

The San Diego North Park Craft Mafia's

MONTHLY MESSAGGERO

Conveying the most important messages between the DIY, fashion and independent arts communities and yours

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We have all thought about it once or twice—especially after a particularly bad day at work. What about *our* hopes and dreams? Why *shouldn't* we quit the 9 to 5 grind and follow our bliss?

For some that means taking control of their professional life by the “simple” act of beginning their own business. Considered a step toward financial freedom and the kind of independence that is not easy to come by when you work for someone else, it can oftentimes be an enticing aphrodisiac. One that fantasies and daydreams on hectic days are built on.

Each of us here at the Craft Mafia has a unique and individual story about what inspired us to create and what motivated us to establish our own businesses. What we all have in common, however, is the understanding that being in business for yourself, while rewarding, isn't as easy as it may look.

There are certainly long hours, often unsolicited critiques (see *Oh! No They Didn't* on page 2), work like you never imagined you would have to do and myriad other unexpectedly difficult factors. On the other hand the satisfaction and pride that come with making your business a success can't be matched.

So, having presented some of both the good and bad, let's talk a little about what you can and

can not expect when you endeavor to go into business for yourself. First, you should expect to work some very long hours and deal with some of the frustrations that come from customer service, pricing, creating and just generally find-

comparison .

While a promise that you can quit that day job can't be made—at least not quite yet—if you find the right combination of inspiration, motivation and perspiration you could likely find yourself in a position where your hard work and dedication may provide opportunities you relish. Vacations, better groceries, more gas money, more spending money to enjoy your free time, additions to your house, spas—all are examples of what some of our members do with their proceeds. And the list goes on to include a multitude of other both practical and lofty possibilities. We can also almost guarantee that while it may be the hardest thing you have done, it will also likely be among the most rewarding.

Recognizing that a short article could not possibly cover the nuances and necessary information about opening a business, we have included a very basic starter-kit of sorts in the pink box to inspire and guide you. If you feel especially inspired and are dying to get started, a search at your local library and of the internet will provide even more substantive and necessary information. Above all, have fun with it and try to enjoy both the trials and tribulations. In reality, both can show you are on the right track.

CRAFTING AS A BUSINESS

ABOUT.COM
www.artsandcrafts.about.com

THE CRAFT MARKETER
www.craftmarketer.com/

SUITE101
www.crafts.suite101.com

CASHCRAFTERS.com
www.cashcrafters.com

THE ARTFUL CRAFTER
www.theartfulcrafter.com

BUILD YOUR OWN BUSINESS
www.buildyourownbusiness.biz

Interview with Anne-Marie Faiola
of Bramble Berry
www.crafts.lovetoknow.com

Interview with the “First Lady of Home Based Crafting”,
Barbara Brabec

ing enough hours in the day to meet all your obligations.

On the positive side you can expect to have a multitude of moments where you are proud of yourself for creating something, making money from it and managing that money wisely enough to help your business grow. These moments are good enough that the drawbacks are dwarfed by

Dear Ma-
I have a problem I am sure only you know how to solve. Because I never throw anything away, I find myself wondering how I can make use of the old letters, magazines, photographs, newspapers and old furniture taking up a lot of space in my garage. Any crafty ideas before the clutter starts moving inside?

Hoping you can halt a takeover,
Claire Clutter

Claire, Cara Mia-

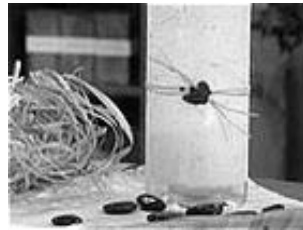
Ma loves a chance to decoupage and you will too. **Decoupage** is many centuries old and has been used throughout the globe in many creative and useful ways. In fact, even Marie Antoinette was an aficionado before losing her head. So you don't lose your head or your sense of space, I suggest it as a solution for your problem. Virtually anything can be altered using the art of decoupage. **Furniture, picture frames, lamps, plates, photo albums**—the list goes on and on— can be adorned with fabric, newspaper and many other elements. As you mentioned letters, below you will find instructions for making a luminary from old letters. Check the internet for the plethora of options in decoupage projects.

Enjoy,
La Ma

Instructions and picture from the *DIY Network* website.

LUMINARIAS

Materials:
old letters, postcards or hand-written cards
clear glass cylinder vase
craft glue



ASK MA FIOSA

Mamma Fiosa, known more widely as Ma Fiosa, has served as consigliere to the North Park Craft Mafia in all our crafty needs. Lucky for you, now you don't have to be made to get counsel.

copper foiling tape
tea bag
pressed leaves or flowers
matte-finish decoupage glue
pillar candle
iron

Steps: Make black and white photocopies of the letters. Brew a cup of strong tea. When the tea bag is cool enough to handle, brush the bag across the paper in long strokes. If some areas are darker than others, it enhances the vintage effect. Set the paper aside to dry. Press the back with a warm, dry iron to flatten it.

1. Wrap the paper tightly around the vase and glue it to itself along the overlapping seam. Trim excess if necessary.
2. Trim the top and bottom edges with copper tape.
3. Use decoupage glue to add pressed leaves or flowers for a seasonal touch. To help keep the edges in place, brush another coat of the decoupage medium over the entire cylinder (except the copper tape) to seal and protect the paper.

Tips: Instead of using pressed leaves, make color photocopies of leaves and cut them out. The paper bends more readily around the vase and the fidelity of the copy is amazing.

To accent the same candleholder for each season, don't glue pressed material to the paper. Instead, place a rubber band around the cylinder, and then insert natural materials--seedpods, a twig of white pine, a pressed fern, dried flowers--and hide the rubber band with raffia.

Line four or five luminaries along the mantel, on a dining table or cluster various sizes on a tray.

Use the same letter technique to decorate boxes.

No question is too stupid or too complicated— Ma loves giving crafty counsel. Write her today at AskMa@sandiegonorthernparkcraftmafia.com or see the back of this newsletter for further methods of contact.

Oh, No They Didn't !

The Worst Things Artists and Craftspeople Hear While Selling Their Wares

By Stefanie Histed

Ah, craft fairs. Being a vendor can be a wonderful experience, it can. I mean, you meet like-minded fellow crafters, get to hear compliments from strangers and, hopefully, you make a little money. But there is a downside, and that is the rejection and judgment that sometimes comes along whenever you put yourself out there.

Luckily, we find the humor in these situations! In that spirit, here is a list of our least-favorite (but mostly funny) things to hear from shoppers at craft fairs:

“I wish I had that much extra time, how nice for you.”

“Oh you knit? So does my Grandma.”

“Sorry, I spilled my coffee on your table...you can wash those, right?”

“Will you take \$20 for that?” (*asked while pointing at \$30 item)

“Where do you get your supplies and how do you make that?”

“Of course _____ (insert child's name here), she doesn't mind if you pick one up. Here, let me hold your cotton candy for you.”

“Have you actually sold any at these prices?”

“You know how you could make this even better? “(*insert unsolicited suggestion here)

“This would be better if it were totally different.”(uh?)

“What is it?”

“Is it supposed to look like that?”

“I could totally make that myself.”

“You can get that cheaper at Wal-Mart.”

MADAME CRAFTINA ORDERS OUT AND GETS INSPIRED

One thing you may not realize about Madame C is that she has a soft spot for the ritual, athleticism and tradition of the Olympics. Every four years MC becomes so entranced by the idea of nations coming together in friendly competition that she doggedly researches the host country's history and traditions while also getting as up-to-date as possible on the different athletes who participate.

Sadly, with the economy in the state that it is and financial concerns foremost on her plate, MC was not able to travel to China to see the Olympics or even to pay for the cable television programming that could help her learn more. This has made MC so sad that she has turned to food for comfort. Chinese food, in particular.

Her love for the spiritual remains and she has found some inspiration in an unlikely

source—fortune cookies. Wanting to share her new inspiration, she has compiled a list of her favorite fortunes. While this is just the tip of the iceberg, she hopes you find inspiration, crafty and other, in the words. One last thought, when younger, MC (probably not unlike you) thought it funny to add the phrase “between the sheets” or some such giggle-worthy string of words to the end of her fortune. In this case, she invites you to use ones like “with a glue gun”, “entirely with glitter” or “because someone should like it this way” to cap them off.

“Your future is embarrassing. I can't even talk about it without curling right back up.”

“A bachelor is a man whom women are still sampling.”

“A conclusion is simply the place where you got tired of thinking.”

“A hangover is the wrath of grapes.”

“After all is said and done, usually more is said than done.”

“All that glitters has a high refractive index.”

“You may like those pants, but your hips hate them.”

“He who throws dirt is losing ground.”

“The greatest danger could be your stupidity.”

“A woman who seeks to be equal with men lacks ambition.”

“A cynic is only a frustrated optimist.”



CRAFTY BLACK BOOK:

SUNDAY, CRAFTY SUNDAY

Join the San Diego North Park Craft Mafia from noon to 5PM on the first Sunday of each month. SCS events feature both Mafia members and other local artists and designers as they offer their DIY wares. Upcoming SCS events will take place at **Filter Coffee House** on **September 7, October 5, and November 2**. The November event will have a Day of the Dead theme, so calaveras and marigolds are encouraged.

MORE SUPER SUNDAYS

On the second Sunday of the coming months—**August 10, September 14 and October 2**—local artists, including many members of your very own NPCM, will come together from **2 to 8 PM** to offer the public an opportunity to stroll, shop, eat and enjoy much of what University Avenue has to offer. **Look for our booth on University and Richmond in Hillcrest—near the Alibi.**

OH, CRAFTY NIGHT

Consider yourself crafty? Or want to learn to be? Join the NPCM at **Filter Coffee House** on **Tuesday, August 26 from 7 to 9 PM** for an interactive, **how-to craft night**. Bring your own supplies or purchase one of our prepared kits. Our project this month is a bag that will help you be more environmentally friendly in carrying your lunch to work or school. Like duct tape? This is the project for you! Check our website for a supplies list and more info.

HOLIDAY HIT LIST

Santa and other thoughtful and creative gift givers will LOVE this opportunity. This year's **San Diego North Park Craft Mafia's Holiday Hit List** will take place on **December 7** and feature close to 65 vendors, live music, demos, raffle items and much more. The success of the Mafia's Spring Line-Up prompted the need for a larger venue. We heard your pleas, so the HHL will take place at the **NTC Promenade located at 2640 Historic Decatur Road** in Point Loma. Vendor apps. will be posted on our website in early September.

MA MANGUIA

EXPECTING GUESTS? TELL THEM TO STUFF IT!

As she tends to do when she wants good food, Ma Manguia has gone straight to the Famiglia De Palo for the most delicious of appetizer recipes. Like all De Palo recipes, this one has passed from generation to generation of De Palos, making stops along the way from Southern Italy to Brooklyn to North Park. Now that is a road-tested recipe that is sure to please any crowd.

You Will Need

- 12 Large Mushrooms
- 1 Cup Bread Crumbs
- 1 Cup Grated Romano or Parmesan Cheese
- 1/2 Cup Olive Oil
- 1 Tablespoon Chopped Parsley
- 2 Cloves of Garlic

Remove stems from the mushrooms. Wash and dry. Mix together remaining ingredients. Stuff mushrooms with filling. Place mushrooms in baking dish and bake 350 degrees for 30 minutes.





WHO IS KEEPING SAN DIEGO CRAFTY?

Teresa Salazar of *Velvet Klaw*
www.velvetklaw.com

Svea Komori-Ang of *Belle Pepper Couture*
www.bellepeppercouture.com

Penni Hawkins of *p-starr products*
www.p-starr.com

Sarah Sweeney of *PYP Arts and Designs*
www.pydesigns.com

Amy Smock of *Designs de Luna*
www.designsdeluna.com

Stefanie Histed of *Made with Luv*
www.madewithluv.com

Karen Jorgensen of *Altered Provisions*
www.alteredprovisions.com

Margaret McLean of *The Wee Set*
www.theweaset.com

Meagan Rae Longtin of *Meagan Rae Designs*
www.meaganraedesigns.com

**THE NORTH PARK CRAFT MAFIA WAS
FOUNDED IN SEPTEMBER 2007 AND IS
DEDICATED TO CRAFTING, FASHION-
ING, STYLING AND CREATING THEIR
SAN DIEGO.**

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info@sandiegonthparkcraftmafia.com
P.O.Box 711464
San Diego, CA 92171

MAFIOSA OF THE MONTH

SVEA KOMORI-ANG OF BELLE PEPPER COUTURE

What would you like us to know about your business?

I make items that are unique and fun with an emphasis in trendy. My dogs are the inspiration. I can make any of my products customized to my client's pets.

Why DIY?

I grew up in a home where I was really influenced with arts and crafts. So with that in mind, I always seek out different projects to do. I got a BFA in fine arts, and one of the things that I have always loved to do besides painting, was make the canvas stretchers.

What was your first craft?

My grandmother would always save all of her strawberry cartons, egg crates, bottle caps, bag twisties. She lived through the depression era, so she would always save all sorts of unusual items to make crafts with my sister and me. We would make all kinds of funky things. I remember really loving to draw. I would fill up notebooks with drawings of rabbits, horses, cats. I would be so busy for hours doing this. I really love animals.

Ever had stitches? I got a huge splinter in my leg that had to be surgically removed when I was 7 years old. It was a very traumatic experience. I still get freaked out by doctors and surgery.

Pepsi or Coke? Coke, I love it. There is nothing like the first sips, on a hot day. Ah refreshment!

Shaken or Stirred? I like my ice drinks very cold, so I say shaken.

Favorite Craft tool? I love my sewing machine. There are infinite projects that I can make with that machine! Since I can hook it up to my computer, I can do even more!!!

Favorite word? Murasaki. Murasaki is Japanese for the color purple. For those who know me, purple is my favorite color.

Ever cried over a commercial?

Yes! It was more of a crying because it was so funny commercial. It was a cow with a white backdrop. There was a guy that was dressed as a younger generation farmer. He was spanking the cow and dancing with it, rubbing it's belly with "shake shake shake" song playing. I believe it was a commercial for a Ice Cream Milkshake.

