least one online networking website. LinkedIn, MySpace, and Facebook are the most popular of the moment. You may have just heard of these from your kids' ventures online, seen the dangers on the news, or received strange invitations from friends and colleagues.

So what's the point? Online networking is not just social interaction for teenagers. Almost everyone in business has been invited to attend one of those lunch or breakfast clubs that provides a weekly or monthly venue for interchanging business cards and finding new leads or resources. Online networking is really the same concept, it just doesn't require you get up at 6am to meet anyone for breakfast. In fact, you can interact free of time restrictions; you'd be amazed who else is up at 3am!

We've found that LinkedIn is proving to be the most useful when it comes to business relationships. [Eric's profile](#) is online and we're ready for link requests. As we've stated, our base of relationships is diverse and extensive. We will exchange connections with anyone that we've conducted business with, and we're happy (with permission of course) to provide introductions between our connections. We look forward to interactive linking with you!

[Click Here for Eric's LinkedIn Profile](#)

RESTORATION = GREEN



The environment. Yeah, we had to hit this sooner or later as everyone and everything is on the green wagon. Before you flip the page and avoid yet more propaganda, take a moment as this concept really will save you money and reduce your consumer footprint. Besides, we do need clean air and water to survive, so if you're thinking about sticking around a while, or leaving the planet so your children can survive, you'll have to prove your commitment by having your furniture restored!

You already know all about the millions of tons of trash, so we'll spare you the statistics. Just about every household has furniture sitting around in the basement, attic, garage, etc. that has seen better days. Many of these pieces belonged to a relative or friend and carry sentimental value, others you just found thinking someday you'd use. A decision point comes for every item: store it, restore it, or toss it? Antiques, well that's a no-brainer, they're valuable. It's the collectibles (circa 1840-1950) that fall into this situation.

Modern mass produced furniture; we'll be kind, it's disposable. Several factors raise the bar of collectables above their modern counterparts. That old piece in the garage may contain old growth hardwoods, boast superior construction, better design, and hand touched carving. Honduran mahogany, wild plank figured walnut, and European brown oak are among a few of the materials almost impossible to find in quality and quantity today, but they were common in turn of the century furniture. Putting any of these materials in a landfill or turning them to kindling is simply a sin.

Then come the financials. Shown above this secretary will run you under \$2,000 to restore. They can be found in poor-fair condition for around \$500-\$2,500 for a great starting point. Estimated restored value is \$6-8,000, or we'll gladly build you a new one for around \$15,000.

Now that the budget details are posted; back to saving the environment ...

- 1) Wood, as we all know comes from trees. Recycling furniture avoids cutting down more trees.
- 2) Glass and Hardware; The original knobs, pulls, hinges, door panels, and other components are usually good shape requiring a simple cleaning to restore them. There is no need to toss out good hardware!
- 3) Production and transportation costs; New furniture requires production and drying of new lumber, new hardware, new glass, new finishes, etc. By restoring an existing piece you are saving the environmental impact and costs of producing and shipping new materials.



What's the environmental impact of restoration? Skipping the fluff, let's get right to the chemicals. How will this toxic cocktail blend into the environment and trigger catastrophic loss of wildlife, a fish kill, and another huge chunk of the ice caps to melt? Well, it's really not that bad. Most of the products used in restoration today are VOC compliant, many are even biodegradable.

Our goal is to avoid the use of products that are toxic to us and to our surroundings. We are, when possible, using water based or aniline stains which avoid the volatile organic compounds famous for destroying ozone. We're a big proponent of shellac, which requires only denatured alcohol, not the drinking kind unfortunately. Our adhesives are all VOC compliant, either polyurethane or water based. Even some of the new tung oil blends are becoming more environmentally friendly.



That said, we're not going to apply acrylics to your precious antiques, it simply ruins them. We do have an array of oil based stains and finishes that adhere to NJ's VOC requirements. These are appropriate for antique restoration, and we'll stubbornly utilize these products to ensure the integrity of valuable pieces.

Removing the old finish (stripping) is handled using methylene chloride. This potent solvent does not "bioaccumulate." Within 130 days it breaks down through natural processes into carbon monoxide. It also boasts no acute toxicity to aquatic life, no known impact on land creatures, and given it's molecular characteristics, it never reaches the ozone layer.

Stop and think before you cast aside your family's estates. Consider shopping for bargains at yard sales & reclamation shops. Furnishing your home with restored furniture can provide a cost effective and environmentally sound decorating plan, not to mention satisfaction and sentimental value. The moral of this story is not only that Eric learned to change colors in Photoshop, that furniture restoration really is green!

[Check out our Restoration Gallery!](#)

LILY GRACE ARRIVES



Back in July of 2008 while on their second Texas Road Trip, Eric and Teri visited a family that runs small custom bear shop in Stotts City, MO named [Stearnsy Bears](#). During their stop a bear named “Granny Grace” (shown below right) hitched a ride with them to move in with Eric’s mother (Cindy) who is an avid collector and friend of the teddy bear. While in transit Granny mentioned that her daughter would be traveling abroad for a while and, come December Lily Grace (Granny’s grandbear shown left) would require a place to stay.

Figuring Cindy would be happy to take on another bear boarder, they happily volunteered on her behalf. Of course, being busy with work and their own lives, Teri and Eric forgot to mention Lily’s impending visit, so Lily’s arrival came as a bit of a surprise! She was just in time to celebrate the holidays with Granny and Cindy; Lily was of course welcomed with open arms by both!

Granny told Cindy about Lily’s Easter Sunday birth and explained, just like a proud grandmother, that when she proclaimed her grandbear to be the sweetest flower in her eye, her daughter quickly dubbed her cub with the name “Lily.” The three caught up on everything, made up a bed, and the official bear occupancy is plus one!

I wonder if we should throw in that we overheard Granny on the phone with her real estate agent, and that she finalized the sale of her family home in Missouri after Lily arrived? We’re not sure if this is a calculated move, or perhaps a general relief of responsibility so she can enjoy her retirement. Whatever the motive, her daughter will need a new home when her trip concludes. We’re not sure how long her venture abroad will take her, or how far away, but when a good mother returns home she always returns to her daughter. Cindy would be well advised to make sure there’s another open bed!

Want to see more on Stearnsy Bears? Check these two YouTube profiles: [Watch Video 1](#) & [Watch Video 2](#)



W Z B N - N J I N T E R V I E W

December’s “Made in NJ Day” gave Artisans a variety of opportunities for networking and publicity along with the political agenda. [WZBN-25](#) news reporter [Mark Fontes](#) was onsite throughout the event and gave Eric some camera time to describe what Artisans is all about. Footage of our news coverage will soon be available online on our website as well as on YouTube along side other Artisans home video. Mark provided coverage of the day’s events describing the [New Jersey Business and Industry Association’s](#) purpose for bringing out a cross section of our state’s manufacturers & artists, and interviewing various participants and NJBIA staff.



Eric Saperstein with WZBN-TV Reporter Mark Fontes

ARTISANS OF THE VALLEY

HAND CRAFTED CUSTOM WOODWORKING



[Artisans of the Valley](#) offers museum quality period reproductions, original designs by commission, and antique restoration/conservation services, hand carving, modern furniture refinishing, onsite furniture repair, hand made walking sticks, and educational programs. Our website is now over 400 pages, including galleries, feature articles, educational sections, company background, and our new adventure album section. We extend an open invitation to explore our site, and contact us directly with any inquiries or questions you may have.

Eric M. Saperstein is Master of Artisans, Owner, Webmaster, Editor, Bookkeeper, Buyer, Office Manager, Legal Pit-bull, and he's in charge of vacuuming the shop: eric@artisansofthevalley.com



Theresa Tonte is the Owner of Smooth Finish by Artisans of the Valley. Teri provides onsite touchup & repair services for residential, corporate, and institutional clients as well as serving to fill a variety of roles in the shop including referee: terri@artisansofthevalley.com

Stanley D. Saperstein, Master Craftsmen, Author, & Historian founded Artisans of the Valley in 1973. Stanley, now retired, offers walking sticks & folk art whittling, historic presentations, impressions, and various lecture series ranging from Civil and Revolutionary War, American Folk Art, and Interactive Role Play of Characters ... sometimes trying to reenact American Chopper episodes in the shop: woodcarver@artisansofthevalley.com



C H E C K U S O U T

Artisans has a whole host of brochures & articles that feature a variety of our commissions and restorations. Check out our [Publicity & News Coverage](#) page for links to them all or view some of the most recent ones at the following links.

- [Chip Chats features Timberlane's Timberwolf](#) carved by Stan Saperstein & Bob Eigenrauch
- Artisans Booklet "[Mini-Portfolio](#)" a Printable PDF Cross Section of our Entire Portfolio.
- Previous Qtr Reviews: [Vol 1 Issue 1 - 2008](#) * [Vol 1 Issue 2 - 2008](#) * [Vol 1 Issue 3 - 2008](#) * [Vol 1 Issue 4 - 2008](#)
- "[Bob the Chainsaw Carver](#)" - Bob Eigenrauch's feature brochure illustrating all sorts of great chainsaw carvings; this feature brochure will also soon be featured in Chip Chats!
- "[New Wave Gothic News](#)" - A feature brochure on our gothic furniture.

(Artisans Factoid: www.artisansofthevalley.com as single PDF file is over 4,500 8 1/2 x 11 pages.)



2 0 0 9 P A R T 2 O F 4

Stanley Makes Woodshop News! - A feature article on his folk art walking sticks.

Artemis is born; you'll have to tune in next issue to find out what this is about!

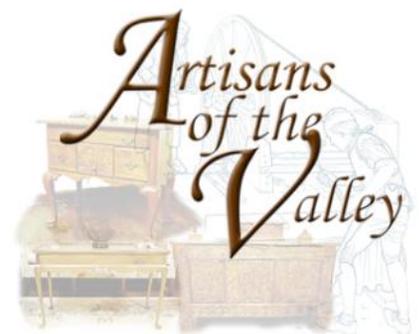
Whitetail Sunrize is featured in the Jan/Feb Issue of Chip Chats.

The "Framework of Parchment" - Housing Eric's Master's paper's

Sustainable Lumber; more on the green topics!

Want more?

That's up to you ... commission something or bring us another restoration!



Our studio hours are by appointment. Please call ahead!

Office Address: 60 Bakun Way Ewing, NJ 08638

Shop Address: 103 Corrine Drive Pennington, NJ 08534

Office: 609-637-0450 Shop: 609-737-7170 Fax: 609-637-0452 Cell: 609-658-2955

Email: woodworkers@artisansofthevalley.com

www.artisansofthevalley.com