

# Late Winter 2009

n e w s l e t t e r

Vol. XXXII



## Bonnie's Bundles Dolls

### DECORATOR DOLLY PHENOMENON



Eight youngsters designed, cut, embroidered, stitched, stuffed and embellished their very own version of Decorator Dolly in a January Workshop. Dreamed up by the doll maker by combining a calico paper doll, the designer doll of old and an antique doll she found for grand-

daughter Shiloh, it became an instant hit. To see the outcome of the children's creativity, weave through the workshops and craft activity pages. From there you can now buy your own kit for \$12, incl. postage.

### CLASSES, WORKSHOPS AND FAIRS



Under workshops and classes tab on the web site, you'll see the two cloth doll making classes I am scheduled to teach - one at Green Mountain Adult Ed in Chester in March and the other on a weekend in July at Fletcher Farm in Ludlow. Also, from the calendar page you can view all the craft

shows to which we will happily be returning. Check out First Saturday Workshops and watch for April Vacation events.

### HISTORY LESSON TAKES DOLL MAKER TO FACEBOOK

Back in 1985 750 dolls were made and sold in one year. The average price was \$60, and two-thirds of the dolls on that year's price sheet are no longer made. Prices have gone up an average of \$2 a year in most cases over nearly 25 years. Many of our best designs were not even born yet. Those were days when we made \$3 per hour, fabric was \$2 a yard and trims and yarn were a steal. Bundles live on and are still a bargain! I have been convinced by our local Chamber, our children and savvy friends to facilitate the sharing of these wonderful Bundle stories. Facebook, here I come!

### CUSTOMER LOYALTY

Bibens Ace Hardware in Springfield, VT shows us with customer appreciation awards toward next purchases. Marketing genius Lew says, "Let's reward our customers too." So, beginning in Dec. 2008 we did just that—presenting a 10% Rewards Certificate to our valued customers. They reacted with "Wow, for my next doll I want..." Who doesn't want happy customers back again and again!

### EVENT PLANNING

With the encouragement from the Vermont Department of Tourism, we hope to join forces with Georgette Thomas of the Hugging Bear Inn and Shoppe to have a special event. We initially thought a St. Patrick's Day wedding between our Kelly Doll and one of Georgette's bears would be fun. Instead, we're putting heads together to plan a June event. Perhaps a masquerade ball or a garden tea party. What are your ideas? Let us know and stay tuned.

### SUZY HERALDS SPRING

To see how spectacular the results can be, check out our newest flower motif girl sunny Suzy. I found



the fabulous mix of sunflower fabrics, and the customer Suzy loved the idea of "picking" the sunflowers right off one of the fabrics, including the flower that provided a "wink." A three-plus hour embroidery feat for Eileen, and amazement for all who meet Suzy, eye to eye.

### WHO'S WAITING?

While we wait for the stimulus package of President Obama, winter to go away, and the lack of visitors, we steadily work away daily at replenishing inventory in pretty colors, conducting workshops here during the February vacation, and simplifying the web site. We know we make a superior and unique product and will hold our prices. The \$40 sale dolls are great buys, and there are still 15 dolls with gold stars who were made before 2008 at 15% off - some delicious bargains. Need layaway? We're happy to do that.

### WHO'S SILLY?



Not Silly Tilly, but yes, she is. She's a baby clown with mismatching color butterfly eyes, braid bows and stockings. But her snappy personality is very appealing, and her bright stripes and prints will engage baby in shear laughter. She's found in our web site "nursery," of course, along with more baby dolls.