

## South Salem spotlight with Cindy Ulshafer

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**Abstract:** During the introductions, I lost count of the number of crafts they named in their repertoire, as well as full-time jobs, families and fascinating projects.

**Full text:** We gathered in a repurposed garage, sitting on repainted chairs while surrounded by "found" objects recycled into decor.

So began an energized evening Dec. 27 at Jessica Ramey's DIY Studio, where she welcomed a community of people who were meeting face-to-face for the first time: the Salem Etsy team.

As established crafters, most of them already have an online "shop" on the Etsy.com website, the cyber version of a worldwide craft fair. By starting a Salem team, Ramey saw the advantage of having a local core network. During the introductions, I lost count of the number of crafts they named in their repertoire, as well as full-time jobs, families and fascinating projects.

Emily Senter of "PotentTotables" held up a funky handbag of repurposed fabrics. Ramey recognized Sally Lang's heart-shaped rug as her avatar of her Etsy shop "SallyRags."

"Oh! I bought from you!" cried Lori Lamb when Cheryl Staurianeas talked about her Etsy store, TinkersShop.

"I'm working on my fourth Etsy shop," said Laura Beach.

"And I bought from her, too!" exclaimed Lamb.

Judy Skinner, a master recycler, offered to be a source of interesting places and found treasures to "upcycle."

Next, everyone broke into three discussion groups, and the ensuing conversations brought up as many questions as answers.

How do you get on the home page of Etsy? Is Facebook or Twitter better? Which Salem businesses with wi-fi welcome craft displays? How can we give back to the community? Would a pop-up sidewalk show work? How about displaying at a wine-tasting event?

"Wine always helps the sales," said Theresa Douglas, and everyone laughed.

"I've donated half to local charities from my Etsy shop," said Linnea Saris of "glimma."

Everyone loved Leyla Folsom's handmade notebooks found at "TooMuchofaGoodThing."

Joyce Schmaltz of "JoyousWorld" said she transitioned to vintage frames from the 50s and 60s as a clever way to display jewelry.

Duane Wubker, "an old architect," makes clocks for his shop, "Djwubs." They're each different, he said, because every piece of wood "seems to say 'I want to be this.'"

"ShabbyNChic" just celebrated two years on Etsy," said Jody Alaniz, who repaints scrappy-looking vintage items.

Sixty shopkeepers have joined the Salem team. At [www.etsy.com/teams/6872](http://www.etsy.com/teams/6872), you can peruse the crafts from the workshops of local people.

Cindy Ulshafer is a freelance writer covering events in South Salem. Contact her at [c\\_ulshafer@yahoo.com](mailto:c_ulshafer@yahoo.com)

About Cindy

Cindy Ulshafer and her husband, Eddie, have been married for 32 years and live in South Salem. They have four adult children. Cindy is a volunteer tutor at Chemeketa Community College. She loves to travel, cook and entertain.

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