



F E N T O N®

Connection

Experience Fenton ... Handcrafted American Glass Artistry

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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:

- Adam's Fine Gifts
Charleston, WV
- Adam's Hallmark
Charleston, WV
- Ashley Avery's Collectibles
Brandon, FL
- Del's Restaurant
Tucumcari, NM
- Flynn's House of Glass
Philipsburg, NJ
- The Old Town Gallery
Temecula, CA
- Ruby's Glass
Paxton, IL
- Timeline Antiques &
Collectibles
Shreveport, LA
- Ussery's Antiques & Gifts
Yuma, AZ
- Wayne Pharmacy
Fulton, NY
- Wells Mercantile Co.
Cowarts, AL

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Spring 2007 is the hot topic around the Fenton factory during the summer months. Nancy Fenton and her Design Team are working day and night to fine tune one of our most anticipated offerings of the year. You will find many new shapes and colors in a variety of price points to appeal to most anyone. Look for a new shade of Pink plus a new blue — Indigo. You will also see four new designs of the Mary Gregory collection



in Aubergine, three special pieces for Mother's Day, the introduction of our adorable Beach Babies in colorful bikinis (left), Tropical Butterflies, Spring Finery collection in Burmese (above), a collection of six Fenton Foals representing each family member plus many more spring favorites. Your sales representative will be contacting you in late August for appointments and orders. Don't miss out on this great collection. Spring is in the air at Fenton Art Glass!



A Message from Scott Fenton

It's a very busy time of the year at Fenton Art Glass! Summer shows are in high gear, our family is preparing for signings this fall and the new Spring 2007 product line is due to launch to our sales force in late August. We are also firming up a special collection of high-end selections that will be perfect for your collectors at Christmas. This special supplement will mail with the Spring 2007 program.

If I had to put my finger on the most important thing successful dealers are doing in the field to get sales, and not just Fenton sales, I'd have to say it's centered around *"the buying experience."* One of the most unique points about visiting the Fenton Art Glass Gift Shop and Factory in Williamstown, West Virginia is the tour and the *"experience"* you have while here. The appreciation one feels after taking our tour and learning about *the Fenton story* is something that hooks people to our products for a lifetime. What does this mean to your store? When selling Fenton Art Glass products, you should be enhancing the customer's buying experience by sharing the Fenton story as much as possible. That means playing the video and training your store staff to approach customers by simply asking them if they're familiar with our special American-made product. Another easy and fun way to boost your Fenton selling knowledge is to attend a *Retailing Training* session at the factory. The next scheduled training is planned for September 17-18. I encourage you to consider sending one or two of your best store employees to learn more about selling Fenton. Contact your sales representative or Sue Mitchell at the factory for more details and to register.

Some other areas to consider — when was the last time you *reworked your Fenton display* to give it a new feel? Have you held a special *"Decorating Event"* at your store? Decorating Events (featured in the June Connection) are a super way to connect your customers to Fenton with a hands-on experience. It's also a great activity for the kids!

I could go on and on about all the different facets of Fenton that sets us apart from the rest. My main point is that we all need to put more effort into telling the Fenton story and using that story to recruit new customers. I can say with confidence that Fenton Art Glass is still the most unique and storied product in your store.

Thanks again for your continued support.

Scott K. Fenton



The Fenton "Specialist" - *Sharing Showcase Dealer Success*

Dealer Profile: The Bronze Look of Princeton, WV

Located in a relatively small town in Southern West Virginia, The Bronze Look first started as a coin and computer store. In September of last year, owner Randolph Evans sold his interest in the computer business and moved into a new location in Princeton's Historical District. He envisioned offering only one line of glassware. Randolph had made several Fenton purchases over the years and was familiar with our factory, so he felt that Fenton Art Glass was the logical choice for the new Bronze Look. Randolph states, "Most of my customers were men searching for coins, but I wanted to attract women to the store as well. Adding Fenton to my existing coin and artwork



lines would bring men *and* women to the store." In less than a year,

The Bronze Look has experienced tremendous growth with their Fenton Line. Just a few of Randolph's numerous marketing campaigns include sponsoring a radio music show for an hour a week during which he's granted air time to talk about Fenton; mailed several hundred postcards to his mailing list customers to let them know what's new; created flyers to post in local banks and tourist centers and presented a PowerPoint presentation of his recent trip to Fenton to the local Rotary Club. He also has many more projects in the works. Whew! Randolph is well on his way to Gold status. Congratulations on a great start!



The Top 5 Shapes of 2006

1. Burmese "Nautilus" Vase (pictured right)
2. Favrene "Freedom Soars" Vase
3. Burmese "Autumn Morn" Lamp
4. Aubergine "Moonstruck Bluebells" Pitcher
5. Dave Fetty "Crayons" Vase

The top selling color is Aubergine!



*In Memory of
Frank M. Fenton*



Employee Profile

Kim Mayer

Customer Service Representative

If you've ever had a question regarding the *Glass Messenger*, you probably spoke to Kim Mayer. This petite dynamo started her Fenton career in 1995 as a tour guide for our gift shop before moving to their customer service area. In 2000, Kim made the move to the factory to be the contact person for the *Glass Messenger*. Since that time she has taken on additional responsibilities in the Customer Service and Order departments by processing orders and answering customer requests from our website as well as managing and assisting dealers connected to our Online Dealer Network. Kim has thoroughly enjoyed working and growing with the company and the Fenton family over the past 11 years. She loves talking to customers and listening to each story of how they started their own collections.



The real passion in Kim's life is her six-year-old son, Preston. He keeps his mom very busy with school activities, birthday parties and baseball games. They also enjoy swimming, riding bikes or playing basketball — a very active family who enjoy the great outdoors. Quiet time for Kim is rare but she tries to catch a movie or get together with friends whenever possible.



F E N T O N

CSM Announcement

Longtime Sales Department team member Sue McCue was recently named Customer Service Manager. Sue started at Fenton 19 years ago in the Accounting Department. She then moved to the Customer Service Department before becoming a member of the company's sales team in 1990. Sue will continue to handle her normal Sales Department projects in addition to managing the Customer Service team.

Joyce Taylor has taken full responsibility for plant scheduling and inventory functions. During the past couple of years, Joyce has been spending half of her time in scheduling and has done an outstanding job in assisting the organization in improving our shipping dollars and completeness.

Congratulations and good luck to Sue and Joyce on their new assignments!

Shopping Spree Winners

Fenton's Spring Catalog national winners of a \$250 Fenton shopping spree were recently announced. Our three winners were:

Gerri S. of Bothell, WA (*Chalet Cadeau in Kenmore, WA*)

Geneva W. of Chambersburg, PA (*Mikie's Ice Cream & Green Cow Gift Shop in Greencastle, PA*)

Sandy R. of Broken Arrow, OK (*The Glass Goddess in Tulsa, OK*)