

Bear Necessities

The official newsletter of the **MADE IN ALASKA** program



OCTOBER 2008

2009 Workshops in **Eleven** Cities

Photos taken at 2008
Workshops



Permit #6064
Fiber N Ice



Permit #4003
Twinkle Toes



Permit #4580
Designs in Transition

Made In Alaska's 2009 Workshops are now scheduled for the first quarter of the year in eleven cities. This year's dual themes will again be "Marketing to Alaska" and "How To Photograph Products" for the web and your printer.

"Marketing to Alaska" will cover the basic marketing techniques used by successful small businesses for many years. Basics of marketing, use of direct mail, public relations & promotions and newspaper will all be covered. "How To Photograph Products" will be a hands on workshop that requires you to bring an item to be photographed. You will gain a photograph of that item on a CD and the knowledge to do it yourself.

Made In Alaska Workshops are FREE and open to all permit holders and the public. However, only Made in Alaska and Silver Hand permitted items will be photographed.

Make reservations by calling 272-5634 or emailing dana@anchoragemarkets.com. Please specify which workshop you would like to participate in, names of the attendees, your company name and phone number.



Following is the tentative schedule for 2009 Workshops:

(M) = "Marketing to Alaska"
(P) = "How To Photograph Products"

Anchorage – Thursday, January 22 @ BP Energy Center from (M) 1 PM - 4PM and (P) 5PM - 8PM

Valdez – Tuesday, February 10 @ TBA from (M) 1 PM - 4PM and (P) 5PM - 8PM

Seldovia – Thursday, February 12 @ TBA from (M) 1 PM - 4PM and (P) 4PM - 8PM

Klawok/Craig – Tuesday, February 17 @ TBA from (M) 1 PM - 4PM and (P) 5PM - 8PM

Thorne Bay – Wednesday, February 18 @ TBA from (M) 1 PM - 4PM and (P) 5PM - 8PM

Metlakatla – Thursday, March 19 @ TBA from (M) 1 PM - 4PM and (P) 5PM - 8PM

Talkeetna – Tuesday, February 24 @ TBA from (M) 1 PM - 4 PM and (P) 5 PM - 8PM

Mat-Su – Wednesday, February 25 @ TBA from (M) 1 PM - 4 PM and (P) from 5 PM-8PM

Delta – Tuesday, March 24 @ TBA from (M) 1 PM-4 PM and (P) 5 PM - 8PM

Fairbanks – Wednesday, March 25 @ TBA from (M) 1 PM-4 PM and (P) 5PM - 8PM

Nenana – Thursday, March 26 @ TBA from (M) 1 PM-4 PM and (P) 5PM - 8PM.

Locations of the workshops will be available in the next Bear Necessities newsletter.

2009 Made In Alaska Webinars

As promised, the Made In Alaska program will be offering five Webinars in 2009. Short for Web-based seminar, a webinar is a presentation, workshop or seminar that is conveniently transmitted over the Web. Which means no travel is necessary; and ideal for us folks here in Alaska where travel isn't always convenient, safe and cheap!

The Made In Alaska webinars will cover the information presented at each Made in Alaska workshop; Basics of Marketing, Promotions and Marketing, Mail & Email Marketing, and Digital Photography; with the addition of Trademarks & Copyrights. This will provide the opportunity for people who are unable to attend the workshops to view and participate in the workshops online, in the comfort of their home or office.

Not only is participating in a webinar easy, there are many benefits. Webinars provide great interactive elements, and participants are able to ask the instructor questions and get answers in real time. Participants will receive course materials by e-mail prior to the workshop and will be able to view the instructor's PowerPoint slides during the workshop.

The dates of each webinar are listed below.

January 7, 2009 - Basics of Marketing

January 14, 2009 - Promotions and Marketing

January 21, 2009 - Trademarks & Copyrights

March 18, 2009 - Mail & Email Marketing

April 1, 2009 - Digital Photography

The times for the webinars are undecided, but will be available in the next newsletter.

In order to participate in the webinars, there are some system requirements that need to be met; listed below are the requirements.

System Requirements

For PC-based Users

- Required: Windows 2000, XP, 2003 Server or Vista
- Required: Internet Explorer 6.0 or newer, or Mozilla Firefox 2.0 or newer
- Internet Connection Required: Cable Modem, DSL or better

For Mac - based Users

- Required: Mac OS X (Tiger) or later
- Required: Safari 3.0 or newer, Firefox 2.0 or newer
- Internet Connection Required: Cable Modem, DSL or better
- Required: PowerPC G4/G5 or Intel processor, 512 MB of RAM or better

Make reservations by calling 272-5634 or emailing dana@anchoragemarkets.com.

New! 1' x 1' Extra Large Stickers and Posters

Made In Alaska is proud to announce the addition of the new 1' x 1' stickers and posters to the free point-of-sale materials. The 1' x 1' stickers and posters are perfect to display in store windows, booths and on vehicles. These bring positive attention to your Made In Alaska Certified items.

The new items are not only very expensive to make, but also to mail; as a result there is a limit of 2 per person.





Welcome New Permit Holders



Skil Jaadei's Alaska Native Arts

Linda Schrack
Ketchikan 907-247-7303
skiljaadei@gci.net
Wholesale - Yes

Permit #6221 for Silk Screened Clothing And Accessories With Authentic Northwest Coast Indian Designs

R & R Alaskan Knives LLC

Ray Thibault
Anchorage 907-529-6300
RandR@ak.net
www.randalaskanknives.com
Wholesale - Yes
Permit #6222 for Hunting / Filet Knives

Little Island Books - Young Entrepreneur Program

Karen Martinsen
Sitka 907-966-1360
edu@ak.net
Wholesale - Yes
Permit #6223 for Photo Book By Local Authors And Photographers, Published By A Young Entrepreneurs Class/ Program

GEM Distribution

Carlos Cardoso
Anchorage 907-522-8822
gemdistrib@yahoo.com
Wholesale - No
Permit #6224 for Flour Tortillas Made From Scratch

Annie's Jewelry

Ann Lynn
Anchorage 907-677-6837
ann@anniesjewelry.com
www.anniesjewelry.com
Wholesale - No
Permit #6225 for One-Of-A-Kind Polymer Clay and Lampwork Glass

Custom Teddys

Vicki Peres
Juneau 907-780-2327
vickibear@gci.net
www.customteddys.etsy.com
Wholesale - No
Permit #6226 for Handmade, Original, and Custom-Designed Teddy Bears

Rustic Wood Stuff

Don and Sharon Stewart
Palmer 907-373-3463
dstewart@matnet.com
Wholesale - No
Permit #6227 for Natural Birch/ Wooden Lawn Furniture and Smaller Rustic Wood Products; Planters, Mugs, Buckets, Plaques

Alaskan Rain

Jerry Jenkins
Ketchikan 907-225-7510
jerry@jenkins.org
Wholesale - Yes
Permit #6228 for Bottled Drinking Water

Alaska Polar Water

Jerry Jenkins
Ketchikan 907-225-7510
jerry@jenkins.org
Wholesale - Yes
Permit #6229 for Bottled Drinking Water

True Specialties

Laura Cox
Wasilla 907-892-8783
truespec@yahoo.com
Wholesale - Yes
Permit #6230 for Jewelry Made From Tied Fishing Flies
Permit #6231 for Wooden Coat Racks

Ladybug Publishing

Martha Markey
North Pole 907-488-6458
martha8.31@juno.com
Wholesale - No
Permit #6232 for Books With An Alaskan Theme

Wheelhouse Coffee Roasters

Gail Slentz
Craig 907-826-2333
voyageur@aptalaska.net
Wholesale - Yes
Permit #6233 for Alaskan Roasted Coffee

Interior Mobile Welding & Services, Inc.

Randall Beeman
Fairbanks 907-457-6611
welding@gci.net
Wholesale - No
Permit #6234 for Flat Bed Trailers, ATV Trailers, ATV Equipment Trailers, Truck Flat Beds, Pipe Racks, Headache Racks, Enclosed Mobile Welding Shacks, Water Tanks, Portable Fuel Tanks; Fabrication of Custom Beams, Columns, and Handrailing For General and Commercial Applications

Avalee

Joni Kiser
Anchorage 907-360-8806
Wholesale - Yes
rockstarlette13@hotmail.com
www.avalee.etsy.com
Permit #6236 for Handcrafted Silver Jewelry

AK Frostbite Silversmithing Company

Janna Widness
Anchorage 907-223-0134
ak.frostbite.silversmithing@gmail.com
Wholesale - Yes
Permit #6236 for Handcrafted Silver Jewelry

Dogelicious Gourmet Bakery For Dogs

Christynne Villa
Anchorage 907-382-7487
dogelicious@gmail.com
www.dogelicious.biz
Wholesale - Yes
Permit #6237 for Unique Dog Treats That Take The Traditional Dog Biscuit To A Whole New Level While Still Remaining Health Conscious

MB's Inspirations

Mary Beth Joyce
Anchorage 907-301-2831
mbrandandy@gci.net
Wholesale - No
Permit #6238 for Photographs Of Various Subjects Taken In Alaska With Inspirational Sayings



Welcome New Permit



Main Street Pottery AK

Colette Oliver
Juneau
Wholesale - No
Permit #6239 for Handmade Functional Pottery Made In My Juneau Studio.
Some Designs/Patterns Influenced By Alaska's Wildlife and Ocean; Some Are More Abstract Glaze Designs. All Are Oven, Microwave, and Dishwasher Safe.

Denali Dome Home Bed and Breakfast

Ann Langenberg-Miller
Healy 907-683-1239
www.denalidomehome.com
Wholesale - Yes
Permit #6240 for Ulus Handmade of Wood or Horn

Swan's Art Jewelry

Shuang Liang
Anchorage 907-360-9005
Wholesale - No
Permit #6242 for Jewelry

Something Fishee

Deborah Houseman
Anchorage 907-929-7795
dhouseman@alaska.net
Wholesale - No
Permit #6242 for Wearable Salmon Fleece Hats! A True Work Of Art.



Alaskana Botanicals

Lisa Andersson
Hoonah 907-945-3544
Wholesale - Yes
Permit #6243 for Alaskana Botanical Herbal Salves, Ointments, Balms, And Compresses. All Herbs Are Harvested Locally.

Contagious Ad Specialties

Lawana Larson
Palmer 907-746-3400
becontagious@yahoo.com
www.contagiousadspecialties.com
Wholesale-No
Permit #6058 for Fused Stained Glass In Alaskan Designs

DVD TO ASSIST ALASKAN ENTREPRENEURS

September 15, 2008

Ketchikan Visitors Bureau

The Alaska Office of Economic Development has developed a new educational DVD designed to help Alaskan entrepreneurs learn about tourism business opportunities with the Alaskan cruise industry.

"Navigating Tourism Business Opportunities with the Alaska Cruise Industry" is an educational DVD featuring information and advice from Alaska cruise industry representatives and Alaskan tour operators. The video provides information on the process and the steps necessary to work with the cruise lines and potentially secure a cruise line contract for their tourism business. Some of the topics covered include: developing a proposal; pricing your tourism product; how the planning cycle works in the Alaskan cruise industry; and the expectations that cruise lines require from potential business owners (i.e. safety, insurance, etc.)

To obtain a free copy of the "Navigating Tourism Business Opportunities with the Alaska Cruise Industry" DVD, please contact Dru Garson, with the Office of Economic Development at (907) 465-2162 or the Alaska Cruise Association (<http://www.akcruise.org/>) at (907) 743-4529. The video can also be downloaded and viewed from the Internet at <http://alaska.org/tourism-opportunities/cruise-lines-video.htm>.

Source: Ketchikan Fast Facts

Past Winners of the Manufacturer of the Year

Past recipients of the award are:

- 2007 Glacier Smoothie Company
- 2006 Arctic Wire Rope and Supply
- 2005 Alaska Sand and Gravel
- 2004 Alaska Rag Company
- 2003 Kodiak Island Winery
- 2002 Alaska Sausage and Seafood
- 2001 Alaska Black Diamond
- 2000 Fenton Woods
- 1999 Alaska Mint
- 1998 Cameron Birch Syrups & Confections, Inc.
- 1997 Alaska Canine Cookies, Inc.
- 1996 Interstate Brands Corp./Sunrise Bakery
- 1995 The Great Alaskan Bowl Company
- 1994 Alaska Wild Berry Products
- 1993 Marion Boat Works
- 1992 Alaskan Brewing & Bottling Co.
- 1991 Tesoro Alaska Petroleum

Made In Alaska Holiday Advertising Campaign

Made In Alaska has a very aggressive advertising campaign for the Holiday season. The following Made In Alaska ad will run during the holiday months of November and December, the 6 largest circulation newspapers in Alaska:

- Anchorage Daily News [76,000]
 - Fairbanks Daily New-Miner [20,000]
 - Juneau Empire [7,500]
 - Peninsula Clarion [7,000]
 - Ketchikan Daily News [5,200]
 - Daily Sitka Sentinel [3,900]
- [x,xxx] = approximate daily circulation

This provides a total daily circulation of approximately 120,000 newspapers that will be displaying our ad. On average, newspapers are read by every 2 out of 3 people; therefore reaching 240,000—360,000 readers daily!

The ad will promote the Made In Alaska program and encourage shoppers to “Look for the Label,” and of course purchase Made In Alaska certified products.

Please ensure that all your Made In Alaska certified products are proudly displaying the “Made In Alaska” logo; it does make a difference!

If you need free point of sale items,

please don't hesitate to contact us or stop by our office.



Marketing Tip 1

Do you have photos of your products?

Having professional-quality photographs of your products is essential in developing a successful marketing campaign. These photos are used in print as well as electronic media and can have a major impact on the buying habits of the public. “A picture is worth a thousand words” still holds true today. Digital photography has made it simpler and less expensive to have good photos of your products available. Look on our web site (<http://www.madeinalaska.org/mia>) to see how the addition of a photo immediately and dramatically draws the site visitor to that product, rather than the other listed permit holders' products.

If you are interested in learning how to take professional digital photos of your product, Made In Alaska will be conducting Digital Photography workshops and a webinar! Call 272-5634 for more information.



Permit #6013
Alaskan Wish



Permit #5820
Bear Klaw Kreation



Permit #6037
Jeanne's Fiber Arts



Permit #5745
Expressions in Glass

Marketing Tip 2

Priority Flat Rate Boxes: all you can ship for one low price

Priority Mail flat rate boxes offer a convenient method of shipping using a predetermined price. Used for shipping materials to any U.S. destination (weighing up to 70 lbs.) or any international locations (weighing up to 20lbs.)

Flat Rate Boxes are available free at most local Post Offices or at www.usps.com. If you plan to utilize the Flat Rate Boxes, we highly recommend you order boxes in bulk from the website; local Post Offices regularly run out.

Priority Mail boxes are available in three convenient shapes:



Box 1: 11-7/8 inches x 3-3/8 inches x 13-5/8 inches (ideal for garments, board games, books and other relatively thin items)



Box 2: 11 inches x 8-1/2 inches x 5-1/2 inches (perfect for shoes, model cars and taller items)



Box 3: 12 inches x 12 inches x 5 1/2 inches (ideal for larger items such as books)

Price Information

	Box 1 / Box 2	Box 3 (large)
Domestic	\$9.80	\$12.95
Mexico / Canada	\$23.95	\$29.95
All other countries	\$38.95	\$49.95

How do I pay for the postage of a Priority Mail service flat rate box?

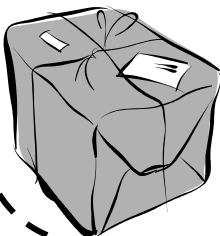
The postage can be paid using Click-N-Ship (www.clicknship.usps.com), to print a shipping label (any mailing label will suffice, though USPS offers Priority Mail service labels at no additional charge)

Affix enough postage to equal the price of the service for the size of the box you have selected:

- Use a postage meter indicia: or
- Any combination of U.S. postage stamps

Are there any pickup options available for a Priority Mail service flat rate box?

You can use Carrier Pickup (www.usps.com/shipping/carrierpickup) online notification to let your Post Office know you have a mail piece to be collected when your letter-carrier delivers your mail the following day.



Several Made In Alaska permit holders report experiencing big savings by using these boxes to ship merchandise to mail-order customers.

Are you Manufacturer of the Year 2008?

Nominations for the Made In Alaska 2008 Manufacturer Of The Year are now being accepted in the Made In Alaska office. Every year since 1991 one Made In Alaska permit holder has been selected to receive this prestigious award.

Any active permit holder is eligible to receive the award. When deciding who should receive the award we consider time in business, innovations, job creation, originality, and Alaska spirit, the "Can Do" factor.

Anyone may nominate a permit holder and self nominations are very much in order and welcomed. Send as much information as possible to the Made In Alaska office prior to January 9, 2009. Photos are always helpful.

More Products are needed for Wall Displays

Don't miss this free opportunity to display your product to potential customers.

If you would like the opportunity to display your Made In Alaska certified product at any of our locations, please call Lynette Lowe at 272-5634 and ask for a copy of the "Alaska Products Display Application."

Sites include Anchorage Egan Center, Ted Stevens International Airport, Tok Information Center, Commissioner's office in Juneau, and Office of the Governor in Washington D. C. There is no charge to permit holders wishing to display products at these sites.



Made In Alaska — Label Order Form

Return this form to: **Made In Alaska**
741 East 13th Avenue, Anchorage, AK 99501
Fax: 272-5635 Phone: 272-5634

Permit # _____

Company: _____

Name: _____

Address: _____

City/Zip: _____

Checks Payable to: **State of Alaska**



Exp. Date: ____ / ____ / ____

Name: _____

Roll Labels (Stickers 1,000/roll Large 1" x 1" Small 1/2" x 1/2"	# of Rolls or Bags	Cost per Roll or Bag	Amount Due
White & Black - Large		\$15.00	
Gold & Black - Large		\$15.00	
Silver & Black - Large		\$15.00	
White & Black - Small		\$12.50	
Gold & Black - Small		\$12.50	
Silver & Black - Small		\$12.50	
NEW! White & Black Extra Large Stickers			
Industrial Roll of 500		\$85.00	
10 Stickers		\$3.00	
Woven Cloth Labels sold 50 per bag 1" x 1"			
Red		\$12.50	
Light Blue		\$12.50	
Light Pink		\$12.50	
Dark Pink		\$12.50	
Yellow		\$12.50	
Forest Green		\$12.50	
Black & White Special Order Woven Cloth Labels			
Small (1/2") bag of 50		\$7.50	
Small Bag of 500		\$52.50	
Med (1") bag of 50		\$8.00	
Med bag of 350		\$40.00	
Large (1 1/2") bag of 50		\$8.50	
Large bag of 400		\$46.00	

Total Amount Due \$ _____



Free – Point Of Sale items Posters, Tents, Decals

Made In Alaska maintains an inventory of point of sale merchandising items and decals available to permit holders and retailers of all types...just for the asking. These items spruce up your in-store or booth displays and bring positive attention to your Made In Alaska certified items. All permit holders benefit when you spread the word...

“Look for the Label”

Name _____
 Company _____
 Address _____
 City/State/Zip _____

Mail this form to Made In Alaska, 741 East 13th Avenue,
 Anchorage, AK 99501-4621 or Fax 272-5635

Number	Item
	Decal — 6” x 6”, Back Stick Display & Doors
	Decal — 6” x 6”, Front Stick Doors
	Look for the Label Tents 3” x 5” folded
	Look for the Label Posters 8” x 10”
	Another Alaskan Product Tent 2” x 3” folded
	Another Alaskan Product flat 3” x 4”
	Another Alaskan Product flat 4” x 9”
	<i>NEW!</i> Another Alaskan Product flat 1’ x 1’
	<i>NEW!</i> Another Alaskan Product Sticker 1’ x 1’



Made In Alaska
 741 East 13th Avenue
 Anchorage, AK 99501

This & That

January Issue Will Contain 2009 Calendar of Events

Our next issue of Bear Necessities will contain the 2009 Made In Alaska Calendar of Events. Make sure that your community’s events are listed by letting us know the dates and details. We only list events that encourage and allow the sale of Made In Alaska products. Please call 272-5634 or email madeinalaska@anchoragemarkets.com to ensure that your events are listed.

E-Mail Newsletter

Cut out and return to Made In Alaska

Our biggest cost increases the past five years have been in the postage and printing cost of our newsletter and the annual Permit Holders & Products Guide. Meanwhile, the ability to communicate by email and web pages is getting easier to use, cheaper and practicable as a substitute for the printed word.

We are now using software that will allow us to send you our quarterly newsletter in electronic format. Many already receive it this way and we hope that a majority of our recipients accept this option. Please complete the form below and select your preferred method of delivery for future issues.

Please send by:

U.S. Mail Email to this address:

Made In Alaska

Phone 272-5634 Fax 272-5635

Email:
madeinalaska@anchoragemarkets.com

Web Site:
<http://www.madeinalaska.org>

PRSRST STD
 U.S. POSTAGE
PAID
 Permit No. 93
 Anchorage, AK