

Rebecca Buck

From: David Hurwitz <dho@davidhurwitzoriginals.com>
Sent: Wednesday, April 04, 2018 12:24 PM
To: Rebecca Buck
Subject: letter in support of Working Lands funding
Attachments: VT Guild letter to VT Senate Appropriations Committee, 4418.doc; VT Guild letter to VT Senate Appropriations Committee, 4418.pdf

Hello Rebecca,

Below is a letter that I would like to submit to the Senate Appropriations Committee, on behalf of the Guild of Vermont Furniture Makers, in support of the continuation of Working Lands funding. I have also attached the letter in both Word format and as a PDF, in case those formats are easier to forward or print.

I can be reached at the contact info below, and would be happy to speak with any committee members, if they want to.

Thanks and best regards,

David Hurwitz

David Hurwitz Originals

Unique, handcrafted woodwork and design
23 Randolph Ave.
Randolph, Vermont 05060
phone: 802-728-9399

website: www.DavidHurwitzOriginals.com
blog: www.DavidHurwitzOriginals.com/blog
testimonials: www.DavidHurwitzOriginals.com/#/testimonials
press: www.DavidHurwitzOriginals.com/#/press

NOTE: My website is only accessible from a laptop or desktop computer at this time. It is not mobile compatible. If you try to access my website from a mobile device, it will send you to a default mobile website, which does not have my full portfolio. New website coming soon.

"David is a master at handmade furniture featuring sculptural forms that capture the essence of movement and fluidity from a rigid material, wood."

-Michael Monroe, former Curator in Charge of the Smithsonian American Art Museum's Renwick Gallery, September, 2006.

4/4/18

To the Vermont Senate Appropriations Committee,

The Guild of Vermont Furniture Makers is an organization of 32 juried professional furniture makers, working in our own independent woodshops, located throughout the state. In 2013 the Guild applied for and received a \$10,000 Working Lands grant. We matched the grant, and used the combined funds for a web marketing overhaul that has been transformative for our Guild. We hired a website company in Burlington to improve our website for better search engine optimization, and we hired a Vermont-based social media person to handle all of our social media on five different platforms (blog, Facebook, Pinterest, Twitter, Instagram).

I am writing to you today to express our deepest gratitude for the funding we received, as it helped take us to an important new level in our marketing and ability to attract new customers and sell our work. The majority of our members now find their customers and sell their work through contacts made on the internet. The improvements we made to our website and the work done by our social media person has increased traffic to our Guild website, and in turn to our individual websites, which has brought increased business and sales. The work we did with the grant funds was so successful that we have continued each year since 2013 to fund both the website work and the social media person ourselves.

In the time since receiving the grant funds, we have also added a new Journeyman level membership, to recruit younger furniture makers who are starting out in business, in the hopes of mentoring them, and helping them become established professional furniture makers. We also remain committed to supporting the entire supply chain of the Vermont forest products industry, from landowner, logger, sawmill to lumberyard, in sourcing Vermont wood whenever we can.

The Working Lands grant program has been a huge help to our industry and the protection of our working landscape and associated jobs, and we want to give our full endorsement for the continuation of the program, to help other businesses in the forestry and wood products sector.

Thank you for your work in support of the Working Lands and the people who work in the ag and forest products industries. We really appreciate it!

Sincerely,

David Hurwitz

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Guild of Vermont Furniture Makers website:
www.VermontFurnitureMakers.com

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