

THE SANTA FE NEW MEXICAN

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Courtesy photo

Fred and Faye Dixon patented two apples, the Champagne and the Sparkling Burgundy.

FRED DIXON, 1920-2009

Apple grower put stamp on N.M. ag history

Longtime owner of Dixon Apples dies at 89

By Dennis J. Carroll
For The New Mexican

Fred Dixon, 89, the longtime, near-legendary owner of Dixon Apples — a business fixture in the Cochiti Canyon for six decades — died Friday at his home in Greenleaf, Idaho.

Over the years, Dixon created two varieties of apples, the Champagne and Sparkling

ON THE WEB

◆ For more information on the Dixon orchards, visit www.dixonapples.com.

part of New Mexico's agricultural history.

Dixon's granddaughter, Becky Mullane, who with her husband, Jim Mullane, operate the 60-acre apple orchard, said memorial services will be held at 10 a.m. June 16 at Calvary Santa Fe church, 2520 Camino Entrada.

He will be buried next to his wife, Faye, his childhood sweetheart, in Delta, Colo.

Dixon had suffered for many years with emphysema.

When he began with what is now Dixon Apples in 1944, Dixon had nothing but "a red horse, a white mule and a stone boat," Becky Mullane said Sunday. "He built everything from that." Mullane said Dixon and her grandmother Faye's first home on the land had mud floors and no indoor plumbing. They had two sons, Richard, now of Duluth, Minn., and Dan, of Greenleaf, Idaho.

Dixon eventually took over management of what was then more of a dude ranch than an apple business from James W. Young, who later sold the acreage to The University of New Mexico. Mullane said her

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GLORIETA BATTLEFIELD TRAIL

WALK IN THE SOLDIERS' FOOTSTEPS

New path takes visitors through site of Civil War clash

By Julia Leitner
The New Mexican

Cannonballs flew and bullets volleyed between the two armies 147 years ago as Union and Confederate troops marched over the land near Glorieta Pass.

Walking over the wooded area now on the newly created trail, it's hard to believe that soldiers once trooped through there.

On Saturday and Sunday, Pecos National Historical Park will celebrate the opening of a new 2.25-mile-long trail through the Civil War battlefield of Glorieta Pass.

Christine Beekman, chief of the park's Interpretation and Visitors Services, proudly walked the trail on a recent morning.

"This used to be open. The trees were used as fuel and there were fields and grazing all around here," Beekman said as she swept her hand across the pine-studded ridge.

The trail, which snakes across

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Luis Sánchez Saturno/The New Mexican

A new trail at the Pecos National Historical Park meanders through the Civil War battlefield at Glorieta Pass.

IF YOU GO

What: Grand Opening of Civil War Battle of Glorieta Pass Trail

When: 9 a.m.-4 p.m. Saturday and 9 a.m.-4 p.m. Sunday

Where: Pecos National Historical Park

Cost: \$3 per person; 16 and under free

Information: Call Pecos National Historical Park at 757-7241.

INTERNATIONAL FOLK ART MARKET

Impact ripples worldwide



Luis Sánchez Saturno/The New Mexican

Colleen Stransky, left, and Gilda Baker, both of Santa Fe, work on decorations Sunday at Judy Espinar's home in preparation for the sixth annual Santa Fe International Folk Art Market, scheduled for July 11-12. Espinar is a market co-founder and its creative director.

Market leaders act globally to help make villages sustainable

By Anne Constable
The New Mexican

In idle moments, most of us entertain idle thoughts. Did we remember to pay the cable bill? What's for lunch? Things like that.

Not Charlene Cerny, director of the Santa Fe International Folk Art Market, and Judy Espinar, its co-founder and creative director. The two high-energy women are nearly always thinking — and acting — globally, asking themselves questions like: What more can the market do to ensure a dignified and sustainable living

for folk artists?

Or: How can we link market artists with other organizations that help provide the things they and their communities need, such as medical care or clean water?

Or: Can we collaborate with people we know in India or Mexico or Africa to encourage the development of new markets for folk artists and craft workers?

With the sixth annual market six weeks away, a thousand details are intruding on these big thoughts. More than 150 artists from nearly 50 countries are expected in

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IF YOU GO

What: Sixth annual Santa Fe International Folk Art Market

When: 7:30 a.m. to 5 p.m. July 11; 9 a.m. to 5 p.m. July 12

Where: Milner Plaza, next to the Museum of International Folk Art on Museum Hill

Cost: \$50 for Early Bird Market from 7:30 to 9 a.m. July 11; \$10 (advance) from 9 a.m. to 5 p.m. July 11; \$15 at the gate; \$5 all day July 12.

The Clinton Global Citizen Awards, from top, were designed by artists **Serge Jolimeau** of Haiti, **Toyin Folorunso** of Nigeria and **Michée Ramil Remy** of Haiti.



Courtesy photos

Clinton awards: Folk artists tapped for prize designs

By Anne Constable
The New Mexican

Former President Bill Clinton, a folk art fan, has commissioned three Santa Fe International Folk Art Market artists to make the prizes that will be presented in September to the winners of the Clinton Global Citizen Awards. The award honors individuals and organizations for their contributions to solving global challenges.

All three artists — Serge Jolimeau and Michée Ramil Remy of Haiti and Toyin Folorunso of Nigeria — work with recycled metals.

The Clinton Global Initiative

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151
artists in the folk art market,
representing 47 countries

\$2 million
artists' total sales
at 2008 market

\$16,300
average booth sales
in 2008

\$760,000
value of labor provided by
market volunteers

"Folk art of other cultures is the voice of their history."

JUDY ESPINAR, folk art market co-founder and artistic director

Awards: Sculptures will be on display at Museum of International Folk Art

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staff was intrigued with using folk art for the award and asked the market to offer some suggestions.

In March, market director Charlene Cerny and Judy Espinar, its co-founder and artistic director, went to



Michée Ramil Remy

is known for flowing dreadlocks of female figures and birds. In 1994, he represented his country at the Smithsonian Institution's American Folklife Festival in Washington, D.C.

This week, the market learned that its artists had been accepted. The sculptures will be on display in the Museum of International Folk Art this year during the market.

Serge Jolimeau was inspired to begin working in metal by the blacksmiths in his neighborhood who used scrap materials to make utensils and tools. He uses a hammer and chisel to create Voodoo symbols and deities as well as birds, fishes, fantastic creatures and the Tree of Life out of oil drums. Jolimeau has his own work-



Toyin Folorunso

has a gallery in Nigeria. He creates intricate images on aluminum panels using the repoussé method of ornamenting metal surfaces in relief.

shop where he is training 10 artists.

Michée Ramil Remy began sculpting recycled steel drum at age 14 and is known for flowing dreadlocks of female figures, small birds perched on human heads and tall birds walking at the base of trees.

In 1994, he represented his country at the Smithsonian Institution's American Folklife Festival in Washington, D.C.

Folorunso has a gallery in Oshogbo, Nigeria, and learned to sculpt metal from his father, who learned from his father. Folorunso creates intricate images on aluminum panels using the repoussé method of ornamenting metal surfaces in relief by hammering out from the back.

Previous winners of the Global Citizen Award include Fazle Hasan Abed, founder of Bangladesh Rural Advancement Committee, and Andre Agassi, founder of the Andre Agassi Charitable Foundation.



Serge Jolimeau

creates Voodoo symbols and deities, birds, fishes, and the Tree of Life out of oil drums. He is training 10 artists in Haiti.

NEW THIS YEAR AT THE FOLK ART MARKET

The market is going green.

Visitors are asked to bring their own water bottles and refill them with cool, filtered water at one of the three "water buffaloes" supplied by The Good Water Company. Paper cones will also be available for water, and the market will sell reusable, BPA-free Eastar plastic bottles with its own logo, as well as offer some bottled drinks.

Rail Runner Express.

Free buses will meet trains arriving at the South Capitol Station on Saturday. Extra cars will be added if needed. There is no train service on Sunday.

Two tickets for the price of one.

The market is offering one early bird market ticket for the price of one \$250 ticket to the Friday night welcome party on Museum Hill.

33

days till the Santa Fe International Folk Art Market

130

number of booths displaying worldwide folk art

19

number of UNESCO Award of Excellence winners

Ripples: Market leaders aim to replicate effort at sites around the world

Continued from Page A-1

Santa Fe for what has become the world's largest folk art event of its kind.

But presenting the actual event is only one mission of the year-round organization.

Since the last market, Cerny and Espinar have been working with board and staff as well as the state Department of Cultural Affairs, community leaders, volunteers and donors to produce a five-year, 43-page strategic plan that clarifies the organization's goals and its long-term objectives.

The group received \$25,000 from the Fieldstone Alliance to develop the plan and worked with a facilitation team from ChangeMatters in Takoma Park, Md.

The plan, just off the press, calls for assembling an artists council to ensure market participants will play a role in planning future markets. It aims to develop new partnerships leading to the creation of collaborative startup markets around the globe. It includes a plan to collect more data on artists and their communities to further assess the impact of the event on their enterprises. It envisions linkages with other nongovernmental organizations that will help artists access further aid. It is pursuing a renewed partnership with the Museum of International Folk Art here. (Cerny was its director for 15 years.) And eventually, it might expand the market in Santa Fe into a full week.

The market's vision, according to the plan, is "a world that celebrates and values traditional art and cultures, where a dynamic global folk art market ensures a dignified, sustainable living for folk artists, who are essential to preserving cultural diversity."



Luis Sánchez Saturno/The New Mexican

One of the decorations for the Santa Fe International Folk Art Market, which opens July 11 on Museum Hill.

Survey: Market sales a big chunk of artists' income

Despite a souring economy, the 2008 market was bigger and more popular than ever. Artists' sales totaled more than \$2 million — about \$16,300 per booth.

But the market has always been as much about how the earnings sustain artists and their communities after they leave Santa Fe. For example, the 38 booths representing cooperatives in 2009 represent 16,000 artisans, 98 percent of them women, and the earnings will benefit 160,000 people.

According to a survey funded by the Kind World Foundation Fund, established by Gateway co-founder Norman Waitt, for about 18 percent of the artists, market sales represented between half and a third of their annual income, although one man reported that he also sells yak butter, digs caterpillar fungus and leads treks.

More than half of the artists said the market helped them introduce inventory to new markets, and 50 percent said

their business is "more organized and efficient."

Artists said they planned to use their earnings to build a showroom, "beef up school fees and funeral scheme reserves," donate to the UNESCO school of carpet weaving, set up a textile museum in Luang Prabang and support a primary school.

"They're beginning to see themselves as business people," Espinar said.

The only thing the artists would like to see change is lunch. They say they don't eat sandwiches, and it would be "nice to have rice for lunch."

New markets emerging around the world

One of the key goals in the plan, and one the market leaders are actively pursuing, is to help develop new markets around the world.

During a trip to India last fall, Cerny and Espinar met with the mayor of Delhi, representatives from the country's crafts council and other leaders to discuss ideas.

MARKET KICK-OFF CONCERT

When: 6-8:30 p.m. July 9

Where: Santa Fe Plaza

Who: Bobi Cespedes, Afro-Cuban song and dance; Matthew Andrae to open

Cost: Free

The plan is not to replicate the Santa Fe International Folk Art Market, however.

"We're not airlifting our market to somewhere else," Cerny stressed, or "trying to create a worldwide chain that we own. What we want to do is partner with other parts of the world to do startup markets."

These markets would share their objectives of entrepreneurship training, empowerment, intercultural understanding and heightening the profile of folk art culture internationally.

And, at least initially, the market, which has its own artist-selection process, would remain in charge of vetting new markets because that is "the heart of the market," Cerny said.

Both Cerny and Espinar are believers in the self-employment development model espoused by people like Muhammad Yunus, founder of the Grameen Bank in Bangladesh.

"We regard artists as international dignitaries," not the low-level crafts people they're often considered at home," Espinar said.

Local crafts markets give new artists "a place to begin," draw tourists and promote sustainability of microenterprises — unlike old models that follow cheap labor around the globe.

Leaders aim to keep market lean, rely on volunteers

Despite global plans, the market's strategy is to stay lean. The current staff numbers five, and there are four additional people on contract to handle publicity, finance and an internship program.

This year's budget is about 5 percent under 2008. And instead of a big fundraising event and its high overhead, the market held six smaller, lower-overhead parties in people's

homes or community centers.

Their model will continue to rely heavily on volunteers — including an intern from Yale this summer — for virtually all aspects of presenting the market. "We get what we need by creating partnerships," Cerny said. The value of the labor contributed to last year's market was about \$760,000, she said.

They're also hoping to get a seat at the table this fall at the Clinton Global Initiative's big annual meeting for nonprofits and nongovernmental organizations seeking funds and funders. It has already gotten \$35,000 through a CGI "commitment" by the Kind World Foundation Fund, which paid for the artist survey and to bring three cooperatives to this year's market.

Both Cerny and Espinar are optimistic that 2009 will be as successful as 2008, although they have alerted artists that there will be "price sensitivity" this year. But visitors will still see a mix of affordable arts and crafts as well as items that will be selling for thousands of dollars.

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