

Scrapbooking composed of many materials, ideas

BY MICHELLE ARNTZ

Special to the Record-Eagle

The world of scrapbooking continues to evolve. Family heirlooms, cherished photographs and journal entries continue to be staples of the scrapbook. Quilt squares, special paints, homemade fibers and even door hinges are just some of the accessories used to embellish these pages in time.

Whether a scrapper has a limited amount of money or no budget at all, there is a wealth of material and ideas available at area shops.

The Ben Franklin Store, located at 1110 E. 8th St. in Traverse City, has carried a variety of scrapbook supplies for the past five years.

According to owner Betty Frederixson, one new product — featured at the trade shows this year — is the "Cookbook in Kits." In the scrapbook kit tradition, these sets include everything needed to make a personalized cookbook.

"These make nice wedding or shower gifts, especially for Grandma or Mom," Frederixson said.

Franklin's also offers the affordable Sanook Scrappers Pack and American Traditions Design kits, filled with most of the basic tools needed to start a scrapbook.

"These kits are a good way for beginners to start," said Frederixson

Frederixson said that scrapbooks are family heirlooms. It is for this reason that she and manager, Cindy Taylor, go to great lengths to special order requested items from their 1,200-page wholesale cata-

to include other crafts, such as quilting, sewing and rubber stamping.

Unconventional pieces, such as a simple hinge from a hardware store or old keys, are sometimes used as embellishments. Manned

Paints and Custer's Last Stamp products, the rubber stamp collection designed by local artist, Debra Anderson.

Visit scrapbooking.com to download a 20 percent-off coupon on any regular-priced item sold at By the Bay Scrapbooking.

Forget Me Not Scrapbooking, located at 1133 S. Airport Rd. in Traverse City, not only carries everything scrapbook, but the shop also sells specialized gift baskets, pre-filled Christmas stockings and on-site resource room annual memberships.

According to Deborah Nesbit, a membership at Forget Me Not would be a great gift idea.

"When a member joins, they receive \$80.00 worth of coupons," said Nesbit.

Members using the resource room will have access to a 12-inch by 12-inch printer, sewing center, digital camera equipment and more.

The Store carries a wide range of products, including the "Pages by Design" kits, the unique Mulberry Papers, and rubber stamps.

"Scrapbooks are meant to outlive you and to be handed down" said Nesbit. "I believe you have a story to tell and we teach people how to tell that story and create a legacy."

Nesbit offers beginner classes in journaling, organizing and basic scrapbooking. Advance classes are

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Suza Barrera, owner of By the Bay Scrapbooking

log for customers.

This season, Frederixson encourages shoppers to enter their names and holiday wish lists into Franklin's merchandise drawing, a \$50 value.

Drawing one name every Saturday at 2 p.m. until Christmas, all wish list entries will serve as a gift registry.

"People can come in and see what a friend or relative would like for Christmas," said Frederixson.

By the Bay Scrapbooking, located at 310 N St. Joseph's St. in Sutton's Bay, carries an impressive line of scrapbooking supplies, rubber stamps and paper.

According to owner Suza Barrera, scrapbooking is an art form that keeps evolving

during the week by co-owner/husband Joe, By the Bay Scrapbooking is frequented by both men and women.

"We have a retired coast guard gentleman doing a scrapbook. We have customers who have relocated after Hurricane Katrina, ready to reconstruct their photo albums and scrapbooks," said Barrera.

By the Bay carries the "Page by Design" line, a system that gives the beginner a "blueprint" to follow to achieve a professional outcome. Discounts are available for the customer who purchases both the Page by Design Starter Kit and Idea Book in one transaction.

By the Bay also carries H2O Twinkling Watercolor



also available for students.

Michigan Paper Products, located at 2365 South Airport Rd. in Traverse City, is open 7 days a week.

"We are constantly changing our scrapbooking products to stay up-to-date in the industry," said store manager, Liz Riebow.

According to Riebow, manufacturers are always introducing new ideas.

"The latest trend has been embellishments. If I had to

narrow it done, I would say metal and ribbon embellishments are popular right now," said Riebow.

Michigan Paper Products carries a large selection of decorative papers, stickers, punches, eyelets, and other embellishments.

"We have some great Christmas gift ideas coming in for those who scrapbook, or a gift certificate is a great gift idea," said Riebow.

Adventures of the mystery shopper

BY JANET HIBBARD

Special to the Record-Eagle

I really love shopping, so when I saw an ad in the paper for a mystery shopper, I was sure it was meant for me. Shopping and mysteries are two of my favorite things. I filled out the application and awaited my first assignment. Getting paid to shop was a new concept although at the time I didn't realize it was really work.

My first mission as a mystery shopper was to go to a fast food restaurant alone and order both inside and through the drive-up window. I read the directions over to be sure I understood what was expected. Armed with a stop watch and a tape recorder (both hidden in my purse) I noted the time and walked up to the counter and ordered a breakfast meal.

I was sure everyone in the restaurant was looking at me with suspicious glances. The "how can I help you?" sounded less than sincere but I did have the clerk's attention and didn't have to wait.

After I ordered and paid the bill, I asked for a receipt. Now, I figured, they're on to me. Who asks for a receipt in a fast food restaurant? But the tray was pushed toward me with a receipt and I went to a booth to sit down. I wished I had eaten earlier because I was too nervous to eat now. I casually wrote down observations about the cleanliness and neatness of the restaurant and then I went to the restroom (as indicated in the assignment).

The restroom had all the necessary paper products as well as the obligatory sign that reminds employ-

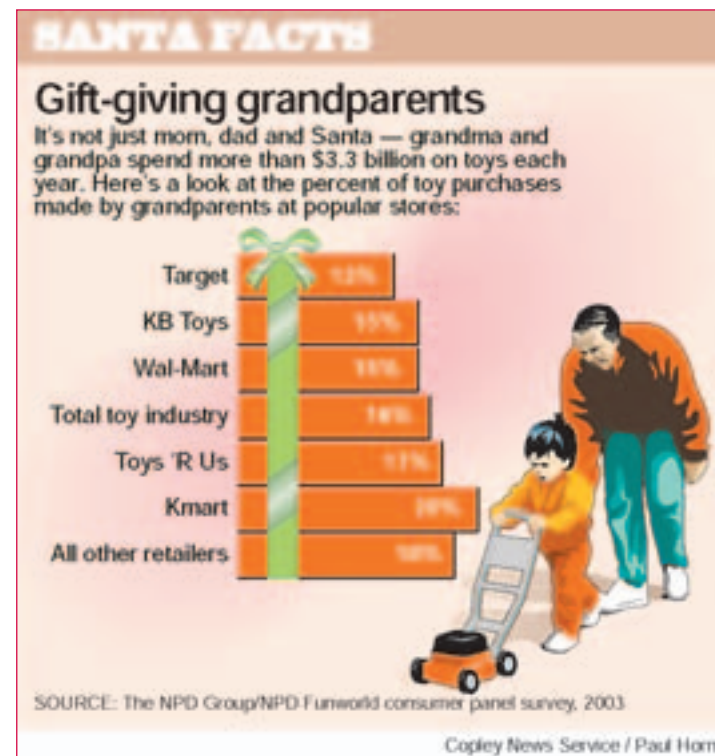
ees to wash their hands before returning to work. As I returned to my booth to continue writing my impressions, I was surprised to see a male patron being welcomed with a warm smile. He must have been a regular as all the other employees joined in the friendly repartee.

It was time to go the drive-up window and see how those employees stacked up. I expected someone to notice I had just been inside, eating a breakfast meal, when I ordered another meal to go. I wasn't recognized and I waited for my order, forgetting I was supposed to ask for hash browns with my breakfast.

I went home to begin my

report, complete with copies of the receipts with times and items circled. It took a while to get all the forms sent in, properly filled out. My fee for the mystery shopping trip was a refund of the cost of food plus a bonus amount. My response stunned me as they said I was not going to be paid as I did not follow instructions.

What I learned from this experience is first of all, I am not cut out to be a mystery shopper. I found it too nerve wracking. Second, I had to admit I didn't follow the directions exactly. Because I forgot the hash browns, I failed my first assignment. Finally, I just laughed it off and decided to go shopping at the Mall.



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