

The Wooden Post

Your Ring Master Connection

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Special points of interest:

- Ever want to run your own business.
- New plating on pen kits
- Shopsmith back in the Ring Master Business?
- Pricing jumps
- A St. Louis Group of Ring Master owners?



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Web Site Improvements?

For several years we have been marketing via our web site:

www.woodenpost.com

There have been numerous improvements to the site and the number of items available have grown to over 600 different items as of last count.

We have heard your compliments and your complaints about the site and have been doing something about it for some time now, even though it may not have been readily evident.

The entire list of web hosting software is huge and if you are to make the right choice, you have to be very diligent to determine if the site you are looking at is secure and does it do what the cus-

tomers want.

One of our early exciting points in this search we came across a software package that appeared to be the perfect match and had everything anyone could ask for in a on line store front; That is until our research showed that this program was a development from Russia and then all sorts of red flags and whistles went off, not because of the program but because of so many of the internet problems that come from that country, so it was back to square one.

We recently feel that we are on to one that we are playing with and testing, learning the ins and outs of this open source code that seem to be perfect. But, like any other venture of this magnitude,

we are carefully examining all of the little nook and crannies for hidden information or security problems.

We now have a search engine on our web site—something we have been asked time and again to add, and it seems to work very well.

Things sometimes take a bit of time but we do listen.

A dbase listing with a real live search engine, and much more, all with the plan of making it more user friendly and easier to navigate. So keep watch—The best is Yet to Come.

A price increase on Ring Master

A bit of information coming to light seems to be that there is a price increase planned for the first of the year by the makers of the Ring Master units.

Information as of now seems to indicate that the

price increase will be minor but based on past experience, I really don't think one should plan on a minor price increase.

As numerous players scamper for position, there could be several different players emerge in

this arena, so keep your eyes open, but don't plan on prices dropping.

Planning to buy — then you might want to do that now, before any price increase take place.

ED:

Wish I was 30 years Younger!

I know—don't we all wish we were—but there is a specific reason for the 30 years right now.

A few years ago I met a very interesting couple at the Woodworking Shows. Steve and Sherry Brunner of Tropical American Tree Farms™. They are located in San Jose, Costa Rica and their mailing address is Apatado 608—1007—email is <http://www.tropicalhardwoods.com>.

They had some samples of some of the most beautiful woods that I had ever seen, and one in particular was a piece of a log taken from a Teak Tree that had been culled to make room for some of the better trees to

continue to grow. Finally on their last show before heading back to Costa Rica, I was able to con Steve into selling me that beautiful teak log. You should have seen me carrying that back on the plane trip. (Pre 9-11 of course).

What Steve and Sherry do is plant and grow trees in Costa Rica, not only for themselves, but for other people as an investment opportunity.

You purchase trees in lots from them in Teak, Cocobolo or any of several other species and they will plant and tend to your trees for you. They apply tender loving care and

you really need to visit their web site for more details, but if you can't make money at this venture, I really don't know what you could do to guarantee you this type of return. Think of what Teak will be selling for in 25 years. You can even go visit your trees and their farm and see what Costa Rica is all about and probably even write it off as a business trip to check on your investment.

You owe it to your self to check out their web site and if you feel you have enough years to realize the investment, well—just take a look. Their great people.

ShopSmith—Selling Ring Masters Again?

As of this writing, we are really not completely sure what ShopSmith intends to do but they have approached the people at Porta-Nails about possibly handling the Ring Master that fits the ShopSmith on an exclusive basis. All other Ring Master units would continue to be sold through dealers such as ourselves.

ShopSmith is well known for

their marketing ability and because of their structure are well equipped to attend the expensive shows such as the Woodworking Shows that travel around the country to present **t h e i r e q u i p m e n t .** As of this date, should this become fact, I have been lead to believe that we will no longer be able to sell the

units that fit the ShopSmith but they will not be able to sell the other models not expressly designed to fit the ShopSmith. This could be a very interesting development in the story of the Ring Master who has been around on the market place for many years. Now over 30 years old.

If you have problems dealing with ShopSmith—give us a call.

Two Tier Support for Ring Master Owners

Seems everyone wants to get in on the act and try to make their fortune selling Ring Master Machines, and this is causing some problems which we recently had to address. Almost without exception, we find that new Ring Master owners need a bit of help getting off on the right foot when they first get their machine.

In fact, we have found that it takes an average of almost 1 hour of telephone support for each new user, some more, some less.

Some of the people selling the units are really not qualified to help people out with their problems so the simplest way out for them was to give them our toll free number and

tell them to call us for support. It really doesn't take much thought to see how this was working out.

We now have a notice on our web site about our two tier support which explains what we have been forced to do in order be able to maintain the support our customers have grown to expect. Take a look.

Changes

Web site changes and price increases seem to be two of the things one can count on always happening and just as sure as Death & Taxes.

As you browse through our web site you will find subtle changes, where an item simply is no longer offered and as more often happens you will find price increases on the items we sell, and believe me the price increases are not something we just thought up. They reflect real everyday increases by our suppliers.

One of our jobs is to be constantly on the look out for items that are similar and superior to what we have been offering and at pricing which is

really a bit more realistic than that of our past suppliers.

Some simply think they are not making enough money, some are legitimate pricing increases, but when pricing changes overnight by a 30% margin or more, it sets off alarms in my head and I start looking around to see just who is being effected by these changes.

Don't get me wrong, there are times when these price increases are legitimate and justified, but when only one item changes and all others using the same materials do not, and most especially when other suppliers are not compelled to change their

pricing, we start to look very hard.

That's I why it's important to check the web site when ordering as numbers can and do change when the items change. Simply by checking to be sure you are ordering the correct number will save considerable time in getting your order to you.

We are always open to suggestions on how to improve our service and on the items we offer for sale, so don't be shy—simply let us know and we will always take time to take a look to see if we can make your shopping a better experience.

Tita does pens too!

Here are some of the pictures of my pens. I use mostly exotic woods. The array of 19 pens went to the freedom pens project to the solders in Iraq.

Be sure to check the Wooden Post Web site and check out some of Tita's latest



from the Ring Master. They are in the Gallery Section on our web site.

Tita has also now announced that she is ready to give classes

on her techniques with the Ring Master and we all know just how good she is—so if you have been thinking about taking some classes, get in touch with her to see what you might be able to arrange.

You can get in touch with her through the Segmented group on Yahoo or contact Gary for details.

Dr. Ron Rosenthal



Dr. Ron Rosenthal of Staunton, VA, sent in these two photos of some of his work on his Ring Master, and he has done an excellent job.

The dollar with the vase gives a nice size comparison so you can get a good idea of the scale of the object. This is a good tip on all photos of items like these to include something that everyone can relate to and determine the overall size of the project.

Nice work Doc.



Business Opportunity

There is a time when every business owner decides that it's time to hang it up and finally retire. This presents a perfect opportunity for someone who is interested in starting their own business or acquiring a going business to work at when the time is right.

The Wooden Post, Inc., established by Gary Neely is in the position where Gary feels it's time to kick back and

smell the roses, and do a bit more fishing, hunting and just plain relaxing.

A growing, viable business for those who are interested in the wood working business that can be run from just about any location in the country. A web based business that is experiencing tremendous growth each and every year, presenting an opportunity for almost unlimited income.

If you are serious about wanting to get into the woodworking business then please contact Gary Neely at (417) 852-7126. You should have a background in and good knowledge of the wood working processes used by those using lathes and other smaller equipment, such as that offered on our site good communication skills a must. Transitional help can be arranged if needed.

Trying to get a St. Louis Group Together

Rehenges@aol.com is the way to contact Ron Henges in the St. Louis, MO area. Ron has expressed an interest in trying to get the information about Ring Master owners in his area with the possibility of maybe getting them together for an informal meeting to see what can be

Learned and shared.

This idea was tried once before, and as Ron suggests, this might be the ideal time to see if there is enough interest to get it going.

I have always felt this was a good idea and cannot encourage your

participation enough. If you will join Ron's efforts and attend a meeting (min of 10 people) The Wooden Post will make a donation which will be used as a door prize for the meeting. So drop Ron and line and get on the list.

Gordon Arns—His work



“Been cranking out some more Ringmaster items. The Thunderbird bowls came from a twenty year old Wood magazine. Made seven of them from two set ups. Still have some parts left over but they are too much work to make any more. That’s the feature strip, the

rest is a piece of cake. One is pretty ugly and I will cut the top off and redo it. Gave four away. The others are just exercise.”

Nice work Gordon.

Gordon submitted these photos of

the work he has been doing and apparently having a bit of fun with.

We used to get lots of these photos but they have fallen off and that is why the newsletter is sporadic now. Send in your photos today!

More Price Increases

Most of you that know me are aware that I am always trying to stay on top of the increasing prices by importers and manufacturers.

There are some suppliers that simply drive me crazy.

Having two or three price increases

within a 1 year time frame is simply not justified, especially when they blame the increases on the same thing and have increased the pricing on some items from 20% to 40%, at least twice in the same year.

We do keep tabs on the interna-

tional market and can get the pricing that we would pay if we imported the large numbers and they are not going up. It’s simply an excuse.

So we are making some changes. Keep checking our web site for new products on a monthly basis.

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We are on the web

www.woodenpost.com

Be sure to read the description of our new line of Pen and Pencil kits as printed below.

We feel that this will be one of the major quality changes we will have for 2007. Watch for more products being added to the list each month.

Adding a Quality Line of Turning Kits

Introducing our "Preferred" line of turning kits.

Over the almost 20 years of turning Pens and small kits, we have found that it is really very true that you get what you pay for. I have encountered on many occasions the plating simply coming off the kits. While the kits we sell are all guaranteed for life, you have to disassemble the pen and return the parts to get replacement parts, then as you rebuild the product, only hope that the parts fit as snug as they did when the product was new.

Therefore we are establishing what will be called our "Preferred" line of pens, pencils and other kits that we know will provide you with a really premium piece that will last a life time.

The NEW GOLD will be made using what is called an "upgrade" 24k gold, meaning that the parts are plated using the rack method, and small amounts of palladium and cobalt are added to the plating chemicals. This enhances the durability of the gold plating. The cheaper kits use a method called the tumbling method which produces inferior gold plating.

TITANIUM GOLD - is the most durable plating you can buy. Using the particle vapor deposition (PVD) method, the Titanium nitride, matching the gold color is molecularly bonded to the part, 24k gold is bonded (sputtered) on the part and achieves a color match, and then the parts are re-plated. This plating will NEVER wear off.

BLACK/COLOR TITANIUM is the same process but using the titanium in the desired color, and again will never wear off.

Chrome is an extremely durable plating method that will virtually last for many years.

Platinum - Using real platinum rather than rhodium, this plating offers superior wearing to last for many years.

Our "Preferred" line will only carry those products that will meet these criteria and those we know will provide the wear ability we know most pen makers are looking for. These will be the products that we prefer to use in our own shop when making gifts or pens for our own use. Pens that we expect to last for decades.