

THE Mission of the RCC

The RCC seeks to preserve and promote the ideals, traditions, architectural legacy and business skills of Elbert Hubbard and the Roycrofters through the acquisition and restoration of the Roycroft Campus buildings and grounds, in a manner consistent with their National Historic Landmark Status. ■■■ RCC will manage a financially sustainable, not-for-profit organization to foster educational programs, encourage and support artisans, develop a compelling tourism plan, and provide economic benefits to the community.



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CONTINUING THE JOURNEY

Volume XXII ■ ■ ■ Inside this Issue ■ ■ ■ No. 01

THE TERM **FRA** LITERALLY MEANS BROTHER. ELBERT HUBBARD ADOPTED THE NAME FRA ELBERTUS, OR THE FRA, TO IDENTIFY HIMSELF AS THE LEADER OF THE FRATERNAL ORGANIZATION KNOWN AS THE ROYCROFTERS. IT HARKENS BACK TO TIMES OF THE MEDIEVAL GUILDS THAT HUBBARD WAS ATTEMPTING TO RECREATE IN EAST AURORA AS AN UTOPIAN ART AND CRAFTS COMMUNITY. HE TITLED THIS PUBLICATION AFTER HIMSELF AS AN EXPRESSION OF HIS PHILOSOPHIES AND BELIEFS.

EXECUTIVE DIRECTOR'S MESSAGE
— CHRISTINE A. PETERS ■ P.2-3

PUBLISHING COMMITTEE : 101 EPIGRAMS
FIRST NEW BOOK IS PUBLISHED ■ P.4

ROYCROFT INN : HOSPITALITY
— MARTHA B. AUGAT ■ P.5

ROYCROFT ARTISAN CLASSES AND EVENTS ■ P.6-7

RALPH HUBBARD : A MAN AS BIG AS THE WEST
— CARA COTTER ■ P.8-9

FEATURED ARTISAN : JANICE McDUFFIE
— SUSAN ANDREWS ■ P.10-11

THE ROYCROFT CAMPUS BOOK CLUB
— SUSAN ANDREWS ■ P.12

BUFFALO TOURS : DOCENT TRAINING
— FRED SCHROCK ■ P.13

THE ROYCROFT CAMPUS : A DESTINATION
— PICTORIAL ■ P.14-15

A ROYCROFT REUNION — BETSY KINCAID ■ P.16

THE ROYCROFT COPPER SHOP ■ P.17

WESTERN NEW YORK BOOK ARTS COLLABORATIVE
FINDS A NEW HOME
— TERRY WUDENBACHS ■ P.18

TYPECON CONFERENCE
— RICHARD KEGLER ■ P.19

DARWIN D. MARTIN HOUSE - BECOMING VISITOR READY
— LESLEY NEUFELD ■ P.20

VISITING FRANK LLOYD WRIGHT'S GRAYCLIFF ESTATE
— REINE HAUSER ■ P.21

FRANK LLOYD WRIGHT'S FONTANA BOATHOUSE
— CARA COTTER ■ P.22

BLOG, BLOG, BLOG... — CLARE ROOT ■ P.23

THE CONNECTION 2008 — SUSAN ANDREWS ■ P.24-25