



F E N T O N

VOLUME VI, ISSUE 3

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YOUR SPECIAL CONNECTION
TO FENTON ART GLASS —
Success Stories & Insider
Information for Fenton
Showcase Dealers

Lamp Drawing

Consumers who purchase either Direct Mail catalog exclusive for Fall '03 (Cobalt vase or Milk Glass sleeping kitten) can register for a

free Fenton lamp by mailing the postage-paid entry postcard enclosed in each catalog exclusive box. A drawing will be held in early December for two national winners of a 27½" double ball Burmese lamp, decorated with a handpainted pattern by Stacy Williams. Entries must be received at Fenton by November 14 to be eligible for the drawing.

NALED Winner

Announcing the Decorative Collectible of the Year for NALED — Fenton's Lemonade Water Set. Robin Spindler's mouth watering design on Topaz Opalescent glass was featured in our Connoisseur collection for 2002. Congratulations, Robin, and the Fenton Design Team!



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Connection

Experience Fenton ... Handcrafted American Glass Artistry

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he sweet taste of freshly picked fruit, tulips in full bloom, new life taking form — all indications that spring is in the air at home and with Fenton Art Glass. In late August, your sales representative will begin presenting our Spring 2004 line to you, our Showcase Dealers. Our Spring introduction is one of the most widely anticipated — a great way to jump start your sales during the upcoming holiday shopping season and for the new year. Here are just a few highlights:

Celeste Blue Stretch — A peaceful ambiance is sensed with this ocean blue color that was first developed in 1921. Two metallic sprays and two extra re-heating steps are required to give this color its sparkling textured "stretch" surface. Stacy Williams designed a garden of crisp white daisy petals touched with spring green leaves to harmonize beautifully with our new Green Apple grouping below.



Green Apple Stretch

The dawn of a new season is the perfect time to introduce a ripe new shade for Fenton — Green Apple Stretch. Influenced by Florentine Green from the 1920s, this succulent new shade blends perfectly with the bright color schemes in today's market. The "Pansy Morning" design by Stacy Williams further intensifies the color and looks beautiful when paired with Celeste Blue. Several new undecorated selections will also be available in this group.



Garden Club — Bring a touch of natural beauty to your garden with the addition of these friendly creatures nestled among the flowers. A squirrel, frog, bird, butterfly and hummingbird are available in an array of spring colors — each done in shimmering iridescent glass that shimmers like dew. The perfect grouping for your upcoming Community Event presentation (see *The Fenton "Specialist"* on the back page).



In addition to four new Mary Gregory designs on Cranberry by Stacy Williams, we welcome a new Baby Bunch figurine grouping, three new Dew Drop selections plus our Limited Edition items — a heart optic basket in Cranberry and a 3-piece dresser set (matching perfume, covered box and tray in Rosalene) — all just in time to spruce up for spring. We look forward to hearing your reaction to this delightful spring collection!

Direct Mail Catalog — Spring 2004

Two Catalog Exclusives!



"Tulips Scroll"
on Rosalene
by Stacy Williams



When our top dealers request a new program to help them drive sales, Fenton delivers! Introducing our first-ever Direct Mail Catalog program for spring. This new program features many of the same perks found in the present Direct Mail program for fall — all to help you promote the Fenton spring line! This catalog will also feature a grouping of Irish Treasures for St. Patrick's Day, a Mother's Day heart box and slipper set plus a new art deco design by Kim Barley on creamy Rosemilk — items introduced first in this spring catalog. Contact your sales representative beginning September 1 for more details and to place your catalog order.

The Fenton "Specialist"

For our Showcase Dealers to continue to be successful, you must develop new Fenton collectors. We have designed a new way to help you accomplish that — **Community Events**. We have all the elements to make a presentation to local groups promoting your store as the area's source for America's finest handmade art glass. We will send you a slide presentation and script so you or one of your most knowledgeable collectors can deliver an interesting program about Fenton Art Glass. This program includes history of the company and the Fenton family with a focus on "Entertaining with Fenton." Some dealers have found that Fenton centerpieces really add to the presentation and exhibit the decorating and entertaining ideas. All you need to do is make the contacts and pick a date. You will need a projector screen along with a piece of Fenton glass from your display to use for a door prize. Be sure to add these names to your mailing list!

How to find them — Many local newspapers publish notices of upcoming meetings which list contact information for the organization. You can use these leads to develop a list of target organizations. Ideally you will be speaking to audiences which have the greatest potential to buy Fenton glass. Your local phone directory or library is also a good source of locating area clubs and organizations.

How to secure a date to speak to their group — It's as simple as one introductory phone call! You will be surprised at the number of social clubs which are looking for and receptive to speakers.

What is interesting to these groups — Focus on topics close to their interests. For example, garden clubs would like to see how to arrange flowers in colored glass or see how to use it on a sun porch or patio. Junior League or the Welcome Wagon would enjoy seeing how to use glass throughout their homes to make a positive impression on friends and family. Rotary Clubs would be interested in Fenton's history while the General Federation of Women's Clubs would be interested in collectibility and history or uses for home décor.

Don't be nervous! Club members are typically friendly and welcome speakers with open arms. Tell your audience up front that you are not a professional speaker but that you have some interesting information to share with them. Ask them a couple of questions to break the ice before you start the program — it will feel like a conversation more than a speech. Experience will ease the butterflies!

Contact Sue McCue at Fenton to make arrangements for the slides, script and manual. Your account will be charged a \$50 deposit for the slides and projector but will be credited in full upon their return. This is a great way to promote your store prior to your next Rep In-Store event.

Local Social Clubs

- Junior League
- Garden Clubs
- Church Groups
- Rotary Club
- Welcome Wagon
- General Federation of Women's Clubs
- Red Hat Society
- Chambers of Commerce
- Service Organizations

Retailer Day

Our fall edition of the popular Retailer Day, consisting of extensive training targeting shop owners and their Fenton Specialist, is scheduled for **September 14-15**. Joe Hodge of Memory Lane reports several improvements to their Fenton area after having attended Retailer Day ... from their displays to the overall Fenton education received that day in company history, how the glass is made, sales programs — he highly recommends it to any dealer wanting to grow their



Fenton sales. Contact your sales rep or Sue Mitchell at the factory to reserve your spot. We look forward to seeing you in September!

New Frosty Friends

This popular grouping is now available *without* the "Let It Snow" decoration. All pricing remains the same — we made a few additions to the design to compensate for the elimination of the lettering.

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|--------------------|-------------------|
| 5064WZ Kitten | 5109WZ Polar Bear |
| 5267WZ Penguin | 5268WZ Snowman |
| 5269WZ Snowlady | 5294WZ Santa |
| 5940WZ Fairy Light | |



F E N T O N

Welcome to Showcase Dealer Status!

- A B C Drug & Gifts, Kearney, NE
- Alpine Shop, Crawley, WV
- Between Friends, Wichita, KS
- Carole's Collectibles, Paris, TN
- Cheval Gifts, Imperial, CA
- Cole's Furniture, Mt. Morris, MI
- Country Connection, Poplar Bluff, MO
- Creations by Becki, Rogersville, AL
- Diamond W Gift, Simpsonville, SC
- Drakes Crafts, Traverse City, MI
- Friendly Furniture, Fairmont, WV
- Fuller's Jewelry, Havana, IL
- The Gift Box, La Porte, IN
- Gifts of the Heart, League City, TX
- Glass & More, Robinson, IL
- Grace's Hallmark, Pleasanton, CA
- Heather's Collectibles, Houston, TX
- J.M. & Co., Woodstock, IL
- John's Antiques, Fayetteville, TN
- Kriders Pharmacy, Green Bay, WI
- Laughlin Furniture, Conneaut, OH
- Lehoty's Hallmark, N. Ridgeville, OH
- Liz's Furniture Shoppe, Nappanee, IN
- MLR Fine Jewelry & Gifts, Pace, FL
- Mary Anne's Hallmark, Glasgow, KY
- Merry Meeting Shoppe, Chaffee, NY
- Midway Sunset Trading, Taft, CA
- R.H. Moore Drug, Franklin, KY
- Morgan Pharmacy, Newcomerstown, OH
- My Favorite Things, Copperas Cove, TX
- Phelps Estate Sales, Scottsdale, AZ
- Ruby Blues, Rosenberg, TX
- Oak 'n Brass, San Diego, CA
- Oak-Tiques, Richmond, MI
- Panhandle Gift, Martinsburg, WV
- Plate Lady, Livonia, MI
- Rankins Store, Celina, OH
- Roby's Hallmark, Durant, OK
- Roger's Christmas, Brooksville, FL
- Silcox Wholesale, Gentry, AR
- Steve's Hallmark #8, Newark, CA
- Stewart Pharmacy, Mc Minnville, TN
- Tobins, Oconomowoc, WI
- Warren's Jewelry, Union City, TN
- White's Collectibles, Newberg, OR
- The Wisteria Tree, Smithville, NJ