



F E N T O N

Connection

Experience Fenton ... Handcrafted Glass Artistry Since 1905

VOLUME V, ISSUE 2
JUNE 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:

- ♦ A & H Hallmark, Kent, WA
- ♦ Antiques & More, Lake, MS
- ♦ Applebrook Cottage, Stockton, CA
- ♦ Blueberry Cupboard, Skowhegan, ME
- ♦ CF Brandt Jewelers, Upper Marlboro, MD
- ♦ Carlson's Jewelry, Cadillac, MI
- ♦ Don's Card Hut, Portage, MI
- ♦ Hank Bros. True Value, Paducah, KY
- ♦ Houston's Greenhouse, Kasson, MN
- ♦ Kenton Drug, Kenton, TN
- ♦ Lakeview Card, Battle Creek, MI
- ♦ Lindz's, Gatlinburg, TN
- ♦ Marcos Gifts, Pompton Plains, NJ
- ♦ Memory E. Lane, Marysville, CA
- ♦ Mountain View Hotel, Easley, SC
- ♦ MSI General Store, Grandview, MO
- ♦ Mystic Antiques, Witt, IL
- ♦ Old Prague Market, Pflugerville, TX
- ♦ Victorian Country Accents, Tuscola, IL

National Advertising

Be sure to check out Fenton's half page ad in the July issue of *Collector's Mart* magazine. The ad will feature a Cranberry basket with the *Artful Celebration* background. Share this with your customers — on newsstands by mid June.



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Fenton is pleased to introduce one of our most exciting second half product offerings! Our 2002 June Supplement features a wide variety of product and price points that is sure to please everyone. Our Connoisseur collection includes seven magnificent selections ranging from Burmese to Favrene to Topaz Satin. In addition, we bring you the return of Coin Dot, a sunny new Inspirations grouping and Fenton's first product offering for Halloween decorating. The third installment of our Centennial collection features two exquisite pieces — a Favrene tobacco jar and a Coral Overlay vase — selected personally by Bill Fenton's daughters, Christine and Shelley.



The largest Burmese lamp (left) ever produced in the 97 year history of Fenton Art Glass is one of the most talked about pieces from our Connoisseur collection. This substantial piece of art glass, standing 27½" tall, is adorned with Stacy Williams's beautiful handpainted design of a berry vine with a perched song sparrow on the top shade and a continuation of the berry vine and a sparrow's nest on the bottom shade. Our signature piece for this collection, featuring the signatures of 12 Fenton family members, is a sunny "Lemonade" guest set (right). Robin Spindler's juicy handpainted lemons come to life on Topaz Opalescent. The black handle and base provide the perfect contrast for this functional piece. Perfect for serving cold drinks at a summer outing.



Your requests for a Halloween collection have been answered! During the past decade, this bewitching holiday has become one of the top decorating occasions of the year. Three whimsical figurines — Gaspar the ghost, Scaredy cat and Grenelda the witch — are delightful pieces that appeal to all ages. A handpainted pumpkin patch appears in the midnight sky of the coordinating basket — perfect for storing your candy corn! Our first class mailing to Showcase Dealers is scheduled for the week of May 13. We look forward to your response!



"I can hear your smile ..."

A profile of Millie Ingram of Fenton's Customer Service Department

Millie Ingram has worn a variety of hats during her 15 years as a member of Fenton's Customer Service team. Her vast knowledge of product detail, customer relations, and procedures allows her to provide you with the best possible service. "Millie's attention to detail is impeccable. She's not only appreciated by me and her co-workers — her many Fenton customers throughout the country value her thorough approach, experience and kind manner," says Don Fenton.

This southern belle hails from Murrells Inlet, South Carolina and met her husband, Glen, at nearby Myrtle Beach Air Force Base nearly 40 years ago. They are the proud parents of two daughters, Angela and Beth, and two granddaughters, Colleen and Hannah. The number of family pictures that adorn her desk tells you that family is a high priority with Millie.

Tending to her vegetable garden, counted cross stitching and reading are just a few of the activities that keep her very busy when she's not at Fenton. Millie is also an active member of the Crossroads United Methodist Church where she holds the office of Secretary/Treasurer of the Charge Conference in addition to serving as a liturgist during weekly services.



June's Topic:
Event
Promotion

The Fenton "Specialist"

The most profitable means to promote your Fenton product line is through an In Store Event. Whether it's an Open House with your sales representative, a Signing Event with a family member or even an Artist Event (see below), hosting an In Store Event for your store is a proven way to grow your Fenton sales and develop your Fenton collector following. Unfortunately, these special events are not put together overnight — taking the time to carefully plan each step will undoubtedly assure you a high degree of success. Here are six steps to help you achieve success with your Fenton event:

♦ **Advance Advertising** — As soon as you establish a date and time for your event, start promoting it through a variety of methods. **Direct mail** is an great way to reach your mailing list customers. **Bag stuffers** (postcards available through Fenton, short flyer, etc.) announcing the event is an inexpensive and effective way to reach all customers and help spread the word. Be sure to always include your store name, address, phone, date and time of the event on all advertising materials.

♦ **Pre-sell the Exclusive** — Display the exclusive piece, along with a counter sign, in a prominent place near your Fenton case at least 4-6 weeks prior to your event. Involve your sales staff with a selling contest and make sure every customer previews the exclusive and is asked to place an order. A great way to reach your customers who cannot attend the event!

♦ **Product Planning** — **Plan ahead** to accommodate the extra traffic a special event will bring you. In addition to the exclusive, your top selling selections will see increased interest. Be sure to order and have on hand additional product to meet the rising demand. Ask your sales rep to bring a Cranberry progressive set to your event — a great way to create interest and educate your customers!

♦ **Event Advertising** — **Newspaper** ad slicks are available at no charge as well as sample **radio** spots to help you reach a large number of customers. Fenton can also provide you with a variety of **television** commercials that can be easily tailored to your store's event.

♦ **Store Layout and Roles** — **Expand your display** to make it more pleasing to accommodate a larger crowd; place **Limited Editions in a prominent area** of your display; play the **Fenton tour video** in the weeks leading up to and during your event; establish an area for **door prize** registrations near the front register and plan two drawings during the event (keep names for your mailing list!).

♦ **Day of the Event** — **Establish roles** for each sales associate (stocking shelves, selling Fenton product and *Glass Messenger* subscriptions, assisting special guests, replenishing refreshments, door prize drawings, etc.) to assure for a smooth-running event.

Fenton offers a wide range of signage and promotional materials in our catalogs and supplements (many free of charge) to assist you with the promotion of your event. Fenton just completed 55 Family Signing Events and 84 Rep Open Houses — the stores that were most successful followed these guidelines. Work closely with your sales representative and your event contact at Fenton to "seal the deal" for a successful In Store Event.



Don Fenton at a recent signing event.

Now Appearing Across America ...

This spring Fenton is providing a new category to our special event calendar — the Artist Event! We have several talented decorators who are available to travel to stores and demonstrate the Fenton handpainting process. Each store will be charged \$185 for the event and have the opportunity to offer an exclusive piece designed and handpainted by their artist. In addition, a special one-of-a-kind whimsy piece designed by their artist will be available to the store. We suggest the dealer hold a silent auction for the whimsy piece to help offset the cost of the event.

An event planning packet, exclusive sample, counter card and whimsy piece will be shipped to your store 4-6 weeks prior to your event. Multiple events are scheduled within the sales territory over a 3-4 day weekend. Fenton is providing you with another great opportunity to promote your business. Contact your sales representative should you have an interest in hosting an Artist Event.



Artist Brenda Pezzoni will be appearing in Western Kentucky in early June.



F E N T O N

Fall Lamp Special Calendar

June 3 — Program to Fenton Sales Reps

June 14 — Program to Showcase Dealers

Initial Shipping Dates

June 17 — Christmas and Direct Mail Catalog items

July 15 — June Supplement (except Connoisseur and Centennial)

July 29 — Connoisseur and Centennial

September 3 — Fall Lamp Spec.

Catalog Images

To assist your advertising needs, we have high resolution (color separated) digital images available of Fenton product found in our catalogs and supplements. A color separated image from Fenton will save you the additional cost that your local printer will charge. These images can be sent to you via e-mail, CD or disk — you just need to specify the format. Contact Terry Nutter by phone (800-933-6766, x 385) or e-mail (tnutter@fentonartglass.com).

Increase Your Glass Messenger Exclusive Sales

Many of you have had great success in the past by reimbursing the \$12 subscription fee to collectors who buy the \$95 exclusive through you. We recommend and support this ... so make this offer to those who have already subscribed or who choose to join just to qualify to purchase the ginger jar (\$303S6). Hopefully you can also sell the Sunset Asian goldfish (\$276SX). To launch this, create a counter sign to display with the ginger jar and goldfish — watch your sales grow!

International Collectible Expo
June 28-30, 2002

Rosemont Convention Center
Rosemont, IL

Fenton to feature Master Designer Frances Burton! Details to follow at a later date.