



F E N T O N

# Connection

*Experience Fenton ... Handcrafted American Glass Artistry*

VOLUME V, ISSUE 4

DECEMBER 2002

YOUR SPECIAL CONNECTION  
TO FENTON ART GLASS —

*Success Stories & Insider  
Information for Fenton  
Showcase Dealers*

## Welcome to Showcase Dealer Status ...

We welcome the following retailers who have become Showcase Dealers since our last publication:

- ♦ Ashley's Collectibles, Omaha, NE
- ♦ Barb's House of Glass, Luling, TX
- ♦ Candy Cane Christmas Shop, Archbold, OH
- ♦ Conners Gifts, Inverness, FL
- ♦ Dorothy's Hallmark, Huntington, IN
- ♦ Dumont's Furniture/Gifts, Malone, NY
- ♦ Glass Masters of the Village, Lahaska, PA
- ♦ Hamlin Pharmacy, Corpus Christi, TX
- ♦ Hayes Carpeting, Reidsville, NC
- ♦ Memory Lane, Christiansburg, VA
- ♦ Osceola Drug Company, Osceola, IA
- ♦ OSU Medical Center Gift Shop, Columbus, OH
- ♦ Thoughts That Count, Millersburg, OH
- ♦ Valley View Antiques, Penn Laird, VA
- ♦ Veterans Canteen, Phoenix, AZ
- ♦ The Whiststop, Mendocino, CA

## Hop into Spring!

From Burmese to Rosemilk to Mary Gregory, our Spring 2003 program offers a variety of shapes, colors, and price points for one of the most versatile programs around. Don't wait to place your Spring order — less than a year remains for dealers to receive special discounts and dating



on orders received by December 16. The response has been outstanding — contact your sales rep or call us at 800-933-6866 to order.

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ntertaining is on the minds of consumers as the busiest season of the year quickly approaches. Help your customers create a warm and inviting environment for home entertaining with Fenton. Show them how to use a Fenton cake plate without ever baking a cake! Try presenting it with greenery for Christmas or, for year round functionality, display it with three pillar candles surrounded by sea shells for summer, then small fruits and nuts for fall. Show it with seasonally changing wreaths and one pillar candle or pile it with faux fruits as a centerpiece. The variations are endless!



There are hundreds of home accents in the market but how many retain heirloom value for the future? **Fenton will!** Whether it's a rose bowl filled with potpourri or a candle in the powder room, a cake plate on the coffee table or a candy box with

cotton balls in the bathroom, Fenton products have hundreds of ways of evoking an everyday appreciation of fine things.

Fenton will continue to provide you with a variety of home décor selections in 2003 to help you meet consumer demand. If you are not receiving our merchandising ideas via the Internet, please send your e-mail address to [askfenton@fentonartglass.com](mailto:askfenton@fentonartglass.com).



## 2003 Preview ————— Exquisite Art!



A couple of long-standing favorites will be our premier Limited Edition collections in 2003!

**Historic Collection in Ruby Amberina Stretch** — Fenton has revived an art glass treatment from the first quarter of the twentieth century. Originally called "Cobweb" or "Rainbow," it began as iridescent ware made with moulds having little or no pattern. A total of 15 pieces will be offered in a variety of shapes and finishes including a 5-piece Epergne in stretch and an Alley Cat in satin. Frances Burton designed an exquisite Wine Country motif for a vase, family signature basket and 3-piece fairy light, which blends beautifully with the rich color of Ruby Amberina.

**Honor Collection in Mulberry** — Our 2003 collection is a tribute to our company founder, Frank L. Fenton. In the '40s when Fenton was producing an Aqua color, he suggested the glassblowers take a small amount of gold Ruby and cover it with this clear Aqua glass to see what the combination would look like — the beginning of Mulberry! This 4-piece collection includes your first half Showcase Dealer exclusive — a 5½" vase handpainted with a Floral Arches design by Stacy Williams (pictured right). Each collection will be numbered and limited to sales during 2003.





## The Fenton "Specialist"



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Before the busy holiday shopping season consumes your time, start putting together your sales plans for the upcoming year. Throughout the year, Fenton offers several programs to help you build your sales volume and increase customer loyalty — here are just a few to jumpstart your sales for 2003:

**Gift with Purchase** — Looking for an inexpensive way to reward your best customers? What better way to say "thank you for your business" to a loyal customer than with a free piece of Fenton Glass! Here are four items priced specially to be used as a "gift with purchase":

- Bunny, 2¾", Pink Chiffon (5275 PS); \$9.50 retail; **\$2.00 special cost**
- Rooster, 5½", Violet (5292 OE); \$29.50 retail; **\$5.00 special cost**
- Candle Plate, 6" wide, Violet (7695 OE); \$26.50 retail; **\$4.00 special cost**
- 2-Way Votive, 4½", Violet (9596 OE); \$18.50 retail; **\$3.00 special cost**

Minimum order: 24 pieces. Contact your area sales representative or Customer Service (800-933-6866).

**Showcase Dealer Seminars** — Don Fenton and his staff are putting together plans for training seminars to be held at selected January shows. You will have the opportunity to hear exciting new plans for the Showcase Dealer program, learn how to further maximize your sales volume while interacting with other dealers for the exchange of ideas. Dates and locations to be finalized and announced to Showcase Dealers, via e-mail, in the coming weeks.

**Collector Bus Tours** — Bring your collectors to Fenton and share in the proceeds! This day provides the total *Fenton Experience* including special talks and signings with the Fenton Family, a special collector tour of the factory, and interactive product reviews to encourage further collecting. Contact Sue McCue (smccue@fentonartglass.com) for guidelines to begin planning your collector bus tour to Fenton in 2003.

**Free Signage** — Include our **free** counter cards with your displays to promote Fenton product and educate the consumer! Add to your next order the "Made in USA" (9972) and our new basket sign (9903) to refresh your displays — both at no cost to you!

**Fenton Postcards** — One of the most effective ways to reach your customers is through direct mail. Use one of several available postcards to contact your Fenton mailing list customers to promote your new products and special events. Our General postcard (FG085) can be used for a variety of promotions. Also available in 2003 will be new postcards for the Showcase Dealer Exclusive, 4-Seasons Vases, and Designer Covered Boxes — each priced at \$10 for a pack of 100 postcards (see January price list to be mailed in late December).

Include the above sales opportunities in your 2003 plans. Let Fenton help you achieve the goals you set for your business!

## Matched Numbered Sets — Spring and 2003 Catalog

- **Mary Gregory** ... Showcase Dealer orders for assortment 0341 AS, placed by 11/1/02, will be shipped as a 4-piece matched numbered set. A lottery drawing for the first 98 sets will be held in November and shipped first to those selected Showcase Dealers.
- **Vanity Sets in Royal Purple** ... Orders for assortment 0500 AS, placed by 11/1/02, will be shipped the perfume and puff box as a matched numbered set. Note: Oval tray included in set but not numbered.

One more "matched numbered" opportunity will be offered for the first half of 2003:

- **Honor Collection in Mulberry** ... 3-piece set including a 6" drapery pitcher, 9" vase, and 7½" basket. Each piece limited to 1,950 with the first 98 sets "matched numbered." Orders must be received by February 1, 2003 to participate in the lottery drawing for the first 98 sets.

### Lamp Drawing

December 7 is the date for the annual Direct Mail Catalog free lamp drawing. Consumers who purchased either catalog exclusive registered with Fenton for the chance to win a free matching 23" Burmese student lamp — numbers 1-3 were set aside for this special drawing. The three winning consumers' preferred dealer will be contacted by Fenton so you can personally notify your winning customer. Entry forms will be returned to the respective dealers so you can add these names to your mailing list. Entry deadline is 12/6/02.

### Retailer Day

Our fall installment of the popular Retailer Day was held September 22-23 at the Fenton factory in Williamstown. Forty Fenton "Specialists" representing 20 retailers from around the country spent a day and a half touring our facilities, attending sales-oriented workshops, new product seminars and a comprehensive history lesson from historians Frank Fenton and Jim Measell. Our next training session will be held May 18-19, 2003. Be sure to check with your sales representative next spring to reserve your space and take your Fenton sales to the next level!

### Ware Availability

A final list of Discontinued and Quick Ship items is enclosed with your *Connection*. Refer to this list when placing your last minute Christmas re-orders!

### Glass Messenger Exclusives

Our 2-piece offering in 2002 was so well received that we decided to continue with this concept for 2003! Classic Blue Burmese will be the featured color statement for a beautiful 2-piece tumble up and a new lop-eared bunny. Both pieces will be handpainted with the same floral design by Frances Burton. Remember — orders for the 2002 exclusives, Ginger Jar and Asian Goldfish in Sunset, will be accepted through December 31.