



# ClayFolk

## NEWSLETTER

April - June 2015

### CLAYFOLK PO Box 1334

### JACKSONVILLE, OR 97530

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Deadlines for submissions are :

DEC 1 -----FOR ----- DEC/JAN

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

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

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

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

Newsletter Editor Sally Pursell

[newsletter@clayfolk.org](mailto:newsletter@clayfolk.org)

eNews Mickael Mann

[enews@clayfolk.org](mailto:enews@clayfolk.org)

Webmaster Vicki Chamberlain

[webmaster@clayfolk.org](mailto:webmaster@clayfolk.org)

#### CLAYFOLK OFFICERS

President Carole Hayne

[president@clayfolk.org](mailto:president@clayfolk.org)

Vice President Jane Anderson

[vicepresident@clayfolk.org](mailto:vicepresident@clayfolk.org)

Secretary Lynita Zajack

[secretary@clayfolk.org](mailto:secretary@clayfolk.org)

Treasurer (Organization) Penelope Dews

Treasurer (Show) Ray Foster

[treasurer@clayfolk.org](mailto:treasurer@clayfolk.org)

#### Members at Large

Irene Stephens

Teri Nelson

Kazuko Young

#### Committee Chairs

Membership Claire Delffs

[membership@clayfolk.org](mailto:membership@clayfolk.org)

#### Empty Bowls

Jackson County Amy Segovia

[emptybowls@clayfolk.org](mailto:emptybowls@clayfolk.org)

Josephine County Heidi Griffiths

Show Chair Shirley Huft

[showchair@clayfolk.org](mailto:showchair@clayfolk.org)

Points Debbie Raddatz-Thompson

[points@clayfolk.org](mailto:points@clayfolk.org)

Workshops: Teri Nelson, Janise Pratt

[workshops@clayfolk.org](mailto:workshops@clayfolk.org)

Scholarship Cindra Vargas

Program Chair Molly Robinson

[program@clayfolk.org](mailto:program@clayfolk.org)

Library Irene Stephens

[library@clayfolk.org](mailto:library@clayfolk.org)

Photo Booth Christine Wood

[photobooth@clayfolk.org](mailto:photobooth@clayfolk.org)

## Message From the President

The wild general meeting stirred up the obsessive-compulsive-got-to-find-out-what-happened-and-fix-it part of me. Can it be that Clayfolk held no elections recently? I can't sleep until I go into the newsletter archives to find all the general election ballots sent out for the last 5 years. I'm appalled. There are none. I'm so excited. A problem to solve. I write it out in detail and send it to our vice-president.

The message is a downer and few would want to read it as I infer from the email reply. Members want to know the sunshine made it a beautiful day for connecting with other potters. The meeting was well attended and the agenda provided an opportunity for discussion about issues that people cared about. We talked about empty bowls, announced empty positions and having elections soon. After the meeting we set up a pit fire and put our pieces in it. I am grateful that Jane keeps me focused on the positive.

I calm down my obsessive-compulsive-got-to-find-out-what-happened-and-fix-it part of me. Using this insight, I start the message again. The phone rings. It's Penelope. We talk. How could it happen that there were no general elections since 2009? We deduce that the election process became dysfunctional when Clayfolk changed the membership year to start in January instead of June. That year the ballot for the board of directors got inadvertently left off the membership application never to be seen again. A ballot will be on the membership application this year or mailed out separately in October. My hope is many people decide to run for an office and send their bio to me soon. Be sure and vote.

I try reworking the message to make it fun. Penelope calls again. She's consulted our accountant regarding other issues that were brought up. More boring stuff. Clayfolk is not a non-profit in federal terms but has nonprofit status in Oregon. I changed the wording on our webpage. (Interested? You can look it up at [www.netplaces.com/starting-running-nonprofit/understandingorgan-izations-and-corporations](http://www.netplaces.com/starting-running-nonprofit/understandingorgan-izations-and-corporations)). As for 1099's, we do not have to send 1099's to the potters because we are only selling their wares for them. We do have to send a 1099 to those we pay over \$600 for their work, for example, the show chair. In the end, I have lost to the obsessive-compulsive-got-to-find-out-what-happened-and-fix-it part of me and send this message to the newsletter.

I wanted to make this message light and fun. Oh well.

*Happy potting, Carole*

P.S. the minutes of the meeting are on the web page.

## Clayfolk Position Opportunities

Are you interested in helping to keep Clayfolk a vital organization while also earning membership points? Many of the dedicated and gracious holders of our leadership positions have reached the end of their 3 year term long ago and certain others are coming to the end of their term at the end of this year. When this occurs their positions become open to other Clayfolk members, like you, but if no one steps up, they usually continue on in their positions. The board and show chair can actively recruit people for the positions but they are not mind readers. You have to let them know you are interested to be chosen for these positions!!!

The board member positions that will be available in 2016 are Secretary, Clayfolk Treasurer, Show Treasurer, and 3 Member-at-Large positions. Folks interested in these positions should submit to the board a request to be on the 2016 ballot. In that letter you should state the position you are interested in and list your pertinent qualifications.

Committees having the opportunity for you to be appointed as chair are: Jackson County Empty Bowls, Workshop, Library, and Photo Booth. The Library is also looking for a helper. A good way to show your interest is by investigating the position. If you are interested contact our president Carole Hayne. Currently all the Clayfolk Show Chair positions are filled except the Social Media position, but if you are interested in future openings Shirley Huff is the person to contact.

In considering a position, we recommend you look at the position description that is on the Clayfolk website. You can also check there to see how many points we award for the position. Then speak with the person who currently holds the position to get his/her viewpoint of the work involved. It is possible to be both a board member and a committee chair.

If you need further information about positions to be filled you may contact *Carole Hayne* (firesong.carole@gmail.com)

## Show Chair Message

I'm so excited to be Show Chair and am looking forward to working with each and every one of you to make our 40<sup>th</sup> Annual Clayfolk Show and Sale even more successful and fantastic than it was last year. Because of the ceramic art work, which all our Clayfolk participants create, and all the customers who show their support by purchasing our pottery, we continue to grow each year. This increase in customers provides new challenges and one of the most important is to make visiting our show a pleasant and efficient experience where pottery can be purchased as quickly as possible in a pleasant environment. I personally have been frustrated and cranky when I've had to wait in a long, slow line in a crowded space...like the Grants Pass post office...and I want to avoid having our customers angrily leave our lines without completing purchases. After brainstorming with the other Show Chairs, our only solution is to make customer service our top priority with friendly aisle hosts and greeters helping customers to additional pay stations on Friday night and Saturday morning. Providing increased customer service can only be accomplished by adding work shifts and having all our participating potters work a shift on Friday night. The past couple of years, we have been spread way too thin during our peak sales times, and I want our customers to enjoy buying all those pots you are busily making! Working together, we will make our 40<sup>th</sup> Annual Show the best ever.

A brief reminder to all chairs who are involved in promoting the show (Promotions, TV/Radio, Mail, Advertising, Social Network, e-card): We will be having a meeting immediately **after the May General Meeting**. I'll be emailing a reminder to all chairs who work publicizing the show.

Looking forward to working with all of you this year!

*Shirley Huft*

## Empty Bowls

This year is already off to a fast start. Zoe from Peace House has sent me information on their annual Empty Bowl event coming this May. I have added her letter below. She did note to me that they need approx 80 more bowls for their event. I have about 25 here that are ready to go and plan on making more. I am asking for help filling this void. For the Clayfolk members that have already made donations I send a big "Thank You!".

Letter from Zoe

*Dear Clayfolk,  
It is early spring and once again Empty Bowls Supper is coming up! This event brings people from Jackson County together for a common community purpose; a soup dinner and pottery sale fundraiser to help alleviate hunger and food scarcity in the Rogue Valley. Last year the collaboration of Ashland potters, elementary school children and high school and S.O.U. student potters joined with Clayfolk and almost doubled the amount of funds distributed to Uncle Food Diner, ACCESS and Food Angels. Of all, you at Clayfolk have been especially vigilant in making this miracle happen.*

*The event sponsor, Peace House, has rallied a team of volunteers to bring bowls and restaurant soup makers together for a community evening gathering. With great appreciation for your creativity and generosity,*

*Zoe Alowan for Peace House*

Empty Bowls Jackson County  
May 8<sup>th</sup> 2015  
4 p.m. til 7 p.m.  
United Methodist Church  
175 N Main St, Ashland

I want to also share with CLAYFOLK that all bowl makers receive free admission to the evening event. Peace House (the sponsor) also has in-kind donation forms for potters who have donated their bowls for the event. You simply need to contact Hannah and she can e-mail a ticket and an in-kind donation form. (You could also just show up at the door and say "I am a clayfolk potter".)

Contact Hannah at [info@peacehouse.net](mailto:info@peacehouse.net).

Southern Oregon Clay Distributers in Medford is available for drop off again this year. I also go to Grants Pass a couple times a week if you would like to meet up so I can collect bowls. Also, this year Zoe would really appreciate if you could include with your bowls your name and email address so we could properly thank you. Amy Segovia  
[Cwspurs@aol.com](mailto:Cwspurs@aol.com) [909.706.5030](tel:909.706.5030)

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## Ellice T. Johnston Scholarship\Update

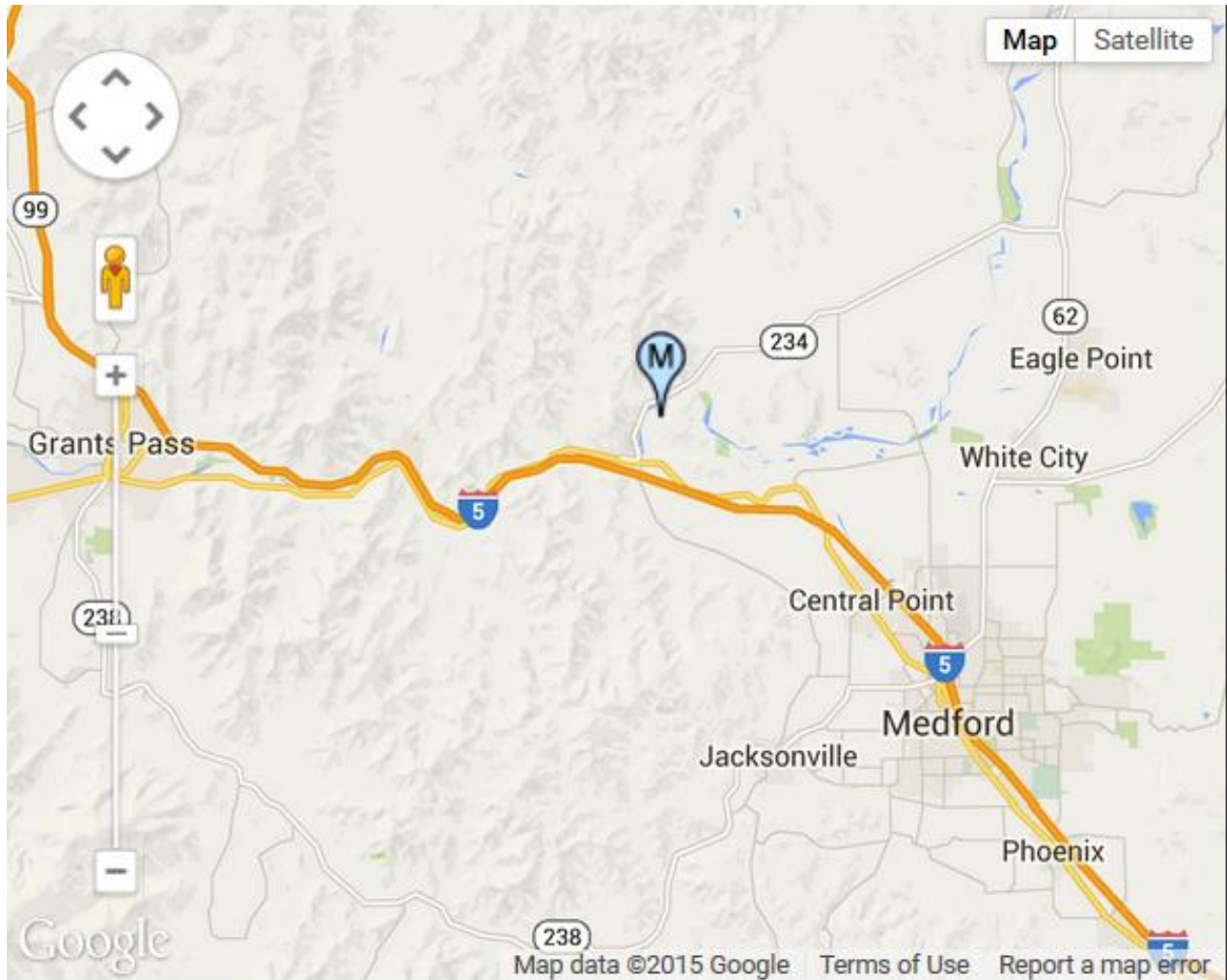
On January 22, 2015, over 100 Scholarship Packets were mailed out to the Art Departments and Financial Aid Offices of over 50 regional colleges and universities. These packets included a cover letter, information sheet, the application form, and a poster showing the work of past recipients. Also the option to download the updated application from our beautiful new website was provided. Our application deadline for this year is April 22, with an award date of May 22.

*Cindra Vargas – Scholarship*

## Where Are We??

There has long been talk about the best places for Clayfolk general meetings. Wanting to inject some empirical info into these discussions, one can use a free online app that takes a list of sites and calculates the location for the “minimum distance traveled”, using roads on Google maps. (One can also find the raw geographic center, without regard to driving. In spite of some of names I may have been called in the past, neither I nor any Clayfolk member I know of, can fly.) Inputting the towns of all 163 Clayfolk members listed on the Directory published in 2014 (omitting those seven whose last membership date was 2013) & choosing the option to calculate the geographic center, as *minimum distance traveled*, the app at [www.geogmidpoint.com](http://www.geogmidpoint.com), produces [drum roll, please]: With all these inputs, the closest town appears to be Rogue River. (Included in this calculation were the 32 members of Clayfolk, who have Willamette Valley residences.)

Marylou Schnoes



## Clayfolk Show Application - November 20, 21, 22, 2015

Name: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
 Street/PO Box: \_\_\_\_\_ Work Phone: \_\_\_\_\_  
 City: \_\_\_\_\_ Email: \_\_\_\_\_  
 State/Zip Code: \_\_\_\_\_

X	Booth Size	Fee
	Full Booth 10 x 10 feet (Must be a Clayfolk member for a full year – January to December prior to show.)	\$75
	Half booth - 10 feet wide x 5 feet deep (Must be a Clayfolk member for a full year – Jan. to Dec. prior to show.)	\$50
	Group booth – approximately 4 feet of shelf space (4 linear feet wide and several feet high with 4 shelves) (Must be a current Clayfolk member with membership paid in full by May 31)	\$25

Booths will be picked according to participants points at the Group Pick Meeting. Ties will be decided by lottery.

**Applications must be postmarked on or before June 1. Late fees will be assessed for applications as follows:**

Postmarked June 2 through 15 add \$50; Applications postmarked June 16 through July 15 add \$100. Please include fees as applicable.

Late applications will be placed at the end of the waitlist/booth pick list in the order they are received (points will not count).

**Late fee MUST be** included with this application and all other paperwork must be completed. The Show Chair will decide if late applicants will be placed on a committee or perform extra work shifts.

By my signature I stipulate that I am a current Clayfolk member and am eligible to participate in the Clayfolk show. I understand that participation in the Clayfolk show requires me to work on a committee, attend all required meetings, both pre and post show, attend Friday opening night, and do three to four work shifts, including one on Friday night, during the show. I have read and understand the Clayfolk Guidelines for the Clayfolk show. I have filled out this application and attached documents to the best of my ability. I agree to abide by the guidelines included in this application and in the information/move-in packet I will receive prior to the show.

If I drop from the show I agree to contact the show chair as soon as possible.

- If wait listed, I still want to help out by doing committee work.
- In lieu of committee work, I will work two extra work shifts to the show (indicate on work shift sign-up sheet as well.)

**Clayfolk commission is 15% of sales over \$300 for full/half booths and 15% of all sales for group booth participants.**

**Failure to show up for work shifts or show up on time, to put in the necessary time as instructed by your committee chair, or to attend mandatory meetings will result in participant not being invited back for the next year's show and/or a \$25 fee will be charged from sales of the show. Failure to cooperate with show guidelines could result in immediate removal from the show.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applicants who drop from the show prior to August 1 will receive a full refund of booth fees monies, after August 1 and before August 31, refund will be half of booth fees, and after September 1 no refund will be issued.

Waitlisted applicants who do not secure space in the show will receive a full refund after the show if no space becomes available to participant.

**Enclosures:**

- Show application and check made payable to Clayfolk, **including applicable late fees.** Amount: \_\_\_\_\_
- Committee sign-up sheet.
- Work shift sign-up sheet.

Direct all questions to the show chair Shirley Huft, phone 541-476-0593, email pigpenpots@aol.com)

**Return all forms to Clayfolk Show Chair: Shirley Huft, 1201 West Jones Creek Road, Grants Pass, OR 97526**

Please make copies for your records

## **Clayfolk Show Guidelines**

### **General Conduct**

1. Attendance and working the Show is required for opening night.
2. Participants are encouraged to be in their booth throughout the sale when not working a shift.
3. Participants agree to work at least three shifts during the show, with one on Friday night, and to show up for work assignments on time or make arrangements for a substitute.

### **Pottery/Pricing**

1. Bring only best original work. NO SECONDS and NO COMMERCIAL MOLDS.
2. No accessories that are not included in the price of the pottery (chopsticks, candles, etc.)
3. Pots must be individually marked with one removable white sticker, ½ inch minimum. Preferred Avery item #5408, round ¾ inch. (Rectangular stickers must be oriented in the same direction). Use fresh stickers each year.
4. Only the participant's last name and the price of the piece will be on the price tag. (First initial allowed).
5. Price tags will not include zeros or other symbols, letters, or other inventory records.
6. No multiple pricing (no discount for buying more than one).
7. Prices cannot be changed once the sale starts (no discounts at the end of the sale).

### **Booth Spaces**

1. Participant is required to provide enough lighting to illuminate booth. Each booth is restricted to 500 watts, bulbs should not exceed 60 watts each and lighting must meet fire marshal's restrictions.
2. It is recommended that the artist have name, picture and short "biography" to display in booth.
3. Table coverings must be clean and pressed and extend to the floor.
4. Be prepared to provide backdrop and sides to booth area.
5. All backdrops, table coverings, etc. must be fire retardant treated.
6. No water in items for sale or open flame in booths
7. No roof of any kind on booths.

### **Booth Selection**

1. Show participants will pick booth spaces during the October general membership/booth pick meeting.
2. Booth must be in a location different from previous year.
3. Participants who cannot attend the booth pick meeting and have no proxy will have a booth assigned by the show chair.
4. Booths that are assigned due to lack of attendance or proxy are final.
5. If participant wishes to have a smaller booth than originally requested, the show chair must be notified two weeks before booth pick meeting.

### **Mandatory Meetings**

1. All participants must attend the pre-show meeting and the post show meeting (after show and booth tear down). Participants must have prior permission from the Clayfolk board to miss one of these meetings. An unexcused absence will be charged \$25 from sales of the show.
2. Committee chairs have additional mandatory meetings and will lose one point for two missed meetings and two points for three missed meetings.

### **Committee Work and work shifts**

1. One person from each booth must work three to four work shifts (some exceptions for committee chairs).
2. One person from each booth must work on a committee.
3. Committee work can be traded for two additional work shifts (this will make a total of five work shifts).

Committee Work is different from work shifts that occur during the show. Committee work is assigned by the show chair using preferences applicant has noted on the Committee Placement Sheet attached; although, no guarantees are made. Most committee work needs to be done prior to the show; however, some committee work is done during the setup/tear-down process, in addition to an extra work shift.

Breakage: Clayfolk will pay for breakage due to customer handling or accidents during sales/wrapping but not break that is due to poor display design. Payment comes out of booth fees/commissions. No payment will be made for breakage of work valued at under \$20 or over \$500 (price minus commission). Clayfolk will not cover missing pots or switched or altered tags.

### **SHOW GUIDELINES FOR PARTICIPANT TO KEEP IN RECORDS**

Direct all questions to the show chair: Shirley Huft phone 541-476-0593, email [pigpenpots@aol.com](mailto:pigpenpots@aol.com)

**Return all forms to Clayfolk Show Chair: Shirley Huft, 1201 West Jones Creek Road, Grants Pass, OR 97526**





## Clayfolk Show Chair and Committee Work

**Promotions:** Promote Clayfolk through free media by writing articles on artists and the show. Develop other types of free promotion.

**TV Radio:** Promote the show through paid TV and Radio ads and Public Service Announcements.

**Advertising:** Design mailer and poster for the show; design and place paid advertising. Coordinate with Print, TV/Radio and Mailer Chairs.

**Sales:** Order supplies, oversee set-up and tear down sales area. Do a pre-show training of cashiers. Be team captain for a shift, train committee members. Committee members do one additional work shift in Sales area as part of committee work. Committee members do one additional work shift in sales area.

**Visa:** Set up and maintain visa machines. Work with the bank, phone company and venue staff. Work during the show to keep the machines working.

**Building:** Responsible for floor layout and electrical cords for booths, phone cords for visa terminals, and interface with the Armory staff. Does periodic safety check on the outside of the building during the Show.

**Group Booth:** Set-up and tear down group booth. Communicate with group booth participants before the show (often group booth participants are new to the show) guide group booth members to choose their spaces to set up. Before show communication, during the show set-up and tear down. Group booth participants can help with set-up/take down as well.

**Sales Tags:** Responsible for keeping artists' pages accurately tallied and ordered alphabetically at the end of each day.

**Cash/Check:** Count cash and checks during show. Provide accurate tallies at the end of each day.

**Demonstrations:** Set-up and take down demonstration area, get clay and potters wheel for demos. Do a 1 ½ hr demo, organize other demonstrators. Non-committee who do demos earn 1 point.

**Info Pack/ Work shifts:** Assign work shifts, (coordinate with Children's Area Chair and others if necessary) design and mail participants' information packet.

**Children's Area:** Set-up and take down Children's area, get clay (donated if possible). Organize committee shifts to coordinate with general work shifts, coordinate with Work Shift Chair. Committee members do additional work shifts in Children's Area on Saturday/Sunday. Committee members do additional shifts in Children's area.

**Mailing:** Keep mailing list current. Oversee printing and mailing of the printing company, coordinate with Advertising Chair.

**eCard:** Arranges for customer email addresses to be entered into a data base. Responsible for sending out annual eCard. Trains greeters on use of computer and inputting e-mail addresses.

**Refreshments:** Provide food and beverages for customers Friday night and for the artists during the show upstairs.

**Music:** Arrange for live music Friday night, keep appropriate music playing during the show, set-up and take down PA system.

**Signs:** Responsible for all signage (except floor plan), put-up and tear down. Before show work includes getting signage printed, large sign updated, name tags made.

**Storage/Transportation:** Transport to and from the show items in storage.

**Sunday Door Prizes:** Sunday 10am-3pm set-up in greeting area, have customers sign up for gift certificate (which gives us feedback on our advertising) and award gift certificates towards pottery purchases.

**Names/Floor Plan:** Create and get printed maps of booth layout and names for the public.

**Social Network:** Updates social media with on-going and upcoming Clayfolk Show information on Facebook, Twitter, etc. Develops and manages ads on Facebook.



## Clayfolk Calendar for 2015

Board Meetings, Newsletter Deadlines, General Meetings

**Please note that ALL General Meetings are now held on Saturday or Sunday**

### May

7th Board Meeting 6:00 Thursday Irene Stephen's home in Grants Pass  
16th General Meeting 2:30 **Saturday** Josephine Public Library  
31<sup>st</sup> **SHOW APPLICATIONS DUE**

**June** – No Meeting

### July

1st Newsletter Deadline  
9th Board Meeting 6:00 Thursday Carole Hayne's Home – PLEASE CARPOOL  
15th Newsletter sent out Show points included  
18th General Meeting 2:30 **Saturday** Susan Casaleggio's home

**August** No Meeting

### September

1st Newsletter Deadline  
15th Newsletter sent out

### October

8th Board Meeting 6:00 Thursday Abbey's Pizza – Roque River  
18th Chair Meeting 1:30 **Sunday** (Prior to General Meeting)  
General Meeting **2:30** Grants Pass Museum of Art

### November

**20, 21, 22 2015 Clayfolk Show and Sale Medford Armory**

### December

1st Newsletter Deadline  
10th Board Meeting 6:00 Thursday The Zajack's home  
set meeting dates for 2015  
15th Newsletter sent out Ballot included

### January

16th Chairs Meeting 1:30 Saturday (Prior to General Meeting)  
16th General Meeting 2:30 Potluck and Gift Exchange **TBA**  
31<sup>st</sup> **MEMBERSHIP FORM DUE**