Ron’s Ramblings

Hello Everyone,

Just when you think, “I don’t know if I’m going to be interested in that topic. I’m never going to sell my stuff”, someone comes through and gets you to wonder. Ken Collins did exactly that. My daughter is always telling me to pull the plug on my job and do something you really like. My reply is usually, “you know I like to eat, right”. After listening to Ken, I’m not quite ready to pull the plug and open up a shop selling wood products, but, he has me thinking down the road. Most of my stuff I give away but I have been known to sell something from time to time. I might have to think twice about it, for when I get old. Thanks Ken!

On a different note. Since I have grandchildren now, I am interested in “Intarsia”. If you do intarsia, I would be very interested in talking with you to see if you can stir me in the right direction. Books, or maybe a person, on line, who you like. Any help would be appreciated.

Work safe and share your hobby!

Ron Reuter

Reflections

Building a Woodworking Product Business on Amazon

Ken Collins,
ken@rocklakewoodworking.com, 920-650-8300

• 21 Years, HP, Sales Lead Development Program Manager
• 18 Years building Custom furniture and cabinetry for 15 Years Rock Lake Woodworking
• 2 Years as Amazon Seller

Quick setup - The easiest way to sell on amazon is to:
• Become an Amazon Seller
• List items

Sustainable Business - If you want to make it a sustainable business you can follow these steps. More detail later.
• Create a web presence (optional)
• Become an Amazon Seller
• Apply for Handcrafted by Amazon Account (optional)
• List items
• Promote your items
• Build a brand

Why Sell on Amazon?

• Biggest Market on Earth
• 211 Million Credit cards on file in 2013
• 54 Million US based “Prime” Members
• Each spends an average of $1,100 per year and growing

Visitor Purpose - Search Amazon for things to buy
• Google search for information
• Pinterest search for ideas
• eBay search for Steals & Deals

Your business is Scalable with Amazon
• eBay, Pinterest, Other Web stores require you to do it all. Create Listing, Price Item, Sales format, Payments, Storage, Monitor sale, handling, shipping, Complaints, returns, refunds

Fulfilled by Amazon (FBA) Does this all for you
• Create Listing once, Send items to Amazon Warehouse and you are done

Amazon Prime
• Fetches a premium price

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R.I.P.S.A.W.

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Woodcraft Class Schedule - Tuition assessed

Rockler Class Schedule - Tuition assessed

Woodcraft Demonstrations

For further details, contact Woodcraft of Milwaukee:
14115 W. Greenfield Ave., New Berlin, 262-765-6770

Friends of the Wisconsin Woodworkers Guild

Homestead Finishing Products, Cleveland, OH
(216) 631-5309 www.homesteadfinishing.com

Rockler’s (The Woodworker’s Store) 1725 S 108th St, West Allis, (414) 774-1882

R.I.P.S.A.W.

April, 2017
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- Free shipping
- Same day delivery, next day delivery, 2 day delivery

**To begin you Create a Web presence (optional)**

- Simple Single page
- Company Name & contact information
- List of Items
- UPC Code
- Name of item
- Basic details
- Picture
- Price
- Buy it now button (optional)

Why? UPC Code?

- Required for Amazon product Registration
- Protects you against counterfeits & Amazon hijackers
- Can build out later to sell off Amazon
- Helps with “Handcrafted by Amazon” approval

**To Become an Amazon Seller**

- Create your Amazon Buyer account
- Click “Sell” on main page
- Click “Start Selling” button

**Apply for Handmade by Amazon**

- Search for Handmade on Seller Central
- Click “Apply now” Button

Why?

- Artisan Profile
- Special Pages for each of your Items
- Responsive Phone & Email Support
- Suite of tools and reports
- Set up product customizations
- Waived seller Account fee ($40 value)
- 15% fee per item sold
- Join Amazon Associate program and get up to 10% referral fee from your web site on all purchases for 24 hours

**List your first item**

**Create a New Listing**

From PC

- Click “Add a Product”
- Click “Create a New Product Listing”
- Search and select a category
- Fill in details
- Click “Save and Finish”

What you will need to create your listing:

- UPC Code
- Images
- Price
- Product name
- Description (bullets)
- Keywords

**Existing Listing**

Very Simple – Once a listing is created

- From ‘Amazon Seller’ App on Smart Phone
- Scan Barcode
- Tap “List” & fill in form
- Tap Submit

**Promote your Item**

Goal: Get your item on top of Page 1

- Organic
  - Exact match to search term
  - Frequently purchased for the search term
  - Top seller
  - Seller rating

- Give away
  - Discount in exchange for honest feedback

- Sponsored
  - Pay per click
  - Automatic
  - Manual
  - Broad
  - Targeted

Promote directly on competitor page

**Coupons/discount for buy together**

**Build a brand**

Goal: Create a group of related products that compliment each other and can be cross promoted

- 2nd item similar to first
- 3rd in same ballpark as first 2 & so on
- Add buy together discounts
- Can have an exponential Sales effect
- Enables Amazon “frequently bought together”
Wisconsin Woodworkers’ Guild Board Meeting Briefs    February 23, 2016

Attendees: Ron Pederson, Don Doss, Jim Schlarb, Andy Wagner, Greg Waldo, Jay Pilling, and Ron Reuter.
Membership as of 2-23- 2017 102 members
Treasury balance as of 2-23- 2017 $7013.55
Secretary: Open position
Notes: Late payments of dues, possible late fee. Possibility of donors or sponsors for speakers.
Speakers in general: Relief carvers, wood burners or intarsia. Announce at meeting that we are looking for help to form new ideas to raise extra money for high end speakers. We would like an example of a “bee house” to show members what we are interested in to get for the challenge. We are still trying to get together with the audio visual team to see about filming different wood workers shops.

Respectfully Submitted, Ron Reuter for Ken Ochs

Woodworking Events in Wisconsin

As co-editor of the Wisconsin Woodworkers Guild newsletter, I have made a commitment to myself to include announcements for ALL woodworking related events in Wisconsin in our newsletter that might interest our members. To that end, I need your help. Please put me on your e-mail mailing list when you announce any shows, demos, or the like. I'd even be willing to include an announcement regarding your meetings if you have a special speaker or event. Please take advantage of this opportunity to provide a free plug for all your events. And, of course, please realize that we have the right to amend what you provide to fit within the space available.

Time is critical to these announcements. Our newsletter is e-mailed to our members by the last Thursday of the month so the deadline for receiving your ad-copy is the Friday before the last Thursday of the month. If you have any questions or concerns, please don't hesitate to contact me.

Finally, please share this with any other woodworking clubs in your area - carvers, scrollers, turners, etc.

Submitted by Don Doss

Raffle & Door Prize Winners

Door prize winners were Lewis Enderle, Rich Henderson, Ron Hinderman, Larry Teufel and Andy Wagner. Congratulations and happy shopping!

Raffle prizes were won by Gary Emerich, Bruce Everard, Rich Henderson, Dan Jacobson, Norm Lange (2), Lyle Morrison, Ron Pederson, Frank Schmidt, Larry Teufel and Ron Reuter. Congrats to all the winners.

See additional Woodworking Event announcements on page 6.
Notice: For sale items now on WWG Website.
Please check out our 'For Sale’ page(s) on the WWG Website which is updated regularly. Go to
http://wiscwoodworkersguild.org/ForSaleETC.html. Although the listings are screened for interest to
our members, WWG is not responsible for the accuracy of the listings or for the quality of the prod-
ucts. Caveat emptor - “Let the buyer beware”.

Dave Steingart, Webmaster

Items of Interest

A Big THANK YOU!
I wanted to send out a “Thank You” to the “Crazy Quilters” for the donation they gave the Guild. Any
donations are always welcomed and appreciated. There is no doubt we will put it to good use. “Thank
you again”. Ron

Submitted by Walt Hadcock
“Ted Strong is an old friend of mine, now downsizing in the Bayside area. He wants to find a good
home for two of the old-fashioned CrossCut Saws, each about five-feet long. One would be used by
two people, and the other is a one-handed saw (for a really strong lumberjack). Either is well-suited
to hang over your shop door or fireplace mantel. Please contact Ted via (414) 351-6398.

LOCAL WORKSHOP TOUR BEING ORGANIZED
Wisconsin Woodworkers Guild is currently working on putting a tour together of local woodworking
shops. Every workshop is in a constant state of flux. Changes can be the result of taking our hobby
in a new direction, making our shop more efficient, finding a need for additional storage space, etc.
What have you done in your shop to meet your needs?

The tour will be videotaped so that the result can be presented at an upcoming meeting. Planning the
tour at each location is essential. Rest assured that the video will NOT be made part of anything that
goes outside the Guild. That limitation is specifically directed at any possibility of it going on the
Internet. It won’t!!

If you would be willing to have your shop on this tour, please see Jay. Although seeing a shop that is
impeccably appointed, that is not the primary goal. Many of our members have limited space and
equally limited resources. They’re looking for ways they can enjoy this wonderful hobby within their
limitations.

What might be very interesting and educational to our members would be hearing about changes you
made in your shop when you either changed woodworking directions or how you expanded as more
resources became available.

Are you a budding woodworker? Talk to Jay and let him know what you’d like to see in such a tour.

We’re also going to need a camera person. If you have a video camera and would like to participate
in this adventure, please see Jay.

Thanks for you interest!

Sincerely,
Your Board of Directors
BEE HOUSES

Bees are tremendously important pollinators of plants, commercial crops and native vegetation. The bee houses described here are designed for mason bees, named for their habit of using mud or other ‘masonry’ products in the construction of their nests. The mason bee does not sting and are 100 times better pollinators than honeybees. Mason bees produce neither honey nor beeswax. Some of the mason bees have dull black and yellow striping, while others are blue-black or green. They are solitary nesters. The blue orchard mason bee is an efficient pollinator of fruit trees. When the bees emerge from their cocoons, the males are the first to come out. The males typically remain near the nests waiting for the females, and some are known to actively extract females from their cocoons. When the females emerge, they mate with one to several males. The males soon die, and within a few days the females begin provisioning their nests. You can help these beneficial insects thrive in your backyard by making bee houses and growing plants suited for mason bees. Plants that create an ideal bee habitat with nectar and pollen plants are: milkweed, mountain mint, anise hyssop, sedum, lavender, blanket flower, bee balm, coneflower, sunflower, aster, blueberry, elderberry, serviceberry and apple, pear and other fruit trees.

Mason bees are attracted to nesting holes - reeds, paper tubes, nesting trays, or drilled blocks of wood. These bee houses will attract mason bees. The bee house must be positioned in full sun, facing southeast or south, at least 36 inches off the ground with no vegetation in front of it obscuring the entrances to the tunnels. This is very important. Solitary bees are cold-blooded and rely on the sun’s heat to warm them up in the morning. That is why you must put the house where the sun shines. A bee house must be firmly fixed so that it does not swing or sway in the wind. Don’t hang it on a branch.

Bee houses have tubes or canes that are their permanent home for eleven months of their short life. Different species of mason bees occupy different diameters of the cane tunnels. They will construct a series of cells in each tunnel. They collect and deposit pollen inside a cell from nearby flowers, lay an egg and wall it up. They do this with mud collected from the ground nearby where they usually create a quarry. In dry weather, you should make a small mud patch for them and water it occasionally if the weather stays dry. They use masticated plant matter to wall up each nest cell.

The house should be kept in a dry, cool place in winter and brought out in March. They can be stored in an unheated shed, porch or carport. Winter wet, not cold, is their enemy. Do not store in a warm place. If left outside to endure winter rains, it could mean a high mortality for the bee larvae as they succumb to fungus mold. The bamboo sticks should be replaced with new ones every two years to reduce the risk of parasites and disease.

For more information, google Bee Houses.
Images from Ken’s Presentation
Homemade brush features renewable foam “bristles”

For a small finishing job, there’s nothing like a disposable foam brush for convenience. But just when you need one, you often find you’ve disposed of them all.

TIP: You’ll always have a clean brush on hand for small jobs if you take a few minutes now to make a renewable foam brush. Bandsaw or scroll saw the handle from a piece of scrapwood about ¾ x 1 ¼ x 7”. Then, drill two ½” holes in a spring paper clip where shown, and attach the clip to the handle with two #6 x ½” panhead sheet metal screws. (The medium-sized clip shown measures ¾” wide, and has 1¼”-long jaws.)

For the applicator, cut a piece of ⅛”-thick plastic foam to 1 x 1¼”. (Bevel the end, if you like.) To use, grip the foam in the paper clip. Afterwards, just throw the foam away and insert a new piece so you’ll be ready next time.

—Bob Dahlberg, Boulder, Colo.
Lyle Morrison did the large boxes and the pendants. He also brought in the directions for making quick and easy paint/glue brushes. Lyle Husar did the bee houses. I think Tom did the ‘cookie jar’. New member Mike Eisenmenger did the heat registers. Greg Waldo did the 3-D box. Jay did the wine bottle stoppers.
Regular meetings now start at 6:30pm. Depart no later than 9:00pm.

Upcoming Programs & Events

April 6, 2017   Steve Fosticz - metal spinning on the lathe
May 5, 2017    TBA
June 1, 2017   Guild Round Table - members please see Jay and reserve your spot to demo!
July 7, 2017   SHOW & TELL - our annual meeting devoted to show & tell - get your favorite project ready!
August 3, 2017 NO MEETING - Annual Planning Meeting of Board