

# THE CRACKED POT

## The Clay Connection Newsletter

Graciela Testa Lynt, Editor

### SPRING 2011

*Second Annual spring Sale*

*April 30, 2011 ~ ~ 10am to 4pm*

We will once again hold a Spring Sale at John Calvin Presbyterian Church in Annandale.

Each participant will be randomly assigned a large rectangular or round table to display quality pottery (no clearance items or seconds, please). Muslin skirts will be provided for each table, but participants should bring their own tablecloths, risers, and other display items.

In an effort to provide our members with an opportunity to practice their sales skills, we have established new guidelines for this event. Each participant will be responsible for his/her own table and must write receipts for all sales. Cash and check sales will be collected by the individual vendor. To assist members who do not yet have the ability to accept credit card payments, credit sales will be transacted at the Clay Connection Checkout Table. Detailed instructions will be sent to participants once the registration form is received.

Success depends on everyone marketing the sale to family, friends, and other contacts. So, whether or not you are participating, please include a notice about the Clay Connection's Spring Sale in your newsletters, blogs, web pages, Facebook page, or Twitter post. Potters who are not Clay Connection members are also eligible to participate, so please forward the registration form to any potters that might be interested in joining us.

John Calvin Presbyterian Church is located off Columbia Pike, between Annandale and Bailey's Crossroads. There is ample parking at the site. The room in which the sale will be held has a large wall of windows overlooking a wooded area so there will be plenty of natural light. The church ladies had sandwiches, coffee, cookies, etc. for sale last year. We expect that they will do so again this year.

Barbara Wagner has graciously volunteered to organize this sale. She can use additional help! Please contact her at [tile-flora@verizon.net](mailto:tile-flora@verizon.net).

The registration form is attached at the end of this newsletter.

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## High School Student Clay Competition and Exhibit

This spring the Clay Connection is again sponsoring a clay competition and exhibit, open to all high school students in Northern Virginia, to recognize the best of student ceramics in the area. The work will be judged on quality, creativity, aesthetics, and the use of clay. The show will run from **April 6th to May 11th, 2011** at the Oswald Durant Memorial Center in Alexandria, VA. Awards will be given at the closing ceremony on the evening of **May 11th**.

We are looking for our members to participate in three ways:

1. Come be part of the judging the nights of April 13 or 27. No experience is required, but we are interested in your opinion and your votes as we select work in the areas of wheel, handbuilding, sculpture, and mixed media.
2. Come help us photograph the student work as we judge April 13 or 27 or during the Awards Ceremony May 11 at 7pm to help document the work for publication.
3. Consider becoming a sponsor for the show by providing one or more prizes for our students.

In past years, we've given clay supplies and scholarship to art classes. This year, we are considering adding something from our members. Gift cards from Plaza, AC Moore, and Barnes&Noble or coupons for Five Guys might do the trick for teenagers, but a note of encouragement from a member and a small professional sample might be something a student could also take to heart.

Not every student can make the trip to the Awards Ceremony and so the thought is: maybe they can take away a part of the Clay Connection as part of their participation in the show.

If you would like to participate, please contact me at the email address; **joanbickelhaupt@gmail.com**. If you have questions, or would like further information, please feel free to contact me at 703-973-4399. Donations and promotional material should be sent to me at the school address below. The deadline for receipt of prizes for awards is April 30th.

Joan Bickelhaupt (Mrs.)  
Washington-Lee High School  
1301 N Stafford Street  
Arlington, VA 22201

High schools in Annandale, Vienna, Nokesville, Clifton, Falls Church, and Arlington have confirmed their participation in this year's program. Clay Connection members who have contact with other school programs should encourage them to participate.

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## How to Sell Your Pottery at Shows

Notes from the Workshop

Dana Lehrer Danze, Marianne Cordyack, Amy Wandless, and Laurie Erdman led a workshop on how to sell at shows. There were 16 participants in the workshop, which covered every topic, from where to get shopping bags to reminders to bring tidy finger food to keep you going during the sale. The handout from this workshop is attached at the end of this newsletter. It provides information on where to get shelving, bags, tablecloths, wrapping paper, sales books, and tents. In addition, there is information on potential shows in the area, as well as links to credit card providers.

A particularly important resource is our own Clay Connection website, which thanks to research done by our webmaster, Jim Dunning, includes information on business licensing and other such requirements as well as marketing information. Look in the Resources tab at [www.theclayconnection.org](http://www.theclayconnection.org). In addition, there are several very good CDs on booth design and merchandising done by Bruce Baker that can be purchased at

<http://www.bbakerinc.com/>

Some "tidbits" from the workshop follow:

- ❖ **Folding tables:** Even if you have folding tables, it is a good idea to invest in the lighter ones available today... You'll be lugging a lot of heavy pottery, anything you can do to lighten the load is always a good idea.
- ❖ **Tablecloths:** Make sure that your tablecloth or table skirt goes all the way down to the floor and make sure that nothing stored underneath the table (packing crates, etc) is visible. Make sure that the tablecloths are plain and have no distracting patterns. Make sure that the tablecloths are unwrinkled (it's a good idea to bring Fabric De-Wrinkler Spray with you).
- ❖ **Risers:** Use them! Without risers displays tend to look like a yard sale. Use shelving units, boxes, wooden crates, foam core nesting boxes or Plexiglas risers.
- ❖ **Lights:** It's a good idea to have spotlights.
- ❖ **Shelving** units to form the walls of your booth.
- ❖ **Learn the language of sales:** After greeting each customer, wait for a customer to ask a question... this is your permission to sell. No customer question is stupid. Be warm, friendly and upbeat. Maintain eye contact and smile. Explain the functionality and benefits of your product. Some customers are very interested in the process by which you make your items. A positive attitude will improve your sales. Do not engage in negative talk about the show or sales with other vendors. Rid yourself of thoughts that place you in a victim position: do not whine, grouse or complain! Bummed out artists bring the customers down and depress sales.
- ❖ **Create a following:** Have business cards printed to hand out with every purchase and to customers who walk into your booth and show an interest (even if they don't purchase anything). Have printed list of all your future shows and other places where potential customers can buy your wares... hand it out with every purchase. Get contact information from every customer or potential customer. Let them know that you will be doing other shows. Even if a show is lackluster, you can have good sale if your "fans" show up!
- ❖ **Pricing:** Pricing is a tricky thing. I notice that many artists tend to underprice their products. A useful resource is *The Artist's Guide to Pricing*, which you can download for free from this URL: <http://www.brandigirlblog.com/2011/03/artists-guide-to-pricing.html> Other good sources are two James Dillehay books. One is titled *The Basic Guide to Selling Arts & Crafts* and it has a chapter on pricing your work as well as

chapters on selling at stores and galleries, succeeding at art and craft shows, and business practices. The other book is titled *The Basic Guide to Pricing Your Craftwork* and has chapter on basic pricing, pricing Ooak pieces, pricing strategies, minimum prices and much more.

Here are some comments from workshop participant and new Clay Connection member, Teressa Getz:

*Marty and I had an excellent time at the workshop and learned more than either of us thought possible in such a short amount of time. One of the real strengths and interesting aspects of the presentation is that they represented various levels/venues for potters to participate ~ large shows, small shows, regional, national, website ~ pretty much anywhere an artist might want to sell was at least touched upon. Plus, all the advice was concrete and based on hard experience. It's hard to choose, but my favorite part was the slide presentation illustrating what to look for in a craft show. Now, I can't look at any craft show pictures without thinking, "Are the people carrying bags to carry what they've bought?" All in all, my husband and I had a wonderful time socializing and learning, and are determined to participate in this year's Mother's Day sale. Before, we were still in that "someday" zone where doing it was a dream instead of a goal.*

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## Make Your Plans for the 2011 Clay Conference in Front Royal

By now we hope that you have the weekend of September 29 to October 2 marked on your calendar and that you are planning to attend the 2011 Clay Conference.



Haynes Bayless teapot

Keep an eye on your mailbox for the registration flyer, which will be mailed out in early April. Once again, many thanks to Stephanie Firestone for her excellent work in designing the registration flyer!

Jayne Shatz has created a wonderful promotional video for our conference. You can see it on the Clay Connection website ([www.theclayconnection.org](http://www.theclayconnection.org)). It is also posted on our Facebook page (<https://www.facebook.com/group.php?gid=79042014930&ref=ts>) and on YouTube (<http://www.youtube.com/watch?v=8eI7nF6zbRE>)

Please help us advertise the conference by posting this video to your web page, Facebook page, Twitter post, etc.

As usual, the conference will be held at the 4-H Center in Front Royal, Virginia. We will have a catered dinner and live band on Friday night. Dinner on Saturday will be on our own in town. Front Royal restaurants have been contacted for discounts.

Main presenters will be Hayne Bayless (handbuilt, thrown and extruded forms), Posey Bacopolus (altered thrown forms and majolica decoration), and Susan Halls (clay animals). The Friday workshop presenters include Tracie Griffith Tso, Dana Lehrer Danze, Michael Hough, Joyce Michaud, Guy Zoller, Mike Swauger, Brett Thomas, Colleen O'Sullivan, Jayne Shatz, John Jensen, and Marianne Cordyack.

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### *Volunteers Needed for Nominating Committee*

The term for current Clay Connection officers expires this fall. We need volunteers for a Nominating Committee to start putting together the slate of candidates for next year. Voting on that slate will take place during the Member Meeting at the Clay Conference on September 29, 2011.

Please contact Ann Granger, our Volunteer Coordinator, at [AnnThePotter@gmail.com](mailto:AnnThePotter@gmail.com) or 703-470-3038.

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### *DVD Library*

Clay Connection DVDs will be available for borrowing at Clay Connection events such as monthly programs and Board meetings. A list of the titles available is attached at the end of this newsletter. To borrow a DVD contact Dana Lehrer Danze at [danaclay8@msn.com](mailto:danaclay8@msn.com).

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### *Empty Bowls*

Bowl donations can be made up to the last minute! If you have bowls to donate, drop off points are: Lee Arts Center in Arlington, Creative Clay Studios in Alexandria, and Marianne Cordyack's house in Reston. Contact Helen Hensgen at [bhensgen1@verizon.net](mailto:bhensgen1@verizon.net) (if your last name starts with A-K) or Becky Zwibel at [rzweibelk@gmail.com](mailto:rzweibelk@gmail.com) (if your last name starts with L-Z) if you drop off bowls at any of these locations to make sure that they are picked up on time.

Once again, we will be donating bowls made by our members to The Giving Circle Hope. This organization will hold an Empty Bowls supper and donate the funds raised to Food for Others, a group that works with the homeless in our area. This is a very worthy cause that we are all very proud of supporting.

Many thanks to Sue Baum who hosted a bowl-a-thon at Lee Arts Center last month that yielded 120 bowls!

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## Helping the Potter's of Japan

The recent earthquake and tsunami in Japan had a devastating effect on the potters of Japan. Information from Mashiko is that nearly all of the Nobori kilns have been destroyed. Damage to the Hamada Reference Museum has been very severe with priceless national treasures lost. Below are some links for anyone interested in donating to help rebuild the potteries.

- <http://potters.blogspot.com/p/relief.html> ~ ~ Mashiko Potters Foundation
- <http://www.johnleachpottery.co.uk/Appeal.asp> ~ ~ John Leach Pottery
- <http://bl160w.blu160.mail.live.com/default.aspx?rru=inbox> ~ ~ Potter's Council
- <http://www1.networkforgood.org/help-survivors-pacific-quake-tsunami> ~ ~ Network for Good



Shattered Hamada platter.

For a very poignant account of what the people of Japan are going through, you might be interested in the blog posts by Euan the Potter ([www.euancraig.blogspot.com](http://www.euancraig.blogspot.com)). Euan Craig is an Australian potter who has been living in Japan for the past 21 years. He lived and worked in Mashiko, but has evacuated his family to his in-laws home. Check out his posts for the month of March: "We are safe," "Nothing to fear," "One Step at a Time," and "Equinox."

Now is as good a time as ever to become acquainted with the work of the Craft Emergency Relief Fund (<http://craftemergency.org/>). The website has important emergency preparedness information for artists, including the *Studio Protector*, a tool that provides vital information for preparing for and recovering from emergencies, including fires.

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## Moroccan Pottery



Do you ever feel spoiled? In my studio, I complain about my ragged rims, or a persistent bubble, but forget that I'm using an electric wheel, bagged clay, and firing in an electric kiln. This past October, my girlfriend Tami and I were in Fez, Morocco, and toured a pottery factory just outside of town. Watching the steps they go through put me in my place.

After operating in the old walled city for hundreds of years, the pottery factories were moved out a few years ago because of the air and water pollution they cause. Their "new" factory was airy and bright, but rustic by our standards. They make many kinds pottery—mosaic pieces, tagine cookers and servers, and even roofing



tiles. This is how they make their pottery.

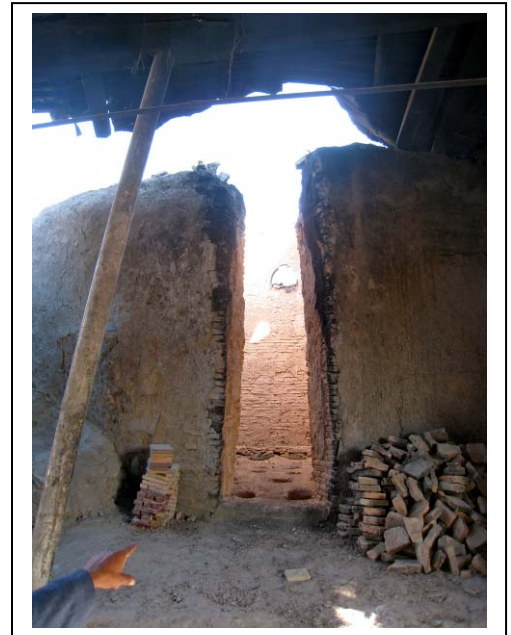
They dig their own clay, which comes in dry chunks that sit outside until needed. Over a few weeks, the clay goes through several stages in outdoor pits where the clay is watered and softened, and then stomped (mixed) by foot (like making wine), then dried to a usable consistency.

We watched the young apprentices deliver weighted clay mounds ready for throwing to a potter making large pots. He is able to center and throw these in just a couple of minutes each—

using a kick wheel.

The pots are then dried—first outside, then on top of each other inside when stiff enough.

They can throw very large vessels (sometimes in pieces). Most are then decorated with glazes. In the Islamic tradition, there can be intricate patterns, but no scenes with people or nature.



How do they fire these pieces? Olive trees are everywhere, and using olives

and making olive oil generates a lot of olive pits. I've worked a wood firing, and so I cannot imagine stoking a fire with olive pits and getting it hot enough for pottery.

The tops of the kilns are mostly open, then covered at each use. They have large and smaller



kilns. In the photo you can see the holes in the floor for the heat to come from the firing chamber below. A roof and door is added before firing. There were no electric kilns, but a gas kiln had just been delivered, which they were all crawling under, over, and around trying to figure out how to set it up. This was their only bow to modernity that I saw.

They also make wonderful mosaics. This art form was almost lost to modernity, but then Morocco decided to emphasize its cultural heritage and got many younger people interested in making these labor-intensive pieces. Flat square tiles are





glazed with different colors. Artisans then score the shape they wish and make them by chipping away unwanted areas, with each tile producing many pieces. Some artists work in the negative space and chip away color leaving the glazed areas as the design. They sit for hours in the same position.

The mosaics are made with their patterns upside down, so the artist needs to really remember where each color is, because he won't be able to see or fix any mistake. The colored side of pieces are placed facedown over molds, then the backs are reinforced

and cemented. Only after a piece is turned over can the artist actually see the pattern. The results are astounding.

I purchased a small hand-painted serving tagine and four plates, all of which I could carry in my luggage. More pottery is not what I needed, but I couldn't resist having a memento of our visit to Fez and its pottery factory.

~~ Curtis Haymore

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## Calendar of Upcoming Events

### ❖ **Sunday, April 10, 2011 ~ ~ Underglaze Workshop with Donna Downing ~ ~ 1:00 - 3:00**

Interested in surface decoration? Underglazes offer unlimited possibilities for high fire as well as low. Come with a few small bisque pieces, design ideas, brushes and underglazes if you have them, for this hands-on workshop. Space is limited to eight participants.

**Location:** Creative Clay Studios

**RSVP:** Dana Lehrer Danze at [danaclay8@msn.com](mailto:danaclay8@msn.com). Questions? Call Dana at 703-525-9692.

**Cost:** Free to Clay Connection members

### ❖ **Saturday, April 29, 2011 ~ ~ Empty Bowls Supper ~ ~ 6 pm**

The Empty Bowls Supper will be held at St. John Neumann Catholic Church in Reston. Everyone is invited to attend!

### ❖ **Saturday, April 30, 2011 ~ ~ Mother's Day Spring Sale**

See additional information in the registration form and elsewhere in this newsletter.

**Location:** John Calvin Presbyterian Church, Annandale.

**Register:** See Registration Form at end of this newsletter.

**Volunteer:** Contact Barbara Wagner at [tileflora@verizon.net](mailto:tileflora@verizon.net).

**Cost:** \$45 for to Clay Connection members if registered before April 1, 2011

\$55 for Clay Connection member after April 1, 2011  
\$60 for non-members

❖ **Saturday, May 7, 2011 ~ ~ Annual Pot Luck Supper**

Dick White has generously offered his home for our Annual Pot Luck Supper this year. Partake of the fellowship of your colleagues and friends at this great annual celebration. We will be having pizzas from the wood-fired pizza oven that Dick and his son built! Please bring an appropriate dish to share. More information will be forthcoming: be on the lookout for the usual postcard! Spouses and SOs are welcome!

**Location:** Dick White's home

**RSVP:** Dick White at [twopotsintheyard@verizon.net](mailto:twopotsintheyard@verizon.net). Questions? Call Marianne at 703-860-1476.

**Cost:** Bring a dish to share!

❖ **Wednesday, May 11, 2011 ~ ~ High School Students Clay Competition Awards Ceremony ~ ~ 7pm**

The High School Students Clay Competition Reception and Awards Ceremony will take place at 7pm at the Dr. Oswald Durant Memorial Center, 1605 Cameron Street in Alexandria. Please drop by to cheer this year's winners!

❖ **Saturday & Sunday, June 4 – 5, 2011 ~ ~ Salt Firing with Marianne Cordyack**

Learn all about the special firing technique and beautiful surfaces created by salt firing. Marianne will provide lots of glazes and slips for you to use. Participants can bring 15 – 18 bisqued pots (no large bowls or plates, please). Very tiny pots will not be counted in your total. Preferred clay selection will be shared after registration. Participants will glaze and decorate their bisque fired pots, then load the kiln on Saturday. Everyone will come back Sunday to fire the kiln and add salt. Unloading will be the Tuesday, June 7 in the evening. This workshop is limited to 8 participants.

**RSVP:** Marianne Cordyack at [marianne@cordyack.com](mailto:marianne@cordyack.com). Questions? Call Marianne at 703-860-1476

**Location:** Shannondale, West Virginia (east of Charles Town, less than an hour from Reston)

**Cost:** \$185

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*Featured Artist: Dana Lehrer Danze*



Teapot by Dana

Dana Lehrer Danze gave up working as a graphic designer for the opportunity to make pottery full time. She has been a Clay Connection member for many years. Dana works in her studio at her home in Arlington, Virginia, as well as the Lee Arts Center. She gives workshops and sells her pottery through the Kiln Club at the Scope Gallery in the Torpedo Factory. Her website



Dana Lehrer Danze

is [www.danalehrerdanze.com](http://www.danalehrerdanze.com)

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## Volunteer Opportunities

**PR/Marketing** ~ ~ The Clay Connection needs volunteers to assist with marketing and publicizing our events. This involves maintaining the media contacts mailing list, writing and sending out press releases, contacting media representatives to ensure that our events are properly publicized, making and posting signs, etc.

**Hospitality** ~ ~ Volunteers purchase and set up refreshments for events and act as hosts.

**Sales** ~ ~ We have a volunteer to organize the Mother's Day Spring Sale in Annandale. We need a couple more volunteers to assist with PR/Marketing and hospitality for the show.

**High School Competition** ~ ~ We have a chairperson for this committee. We need a couple of volunteers to assist her.

**\*\*\*NOTE\*\*\*** We have easy-to-use guidelines for all of these volunteer jobs so you will not have to spend a lot of time figuring out how to carry out your duties. We are hoping to have 2 or 3 volunteers for each position so that the work does not all fall on one person.

If you can help in any of these areas, please contact Ann Granger, Clay Connection Volunteer Coordinator, at [AnnThePotter@gmail.com](mailto:AnnThePotter@gmail.com) or 703-470-3038.

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## Member News and Achievements

Send your news and other information to Grace Lynt at [graciela@glyntpottery.com](mailto:graciela@glyntpottery.com). Information must be submitted by the 15<sup>th</sup> of each month that the newsletter is published; that is, March, June, September, and December.

- ❖ **Barbara Wagner** is one of the six artists in the *Five Senses: Six Artists* exhibit taking place at the Vienna Art Center, 115 Pleasant Street, NW, Vienna, Virginia, from March 22 to April 10, 2011, 10am to 4pm. The opening reception is Friday, March 25, 4 to 9pm and the closing reception is Friday, April 1, 4 to 9pm. Barbara's work is also on exhibit at the Green Spring Horticulture Center Gift Shop during March and April.
- ❖ **Dana Lehrer Danze's** altered teapot received Second Prize at the Kiln Club's Annual Show at the Scope Gallery, Torpedo Factory. The show was juried by Malcolm Davis and runs through Sunday, April 3, 2011.
- ❖ **Laurie Erdman** will be presenting at the Gulf Coast Clay Conference in Perkinston, Mississippi on May 26th and 27th. She will be demonstrating her method of altering freshly thrown pots, her approach to wood-firing, and how clay helped her assimilate her health challenges. If you want to join her for some crawfish and Gulf Coast fun, check out <http://www.gulfcoastclayconference.com>
- ❖ We are welcoming two new Clay Connection members:  
Teresa Getz: [sillymuse@gmail.com](mailto:sillymuse@gmail.com)  
Martin Getz: [curiousravenspottery@gmail.com](mailto:curiousravenspottery@gmail.com)

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Did you know that...

- ❖ **Jayne Shatz** was featured in *Ceramics Art Daily* on March 21, 2011 as the day's Ceramic Artist. Her article is titled "A High-Fire Reduction Potter Develops Great Glaze Recipes for Oxidation Firing to Cone 6 in Electric Kilns" and can be read at <http://ceramicartsdaily.org/firing-techniques/electric-kiln-firing/a-high-fire-reduction-potter-develops-great-glaze-recipes-for-oxidation-firing-to-cone-6-in-electric-kilns/#more-96154> . On the page, you will also find a free downloadable article by Jane title "Techniques and Tips for Electric Kilns." Contact Jayne for more information at [jesclay@aol.com](mailto:jesclay@aol.com) .
- ❖ **Laurie Erdman**, lawyer turned potter, has started a new venture as a health and wellness coach, helping people with chronic illness, pain, and fatigue recover their vitality. Having transformed her own health following a diagnosis of multiple sclerosis, Laurie went back to school to study nutrition so she could share her knowledge of how others can live with sustained wellness. You can learn more about her work at <http://chronicwellnesscoaching.com> (She provides discounts to artists!)
- ❖ **The Lee Art Center** provides a slide service to all area artists interested in having photographic images made of their work. Greg Staley, a professional photographer, is available once a month, usually the third Wednesday of each month, to take slides of your work. Please contact Steve Munoz at 703-228-0560 or [smunoz@arlingtonva.us](mailto:smunoz@arlingtonva.us) for more information. Or visit <http://www.arlingtonarts.org/venues/lee-arts-center.aspx> and fill out the Slide Services Form.
- ❖ **Clay Connection Board Meetings are open** to all members. Meetings are held the second Wednesday of every month at the Packard Center from 10am to noon. For more information, contact [marianne@cordyack.com](mailto:marianne@cordyack.com)
- ❖ **Malcolm Davis' Criteria for Judging Ceramic Shows** ~ ~ Malcolm Davis recently served as judge for the Kiln Club's Annual Show. He noted that the he likes to see that each person has a cohesive style and body of work. Below are excerpts from his talk about what he looks for when judging ceramic shows.

*Form.* The way it inhabits space — sits on the table. Volume. Does it make a statement — is it lifted up or hanging down — the lines. Refer to Bernard Leach's *Toward a Standard of Craftsmanship*. Think about the lines, movement, curves. Functional pottery has sculptural lines which give an essence to it. Think about those curves. They can be elegant or static.

*Surface.* The way it relates to the form — the way it is decorated. This includes the firing technique. Does it make the piece "one".

*Technique.* How well the material is handled. Craftsmanship: how well you clean up things — flanges — the fit of the lid, pouring holes in teapots — the details and refinement.

*Function.* How well does it work. The weight, balance, how well does it pour. How does it feel in the hand. Rim, feet, and handles. "S" cracks are ok with him, unless they go all the way through and interfere with the function.

*Rim, feet, and handles.* Rims are the way a pot ends. They make a statement about what the pot is. It shouldn't look like the pot just runs out. It should be thought through (beveled is good). He likes to see glazed bottoms, or some surprise on the

bottom. On the bottoms, he doesn't want to see remnants of the trimming tool — can use a metal rib to smooth the trimming lines. Glaze bottoms whenever possible. It can relieve stress.

*Teapot spouts:* Shouldn't *look* cut, even if it is. You could insert a dowel and roll it inside spout to make it more rounded, not so flat and sharp. Should only be sharp on the bottom where it cuts the water.

*Lids:* Rough lids create an annoying grating sound. The potter could use valve grinding compound (which you can buy at automobile supply stores) to smooth the fit.

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## *Studio Tips and Shortcuts*

Do you have a great time-saving tip, shortcut or interesting way of doing things? Please send your studio tip to the editor to share with the group. Have you tried any studio tips that have appeared in *The Cracked Pot*? Did it work for you? Are you using the new technique all the time? Or maybe you tried a studio tip and it didn't work out so well. Please let us know so we can share this feedback with other potters.

- ❖ **Dot Maker** ~ I bought a small sponge-tipped dowel many years ago to make decorative dots on clay using underglazes or slips. I used it to make dots for bird eyes, berries, and spots of design direction change. Unfortunately, the sponge disintegrated quickly. So I made my own. I bought dowels of different sizes (from 1/4" – 1/2") and cut 6" pieces. I took sturdy felt, cut small circles the same diameter of each dowel and glued them to the top with E6000 glue (you can buy this at Michaels). These dot makers have been in use for over 4 years with no sign of wear. To clean, I dip them in water and blot on a towel a number of times.

~ ~Marianne Cordyack

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## *Workshop Reviews*

We invite all readers to send in their reviews of workshops and/or classes that they have attended. You can also send the basic information about the workshop together with your impressions and recommendations, and let the newsletter editor develop the write-up for the newsletter. Please share your experiences with us!

- ❖ This month's review of the How To Sell Your Pottery at Shows workshop appears on page 2 of this newsletter.

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## Upcoming Workshops & Events

Also, please check our website for lists of classes and workshops in Maryland, Virginia, and the District of Columbia. We encourage members who attend these workshops to share their experiences with us.

### **Craft Shows:**

- ❖ 7th Annual Manassas Wine & Jazz Festival, June 19th, 11 am to 6 pm. Application deadline is April 29th, click on link for application: <http://www.mmrdata.com/historicmanassas/2011%20Manassas%20Wine%20Jazz%20Vendor%20Application.pdf>. Contact information: Sarah McHugh, Events Coordinator, 703-361-6599, email [smchugh@historicmanassasinc.org](mailto:smchugh@historicmanassasinc.org). Approximately 3,500 attendance, festival located under the Harris Pavillion in Old Town Manassas. Cost for a 10x10 space is \$150, and all crafts should relate to wine in some manner.
- ❖ Occoquan Fall Craft Show, September 24th & 25th. Application deadline May 31st. Show rules and application information here: <http://www.occoquancraftshow.com/Vendors/vendors.htm>. Contact info: Gina Garcia, Director, 703-491-2168, email [director@occoquancraftshow.com](mailto:director@occoquancraftshow.com).

### **Workshops:**

- ❖ Nan Rothwell Workshops (Faber, VA)  
For information, contact Nan Rothwell at 434-263-4023 or [www.nanrothwellpottery.com](http://www.nanrothwellpottery.com)
- ❖ Lee Arts Center (Arlington, VA)  
For information, check: <http://www.arlingtonarts.org/venues/lee-arts-center.aspx>
- ❖ Creative Clay Studios (Alexandria, VA)  
For information, please visit <http://www.creativeclaypottery.com/> or contact Ed Bull at 703-750-9480 or by email at [oneibull@msn.com](mailto:oneibull@msn.com).
- ❖ The Art League (Alexandria, VA)  
For information visit: <http://www.theartleague.org/>
- ❖ Jayne Shatz Workshops (Arnold, MD)  
Jayne is offering a Glaze Workshop on May 7, 2011 (10am to 3pm) ~ ~ \$75.00  
She also offers private sessions and workshops in her home studio year round. Check her website for information: <http://www.jayneshatzpottery.com/>
- ❖ Manassas Clay (Manassas, VA)  
For information, contact: 703-330-1040 or <http://www.manassasclay.com>  
Raku and reduction firing opportunities available at Tin Barn Pottery in The Plains, Virginia. For information, call Fran Newquist at 703-330-1173.
- ❖ Baltimore Clayworks (Baltimore, MD)  
Contact: <http://www.baltimoreclayworks.org/index.html>
- ❖ Workhouse Art Center (Lorton, VA)  
For information contact: Dale Marhanka 703-584-2982, [dalemarhanka@lortonarts.org](mailto:dalemarhanka@lortonarts.org)
- ❖ Audrey Moore RECenter Pottery Program  
Contact: <http://www.fairfaxcounty.gov/parks/rec/wakefield/wake-pottery.htm>

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## Classified Ads

If you have pottery equipment, tools or supplies that you wish to buy or sell, please send your information to the editor ([graciela@glyntpottery.com](mailto:graciela@glyntpottery.com)) before print dates: March 21, June 21, September 23 and December 21.

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## From the President

Hello All,

There are many things happening right now in the Clay Connection and there are many people working hard to make them all successful!

Registration flyers for the upcoming 9th Biennial Mid-Atlantic Clay Conference Sept 29 – Oct 2 will be mailed April 1. Look for yours in the mail. We are excited about the presenters who will be coming to offer their techniques and inspirations to attendees. Someone recently said to me that our Conference is the “best-kept secret” around and if everyone knew how good it always is, we would be flooded. We typically have 120 – 130 attendees, but more would be welcomed!!

Our Spring Sale on April 30, is going to be fun this year with all participants getting to make their own sales rather than having a central check-out. The location in Annandale is bright and airy and we had good attendance from shoppers last year. This is a perfect time to sell items for Mother’s Day gifts and spring weddings. Look at the Spring Sale story above for contacts.

The High School Show has been a yearly Clay Connection event since 1998! We love offering an opportunity for young students to have their work displayed in a professional gallery space. Prizes are awarded. This year we are asking for help with the judging ~ all volunteers welcomed! We would also love for members to consider donating prizes ~ gift certificates, pieces of their pottery, etc. For more information, look at the High School Show story in this newsletter.

A new item in this newsletter is the Featured Artist segment. We would like to get to know more of our members by featuring them and their work in the quarterly newsletter. Please consider sending information and photos to the editor for the next issue.

I hope to see everyone at the Annual Pot-Luck Supper on Saturday, May 7, at Dick White’s house. This even is open to all members and guests!

Happy Spring!

~ ~ Marianne Cordyack



*The Clay Connection DVD Library*

The Potter's Meal — A film about Joseph Bennion

Video Catalogue of Burmese & Thai Art — The Konrad and Sarah Bekker Collection

Traditional Pottery of Thailand

Variations on Raku with Gordon Hutchens

Raku Ceramics with Jim Ronden

Making Marks Program 1 Surface Removal Processes — Robin Hopper

Making Marks Program 2 Marks of Addition and Impression — Robin Hopper

Making Marks Program 3 Liquid and Colored Clay — Robin Hopper

Making Marks Program 4 Pigment and Resist — Robin Hopper

Making Marks Program 5 Glazes and Glazing — Robin Hopper

Making Marks Program 6 Firing and Post—Firing Effects — Robin Hopper

Beginning to Throw on the Potter's Wheel — Robin Hopper

Advanced Throwing on the Potter's Wheel — Robin Hopper

Soft Slab Techniques

Introduction to Handbuilding — Jepson

Glazing and Firing — Jepson

How to Throw Large Pots — Jepson

Pottery Decoration — Shafer

Making Larger and Compound Pieces — Davis

Daughters of the Anasazi

Paperclay Workshop I with Rosette Gault

Gifts from the Fire — the Ceramic Art of Brother Thomas

Successful Firing Practices Loading the Kiln — The Orton Firing Institute

The DVDs will be available to borrow at all Clay Connection meetings and workshops. You can also contact Dana Lehrer Danze at [danaclay8@msn.com](mailto:danaclay8@msn.com)



**Caroline Brinkman**  
**Guidelines:**

- Each participant will have one large rectangular table or one large round table to display items. Bring as many or as few items as you like!  
**It is easy to be in our sales if this is your first time!**
- You may bring tablecloths and we encourage you to bring display materials to individualize your table. Muslin will be available to "skirt" each table for consistency, and boxes may be hidden underneath.
- Tables will be assigned randomly.
- All items should be priced in whole dollars with nothing less than \$5.

**SPRING SALE  
PARTICIPANT FORM**

**REGISTER NOW  
TO RESERVE A SPACE!**

**DATE:** Saturday, April 30, 2011

**TIME:** 10 A.M. to 4 P.M

**LOCATION:**

**JOHN CALVIN  
PRESBYTERIAN CHURCH**

6531 Columbia Pike,  
Annandale, VA 22003

This is a sale of **quality pottery**.  
No clearance items or seconds

**Non-members are welcome to  
participate.**

Success depends on every  
participant marketing the sale to  
friends, family, and other contacts.

For additional information,  
contact:  
[potters@theclayconnection.org](mailto:potters@theclayconnection.org)



Nan Rothwell

Graciela Testa Lynt

**NEW GUIDELINES FOR SALES**

**Participants will write receipts for  
all sales.**

**Sales for cash and check will be  
collected by the vendor while  
credit card sales will be  
transacted at the Clay Connection  
Checkout Table.**

**The Clay Connection will collect a  
5% commission on credit card  
sales.**

**We accept credit card sales  
(Visa, MasterCard and  
Discover)**

|                                                                                                                                                                                                                     |                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <b>REGISTRATION FORM</b>                                                                                                                                                                                            |                                                                                              |
| Name _____                                                                                                                                                                                                          | Check all tasks that interest you. Final assignments will be distributed prior to the event. |
| Address _____                                                                                                                                                                                                       |                                                                                              |
| City, State, Zip _____                                                                                                                                                                                              |                                                                                              |
| Telephone _____                                                                                                                                                                                                     |                                                                                              |
| E-mail _____                                                                                                                                                                                                        |                                                                                              |
| Are you a member of The Clay Connection? (check one)                                                                                                                                                                |                                                                                              |
| <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I want to join The Clay Connection and register at the member rate! **                                                            |                                                                                              |
| <b>Participation Fees:</b>                                                                                                                                                                                          |                                                                                              |
| <input type="checkbox"/> \$45 for members <b>ON OR BEFORE April 1, 2011</b><br><input type="checkbox"/> \$55 for members <b>AFTER April 1, 2011</b><br><input type="checkbox"/> \$60 for non-members                |                                                                                              |
| <b>Let us know what you can do to help before the sale.</b><br><input type="checkbox"/> Distribute posters <input type="checkbox"/> Marketing implementation<br><input type="checkbox"/> As needed. Please call me. |                                                                                              |
| <b>Number of announcement postcards you need:</b> _____                                                                                                                                                             |                                                                                              |
| <b>What are the initials you will use for your labels?</b> _____                                                                                                                                                    |                                                                                              |
| <b>Make check payable to "The Clay Connection" and mail with completed registration form to:</b><br>Barbara Wagner<br>ATTN: Clay Connection Spring Sale,<br>11845 Clara Way, Fairfax Station, VA 22039              |                                                                                              |
| **This makes you eligible for the member fee as well as other member benefits. Send additional \$35 annual dues.                                                                                                    |                                                                                              |

## **Some Sources for Sale Items**

### Shelving

1. Woodcraftsbymiller.com
2. Ikea
3. Container Store
4. Display stands - [www.cleardisplays.com](http://www.cleardisplays.com)

### Wrapping Paper

1. Public Storage
2. Uline catalog [www.uline.com](http://www.uline.com)

### Bags

1. Uline
2. Staples

### Sales Books

1. Staples, Office Depot
2. Costco

### Table Cloths to fit "Costco" tables 6' X 30"

1. Collector's House \$54. each variety of colors [collectorshouse.com](http://collectorshouse.com)
- 2.

### Tents

1. Costco
2. See below

### List from Amy

Lights, Shelves, Rug, Handtruck, Huge Totebags, Chairs: Ikea

Tables: [www.buylifetime.com](http://www.buylifetime.com) (free shipping to your door!)

Tablecloths: [www.chdisplay.com](http://www.chdisplay.com)

Drapes: [www.onlineeei.com](http://www.onlineeei.com)

Photo Posters, Squishy pad to stand on: Costco

Cashbox, receipt books: Staples, Office Depot

Bags and tissue: [www.uline.com](http://www.uline.com)

Tent: [www.flourish.com](http://www.flourish.com) (there are others like Lightdome, EZ-Up, Caravan...)

## **Business information - licenses, tax forms, etc**

The Clay Connection website

[www.theclayconnection.org/resources/business.html](http://www.theclayconnection.org/resources/business.html)

## Some Potential Shows

1. Ballston Arts and Crafts Market: We are a monthly juried outdoor market for the exhibition and sale of original handmade art-and-craft items. Our mission is to further the exposure of both alternative and traditional arts and crafts in the DC/NOVA area.

Held **April - October** every **Second Saturdays** from **10am-4pm**, this season's Market Dates are: April 9, May 14, June 11, July 9, August 13, September 10 & October 8

**Located in Welburn Square (The Ballston Circle) between North Stuart & North 9th Streets. Scroll down for the map.**

Contact Jessica: [Jessica@iloveballston.com](mailto:Jessica@iloveballston.com)

**202-536-9714**

2. N. Va. Handcrafters Guild: juried guild holds several shows every year including a big one at Vienna Community Center Thanksgiving Weekend

3. Artisans United Gallery: Clay Connection Members can jury in

4. Churches and High Schools

5. Mount Vernon Unitarian Church Holiday Shop, Saturday before Thanksgiving every year, Alexandria

6. Unitarian Universalist Congregation of Fairfax, Oakton Va. November

7. St. Matthews United Methodist Annual Craft Fair, Little River Tpk, Annandale 703-978-3500

8. Reston Festival held every year in July at Reston Town Center - this year July 9/10  
[restonfestival.com](http://restonfestival.com)

9. Clay Connection Spring Sale April 30, 2011 John Calvin Presbyterian Church, Annandale

## How to Sell Resources

1. Bruce Baker Videos [dbakerinc.com](http://dbakerinc.com)

2. Clay Connection website Resources - Marketing

[www.theclayconnection.org/resources/marketing.html](http://www.theclayconnection.org/resources/marketing.html)

## Credit Card Providers

1. Square [www.square.com](http://www.square.com)

2. Propay [www.propay.com](http://www.propay.com)

3. Pay Pal [www.paypal.com](http://www.paypal.com)