



## MEMBER RESPONSIBILITIES

WCO members have access to an identifiable brand to help leverage products and services, and join a growing network to help expand opportunities to bring products and services to market — but it is up to each participant to make sales happen. In short, the program works best for those who make it work for them. You will need to be proactive about promoting your status and selling the unique products and experiences you're known for.

### ANNUAL PROFILE REVIEW

Although the WCO is free to participate in, WCO members will receive a renewal notice on an annual basis. It is important that membership profiles are kept current, and this annual review will help ensure that the information remains correct, while providing an opportunity for new information to be added.

Members are encouraged to log into their accounts regularly to promote their events and activities on the WCO events calendar and connect with members.

Accounts that remain inactive for the entire year, and which are not accessed annually for review, are subject to suspension. Engagement in this program is key!

### WCO NETWORKING

Responsibilities specific to Experience Makers:

- Business owners are encouraged to designate a portion of their retail facility to Pennsylvania Wilds Artisans, and to distinguish this area through use of the PA Wilds logo and other marketing materials, such as hangtags and signage, made available through the Artisan Workgroup.
- Business owners are responsible for selecting and securing Juried Artisan products for their shop.
- Every establishment is different in how it charges commissions, annual fees, buys wholesale, etc. These arrangements are left between the retailer and the artisan. Failure to pay an agreed upon commission or other breaches of contract may result in removal from the program.
- Trading Posts should be proactive about contacting juried artisans and selling their artwork. Artisan work samples, bios, and contact information are available for free in the [Member Directory](#). New artisans are juried into this program twice a year – in April and October; the WCO membership will be notified via newsletter.

*Note: Securing artisan products is not always as easy as “putting in an order.” While some artisans are prepared to do wholesale orders; others do not have that capacity. Most PA Wilds artisans are one-person operations. Creative solutions and patience are sometimes required in order to get their unique products to market.*

## Responsibilities specific to Creative Makers:

- Artisans are responsible for contacting Trail Stops and securing places to sell their work. Every establishment is different in the types of products it is looking for and how it charges commissions, annual fees, buys wholesale, etc. These arrangements are left between the retailer and artisan.

## FEEDBACK

All WCO members are asked to contribute each July to a confidential feedback survey about the program. Data collected is used in aggregate to show the impact of the program and to inform future management.