

# POTTERS' PAGES

Volume 11 • Issue 1 • 2011

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## YOUR VOTE IS IMPORTANT!

### CHRIS CAMPBELL, POTTERS COUNCIL PRESIDENT

This month you will be asked to vote for the new Members of Board of the Potters Council. Two positions are going to be vacant so we need two capable Members. Don Goodrich and Ann Testa will be leaving the board, and we want to thank them for their excellent service for the past three years.

This year we approached the nominations process in a different manner than we did in the past. Instead of promising people it would not take much of their time, we asked for people who wanted to work hard and make a difference. We promised they would be listened to and their ideas for improving potter's lives would be taken seriously. We asked for people who would work for change, rather than complain about how things were.

Well, we got what we asked for. We are presenting you with a very strong slate of candidates who sincerely want to make a difference.

Now, we are going to ask YOU to get just as serious.

Take five minutes of your time to read their bios and consider who would do the best job of representing YOU. Please don't vote for someone because you heard their name somewhere ... STOP and read about all of them. You might not have heard of the names but that does not mean they are not first rate candidates.

The better the people you elect, the more we can get accomplished. Good people will move our projects from the planning stages into reality for YOU.

The Potters' Pages provide you a short summary from the slate of candidates, please go to the web for more details and links to their websites. You can vote either by sending in the paper ballot or by voting online. **Remember the deadline to vote is March 1, 2011.**

Review the candidates: <http://www.ceramicartsdaily.org/potters-council-members/your-vote-is-important>

Vote for the candidates: <http://www.surveymonkey.com/s/2011PCBoardElections>

## POTTERS COUNCIL SPONSORED EVENTS

### MOBILE, AL, FEBRUARY 18-20, 2011 | ALABAMA CLAY CONFERENCE

*Sponsored by: Alabama Clay Council; Alabama State Council of the Arts; and Potters Council*

**Featured Artists:** Christa Assad, Chris Gustin and Misty Gamble

Details available at [www.alclayconference.org](http://www.alclayconference.org) or call 251-460-7036

### ASHEBORO, NC, MARCH 4-6, 2011

### THE RANDOLPH ARTS GUILD'S 24TH ANNUAL NORTH CAROLINA POTTERS CONFERENCE

*Sponsored by: Ceramics: Art and Perception | Technical; Highwater Clays; and Potters Council*

Presenting Masters of Jingdezhen Porcelain

**Featured Artists:** Dai Guangyu, Xie Zhenghua, Feng Weina, Feng Shangjin, Li Chao, and Zhan Shaolin

**Presenters:** Li Chao, Carla Coch, Shoji Satake

For more information: [www.randolphartsguild.com](http://www.randolphartsguild.com) or call 336-629-0399



## LETTER FROM THE PRESIDENT:

# HAPPY NEW YEAR TO YOU AND HAPPY 10TH BIRTHDAY TO POTTERS COUNCIL

CHRIS CAMPBELL, POTTERS COUNCIL PRESIDENT



## NEWSLETTER STAFF

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## It's tax time.

I'm a CPA who understands potters, artists and business who has been doing tax work since 1982.

Call or email **Bonnie D. Hellman, CPA;**  
**970-325-4131, moul0ms@gmail.com.**

I have experience with all ceramics related businesses and can help you with yours.

2011 – This year marks the 10th Anniversary of Pottery Council. We have come such a long way from those first meetings called to examine the need for a group to support and serve everyday working potters. We have so much to celebrate! To list just a few: Our regional conferences for 2011 will be where you can learn as you socialize with other artists from the US and abroad. The pieces chosen for the members juried show in Tampa are outstanding examples of our talent pool.

Our best reason to hold a party is YOU; the talented members of our rapidly growing community. The members of the board do their best to build the Pottery Council into a strong, unifying voice in the pottery community. Every one of us is working on a committee, trying to make our ideas and plans a reality for YOU. We want to make it easier for all of us to keep working in clay.

However, there is one huge boulder in the road we can't do anything about. It's potters pulling each other down during the constant debates over who is and is not a 'Real Potter'. Who is worthy and who is the wannabe? Who should be welcomed and who turned away.

This desire to eliminate any method or machine we don't agree with comes at the expense of the whole profession. Do we really have to dig our own clay, mine our own minerals, and build our own studios by hand to qualify? Maybe also hew our own logs (without a power saw of course) and fire that wood kiln alone?

Instead of trying to close the door, could we open up pottery to 'Human Made' standards and welcome everyone who has their hands in clay? Whether they do so full-time or part-time, for money or to maintain their sanity, we are all family in this love of pottery.

At the heart of Pottery Council lies the truth that none of us can do it all and we certainly can not do it alone. A working partner with a pension plan is not a bad thing. Using art center glazes and community kilns is a necessity for those whose private studio is only a far away dream. Using a Giffen grip, molds or a jigger indicates a preference rather than a lack.

We should be thrilled for a fellow artist who gets an order from a major restaurant and thus needs to use a ram press to keep the volume up—hey, that's one more hotel/restaurant using real pottery. Every exposure to real work builds the market for all us who work in clay.

Let's give ourselves a wonderful 10th Birthday Gift. In 2011, let's make the choice to push that door open a little bit by learning more about artists who methods and ideas differ from our own. Let's recommend each other, boost each other, and include each other. Sounds like a great party to me!

## Coming May 2011

### "Pots in the Park"

May 20/21 Historic Oil City, PA.

Sponsored by RedFoot Pottery

Potters Only Fest! (Clay People)

Contact me at:

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For detailed information

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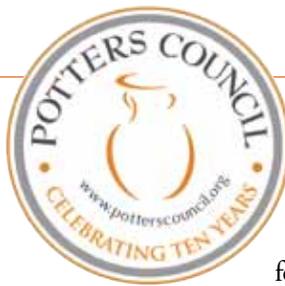
Advertise a workshop or exhibition, share ideas, suggestions or comments. Get involved and submit your information today! Member participation is key to the success of Pottery Pages. Please send information to [cdorr@ceramics.org](mailto:cdorr@ceramics.org) and share your news with 3000 members. Deadline for the next Pottery Pages is February 9, 2011.

# CELEBRATING 10 YEARS

QUESTION AND ANSWER WITH FOUNDING MEMBER **JONATHAN KAPLAN**



2011 marks the 10th Anniversary of the founding of Potters Council. In recognition of this milestone, we have asked the founding members to give us their recollections of how it all came about. In our last issue we shared Joyce Lee's memories, and in this issue we hear from Jonathan Kaplan. Jonathan was a founding member, President from 2002-2004, and Past President from 2004-2006.



## **When and how were you approached with the idea of Potters Council?**

Sometime around 1999 or 2000, I received a phone call from Ruth Butler, then editor of *Ceramics Monthly*, stating they were planning something new and exciting and she wondered if I would like to be part of the founders committee, or something like that. I can not recall how exactly she phrased what that "something new and exciting" actually was. After sometime had passed, there was a core group, Dannon Rhudy, Mel Jacobson, David Hendley, and some others including myself.

## **Why did you feel there was a need for an organization like Potters Council?**

There were lengthy discussions among the group about the necessity of another national organization for potters and ceramic artists. I remember that many of us were concerned with how it would be regarded in terms of NCECA—would we be competition or work in conjunction? How would this be perceived by NCECA? I remember that quite a few of us talked about a group for potters making a living with their craft and how they felt marginalized at NCECA. I think that the real genesis of the Potters Council was the need for an organization that addressed the needs of working potters not in the context of academics.

## **What interest or strengths determined the role you played in creating Potters Council?**

The last thing I needed in my life at that time was something else that would take me out of the studio and away from my ceramics business. I was running a ceramics manufacturing business and at that time, business was quite good. I was also teaching for a local community college and my plate was full. While I did not really need or want another thing to occupy my ceramics life, I felt it was a way to give back. At that time I think I had about 30 years in this business and was quite able to integrate industrial ceramics methods not only into my work but also enabled me to maintain a successful ceramics manufacturing business.

## **What were the biggest obstacles and challenges you faced in creating a new organization like this one?**

Membership was perhaps the biggest challenge. Everyone wanted to know why they should pay for membership in yet another ceramics endeavor.

What would be the benefits and how is it different than NCECA? Everyone wanted health insurance. Potters Council needed to be revenue positive. It was a challenge to create a growing membership base, and it could not have been done without the able assistance and hard work of Chris Schnitzer from ACerS (The American Ceramic Society). She was charged with making those early years of Potters Council successful. What was interesting during these formative years were programs that had so much potential, yet, for whatever reason, did not quite get off the ground, like the Mentoring Program. There was very little interest. We floundered a lot during the first few years.

## **Has Potters Council become what you imagined or has it served new purposes you had not considered?**

I think three things turned the Potters Council around, the first are the Regional Conferences that I had a role in starting as president over the first four years or so. These have provided both increased revenue and increased membership. The second is health insurance, and I think that Nan Kitchens deserves credit for this. The third is someone totally dedicated to working at ACerS just for Potters Council—Thanks Carolyn!

## **Do you still see areas of need the Potters Council is not addressing?**

Perhaps a regional conference for business practices, but I think my eyes would glaze shut after one morning session. Really, it is such a diverse group and there are really no models that can be used as to what constitutes a successful potter business, especially in the current economy. However, there are many beginners entering this field that are absolutely clueless that perhaps it might be something to think about.

## **What advice for the future would you offer the Board?**

Keep doing what you are doing and always keep an open mind. I don't think that there is any space or need for dogma in this business!

Congratulations on the first 10 years!



# MARK YOUR CALENDAR FOR 2011

## EVENTS AND EXHIBITIONS

### CLIFTON PARK, NY, DECEMBER 15—JANUARY 30

Potters Council member Lisa Floryshak-Windman is featured in an exhibition at the Jonesville Store. The exhibition is located at 989 Main Street, Clifton Park, NY 12065. For more information call 518-877-0507.

### BRASSTOWN, NC, JANUARY 7—9

John C. Campbell Folk School presents Harry Hearne, who will teach, Constructing Your Own Kiln. To register, or for more information call 800-365-5724.

### BRASSTOWN, NC, JANUARY 9—15

John C. Campbell Folk School presents Debra Fritts, who will teach, Expressive Figure Sculpture. To register, or for more information call 800-365-5724.

### BRASSTOWN, NC, JANUARY 16—22

John C. Campbell Folk School presents Kevin Crowe, who will teach, Advanced Wheel Throwing: Following Hunches, Taking Risks. To register, or for more information call 800-365-5724.

### PEAKS ISLAND, ME, JANUARY 21—FEBRUARY 18

"Serenity", group show at Richard Boyd Gallery features recent work's by gallery artists. The gallery is located at the corner of Island Ave. and Epps St. on Peaks Island, Maine. First building on the right. For more information contact the gallery by phone: 207-712-1097 or email: williamson955@aol.com or www.richardboydpottery.com.

### BREA, CA, JANUARY 22—MARCH 4

The Association of Clay and Glass Artists of California, along with the City of Brea are proud to present the ACGA Clay & Glass National Juried Competition, January 22—March 4, 2011. Juried by Jo Lauria, City of Brea Art Gallery, 1 Civic Center Circle, Brea, CA 92821, 714-990-7730, www.breagallery.com, www.acga.net.

### BRASSTOWN, NC, JANUARY 23—30

John C. Campbell Folk School presents Richard Aerni, who will teach, Extreme Forms: Throw It, Stack It, Throw It Again. To register, or for more information call 800-365-5724.

### CINCINNATI, OH, JANUARY 28—30

Potters Council conference **SURFACE+FORM** hosted by Funke Fired Arts and featuring: Meredith Host, Tammy Marinuzzi, Rene Murray, Jeremy Randall, Ellen Shankin, and gwendolyn yoppolo; Keynote Speaker: Tom Unzicker. Tradition and innovation are central to all artists' work. Take a little of one, add generous amounts of the other, based on individual preference, and distinctive styles emerge. In this conference, presenters share the styles and techniques they've developed, and attendees will get a chance to

try them out to see which ones might work for them. Don't miss this opportunity to learn varied approaches to creating engaging surfaces and forms. For more information or to register, visit: <http://ceramicartsdaily.org/potters-council/workshops-2/> or call 800-424-8698.

### BRASSTOWN, NC, FEBRUARY 6—12

John C. Campbell Folk School presents Mike Lalone, who will teach, Beginning Portraits in Clay. To register, or for more information call 800-365-5724.

### MOBILE, AL, FEBRUARY 18—20

Potters Council is a proud Sponsor of the Alabama Clay Conference. Featuring Christa Assad, Chris Gustin, and Misty Gamble. Details available soon at [www.alclayconference.org](http://www.alclayconference.org). Sponsors: Alabama Craft Council, Alabama State Council of the Arts, and Potters Council.

### ROSWELL, NM, FEBRUARY 25—27

Potters Council Member Marcia Selsor will be teaching a workshop on Handbuilding with Large Slabs at the Roswell Museum and Arts Center sponsored by the Pecos Valley Potters Guild. Contact Megan Heil at [mheil@cableone.net](mailto:mheil@cableone.net) or 575-420-0900.

### ASHEBORO, NC, MARCH 4—6

Potters Council is a proud sponsor of the 24th Annual North Carolina Potter's Conference. Presenting Masters of Jigdezhen Porcelain. Guest Artists: Dai Guangyu, master trimmer; Xie Zhenghua, master slab maker; Feng Weina, master under-glaze painter; Feng Shangjin, master over glaze painter; Li Chao, Professor, Jingdezhen Ceramics Institute; and Zhan Shaolin, master thrower. Presenter Li Chao, Carla Coch and Shoji Satake. For more information, visit [www.RandolphArtsGuild.com](http://www.RandolphArtsGuild.com) or call 336-629-0399.

### TEMPLE, TX, MAY 20—22

Potters Council conference **INSPIRED CERAMIC SURFACES** hosted by Cultural Activities Center and featuring: Jake Allee, Margaret Bohls, Sumi von Dassow, Claudia Reese, Sharon Smith and James Watkins. Forming, finishing, and firing lead to inspired surfaces: By bringing together these six talented and skillful ceramic artists, who each approach the surface in their own distinctive way, and adding the creative exchange between attendees, this conference will lead you down the path of inspiration and learning. Exceptional surfaces can be created in every stage of the creative process, from forming, and finishing to the firing process. Find out which stage sparks your creative chemistry. For more information or to register, visit: <http://ceramicartsdaily.org/potters-council/workshops-2/> or call 800-424-8698.

### SMITHVILLE, TN, JUNE 12—JULY 1

Potters Council Member Marcia Selsor will be teaching a three week course on Architectural Ceramics at the Appalachian Center for Crafts, 615-597-6801.

## See the six 2011 Calendars featuring Potters Council Members



Alternative Firing



Collection I



Collection II



Mugs



Sculpture I



Sculpture II

[www.cafepress.com/potterscouncil](http://www.cafepress.com/potterscouncil)

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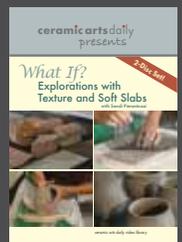
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#### MB

CRYSTAL NYKOLUK

#### ON

WILLIAM SPARKS  
SARAH TOTHILL

#### ENGLAND

JOANNE REEVE  
ELSIE STONE

#### GREECE

CHRISTINE WILLIS

#### HUNGARY

JOZSEF SZILAGYI

#### IRELAND

MARY CLARKE

#### JAPAN

YOSHIHIRO KUMON

#### SOUTH KOREA

WOO BYONGTAK  
RHO WHASOOK

#### SPAIN

FLOR PEREZ-JIMENEZ



# BOARD MEMBER CANDIDATES

As of March 2011, two board member terms will be expiring; Don Goodrich (serving as Secretary) and Ann Testa (Board Member). We would like to thank you both for your excellent service in building Potters Council into the remarkable organization it is today. Both of you have truly made a difference!

We have eight compelling candidates who are ready to represent you for the next three years. You can vote online or send in this paper ballot. Voting closes March 1, 2011. Vote for two candidates.

## JOHN BAYMORE, WILTON, NEW HAMPSHIRE

As a studio artist, I've been running River Bend Pottery since 1977. I've just celebrated 60 years on the planet and 40 of those years as a potter. I've taught at Massachusetts College of Art and been adjunct professor at New Hampshire Institute of Art for 15 years. I've presented at NCECA three times, and conducted workshops at diverse venues like the Alabama Clay Conference, Harvard University, and New Hampshire Art Educators Association Conferences. I have experience on college committees and I recently chaired the NHIA safety committee. I'm on the Arts Leadership Advisory Team for the NH Department of Education. I also bring board-level experience from 9 years on the BOD of a 10,000 member non-profit educational and certification organization (P.S.I.A.E.), with 3 years as an executive officer.

Like everyone who runs for such board positions, I want to give something back to the field that I love. As to mentioning a possible "pet project"; I don't have one! Board positions are not about the board member's personal agenda, they are about looking to the needs of the membership and the betterment of the professional field. My approach would be to learn about the nature of the board, seek out and listen to the membership's thoughts, and then bring my background and experiences to bear in making judgments about future directions.

For more information: [www.JohnBaymore.com](http://www.JohnBaymore.com) and [www.nhia.edu/new-facultypage-5/](http://www.nhia.edu/new-facultypage-5/)

## DAWN FERGUSON, ORLANDO, FLORIDA

Throughout my 20-year love affair with pottery I worked with both seasoned potters and new students. I'm currently teaching and potting in Florida. I've also managed a bank and all those nifty financial things that go with it, helped 1st graders learn how to make a pinch pot, taught college students to refine their ideas and forms, and helped colleagues think their way around a rut or glaze problem. From each experience I've taken away inspiration that has both helped me as a teacher, business owner, and potter.

I would love to see the Potters Council continue to grow as a resource for learning and development through educational forums and workshops that coincide with NCECA where we can appeal to the largest gathering of our kind. I'd love to see an interactive studio map that puts us instantly in touch with potters in our area or areas we're going to visit. I love the online community forum and hope to see it grow and evolve where everyone who posts questions can be confident that someone will reply. My greatest desire is that we would be connected to each other by this beautiful medium and become mentors and advocates for the ceramic arts.

For more information: [www.fergusonpottery.com](http://www.fergusonpottery.com)

## LARRY KRUZAN, PEKIN, ILLINOIS

When I began my journey with clay, I was none too certain that I would succeed at any level. Living in a wheelchair for twenty five years teaches hard lessons in overcoming challenges but it was overcoming those very challenges that shaped my life since I fell from an Army missile launcher in 1985. In 1996 we moved back home to central Illinois and I enrolled into the Art department at Bradley University in Peoria, IL. Seeking a location for my studio we found an old abandoned Railroad Depot that we purchased in 2005. We opened "Lost Creek Pottery" June 10th, 2005.

Over the past year, I have visited with potters in 24 studios. Half of them had visible, physical handicaps. Many are full-time potters earning real families income to support themselves. As a prospective member of the Potters Council Board, it is my strongest desire to reach out to this special community. To open closed doors, to flatten stairs that block access, to lead by example. I feel that the Potters Council is in a unique position to address these problems.

For more information: [www.lostcreekpottery.com](http://www.lostcreekpottery.com)

## MARTA MATRAY, MINNEAPOLIS, MINNESOTA

I grew up in a small village in Hungary, where my family lived next door to a potter.

In the early 1980s, I moved to Rochester, Minnesota, where I got married and had two kids. I set up a home studio in the 1990s. As a charter member of The Potters Council, I have always been very thankful for the support of this fine organization. Artists are as good as the organizations that support them, and I believe that this organization is especially well-positioned to stand up for the needs and wants of potters across the country and the world.

I would be grateful for the opportunity to contribute my talents and lend my voice to the meaningful work of The Potters Council. We need to further our efforts to connect potters-to-potters, and to connect potters with other craftspeople and our interested allies. The emerging digital media environment, especially social media sites such as Facebook and Twitter, seem like particularly important places within which to expand our presence. If elected, I would work to ensure that the Potters Council is committed to building and sustaining such connections throughout the years to come.

For more information: [www.martamatray.com](http://www.martamatray.com)

# BOARD MEMBER CANDIDATES



## DAVID MCBETH, MARTIN, TENNESSEE

Certainly artists can live and work in isolation and maybe some even need to. Undoubtedly, there are times when solitude and quiet are very productive. For the most part though, we are communal people, thriving on interaction with others. It is just this very sense of community that the Potters Council provides.

I believe my 20+ years as a university art professor has equipped me with certain skills and a broad knowledge base that I can bring to the Potters Council. I am eager to take a leadership role in the Potters Council, to share in the guidance of the organization as the Council seeks ways to improve its services to the membership at large. I have the skills of organization and presentation that will benefit the Potters Council Regional Conference program. Under my leadership the Deer Isle Artist Association doubled its membership to over 150 working artist members in one year. I have a thorough working understanding of the presentation of artwork, the promotion of artists and a willingness to listen to the ideas of others. Should the membership of the Potters Council so choose, I look forward to serving as a Potters Council Board Member

For more information: [www.utm.edu/staff/dmcbeth/crafts/dave.htm](http://www.utm.edu/staff/dmcbeth/crafts/dave.htm)

## ROXIE SPELL, RITCHEY, FLORIDA

I am 54 yrs old and I have always loved 3-D art. I was mostly interested in clay and was fortunate enough to meet Joe Bova at the LSU registrar's office in the late 70's. He accepted me in his class and I found my love, clay. In early 2005, I joined a clay class at the Pasco Art Council. I made so many items that I eventually had to start my own business, create my own website, and I now do the art festivals in this area. I work out of my home, but my future plans will be opening a multi-media center for the arts and gallery in this area within the next two years.

The reason I would like to be on the board of the Potters Council would be to help give the lesser experienced artists a chance to showcase their work. I would love to share my experience of creating my business and my website with others. I would love to push more for art in education. I would love to share my experience of getting funding and attention for the much needed multi-media arts center in this area so that others can learn from my trial and errors. I feel I would be an asset to the board as an "everyman" artist.

For more information: [www.naturesclayart.com](http://www.naturesclayart.com)

## DINAH SNIPES STEVENI, MOUNT VERNON, WASHINGTON

My background and skills are grounded in teaching, local arts organizations, teaching union representative, business, and making pots. I find the efforts that many put into the Potters Council useful and helpful. I'm just a jobbing potter interested in sound practice and more efficient ways to take care of business. After my long teaching service, I'm thankful to have the time to make pots and paint and give something back to my community. I've got computer skills, a solid background in ceramics, and small business experience from the United Kingdom in the busy tourist market town of Stratford-Upon-Avon.

The Potters Council has to get better, brighter, and smarter about marketing members and our ware. We have to advocate and explain sound business practices, illustrate self-promotional strategies which play up and enhance individual circumstances and make the very best of our skills. We have to continue to share our expertise and pay it forward to each other to the best of our abilities and inclinations. Finally, we have to continue to educate our customers. I would very much like to be your advocate, and representative for our mutual concerns.

For more information: [www.dinahsnipessteveni.com](http://www.dinahsnipessteveni.com)

## MICHAEL WENDT, LEWISTON, IDAHO

I think the areas where I can contribute to the Potters Council are: 1. Assisting interested potters in filling the custom work niche if that interests them, through a simple email contact method offered directly through my web page, most likely in the form of answering questions with brief articles that will have a web address. 2. Compiling and displaying on my web site, a list of other working potters who are willing to share what they have learned about making custom work a paying proposition. I could also post their comments and suggestions on my web page. 3. Sharing what I have learned about starting and running a pottery studio like a real business especially in the areas of set up, record keeping, financing, and advertising.

My philosophy about sharing knowledge is simple... we are all better off when everyone does well and that requires learning and education.

For more information: [www.wendtpottery.com](http://www.wendtpottery.com)

Please vote for two of the above candidates by checking the box next to the name. Please sign and provide member number below or vote online at [www.surveymonkey.com/s/2011PCBoardElections](http://www.surveymonkey.com/s/2011PCBoardElections). Voting closes March 1st, 2011.

Member Number \_\_\_\_\_ Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Return your completed ballot to Carolyn Dorr, Potters Council, 600 N. Cleveland Avenue, Suite 210, Westerville, OH 43082; Fax: 614.794.5882; or vote online at [www.surveymonkey.com/s/2011PCBoardElections](http://www.surveymonkey.com/s/2011PCBoardElections). Deadline to Vote: March 1, 2011.

# UPCOMING CONFERENCES [www.potterscouncil.org](http://www.potterscouncil.org) 800-424-8698

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*Deadline for the next Potters' Pages is February 9, 2011.*

Member participation is key to the success of *Potters' Pages*. Please send information to [cdorr@ceramics.org](mailto:cdorr@ceramics.org) and share your news with 3000 members. Advertise a workshop or exhibition, share ideas, suggestions or comments. Get involved and submit your information today!

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