

Thank you to everyone who made it out to the Bay the weekend of September 21-23 for our annual Western Chapter MSA meeting. At the peak of the meeting on Saturday at SFMOMA, we had over 30 people in attendance!



The meeting kicked off Friday Night at the Oakland Museum of California to experience Friday Nights at OMCA that is as much about having art accessible to diverse communities as it is to position the Museum as a safe space in Oakland for families. Over 3000 people came for the evening events, and we got to see our first Museum store that reflects the Oakland Museum of California's galleries of California Art, History and Natural Sciences.

Saturday we headed into San Francisco to view the SFMOMA exhibition: René Magritte The Fifth Season, see and shop the exhibition store, tour SFMOMA two main stores, plus meet on the 10th floor for the educational session that focused on alternate online buying opportunities. These sessions showed, SKUE, SF Etsy, and Faire. A very big thank you to Jana Machin & Howard Thorton at SFMOMA who made this part of the meeting easy, including a great lunch with awesome city views!



Vinit Patil, the founder and chief of Skue, showed us how buyers and wholesalers can engage in honest conversations about pricing, changing designs to suit buyers needs, and use Skue as a purchasing portal. Vinit describes Skue as: "A wholesale marketplace where retailers buy from independent designers and offer product feedback. Makers learn what customers want."

Next, we listened to Rebecca Saylor who is an independent artist who works with SF ETSY, a group of sellers on ETSY who have their own local shows. Rebecca talked about how more business is being conducted on phone applications vs desktops. She gave some great insights about how to use Instagram to sort searches we may use for artists and how Etsy can be a source for local artist content in our stores. (presentation slide deck to follow)

Finally, we heard from Max Rhodes at Faire. Faire is changing retailing buying by allowing stores to try new merchandise with net 60 terms and return any unsold product for free that does not sell! At the same time they representing vendors and reducing their cost to acquire new customers by connecting them to qualified buyers. Max's presentation had the best response from everyone as he equally serves buyers and vendors.

After SFMOMA we made it to the Asian Art Museum, while under construction for a major renovation, still had the museum store open. We ended the evening back in Oakland for a great buffet next to our own private bowling lanes.



Sunday morning, we got down to business on the USS Hornet; a de-commissioned air craft carrier best known for retrieval of Apollo Astronauts. Here we gave our vendor sponsors the floor then focused on Museum Store Sunday, with a presentation by Stuart Hata. In case you have not been on Shoptalk....the unifying campaign this year is 25% off on the 25th. Museumstoresunday.org has all the resources we need! Remember the case sensitive password to access the Museum Portal section is: BeAPatron.

We also heard from Chacho Herman from the San Diego Museum of Art who is Chair of the City Committee for MSA Forward in San Diego XXX March 2019. The Western Chapter as the host chapter this year, gets 10% of the silent auction proceeds. So, let's start thinking how we can have the most fantastic auction items from both our stores and vendors. We also need to step it up for volunteer slots at conference.

MSA Western Chapter Meeting

September 21-23, 2018

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