



## **FOR IMMEDIATE RELEASE**

### **SPEAKERS ANNOUNCED FOR HELLO CRAFT'S 2010 SUMMIT OF AWESOME!**

#### **Craftnotes Mark Montano and Buy Olympia Founders Pat Castaldo and Aaron Tuller To Headline Summit**

Washington, DC (May 19, 2010) -- Hello Craft announced speakers on [hellocraft.org](http://hellocraft.org) to appear at the 2nd annual Summit of Awesome to be held June 16 through 18 at McMenamins Kennedy School in the Alberta Arts District of Portland, OR.

This year's Summit of Awesome is headlined by special craftnote speakers Mark Montano and Buy Olympia founders Pat Castaldo and Aaron Tuller.

Crafty superstar Mark Montano is a TV personality, writer, artist and interior designer. He released the popular book "The Big-Ass Book of Crafts" in 2008 and his newest book "The Big Ass Book of Home Decor" was released this spring.

Buy Olympia founders Pat Castaldo and Aaron Tuller started [buyolympia.com](http://buyolympia.com) back in 1999 back before it was easy to setup a shop on the internet. They've grown their little operation from just four products to over 2,000 organically over the past ten years.

Additional speakers include Heidi Kenney of [My Paper Crane](#), [Kari Chapin](#), [Danielle Maveal](#) of Etsy, Jamie Chan of [Urban Fauna Studio](#) & [Bazaar Bizarre San Francisco](#) and [Kim Werker](#).

There is also an amazing array of local Portland speakers including Susan Beal of [West Coast Crafty](#), Amanda Siska of [Bread and Badger](#), Namita Wiggers of the Museum of Contemporary Craft, Rebecca Percy of [Queen Bee Creations](#), Jen Neitzel and Richard Fox of [DIY Lounge](#), Cathy Pitters of [Crafty Wonderland](#), Diane Gilleland aka Sister Diane of [CraftyPod](#), Angie Heiney & Ali Wykhuis of [Frock](#), Isaac B. Watson co-chair of [I Heart Art: Portland](#), Justin Hocking of [Independent Publishing Resource Center](#), and Jena Coray of [Modish](#).

Speakers are updated as details are confirmed and the line-up is subject to change. Full list of speakers is available at [hellocraft.org](http://hellocraft.org). Full Summit [schedule is available online](#) as well.

For more Summit of Awesome updates and news, follow Hello Craft on Twitter at [www.twitter.com/hellocraft](http://www.twitter.com/hellocraft) and on Facebook at [www.facebook.com/hellocraft](http://www.facebook.com/hellocraft).

### **About The Summit of Awesome**

The Summit of Awesome is three days of business and technical education seminars as well as hands-on workshops. Seminar topics range from how to organize craft fairs and develop successful product lines to teaching crafters how to prepare taxes and form LLC's. A special addition to this year's Summit is the "Show of Awesome," a 40-vendor craft show on Saturday, June 19, at Doug Fir Lounge. This year's Summit is co-produced by its event partners and PDX craft superstars, Crafty Wonderland and DIY Lounge.

### **About Hello Craft**

Hello Craft is a 501(c)6 non-profit trade association, dedicated to the advancement of independent crafters and the handmade movement, as well as empowering small business owners and educating the public to the benefits of buying handmade. Through the foundation of its interactive and increasingly popular Web site [hellocraft.org](http://hellocraft.org), Hello Craft brings together crafters and makers to learn, grow and be prosperous in this ever-changing economy. With a desire to help sustain the handmade movement and support independent crafters within the community. For more information, please visit [www.hellocraft.org](http://www.hellocraft.org).