

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



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NEW YEAR'S RESOLUTIONS FOR YOUR DIY BUSINESS

by Svea Komori-Ang, Belle Pepper Couture

Another year has gone by, and now that we are upon a new year, today, it's a good opportunity to give your business some new year's resolutions. Make some realistic goals for the year, and make your business improve by bounds!

Think ahead for your seasons. Take the advice from all of the other brick and mortar retailers. They have their seasonal merchandise ready to sell at least one/two month(s) ahead. They plan at least 6 months in advance what product that they want to sell and prepare accordingly. Also it's a good time to pick up Christmas clearance at the craft stores for next Christmas season's sales.

Promoting your products, and business. We are very lucky in this digital age, it is a lot easier to keep in touch with our friends and customers. Use your online tools to drive business to you. Use your email, blogs, your social networking sites to share with your customers new happenings with your business.

Out with the old and in with the new! Use sales promotions to move your older product. You can do a buy one get one 50% off or give a small free gift with a purchase (it works for Sanrio). There are so many ideas for sales, the sky's the limit, and it can help you fatten your pocket-book.

Making a sale a success! How much preparation before a sale do you do?? How do you advertise you will be at that show? This is a list of ways to get the word out, if you don't do or have any of the following, start doing it!: Email your customers tell them about the show; have a calendar on your website, facebook, myspace, etc., write about the event on your blog, tell your friends about your event.

These few small things are simple and do not take too much time. It's a great starting point to think for the year about what ways to improve your business and make it profitable. Take these ideas and see what happens this year, you might be quitting your regular job. Cheers! Happy New Year.



CRAFTY HELP:

ASK DR. MUERTA FOR CRAFTY HELP & ADVICE!

Dear Dr. Muerta: For my New Year's resolution I'd like to make my life more crafty, including reusing more things and living a more handmade life, any suggestions?

Ah, that is such a super fabulous question. One great way to make life more handmade is to shop not just for yourself but for your gifts from handmade websites such as Etsy, and to keep an eye on any craft and art shows and events throughout the year. Not only will you be making your life more beautiful, you'll be supporting the independent artist or crafter.

Another way is scan the internet for crafty ideas before purchasing anything. Here is one example - re-purpose food cans with paint, fabric and other decorative items and use for planting herb seeds, water containers for painting, or use to give a gift such as homemade tea blends in reusable tea bags, cut flowers, or decorated pencil cups. Learn a new skill such as jewelry making, screen printing or knitting. Ask your Aunt Mable to teach you to crochet (she won't be around forever, you know) or your Uncle Joe to teach you how to woodwork (he's an old coot but he'd love to pass on his lifetime's worth of knowledge to you).



You can make throw pillows out of old band tshirts, use fabric paint and hand-cut potato stamps on plain flower sack towels to brighten up your kitchen! Get an old beat up picture frame from the thrift store and paint it, decorate it with stencils for a new hallway mirror. The list of projects is as endless as your imagination (and the internet). Sometimes, when I'm feeling frisky, I'll troll the local thrift stores for a beat up piece of furniture to paint, or some picture frames to refinish. There is a giant 70's headboard in my garage just waiting for some black paint and flower decals!



Please email your questions for Dr Muerta about life, death, art or anything else to: ask_dr.muerta@sandiegonthparkcraftmafia.com

CRAFTY HOW-TO:

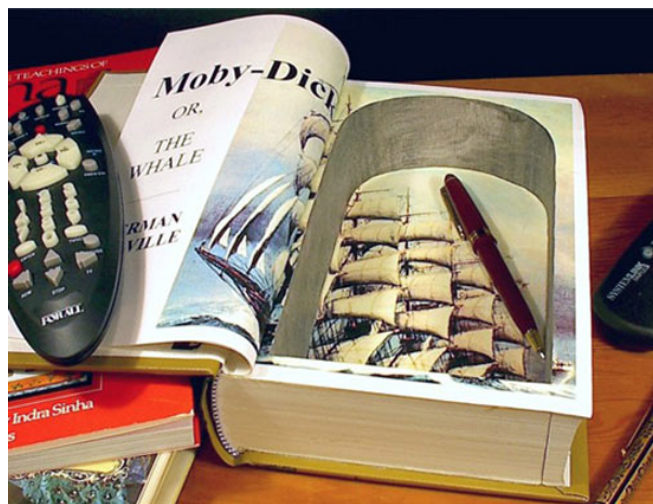
HOW TO CRAFT A STASH BOOK (BOOK HIDER)

A stash book is a book that has its guts (pages) carved out of the center and you can hide items inside!

Supplies needed:

- old hard cover books (the thicker the better)
- x-acto knife
- metal ruler
- pencil
- cutting mat (optional)
- patience!

This is a very easy yet tedious craft project. Firstly, you may want to measure and mark where you intend to carve so that you have a guideline. This guideline should be at least an inch inside of all four edges of the pages. Now very carefully, using your x-acto knife, carve through the pages along your guideline. You can hold your metal ruler along your guideline to help keep your blade steady. Continue to carve down and around all four sides and remove your cut-out pages as you go. This step you continue to repeat until you've removed as many pages into the book as you like. Feel free to doodle, paint, glitter and decorate the pages or inside cover of the book as you like. Now your stash book is ready to hide something! You can also get extra creative by carving out multiple compartments in the guts of the book. Have fun crafting!!!!



MADAME CRAFTINA'S
HOROSCOPE

RESOLVE TO HAVE A GREAT 2011!

It's the New Year, and Madame Craftina helps you to keep focused by making realistic and beneficial New Year's resolutions. Many Blessings.

Capricorn: A good plan for you Captain, is to no longer let procrastination keep you from accomplishing things.

Aquarius: You Aquarians will benefit greatly from a resolution to consider situations thoroughly, without constantly jumping to conclusions.

Pisces: There is somewhere you have been intending to go. In this new year be sure of one thing at least, that you go there!

Aries: A new and interesting sport or hobby is a great idea for the new year! And it may be just the way to quit smoking.

Taurus: Some Bulls' New Year's resolution will be to eat more healthy, while others' will be to surround themselves with more healthy people. Consider which applies to you.

Gemini: It's always about balance considering you Twins, so a good resolution would be to work harder, or reversely to play harder.

Cancer: Crabs could use a resolution to go on a vacation this year. Now make it happen, and have fun!

Leo: Next year will be very beneficial to your pocketbook if you considering eliminating unnecessary expenses Lion.

Virgo: The new year is time for you to break your own mold Virgo, and consider

yourself surrounded by sunshine before even noticing the rain.

Libra: It's time to not be so gullible. This may sound awful, but your resolution to be more aware and a bit less trusting will protect you in the end.

Scorpio: Your New Year's resolution to be more forgiving will open your heart and your mind to new experiences.

Sagittarius: The 3 second rule will truly benefit you next year Sag. Just consider your words for 3 seconds before speaking, you're sure to offend less this year.

Madame Craftina and the North Park Craft Mafia wish you all a safe, crafty and Happy New Year! Crafty Love and Blessings.

MA MANGIA

CELEBRATE THE EPIPHANY WITH ROSCA DE REYES CAKE!!

January 6th is the Day of the Three Kings. In Mexico, it's called "El Día de los Tres Reyes Magos. In many parts of the Gulf of Mexico, it is the day when the children receive their gifts, not from Santa Claus, but from the Three Wise Men. The finder of the doll in the cake will have good luck through the year!

For The Dough

1 scant tablespoon or 1 (1/4 ounce) package active dry yeast
1 tablespoon warm water (about 110 degrees F)
1/2 cup milk
1/2 cup (1 stick) unsalted butter, softened
1/2 cup granulated sugar
2 tablespoons finely grated orange zest
1 teaspoon salt
3 cups unbleached all-purpose flour
3 large eggs
3 tablespoons brandy or 1 tablespoon vanilla extract

By Hand- In a large bowl, sprinkle the yeast in the water to soften. Heat the milk to 110 degrees F and add it to the yeast along with the butter, sugar, zest, salt, and 2 cups of the flour. In a small bowl, beat the eggs with the brandy and add to the yeast mixture. Beat vigorously for 2 minutes. Gradually add the remaining flour 1/4 cup at a time until incorporated. The dough will be very soft.

First Rise- put the dough in an oiled bowl and turn to coat the entire ball of dough with oil. (this was nearly impossible because the dough was so soft so I sprayed oil onto the dough surface with spritz bottle) Cover with plastic wrap and then a tightly woven towel. Let rise in the refrigerator for 8 to 12 hours.

For The Filling

1/2 cup granulated sugar
2 cups ground almonds
1/4 cup fresh orange juice
1/2 teaspoon almond extract
large bean or tiny ceramic doll

Combine the sugar, ground almonds, orange juice and almond extract. (I covered this and refrigerated it overnight since there was no instruction on what to do with it until needed)

Shape- Turn the dough onto a lightly oiled work surface and roll into a 20 by 10-inch wide rectangle. Sprinkle the filling over the upper two-thirds of the rectangle, leaving a 1/2-inch border at the top. Add the bean or doll. Fold up the bottom third of dough, then fold the upper third, to within 1/2-inch of the bottom edge. Pinch the seam to seal. Bring the ends of the roll together and carefully place on a parchment-lined or well greased baking sheet. Reshape if necessary. Grease an ovenproof bowl and place it in the center of the loaf to help the loaf keeps its shape.

Second rise- Cover with a tightly woven towel and let rise for an hour.

Preheat oven- About 10 minutes before baking, preheat oven to 375 degrees F

For The Glaze

1 large egg
1 tablespoon cold water
Sliced almonds for garnish

Final preparation- Beat the egg with the cold water and brush over the loaf. Sprinkle liberally with sliced almonds.

Bake and cool Bake for 25 minutes until the internal temperature of the bread reaches 190 degrees F. Immediately remove the bread from the baking sheet and place on a rack to cool. Lift cake and Insert the toy doll. Serve with Mexican hot chocolate!

Note: This bread freezes nicely. for up to 6 months. To serve, first thaw the bread, then reheat on a bak-
Recipe Source - <http://www.murrayhill5.net/blog/inmykitchenblog/archives/000511.html>. Adapted from Celebration Breads by Betsy Oppenheer





WHO IS KEEPING SAN DIEGO CRAFTY?

Teresa Salazar of *Velvet Klaw*
<http://www.velvetklaw.com>

Svea Komori-Ang of *Belle Pepper Couture*
<http://www.bellepeppercouture.com>

Meagan Rae Longtin of *Meagan Rae Designs*
<http://www.meaganraedesigns.com>

Kim Klem of *Artista Muerta*
<http://www.artistamuerta.com>

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

**WATCH US ON TV!
@ 9am
San Diego Living
Channel 6**

Can't wait? Check out Our YouTube page!

<http://www.youtube.com/northparkcraftmafia>

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**Crafty Black Book:
Upcoming Events for January**

FRIDAY, JANUARY 7TH

FRIDAY NIGHT LIBERTY-FIRST FRIDAY EVERY MONTH

Friday Night Liberty is a monthly first-Friday evening of FREE open artist studios, galleries and events throughout NTC Promenade Arts & Cultural District. Free parking. Free Admission. The Freedom to explore, wander and enjoy our growing cultural campus. **Friday, January 7th - NTC Promenade at Liberty Station, Starts at 5 p.m.** <http://www.ntcpromenade.org/what.php>

SATURDAY, JANUARY 8TH

VISTA BURGER RUN CAR SHOW

24th annual Vista Burger Run Car Show in Old Downtown Vista. 585 pre 1972 classic cars on display last year. Advertised as the largest single day car show in San Diego County. Let your inner greaser out. Family friendly FREE event. Many great restaurants for breakfast / lunch within walking distance.

Saturday, January 8, 8:00 am - 2:00 pm <http://www.burgerrun.info>
Pepper Tree Frosty 270 S. Santa Fe Ave. Vista, CA 92084

TUESDAY, JANUARY 25TH

CRAFTING CONSPIRACY AT VELVET KLAU STUDIO

Our monthly craft get together! Come hang out, craft, craft swap, just get away for a bit at our Crafty Conspiracy. Please RSVP for this event. Contact us by emailing us at: craftnight@sandiegonoorthparkcraftmafia.com
Velvet Klaw Studio, Studio #203, 7p.m.-9 p.m.
www.sandiegonoorthparkcraftmafia.com/events.html



Upcoming February events:

**Valentine's Gift Bazaar
Location and Date TBD**