

Tablecloth Pressed

July 2017

Hello everyone,

I hope you're all enjoying the Summer so far as well as the special treats we have been sending your way as part of our 15th Birthday/ Anniversary Celebration!

Perhaps one of the biggest announcements I have is that Eileen Coale has stepped in as PR Coordinator and in record time she has us featured in an article in Antique Trader (www.antiquetrader.com). She has sent press releases to other publications as well. Thank you, Eileen!

We're also starting a Birthday Party Table Setting Contest called "It's My Party" with prizes to be announced shortly. If you're new (and by the way - a BIG welcome to all our new Members) - you simply set your table and send two or three photos to:

thevintagetableclothloversclub@gmail.com

The process is posted here:

<http://vintagetableclothloversclub.com/membership/contests/index.htm>

All members will be able to vote on the forum for their favorite. The contest begins now and will run through July 25th. So, get those Party Hats on and join in the fun. You can even "cry if you want to" if you don't participate. ☺

Anne has designed an avatar for club shop owners. We will be sending out a file with the new avatar to all shop owners in the near future, so you can include it on your shop website. Please look for an e-mail that will be coming to your inbox soon. We have set up an email list specifically for shop owners.

Our very own Leacock expert - Joan Quintana is releasing her first entry in a journal called, what else, but the “Leacock Files”. Interesting and informative summer reading for sure. It is posted on the Tablecloth Press.

<http://vintagetableclothloversclub.com/membership/PDF/Leacock-Files-1.pdf>

In case you missed it, Ace Reporter Tim has published the Top 20 Tablecloth Sales for May - head on over to the All Things Tablecloth tab on the website. While you're on-site, you can also vote for your Top 15 Iconic Tablecloths which you'll find at the top of the Tablecloth Discussion Forum. I'll bet you'll have as hard a time as I did choosing only 15!

And, last but certainly not least - make sure you check out our first ever YouTube Video beautifully produced by Eileen's daughter, Abigail. YouTube can be accessed from the site, along with all VTLC Social media sites.

Hope your 4th of July celebration was all fun, fireworks and of course, Red, White and Blue tablecloths. If you have anything you'd like to share with us, we're all eyes and ears!

Stay tuned,

Jimmie

Business and Membership

We are so pleased to introduce you to the following 10 new members as a result of our membership drive:

Judith Furey – Greenville, PA

Kelly Decker Staszewski
Nancy Holden – Wheeling, WV
Barbara Kaplowitz – Oakland Gardens, NY
Gregory Spinner – Saratoga Springs, NY
Sonia Alexander – Avon Lake, OH
Earlene Erra – Southwest Ranches, FL
Violet Rae Stone
Dorothy McIntryre – Forest, VA
Donna Menne – Riva, MD
Sallie Minnich – Leland, NC

Gregory Spinner was our Grand Prize winner and Kathleen Garrels was the member that referred the most new members. Congratulations to both of you! And a big thank you to Anne, our Membership Director.

Be sure you take a peek at this fun list of *Ten Great Benefits of Being a Vintage Tablecloth Lovers Club Member*. Tom Roberts, our Facebook Coordinator, originally wrote this to share on our Facebook page during the Membership drive.

<http://vintagetableclothloversclub.com/membership/PDF/10-Great-Benefits-VTLC.pdf>

Tips, Tricks and Tidbits for the Forum and Database

Forum:

Are you sometimes unsure of which category to use when posting?
Here is a quick overview:

Public Tablecloth Discussion Forum: This is open to the public/non-members. They can post and see descriptions of the member categories, but cannot see the actual member posts. Feel free to

respond to these posts, including those folks that are looking for items to buy.

Vintage Tablecloth Discussion Forum (Members only): We encourage a loving, supportive, fun environment on all forums. Use this Tablecloth Discussion Forum for sharing your love of tablecloths and related topics. Sellers do not advertise or provide links to their businesses here. This is an “ad free” place.

VTLC Business Forum (Members Only): A place to share ideas for future activities, ask questions and learn about how things work.

Seller's Hub (Members only): This is the spot to post about a tablecloth you are looking for or, if you do not have a shop, a tablecloth you want to sell. Sellers, if you have the cloth someone wants, be sure to respond here! :) More details about this category on the site.

Friendship (Members only): This is where we wish each other Happy Birthday, welcome new members and share our joys and struggles. A place of friendship.

There is also the forum option of completing your personal forum profile. Click on your name, then choose edit and you can add your birthday, an avatar, a signature and some information of your choice in the “About Me” section. This is a good place to name your favorite tablecloth types, another item you love to collect or to link your shop. It is a small space to help us get to know each other.

Database:

There is a new detail when you submit a tablecloth to the database: We have added another field to the "Enter a New Tablecloth" process. If you can read the Registered Identification Number (RN) on the label please enter it in the corresponding spot on the submission form. These are really hard to see from just the photo. By doing this we may be able to generate some new information by searching the RNs.

We have been working on the option to be able to view the labels in list format like we do the cloths. And now it is public! When you go to the database you will see the labels with their corresponding cloths. When you search by any option the labels, as well as the tablecloths, appear as pictures.

Just being able to see all the labels is amazing but when you search by Manufacturer, for instance, you can see how the labels changed or different designs were used. If you are a "label nerd" you will really love this!

Please be aware that it is now really important to put the label picture in the right Image # spot when you enter a cloth. We added a sentence just above the Image boxes about how to correct a mistake. It's easy. We have had lots of practice! 😊

VTLC Social Status

Facebook, Twitter and Pinterest

Facebook:

The VTLC Facebook activity, Thursday's Linen Treasures, is a wonderful way to shop for tablecloths. If you follow the themes you can see which Thursdays you absolutely must check to find that “must have” or to just browse for a possibility. Remember to shop for gifts while you are there. Tom’s ideas for themes have been really fun!

Seller’s, we encourage you to send two links each week for posting. This advertising is courtesy of the club. The VTLC Facebook page has recently gained many followers with Holly’s previous, and now Tom’s, current efforts. Members can choose two “linen” items for sale to be scheduled for posting. Please submit your two items to Tom Roberts, our Facebook coordinator, at fiestaqueen1983@aol.com by 5 PM EST on Wednesday. Sellers are responsible for making sure the links to their items interface correctly with Facebook. Seller’s please share posts to your own Facebook pages.

Tom chooses a theme for each week to increase the fun (and thus visibility) factor. Reminders for each week’s themes are posted on the club business forum.

July Themes

- July 6th – “Summer is in full Bloom” (Summer florals, hydrangeas, geraniums, roses, etc. highly encouraged but any floral will work)
- July 13th - “What's Cooking” (Food and kitchen pattern linens)
- July 20th - “Christmas in July”
- July 27th - "What a Novel Idea" (Novelty prints, the bolder the better!)

August Themes

August 3rd - "What's Cooking" (BBQ & food themed cloths)
August 10th - "Red, Red, Red" (Any linens that are red)
August 17th - "The Dog Days of August" (Animal print linens)
August 24th - "Back to School" (Children themed linens/apples/school related)
August 31th - "Tag Sale" (MWT or other I.D. cloths preferably anything in the database)

Pinterest:

Remember to visit the VTLC Pinterest boards. Shop owners are encouraged to "pin" two items each week. Members you might want to pin something as well, just to share on Pinterest. There are six categories of linens: Tablecloths, Souvenir Tablecloths, Tea Towels and Kitchen Towels, Hankies, Fun Finds and VTLC Style. Note the little descriptions to help you choose the appropriate board. Once an item sells please remove that item from the VTLC boards. This is another service provided by the club.



Visit us on-line at <http://vintagetableclothloversclub.com>

Forgot your password? ☺ Contact our Membership Director, Anne at jamaesaka@gmail.com

Please contact the officers at info@vintagetableclothloversclub.com

You can find copies of previous newsletters under the Club Activities tab at <http://vintagetableclothloversclub.com>

Enjoy July Everyone!

