

The High Road Muse

An Update from 2008 High Road Art Tour Director, Dawn Wright, for Tour Members & HRA Board of Directors



The Tour is Coming! The Tour is Coming! 11th Annual High Road Art Tour 9/20, 9/21, 9/27, & 9/28

Post-Tour Celebration

- Saturday, October 4, 2008
- 6 – 9 pm (note: this is a change)
- Truchas Peaks Place, 1671 State Rd. 76, about 2 blocks from the MarketPlace toward Ojo Sarco, on the right
- Pot-luck, bring your favorite harvest dish; some food will be provided by Sugar Nymphs!
- We'll celebrate our 11th Tour and hear about our successes
- Great opportunity to meet and network with other artists; bring your art to show off!

Friends! Fun! Food!

Things to Do During the Tour

- There will be post-card sized "Guest Surveys" at various stops; be sure to remind guests to fill these out and leave them at the last place they stop on the Tour.
- Collect guest surveys left at your studio and return them to Dawn after the Tour is over.
- Tell guests that they can recycle their unwanted Tour brochure—we can use them throughout the year at visitors centers. There will be boxes at each of the community sites, and at stop #1 on the Tour.
- Keep track of your sales. Note which items sell best and which don't. Note which day of the Tour you had the highest sales. Note whether your sales are better than last year. I'll hand out a brief artist's survey for you to complete after the Tour is over.
- If a guest is looking for something you don't have, guide them to an artist who does.

Donate Art to HRA

Donate a piece of your art to High Road Artisans to help raise funds for next year's tour and projects. Each Community Site will have a special table designated for such items during the Tour. To donate, please price your item, take it to one of the community sites by 10 am on 9/20/08. If you need assistance delivering your work, call Dawn, 505-351-1228 or email to dawnwright@windstream.net. All sales of these items will be donated to High Road Artisans, a non-profit 501 (c) (3). Thank you!

Flags and # Signs

If you didn't pick up your flag last weekend, you can do so this week before the Tour begins. They are being distributed from Art for the Heart in Penasco, across from the Post Office. To make arrangements for Tuesday or Wednesday, call 575-587-0202 or 575-587-2889. Jean will be at the studio all day on Thursday and Friday. REMEMBER: All flags and number signs must be returned to Art for the Heart by October 31, 2008. Deposits will not be refunded for flags not returned by that date.

Calling All High Road Youth

We need youth to help at each community site by counting the number of visitors coming through the doors. In return, you can have one free art lesson from an artist you admire. It's a fun opportunity to hang out with artists and meet people from exotic places like...Lubbock, Texas. No, seriously...there will be visitors from other countries! Call Dawn to sign up: 505-351-1228.

To contact Dawn, call 505-351-1228 or email: dawnwright@windstream.net

Showing at a Community Site?

Artists showing at Vadito Community Center, Penasco Community Center, and Truchas Peaks Place should contact their Chair Persons to ask about tasks, table placement, and times.
Vadito: Alice Dominguez-Gonzales 575-587-2398
Penasco: Pam Fernandez 575-587-1728
Truchas: Sharon Adee 505-689-2654

Artists should arrive in time to set up their tables before the Tour begins at 10:00 am each day. Table placement within the site should be done in the order of artist application numbers. Chair Persons will have those lists. Please note that artists at each community site may need to assist with sales at the High Road Artisans Donation Sales table; contact Dawn with any questions.

Each of the community sites has contracted with High Road Artisans; although each contract is different, all sites have these requirements:

- ✓ You must not hang anything on the walls;
- ✓ You may, at your own risk, leave your table and works overnight from Saturday to Sunday, take them home during the week, and put them back up for the second weekend (none of the sites can guarantee security);
- ✓ You must only use parts of the site as designated by the Chair Person;
- ✓ You must bring your own food, utensils, paper towels, and clean up after yourself.
- ✓ There is no smoking or use of liquor on any of the community site premises.
- ✓ No pets are allowed in the buildings.
- ✓ *All sites must be clean at the end of the Tour.*

If you have other questions about showing at the community sites or your responsibilities, please contact your Chair Person right away.

HERE'S TO YOUR SUCCESS!

Special Announcement

High Road Artisans Board of Directors will present the Annual General Meeting on Thursday, October 23, 2008, 5:30 pm, currently scheduled to be held at Truchas Peaks Place. All High Road Tour and High Road MarketPlace artists are encouraged to attend. For more information, email Board President, Eric Luplow, ericluplow@mindspring.com or call him at 505-689-1018.

To contact Dawn, call 505-351-1228 or email: dawnwright@windstream.net

Help Keep our Guests Happy...

If you have any “last-minute” changes to your status on the Tour, **please contact me by 12:00 noon on Friday, 9/19/08**. Announcement boards will be placed at the first and last stops on the Tour, as well as the community sites, to notify guests of any changes. For instance, if you signed up to show at your own studio, but now are showing at another studio, we want to tell guests before they drive out to your place. Here are the notices I have so far:

- 1) Sponsor Rancho de Chimayo Restaurante is closed until next spring due to fire
- 2) Rose Caminiti, #41, to show at stop # 37, Art for the Heart
- 3) Port-o-Potties: One at #17, Truchas Svcs. Ctr., one at #18, High Road MarketPlace, and two at #19, Truchas Peaks Place

If I've missed anything, please call me. Giving advance notice to our customers will help keep them happy and coming back!

Did You Know?

- 👉 We've sent out over 20,000 brochures before the Tour begins
- 👉 We've placed ads in over 12 newspapers, magazines, and guides and on 2 radio stations
- 👉 The Publicity Committee made sure each artist's image was used at least once among all the ads placed
- 👉 We have placed our Tour on events calendars at over 11 online tourist sites
- 👉 At least 5 different newspapers have done a special article on this year's Tour
- 👉 We have 8 new artists on the Tour this year, and 3 new sponsors
- 👉 **That it's all happening because of you!!!**

