

Dear Craftswomen,

Planning for the Northern California Women's Music Festival for 2008 is well underway. I want to invite you to check out the website www.norcalwomensmusic.org .

Those who came as crafters to the festival last year created a dynamic & colorful market-place; Thank YOU!!

The total cost of a crafter ticket plus booth fee for the largest size booth was below the cost of a regular festie ticket last year and remains the same this year. The population of the festival was 200 women in 2007. Crafters did better last year as a result of Jane's coordination of the space and well-placed selection of different wares.

We are back at the Black Oak Ranch again this year, and working to double that number, but again, it is impossible to say if we will achieve our goal. So we are continuing with the reduced rates for crafters again for 2008. We DO have the following performers lined up for a HOT stage this year:

Laura love www.myspace.com/LauraLoveMusicOfficialSite

Blame Sally's PamNJeri Show www.blamesally.com

Mel Watson and Jen Todd www.100thmonkeyrecords.com

Druid Sisters Tea Party www.druidsisters.com

Woody Simmons www.woodysimmons.com

Terri Anne Gutierrez and Susu Pampanin www.terrianneandjoweh.com

Leilani www.daughtersofthegoddess.com

Rhythm Kings

Martine Locke www.martinelocke.com

Linda Stonestreet www.myspace.com/lindarosestonestreet

Duval Speck www.duvalspeck.com

Out on a Clef www.outonaclef.com

Carrie Gerendasy

Sirena www.wherhawksfly.com

If you decide to join us, you will be helping to build a valuable resource for the community; you might think of it as a long-term investment. As this festival continues to survive to bring our community together; as we as a community continue to value what our being together does for us all, there will be a greater appreciation for your products that reflect the value of women creating for women. Also, you will enjoy the time spent with women under the oaks, you will eat probably better than you do at home (I know I do!), you'll get hot showers and flush toilets. What more could we want from a weekend together in the woods? This year our marketing efforts include: A piece in a feature article in **Curve Magazine**, A mention with a link on **LOGOonline**, and a new marketing tool powered by EMMA which will increase internet marketing efforts. Print ads in **We The People**, **Sonoma County Womens Voices**, **Lesbian Connection**, **WOMB**,

craigslist, east bay express, Flyers going out to **The Dyke March in San Francisco**, public radio underwriting in Sonoma, Mendocino, Humbolt, and Marin counties. We also rely on each other for word of mouth advertising. If each woman at the festival just told her story to one other woman who decides to join in the fun this year, we would fill up Black Oak Ranch. We can make flyers available to you to send to your mailing list if that is of interest; just let us know how many flyers you need.

I think all the rest of the details of the Crafts and Vendors area are detailed on the information page on the website. If you have questions after reading that material, you can email me at info@norcalwomensmusic.org

If you were there last year, I hope you'll come back this year. If you didn't make it in 2007, I urge you to give it another look. Remember to get your application in by June 20 for priority screening. After that, any spaces left will be filled on a first come, first served basis – with consideration for not overloading any one craft category.

We hope to see you in August at the Black Oak Ranch