

Fantasy Factory Multimedia

artistic & technical excellence

P.O. Box 31 Kings Highway SugarLoaf, NY 10981-0031

June 24, 1997

-469-9272

Dear Fellow Artisans,

After a brief hiatus for restructuring, the SUGAR LOAF GUILD has returned more focused and stronger than ever. The significant advantages of Guild Membership are now being offered FREE of charge to all qualifying artisans. We are doing this in addition to current efforts in the Hamlet to establish a strong promotional and cultural presence for those specifically engaged in creating their own artistic products.

Guild Membership provides FREE:

- 1) Internet presence (including full product-line photos & description, with online order forms)
- 2) Inclusion in standard print advertising (distributed locally, regionally and nationally)
- 3) Video production for individualized promotion of members' work
- 4) Inclusion in the Sugar Loaf CD-ROM
- 5) Consideration by KeyTap™ Publishing for publication of members' instructional, historic and artistic works through various print and digital mediums
- 6) Certificate of Membership (and sticker) for on-site display of the Guild's Logo
- 7) Complimentary copies of the Sugar Loaf Guild Newsletter to keep abreast of developments

We know that artistic production is extremely labor-intensive and little time is left for other pursuits. Therefore, no meetings or duties are associated with Guild Membership other than the requirements for qualification. Membership is based on:

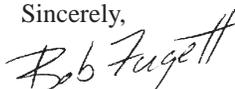
- 1) The percentage of total on-site products created by the member
- 2) Quality of materials and the fabrication process used in production
- 3) Original design
- 4) Level of service provided to customers (i.e., shop hours posted and maintained, a working studio existing in shop, etc.)

Since "artistic merit" is a subjective term, qualification focuses on the four previously mentioned aspects—though consideration of artistic merit is not discounted. When artistry is considered as part of the qualifying process, the committee documents and refers to established sources for the pertinent standards within a given discipline.

Membership may be revoked by an established review process triggered by written "customer complaint" to the Guild.

We have been very busy over the last 20 years putting together the necessary tools and expertise to articulate Sugar Loaf's special nature. We are happy to extend this invitation at a time when enthusiasm has grown toward promoting the truly unique aspects of the Hamlet. Those interested in using the Sugar Loaf Guild name and logo need to consult with Mary Endico at Fantasy Factory, 469-9272.

Sincerely,


Sugar Loaf Guild

