



www.sequimmarket.com
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Mark Ozias, Market Director
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June 2009

There's No Place Like SOAM

The 2009 season is off to a beautiful, sunny, great beginning at the Sequim Open Aire Market. What a month of May!

Good news besides the weather abounds. The best is that our local community has not only been sustaining us while the Hood Canal Bridge was closed, but actually helping us grow. Vendors across all categories have seen sales improve over last season. When comparing May 2009 to the same month in 2008 average sales across the Market are up 9%; specifically

- Farmers have seen average sales jump 24% ,
- Artists and crafters have seen average sales increase 10%,
- Processed food vendors have seen average sales improve 8%,
- Fresh food sales are up 2%.

Media attention on “buying local” and supporting local economies certainly helps. However, a better selection of local products, more produce and great seafood attracts new visitors while the community atmosphere and amazing vendors keep Market shoppers coming back week after week.

With summer coming on the season is really just getting started. The selection and variety of produce will explode over the next few weeks. Cut flower bouquets will be available in many styles and price ranges from multiple vendors. Great new food, including vegetarian and vegan soups is already available. Market craft vendors bring new products and host classes and demonstrations throughout the season. If it can be made by hand, you will find it made well and available at the Market every week.

We invite you to visit Cedar Street on Saturdays to find out for yourself why “There's No Place Like SOAM!” (Red slippers not required.)

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A Letter from the President

Three cheers for the S.O.A.M. Team! Hip, Hip Hooray!! It's time to take a bow folks! Each and every one of you deserves a standing ovation for outstanding performances, bravery while under fire with due concern and regard for each other. O.K., so that is just a bit melodramatic! How else would I get your attention in just a few short lines!

Nevertheless, appreciation and approbation are in order. This has been a very difficult time for everyone with the closure of the Hood Canal Bridge during a very trying economy. Yet we have many new vendors with a myriad of new products willing to tackle this adversity. And, you tenured vendors have put on your smiles, engaged your positive attitudes and were there too, not only welcome these new people, but to assist in any way possible.

Joe Irvin, our Site Manager, has worked fervently to rearrange vendor spacing so that each of you have the maximum amount of display advantage, while providing for the greatest possible number of vendors. As our Market Director, Mark Ozias, may no longer have a high profile on market day, but he has been far from idle. Mark has procured a \$1000 grant for waste management and recycling to assist us in our efforts to become more environmentally responsible as well as making speaking engagements and attending meetings in an effort to spread the word about our Market.

Your Board of Directors has donated countless hours to assist in making the vendor experience as profitable as possible and keeping costs to a minimum while also providing an environment that is fun, friendly and comfortable for our patrons. At this point, I must mention one Board member in particular as she is a woman of great initiative, who's dynamic, with energy to spare. She has given, passionately and endlessly, much of her time and talents to making our Market run smoothly and effectively. Sandy Placek, please take a bow! If you see this tall, stately woman at the Market, who will probably be working the SOAM booth, please take a moment to say "hello" and thank her for all that she does.

This now brings me to mention those very special people and businesses who are responsible for keeping our Market alive and thriving. They are the patrons who purchase our products and "Friends of the Market" who are individuals, small businesses as well as larger organizations and corporations all who give generously to support a very worthy cause. Every dollar donated is extra special as we know that each of you has dug deep into your pockets to help support us.

My sincerest thanks to each and every one of you as it takes all of us working together to make the Sequim Open Aire Market a thriving, happening place. Whether you've donated your dollars, given of your time or just contributed a positive attitude and a smile---together we create a formula for success and make a heck of a SOAM Team! Thanks to you all!!

Carol S. Smith

Market To Implement Waste Reduction and Recycling Program

The Sequim Open Aire Market recently applied for and received a grant for \$1,000 to create and implement a Waste Reduction and Recycling Program. This is an exciting step forward and will include multiple components:

- Recycling stations set up throughout the Market to collect cans, glass and plastic bottles, and hopefully compostable food waste,
- Educational information posted around the Market promoting the benefits of reducing waste and recycling when possible,
- Workshop for vendors to assist with creative waste reduction ideas, and
- Pre- and post- implementation "waste audits" to help judge impact.

Thanks in advance to Market visitors and vendors alike for reducing, re-using and recycling. With your help the Sequim Open Aire Market will become a model for waste reduction and environmental stewardship.

Vendors: Lavender Festival Weekend and Other Special Events

Once again the Market will celebrate Sequim's Lavender Festival with a special two-day set up on July 18 and 19. We look forward to a great weekend and hope to see our many regular customers in addition to welcoming some of the folks in town for the Festival. Details for vendors:

- Hours will be 9-6 Saturday July 18, and 9-4 Sunday, July 19
- Cost is \$75 flat fee
- Overnight security provided
- Extra live music, 9:00 to noon and 1:00 to 4:00 each day
- Special advertising and promotion.

Please RSVP to Site Manager Joe Irvin at 452-3962 or via email at sitemanager@sequimmarket.com

Registration fee due July 11th.

Additional Events...

June (ongoing): Friends of the Fields annual strawberry shortcake bonanza!

July 4th: Family Day at the Market and Independence Day Celebration

- Special musical show for kids
- Ceramic bowl painting and pottery demonstrations
- Youth vendors prominently featured

October 3rd: Harvest Celebration and Final "Full Day" of the Market

October 10th, 17th, 24th, 31st: Special produce and farm product-only Market setups in Square; 10:00 a.m. to 2:00 p.m.

Indoor Special Events

We are once again planning special indoor events at the Boys and Girls Club in November, February and April. Full details to come in the next newsletter...

What's Our Advertising Strategy?

With no weekly advertisement in the newspaper many vendors have been asking about the Market's advertising program this season. How do we "get the word out" about the Open Aire Market?

The Market Board of Directors has decided to take a multi-pronged approach this year.

The goal is to maximize the use of our limited advertising budget while reaching out to a broad array of potential visitors ranging from local citizens who are unaware of the Market to out-of-town visitors looking for a real small-town, only-in-Sequim experience.

Major components of our advertising strategy for 2009 include:

- Contracting to have SOAM rack cards stocked in nearly every hotel and motel, plus many restaurants, on the Olympic and Kitsap Peninsulas and on the Coho ferry from Victoria,
- Paid advertising in special publications such as "Living on the Peninsula" that have a long shelf-life and broad distribution,
- "What's New at the Market" weekly feature in *Sequim Gazette*,
- Promoting the Market via speaking engagements with community groups
- Active participation in the Chamber of Commerce and Sequim Merchants' groups,
- Weekly and special press releases to all local print media
- Developing and maintaining a mailing list for newsletters and promotions.

Please contact Market Director Mark Ozias at 460-2668 if you have any questions or suggestions about how we can better get the word out to the masses!

**Thank You
Vendors, Volunteers, Musicians,
Community Organizations and
Especially Market Visitors!!!**

Market Calendar

- June 20** Music: Barry and Featured Guests
Sunbonnet Sue Quilt Club
Port Angeles Fine Art Center
Master Gardeners' Foundation
- June 27** Music: Locozonely
Friends of Fiji
Driftwood Artists
- July 4** **Family Day at the Market!!!**
Dan Lieberman/Paul Stehr-Green,
Children's Sing-Along
9:30 - 11:00
Cort Armstrong (new at SOAM!)
11:00 - 2:00
Peninsula Friends of Animals
Empty Bowls Project
- July 11** Music: Blackbird
Port Angeles Symphony
Children's Hospital Guild
Pacific NW Wood Artisans
- July 18/19** Lavender Festival Two-Day Setup
Music: Lee Tyler Post, The Charlie
Ferris Show, Barry and Guests

Board of Directors

President: Carol Smith
Bubo's Treasures

Vice Pres.: vacant

Treasurer: Sandy Placek
Community Member

Secretary: Carolyn Faux (acting)
Crafts by Carolyn

Susan Killins, Rockin' Rocks
Connie Rodibaugh, CR Wearables
Magdalena Basset, Community Member
Kate Irvin, Tie Mee
Ruthann Toney, Pacific Northwest Naturals

We currently have NO farm vendors, NO food vendors and NO processors on the Board of Directors. These Market segments need a voice! Please talk to Mark at 460-2668 to learn more.

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