Proudly made in the Pa Wilds

Using the Pennsylvania Wilds Artisan Trail and Proudly Made in the Pennsylvania Wilds™ brand to grow your business

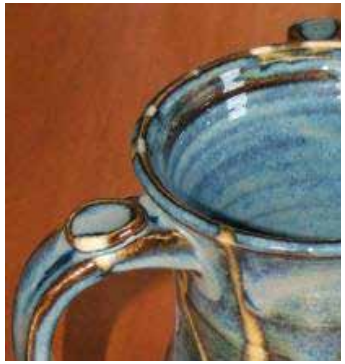












pennsylvania WILDS Artisan Trail

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Welcome

TO THE PENNSYLVANIA WILDS ARTISAN TRAIL

In a few short years the Pennsylvania Wilds Artisan Trail has become a driving force for grassroots economic development in the Pennsylvania Wilds and a source of inspiration and community pride. Our program serves three main groups: the makers of artisan products; the retailers who want to sell high-quality, locally-made products; and the traveling public – the people looking to experience our region and 'Take home a piece of the Pennsylvania Wilds.' We're finding exciting ways to broaden the scope of the program and make exploring the Artisan Trail even easier.

The Artisan Trail's in on track to build one of rural PA's largest networks of creative entrepreneurs and help them bring products to market that reflect our region's natural beauty, bounty and rural traditions, while giving an economic boost to our communities.

FOR MORE INFORMATION

Abbi Peters, Executive Director
ECCOTA/PA Wilds Artisan Trail Staff
237 Main Street
Ridgway, PA 15853
www.pawildsartisans.com

FOLLOW US

FACEBOOK TWITTER PINTEREST INSTAGRAM











This display is available to Artisan Trail partners to help promote the program. Other marketing efforts include an online "story map," which travelers can download to their smartphones and devices, and use even when there's no local reception; the "Proudly Made in the PA WildsTM" Buyers Guide; www.pawildsartisans.com; marketing through the PA Wilds regional visitor site www.pawilds.com; networking events; branded content in print and online media, and more.

About us

IN A NUTSHELL

The Pennsylvania Wilds Artisan Trail and "Proudly Made in the Pennsylvania Wilds™" brand are programs of the Pennsylvania Wilds Center for Entrepreneurship, Inc., a regional non-profit.

The PA Wilds Artisan Trail advisory committee, a volunteer board of members and stakeholders, helps shape and guide the program. Current advisory committee profiles are found on the Trail Leadership page.

Staff support for the PA Wilds Artisan Trail is provided through a partnership with Elk County Council on the Arts (ECCOTA).

WHAT OUR BRAND STANDS FOR

The "Proudly Made in the Pennsylvania Wilds™" brand reflects the relationship among our artisans, the high quality products they create, and the unique core values they represent as residents of the Pennsylvania Wilds.

THESE ELEMENTS INCLUDE:

PROUDLY MADE in the pennsylvania WILDS

- Tradition
- Authenticity
- Natural
- Environmentally Sensitive
- Attention to Detail
- Values
- Quality
- Craftsmanship
- Made in the PA Wilds
- Made in Pennsylvania
- Made in USA

The Pennsylvania Wilds Artisan Trail is a key part of a regional strategy to grow nature and heritage tourism across 12½ counties in rural PA, to create jobs, diversify local economies, inspire stewardship and improve quality of life. Our "Declaration of Principles for the Pennsylvania Wilds" is included on the next page.

A declaration of principles for the Pa Wilds

We the residents, business community members, marketers, planners, representatives and stewards of the rivers, streams and lakes, towns and villages, parks and forests, wildlife and dark skies that comprise the region known collectively as The Pennsylvania Wilds, hereby commit ourselves to the following mission, upholding and living by the unique core values that define The Pennsylvania Wilds and the authentic experiences it represents.

OUR MISSION
Celebrate and nurture our natural wonders by connecting people with nature.

OUR PHILOSOPHY
The way of nature is our way of life.

OUR METHOD
Welcome those who share our passions.

OUR PROMISE
The road less traveled makes all the difference.

Our core values spring from the soul of our organization. We will adhere and live by these beliefs, even if doing so becomes unpopular or costs us commercial opportunity.

OUR VALUES INCLUDE
Charm not chain | Stewardship of the land | The joy of exploration and discovery
Cultivating the relationship between people and the environment
Preserving, sharing and creating new stories | Aspiring to excellence in all we do

OUR PERSONALITY TRAITS describe the unique characteristics that separate us from other places in the world. We celebrate these traits and bring them into every facet of The Pennsylvania Wilds.

WE ARE down to earth, quirky and authentic, not slick, wild yet welcoming, enthusiastic and optimistic, rugged and resourceful. We work together to fulfill our mission every day, while living by our core values in The Pennsylvania Wilds.

become a member

HOW TO APPLY

The Pennsylvania Wilds Artisan Trail reaches out to visitors using social media plus smartphone, tablet and other web-friendly resources. Members benefit greatly from this extended reach but in the Pennsylvania Wilds, easy access networking does not extend everywhere, nor are required computer skills universally held.

To take the required steps toward membership, you will need to use a combination of basic computer skills: completing an application and registering to be juried online at **www.pawildsartisans.com**, working with digital images, renaming image files and uploading your images to a digital photo album.

For the convenience of prospective participants, the application can be found on the artisans web site under "Join Us" and on the last page of this document.

MEMBERSHIP LEVELS

Our online, user-friendly membership application will help guide you to the right membership level if you qualify in more than one category. At the end of these guidelines you will find expanded descriptions of various membership types, requirement specifics and practical examples in all categories of membership.

ARTISAN MEMBERSHIPS

For all types of artists (visual, craft, food, design and others). Applicants' work must align with the "Proudly Made in the Pennsylvania Wilds™" brand.

- **INDIVIDUAL MEMBERSHIP:** For artists with annual gross receipts under $50,000. **$25/year.**
- **REGULAR MEMBERSHIP:** For artists with gross receipts of $50,000 or more. **$105/year.**

TRAIL SITE MEMBERSHIPS

For retail businesses, and sites of culture, recreation, tourism, dining, and craft beverage.

- **RETAIL TRAIL SITE:** For businesses carrying "Proudly Made in the PA WildsTM" products of at least three PA Wilds Artisan Trail members. $105/year.
- **TRAIL SITE:** For businesses that do not carry the products of other PA Wilds Artisan Trail members.$150/year.

OPTION FOR NON-PROFIT ENTERPRISES

- **NON-PROFIT HOST:** For non-profit enterprises that host a PA Wilds Artisan member event, meet & greet, open house or similar event within the membership cycle. $75/year.
- **NON-PROFIT RETAIL:** For non-profit enterprises carrying "Proudly Made in the PA WildsTM" products of at least three PA Wilds Artisan Trail members. $105/year.
- **NON-PROFIT TRAIL SITE:** For non-profit enterprises that do not carry products of other PA Wilds Artisan Trail members. $150/year.

FEES

Application Fee ($20) - For first time applicants only, fee is paid separately from membership fee. Two jury sessions, plus processing of your membership, are included with the application fee. Additional Jury Sessions (optional) **$10 each**, with maximum of five total per annual cycle Membership Fee **($25, $75, $105 or $150)** - depending on Membership Level.

Note: Artisan Membership fees are unrelated to any fees that PA Wilds Trail Sites or other retailers may charge you to display or otherwise carry your goods. You negotiate these terms. Renewing Members pay current rate for the appropriate Membership Level. Add **$10 each** for any Jury Session requests (complete at least one jury session every five years)

DEADLINES

You may apply for the juried PA Wilds Artisan Trail program at any time of year. However, jury decisions are made twice annually; you may choose between two membership cycles:

- **SPRING MEMBERSHIP**
  Submission deadline: Third Monday in March; Jury decision: No later than the third Monday in April; Membership year: May 1 of the current year - April 30 of the following year.
- **FALL MEMBERSHIP**
  Submission deadline: Third Monday in September; Jury decision: No later than the third Monday in October; Membership year: November 1 of the current year - October 31 of the following year.

Membership benefits



FOR ARTISANS

Individual Membership

1. A member profile in the Pennsylvania Wilds Artisan Directory found on **www.pawildsartisans.com** that includes a short biography, contact information and images of your work or product (take a peek at the site).
2. Inclusion in Pennsylvania Wilds marketing and customer outreach through social media. ***Example***: be a featured artist of the Pennsylvania Wilds communities on Facebook, Instagram, Twitter & Pinterest.
3. A supply of "Proudly Made in the Pennsylvania Wilds™" hangtags for use on eligible (juried) products being sold at shows, fairs and festivals, and in retail locations.
4. The digital brand logo "Proudly Made in the Pennsylvania Wilds™" for use with labelling, packaging and marketing materials.
5. A free listing in the "Proudly Made in the Pennsylvania Wilds™" Buyers Guide an annual industry e-catalog that is distributed to Trail Sites and other retailers.
6. Access to Pennsylvania Wilds Artisan Trail Sites: retail stores, eateries and galleries.
7. Subscription to our weekly e-blasts; and bi-monthly e-newsletter; and the opportunity to submit content to these publications.
8. Marketing support of the Pennsylvania Artisan Trail and "Proudly Made in the Pennsylvania Wilds™" brand through the Pennsylvania Wilds regional tourism site and the official state tourism web site.
9. Technical assistance through conferences, workshops and new initiatives.
10. Free business assistance from the Pennsylvania Wilds Small Business Ombudsman.

Regular Membership includes all of the above, plus:

11. The option, if desired, to be listed on the Pennsylvania Wilds Artisan Trail story map (photo, caption and location information). This online marketing tool gives access to our trail map from any location with the use of a computer or smartphone. Once downloaded, story maps are stored on mobile devices and do not require cell coverage for viewing. Regular Members who take the story map opportunity also receive other marketing benefits of Trail Site Membership (see page 8.)

Membership benefits



MEMBER

pennsylvania WILDS Artisan Trail

FOR TRAIL SITES

1. A member profile in the Pennsylvania Wilds Artisan Trail Site Directory found on **www.pawildsartisans.com** that includes a business description, contact information and images of your business location (take a peek at the site).
2. A free listing on the Pennsylvania Wilds Artisan Trail story map (photo, caption and location information). This online marketing tool gives access to our trail map from any location with the use of a smart phone. Once downloaded, story maps are stored on mobile devices and do not require cell coverage for viewing.
3. Through the story map, a presence on the Pennsylvania Wilds regional visitor site; and our program site, **www.pawildsartisans.com.**
4. Inclusion in Pennsylvania Wilds marketing and customer outreach via social media. ***Example:*** be a featured Trail Site of the Pennsylvania Wilds communities on Facebook, Instagram, Twitter and Pinterest.
5. The digital brand logo "Proudly Made in the Pennsylvania Wilds™" for use on labels, menus, marketing materials, etc.
6. A free Pennsylvania Wilds Artisan Trail Proud Member window cling to hang at your business (two sizes available: 10 x 8 in. and 6 x 8 in.)
7. Access to other low-cost interpretive marketing materials to capitalize on the Pennsylvania Wilds brand, such as "Open" flags and point of sale displays.
8. A complimentary copy of the "Proudly Made in the Pennsylvania Wilds™" Buyers Guide, an annual industry e-catalog with information on local artisan producers to make it easier to set up supply lines for high-quality, locally-made artisan products.
9. A free listing in the annual Buyers Guide, so artisan producers can more easily find your business.
10. Subscription to our weekly e-blasts and bi-monthly e-newsletter; and the opportunity to submit content to these publications.
11. Marketing support of the Pennsylvania Artisan Trail and "Proudly Made in the Pennsylvania Wilds™" brand through regional tourism development efforts.
12. Technical assistance through conferences, workshops and new initiatives.
13. Free assistance from the Pennsylvania Wilds Small Business Ombudsman.

pennsylvania WILDS Artisan Trail

REQUIREMENTS FOR PARTICIPATION

Residency

All applicants must have been full-time Pennsylvania residents for at least six months prior to the application deadline. To actively produce and sell juried work under program membership, Artisan Members must remain as PA Wilds residents.

For proof of identity, submit copies of any one of the following with your application:

- Valid and current (unexpired) Pennsylvania Drivers License or PA State ID Card with legible dates of issuance and expiration;
- Voter registration card (stamped copy from county clerk's office);
- Unexpired U.S. Passport or Permanent Resident Card with legible dates;
- Proof of lawful admittance for permanent residence or proof of permission from the Department of Homeland Security to work permanently in the U.S.;
- For proof of residency (required only for new individual applicants), submit copies of any one of the following with your application;
- Current utility bill (gas, electric, phone, cable, satellite, etc.), lease agreement or property tax record (owners), showing name and address.

Native American applicants

Any Native American works must be submitted along with a copy of applicant's membership card in a federally or state recognized Indian tribe, band, nation, organized group or community for authenticity purposes. The Indian Arts and Crafts Act of 1990 makes it illegal to sell or display with intent to sell, any product not made by Native American Indians in a way that falsely suggests it was.

Sales Tax License

If you make taxable sales, you are required to obtain a PA Sales Tax License. Visit pa.gov or www.revenue.pa.gov and search rev-717 for details.

State and Federal registration

Be informed about doing business in Pennsylvania. Entrepreneurs who operate under their own given name as Sole Proprietors, with zero employees, and use their Social Security Number for tax filing are not required to register their business with the PA Department of State. All others should register. Any business establishment with paid employees must register with the state.

Visit www.pabizonline.com, a one-stop website where small business owners can electronically register with the PA Departments of Labor and Industry, Revenue, and State. The PA Small Business Development Center is also a useful resource.

Federal regulations can change: consult the Small Business Administration www.sba.gov and the Internal Revenue Service irs.gov for more about business requirements.

Food Safety

Food artisans, producers and retail food facilities must comply with all PA Department of Agriculture guidelines, as well as applicable state and local regulations. Applicants must have the necessary permits/licenses in hand, before submitting an application to the Artisan Trail program.

Food retail and/or wholesale operators, and their employees, must be in compliance with applicable provisions of the Federal Food Safety Act, the Retail

Food Facility Safety Act and requirements referenced at the PA Dept of Agriculture site. A good place to start: www.agriculture.state.pa.us and www.eatsafe.pa.com.



Stephanie Distler Jewelry

MEMBER RESPONSIBILITIES

Recreation is our primary draw in the PA Wilds but when visitors are done paddling, admiring the dark skies, biking the trails or watching the elk, they might be hungry or curious about what's new since their last visit. They want to buy something authentic to remember their time here. You become part of creating memorable experiences when travelers can check out a local craft winery or distillery, enjoy a meal at a local restaurant, take in the town's public art, catch a show at the local playhouse and shop for locally-made artisan products at unique independently-owned stores, lodges, galleries and gift shops.

As a member, you have access to a thought out and growing brand to use on your products, which plugs you into a network to bring your products to market and customers to Trail Sites—but it is up to each participant to make sales happen. In short, the program works best for those who make it work for them. You will need to be proactive about promoting your juried status and selling your work. As an important asset of the PA Wilds program, we count on you to be ambassadors of the brand and create a positive and lasting impression in the minds of travelers on the Artisan Trail.

TRAIL SITES' RESPONSIBILITIES

Marketing: Trail Sites must be willing to distribute promotional materials about the Artisan Trail and encourage artisans who live in the PA Wilds to join the juried program.

Reporting: Trail Sites must be willing to provide general sales and employment data annually at renewal time via survey, to add depth to the picture of the collective economic impact of the Artisan Trail, which allows programs managers to seek grant and other critical investments in the Trail.

Partnerships with artisans: Trail Sites are responsible for selecting and securing juried artisan products for their shop, by mutual agreement. Every establishment has different practices regarding commissions, annual fees, wholesale purchasing, etc. These arrangements are left between the retailer and artisan. Failure to pay an agreed upon commission or other breach of contract may result in removal from the program.

Contacting artisans: Images of artisans' work, their bios and contact information are freely available via the Artisan Directory found at **www.pawildsartisans.com**. New artisans are juried into the program twice a year – and announced in April and October; Trail Sites will be notified via e-newsletter. *Note*: Securing artisan products is not always as easy as "putting in an order." While some artisans are prepared to do wholesale orders, others do not have that capacity. Many PA Wilds artisans are one-person operations. Creative solutions and patience are sometimes required in order to get their unique products to market. Trail Sites are expected to be pro-active about contacting juried artisans and selling their artwork.

Jury cycle: All members will be periodically reviewed at renewal time. If you have renovated your retail site or are an artist yourself, and working in a new medium or experimenting with a new product line, think of pro-actively submitting images for jurying when you renew your annual membership.

Maintain your member profile: Your member profile contains valuable contact information for your business. Maintaining a current and complete profile ensures that fellow members, potential customers and program staff can reach you. Keep us informed of moves and changes that impact your participation (see Welcome page for contact info).

Compliance: Trail Sites must have all required state licenses and registrations. For business information and support in the Commonwealth of Pennsylvania, visit www.pabizonline.com, the PA Small Business Development Center and www.pa.gov. For federal compliance, see www.sba.gov. A business tax number or proof that the application is underway must be included with each application.

Use of the brand: Permission to use and display the "Proudly Made in the Pennsylvania Wilds™" brand may be revoked at any time if the brand is used in a manner inconsistent with the requirements of the PA Wilds program.

ARTISANS' RESPONSIBILITIES

Partnerships with Trail Sites: Artisans are responsible for contacting Trail Sites and securing places to sell their work by mutual agreement. Every establishment is different in the types of products it is looking for and how it charges commissions, annual fees, buys wholesale, etc. These arrangements are left between the retailer and artisan. Your PA Wilds membership fee does not cover any incidental fees that a Trail Site might request. We provide the structure; you are responsible for negotiating the details.



Laughing Owl Press

Marketing: When you apply as an artisan, you are creating your first PA Wilds marketing opportunity—should you be admitted to the program. The words you use to describe your artistic endeavors on your application will become part of your artisan member profile, as will the images you upload of your work or products.

Maintain your member profile: Your member profile contains valuable contact information. Maintaining a current and complete profile insures that fellow members, those seeking your services and program staff can reach you. Keep the program staff informed of moves and changes that impact your participation (see Welcome page for contact info).

Jury cycle: All Members will be periodically re-juried at renewal time. If you have been working in a new medium, or experimenting with a new product line, think of pro-actively submitting images for jurying when you renew your annual membership.

Compliance: Food artisans must comply with all PA Department of Agriculture guidelines, as well as other applicable state and local regulations. Applicants must have the necessary permits and/or licenses in hand, before submitting an application to the Artisan Trail program.

Retail Food Facilities, craft beverage producers and/or wholesale operators, and their employees, must be in compliance with applicable provisions of the Federal Food Safety Act and the Retail Food Facility Safety Act and other requirements referenced at the PA Dept of Agriculture site and other regulatory divisions of the state.

Ready to sell: Artisanal food producers must have appropriate licenses and permits from the Commonwealth of Pennsylvania prior to applying. For food safety regulations and permits, a good place to start is: www.agriculture.state.pa.us and www.eatsafe.pa.com.

Use of the brand: Permission to use and display the "Proudly Made in the Pennsylvania Wilds™" brand may be revoked at any time if the brand is used in a manner inconsistent with the requirements of the PA Wilds program.

PROUDLY MADE in the pennsylvania WILDS



Flickerwood Winery

THE JURY PROCESS

The PA Wilds Artisan Trail is a juried program for individuals applying for Artisan Membership, and also for Retail Food Facilities applying as Trail Sites. Jury panels, made up of professionals from relevant fields, will decide about acceptance into the program after reviewing your application materials, including the required images and Jury Registration that you submit. For a variety of reasons, tasting is unfortunately not a required part of the review of food items. Only in rare cases might juries request food samples. Renewing members must undergo jurying at least once every five years.

Juries are convened twice yearly to evaluate applications and images, complete scoring sheets, and write comments designed to be helpful in marketing or promotion, or further improvement.

All other applications for Trail Site Membership, from (non-food) businesses, are reviewed by the PA Wilds program staff and advisors on a rolling basis.

DECISION CRITERIA

Artists' applications and related images are evaluated on artistic merit (70 percent), marketability (20 percent) and design/material sourcing (10 percent). Juries for artisan food producers, craft artists and local eateries focus first on local aspects such as ingredient/material sourcing (40 percent), followed by aesthetics and technique (30 percent), presentation and marketability (20 percent) and value-added features (10 percent).

Trail Sites' applications are reviewed for space and willingness to accommodate local products (40 percent), presentation (20 percent), accessibility – i.e., location, access for disabled visitors, hours of operation (20 percent) and marketing and community connectivity (20 percent).

BASIS FOR ADMISSION

As an applicant to the PA Wilds Artisan Trail you will upload images of your work, your products and/or your business locations. All applicants will upload their images into Member Photo Albums associated with their Member Profile.

They may create an album for each medium or category being submitted for review and each album may contain up to ten images, with information about the individual images as captions for each image.

The application fee includes up to two jury sessions; you may request additional juries (up to five in total) if your work is extensive.

Craft artists may elect to be juried as visual artists if materials used in their craft have no local connection, or if the work has aesthetic purpose rather than functionality.

There are restrictions on what can be submitted for a jury session. Be sure to read Restrictions section before you apply.

MULTIPLE JURY SESSIONS

Artists (in visual arts, craft or food) who work in multiple artistic media, who offer several regional specialties, or who create different types of products to sell, will be evaluated on each line of endeavor. In some cases, it may be useful to ask, "Are these two types of things interchangeable?"

Examples of those who might request two jury sessions:

- an artist who works in watercolors and in oil pastels
- a chef who makes omelets from local eggs and also features a dessert made in-house
- a farmer who makes cheese and also sells sausages
- a woodworker who makes rustic benches and also wooden jewelry boxes
- a beekeeper who sells honey and also makes beeswax candles

ADMISSION SUCCESS

Applicants will receive an email notifying them of the admission decision. Jury comments are not included in the notification but applicants may contact our staff to review the comments. Applicants must agree to these terms if they choose to participate in the program.

Decisions are announced within 30 days of the submission deadlines. Newly admitted Artisan Members will receive a packet of materials and will start to see their membership benefits realized. Successful Trail Site applicants, and juried artists who have their own retail outlet (the Regular Membership option) will be contacted by program staff about next steps.

FEE PROCESSING

All first time applicants to the PA Wilds program pay a $20 non-refundable application fee which covers the work to process your application and arrange up to two jury sessions. You may request additional jury sessions with your membership application or renewal.
Add a $10 fee for each additional Medium or Category you Register for review, up to a maximum of five Mediums or Categories.

Application Fee: $20 = First time application + two mediums or categories.

Additional juries: $30 = First time application + three mediums or categories, $40 = First time application + four mediums or categories.

You'll be asked to submit one check (the Application Fee) upon acceptance you will be invoiced via email the appropriate Membership Fee. Your Membership is not active until the Membership Fees have been paid. The Application Fee will be transacted upon receipt. Applicants will not be considered for review if checks have not been received by the program staff by the jury submission deadline.

IMAGES ARE THE KEY

Succeeding in the jury process will hinge on quality of your work and/or products as shown in the images you submit to demonstrate your work and its appeal or impact. Visual artists' images should be chosen to reflect artistic and creative skill. Craft artists' images are enhanced by close-ups that give jurors a feel for the creativity and quality of your work. The adage "we eat with our eyes" should guide food artisans in the direction of images that capture enticing arrangements with strong visual appeal. Images of your business location are a required part of a Trail Site application. For retail operations, an image that includes you in the picture adds a touch of local, personal interest. Selfies welcome!

Professional photography may represent your work more effectively to the jury, but is not required. That said, it is critical that you compose, shoot and select your images carefully. Get comfortably close to your subject. Do not use out-of-focus images.

IMAGE TIPS FOR ALL APPLICANTS

Taking photos

- Best results are achieved by shooting in indirect natural light, rather than using flash.
- Avoid lighting that will alter your works' or locations' true colors in any way.
- For the jury process, you are allowed to include images of work that is not for sale.
- Include some detail shots with each group.
- Read the Specifications for your membership type, below.
- If you are an artist with your own retail site, images of your retail site and activities do not count toward the limit of two Mediums or Categories with application fee, for your juried creative work. (Instead, follow the Specifications for Trail Sites when submitting images of your retail site.)

Checking the images before uploading

- Zoom-in to view your images to ensure they are in sharp focus, with sufficient resolution.
- For best results, view your images on a bigger screen to check their quality.
- Select the best images and organize them into groups (no more than ten per group).

Technical specs

- Images should be 300 dpi, minimum eight inches wide at 100% viewing size.
- Upload tiff or jpeg formats, up to 10MB.

Uploading your images

- Applicants will create a photo album for each Medium or Category to be reviewed by the Jury. When creating the album, title it "For Jury Review". Use the album description area to briefly describe your work, include the medium or category.
- Before uploading, name image files in the following format: "Yourlastname-Titleofthepiece"
  Example: Peters-LongDaysNight.jpg
  Be sure to leave no spaces between words and use a dash between your name and the title. If the title is lengthy you may use the first two words.
- In the caption box for each image provide the following information: Title, Medium or Category, Dimensions, Original or Reproduction (Visual and Crafts products only), Sales Price.

SPECIFICATIONS FOR ARTISTS

- The work or product shown in your images must have been created within the past three years.
- Submit images of a cohesive, significant body of work rather than a diverse range.
- Include multiple images of works created in a particular medium or using similar technique.
- Digitally created or manipulated work must be derived from the artist's original work.
- Show both the whole works and detailed close-ups (you must include at least one detail shot.)
- Be curator of your jury exhibit: Pieces should work together and complement each other to clearly represent your essence as an artist.

SPECIFICATIONS FOR CRAFT ARTISTS

- The work shown in your images must have been created within the past three years.
- For each area endeavor, select up to ten images that best reflect the spirit of your work.
- Show both the whole works and detailed close-ups (you must include at least one detail shot.)

SPECIFICATIONS FOR RETAIL FOOD FACILITIES

Note: Your restaurant, bakery, café, snack bar or other local eatery will go through a jury process to be admitted as a Trail Site. Register to be juried , upload images and info about your retail site. You may find the tips under Specifications for Trail Sites useful, below. If you want to submit a second a local specialty or star menu item for review, complete the registration information for the item and follow Specifications for Food Artisans below, for your specialty item.

SPECIFICATIONS FOR FOOD ARTISANS

- Your images must represent foods currently available or recent seasonal offerings (within one year).
- Show both the whole works and detailed close-ups (you must include at least one detail shot.)
- If you sell retail, include at least one that shows label/packaging clearly and legibly.
- Send images that best reflect the spirit of your artisan endeavor.
- Also include at least one image of the setting and/or production activity related to your product (limit four). Especially useful for juries are images that show the method or scale of production.

SPECIFICATIONS FOR TRAIL SITES

- Images must have been taken within the past year or look the same as current views.
- Upload up to ten images that best reflect the spirit of your business and location.
- To the extent possible, use natural lighting/daylight (non-flash).
- Include a few close-ups that show details.
- Include one 'establishing shot' that matches what a visitor would first see on approach.
- Include shots of interiors, exteriors and signage.
- Take a selfie or include an image of you at your business, or doing business, or out front.

RESTRICTIONS

Restrictions: ARTISTS

- Items purchased and decorated, and items created by combining purchased commercial objects, are not eligible, unless commercial objects play a subordinate role.
- Artwork created under the supervision of an instructor within an undergraduate or graduate degree program is not eligible.
- Appropriated images are prohibited (e.g., digital Clip-art, downloaded paintings, drawings, etc.).
- Artwork and crafts identified as Native American but not made by Native Americans are not eligible, as stated in the Indian Arts Act of 1990.

Restrictions: CRAFTS

- Candles made of soy wax, or petroleum bases like paraffin are prohibited (beeswax ok).
- Insect repellents are not within the program's scope, even when made from natural ingredients.
- Currently, products such as soaps and personal care items which are primarily used cosmetically are admitted on an extremely limited basis. Unless the primary ingredient or base is a locally sourced, natural product, these products are currently not eligible for PA Wilds jury sessions.
- Soaps that use herbs, milk or other local farm ingredients are not eligible if base is a non-local ingredient (sodium tallowate, sodium cocoate, sodium palm kernelate, etc.) or

when made from exotic oils (olive oil, coconut oil, etc.), or when perfumed/colored with synthetic substances.

- Artwork and crafts identified as Native American but not made by Native Americans are not eligible, as stated in the Indian Arts Act of 1990.

DEFINITIONS

(For those who will fill out Jury Worksheets along with their applications)

Definition: CRAFTS

Crafts include functional items such as beeswax products, baskets, brooms, dyes (natural sources only), fur and leather (wearable), handcrafted household items, handmade footwear, handcrafted paper, handmade pipes, handmade tools, hardware (e.g. drawer pulls, wrought iron hinges), knitted wear (from natural domestic fibers), rugs, sachets (natural scents only), straw hats, toys, walking sticks, sewn wearables, woodcraft, woven wear (hand loomed) wrought iron. Unless opting to apply as visual artists, those who create these decorative or folk art items using locally sourced or agriculturally based materials will be juried as craft artists: antler art, bone art, corn-husk figures, fiber arts, gourd craft, holiday ornaments, wildflower art (e.g. collages) and wreaths. Products more traditionally associated with medicinal value such as balms and salves may be submitted for jury review only if the first ingredient by volume is natural and locally sourced.

Definition: FOOD ARTISANS

The nature and process of transformation are what qualify a food product for Jury Sessions. Examples: sap into syrup; milk into cheese; meat into sausage; fruit into jam, etc. The key factors are added value, scale of production and technique or methods; these points of evaluation can reflect a special concern for quality, or preservation of traditional ways. Food enterprises apply at the Artisan level unless classified by the state as Retail Food Facilities.

Typical in the artisan food category are: baked goods, bbq/hot sauce, candies and confections, canned goods , cheese, chocolates, cookies, dips, frozen treats, fruit butters, herbal teas and culinary mixes, local flours, local honey ice cream (hand churned or small batch), jams and jellies, jerky, maple products, nuts and nut products, pastries, pickles, salsa, sauces, sausage, smoked meats, spice rubs, and syrups. This list is not exhaustive.

Definition: LOCAL EATERY

A local eateries is an establishment that the state defines as a retail food facility, whether with dine-in or take-out service. Local eateries apply for Trail Site Membership. If you are a chef or cook in such a facility who wants to apply to the PA Wilds program, you must have the cooperative agreement of the establishment's owner(s). A local eatery is juried into the program as a Trail Site, but may also opt to submit individual food specialties or 'star menu items' for jurying, as a way to further promote a regional favorite. (Check your status at the PA Dept. of Agriculture Food Safety site.)

TYPES OF ARTISTS AND ARTISANS

Creative individuals living and working in the counties of the Pennsylvania Wilds are encouraged to apply for membership in the PA Wilds Artisan Trail. Artisans on the trail are self-categorized; no matter what term you choose, it's about the creative genius of residents who are passionate about what they create, who appreciate things local, and want to reach a broader audience.

Reminder: Artists who do not have a retail site of their own apply as Individual Members. Artists who do retail from home, studio or other fixed location, and want to be identified as a Trail Site may apply as Regular Members if they meet certain conditions. All new applicants pay a $20 non-refundable Application Fee. Membership Fees are $25 Individual, or $105 Regular Membership.

Craft Artists

Artists who, in their creative work, use materials found or grown in the region may choose to apply in this category, which is characterized by transforming material and capturing beauty not only in visual appeal but also through form and function. The craft category covers (but is not limited to) those in the folk arts tradition who create baskets, brooms, wood carvings, gourd craft, pottery, wrought iron, spun fiber, knit and crochet wearables, hand-loomed goods, wreaths and many other practical and beautifully handcrafted items.

Design Artists
Those who have tangible creations in the PA Wilds region in graphic design, architecture, landscaping, and other area of design are welcome to apply to the Artisan Trail.

The line between design and art is complex and some may say impossible to delineate: where great art may be interpreted differently by each person, great design is said to have the same message to all, because design serves a function. Design artists in any medium who wish to show, share and sell their creative work are encouraged to apply.

Fine Artists, Visual Artists
Artists working across diverse media are encouraged to become part of the Artisan Trail: painters, sculptors, photographers, silversmiths, goldsmiths, printmakers, ceramic artists, jewelry makers, fiber artists, and those in many other artistic media are welcome to apply.

Whether working on a small canvas or the side of a building, the creative spirit and artistic output are what qualify artists in this category. If you primarily use materials sourced in the PA Wilds, and your art has practical or function value, you may apply as a Craft Artist.

Food Producers, Food Artisans
This category includes individual entrepreneurs and families in the food business and/or agriculture sector, who create 'value-added' food products by transforming local ingredients into delicious edibles such as cheese, maple products, sausage, smoked meats, or other packaged foods for retail. Also in this category are caterers and other independent food artists (not applying from a restaurant base or other dine-in facility).

Renaissance Artists (and Food Producers with a flair for the artistic)
If your work crosses two or more of the above areas, keep in mind that for the jurying you need to submit each line of endeavor separately.

You may apply for up to five jury sessions per membership season. A good strategy is to focus first on your best-selling work or products. Two jury sessions are included with your application fee; others cost $10 each.



Snuffy DeStefano Chainsaw Carving



Jim Merritt photography

TYPES OF TRAIL SITES

Retail, for profit or non-profit storefront businesses owned by persons in the 12-1/2 county region of the PA Wilds, may apply as Trail Sites. Also eligible as Trail Sites are artists who have their own place set up for retail sales. Chain stores are not eligible.

There are both benefits and responsibilities in joining the PA Wilds Artisan Trail as a Trail Site. Business owners must agree to carry artisan products made by at least three Pennsylvania Wilds Juried Artisans, and are encouraged to display interpretive signage about the Artisan Trail (flags, displays and posters sold at low cost to members). You have one year to identify and secure products that fit your space and inventory. Cost: $105/year when you carry the work of three PA Wilds Artisans. Cost if you don't: $150/yr. Non-profits are eligible for further savings when agreeing to schedule a meet and greet event.



Coudersport Artisan Center Public Art

PROUDLY MADE in the pennsylvania WILDS

Retailers
Gift shops, galleries, visitor centers, outfitters and other retailers in the Pennsylvania Wilds that want to sell unique local products are encouraged to join the Artisan Trail.

Local Eateries
Includes restaurants (take-out or eat-in), cafés, delis, diners, certain food vendors, most bakeries, bars, clubs, and others (learn more at PA Dept. of Agriculture Food Safety site.) Local eateries become Trail Sites through a juried process and may also submit for jurying any specialties, 'star items' or local favorites. You will be asked about your use of locally grown ingredients, or how you take advantage of local ingredient sources.

Craft Wineries, Breweries, Distilleries and Hard Cider Mills
Local wineries, breweries, distilleries and hard cider mills qualify if you are located in the Pennsylvania Wilds and produce your products in a craft manner that aligns with the "Proudly Made in the Pennsylvania Wilds™" brand. For breweries, the national standard of "6 million barrels or less" delineates craft from industrial breweries. All establishments must have regular hours of operation and a space open to the traveling public (of legal age) to be included on the trail. State-run wine and spirits stores and industrial producers are not eligible.

Experience the Arts Partners
Local theaters (playhouses and modern film theaters situated inside historic movie houses), museums, dance, pottery and carving studios and other establishments that provide opportunities for the traveling public to experience art in the region are encouraged to join.

Non-profit Organizations
Non-profits listed on this page or otherwise holding non-profit status may be interested in supporting the long term development of the PA Wilds Artisan Trail by offering unique services or facilities to members and prospective members. Specifically, non-profits' fees are reduced by agreeing to host an annual meet and greet event (promotion assistance by the PA Wilds program).

Public Art
The PA Wilds Artisan Trail welcomes nominations for public art, defined as any media planned and executed with the specific intention of being sited or staged in the physical public domain using a process that included the public, and site outside or accessible to all. Examples include murals, monuments, memorials, statues and architectural landmarks.
To submit a public art nomination, go to **www.pawildsartisans.com/publicart**.
Cost: None.

REQUIRED APPLICATION FORMS AND ONLINE LINKS – ARTISAN MEMBERSHIP

VISUAL ARTISTS

With annual gross receipts under $50,000
Apply for Individual Membership

Artisan Application

Visit **www.pawildsartisans.com**, select "Join us", then "Artisan Application", complete all required fields.

- Create a Member Photo Album and include image information in the caption area (up to ten for each jury session).
- Register for the next applicable Jury Event (Spring or Fall).
- One ID proof + one proof of residency via email submissions@pawildsartisans.com or by mail (see Welcome page for contact info.)

Application Fee ($20)
Add $10 for each additional medium or category registered for review (optional.)

CRAFT ARTISTS

With annual gross receipts under $50,000
Apply for Individual Membership

Artisan Application

Visit **www.pawildsartisans.com**, select "Join us", then "Artisan Application", complete all required fields.

- Create a Member Photo Album and include image information in the caption area (up to ten for each jury session).
- Register for the next applicable Jury Event (Spring or Fall).
- One ID proof + one proof of residency via email submissions@pawildsartisans.com or by mail (see Welcome page for contact info.)

Application Fee ($20)
Add $10 for each additional medium or category registered for review (optional).

FOOD ARTISANS

With annual gross receipts under $50,000
Apply for Individual Membership

Artisan Application

Visit **www.pawildsartisans.com**, select "Join us", then "Artisan Application", complete all required fields.

- Create a Member Photo Album and include image information in the caption area (up to ten for each jury session).
- Register for the next applicable Jury Event (Spring or Fall).
- One ID proof + one proof of residency via email submissions@pawildsartisans.com or by mail (see Welcome page for contact info.)

Application Fee ($20)
Add $10 for each additional medium or category registered for review (optional.)

FOR ANY OF THE ABOVE

With annual gross receipts of $50,000 or more. Apply for regular membership; use the instructions above.

You may also opt to be listed on the PA Wilds story map if you do retail sales from your location and are accepted to the program.

REQUIRED APPLICATION FORMS AND ONLINE LINKS – TRAIL SITE MEMBERSHIP

TRAIL SITE APPLICANTS

Includes any for-profit retail, all beverage makers. Excludes local eateries and non-profits.

Trail Site Application

Visit **www.pawildsartisans.com** , select "Join us", then "Trail Site Application", complete all required fields.

- Create a Member Photo Album and include image information in the caption area (up to ten for each jury session).
- One ID proof + one proof of residency via email submissions@pawildsartisans.com or by mail (see Welcome page for contact info)

We also require these numbers on the application; do not send copies of forms:

- Tax ID number or Employer ID Number (EIN)
- Sales Tax License Number

You will be invoiced upon Membership approval according to the annual Membership Fee options below:

- If you agree to carry the works of at least three Individual Members: $105.
- If you do not choose to carry the work of artists or artisans: $150.

NON-PROFIT TRAIL SITE APPLICANTS

Trail Site Application

Visit **www.pawildsartisans.com**, select "Join us", then "Trail Site Application", complete all required fields.

- Create a Member Photo Album and include image information in the caption area (up to ten for each jury session).
- One ID proof + proof of your non-profit status (IRS Determination Letter or recent tax filing); submit copies via email submissions@pawildsartisans.com or by mail (see Welcome page for contact info.)
- Agree to host one meet & greet

You will be invoiced upon Membership approval according to the annual Membership Fee options below:

- If you will host a meet & greet event, and carry the work of three Members: $75.
- If you agree to carry the works of at least three Individual Members: $105.
- If you do not wish to host or carry the work of artists or artisans: $150.



Elk Council on the Arts

LOCAL EATERY TRAIL SITES (RETAIL FOOD FACILITIES)

Trail Site Application

Visit **www.pawildsartisans.com**, select "Join us", then "Trail Site Application", complete all required fields.

- Create a Member Photo Album and include image information in the caption area (up to 10 for each jury session).
- Register for the next applicable Jury Event (Spring or Fall).
- One ID proof + one proof of residency (first-time applicants only); submit copies via email submissions@pawildsartisans.com or by mail (see Welcome page for contact info).

We also require these numbers on the application; do not send copies of forms:

- Tax ID number or Employer ID Number (EIN).
- Sales Tax License Number.

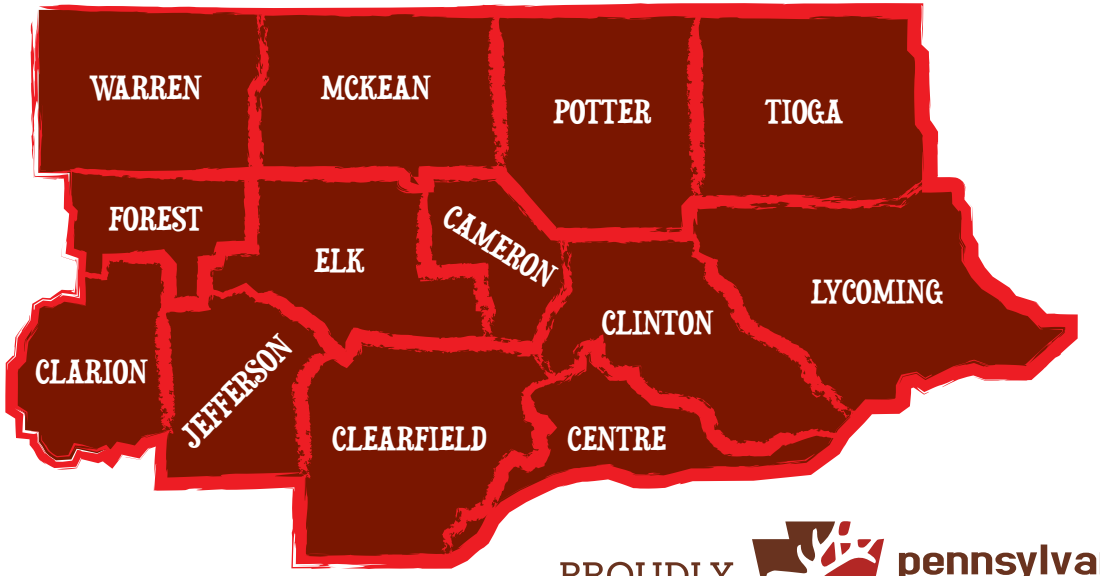
Fees:

- Application Fee: ($20) you will be invoiced upon Membership approval according to the annual Membership Fee options below:
- If you agree to carry the works of at least three Individual Members: $105.
- If you do not wish to carry the work of artists or artisans: $150.



CJ Spirits Distillery

See you in the Pa Wilds



PROUDLY MADE in the pennsylvania WILDS

Abbi Peters
Executive Director ECCOTA
PA Wilds Artisan Trail Staff
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Ridgway, PA 15853