



craftcation

indie business & DIY conference

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Craftcation, Indie Business and DIY Conference, Comes to the Ventura Coast in Spring 2012

Ventura, CA-- Delilah Snell and Nicole Stevenson, co-producers of Patchwork Indie Art & Craft Festival (a bi-annual Southern California event showcasing emerging artists, crafters and designers in an outdoor setting with food and music) bring Craftcation, an indie business & DIY conference to Ventura on March 22-25, 2012 at the beachfront Crowne Plaza Hotel. The first of it's kind in Southern California, this three-day conference features workshops and panel discussions with leading industry professionals on art, craft and food-centered small businesses as well as DIY workshops in art, craft and food.

Topics covered include how to start an indie craft business, maximizing social media, branding, selling at indie craft shows and on Etsy, merchandising, accounting, legal issues, wholesale sales and more. DIY crafting workshops include screen-printing, needle art, cheese making, canning, preserving, sewing, jewelry, organic bath products, eco-crafting and more. Recreational and networking activities such as beachside yoga and cocktail/barbeque socials, a craft supply pop-up shop and historical and art trolley tours of ventura round out the vacation angle.

The resurgence in the handmade movement coupled with the need they saw for guidance and information among Patchwork vendors motivated Snell and Stevenson to provide a forum both handmade creators and supporters to gather information and participate in fellowship with other indie crafters.

Craftcation attendees will learn to start, maintain or grow their indie business while networking with peers and professionals as well as gain skills in hands-on workshops.

“I’ve always wanted to inspire fellow business people to take that chance and just do it!” –says Snell, owner of The Road Less Traveled Store (an environmentally friendly emporium of global goods based in Santa Ana, California) and Backyard In A Jar (a line of locally sourced, organic preserves).

“I’ve always wanted to take a little vacation where I can get my craft on and share the things I’ve learned with others.” –says Stevenson, owner of Random Nicole, a line of art-

inspired clothing for men, women and children.

A sample of crafting heavyweights slated to present include: Cathy Callahan (featured on Martha Stewart, in *Sunset Magazine* and author of 2011's *Vintage Craft Workshop*), Jenny Hart (award-winning author of eight titles on embroidery for Chronicle Books), writer/artist Kathy Cano-Murillo (authors the popular craftychica.com and her handmade "Chicano pop art" crafts have been carried in Bloomingdales, Target, and Hallmark), Evan Kleiman (host of KCRW's Good Food and owner of Angeli Café), Aida Mollenkamp (host of The Food Network's Ask Aida and Food Crafters on The Cooking Channel) and Dana and Melanie Harvey (owners/designers Harvey's Original Seat Belt Bags).

"Our objective is to ignite the entrepreneurial business spirit and strengthen skills and abilities of seasoned business owners and newcomers to indie craft business. This is an opportunity to network, communicate and share..." – from the Craftcation website.

Those interested in attending can visit www.craftcation.com

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