

Saturday Market

July 25th, 2026

Today's Highlights:

- * HM 26
- * Wear your name
- * Weather, Unclassified Ads, Info Booth
- Reminders & More on the Back

From the Office

Greetings Artisans,
July was a thin wisp of smoke in the wind rushing past us in our swirling disarray of chaos, called the Artist's Life Journey. Let us take pause today to breathe and truly enjoy the day.

Sonia has started booking Holiday Market (HM), starting with the Booth Holder's of Record (BHOR). The non-BHOR must get their HM26 postcards and deposit in by August 14th, 2026. Food Court must have their contracts turned in by August 8th.

I wish you all a great Saturday Market, full of fun, community and sales.

Sweating in SoCal,
Shannon Lee-Hutson, your General Manager

HM26 Guidebook

The deadline for HM Guidebook space reservation has passed, as of July 18th.

If you have reserved your Guidebook space, please be sure to submit your artwork as soon as possible. If you need help to complete your ad or artist profile space, please be sure to reach out A.S.A.P. We have a few talented volunteers in addition to Silver and Matthew (who can work with you). Please reach out ahead of time to schedule a one-on-one meeting or to be connected with a volunteer.

If you are someone who is interested in being in the Guidebook this year, but you have not turned in your form please get in contact with Silver. Guidebook space can still be reserved on a case-by-case basis. Only ads and profile spaces that need small adjustments and are guaranteed to be submitted by the art deadline (on August 18th) will be approved at this time.



Wear Your Name Proudly

This last Saturday I had the opportunity to walk the Market as both a customer and a marketing professional. It gave me a different perspective, and one thing kept jumping out at me. Many vendors have beautiful displays, but very few make it immediately obvious who they are or where they're located. I bought a few things this weekend, and more than once I found myself asking, "What's your business name again?" after I'd already made my purchase. That's a missed opportunity.

One of the biggest goals in marketing isn't making the sale. It's building **brand recognition**. It's creating that **name association** so when someone tells a friend about the amazing earrings they bought or the incredible woodworker they met, they actually remember who you are. **Wear your name loud and proud**. Better yet, **display your booth number** just as prominently. People want to come back to you, and they want to recommend you to others.

Our Information Booth is always happy to help customers find vendors, but with hundreds of artists and a different mix of vendors every week, it's a challenge for our staff to keep track of every booth location, especially during shift changes. The maps we use are organized by **booth number**, so having your booth number clearly visible makes it much easier for us to help visitors find you.

Word of mouth is still the most powerful marketing you'll ever have. Make it easy for people to remember your name, find your booth, tell their friends about you, and come back the next time they're at the Market.

– Matthew



Marketplace * Community * Celebration

Saturday Market Newsletter

July 25th 2026

* Vol. 57– No. 17

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Eugene, OR 97401

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EugeneSaturdayMarket.org

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Holiday Market is creeping up!

Booth Holder of Record due date has now passed.

For the rest of you non-Booth Holders, your deadline to turn in your application and deposit is **August 14th**. If you're late, you will go to the bottom of my list regardless of points. **Reminder booth spaces are only booked over the phone you only have two hours to respond.**

If you have never sold at Holiday Market, **you MUST attend the Holiday Market orientation**. Your products are already approved if they have been seen by Standards already. If you have never attended the Holiday Market, there is a good chance your orientation will be after the deadline. Since you don't have any points in your first year, you do not need to worry about it, just make sure you do an orientation ASAP!

sonia@eugenesaturdaymarket.org

Handmade Trends - Good News for Makers!

People are still actively looking for handmade, and they're getting even more specific about what they want. Google searches show that handmade jewelry remains incredibly popular, while products like handmade press-on nails and handmade paper are seeing big increases in interest. Even better, shoppers are already thinking about the holidays, with searches for handmade Christmas items climbing much earlier than usual. That's great news for anyone planning their fall and holiday collections.

What does this mean for you? Keep doing what you do best. Tell people the story about the items you make. Share a photo of your latest piece, a work in progress, or a little behind-the-scenes look at your process. People aren't just shopping for products. They're looking for the story, the artist, and the connection. The more you share your craft, the easier it is for customers to find you and remember you when they're ready to buy.

-Matthew

Music

10am - The Casey Show – Acoustic multi instrumental folk Americana
11:30am - Hunter Mae – Folk
12:30pm – Authentic Belly Dancing – Belly Dancing
1pm - Brian QTN – Conscious wordplay meta-fables, and wild jazzy melodies with an Alt-Roma blues beat
2:30pm Casa Nostra – Multi-Cultural

Promote your business with a featured image

We're excited to offer you a new opportunity to help your business stand out on the Eugene Saturday Market website!

You can now add a **featured image** to your individual vendor page. This image is a great way to showcase your products, your booth, or your brand, helping customers discover and connect with your business before they visit the market.

To participate, simply add your featured image to your member listing by clicking **Add image** and uploading a high-quality image. Featured images should be 1200 x 628 pixels or better for the best results.

We'll update your vendor page as submissions are received. There is no cost to participate. Sharing images helps highlight the amazing variety of businesses that make Saturday Market so special.

~ Matthew

UnClassifieds

To place your free unclassified, bring it to the Info Booth by the end of the day, to the office by Thursday at noon, or email it to us at info@eugen Saturdaymarket.org with "NEWSLETTER" in the subject.

New Apartment or room needed

Gypsy and her husband are looking for a new place to call home right now, they come with two indoor/outdoor cats! If you interested or know a place, please contacts her at 831-566-5341 or email at gypsyberks@yahoo.com

BOD Treasurer needed

The board is still looking for a Treasurer if you're interested, please check the info booth for the job description.

Member In Need

Michelle Malinoski of Dragonfly Crystal Creations has been in and out of the hospital dealing with complications of her recent surgery. Another member has been helping her by allowing Michelle to recover at her home. Michelle's situation has put her in a precarious predicament and could use our assistance. Please help Michelle if you can. Angel donation cards are available at the Info Booth.

Weather

Today we are expecting a warm day! There will be a high of 77°F and a low of 57°F. 11 mph winds are expected. Humidity will be at 91%, and there's a 9% chance of rain. Remember to drink water, and bring your sun protection (hat, sunscreen, sunglasses, etc.).



Happy Birthday to all who are celebrating their special day this week!

Matthew Boudreau Barbara Haddad, Tamra Gilman, Phoenix Perez-Beyer.

If we forgot your birthday, please let us know! We'll be sure to include it in the following newsletter.

Committee Meetings

Board of Directors Meeting

Wednesday, August 5th 5:15 – 7:15pm

Sustainability Committee Meeting

Tuesday, August 11th 4:15 – 5:15pm

Food Court Committee Meeting

Wednesday, August 12th 5:15 – 7:15pm

Holiday Market Committee Meeting

Friday, August 14th 11:00am – 1:00pm

The Saturday Market Board of Directors and Officers

Chairperson – Doug Robertson

Vice Chairperson – Haven Sundstrom

Secretary – Logan Flores

Treasurer – Could be you

BOD – Doug Robertson, Ram Shucart, Haven Sundstrom, Amanda Finegold, Catherine Heising, Tika Thomas, Ben Maude, Luna Topaz, Chris White

Committee Chairs

Budget Committee Interim Chair: Julia Garretson

Food Court Committee Co-Chairs:

Haven Sundstrom / Ban Esse

Governance Committee Co-Chairs:

Nome May / Amanda Finegold

Holiday Market Committee Co-

Chairs: Luna Topaz / Suzanne Cherrier

Standards Committee Co-Chair:

Tika Thomas / Ram Shucart

Sustainability Committee Co-Chair:

Crystal Rector / Julia Garretson

General Manager – Shannon Lee-Hutson

Assistant Manager – Matthew Boudreau

Membership Coordinator – Sonia Ostendorf

Marketing Assistant – Silver Lee-Hutson

Office Assistant – Anne Starke

Site Ops Supervisor – Dave Welch

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Office Hours: Tues- Fri, 10 am - 4 pm

