



CLAYFOLK

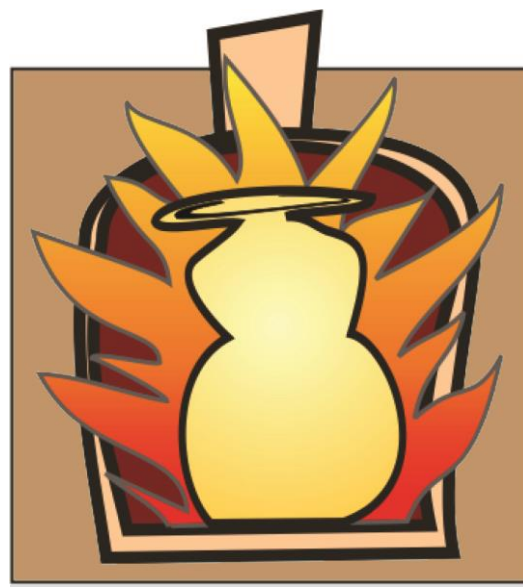
REIMAGINED! 2020

Due to the ongoing pandemic, **Clayfolk** cannot safely hold our November Armory Show. Visit www.clayfolk.org for artists gallery, links to members' shops and websites, and information about pop-up events in your area!

Artwork shown is by: (from left) John Doderio, Frank Gosar, Cheryl Kempner, Linda Heisserman

www.clayfolk.org

Southern Oregon Potters Association



CLAYFOLK

SEPTEMBER 2020

Newsletter

As the Wheel Turns:

September 2020

Ah, Covid, Covid, Covid, the many complications you bring to our world this year. Having paid little attention to fashion in the past I've now become accustomed to several masks in my collection (yes, a collection). Thanks Peppi Melick for sending me my favorites. Not to miss an opportunity to maximize comfort, accessorize appropriately or simply endure a shopping adventure, I travel prepared even if it's a short dash for cilantro to make the most of my coveted tomatillo salsa...lovingly fermented in a crock, of course 😊.

Shopping used to be a somewhat perfunctory activity. Now, it's an adventure. How soon our perceptions and behavior change. I used to simply get impatient if an aisle was too crowded or someone parked their cart in the middle, impeding movement from both directions. Now, I'm shocked by upwards of two dozen

customers in a store without masks...the horror. So, where am I going with all this? 2020 has been a year many people want to forget. For me, it has been absolutely fascinating. Truly I cannot imagine a more incredible dramedy. Let me explain. Some of the news and events taking place in this country (and elsewhere) make me feel like a pinball bouncing between crying, laughing and utter disbelief. I certainly cannot explain much of what I see and hear but there must be some fertile ground for creating art! Finding my own personal courage to return to the studio after three months has been challenging. But, I am there. I cleaned. I rearranged (the space is still too small). I started to make things.

Clayfolk: Reimagined. Leading up to several events coming up in October, we began a series of learning meetings via Zoom. Facilitated by members noted below, these meetings were informative, professional and a benefit for participants. We started with Bob Johnson and Bob Causey sharing tips,

tricks and guidance regarding photographing one's artwork. Next, Traci Manso and Clara Lanyi helped us navigate the world of Etsy, helping to make the daunting understandable. I talked about webstores, specifically Shopify and my new adventure using Wix. Frank Gosar included video tutorials (find them on his website) for his session on shipping. Now, we'll have to think about a session on making videos!

Clayfolk members learning with other members is a beautiful thing. I was reminded that these recent activities bring us back to where Clayfolk comes from, a communal interest in sharing. Your next opportunity is Thursday, September 10 at 7:00 p.m. Sally Pursell and Bonnie Morgan will be finalizing pop-ups and participants for the October 17-18 weekend. Join us!

Many thanks for making the world a better place through art.

Michael McKinney
president@clayfolk.org

2020 CLAYFOLK OFFICERS

President: Michael McKinney
president@clayfolk.org

Vice President: Bonnie Morgan
vicepresident@clayfolk.org

Secretary: Patricia Richey
secretary@clayfolk.org

Treasurer: Debbie Thompson
treasurer@clayfolk.org

Members at Large

- Kat Hackett
- Sally Pursell
- Jim Nordal

COMMITTEE CHAIRS

Archivist: Ben Wood
archivist@clayfolk.org

Empty Bowls

- Jackson Co.: Carol Heisel
 - Josephine Co.: Bernie DeLallo and Janice Shenker
 - Douglas Co.: Peppi Melick
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Enews: Bob Causey
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Program Chair: TBD
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Scholarship: Betsy Moore
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Show Chairs: Mickael Mann and Dan Minard
showchair@clayfolk.org

Webmaster: Bob Johnson and Pat Richey
webmaster@clayfolk.org

Workshops: Carole Hayne and Peppi Melick
workshops@clayfolk.org

VOLUNTEER OPPORTUNITIES

Open Clayfolk position

We're looking for special Clayfolk member interested in supporting the organization, and oh yes, you will be earning some serious points.

Clayfolk Secretary: An important member of the Clayfolk board.
 Earns 11 points per year.

To apply, send a note of interest to president@clayfolk.org. Include your "why", relevant skills that will help you be successful in that position and any other helpful details.

Complete job descriptions on the Clayfolk website at:
www.clayfolk.org/membership/position-descriptions/

Josephine County Empty Bowls

October 9-15, 2020

This year the Josephine County Empty Bowls event will be restructured into a virtual event with a silent auction format.

Since it's virtual, the event has been extended three days' prior and three days after the 12th.

Special ceramic auction items are an important focus for the fundraiser this year.



So please go shopping in your studio and see what creations you can donate!

Please drop off all donated items to:

Sarah Small
 Options for Southern Oregon, Inc.
 1215 SW G Street
 Grants Pass, OR 97526
 Direct Telephone Number: (541) 244-4138
ssmall@optionsonline.org

Also, Sarah is still looking for potters to submit a short video message or demonstration to post on the event site.

Contact Bernie DeLallo berlel@hotmail.com or
 Janice Shenker tymtrvl@yahoo.com with any questions.



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Partnerships and collaborations | Clayfolk reimagined

In these new times we have already begun to witness gallery and community art associations, along with other clay-centric non-profits banding together to support each other's efforts.

Recently the [Grants Pass Museum of Art](#) featured Clayfolk in their monthly e-publication, helping their members learn about clay artist's online stores in lieu of the traditional Clayfolk show.

GRANTS PASS
MUSEUM
OF
ART



National exposure:

For the first time, Clayfolk has registered to participate in [American Craft Week](#), October 2-11. The 10+ year-old organization offers an online national database with links to local events throughout the U.S. Check out the Oregon and California listings for crafter events in your area!

Lane County Co-op:

In Lane County, members of the Eugene based Club Mud Ceramics Co-op will be holding a one-day Summer Pop-Up Ceramics Sale in the Maude Kerns Art Center parking lot on **September 12th, 10 am - 3 pm**. Artists will be showing and selling work usually offered at their summer sales venues.

Participating artists include: Shelly Fredenberg, Sandy Brown, Jon King, Frank Gosar, Annie Heron, Laura Wikane, Tea Duong, Brian Gorrin, Karen Washburn, Nicole Hummel, Donna Meyer, Johnny MacPherson and Beth Johnson.



Douglas County partnership:

A new collaboration has been created between the [Umpqua Valley Arts Association](#) in Douglas County and a number of local clay artists, including a selection of Clayfolk members. The cooperative studio/pop-up sales are planned for the weekend of **October 17 & 18**. Event details are being finalized so please visit the [Clayfolk](#) event page for updates.

**Southern Oregon happenings:**

23+ Southern Oregon Clayfolk members will be holding pop-up sales in various locations throughout Josephine and Jackson counties during the weekend of **October 17 & 18**, from 10 am-4 pm each day.

Details are still in the planning. If you live in Southern Oregon or Northern California and would like to participate, or host an event please contact Sally Pursell, sally.bakedclay@gmail.com, (541) 218-8309. Please visit the [Clayfolk](#) event page for updates.

Most importantly, it is our goal to list ALL Clayfolk member events on the Clayfolk event website. If you are planning a studio sale that is not listed yet, please contact the [Clayfolk web team](#) so your event can be added to this wonderful [resource](#).

Clayfolk member reflections during these unusual times

Thank you to the Clayfolk members who submitted their thoughts

**Faith Rahill**

Early on in the pandemic when I anticipated shows being cancelled I accepted some commissions (apparently just to remind myself why I don't normally do them) --- they add extra pressure and the very fact that something needs to come out means it will have problems I have never seen before.

Normally summer is when I have no shows and have extended time in the studio which I love (as opposed to Spring and Fall show times when everything is broken up. However, with the shows cancelled and going online and the need to have a clickable way to sell online ---- I have spent weeks slogging through and being up against my limitations learning how to set up an etsy store and the online shipping part. I greatly

appreciate the potters who have helped me. I like learning new things, but the computer! ----- give me clay. I had a driveway sale in June and hope to have another driveway sale this Fall. Things are out of balance right now – I am working too much, but I imagine winter will be the time to slow down, sleep more and get back to sitting on the porch.

Website: <http://faithrahillpottery.com/>



Carole Hayne

The virus has created new challenges for us all. Especially for those of us that sell our wares at densely packed craft shows. Luckily, I belong to a can-do pottery group. When our November show was cancelled, the members started reimagining the show. Lead by our no task is impossible President, Michael McKinney, we have been investigating how to put on an online show. We have found that the depth of knowledge is great in our group if everyone works together. We have taught each other many things: How to set up a website, if you do not have one. How to set up an Etsy shop, if you do not have one. How to take photos of your work, if you are challenged by the workings of a camera. How to pack and ship pottery, if you've never shipped your work across the country. How to make videos, if you are truly brave. And how we can use social media to get people to our online stores without spending a dime for ads. We are close to opening the Clayfolk online event page.

Yes, I have set up a webpage or I should say my daughter learned how and essentially set it up for me. And yes, she is still talking to me. Yes, I have learned how to set my camera and what lights to use to photograph my work; I have taken zillions of pictures. Yes, I have set up an Etsy Shop. It's tedious work. Yes, I have been seeing boxes in my sleep from trying to imagine how to double box and ship without it costing me more in postage than my pottery is worth. Yes, I set up a bank account, a Swipe account, and Pay Pal account, so I can get paid on line. No, I still don't know how to use social media.

"Is it worth it?" I ask myself.

My Etsy shop is up and running. It is called Firesong Pottery.

My Webpage is up and called Firesong Pottery. The link is firesongpottery.com

Check out the Clayfolk RESOURCES page with recently posted tips to help you get your e-commerce store up and running!

Many thanks to the Clayfolk members who provided this great info!

UPCOMING Clayfolk Meetings | via Zoom until further notice:

Check the Clayfolk calendar for updates.

Month	Meeting type
October 15 (Thursday)	Board
October 25 (Sunday)	General