



2010 logo by Denis Shaw

# Heartland Happenings

September 2009 Newsletter  
Teddy Bear Reunion in the Heartland  
PO Box 382 • Clarion, IA 50525  
<http://teddybear.clarion-iowa.com>  
email: TBRH2010@yahoo.com

**FROM THE COMMITTEE:** Most of you are on a first name basis with me by now and after receiving your photos and auction pieces I am beginning to feel like I know you as well, but let me give you a little background. I am the owner of the Clarion newspaper, "The Wright County Monitor". I have been the publisher since 1989 so this is my fifth convention with you.

I love Clarion, having lived most of my adult life here, however, at heart I am a girl from the West. I was born and raised in Montana and lived in Denver for five years during high school and college. I have two children and two step-children and two grandchildren with a third due in mid-November. My husband is self-employed and manufactures rakes and sells brooms and janitorial supplies.

My past experience with TBRH has been on the publicity end and creating the newsletters and promotional materials. Following the 2005 convention, thinking I would be retired long before 2010, I jumped into the co-chairmanship with both feet. Now those feet are hoping to get things organized and keep a newspaper coming to Clarion residents. Fortunately I have Steve Schutt and Uncle Deslyn Schutt to help as well as a strong committee of 30 volunteers. Things are falling into place and Clarion is ready for you.

I look forward to meeting each of you and can't wait to add a couple new bears to my small hug. You can always reach me at TBRH2010@yahoo.com or in an emergency, call at 515-532-3743. *Barb Mussman*

## TYING ON THE FEEDBAG

Just in case you're not aware, your registration fee includes seven meals while you are our convention guests. Your first meal will be Thursday evening at the Heartland Museum. Besides a good meal you will enjoy the Museum exhibits and check out the Heartland Museum's Artist Teddy Bear Exhibit. Friday's noon meal, weather permitting will be in a beautiful park close to all the workshop sites. Friday evening we eat inside the high school before heading to all the evening's events. Get ready to catch your pancakes in the fire station at Saturday morning's pancake breakfast and then head for the Pizza Ranch fried chicken and pizza buffet on Saturday evening. Meals on Sunday include the Lion's Club chicken BBQ at noon and a specially catered meal Sunday evening. You will want to get to Gazebo Park in time for the parade on Saturday morning and then head for the food booths in the park. We let you pay as you go for this meal where you will be supporting all our service organizations, school groups and local churches serving food in the park. You might find a turkey tender, pork patty sandwich (this is Iowa), homemade pie and ice cream, funnel cakes, kringle or even a buffalo burger.

## RUMOR HAS IT...

...that the Teddy Bear Reunion 2010 is completely sold out. Though it is true that all the sales tables in the showroom are reserved and there is a waiting list, there are at least 200 spots still available for our collector friends. Help us spread the word so that others can enjoy the excitement of this unique Teddy bear collecting adventure. If you need brochures, registration forms or other information, contact the committee at TBRH2010@yahoo.com or send a letter to TBRH2010, PO Box 382, Clarion, IA 50525.

## SOMETHING NEW FOR TBRH2010

The committee is working very hard to get a web site up and running for your convenience. The site will have registration and housing forms you can access and copy for friends who might want to attend. You will also find the hotel/motel, bed & breakfast and campground list, the schedule of events and a list of artists who have reserved sales tables. In the near future (December is our target) photos of the auction pieces will be available. Late next winter (February is our target) you will be able to plan your workshop schedule and learn how to register for those workshops that require pre-registration. There are also links to other Clarion web sites that will allow you to become familiar with our town. The web address is [www.teddybear.clarion-iowa.com](http://www.teddybear.clarion-iowa.com) and we plan to be live on October 1.

## Spectacular Artist Teddy Bear Event

This is the public's hands down favorite event of the weekend. Each artist selling in the Artist Teddy Bear Sales Room provides one of their most spectacular Teddy bears for the display. Many of the pieces are offered for sale, while special sentimental favorites on display could not be purchased for any price. TBRH conventioners are given an early bird viewing of the display on Friday afternoon. It is a lively time as most of the available displays are sold. But the buyer has to wait until Sunday evening to pick up his/her treasure. The bears remain on display the entire weekend.

## AUCTION•AUCTION•AUCTION

The Teddy Bear Reunion 2010 auction theme, "Holidays and Special Events", provides the inspiration for some outstanding creations. About 50 works have arrived in a wide variety of themes and very inspired formats. They are still arriving almost every day. You will be able to view all the auction pieces on our web site. Watch for their appearance sometime before Christmas. [www.teddybear.clarion-iowa.com](http://www.teddybear.clarion-iowa.com)

## NEW NAME! Same Ol' Fun

The Charity Bear Raffle (formerly the Galaxy of Bears) was a big hit at both our 2000 and 2005 TBRH events. It will take place on Friday after the evening meal and the Authors' Autographing Party, but before the Auction Preview and the Charity Auction. If you snooze, you lose on this fast moving event. It never lasts more than fifteen minutes. This event offers collectors alternative ways to help raise funds to benefit the Teddy Bear Reunion's charities and a chance to get a new Teddy for an unbelievable price.

Collectors can help in two ways. Do you have a bear or two (or more) that no longer fit in your hug and need a new home? Donate them to this event. Or if you love bears but the auction bears are a little out of your price range, get in line and you will be taking a bear or two home with you for unbelievable prices.

Check over your hug for possible relocation candidates. Watch the next newsletter for details on how to contribute your bear/s for this event.

## PLANNING YOUR VISIT TO CLARION

Clarion's local travel agency, The Travel Connection, is the official travel agency for the TBRH2010. Please note that they charge a booking fee for their services. Their toll free telephone number is 1-800-358-4412. Please use this phone number to make travel arrangements only. The people at the agency are not on the TBRH2010 Committee and cannot answer your questions about that event.

The Travel Connection will be arranging the bus transportation service from the Des Moines International Airport to Clarion on Thursday, June 10 and the return trip on Monday, June 14. You may make your own flight arrangements and still ride the bus. You can only arrange for the special chartered bus transportation through The Travel Connection. The bus will probably make one or two trips to Clarion on Thursday and only one very early morning bus will take you back to Des Moines on Monday. It would be a very good idea to get the bus schedule from the Travel Connection before booking a flight if you do not plan to use the agency's services to purchase your ticket. Flights in and out of Des Moines are limited and less expensive seats fill early. Plan ahead. And, if you plan to rent a car in Des Moines you need to know that at past TBRH events, the car rental agencies ran out of cars. Make sure to book your car early before arriving in Des Moines for the event.

You may want to check into flight and car rental rates in area flight hubs. You may be able to get a flight and a rental car for the same cost you would pay for just the flight to Des Moines. Hubs include: Kansas City, MO--5 hour drive; Omaha, NE--4 hour drive; Minneapolis/.St. Paul, MN--3.5 hour drive. Both Chicago and St. Louis are 7-8 hour drives

## FINAL PAYMENT DATE

You will receive a final billing with the balance due in mid-January. Please note that the final payment will be due February 15.

## FREE BEAR APPRAISALS

Four of America's top Teddy bear authorities will be on hand to appraise and identify vintage Teddy bears. Dottie Ayers and Barbara Lauver will be traveling from the East to be at the event and John Paul Port and Lisa Vought will travel in from the West. More information will be given in a future newsletter and/or the convention program book.

## Colonel Mustard, in the Conservatory with a Lead Pipe

We are pleased to announce that the famed Teddy bear murder mystery author John J. Lamb will be investigating all the fun at the TBRH2010. He will join us for the full convention venue. You can catch him at the Friday evening "Authors' Signing Party" and off and on in the showroom on Saturday and Sunday. Be sure to bring your copies of his books to have signed, or add more titles to your collection while you are here.

Any registered TBRH conventioneer who has authored a book is also invited to bring their books and offer them for sale. Let the TBRH committee know you want to participate in the signing party and the title/s of your book/s and we will list you in the next newsletter. Email to: TBRH2010@yahoo.com.

A new addition to the Author's Signing Party for 2010 is the Swap and Sell. If you have Teddy bear magazines and books that you want to trade or sell, bring them along. There will be a couple tables set up so you can pass them along to new readers. Just remember, you are responsible for bringing them to the convention and also for taking them home if they do not swap or sell.

## WORKSHOP INFORMATION

Steve Schutt, Clarion's resident Teddy bear artist will be organizing and scheduling the full day of workshops planned for Friday, June 11. Four types will be offered. **Lecture/demonstration workshops** cover a wide range of topics. The presenters will share information and allow time for questions and answers in these moderate sized classes. **Historical workshops** are designed for the needs of our vintage bear collectors and anyone curious about the history of the artist Teddy bear movement. These workshops are very popular and draw large crowds. **Panel discussion workshops** combine several experts from a defined Teddy bear field (example: miniature bear artists) who will share tips and answer audience questions. The final group of workshops we call "**Make 'N' Take**" workshops. Participants actually make something in the class and must pre-register and pay the required fee that covers the presenter's expenses and class supplies.

The workshop schedule will be placed on the TBRH2010 website sometime in late February or early March in 2010. All conventioners will be able to access the schedule at the same time to give everyone a fair chance to get the Make 'N' Take workshop/s of their choice. **The next TBRH newsletter being sent out in January** will tell you how to access the site and what day it will become activated.

Note that there are four workshop periods. The lecture, historical and panel discussion workshops are generally one period in length. The Make 'N' Take workshops may use one, two or four periods. The complete workshop schedule will be posted to help you plan your activities on workshop day.

**Any registered conventioneer is eligible to give a workshop.** Please contact Steve in writing with your workshop idea and phone number. Give a brief description of what you have planned. Details can be worked out later if the concept fits. Postal mail should be sent to Steve Schutt-Workshop Idea, 201 1st Avenue NW, Clarion, IA 50525. Or send him an email at TBRH2010@yahoo.com. Write: Workshop Idea-Attn Steve in the subject bar. Mail your proposal between October 15 and November 15.



## DENIS SHAW DESIGNS 2010 EVENT POSTER

The TBRH2010 logo was designed by Teddy bear artist Denis Shaw from La Honda, California. Denis has been active in the Teddy bear artist industry since 1985 and is known around the world for fanciful flying Bedterres and creatures from another planet as well as his naturalistic bears on all fours. Denis says he was honored and delighted when he was asked to design the 2010 Reunion logo and poster. Ages ago in high school he was a proud member of the Poster Committee for all the school plays, musicals and dances. He stated that he already had an idea at the 2005 Teddy Bear Reunion that incorporated the Teddy bear, the park pavilion, quilts and of course, the landscape in a shape of a heart.

Every logo used for the Clarion Teddy Bear Reunion is a reinterpretation of Iowa artist Grant Wood's famous painting "American Gothic" replacing the human images with Teddy bears. When Denis was asked what was most challenging about the project, he immediately said, "Trying to keep it simple. I love to draw and can easily complicate a design with my overly active imagination, and overly zealous doodling. It is easy to get carried away and forget that a poster is to be seen from a good distance away with impact, so minute details are not necessary."

A black and white abridged version of his logo can be seen on this newsletter's heading. Other abridged images will be found on souvenir T-shirts and other souvenir items that will be offered for sale at the event next June and through mail order sales as well. Watch for more information in the January HEARTLAND HAPPENINGS newsletter.

In addition to the black and white image, Denis did a very colorful and elaborate larger and more detailed image which will be used for the Reunion poster. A full color reproduction of the image was made into a garden flag and is currently being sold to Clarion residents. Every flower box on Main Street boasts a flag. The flags have local residents thinking about how they can help with next year's event and they also promote interest to visitors wanting to come back to take part next year. Every registered conventioner will get a poster in their registration packet.

## MEMORY LANE

The Heartland Museum continues completing the small detail work originally planned for the Victorian, 1930s and 1950s era streetscapes. A faux brick pathway has been painted on the narrow path between the Victorian and 1950s streets. Visitors exit the Artist Teddy Bear Exhibit onto this alley way. There are exhibits of Teddy bear related items produced by The Boyds Collection Limited displayed on each side of this walkway which Museum staff have informally named Boyds Alley. There are also some bricks painted near the entrance to the bear display.

When Kathleen Wallace passed away, Steve Schutt paid the Museum to place Kathy's name on one of the bricks. He has also had bricks labeled for other bear collecting friends and artists who have passed away. With the completion of the "bricked" walkway outside the Exhibit's exit, the Museum Board of Directors has decided to rename the street Memory Lane. The pathway will be reserved for remembrance of people associated with the artist Teddy bear industry. For more information on this program, contact the Heartland Museum, PO Box 652, Clarion, IA 50525.

## PLEASE HELP

The Heartland Museum's Artist Teddy Bear Exhibit Committee needs your help. The group has been working to acquire a list of the persons who were asked by the Smithsonian to make limited edition sets of bears for that institution's planned 1992 100th anniversary of the Teddy bear celebration. The Museum Committee would like to put together a display of those bears. Do any of you know someone who was asked to make a limited edition? Does anyone have the list of artists who were asked to participate? Were any of you fortunate enough to purchase one of those limited edition bears? If you have any information, please contact Steve Schutt at TBRH2010@yahoo.com.

## REALLY INTERNATIONAL

Artists attending next summer's Teddy Bear Reunion in the Heartland are currently coming from 23 states and four foreign countries. We have Arizona, California, Colorado, Connecticut, Florida, Iowa, Idaho, Illinois, Kansas, Maryland, Michigan, Missouri, North Carolina, New York, Nevada, Oklahoma, Oregon, Pennsylvania, Texas, Washington, Wisconsin, West Virginia and Wyoming. Foreign artists are coming from Australia, Canada, Germany and The Netherlands.

## CLARION POST OFFICE WILL USE LOGO TO CANCEL LETTERS

The abridged black and white logo for the TBRH 2010 will be used to hand cancel all mail leaving Clarion during the event on Friday, June 11 and Saturday, June 12, 2010. The Clarion Postmaster reports that she has already received the stamp with the logo and will be ready to set up shop near the downtown Gazebo Park for convenience in mailing.