



*Summer, 2009, Gazette*  
***The Design Perspectives  
on Beading  
and Jewelry Making***  
at  
*Land of Odds,  
Be Dazzled Beads, and  
The Center for Beadwork & Jewelry Arts*  
718 Thompson Lane, #123, Nashville, TN 37204  
615/292-0610  
[www.landofodds.com](http://www.landofodds.com)



Intuitive. Inspired by Nature and the colors in the world all around me.

Translating feelings and senses and vague images into beautiful jewelry, wonderful beadwork, exciting wearable pieces of art. Beyond following step by step. We're on the edge and we're high strung about it.

- [\*Nature Inspires Beadwork\*](#)
- [\*Rethinking how we teach jewelry designers about color\*](#)
- [\*Anticipating ALL DOLLED UP Beaded Art Dolls\*](#)
- [\*Jewelry, no longer a sudden turn, was now a career choice\*](#)

### **LOOK WHAT'S COMING UP:**

- On the Blog [Blog.Landofodds.com](http://Blog.Landofodds.com) - Learn To Bead...At Land of Odds
- Workshops at CBJA with Cynthia Rutledge
- Other Upcoming Workshops: Dallas Lovett, Marcia DeCoster, Huib Petersen, Sherry Serafini
- Weekly Bead Study - Dimensional Beading

- *All Dolled Up: Beaded Art Doll Competition*
  - *8th Annual 2010 The Ugly Necklace Contests*
  - *Jewelry Design Workshop in Tuscany, Italy: Contemporizing Traditional Etruscan Jewelry*
  - [FIRST DIBS SALES at Land of Odds OnLine](#)
  - *Free Instructions For You (.pdf file): [Etruscan Square Stitch Bracelet](#)*
  - *Special Sale Items at Be Dazzled Beads in Nashville*
  - *Upcoming classes at CBJA*
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What's on the Blog- [Blog.Landofodds.com](http://Blog.Landofodds.com) - *Learn To Bead...At Land of Odds*



Insight, exploration, elaboration — This is what this blog is all about.

#### [RETHINKING HOW TO TEACH COLOR TO JEWELRY DESIGNERS](#) (Rogue Elephant Column by Warren Feld)

...And I find, after all the great books and insightful ideas that master craftspersons have put out there for beaders, they don't take advantage. They don't take the time to analyze and learn. Instead, they simply copy or mirror the palettes the author comes up with, and adopt them without question, and implement them without personalizing them – without making them their own. And they eagerly await the "next great color book". The teaching of color to beaders too often becomes a type of programmed, step-by-step learning. This isn't design.....

#### [THE SQUARE STITCH - INSIGHTS](#) (High Strung Column by Kathleen Lynam)

Whenever I do square stitch, these pointers, which I've learned from experience, come to mind:

- o Try to keep your tension as even as possible. This is particularly true when using size 8/0 or larger seed beads.
- o I flip my work over after every row so that I am always working bottom to top.
- o I hold on to my working thread as I begin each row. For me, this helps to keep my tension more uniform.

#### [WHAT IS DESIGN](#) (Rogue Elephant Column by Warren Feld)

Design means having some intention in life. It means screaming Here I Am without having to scream. It means interpreting the inner you for the outer them. To Design with Beads makes this process wondrous. It means capturing light and shifting shadows within colors and shapes and sizes and materials, front, left, center, curve and crevice, inside-out and outside-in. Design doesn't get any better than designing with beads.

#### [RUTH TOMLINSON JEWELRY](#) (Jewelry Spotter Column by Marjorie Miller)

Ruth Tomlinson from the United Kingdom works with sterling silver, 18 carat gold and porcelain creating jewelry with a very delicate and feminine quality. Her beautiful floral pieces remind me of the flowers in my mother's gardens, especially the very delicate lilies of the valley. Her delicate designs strike a beautiful chord in my heart.

#### [6/2/2009](#) (Beads On The Bone Column by Lily)

"Are you the official greeter in the store?" she asked.

"Are you the official greeter," she continued.

"Are you the official greeter in the store? she begged for an answer.

What could she be expecting? For me to talk?

- Lily

#### [DELINEATING YOUR BUSINESS MODEL](#) (Rogue Elephant Column by Warren Feld)

When you start your jewelry making business, you won't have the luxury of the weather forecasters of missing the mark, without suffering consequences. You need to sell jewelry that people want to buy. If you anticipate things incorrectly, your business will go belly up. So, in your jewelry-making business, you will need to manage and coordinate information about materials, costs and prices, fashions, styles, measurements, revenues and expenses. ...How you conceptualize all this is called your "Business Model". Your business

model describes what you intend to make, how you intend to price it, where you intend to sell it, all the tangible things you need to make this happen, all the intangible things you need to make this happen, and what you hope to achieve when you are done – money, wealth, status, satisfaction, self-esteem.

### **"ESCAPE" JEWELRY (Blog Post)**

Jewelry is partly about emotions. So what happens when you put the phrase "escape jewelry" into a google search? How has the designer defined "escape" as a concept, and how is this definition reflected in her pieces? Has this definition been successfully reflected in the pieces?

### **JEWELRY, NO LONGER A SUDDEN TURN, WAS NOW A CAREER (Rogue Elephant Column by Warren Feld)**

I have always wondered about the changes people go through at different stages in their lives. Rites of passage. Life crises. Lots of names for these things. And while everyone thinks their lives and thoughts are uniquely their own, very often they are very similar to the lives and thoughts of others. When I was in college, I had the opportunity to read a book by Erik Erikson called Childhood and Society. Great book. He detailed these life stages that everyone seems to go through. In order for a person to develop appropriately, they have to successfully resolve all the issues of their current and previous stages. If you "skip" a stage, you have to go back and work through the issues of this earlier stage, before you can continue to successfully develop as a secure, functioning, self-fulfilling person. The first stage is BASIC TRUST AND MISTRUST. The baby must learn to have Basic Trust, to continue to develop successfully...

### **Nature Inspires Beadwork (High Strung Column by Kathleen Lynam)**

How I was inspired by nature and the resulting Poke Berry Lariat piece.

### **BEAD CONTEMPLATION (Rogue Elephant Column by Warren Feld)**

You stare at a bead, and ask what it is. You put some thread on a needle, then the bead on the needle, and ask what to do. You stitch a few beads together, and wonder what will become of this. You create a necklace, and ask how it will be worn. And you stare at each bead again, and think where do all these feelings welling up within you come from – beauty, peace and calm, satisfaction, magic, appeal, a sensuousness and sexuality. Your brain and eye enter into this fantastic dance, a fugue of focusing, refocusing, gauging and re-gauging light, color, shadow, a shadow's shadow, harmony, and discord.

### **TIPS & TRICKS ABOUT CRIMPING (Tips & Tricks Column)**

Four Steps To Perfect Crimping.

What to do with the "loop", the "tail", the "crimping pliers", the "crimp bead">

Camouflaging your crimp.

### **THE DONUT DILEMMA (by Kathleen Lynam)**

The donut shape does not necessarily and easily lend itself as an appealing component in a piece of jewelry. I'm still looking for a creative way to use the "donut". What do you think?

### **ORIENTATION TO BEADS & JEWELRY FINDINGS (3 parts)**

Over the years, We've found that people who bead and make jewelry have not necessarily learned how to make the best choices, when it comes to decide what beads, clasps, other findings, and stringing materials to include, and what Not to include, in a piece. People do not understand quality issues. They are often uninformed about workable materials and strategies to make their pieces more durable, more drape-able, and better able to move with the person as the jewelry is worn. At The Center for Beadwork & Jewelry Arts and Land of Odds, we developed a curriculum that took a design approach concerned with teaching people how to make these kinds of choices. Everyone in our curriculum begins with this Orientation to Beads and Jewelry Findings class. We offer this opportunity for you, as well.

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*Workshops at CBJA with Cynthia Rutledge*

## **A Chain Reaction**



(9 places remaining)

Friday, 10/9/2009

(Registration fee, \$125.00; optional kit, \$70.00 (4 palettes available)

<http://www.landofodds.com/beadschool/workshops/work100909chainreaction.htm>

LOOK N' SEE:

<http://www.cynthiarutledge.net/workshops/b-chain-reaction.htm>

## Intermezzo Necklace



(9 places remaining)

Saturday and Sunday, 10/10-11/2009

(Registration fee, \$250.00, optional kit, price to be announced (2 palettes to be available)

<http://www.landofodds.com/beadschool/workshops/work101009intermezzo.htm>

LOOK N' SEE:

<http://www.cynthiarutledge.net/workshops/n-intermezzo.htm>

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*Other Upcoming Workshops: Dallas Lovett, Marcia DeCoster, Huib Petersen, Sherry Serafini*

## Dallas Lovette - April 16-18th, 2010

**Workshop topics to be announced**



## Marcia DeCoster – September 10-12th, 2010

**Workshop topics to be announced**



**Huib Petersen - May 20-22, 2011**  
**Workshop Topics to be announced**



**Sherry Serafini – August 26-28, 2011**  
**Workshop Topics to be announced**





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**(4)**  
**BEAD STUDIES**  
**Dimensional Beadwork**

Using Diane Fitzgerald's book **SHAPED BEADWORK**  
as a study guide



**Bracelet made from dimensional donuts**  
by Diane Fitzgerald

You can follow our discussions on our blog.  
<http://blog.landofodds.com/class-notes/bead-study/>

This quarter we have covered these topics:

- 1) Designing jewelry by manipulating components and creating forms (themes)
- 2) Making Flat Shapes
- 3) Making Donut (Open) Shapes
- 4) How To Best Use Negative and Positive Space, as presented by Donut Shapes, and in terms of beading
- 5) What is satisfying and what is dissatisfying about donut shapes (Torus, Moebius Strips)
- 6) How to Define "Dimensionality" as a goal of good jewelry design? What is it? What are the different kinds of ways of achieving it? When can it be good, and when can it be bad?
- 7) Platonic Solids
- 8) The Golden Ratio -- rectangle of perfection
- 9) Controlling light, shadow, their directions and their displays, given various jewelry designs
- 10) Folding beaded flat shapes to create other shapes, like bails, bead caps, tubes, more dimensionality
- 11) Pros and cons and preferences for various beading needles
- 12) Pros and cons and preferences for using Nymo vs. Fireline, and using a single thread vs. a doubled thread
- 13) Meanings of shapes

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**(5)**  
***All Dolled Up: Beaded Art Doll Competition - Deadline 8/31/2009***

ALL DOLLED UP: BEADED ART DOLL COMPETITION

Theme: EARTHEN MOTHER

Deadline: August 31, 2009

<http://www.landofodds.com/store/alldolledup.htm>



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*8th Annual 2010 The Ugly Necklace Contests*

Eight Annual, 2010, The UGLY NECKLACE CONTEST

-- A Jewelry Design Contest With A Twist

Deadline: March 15<sup>th</sup>, 2010

[GO VOTE](#)



for our 2009 Winner!

Online voting ends 7/15/09

<http://www.landofodds.com/store/uglynecklace.htm>



Deborah Eve Rubin  
Rockville, Maryland

<p><b>Lori-Ann Scott</b> Spokane, Washington "Sweet"</p>	<p>"Ode To An Ugly Necklace"</p>	 <p><b>Jolynn Casto</b> Logan, Ohio "Four Season's Necklace"</p>
 <p><b>Sarah Allison</b> Gresham, Oregon "Walk In My Garden"</p>	 <p><b>Juli Brown</b> Wells, Minnesota "Coffin Nail Necklace"</p>	 <p><b>Lynn Margaret Davy</b> Wimborne, Dorset, United Kingdom "The Story of My Beading Life"</p>

**FIRST PRIZE:** a \$992.93 shopping spree  
on the Land of Odds web-site ([www.landofodds.com](http://www.landofodds.com))  
**RUNNER-UP PRIZE:** a \$399.07 shopping spree  
on the web-site.

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*Jewelry Design Workshop in Tuscany, Italy: Contemporizing Traditional Etruscan Jewelry*

*Contemporizing Traditional Etruscan Jewelry*

Instructor: Warren Feld ([www.warrenfeldjewelry.com](http://www.warrenfeldjewelry.com))

*Next workshop:*

5/22-5/29, 2010, Cortona, Italy

<http://www.landofodds.com/store/toscananarrativesynopsis.htm>



A learning vacation with the escorted travel company Toscana Americana



How do you keep beadwork and jewelry design essential and alive?

In this week-long series of workshops, for both Beginner as well as more Intermediate level beadworkers or jewelry makers alike, we will be examining traditional Etruscan jewelry, and how we can understand it from the vantage point of good jewelry design principles.

We will learn and practice some basic techniques of bead stringing and bead weaving. We will learn to use hard wire to make simple and coiled loops, as well.

Then we will do some thinking, planning and experimenting with these techniques and principles in order to create contemporary interpretations of two or three Etruscan pieces of jewelry to see what we can achieve.



*A variation on Warren's Etruscan Collar (piece at the left) won 4th place in Swarovski's Create Your Own Style Contest in October 2008. Warren was lucky to be able to attend the awards ceremony in New York. Here's an image of this Contemporized Etruscan piece done with Austrian Crystals. More information on his website: ([www.warrenfeldjewelry.com](http://www.warrenfeldjewelry.com))*



Ask about early enrollment discounts for 2010: [Infotuscany@aol.com](mailto:Infotuscany@aol.com)

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## **FIRST DIBS SALES**

*at Land of Odds OnLine*

[www.landofodds.com/store/firstdibson.htm](http://www.landofodds.com/store/firstdibson.htm)

*Register to receive regular email notices at:*

[groups.yahoo.com/group/landofodds](http://groups.yahoo.com/group/landofodds)



Get top quality at near wholesale prices!

### **RECENT FIRST DIBS ITEMS:**

**Purple Sage Amethyst, from \$11.40/strand**



*Chrysocolla Quartz, from \$8.10/strand*



*Rainbow Banded Rhodonite, from \$6.50/strand*



*Peruvian Amazonite, from \$13.05/strand*



*Blue Pyrite Quartz, from \$6.00/strand*



*Blue Cal Silica, from \$5.90/strand*



*Chinese Chrysocolla, from \$8.10/strand*



*Hematite Rings, assorted sizes, \$0.30/each*



*Red Artistic Jasper, from \$7.90/strand*





***Black Water Jasper, from \$4.95/strand***



***Canadian Jade, from \$9.25/strand***



***Rubylite, from \$3.30/strand***



***Yellow Rutilated Quartz, from \$8.90/strand***



***Carnelian, from \$9.75/strand***



### **FIRST DIBS**

Get a lot of beads at or near their original wholesale cost!

Usually when we order gemstones and pearls, and sometimes when we order Czech glass, we have to order by containers. We have a general idea of what we will be getting, but not a full idea. That's because when we order this way, all we do is provide the suppliers with a wish list, and we get what we get. This usually means we also get a lot more of some items than we can move in a short time. We have to prepare the merchandise for resale and we have to store much of it. These kinds of things add to our "cost", and get reflected in the final prices. So here's your chance to get a jump start on the merchandise before it gets priced.

We thought we'd try to turn a lot of this inventory back into cash, and go get some more merchandise. How about that!

So, when we announce a FIRST DIBS SALE, be prepared to take advantage of buying these items at or near our cost.

No rainchecks. No other Land of Odds discounts apply. If you have a wholesale number, we waive the sales tax on these items, but don't extend an additional wholesale discount.

**IF YOU LIVE IN NASHVILLE, YOU CAN ORDER ONLINE, AND IF YOU WANT, YOU CAN SELECT THE "WILL PICK UP AT BE DAZZLED" SHIPPING OPTION.**

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### **Looking for A Wire Work/Wire Wrap Instructor**

The Center for Beadwork & Jewelry Arts in Nashville is looking for a wire work/wire wrap instructor.

This person would be responsible for developing a developmental sequence of 6 or more classes, and teaching 1 full day (typically 3 classes back to back) each month.

This person, if interested, could further develop the position.

You can review what we currently offer [here](#).

Our current wire work instructor will be moving away this fall, and will not be able to continue with her classes.

We prefer someone available in the Nashville, Tennessee area, but are open to other arrangements as well.

If interested, please contact Warren Feld, 615-292-0610, [warren@landofodds.com](mailto:warren@landofodds.com)

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### **[Free Instructions:](#)**

### **[Etruscan Square Stitch Bracelet](#)**





## DESIGNER'S SUMMER GAZETTE

Sat, 7/25, 9-11:30am

Sat, 8/1, 9-11:30am

Sat, 8/22, 9-11:30am

### STITCH OF THE MONTH

1. June. BEADWEAVING PRIMER. This session then introduces The SQUARE STITCH

TBA

July. NETTING

Sat, 7/11, 10am-1pm

3. August. NDBELE (also known as Herringbone)

Sat, 8/15, 10am-1pm

4. September. PEYOTE

Sat, 9/5, 10am-1pm

5. October. LOOM

Sat, 10/3, 10am-1pm

6. November. BRICK STITCH

Sat, 11/7, 10am-1pm

7. December. SPIRAL ROPE

Sat, 12/5, 10am-1pm

8. January. FRINGE

Sat, 1/9/2010, 10am-1pm

9. February. RIGHT ANGLE WEAVE

Sat, 2/6/2010, 10am-1pm

10. March. BEAD EMBROIDERY

Sat, 3/6/2010, 10am-1pm

11. April. PETERSBURG CHAIN

Sat, 4/10/2010, 10am-1pm

12. May. BEADED BEADS

Sat, 5/1/2010, 10am-1pm

### BEAD STUDY GROUP

Meets the 1st and 3rd Wednesday of each month, 1:00pm-3:00pm No fees.

BS0001: BASICS OF BEAD STRINGING/ATTACHING CLASPS, \$35.00 fee

Sat, 6/20, 9am-1:00pm

Sat, 7/18, 9am-1:00pm

Sat, 8/8, 9am-1:00pm

BS0003: PEARL KNOTTING \$35.00 fee (\$35.00 deposit reserves space)

Thurs, 7/16, 6-8:30pm

Thurs, 8/13, 6-8:30pm

Thurs, 9/10, 6-8:30pm

PEY2011A: PEYOTE II: TUBULAR PEYOTE –\$35.00 fee (\$35.00

deposit reserves space) Requires Peyote I, or Stitch of the Month – Peyote, or equivalent experience as prerequisite

Sat, 10/3, 1:30-3:30pm

BC0101: INTRODUCTION TO BEAD CROCHET: \$45.00 instructional fee (\$45.00 deposit reserves space) (3 hour class plus 1 additional hour to be scheduled by teacher and students)

Sat, 7/11, 1:30-4:30pm

BW8, Beaded Cabochons – PEYOTE STITCH WITH OPEN BACK METHOD \$40.00 fee (\$40.00 deposit reserves space)

Sat, 10/3, 3:30-6pm

BW9, Etruscan Square Stitch Bracelet \$35.00 fee (\$35.00 deposit reserves space)

Sat, 9/5, 1:30-4:00pm

BW10, Crystal Netted Tube Bracelet \$35.00 fee (\$35.00 deposit reserves space)

Sat, 11/7, 1:30-4:00pm

BRICK2046, Using Brick Stitch to Make Shapes

\$40.00 fee (\$40.00 deposit reserves space)

Sat, 12/5, 1:30-3:30pm

BW11, Maltese Cross Reversible Necklace \$35.00 fee (\$35.00 deposit reserves space)

Sat, 12/5, 3:30-6pm

BW13, Layered Right Angle Weave Bracelet \$40.00 fee (\$40.00 deposit reserves space)

Sat, 8/15, 1:30-4:00pm (with a followup date to be scheduled in class)

BW14, Seashell Necklace \$35.00 fee + \$5.00 supplies (\$40.00 deposit reserves space)

Sat, 8/15, 4-6pm

BW17, Monte Carlo Right Angle Weave Bracelet \$35.00 fee (\$35.00 deposit reserves space)

Sat, 9/5, 4-6pm

BEAD WEAVING OPEN WORK SESSIONS (no fees)

Here's your opportunity to bring in any unfinished bead weaving projects and get some instructions.  
S at, 11/7, 4-6pm

BUS3001: PRICING AND SELLING YOUR JEWELRY \$30.00 fee

Thurs, 6/18, 11am-1pm

BUS3007: GETTING YOUR JEWELRY MAKING BUSINESS STARTED \$30.00 fee

Thurs, 6/18, 9-11am

BUS3009: SO YOU WANT TO DO CRAFT SHOWS... \$30.00 fee (\$30.00 deposit reserves space)

Thurs, 6/18, 4-6pm

BUS3010: INTERNET MARKETING FOR VERY SMALL BUSINESSES...THAT WORKS! \$30.00 fee (\$30.00 deposit reserves space)

Thurs, 6/18, 2-4pm

GEN6001: INTRODUCTION TO COLOR WITH BEADS \$35.00 fee (\$35.00 deposit reserves space)

Sat, 6/27, 3-6pm

Fri, 7/24, 9am-Noon

GEN6006: JEWELRY DESIGN I: COMPOSITION AND BASIC DESIGN PRINCIPLES

\$35.00 fee (\$35.00 deposit reserves space)

Fri, 7/24, 1-3pm

WIRE CLINIC: Making Loops and Coiled Loops on Head and Eye Pins

\$15.00 fee (tools and wire provided) (\$15.00 deposit reserves space)

Thurs, 7/16, 5:30-6:00pm

WIRE9700: PATTERN WIRE BRACELET AND INTRO TO WIRE WRAPPING \$30.00 fee plus \$40.00 kit and instructions (\$70.00 deposit reserves space) (minimum enrollment for this class is 2 students)

Sat, 7/25, 10am-Noon

WIRE9722: CUFF BRACELET WITH BEADS \$60.00 fee (\$60.00 deposit reserves space) (minimum enrollment for this class is 2 students)

Sat, 7/25, 1-4:00pm

WIRE9723: WRAPPING A CABOCHON – PENDANT \$50.00 fee (minimum enrollment for this class is 2 students) (\$50.00 deposit reserves space)

Sat, 7/25, 4-6pm

#### SILVERSMITHING COURSES

Silversmithing (Need to reserve a place about 4-6 weeks ahead of when you'd like to take the course)

Introductory course is \$470.00 (\$300.00 deposit).

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#### SHOP

OnLine: Land of Odds - The South's Most Unusual Shop

<http://www.landofodds.com>

InNashville: Be Dazzled Beads

<http://www.bedazzledbeads.com>

#### LEARN

School: Center for Beadwork & Jewelry Arts

<http://www.landofodds.com/beadschool> (curriculum)

<http://groups.yahoo.com/group/beadschool> (course schedule and happenings)

[Learn To Bead...At Land of Odds Blog](#)

#### VIEW

Fine Arts Jewelry Gallery: Open Window Gallery

<http://www.landofodds.com/store/openwindowgallery.htm>

Address: 718 Thompson Lane, Ste 123, Nashville, TN 37204

Phone: 615-292-0610

Fax: 615-460-7001

Email: [oddsian@landofodds.com](mailto:oddsian@landofodds.com)

Web: <http://www.landofodds.com>

Other Programs at Land of Odds:

The Ugly Necklace Contest

- A Jewelry Design Competition With A Twist

<http://www.landofodds.com/store/uglynecklace.htm>

All Dolled Up: Beaded Art Doll Competition

<http://www.landofodds.com/store/alldolledup.htm>

Jewelry Design Workshops in Cortona, Italy  
Toscana Americana

<http://www.landofodds.com/store/toscananarrativesynopsis.htm>

Warren Feld, Jewelry Designer

<http://www.warrenfeldjewelry.com>

Subscribe to our sales and specials  
email notifications at:

<http://groups.yahoo.com/group/landofodds>

To remove your name from our mailing list, reply to this email, and type: UNSUBSCRIBE in the subject line.

To add your name to our mailing list, reply to this email, and type: ADD GAZETTE in the subject line.

Email address: [oddsian@landofodds.com](mailto:oddsian@landofodds.com)