



ClayFolk

NEWSLETTER

April - June 2017

**CLAYFOLK
PO Box 1334**

JACKSONVILLE, OR 97530

The Clayfolk Newsletter is published five times a year.

Deadlines for submissions:

FEB 1----- FOR ----- FEB/MAR

APRIL 1 ----- FOR ----- APRIL/MAY/JUNE

JULY 1 ----- FOR ----- JULY/AUG

SEPT 1 ----- FOR ----- SEPT/OCT

NOV 1 ----- FOR ----- NOV/JAN

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Message from the President:

What led you to making pottery? This is a question Amy Klein asked at the beginning of her March workshop. I liked this question, so it was the first question I asked folks to share at the March general meeting. For a couple of folks, it was those first mud pies that germinated their interest. For another it was a mother suggesting she take a class to get out of the house. For another it was her students asking if she could teach them how to work with clay.

For me an early inspiration came while cleaning a house. At the time, I was working for a company called Apartment Appearance in Honolulu to help put myself through university. This house in Manoa Valley was nestled into a jungle. The house included moving screens and windows instead of walls in the Japanese style. At the center of this open-walled house was a bedroom with a sunken tub not far from the bed. When I walked into the kitchen, I saw shelves full of hand-made pottery. It was a *wow!* moment for me. Later, after cleaning the main living space I went to clean the ground floor, opened the door, and saw the wheel, kiln, and work space. That's when I thought, "I'd really like to have something like this someday." A year later I started taking ceramics classes at the University of Hawaii.

The UH ceramics department faced out onto one of the Art building's large courtyards. Glass blowing shared the courtyard. Most nights the glow of fire illuminated this outdoor workspace. Collections of clay and glass folks worked there around the clock. It was a culture of people, art, and process and I became part of it.

Over the years we add pottery experiences and stories to our memories, we also forget some and remember others. For me, my stories are precious to who I am and often they influence my work. I not only relish my stories, I also enjoy listening to the stories of others. Let's keep our stories coming.

Board 2017 Show Recommendations

At the March Board Meeting Shirley Huft, our show chair, presented a report on what we should expect at our 2017 annual Clayfolk Show. Included with this report was a 2017 Show Budget. In addition to this budget, the board looked at the results of a survey that was on the 2016 Sunday raffle tickets. The survey asked our customers how they found out about the 2016 show.

As might be expected the largest percentage (24%) of customers came because they had come before. The second largest percentage (20%) came because of a friend. These percentages remind us of the importance of customer satisfaction and person-to-person communication about the show.

After looking at our promotion and publicity expenses and comparing them to the survey results, the board made the following recommendations:

- (1) Make a better customer survey for 2017 Show.
- (2) Improve our TV and radio advertising.
- (3) Consider enhancing Social Media/internet advertising strategies.
- (4) Put up more signs advertising the show.

Internet Promotions/Social Media Workshop?

Would you like to learn more about how you can use the internet and social media to promote your pottery and the Clayfolk show? The Clayfolk board is exploring the possibility of putting on a workshop led by a Social Media/internet promotions expert later this year.

To make this beneficial to our members, we believe it would be helpful to know what our members would like the workshop to cover so we can give that information to possible presenters. Some ideas include simple strategies such as sending emails out to lists of friends, whereas more complex strategies might include paying for advertisements to appear in search engines. In today's internet environment, many folks get information via Pinterest, Instagram, Facebook, and other networking tools. If you have ideas concerning what you would like to learn in a social media/internet workshop please email them to Workshops@clayfolk.org.

Do You Want to Attend Board Meeting?

The Clayfolk board discussed whether our meetings should be open or closed to Clayfolk members. The board voted in favor of the following Open Board Meeting Policy:

Members can come to board meetings; however, they must remain silent unless they have sent a prior request to the president to speak on a subject. Visitors will be asked to leave during closed discussions.

The president establishes agendas for board meetings usually one week before the meeting. Board meeting dates can be found on our calendar or website. If a member wishes to present at a board meeting, they should email a request, no longer than one page please, explaining what they would like to present. The president may ask for further information, such as expenses if applicable. The president will then inform the board concerning the request and likely put the presentation on one of the upcoming board meeting agendas.

Why A Budget?

As president, I am working with the board on our financial practices. Having been on various non-profit boards, I have witnessed various styles of dealing with financials. I believe it is a safe and wise practice to have clear financials. In particular, we are presently working on a yearly budget for Clayfolk.

Here is my outline for reasons for having a yearly budget:

1. Organizational Oversight
 - A. To be aware of Clayfolk's income and expenses
 - B. To make sound financial decisions
 - C. To protect us from fraud and embezzlement
2. To better understand the cash flow issues of Clayfolk
3. To inform chairs of money available for different Clayfolk activities, such as the library donations, the scholarship fund, and the annual show.

If you have further suggestions concerning our budget, please contact me at President@Clayfolk.org

Board Appointments

These volunteer appointments have recently been approved by the board:

Kim Kimmerling – Program

Pat Causey – Points trainee

Bob Johnson – Webmaster/Social Media trainee

Bonnie Morgan – Library trainee

Vacant Volunteer Chair Opportunities

The following volunteer positions are open and available to Clayfolk members:

Photo Booth Chair

Newsletter Trainee

2018 Board Elections

We are looking for candidates for our 2018 Board. In order to hold a board position you need to have been a member for one year.

We will be looking for a Vice-President, Secretary, and three Members-at-large. The terms limits: Vice-President - 1 year, then moves on to be president for one year; Secretary - 3 years; and Members at large - 2 years.

Jane Anderson, President

More info at www.clayfolk.org Find us on Facebook at /Clay Artists

2017 CLAY FOLK SHOW AND SALE

April is the month of growth, regeneration and a sparkling newness in the world around us. This could, also, be said about the Clayfolk Show and Sale as we continue to grow our customer base and come together regenerating the work necessary to recreate our Show in a newly remodeled Amory! Many of you are already making pottery and looking forward to the 2017 Show. To make the Show the best that it can be, our Show will have a fresh look with a variety of changes in our Sales area and how our booths are set up. Of course, we will be expanding our publicity so that customers know we're BACK. Once again, I'm excited about the upcoming Show and know we will all work together to make it bigger and better than ever as we welcome our new and returning customers to sparkling, remodeled Armory!

Some things to remember:

1. We have 3 pop-up booths available, first come first served. **Please send a separate \$25 check in WITH your booth fee** if you are interested.
2. When two or more applicants have the exact same number of points, their position on the Participant List will be determined by postmark.

Oregon Potters Association Ceramic Showcase

April 21 - 23, 2017

Friday 10-7 p.m.

Saturday 10-5 p.m.

Sunday 10-4 p.m.

Returns to the Oregon Convention Center
and the Gathering of the Guilds

3. Your **Show Application must be postmarked no later than June 1st** if you want to avoid a late fee. Late Applicants are, also, placed at the bottom of the Show Participation list.

4. Make sure that you have turned in your Membership Application as well. The **postmark deadline for turning in your Membership Form is May 31st** and you must be a current member in good standing to be eligible for the Show.

5. Check the Clayfolk Website a week after you have sent in your Show Application to verify that the application was received. **Please let me know if your name was misspelled.**

6. Please let me know if you are interested in becoming a Show Committee Chair trainee and please remind me if you requested it last year.

A giant thank you to all the wonderful people who help put on the Clayfolk Show and Sale and hope you enjoy the Show as much as I do. I'll still be smiling with a pocket full of chocolate kisses as I look forward to another successful year!

Shirley Huft
Clayfolk Show Chair

Are you having a show or open house this fall? Participating in a show other than Clayfolk? Or teaching a class or workshop? We would love to help promote your clay event! It's easy.... just email the details to webmaster@clayfolk.org (and a photo if it's handy) and we'll post the info on the Clayfolk website and social media for you. Supporting Clayfolk members is what it's all about!

WORKSHOP & SHOW OPPORTUNITIES

★ The **Clay Fest application** is now available! You can find it on the Local Clay web-site, clayfest.org under "Participant Info". This is the direct link: <http://clayfest.org/ClayFest/cfapp2017.pdf>
The postmark-due date is May 12.
If you are not already a member of **Local Clay**, you can download the Local Clay membership form, which you can submit, along with a \$15 check for dues, at the same time as you apply to the show.

★ Studio Potters Workshop
June 3, 2017
Dodero Studio Ceramics- Jacksonville
One day pottery workshop for mid to upper experience level potters-\$250.
The workshop will include but not be limited to the following;
Adv. raku skills; firing, kiln configuration
Glaze preparation and application, glaze stains, techniques and trouble shooting
Throwing with ribs, off the hump, large pieces stacking cylinders, jiggering, and more
Introduction to mould making and slip casting
Production studio organization and tips, Shipping and packing, On line sales strategies. My hope is to address any issues participants would like covered drawing from my 47 years working as a studio potter. For more information and registration;
<https://raku-ceramic-pottery.com/product/raku-workshop/>
John Dodero
Dodero Studio Ceramics
541-899-8285

★ Clayfolk's next workshop will feature Annie Chrietzberg on September 9th and 10th. Details on registering will be in our newsletter and on the website in July.

This is how Annie describes her workshops: I am a hand-builder who creates and uses templates to build functional and durable kitchen ware. The following projects contain a number of lessons including how to imprint and handle the clay, the making and use of templates, slab handles & spouts, cute bottoms, joining angles and seams, and all kinds of tips and tricks to make the work really *sing*. I go over every single detail meticulously, explain the why's and how's of everything, and answer all questions happily.

★ Clay Guild of the Cascades has Victoria Christen, from Portland, presenting a workshop May 19-21 in Bend. For information and registration, contact Janet Matson, 541-633-3403 or janet.art@gmail.com. "In this hands-on workshop we will work with colored clay, slips and underglazes. Open to all skill levels" The cost is \$115, with a late fee applied after April 28.

★ Call to Artists 6th Annual Artoberfest
A Juried Art & Fine Craft Fair
in the Illinois Valley
October 20, 21 and 22
Sponsored by the Southern Oregon Guild of Artists & Artisans. For Prospectus & Application go to
<http://www.southernorenguild.org>
>
Questions: Call 541-659-3858 or 541-592-5019
or email afest@southernorenguild.org

DEADLINE FOR APPLICATIONS:
FRIDAY, JULY 14th, 2017

To get information to the Clayfolk membership, send an email containing the information to news@clayfolk.org . Include your contact information so members can contact you directly.

Internationally accomplished potter, teacher, author, garden designer, and arts activist, **Robin Hopper** passed away on April 6, 2017. The potter's art is one of the few in which the connection between creator and appreciator is so intimate and integral. The process of creation, the resulting object, and its use by others represent a unique interrelationship, too seldom explored. If not for multi-faceted, generous, and curious imaginations, like Mr. Hopper's, the potter's work would be a lonelier and more narrow calling than it is today.

Robin's personality and style were larger than life, and his heart was soft and sweet. He was passionate about his art, his garden, and sharing his experience and knowledge. Robin could be gruff and rude. In the midst of Robin's apparently unforgiving demeanor was a deep understanding of the human spirit. He knew how to bring out the best in everyone who would interact with him. Robin's engine was a heart of gold, a kindness of unsurpassed wealth and empathy beyond appreciation. ~ Steven Branfman

UPCOMING EVENTS:

May 31st SHOW APPLICATIONS DUE

June 1st Board meeting 6:00
Thursday Pat Richey's
10th General Meeting 2:30 Sunday
at Cheryl Weese's in Winston

To get to 350 Winston Section Road. Turn off I5 at exit 119 and keep going straight toward Winston. You'll cross the South Umpqua and you should be in the left lane. After the bridge turn left on Pepsi Road, which after the Pepsi plant turns into Winston Section Road. Just go around corner and my house is on left. Easy! Lots of parking. **Kim Kimerling will give the demonstration on clay figure construction, emphasis on texture**

Welcome to our new Clayfolk members:
 Sandi Alison, Laura Jackson, Ariel Rose

CLAYFOLK POINTS

The board has reviewed & updated the points awarded for volunteer work. The points were discussed and agreed upon at the March general meeting.

Position	2016	2017	
<u>Board</u>			<u>Trainee</u>
President	15	19	
Vice President	6	9	
Treasurer	15	17	
Secretary	9	11	
Member at large	3	6	
Outgoing Pres		7	
Scholarship fund *BR		5	
*board representative			
<u>Chairs</u>			
Show chair	15	17	
Newsletter editor	15	15	2
	10	10	
Workshop	(5/5)	(5/5)	2
Membership	9	10	2
Points	9	10	2
Webmaster	6	12	2
Empty bowls-Jack	6	7	2
Empty bowls-Jose	6	7	2
Enews	4	8	2
Program	3	3	2
Scholarship	3	4	2
Library	3	4	2
Photo booth	1	2	
<u>Meetings</u>			
Host meetings	2	2	
Meeting program	2	2	

INTERNET PROMOTIONS/SOCIAL MEDIA WORKSHOP

Rachel Koning, a social media professional, would like to lead an internet marketing workshop for interested members. Rachel has been to our annual show and believes we have a great visual product to share and would like to help us explore tips, tools, and co-promotional ideas. Typically, in her workshops she goes over:

- Best practices for posting, tagging, sharing and re-posting (timing, post length, improving reach, etc.)
- Goal setting - what you want your social media to do for you
- Creating and maintaining a consistent voice
- Using social media management tools (such as Hootsuite) to schedule and streamline posting
- Creating a six-month social media content calendar

She would also cover the essentials of Pinterest, Instagram and Facebook. Her advice on effective calls to action, visual tips, product descriptions could also help us. The focus of this workshop about be on how to build an audience so that potters have a large reach around the time of the annual show.

We are still in the planning stage of this workshop together. We're thinking that the cost for this 3 hour workshop will be around \$35 per person and that it will likely occur sometime this summer. If you're interested in attending this workshop contact: Workshops@Clayfolk.org.