



May 19, 2013

Dear Cindy,

Congratulations! The recent Indiana Artisan food jury panels thought your work was exceptional, which probably is no surprise to you. It juried in and is now part of the Indiana Artisan brand. As you know, this organization is designed to expand the businesses of individual Hoosier artisans and at the same time leverage their exceptional work in food and art to create a brand that supports it and is supported by it.

Indiana Artisan admits an artisan's work, not the artisan, and this confirms your Vienna, Marble Rye, and Cherry Chocolate breads, as well as your Scotch Rolls, may carry the Indiana Artisan logo. Please apply again if you have new or additional products you would like considered. They are welcomed. The next jury session is in November, and the timeline already is on our website.

The Indiana Artisan Marketplace, the organization's trade show, will take place Friday, Saturday and Sunday, March 28-30, 2014, at the Indiana State Fairgrounds Exposition Hall. It is designed to help you expand your business through increased sales, exposure and contacts. I will send you a registration form later this year. We anticipate total participation by 175 – 200 artisans for this fourth annual event, and the goal is to have 8,500 through the gate.

As an Artisan whose work juried into Indiana Artisan, you may take advantage of any or all of the benefits of the organization. These will be explained at a "bootcamp" for all new Artisans; however we're postponing the event on Tuesday, June 18. To participate in this organization you must participate in the bootcamp because it completely explains "what's in this for you." But over the next couple months, the organization is going to change somewhat, and we will reschedule the bootcamp once all the new programming is in place.

Again, thank you for your interest in this growing statewide family of artisans. I'm looking forward to working with you.

Best regards and congratulations!

*Eric Freeman*