



ClayFolk

NEWSLETTER

Sept.-Oct. 2016

**CLAYFOLK
PO Box 1334
JACKSONVILLE, OR 97530**

The Clayfolk Newsletter is published five times a year.

Deadlines for submissions are :

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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President's Message

Jane Anderson, our Vice President, presided over the August Clayfolk general meeting. She will make a splendid president when she assumes the presidency this January. See the article I have written about changing the term limits for Vice President and President in this newsletter.

Yes, elections are just around the corner. I know elections seem to come around too often but our bylaws require all officers be elected each and every year. I want to encourage our newer members to think about running for members-at-large on the board and serve for a year or two. We need more members who have some familiarity and experience with the organization to be our next presidents, treasurers, show chairs and even secretaries. If you serve on the board, not only will you become familiar with board positions, but also the work of the organizational chairs and you might see a way that a position would benefit from your unique talents or ideas.

Not only am I asking volunteers to serve on the board of directors for the coming year, I'm asking for volunteers to fill the organizational chairs that will become available. We have many changing positions. Cindra, who has rejuvenated the Scholarship committee and will be spending a year abroad, is resigning her position as Scholarship Chair. Dan and Mickael, who will be in training in 2017 to be the show chair in 2018, will be resigning as enews Chairs. Debbie, who is assisting our treasurer Penelope, will likely be running to assume the treasurer's position and will be resigning as Points Chair. Roxanne, who graciously took over program chair until we could find someone to fill that chair, would like someone to step up to fill the Program Chair position. Sally will have been the newsletter editor for 3 years, the term limit for that position. We need a Workshop Co-Chair for Clara. Phil volunteered and we couldn't be happier but also need to make sure everyone has an opportunity to volunteer for this position.

The deadline date for Clayfolk membership renewal has been inaccurate for the last few years. We realigned it with the membership year and the corrected the deadline date to December 31st. This change allows the new officers to be elected before the January general meeting so they can

be installed then. I will remind you to be aware of this change as often as possible because it effects the granting of the 3 membership points.

We announced that the board would be looking at the job descriptions and reconsider the points awarded. We reviewed the officers on the board of directors but did not have time to review the organizational chairs. We hope to do that at the next board meeting. For the board of directors, we set a base number of points, to which will be added a point for each meeting attended and points for doing tasks beyond the basic job description. This is a work in progress. Please stay tuned. Pot a lot, Carole

Changing the Vice-President and President Term Limits Adding a Past President Position From Carole Hayne

Jane Anderson and I have discussed the possibility of changing the length of the Clayfolk presidential and vice-presidential terms over the course of the past year. We came to the conclusion that the 6-year commitment required of the vice-president-president position is too long. In looking at the history easily available to me (2005 to present) only one person served 3 years as president and only one person served 3 years as vice-president and they were not the same person. Only one person besides myself moved from vice president to president and in both cases they held the vice president position only one year. Thus, no member in the last 10+ years has served 3 years as vice president and then served 3 years as president.

We convinced the board that to serve 3 years as vice-president then 3 years as president is too much to ask of a volunteer. We think one year as vice-president, one year as president and one year as past president is much more do-able and more people would consider volunteering in the future if this was the case. Thus, we are changing the term limits for president and vice president to one year each and adding a one-year appointed past president position. We hope to create continuity in the presidential positions with a learn, practice, teach model and to provide more diversity of ideas to Clayfolk.

This change can moderate problems also. I can see that sometimes decisions or actions might be put off for years because of the interests of a long-term president. At other times, we might be pulled too far in one direction or another because of the agenda of a long-term president. At other times, presidents might have to assume the position without proper training. I am really hoping that a number of Clayfolk members will support this change in the future by volunteering the 3 years necessary to take their turn as vice-president, president and past president.

To change your contact information, please email the membership chair at membership@clayfolk.org. The chair will change your contact information in the membership directory and forward the change to enews and show chair.

2016 CLAYFOLK SHOW AND SALE - GENERAL INFORMATION

Along with my faithful sidekicks, Ray Foster and Jerry Huft, I am delighted and relieved to announce that the City of Talent and the Talent Fire Department have approved the Use Permits for the Brammo building for the 2016 Clayfolk Show and Sale. Many of you from the Medford area are familiar with the old Talent Walmart located on Valley View Drive right off the Talent freeway exit, only 10 miles down the I-5 from the Medford Armory. The new owner, Brammo, makes batteries for electric motorcycles, and has leased Clayfolk approximately 23,000 sq. feet at the front of their 100,000 sq. ft. building. Brammo has enthusiastically and graciously embraced our Show, painting the inside walls, installing over 200 fluorescent lighting tubes, providing additional fire extinguishers, allowing us to load in, set up our Show and start our Show during their business hours, and so much more. We not only have the space for all our booths, an enlarged sales area, demos, children's area, tag and cash rooms and food tables, but we have a Walmart sized parking lot...woohoooo. Also, there is a designated area with plenty of back stock room behind the Demo area with no stairs to climb and that will sure make my knees happy!

Another plus is the ceiling lights...it's an old Walmart store, remember? The ceiling lights are extremely bright. No one has to bring in booth lighting this year unless you want to add battery powered spotlights and decorative battery string lights to your display. Actually, very little power is available as there are only a few outlets on one wall as well as 6 posts which each have only a double outlet. The posts are on the same circuit breaker and would provide very little power...less than 100 watts per booth. At the same time, the location of the posts makes bringing the tiny amount of power available to the booths virtually impossible. We will be providing power for Sales, Demo area, sound/music, refreshments and the Group Booth, but that's it. I have researched battery powered Christmas type lighting and found it quite reasonable. You can order on-line from Walmart, for example, a 16' string of LED lights for \$7.00, and Home Depot has LED battery bar lighting and different types of spots. It's up to the individual potter. Rest assured that the building is well lit. Visit your local Walmart store and you will see that there will be plenty of lighting! If they can sell without spots, so can we.

Fire proofing requirements will be the same as previous years and are posted in this newsletter and on the Clayfolk.org website. Because of the change in location, we will be increasing advertising and setting up signs and banners well before the Show. But you will need to do your part as well, by sending e-mails to your customers, hanging flyers, handing out bookmarks, posting comments and photos on the Clayfolk Facebook page and hitting "like" and creating an event on your personal Facebook page. We want our vast number of loyal customers to easily find us, and they will love the expanded parking! We also want to bring in as many new customers as we can.

We are so fortunate to have found this venue and are looking forward to an exciting adventure. With all of your help, we will have another extremely successful Show.

Shirley Huft Your enthusiastic and excited Show Chair

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

SHOW COMMITTEE CHAIR INFORMATION FOR 2016

As you know, the 2016 Clayfolk Show and Sale will be in a new venue for this year only. The Armory remodel won't be completed until January/February 2017. It is especially important that all the Show Committee Chairs attend the mandatory meeting held at noon before the Booth Pick on Sunday, October 16th at the Grants Pass Museum of Art on G Street. Not only is the set up and location different this year, but there may be changes in the work that you and your committees will be required to complete. I do not want there to be any surprises. Input from each of you is even more important this year so that we can continue putting on an incredibly successful Show.

Because we will be renting tables and chairs this year, I will need to know exactly how many you will need. Please evaluate what you remember using last year and let me know as soon as possible. The tables and chairs will be delivered Thursday morning and will be picked up Monday morning.

It is also extremely important that Committee Chairs contact Jenny Harkins (jennyharkins@yahoo.com) to let her know if work shift personnel are needed. She needs to know the number of workers required for each shift as well as the typed of work to be performed: cash, visa, wrapper, etc. The Demo Chair will need to let Jenny know who is doing demos as well as what time so there will be no work shift conflicts. (Chris, in October I will be sending you a list of people interested in doing demos).

Once again, at the January Chair meeting I asked all Chairs to send me a detailed job description along with a time line typed in Word.doc format. The job description will not only be posted on our website, but will be invaluable if a Chair must vacate a position due to an emergency. Many of the Chairs have already sent in their information (thank you, thank you), but if you have not done so, please send in your job description and time line no later than December 31st. I hate to sound like a nagging mother!

I know the effort each and every one of you puts into your jobs and gratefully appreciate it. Thank you so much. As in previous years, there are a number of you who are not in the Show, yet you are fulfilling your Chair requirements. An extra huge thank to you. With the challenges and excitement of a different venue this year, there is no way the Show would go on without you.

Shirley Huft Your frazzled Show Chair

The 2016 Clayfolk Booth Pick Meeting !

I'm looking forward to seeing you at Booth Pick on October 16th, 2:30, at the Grants Pass Museum of Art on G Street. We will be handing out bookmarks, postcards and flyers so that everyone can help advertise the Show. This is especially important this year with our change in venue. Post photos and messages on the Clayfolk Facebook page, "like us," create an event on your Facebook page, and mention us on Twitter. The more people who hear about our location change, the more people who will show up. Our Clayfolk members are the foundation of the Show's success along with our customers both old and new. Always treat customers like our honored guests and be an ambassador for the arts.

IMPORTANT NOTICE

**The deadline for
renewing Clayfolk
memberships has been
changed from Jan. 31st
to December 31st.**

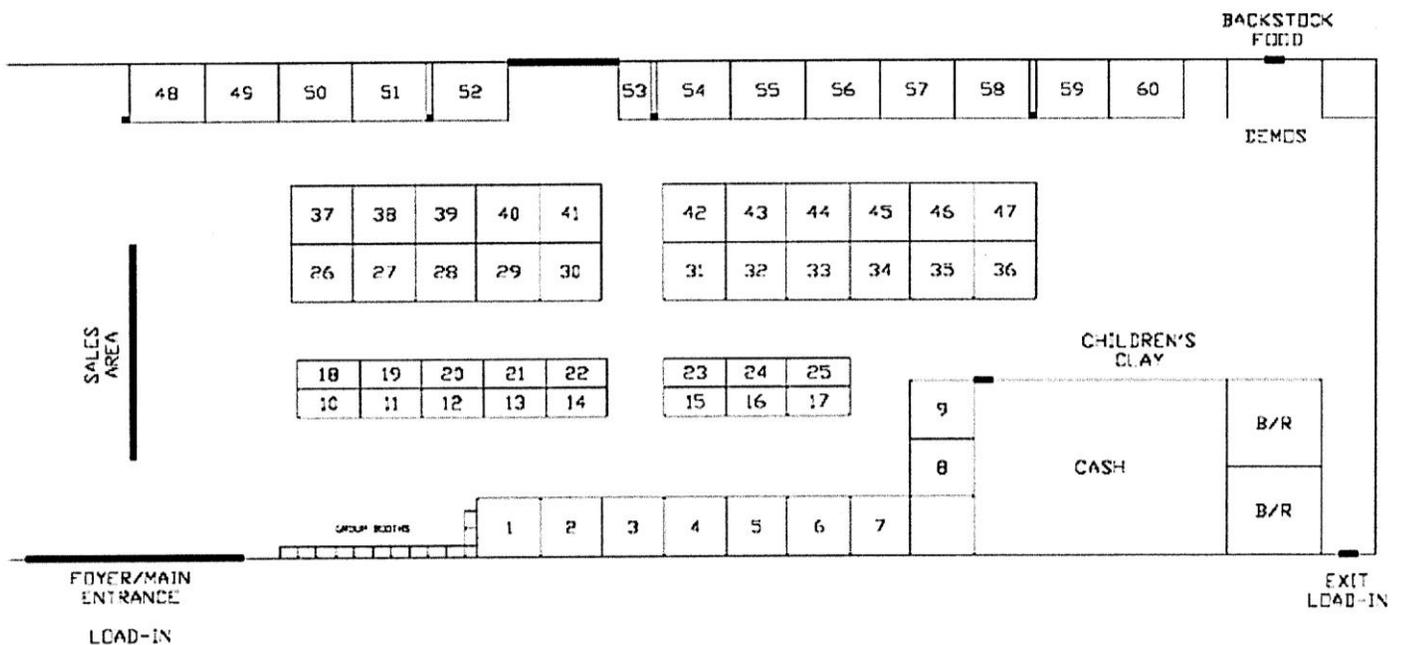
Please carefully read the following reminders:

- (1) Whether or not you are in the Show, you may work an extra shift and earn a point. Please contact me @ pigpenpots@aol.com, 541-476-0593 or Jenny Harkins at jennyharkins@yahoo.com.
- (2) If you cannot attend Booth Pick, please have someone there to pick your booth for you and act as your advocate. The booth set up is completely different this year and there are two additional half booths. Booth numbers 48 – 60 have 2 additional feet that can be used for display or back stock.
- (3) Carefully read the new lighting requirements and follow requirements for fire proofing your booth.
- (4) Move-in packet will be sent out approximately two weeks prior to the Show.
- (5) Guy Wood will once again be taking photographs of pottery and will have the photo booth set up. Please contact him for an appointment at woodhillstudio@gmail.com.
- (6) Make sure you sign in on time for work shifts and check in with the shift leader to avoid a penalty of \$25.
- (7) At the Show, pre and post Show meetings are mandatory as are training meetings for people working in Sales, Price Tags, and as Greeters and Aisle Hosts.
- (8) All changes in the participant and committee lists will be posted on the Clay folk.org website.

Many of you are already frantically creating, firing and glazing pottery. I never, ever forget that the tremendous success of this Show is a reflection of your hard work.

Shirley Huft Your harried but not hysterical Clayfolk Show Chair

FLOOR PLAN AND LAYOUT OF THE NEW VENUE:



LIGHTING AND FIRE PROOFING FOR THE 2016 CLAYFOLK SHOW AND SALE

Please note that there are only requirements for fireproofing fabrics this year. There will only be electrical provided for the Group Booth, Sales area, Demos, Music and Refreshments. You are welcome to augment the overhead lighting, which is extremely bright, with battery lighting. Battery lighting is available on-line and Walmart has an amazing collection of Christmas lights, fairy lights and more, which will liven up booths. Home Depot on-line has a number of battery operated bar lights and spots. These are just two of a myriad of places which sell battery lighting. If you find a less expensive source, more creative source, please post on enews.

Fabrics: All fabrics must be fireproofed. The homemade recipe for **natural** fibers is as follows: 5 parts boric acid, 6 parts borax soap, 100 parts warm water by volume. Once dissolved, submerge fabric and hang to dry. Do not dry in a clothes dryer. Commercial sprays do not leave a white residue on the fabrics. Locally you may purchase a MSDS certified spray fire proofing from **Roley's Pacific Supply in Grants Pass 541-479-7578 or 800-400-7578 (allow 3 days for shipping & ask for MSDS certificate)**. **Flamort Co.** products can be ordered from www.flamort.com/ **510-357-9494** (ask for MSDS certificate) and **Firez Off, an on-line Oklahoma company, MSDS certified spray is another option at firezoff.com/ or 405-702-0055.**



For Sale: 20 cubic foot, updraft, propane/natural gas, fiber lifting kiln for sale. Think it is the second one designed by Hank Murrow. It has been used as a cone 10 kiln for our ceramics program but finally became too small for our class sizes. It has had repairs as needed over the years and has held up well. Kiln has 7 inch thick Cerablanket Z-block walls; floor is castable refractory; four venturi mixers with 16 burner ports with stick-tite nozzles; custom formed silica carbide kiln posts. The kiln stacks with 14"x28" shelves (Not included with the purchase price). The kiln can be disassembled into two parts and could be moved relatively easily. Pictures available. Asking \$2,000. For information, photos, etc contact Ted Isto at Umpqua Community College, PO Box 967, Roseburg, Oregon 97470. Phone 541-440-7798. Email: ted.isto@umpqua.edu

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

This is from the [Potter's Council Blog](#) and worth a read for successfully selling your ware.

Many potters on this forum will be selling their work for the first time at Craft/Pottery Shows during this upcoming Holiday Season. It's a good time for the seasoned veterans to share a tip or two? Even if you have only a show or two behind you, there are things you have learned that could save a newcomer a bit of grief:

Things to leave at home:

Your books and any other reading material
The chair you were thinking of sitting on
The messy or smelly lunch you were thinking of eating in your booth

Things to bring:

Water!!
Business cards with ALL your contact information
A smile and a good attitude no matter how bad it's going.

Things to avoid

- Other booth people who want to chat with you rather than sell.
- Other potters who want to ask about your technique while you are trying to earn a living.
- Groups of shoppers who choose to catch up on the news right in front of your booth thus blocking any access.
- The temptation to give a wisecrack answer to an uninformed question. Loses the sale every time.

For a good looking booth, plan a style or theme for your work and repeat it on various items, so that the booth doesn't look like a used pottery sale, but a well-designed layout of a certain look. Select a small group of glazes that look well together, and use them singly or in combo on pieces to help the unified look. Do multiples of things that are not labor intensive but have a good look to them. I always pay my booth fees with the sales of these smaller things.

Most gift shoppers are looking for a small to medium nice pieces for under \$20 at the typical crafts fair. I was at a regional show last weekend and noticed that even nationally known potters had several small things with 'their' look to them that were priced under \$20 even though they had many pieces in the \$\$\$hundreds.

Make sure to take a tool box with things like duct tape, screw drivers, pliers, twine, zip ties, thumb tacks, WEDGES, to level the floor, handi-wipes, paper towels, some zip lock bags, lots of BUSINESS CARDS, sand paper for the rough bottoms you missed, Tylenol, breath mints. I never know what I'm going to want from this box, but it's always something I find I can't go on without.

I think good salesmanship is a craft, just like working with clay. There are many different techniques, and different techniques work for different people. But I have two pieces of advice that apply to everyone:

1. Don't be passive. You don't have to pounce upon or pressure customers like a used car salesman. But you should be present and engaging, the initiator of interactions. It's like being the host or hostess of a party. Make everyone feel welcome and comfortable.
2. Put your price tags where a customers can easily find them. Nothing more annoying than having to ask for a price.

Up-Coming Events

October

13th Board Meeting 6:00 Thursday Cheryl Weese's home
16th Chair Meeting 1:30 **Sunday** (Prior to general meeting)
General Meeting 2:30 Sunday GP Art Museum (Gwen Childs)
Booth pick meeting

November

1st Newsletter deadline 15th Newsletter posted Booth locations

CLAYFOLK SHOW & SALE – November 18, 19,20

December

31st ANNUAL DUES AND MEMBERSHIP RENEWAL FORMS ARE DUE

CALLING ON ALL MEMBERS!

We are in need for at least one Clayfolk member to volunteer to run for vice president/ president/ past president. We have reduced the term of vice president to one year followed by a year of being president and then a year as past president as advisor to the president. We also need members to run for treasurer and members-at-large. Please contact any board member to let us know your interest. We will contact you and give you an in-depth description of what that position entails.