



North Texas Woodworkers Association

See us at: www.ntwa.org

Volume 31, Number 4

Newsletter

April 2022

Welcome

President Jay Stearns Jay

welcomed everybody and made a couple of announcements. Dues are due this month. There are three different ways to pay, cash, check or Pay Pal. If you want to send a check the address is on either Facebook or on the website. Jay then welcomed visitors and said he would have them introduce themselves in a little bit.

Jay said the program on marquetry that was going to be presented by Ron Peyton had to be cancelled due to Ron's deteriorating health over the last couple of months. Kelly gear, NTWA's Social Media co-chair opted to jump in to talk about different social media that she and Bodie have been working on that has helped bring in new people.

Announcements

Chris Kersey said he has a set of 52" rails for a SawStop he's selling if anyone wants a good deal.

Jay said he was contacted by Britt Baumel about a used bandsaw he was considering buying and asked Jay's advice. Jay said it didn't sound very good and after Britt looked at it he agreed. Jay ended up giving Britt his old Craftsman bandsaw that he wasn't using anymore and encouraged everyone to look around their shops for items and tools they're not using and to consider sharing them with newer members

who are less fortunate and don't have said tools.

Jay said that there is some free stuff on the center table at the back of the room plus Ed Mastin brought a couple of power tools that he is selling cheap.

Kelly Geer of Urban Tree Merchants announced that they are having another open on Saturday 11 to 2. Slabs will be on display and you can tour their new workshops. It's also on their social. Kelly added that they are trying to be open at least one Saturday a month.

Elections

Jay presented the slate of candidates: President – Jay Stearns; Vice President – Steve Yauch; Secretary John Loftis; Treasurer – Ed Mastin. He asked if there were any other nominations. Hearing none, Joe Polich made the motion to accept the slate as presented. Seconded by Gary Turman. Motion passed by a show of hands.

Shop Questions

Steve Chalson is looking for some magic treatment for outdoor projects that will keep the wood a more natural color. The chairs are in the shade of a massive elm tree. The general consensus was to use spar varnish with UV inhibitors.

Jerry said he's looking for the best source in town for hardwood plywood



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like cherry. Suggestions included McKinney Hardwood, Hardwood Lumber, Central Hardwood and Brazos.

Joe Polich commented that a number of people have asked about Rubio Monocoat and it seemed that we never got a clear answer. He's building a rocking chair out of walnut and decided to give it a try and ordered a sample of it. He passed around a piece of scrap walnut from the chair. The unique thing about this is you only sand to 150. You put one coat on wet, let it sit for 5-10 minutes and wipe it dry. He said Mark at Rubio was just absolutely fantastic spending time with him explaining the whole process and Joe's concerns about wear from daily use. Mark said, "well, it's used on dance floors." The sample he passed around shows that it's incredibly smooth. It does not penetrate the wood. It sits on the wood and forms a hardened barrier. Jay asked if it would work for outdoor furniture. Joe said he didn't ask about outdoors. It's a matte finish and doesn't require buffing.

Bodie Pyndus said he's using it for a table and that you're not really spending any more money than you would for stain and a topcoat. He said you can do a second coat then buff it after it dries.

Dan Nilius reminded everyone that when he did his presentation on epoxy the table that he brought had

different finishes on the back. One of them was Rubio Monocoat. He said it's true it is pretty easy to put on.

Joe also added that it does not raise the grain and that you can contact them at:

<https://www.rubiomonocoatusa.com/>

Tool Review

Gary Turman reviewed DMT DiaSpray, a micron diamond compound that you spray on the smooth side of a leather strop. He said it will take a sharp edge to "oh shit I cut myself" in about five strokes and is absolutely unbelievable. He sharpened a \$5 chisel from Home Depot and demonstrated how it would slice a sheet of paper. He bought it from www.sharpening_supplies.com.

Guests

Roger McDaniel heard about NTWA through Facebook. He said he's learned a lot of stuff there and on YouTube but would like to be taught hands-on on how to do some of the stuff rather than trying to figure it out online.

Bill Landis found NTWA on Instagram. He has been doing woodworking at some capacity for about 25-30 years. Nothing special; just likes building stuff. He's now trying to get into a little more turning



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recently. His favorite wood is mahogany.

Steve Chalson lives in Sachse. And after working in the corporate world for decades he's taken early retirement and turned his hobby into his passion. He's doing a lot of furniture. Like Bill, he found us on Instagram.

Scott Thompson lives in Lucas and used to build homes in Salida. I now flips homes and is finishing up a major kitchen remodel.

David Gray says he's been on our email list for years. This is his second meeting. The first meeting was probably 15 years ago. Recent projects have been cabinets and a bed frame, but recently worked on a credenza. His favorite wood is teak but it's too expensive, so he said he'd go with cherry. David asked for help identifying a piece of wood he brought. It is a windowsill out of a railroad car. His friend John's hobby is restoring railroad cars.

Chris Nyseth lives in Prosper and this was his first meeting. He said he doesn't really have any special projects but trying to finish up a bed for his son. He says he doesn't have some of the skill levels of the guys here, but he enjoys woodworking

and is trying to find time to do it. Although he hasn't worked with it his favorite wood is cherry.

Grady Furman came to the meeting because there was supposed to be free beer..... Grady says he's been woodworking since he was in high school.

Jay told the guest that dues are only \$36 and that you must be a member to participate in any raffles. He said that Ed has the membership forms at the treasurer's table to sign up.

Dan Nilius mentioned that your membership card gets you 10% off a lot of places like Rockler, Woodcraft and Wood World.

Show & Tell



Jay Stearns made this bandsawn box from a Bartlett pear tree log that he picked up off the side of the road. It has three stacked drawers on the inside.



Steve Yauch said he picked up some Spectra Plywood at Larry's sale not sure what he would use it for. He used some of it to replace a cracked handle on a kitchen knife. He added that it was very handy to have a one-inch belt sander and be able to do the profile and be able to round everything over and that it was really fairly simple to do once you figure out what the rivets are and the spacing. He finished it out with white coat wipe on Poly.



Bodie Pyndus showed off a work in progress for some inlay banding that was 2 ½" wide by 3" tall made up of half inch squares. The squares are between 3/32 and 4/32 thick glued to a backing and will make a 4' altar table for his church. There is an alternating pattern between the checkerboard and the checkerboard with the cross using bubinga and maple and with yellowheart for the crosses.



Steve Chalson is making these valet stands for a neighbor's online business. This one is cherry. The hanger has a handle so you're not gripping into the shoulder of your jacket. You can pull this hanger off the stand, put the jacket on and then set it back on the valet.



Brian O'Donnell made Kleenex box covers. He said he started with scrap wood, which was probably a good idea because learned several lessons along the way. He used finger joints or box joints on his tablesaw using a jig he made for it. He used birdseye maple for several.



Jim Cadorette said he started learning to play the guitar during the pandemic and ended up collecting guitars and now has a massive collection of guitar picks. Not liking any of the pick holders he saw online he designed what he is calling a Pick Park. And they'll actually hold a number of any kind of thickness picks. Jim inserted a spring into a groove in the wood base to hold the picks. A strategically place screw holds the screw in the correct position in the base.



Michael Bosley put all his tools in a toolbox for travelling, but his saws wouldn't fit so he built this saw box over a weekend. It's finished with boiled linseed oil.



Kevin Pilgrim replaced the handle on his mother's old icepick. The original handle didn't fit her hand very well, so he made the replacement larger. He shaped it by hand because he doesn't have a lathe. His mother fell in love with the canary wood and the purple heart so that's what was used. The finish is an aerosol lacquer.



Roger McDaniel made this lazy susan for his wife using a shop-made jig to cut circles on his tablesaw. It's made of purple heart, zebra wood and maple and finished with shellac.



Dan Nilius says his wife goes to the bargain barn, buys furniture and then he gets to redo it somehow. She bought a metal coffee table and end table for outside but it had big thick glass. Dan replaced the glass with wood using walnut, mahogany, white oak, ash, paddock and sycamore. He joined the pieces with his biscuit jointer starting in the middle and working his way out to the needed size. Three coats of spar varnish finished them.



Nello Armstrong made this gun stock war club reproduction. The original clubs were decorated with materials like the brass buttons the Mohawks traded for with the British and the French. Nice reproduction Nello!



Ed Mastin made this juice groove routing jig for cutting boards. It has three adjustable sides, two 2" inch and a 2 1/2" high fence for thicker boards. It's mostly scrap stuff he had around the house.

And the winner of the \$10 Show & Tell drawing was **Michael Bosley**.

Raffle

Roger McDaniel: 29-piece set of HHS drill bits made in America by Drill America

Chris Bull: three packages of Norton wet or dry sandpaper that goes from 800 to 2000 grit

Steve Yauch: Smith's Be Sharp retractable diamond hone

Carl Medina: Riffler's Needle Files - refurbish rifflers for cleaning up woodcarvings

Britt Baumel: 28 sq ft of 25 year-old red oak parquet herringbone flooring donated by Steve Allen.

Program

Club member and Social Media Committee co-chair Kelly Geer talked about social media and more specifically at how to use it to network with woodworkers and promote their products and services.

About Me | Kelly Geer

- Degree in Communication Studies with an emphasis in Rhetoric & Persuasion from Texas State University
- Co-owner of Urban Tree Merchants
- Custom Woodworking & Sawmill - Urban Sourced Wood
- Director of Communication & Business Development
- Grown our business without paying for advertising through word of mouth, networking in the community, and social media.



Kelly gave a brief overview of some of the most recognizable available channels, defining your goals, how to know which channels are going to be the right channels for you and your work and what you want to do, other helpful tools and resources, how to create effective posts, and then other places you can sell your items.

NOTE: you should have received an email with Kelly's presentation so please refer to it for more details.

Available Channels

facebook

- People, Groups, Pages, etc. all in one place
- No limit on image dimensions
- No limit on number of images
- Has the most subscribers
- Can schedule posts in the software
- Works on the computer and in the app
- Facebook Marketplace is helpful for selling your work



Instagram

- Focuses on images and videos over text
- Easy for users to scroll through lots of content quickly
- Hashtags make it easy for people to find and follow things they like
- Limited video editing in the app (Reels)
- Works best in the app (not on the computer)

Kelly says the main two channels are Facebook and Instagram with notable differences. There's also Snapchat and Twitter. Snapchat is primarily a messaging app while Twitter is going to be used to share and absorb quick bytes of information so some businesses just use it to send quick updates to customers.

Available Channels



- Great for posting long videos
- Instructional videos
- Frequent videos
- Creating easily shareable videos
- Some interaction with followers



- Video sharing platform
- Best for short videos or video clips
- Many people do cleverly edited videos where things appear/disappear
- Trendy

YouTube and TikTok are both video programs. YouTube is really great for instructional videos especially if you're wanting to do longer videos, instruction, talking or showing lots of detail. TikTok's focus is more on shorter videos, especially trendy transitions where you snap and then you're wearing a different sweater or you clap and then all of a sudden your piece is done, things like that.

Available Channels



- Professional version of Facebook
- Share professional milestones
- Network with people who you do not necessarily want to see everything on your Facebook
- You can post, like, share, and tag photos and video
- Used considerably less than Facebook



Pinterest

- Photos and articles
- Like virtual/digital idea board
- Save images/idea/articles to boards/groups/categories
- Upload your own images and easily sort them and share them
- Other people can discover and save your images as well

Kelly says that if you are wanting to go in a more professional or Business to Business Route, LinkedIn is going to be a great way to connect with businesses, as well as to launch a more official business side of your woodworking. Pinterest is kind of just like making a vision board or cutting pictures out of a magazine.

There is no cost to use any of these channels, unless you want to boost your post with options. Costs range from \$5 to \$200, but most of the time, a \$20 mark will get you an extra 2 to 2000 views on that post. You can set parameters such as only people within 10 miles of Plano or only guys between 20 and 60, narrowing your audience to target who you want to see certain posts. Ads are done the same way. You can actually run an ad that'll pop up in a lot of different people's feeds.

Defining Your GOALS

NETWORKING

- Building relationships with other woodworkers
- Learning tips
- Getting project ideas
- Sharing tools
- Advancing your skills
- Showing off your work

SALES & PROMOTION

- Earn Money
- Move from Hobby → Side Hustle → Full Time
- Get a job with a local company
- Be more effective at craft shows
- Connect with customers and continue sales

Kelly then went through defining goals and determining which channel is going to be the most effective one for you and broke them down into two areas, networking versus sales and promotion.

Defining Your GOALS

NETWORKING

- Facebook
 - Personal - post your work
 - Groups - interact
 - Pages - follow for tips, comment/like/ share
 - BE ACTIVE
- Instagram - post and hashtag
- Pinterest - post your work and follow/save other people's pieces
- Youtube - Follow other channels and comment

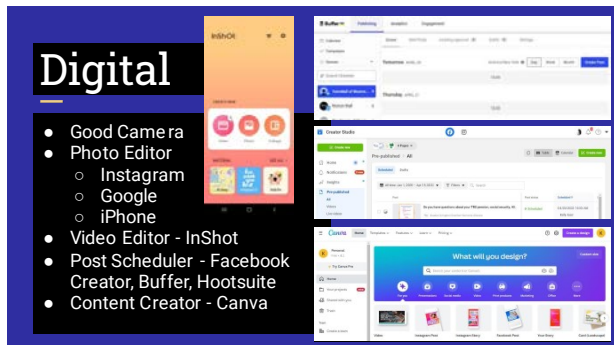
SALES & PROMOTION

- Facebook
 - Pages - CREATE YOUR OWN
 - follow other similar pages and interact
 - Groups - interact as your page
 - BE ACTIVE
 - Share your page's post on your personal page
- Instagram - post photos & videos and HASHTAG
- Pinterest - post your available pieces and previous jobs
- Youtube - post longer videos
- LinkedIn - If your goal is to sell to businesses

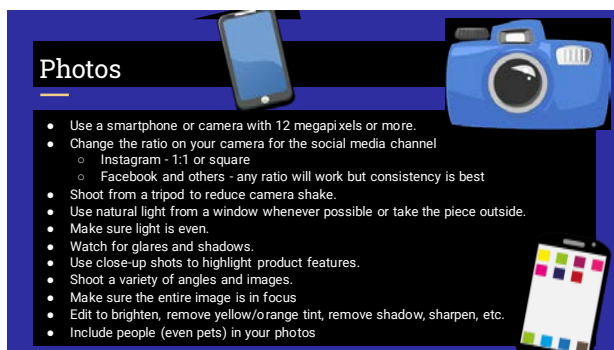
Sales & Promotion - CUSTOMER

- Who is your customer?
- Businesses vs. Consumer
- Where can you meet businesses? LinkedIn, local Chamber of Commerce
- How will businesses use your products?
 - Gift Focus: Client appreciation gifts, employee appreciation gifts, personalization, etc.
 - Functional Focus: Conference tables, desks, reception desk, etc.
- Are your products for high end consumers only or affordable for all?
- Are your items holiday themed or everyday?
- Do you offer gender or age specific items or generic items?
- Are your items gifts/decor or furniture/custom items?
- Do you have a niche or do you make anything and everything?

Next Kelly discussed tools and resources that can make posting to your channel easier. Some physical things that are helpful are having a smartphone or a camera that's at least 12 megapixels. The better your pictures, the better your pieces are going to look, wood has so many fine details and unique coloring and grain and all of that. A tripod is very helpful, especially if you're doing videos or if you work by yourself. If you are having someone else video you, good lighting is also going to be key especially again, to make sure you're capturing those grains and all of the look in the wood.



She says a photo editor is very helpful. Instagram has a ton of options for how to edit, whether you need to make something sharper, remove shadows, brighten something up. iPhone has some great video editing or photo editing software built into that and Google does as well. The video editor Kelly prefers is InShot.



Where can you list your items online?

- Etsy - Ship your items nationwide, \$0.20 per listing every four months, 6.5% of each sale goes back to Etsy, easy to offer discounts, moderately easy to join and to use
- Amazon Handmade - Application process, 15% of each sale goes to Amazon
- Facebook Marketplace - Anyone can use, people may try to barter with you, Facebook does not charge a fee, used more frequently for reselling home goods than selling products
- Craigslist - Not typically used for handmade new items
- Square Online - 2.9% + \$0.30 per transaction, list as many items as you want, collect payments via cc in person (at a vendor show) or online.
- Other online handmade retailers: Cratejoy, Zibbet, Folksy, iCraft etc.

The last thing Kelly discussed was selling online.

Thank you Kelly for such a thorough and outstanding presentation!

Next club meeting:
Tues., May 17th
7:00 pm at the Party
Barn
5948 McKamy Trail
Plano, TX 75024

Program:
Business Development Center
will speak how to start up a
side hustle website and
include a little bit social
media.

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