

Third Annual  
Ozark Folk Center

# SWEEP IN

It's that time of year again! SweepIn 2012 is fast approaching and I've put together a list of available classes and demonstrations and contests.

Before you jump down to the registration form and start filling things out in a mad rush, read this through. There have been some changes, some features from past years have been cancelled, and some additions have been, well, added.

We are again going to be holding this event in the Park behind the administration building at the top of the village under the big top. You can bring your tents if you want to define your space or hold your displays, but we'll be keeping (most of) the rain away. Most of? Yeah... if the wind blows, a little comes in on the sides.

Everyone is welcome to sell their brooms. This year, because I believe that my attempt at being the middle man was damaging to your sales and my sanity, I'll be asking you to handle your own sales. Included in your packet will be a Special Performance Agreement that will need to be filled out along with sales tax info. The Folk Center is charging nothing (aside from the registration fee) for your booth and asks just 20% commission.

Also new this year is a wee little focus on getting your craft into shows and galleries. Most quality shows and galleries will require a jury process and we're here to help! I've enlisted the aid of Ed Alexander, an award winning professional photographer, to come and take jury quality photographs of your brooms all day Friday. Bring the brooms to him in his room... he's agreed to charge \$25 per set of 8 pictures! He'll provide the pictures to you on disc in two sizes – full size which is great for prints, and smaller sizes suitable for emailing or web sites. If he gets overrun, he might not be able to deliver the discs until Saturday. I cannot tell you enough what a great deal this is!

I've worked with the Ozark Folk Center's Group Sales Manager, Jimmy Edwards, to get some really good prices for lodging and admittance... read on!

## Registration Fees

This year, there will be a required \$15 fee for registration for all broom makers attending the event. This can be paid via check in advance, or at check in. The \$15 covers admittance to the Crafts Village at the Ozark Folk Center State Park all three days (2 of which are public and one of which is for broom makers only), and one evening concert of your choice during the three day event (Thursday night – if you've registered in advance, Friday or Saturday). Regular admission and one concert would normally run \$30, and you wouldn't have Sunday at all. Saved you 50%!

To register in advance, fill out the form and mail it along with your check made out to the *Ozark Folk Center* to:

SweepIn 2012 – Shawn Hoefler  
c/o Ozark Folk Center State Park  
1032 Park Avenue  
Mountain View, AR 72560

We have several classes and demonstrations and talks and contest lined out, too. The demos and talks are free, but the classes will cost you. Choose your class and pay your instructor when you get to the class. This is separate from the registration fees. Some instructors may also request a materials fee at the time of the class.

Next, I've gotten a reduced room rate for broom makers and guests of broom makers at the Ozark Folk Center's Cabins at Dry Creek. If you book Thursday through Saturday, you pay only \$66 plus tax per night for a standard room. Regular weekend rates are \$72 plus tax – more than \$18 savings! You'll have to call and book these rooms yourself.

Cabins at Dry Creek  
800-264-3655  
870-269-3851

Of course, this isn't the only place in town to stay... You can visit the Mountain View Area Chamber of Commerce website for a complete listing of cabins, lodges, RV parks, motels and hotels in the area. There are also some places for those more adventurous camping types listed there.

<http://www.yourplaceinthemountains.com>

There are no meal plans being offered this year. However, the Iron Skillet Restaurant is offering a great breakfast buffet on Saturday, really good lunch specials (\$5.99) and a complete menu. And, there's always the Smokehouse for snacks, burgers, hot dogs (the best I've EVER had) and more right next to the big top.

## Schedule of Events

Wednesday, April 11

SPECIAL: Coming in a day early? Looking for something to do? Jeanette Larson is teaching a one day course on Farmstead Cheese making. It's only \$30 and space is limited! Register soon before this fills up. More details and registration forms are available here:

<http://www.ozarkfolkcenter.com/events/?isofc=1&id=1219>

Thursday, April 12

5:00 PM – Begin setting things up. We can continue to do this until we're finished or 10 am on Friday morning – whichever comes first. Join me for a meal at the Iron Skillet at 6:30 PM.

Friday, April 13

8:00 AM – Continue setting things up until 10:00 AM

10:00 AM – We open!

- Accept entries for the Tie Off competition
- Accept entries for the People's Choice Broom competition
- Meet and Greet!

1:30 PM – Classes

- CLASS: Learn to use a kick winder to make a parlor broom with John Simurdak or Wayne Thompson. \$25 per person, 4 (two per instructor) people maximum, 1 minimum.
- CLASS: Learn to make a Turkey Wing and Whisk with Little John. \$25 per person. 3 people minimum, 8 people maximum.

5:30 PM – TALK: Grow your own broom with Little John. Free.

Saturday, April 14

SPECIAL: So you've brought someone with you and they aren't interested in all the broom making rigmarole? Jeanette Larson is teaching a one-day Locker Hooking class today for \$30. Pre-registration is required. Additional details and registration info can be found here:

<http://www.ozarkfolkcenter.com/events/?isofc=1&id=1129>

8:00 AM – Doors will be opened for broom makers

#### 10:00 AM - Classes

- CLASS: Learn to make a Rooster Tail (braided Turkey Wing) broom with Shawn Hoefer. \$25 per person. Minimum 2, maximum 8.
- CLASS: Learn to use a kick winder to make a parlor broom with John Simurdak or Wayne Thompson. \$25 per person, 4 (two per instructor) people maximum, 1 minimum.
- CLASS: Learn to make a hearth broom with Little John. \$25 per person. 3 people minimum, 8 people maximum.

#### 1:30 PM – Classes and Demos

- Dyeing broomcorn (and other things) with Shawn Hoefer and Leesa Thompson. Free.
- Homebuilt, sit-down, belt-driven, squirrel cage winder demonstration with Bill Soetaert. Bill will be using this off and on throughout the SweepIn, but this will give everyone a chance to take a good close look. Free.

#### 3:00 PM – Competitions

- Tie Off: All those that wish to participate, step up! Each contestant will be given 10 ounces of broomcorn, four yards of twine, and a place to hitch the twine to make a Turkey Wing broom. Awards are being offered for the best broom, the fastest broom maker, the most creative, and the slowest broom maker!
- Count the ballots for the People's Choice awards and announce the winner. Awards are being offered for the best broom, the most creative broom, the largest broom and the smallest.

#### 5:30 PM – Class

- Bio writing for artisans by Jeanette Larson. Mini-biographies are an essential part of a crafters' kit. They are required with most jury packets, look great on hang tags, and are a nice addition to any gallery display or show booth. Free.

Sunday, April 15

#### 8:00 AM – Doors open for broom makers

- Swap fest! Got some handles or wire or twine or equipment you want to pass on or trade? This is the time and the place!
- Jeanette Larson will be set up in her office to assist those that took the Biography class the night before. She'll interview you and write it up, or review and beautify what you've already written.
- Pack things up and head home! Stay safe, stay in touch, and come back soon!

# SweepIn 2012 Registration

\* Required

Name \**Let us know your name... important for your name tag which also acts as your pass.*

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Address \**Where can we reach of you when you're not visiting us?*

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City State and ZIP \*

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Phone Number \*

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Email Address \*

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I'm going to get Ed Alexander to take some professional jury pictures of my brooms for \$25. \*

- Yes! Definitely!
- No

I am entering the following competitions \*

- Tie Off - Make a Turkey Wing
- People's Choice Broom
- Nope... just here for the atmosphere

I want to be signed up for this Friday Afternoon class - Please choose just one \*

- No Class, please
- Turkey Wings and Whisks with Little John - \$25
- Kick Wound Parlor Brooms with John Simudak and Wayne Thompson - \$25

I'm going to attend the "Grow your own broom" presentation with Little John. Free. \*

- Yes
- No

I want to be signed up for this Saturday Morning class - Please choose just one \*

- No Class, please
- Hearth Broom with Little John. \$25
- Rooster Tail (braided turkey wing) with Shawn Hoefer. \$25

I am going to attend the "Bio writing for artisans" class with Jeanette Larson. Free. \*

- Yes
- No

I'm bringing the following things to swap

Hey! Shawn! You missed something. Here's what you forgot...

I really like this place. Please send me more info... \*

- Yes
- No