2014 Made In Alaska
Calendar of Events

The "Bear Necessities" calendar of events provides you with a schedule of opportunities for technical assistance, marketing techniques, workshops, and/or shows to market your products. This calendar, available on the MIA website, will be updated throughout the year. To post an event, contact the MIA office at (907) 272-5634 or email madeinalaska@anchoragemarkets.com.

2014 Workshops

Anchorage, Cordova, Soldotna, Homer, and Seldovia are the sites for our 2014 Made in Alaska (MIA) Workshops. We will present an overview of the MIA Program and *Marketing in Alaska* followed by a hands-on digital photography session. This session will allow MIA permit holders to learn how to create photographs of their permitted items for use in promoting their sales. Workshop days, dates, locations, and times are:

Friday, February 21 – Anchorage	BP Energy Center	1 PM – 7 PM
Thursday, February 27 – Cordova	Pioneer Hall	1 PM – 7 PM
Tuesday, March 11 – Soldotna	Sport Center	1 PM – 7 PM
Wednesday, March 12 – Homer	Visitor's Center	1 PM – 7 PM
Thursday, March 13 – Seldovia	ATC Building	11 AM – 5 PM

Workshop agenda is as follows (Seldovia's time is two hours earlier):

1:00 PM – Introductions and sign in
1:15 PM – Made in Alaska Overview
1:40 PM – Marketing in Alaska Basics
2:45 PM – Break
3:00 PM – Marketing in Alaska Ideas
4:00 PM – Digital Photography Presentation
4:15 PM – Break
4:45 PM – Digital Photography Hands-on
7:00 PM – End

Reservations are requested. This is a great opportunity to obtain a product photo to use on the MIA website (and other websites) at no cost. Bring samples of your products and your digital camera if you own one. You may come for all or just parts of the workshop. Workshops and webinars are FREE and open to the public. For more information, contact Dana Reese with Webb's Consulting at their Anchorage office at 272-5634 or email dana@anchoragemarkets.com.

2014 Webinars

MIA will host five webinars over the internet of great value to permit holders. These webinars, helpful to MIA permit holders and other businesses are FREE. All you need is a computer and internet access. Reservations are needed to obtain an access code and instructions to link to the webinar. We will link you to "Go to Meeting" to participate, ask questions, and hear the answers. Schedules and dates are:

Wednesday, January 22 – 2014 Color Forecast
By Dana Reese of the Made in Alaska Program
Using the "IN" colors for your product can lead to a huge increase in sales. Dana thoroughly researches and updates her information annually on the colors that are expected to be the most relevant in the New Year. This webinar is becoming a tradition with MIA permit holders for a fun discussion and the insight that leads to extra profit.

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Wednesday, February 19 – Packaging & Presentation of Products
By Jon Thompson and Dana Hahn of West Coast Paper Solutions
How you package and present your product is often as important as the product itself. Alaska's typical low volume and extraordinary shipping needs and costs complicate the problems. Two of the most experienced people in the paper industry will explain and suggest ideas for how you can package and market your products better while staying within budget. Whether you need boxes, jars, bags, or other custom-designed packaging, Jon and Dana have the experience, inventory, and fresh ideas you need to set your product apart from the competition.

Wednesday, March 5 – Webinar TBD

Wednesday, March 26 – Booth Merchandising & Lighting
By Bruce Baker, a Vermont business vendor, author and speaker
We are thrilled to have Bruce Baker again share his experience and wisdom at this webinar on creating a successful booth in a consumer show. Bruce will emphasize the importance of lighting and make suggestions on affordable ways to achieve a well-lit and eye-catching booth without busting your budget.

Wednesday, April 9 – Where Do Small Business Websites Stand In 2014?
By David Taylor, small business owner SUGARSLED *and UAA Professor*
The Internet has drastically altered the way in which information is shared, and has had a profound impact on marketing. Tune in and learn from Professor David Taylor the current website marketing trends that will help you increase profit and sustainability.

All webinars begin at 1:00 PM and will last about an hour. These webinars are rare opportunities to participate in a public meeting while relaxing at home. For more information, contact Dana Reese with Webb's Consulting in the Anchorage office at 272-5634 or email dana@anchoragemarkets.com.

MIA Workshops and Webinars at a Glance

January:

Jan 22, Color Forecast
Made in Alaska Webinar 1pm
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoragemarkets.com

February:

Feb 19, Presentation and Packaging
Made in Alaska Webinar 1pm
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoragemarkets.com

Feb 21, Anchorage
BP Energy Building
Workshop 1pm
Made In Alaska
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoragemarkets.com

Feb 27, Cordova
Pioneer Hall
Workshop 1 pm
Made In Alaska
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoragemarkets.com

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March:

March 5, Subject TBD
Made in Alaska Webinar 1pm
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoragemarkets.com

Mar 11, Soldotna
Sports Center
Workshop 1pm
Made In Alaska
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoragemarkets.com

Mar 12, Homer
Homer Visitor's Center
Workshop 1pm
Made In Alaska
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoragemarkets.com

Mar 13, Seldovia
ATC Building, Con Rm
Workshop 11 am
Made In Alaska
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoraagemarkets.com

Mar 26, Booth Merchandising
by Bruce Baker
Made In Alaska Webinar 1 pm
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoragemarkets.com

April 9, Where Do Small Business Websites Stand In 2014?
Made in Alaska Webinar 1pm
Dana Reese 272-5634
madeinalaska@anchoragemarkets.com
www.anchoragemarkets.com

Marketing Opportunities

January:

Jan 9, 10 & 11, Anchorage
Alaska Wholesale Gift Show
Dena'ina Center
Peggy Anderson 929-2822
info@alaskagiftshow.com
www.alaskagiftshow.com

Jan 9-10, Anchorage
Alaska's Best Wholesale Show
Clarion Suites Hotel- 1110 W 8th Ave.
Meriam Linder 235-2078
info@alaskasbestwholesale.com
www.alaskasbestwholesale.com

Jan 18, Fairbanks
Interior Entrepreneur Lions Local Business Expo
Pioneer Park Civic Center
Missy Hawkins 347-7872
interiorentrepreneurs@gmail.com
http://www.surveymonkey.com/s/LocalBusinessExpoReg

March:

Mar 28-30, Fairbanks
IABA Home Show
Carlson Arena
Kris Knutzen 474-9082
kris@fairbanksevents.com
www.fairbanksevents.com

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April:

Apr 4-6, Fairbanks
A Women's Affair
Carlson Arena
Kris Knutzen 474-9082
Kourtney@fairbanksevents.com
www.anchoragemarkets.com

May:

May 2, Ketchikan
Celebration of the Sea Art Walk
Anita Maxwell 225-2211
anitam@ketchikanarts.org
www.ketchikannarts.org

May 10 & 11, 17 & 18, 24 & 25, & 31, Anchorage
Anchorage Market & Festival
Dana Reese 272-5634
info@anchoragemarkets.com
www.anchoragemarkets.com

May 22-26, Kodiak
Kodiak Crab Festival
Lindsey Howell 486-5557
chamber@kodiak.org
www.kodiak.org

June:

Jun 1, 7 & 8, 14 & 15, 21 & 22, 28 & 29, Anchorage
Anchorage Market & Festival
Dana Reese 272-5634
info@anchoragemarkets.com
www.anchoragemarkets.com

Jun 3, Eagle River
Tuesday Mix
VFW
Lynn Mattison 696-4839
Mattison@ak.net

July:

Jul 4, Seward
Mt. Marathon Race
& July 4th Celebration
Erin Lemas 224-8051
events@seward.net
www.seward.com

Jul 5 & 6, 12 & 13, 19 & 20, 26 & 27, Anchorage
Anchorage Market & Festival
Dana Reese 272-5634
info@anchoragemarkets.com
www.anchoragemarkets.com

Jul 11, 12, 13, Eagle River
Bear Paw Festival Vendor Court
Dana Reese 272-5634
info@anchoragemarkets.com
www.anchoragemarkets.com

Jul 26-27, Soldotna
Progress Days/Soldotna Creek Celebrations
January Yeager 262-9814
January@soldotnachamber.com
www.soldotnachamber.com

August:

Aug 1-3, Ketchikan
Annual Blueberry Arts Festival
Anita Maxwell 225-2211
anitam@ketchikanarts.org
www.ketchikanarts.org

Aug 2 & 3, 9 & 10, 16 & 17, 23 & 24, 30 & 31, Anchorage
Anchorage Market & Festival
Dana Reese 272-5634
info@anchoragemarkets.com
www.anchoragemarkets.com

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Aug 1-9, Fairbanks
Tanana Valley State Fair
Amanda Bent 451-5555
fairinfo@tananavalleyfair.org
www.tananavaleyfair.org

Aug 9-17, Seward
Seward Silver Salmon Derby
Erin Lemas 224-8051
events@seward.net
www.seward.com

September:

Sep 6 & 7, Anchorage
Anchorage Markets & Festival
Dana Reese 272-5634
info@anchoragemarkets.com
www.anchoragemarkets.com

Sep 26-27, Fairbanks
Bad Girls of the North
Westmark Hotel
Vicki Potter 227-8007
Vicki@badgirlsofthenorth.com
www.badgirlsofthenorth.com

Sep 26-28, Anchorage
The Alaska Women's Show
Sullivan Arena
Annie Chavez 562-9911
annie@auroraproductions.net
www.auroraproductions.net

October:

Oct 3-5, Anchorage
Make It Alaskan Festival
Sullivan Arena
Steven Rouse
907-399-4357
info@makeitalaskanfestival.com

Oct 3-5, Anchorage
Oxygen and Octane Expo
Dena'ina Center
John Woodbury 677-2900
john@alaskaadventuremedia.com
www.oxygenandoctane.com

Oct 4-6, Anchorage
Cha-Mai Bazaar
Shrine Center
Alice Chaney 561-0492
Chaneyvo@alaska.net

Oct 18, Kenai
Christmas Boutique
Kenai Senior Center
Sheila Sawyer 262-9170

Oct 25-26, Palmer Alaska State Fair
2014 Holiday Bazaar
Raven Hall
Stephanie Kurimsky745-4827
info@alaskastatefair.org
www.alaskastatefair.org

November:

Nov 1-2, Wasilla
Fall Craft Fair
Wasilla Area Senior Campus
Mary Lackey 376-3104
www.alaskaseniors.com
maryl@alaskaseniors.com

Nov 7-8, Anchorage
Bad Girls of the North
Millennium Hotel
Vicki potter 227-8007
Vicki@badgirlsofthenorth.com
www.badgirllsofthenorth.com

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Calendar of Events

Nov 8-9, Anchorage
Holiday Food & Gift Festival
Dena'ina Center
Dana Reese 272-5634
info@anchoragemarkets.com
www.anchoragemarkets.com

Nov 8-9, Wasilla
The Holiday Marketplace
Menard Sports Center
Kris Knutzen 474-9082
Kourtney@fairbanksevents.com
www.fairbanksevents.com

Nov 8, Wasilla
Tops Holiday Bazaar
Wasilla Senior Center
Liz 892-6406
Kathy 376-9571
akdlhunter@yahoo.com

Nov 14-16, Fairbanks
The Holiday Marketplace
Carlson Center
Kris Knutzen 474-9082
Kourtney@fairbanksevents.com
www.fairbanksevents.com

Nov 22-23, Anchorage
Arts & Crafts Emporium, Anchorage
Dena'ina Center
Dana Reese 272-5634
info@anchoragemarkets.com
www.anchoragemarkets.com

Nov 28-30, Ketchikan
Annual Winter Arts Fair
Ted Ferry Civic Center and
Cape Fox Lodge
Anita Maxwell 225-2211
anitam@ketchikanaarts.org
www.ketchikanarts.org

Nov 28-30, Juneau
AK-Juneau Public Market
Peter 586-4072
Metcom@gci.net
www.juneaupublicmarket.com

December:

Dec 6, Anchorage
Native People's Bazaar
Alaska Native Medical Center
Roberta 729-1120

Dec 6, Ketchikan
Winter Art Walk
Anita Maxwell 225-2211
anitam@ketchikanarts.org
www.ketchikanarts.org

Dec 6, Anchorage
UAA Crafts Fair
Student Union UAA Campus
Denise 786-6152
craftsfair@uaa.alaska.edu
www.belong.uaa.alaska.edu

Dec 6, Eagle River
Holy Spirit Handmade
Holiday Bazaar
Ruth 694-3432
Froggramma6@gci.net

Dec 7, Palmer
Trinity Lutheran Church Christmas
Bazaar
Pastor Diane Krauszer 745-0726
trinitylpalmerak@gmail.com

Dec 7, Anchorage
Julie Matthews and
M.Kaye Denkewalter Studio Sale
Anchorage Montessori School
Julie Matthews 317-5766
www.juliematthewsstudio.com

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Dec 12-14, Palmer
Colony Christmas
Palmer Depot
Susan Fouch 745-2880
www.palmerchamber.org

Dec 13, Anchorage
Wonderfully Made Christmas Bazaar
Lindsay Smith 349-8442
www.akcornerstone.org/christmas-bazaar

Dec 20, Anchorage
Christmas Village
Dena'ina Center
Dana Reese 272-5634
info@anchoragemarkets.com
www.anchoragemarkets.com