

HEMLOCK STUDIO GALLERY

Artists' Newsletter

September 12th, 2025

Clearing Up Some Confusion

As you may recall, since we have the Square register, we have changed to using sales books with only TWO copies...a white (original) copy, and a yellow copy. (There is no longer a third, pink copy.) Also, we have changed our process whereby the white copy of each sales transaction (and not the yellow) is the one that we enclose in the manila envelope at the end of the day. (This change was made because sometimes the duplicate copy was fuzzy and difficult for Kathie to read when tallying sales at the end of the month.)

To summarize our current process:

- ✓ The item name and/or item code with the artist's initials is written on the white sales slip, along with the price. (This is critical...it's how we know which artist to pay!)
- ✓ The yellow, duplicate copy of the sales slip stays in the sales book, as this is our backup.
- ✓ The customer receives a printed receipt from the Square register.
- ✓ Print an additional receipt from the Square register and attach it to the back of the white slip from the sales book. Then, insert in the manila envelope.

(If for some reason you inadvertently give the white copy of the sales slip to the customer, use the photocopier in the closet and make a copy of the yellow sales slip and use the photocopy as the substitute white copy...leaving the yellow slip in the sales book.)

I realize that this all sounds a bit obscure reading this when you're not in the gallery...so, I have left a copy of these instructions on the desk for your reference.

Thanks,
Don

Artwork Under Glass

As you may discovered, taking photographs of artwork that has been framed and includes a sheet of glass as a protection is almost impossible, given the reflection. Consequently, Jane McFerrin (who, as you may recall, does our social media posts) has asked that - if you use glass as part of your framing - that you take a photo of the picture *before* framing it. You can then send to Jane via email or text. This will insure that your artwork is better represented when posted to our social media accounts or on our website. *Thanks.*



VOTE NOW!
Choose Your Favorites!

Hemlock Studio Gallery was featured as a regional winner in the Georgia Business Journal's 2024 "**Best of Georgia**" Art Galleries.

Well, it's time to vote for the 2025 winners! This means that each of us should vote, and ask family and friends to vote, too! Voting is easy...just click on the link below and then go to the ART GALLERIES category and select "View All Nominees" and then select Hemlock Studio Gallery from the list.

<https://gbj.com/best-of/vote/arts-entertainment>

CONTEMPLATING NEW POSSIBILITIES

Hello everyone,

It's been just over a year since we took a leap of faith and relocated our gallery from 1392 Washington Street to our current location on the Clarkesville Square. In making this change, we gained additional natural light, a more prominent in-town location, and certainly more foot traffic. What we lost, however, was the space to hold classes and create a community of folks who liked the sociability of making art together.

Establishing a regular schedule of classes. Recently, when we learned that the Erin London store (on the other side of Fresco's Restaurant) had closed, I explored the possibility of leasing that space; however, that did not work out. In the meantime, when the Gallery Committee did the refresh back in early August, they were able to create a larger space in the rear section of the gallery, which, in turn, provides us with the opportunity to hold classes of up to eight people (depending upon the medium). When the committee meets next week, we will be discussing re-establishing classes on a more regular basis, as we have received several inquiries and requests to do this.

Possibility of online sales. It happened again a couple of weeks ago...Jane posted a photo on our Hemlock Facebook page, and she quickly received a message from someone wanting to purchase it! One thing is clear: folks are buying things after seeing them online. Given the online purchases that we all made during the Covid-19 pandemic, we probably shouldn't be surprised. From the time we relocated last summer, I have been thinking that we should consider an online store as an extension of our brick-and-mortar gallery.

A major hurdle in establishing online sales is that Clarkesville no longer has a pack-and-ship UPS/FedEx store...and we just do not have the space in our current location to do this. I have been trolling around to find a shipping partner where we could take online orders along with a packing slip and have a professional pack, label, and ship items. I met a few times with Bryan at Peach Postal Pack-and-Ship in Cornelia. He has agreed to be our shipping partner and, should we ultimately decide to take this leap, I would transport any items sold online down to Cornelia a couple of times a week and Bryan would then pack, label, insure, and ship them for us.

If we were to move forward with online sales, please be assured that each of our individual artists would have the option to participate...it would not be a requirement. We want Hemlock to be a place to view and acquire original, one-of-a-kind artwork, so please be assured that we have no desire for mass production.

Your opinion matters. In the meantime, if you think this is something that would be worth exploring further, and/or if you might like to sell some of your artwork online, please email me. I will happily invest the time and effort to make this happen...but only if there is interest from our artists.

Don

2nd Annual Soque River Fine Arts Festival

The second annual Soque River Fine Arts Festival will be held on Saturday, October 18th on the Clarkesville Square. Hemlock will have artists demonstrating beneath a canopy in front of our gallery.

If you are interested in entering the juried festival individually, contact Colby more, Clarkesville's Main Street Director:

762-230-1962

MainStreet@ClarkesvilleGa.com

