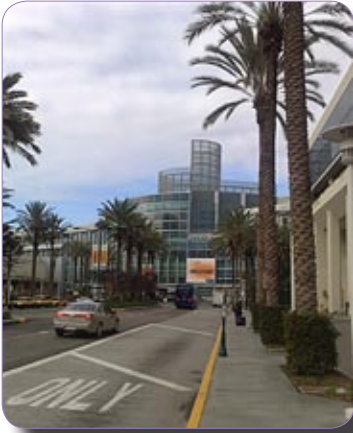


• Poly Clay Play • What's Happened? •

CHA 2010 Super Show January 22-23
and Winter Convention & Trade Show - January 24-27, 2010

by Trina Williams



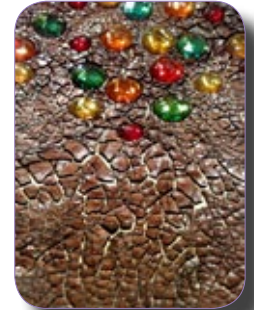
Picture a craft store so large you can't see it all in one day or even in several days for that matter. In it is every craft you have ever seen or wanted to learn. Welcome to the 2010 Craft and Hobby Association Winter Convention and Trade show held this year in Anaheim, California.

"Crafts: Discover Life's Little Pleasures" has been the motto since CHA was HIA (Hobby Industry Association) and at this year's annual convention there were over 600 exhibitors, down a bit from former years but still a happening place to be.

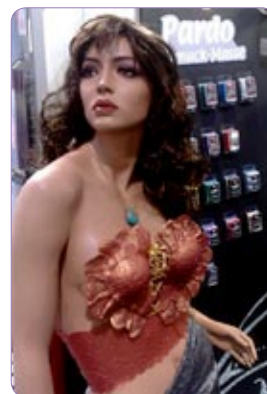


Members of CHA, consisting of wholesale, retail, design, production and service people, were divided into sections representing Art Materials, Fabric/Sewing/Needlecraft, Florals and Naturals, General Crafts and New Exhibitors.

During the five days of the convention, business experts and industry insiders offered seminars and workshops specific to the craft and hobby industry. Exhibitors offer convention attendees a look at their latest products including literature, hands-on demos and, in many cases, free samples.



They make dresses out of anything! These two are made from different papers...



...and Patty Barnes made a bustier out of Pardo Jewellery Clay



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Although the convention is only open to members of the trade and their employees, last year the Summer Convention, which is normally held in Chicago each year, changed venue to Orlando, Florida and offered a public event for two days after the Trade Show. This year, the Winter show also held a public event, or Super Show, two days in advance of the convention. For a fee of \$20 for two days, members of the public, including kids, were treated to Make-it and Take-it demos, free samples and a general good time.

Industries, makers of Wonder Under and other sewing interfacing. Companies like to have local people so they don't have to pay their travel expenses.



Once you are in, however, it takes a stout heart and a pair of good shoes to "walk the show".



Most people map out the booths they want to visit and scope out the floor plan ahead of time on the CHA Show's web site.



Trish and Michelle Shrimpsher (OC Guild Member) demonstrating at the Super Show.

As a Polymer Clay aficionado (and because our guild is close to Anaheim) I have been a volunteer worker for Donna Kato, Lisa Pavelka



Judy Belcher and Leslie Blackford

This year, I was able to visit with Donna Kato, Judy Belcher, Cathy Johnson, Deborah Anderson,



Debbie Anderson, of tiny shoes and purses fame, and Donna Kato.

and this year, Viva Decor, makers of Pardo Jewellery Clay and several other paint and embellishing products. One

Syndee Holt and Lisa Pavelka was everywhere. She demonstrated at Viva Decor, Amate Studios and her own booth using the Pardo clay which she really likes for it's strength.



Lisa Pavelka has a new comprehensive PC book out.

year, I was a paid demonstrator for Pellon



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*Sandra Heidelberg
(OC Guild) collecting
free bags...*

*Cathy Johnson and
Gail Ritchie with
Makin's Clay®*



So, just what do the volunteers do? Anything from keeping the trash

emptied to demonstrating the product. In the upstairs classrooms, classes are held to give attendees a taste of what the product can be used for. One year Lisa had a class for 150 people and we were kept hopping, passing out materials and keeping 10 ovens going. Things have quieted down in recent years and most classes are now 10-15 people.



Viva Decor had four classes. One was "Sassy Straw Handbags" featuring their Modelling Grass product which comes in a jar like paint and dries to a grass like texture. The attendees made these bright and sassy purses.



There are many applications for the Modelling Grass product used in this class as shown in this "Australia" picture displayed at their booth.



Colleen Baxter teaching "Sassy Straw Handbags" to a student. Myra Katz (OC Guild) helped with this class.



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For the "Pardo Parfait" clay class Trish had the students make beads out of Pardo Jewellery clay using the Makin's extruder. She demonstrated several beads which



Lisa Pavelka's purse decorated using one of her signature stamps and Pardo Jewellery Clay.

can be found in her Poly Clay Play clay lessons and her upcoming extruder book.



At the Viva Decor booth, Lisa demonstrated the new Pardo Professional Art Clay which is a bit firmer than regular Pardo and great for caning.



Trish Hodgens, Trina Williams (above) and Jill Kollman of the OC Guild demonstrating in the Viva Decor booth.



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Christina Williams (right) demonstrating Viva Decor's new Paper Effects products.



The other two classes we helped with featured Viva Decor inks and paints for both paper embellishing and painting on wood. The Inka Gold paint is a paste like Rub N Buff, available in lots of great colors.



Sue Reinstein (OC Guild) helped Brenda Abdoyan with her bracelet demonstrations

Brenda Abdoyan of www.Bajido.com decorates gorgeous wooden bracelets with it, which she demonstrated in the booth and taught the class, "Precious Metal Colors and Pearl Bangles".



Patty Barnes, former president of the National Polymer Clay Guild was Trish's partner in crime and she handled most of the paper embellishing Make-It and Take-It demos as well as the class "Shhhh! It's Papercraft!".



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The only other new things in Polymer Clay that I saw were Polyform's "new" white clay which is much like the Fimo white, a very bright white, and Van Akens Kato PolyPaste which is a thick fixer like liquid clay.



My favorite new thing was by Nantucket Baggs. It is a bag with pockets for tools and can be unzipped to a tool belt and rezippered with pockets inside or out. Check it out at www.nantucketbaggs.com



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While most people agreed that attendance was down a bit this year, the CHA annual convention is certainly an experience you will want to try some January or July when the show comes to a convention center near you.

Recognition by Trish Hodgens

A big thank you goes to all the volunteers who were so wonderful. Trina gets an extra pat on the back for being the worlds best volunteer organizer! I credit her and her team with making the classes and Make It and Take It's so successful by always being right there to help where needed without being asked or being told what needed to be done!

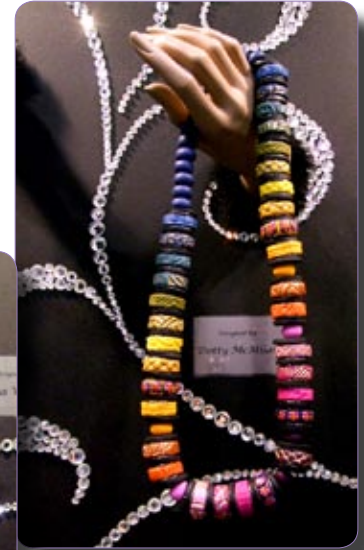
Thank you all!

Orange County Guild Volunteers

~~~~~

Kathy Davis  
Susan Donovan  
Bonnie Harris  
Joy Davis  
Diana Hirsch  
Myra Katz  
Jill Kollman  
Loni Lannotti  
Orly Levy-Yehezkel  
Lori Mendnehall  
Dotty McMillan  
Valerie Pugsley  
Sue Reinstein  
Randi Taylor  
Michelle Scrimsher  
Nancy Ulrich  
Trina Williams

\* Pardo Jewellery  
Clay Bobbin  
Necklace by  
Dotty McMillan



\* Pardo Jewellery  
Clay Extruded Heart  
Necklace and Earrings  
by Trina Williams

Viva Decor had a  
"Wall of Hands"  
holding various  
Pardo Polymer  
Clay Jewellery items.



*Dottie McMillan  
demonstrated bumble bees  
and a swirl bead or two.*

