

IN MEMORIAM—RAELYN GALLINA



JAMES WEBER
Infinite Body Piercing



Raelyn, right, and her partner Babs

On September 6, 2014, the body modification industry lost one of its pioneers. After a long battle with cancer, Raelyn Gallina passed away.

In the early days of modern body modification, it was definitely a man's world. Doug Malloy, Jim Ward, and Fakir are credited as being the "fathers" of the modern piercing movement, but while they were servicing a primarily male clientele, Raelyn was blazing a trail among women, offering piercing, branding, and scarification in the lesbian BDSM community. While Doug, Jim, and Fakir get the lion's share of the credit for what modern piercing has become since it emerged in the late 70s, Raelyn's name has often been little more than a footnote—and that's a shame. (It is called "his-story," after all.)

While she made her home in California's Bay Area (the center of the

modern body modification resurgence in the U.S. through the late 70s and 80s), Raelyn also had a tremendous impact on early body modification in the East Coast thanks to her travels. In the early 90s, she would see clients and do workshops in and around the Philadelphia, Washington D.C., and Baltimore areas, offering not only piercing, but also branding and scarification. At a time when feminists were leading the movement to politicize the body, she was creating a safe space for lesbians, leatherwomen, butches, femmes, the queer-identified, and even the occasional man. She presided over a women's space, but welcomed everyone from the local queer communities.

Raelyn battled inflammatory breast cancer over ten years ago, and last May she found herself deal-

ing with a recurrence that affected parts of her brain, bones, medias-tinum, and lungs. She finished a course of 25 radiation sessions in June of 2013, and spent the fall and winter recovering. Although that radiation did a good job on many sites, Raelyn was still undergoing radiation treatments. Sadly, she lost that long, final battle.

Her partner of many years, Babs, was requesting help with medical bills, and with Raelyn's passing, funeral costs have added to this expense. To anyone who is able to give even a small amount: any donation is useful and appreciated. You can send funds through the GoFundMe site (gofundme.com/8z2314), although they do take a percentage of all donations). PayPal donations can be

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Raelyn was well known for her cuttings. Photos by [Mark I. Chester](#)

a stylist, offering his honest opinion in an appropriate manner if something looks great on them or not and being able to pull other styles that they may not have even considered. You want to see your client confident and excited by the end of your interaction and knowing what role to take on in order to do so will be your most potent tool.

It is no secret that social media plays a crucial role in the direction of advertising now. It is necessary for every company and studio owner to jump on this bandwagon if you do not wish to be left behind. You can use these platforms to your advantage to build your studio's brand and your clientele and besides, who doesn't love free advertising?

Much like your displaying techniques, it is best to keep your pages current and inviting. Using high-quality, cohesive photos to enable your viewer a poignant impression of exactly what you are offering. If you post a photo of beautiful jewelry sitting next to a large inanimate object, your point is lost. At Maya, we offer usage of all of our product and editorial photography to our clients which enables them to remain consistent in their branding of our collection. Keep the content of your specific post in context as you only get one shot. Posting often, using appropriate hashtags, and following through with comment response will allow your posts to be more interactive and encourages your followers to get involved and feel like they are a part your studio and our community.

Marketing and sales are a fraction (albeit an important fraction) of the display tactics which make up your company. Just remember to decipher your target market then come up with an approach to grow it using the 3 C's: creative, comfortable, comprehensive. Your impression can last a lifetime. ☺



photo by Autumn Swisher

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made to the email address 2gardenhens@gmail.com, or checks or money orders can be sent to:

Babs McGary
1271 Washington Ave., #640
San Leandro, CA 94577

Raelyn was a pioneer in piercing, branding, and scarification, and even one of the early organizers of the APP, and without her influence our industry would not be where it is today. The world is poorer for her passing. ☹



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- We will be offering new classes in*: Lapidary Anthropology, Jewelry Display, Industry Careers for the Non-Piercers, Portfolios, Jewelry Polishing & Care, Apprentices, Ethics, Studio Analysis, and more!
- The Conference Committee and others are also working on some special projects "outside of" Conference events, such as an archival exhibition, special merchandise and giveaways—all in celebration of our 20th Conference!

**subject to change due to instructor availability*

We look forward to seeing all of you at Conference this year. We have a lot to celebrate with our 20th Anniversary. ☺