

ORGANIZATIONAL POLICY
October 12, 2015

CUT TO THE TRACE
EzINE



FOCUS AND SCOPE

Cut to the Trace is an official online publication of the Handcrafted Soap and Cosmetic Guild. The purpose of the magazine is to share with the soap and cosmetic community interesting, instructional and timely articles on new or exciting products from our vendor members, to provide a platform of classified advertising for members to advertise gatherings and find or sell used equipment and supplies, and to disseminate news and articles of interest to the association.

PUBLICATION

Cut to the Trace is published at least quarterly, on a schedule to be determined by the Board of Directors.

The publication is available to members and registered users on the HSCG website at www.soapguild.org. It is published in .pdf format, which may be viewed online and/or downloaded for offline viewing. No print or viewing restrictions may be included in the document.

CONTENT

The publication will contain, at a minimum:

- ◆ Teaching and How-to Articles
- ◆ Marketplace
- ◆ Events calendar
- ◆ Classified Ads (if submitted)
- ◆ Association News
- ◆ Industry News
- ◆ Letters From the President and/or Executive Director containing association and industry news
- ◆ HSCG Local Chapter news (if submitted)
- ◆ Newly Certified Soapmakers
- ◆ Member Milestones achieved

Additional content may be added by the Board of Directors, the Executive Director or the Editor with approval by the Executive Director.

ARTICLE CONTENT & SUBMISSION

The focus of the eZine is on **teaching**, **how-to**, and **informative** articles. Each article must include complete instructions to complete a product or all the necessary information to carry out an action

(how-to), or address the subject matter sufficiently in-depth to provide useful information to the reader. Articles may not be “teasers” which provide some content and then redirect the reader somewhere else for the rest of the necessary information.

LINKS AND BRANDING

As a benefit to our Vendor Members, they may submit branded how-to and/or teaching articles for inclusion in the eZine. Such branded articles may reference specific products and/or services and may include links back to the Vendor Member’s website to purchase the materials and supplies referenced in the material.

Articles may also be submitted by Handcrafter Members or non-members. Such articles may not include branding or links to any specific items for sale.

All articles submitted for inclusion will be accepted based on content and availability of space. The Managing Editor, a paid staff member responsible to the Executive Director, has final approval over any submitted material and the schedule of publication of articles received.

Submission specifications and deadlines will be set by the Editor and published on the HSCG website.

CONTENT COPYRIGHT AND LICENSE

Priority will be given to how-to and teaching articles which are original in content and have not been previously published; previously published material will be considered.

The author or copyright holder must give the HSCG the right to publish and/or republish the material. At the HSCG’s discretion, in addition to inclusion in the eZine, the material may also be published in the association’s online How-to Library. The submitter must sign appropriate release forms before an article can be published.

MARKETPLACE

The Marketplace consists of ads from current HSCG Vendor Members (all tiers). Generic ads will be provided, however the Vendor Member may submit a custom ad. Custom ads must be submitted in accordance with the specifications and deadlines set by the Editor and published on the HSCG website.

In the Marketplace, all ads will be the same size, regardless of the Vendor Tier. Ads will be displayed based on geographical location.

CLASSIFIED ADS

Current Members of the HSCG may submit a maximum of two classified ads for inclusion in any single issue. Specifications and submission deadlines for classified ads can be found on the HSCG website.

It is the intent of the Classified Ads section of the eZine to allow members to sell or “destash” unused inventory, locate something elusive (“in search of”), and/or arrange meet-ups with local handcrafted soap & cosmetic members. Classified Ads may not be used to promote or sell finished products or advertise co-ops. The Editor has final approval over all classified ads.

LOCAL CHAPTERS

Local Chapters may submit news and/or updates (including photos) to be included in the eZine. Chapter submissions are subject to the approval of the Editor.

EVENTS CALENDAR

Information for upcoming events will be taken from the HSCG Events Calendar on the HSCG website. It is the responsibility of the Marketing Director to ensure that all upcoming events are included in the calendar.

MEMBER MILESTONES

The list of members achieving Member Milestones will be taken from the HSCG database.

NEWLY CERTIFIED MEMBERS

The list of newly certified members will be taken from the HSCG database. It is the responsibility of the Certification Director to ensure that the information is updated and correct.

HSCG Board of Directors
October 12, 2015

History:

Oct 12, 2015 (v1) Original Publication Date

March 20, 2018 (v2) Revised to clarify submissions standards and add to the content required in each issue.