



## **Round the Mountain Benefits of Membership**

### **Credit Union Membership**

Round the Mountain members have the option of joining United Southeast Federal Credit Union. United Southeast offers money saving financial services to members including free checking & savings accounts, free financial counseling, free online access with online bill pay and e-statements, IRA's, certificates of deposits, and typically lower loan rates than traditional financial organizations.

### **Discounts**

Round the Mountain members will receive discounts to Round the Mountain sponsored events (educational workshops, conferences, fairs, festivals, etc.). For events that are co-sponsored by Round the Mountain, every effort will be made to negotiate a special discount for Round the Mountain members.

Round the Mountain logo merchandise is offered at Heartwood at a 25% discount for members.

### **Education**

Focusing on the challenges faced by today's creative entrepreneur, Round the Mountain seeks to provide educational opportunities that "speak" to membership. Topics may include: pricing, online sales, creating an artisan statement, selling to galleries, business planning and marketing. Educational programming is presented via workshops, conferences, member gatherings and one to one counseling sessions. The Round the Mountain educational programming does not include the teaching of craft.

### **Feature at Venues**

Round the Mountain will partner with venues, festivals, shows, etc., to provide opportunities to showcase Round the Mountain and its members through demonstrations, exhibits, sales and shows.

### **Governance**

Round the Mountain is governed by a twenty-one member Board of Directors. In addition to the Board's Executive Committee, the following committees have been established: Finance, Board Resources, Craft Coordinating, Trail Development, Education, Marketing, Agritourism, and Development. The Board and committees determine policies for the organization and members. Members, on their perceived merits, may be asked to serve on a committee, or they may volunteer to serve on a committee that best fits their skills and interest. Serving on a committee is normally a first step to be considered for the Board of Directors.

### **Jury**

Round the Mountain is responsible for maintaining a pool of qualified artisans to supply high quality, hand crafted items to be sold at Heartwood. Jurying into Heartwood provides a retail outlet for Round the Mountain members that focuses on visitors to the region. Additional opportunities can be available to juried members such as: representing Heartwood at festivals and/or shows, during demonstrations with independent sales at Heartwood, special exhibits and invitations to represent Heartwood and Southwest Virginia, both within and outside of Commonwealth.

## **Logo Usage/Branding**

`Round the Mountain members have access to the `Round the Mountain logo(s) for use in their individual marketing efforts. As `Round the Mountain grows in membership and reputation, the `Round the Mountain brand is becoming more recognizable and better known throughout the artisan community. Incorporating the `Round the Mountain logo(s) into member's marketing materials allows the member to be recognized as part of a premier arts organization.

## **Marketing Tools**

Included in new member welcome packets, `Round the Mountain members will receive a `Round the Mountain bumper sticker and static cling. Additionally, trail sites will receive an Artisan Trails of Southwest Virginia static cling and a trail sign. Easy to use electronic versions of the business card, hang tag, signs, etc. templates are available. The templates are designed to be easily customized and printed by the member. `Round the Mountain's Education Coordinator is available to help members utilize templates.

## **Networking**

`Round the Mountain understands the value of peer to peer networking between the creative populace and provides the opportunity for such at `Round the Mountain events.

## **Profile Page**

All members of `Round the Mountain have a "Profile Page" on the `Round the Mountain website (unless they choose to opt out). The profile page is maintained by the member and consists of contact information, a picture, a description of their work, the media(s) in which they work, where their work can be purchased (galleries and/or festivals and shows), their professional affiliations and special icons indicating if they are a juried `Round the Mountain member and/or a trail site on the Artisan Trail of Southwest Virginia. All marketing efforts direct visitors to the website; therefore, it is important for members to keep their information current.

## **Referrals**

Receive orders through inquiries to `Round the Mountain offices, Heartwood or other venues. Members then work directly with customers to market their work. Customers may see member's work on `Round the Mountain's website profile pages, at Heartwood, or at other venues. Customers may want to purchase work directly from a member or may want a custom order. Customers may be individuals, businesses, trade organizations, designers, architects, or state and federal governments.

## **Trail Site**

The Artisan Trails of Southwest Virginia offers a series of community trails leading visitors to some of the best artisans, galleries, wineries, artisan farms, historic and natural points of interest and restaurants, lodging and special events in each community. `Round the Mountain members (and qualifying restaurants and lodging establishments) may choose to be a trail site on the Artisan Trails of Southwest Virginia. Trail sites receive a `Round the Mountain Trail sign, an Artisan Trails of Southwest Virginia static cling, and an expanded profile page on the `Round the Mountain website. They are also included on both the mapping feature on the [www.roundthemountain.org](http://www.roundthemountain.org) and [www.myswva.org](http://www.myswva.org) websites and are included in additional marketing efforts. The Artisan Trails are a "fee added" service of `Round the Mountain.