

POTTERS PAGES

VOLUME 14 • ISSUE 1 • 2014

Tap Into Twitter

BY LYNSAY R. MEIKLEM

How can working artists connect and interact with the community that supports their creative process? Social Media provides a broad platform for artists of all genres to reach out, network, showcase, and thrive. In past issues we discussed the benefits of using Facebook and Instagram, but what about the infamous Twitter? I know many over the age of 30 who have laughed at the idea of Twitter, myself included! However, if we create work or have services to offer to the younger generations, Twitter can be an invaluable resource for breaking into that demographic.

The definition of 'twitter' is "a short burst of inconsequential information" and "a series of chirps from birds." Twitter is a free tool that working artists/business owners can use to reach our target market, provide customer service, and share unique content and more. So how does it work? Setting up a Twitter account is as simple as visiting twitter.com and entering a username and password. Once you establish your account the @ precedes your username to delineate you as an individual user, that is called a 'handle'. For example my Twitter handle is @artsandwellness.

Individual tweets (or public messages) have a limit of 140 characters, which keeps posts short and sweet and allows you to read through several in just an instant. Artists can tweet in real time, about daily life, sales, new work: "Just unloaded a fabulous kiln full of great gifts! Bowls, mugs, platters, garlic graters etc. Stop in and Shop Local" Tweets allow followers a glimpse into the life of a working potter. Twitter can help create a real time 'buzz' about an event or happening related to your business. Last summer our studio used Twitter to encourage visitors to tweet about to an annual outdoor art and wellness fair prior to the event, or during their visit. We increased our audience, promoted our event and our studio for FREE.

Hashtags (#) are an important feature of Twitter. We discussed the use of Hashtags in the last issue as words that become searchable to a worldwide audience. For instance if you use the hashtag #pottery4life, your tweet will automatically be available for anyone who searches that hashtag. It's a way of categorizing and spreading the news to an even wider audience. You can search 'trending topics' to see what is being discussed most broadly at any given moment and you can follow other users who post topics of interest to you such as *Potters Council*, *Pottery Making Illustrated* and *Ceramics Monthly* Magazines (@potterscouncil, @potterymakingillustrated, @ceramicsmonthly). Once you follow a user, you can see who follows them and who they follow, which is a great way to grow your network.

How big is that potential network? In 2013, Twitter had 200 million users with about 460,000 new accounts being created each day. Daily tweets exceeded 140 million and the Twitter home team has grown from eight employees in 2008 to more than 400 and growing. Personally, I have just scratched the surface of Twitter and all it's possibilities for my business. Nevertheless, adopting another social media tool, never hurts!



letter from the chair:

STEVEN BRANFMAN, Potters Council Board Chair



Friends, last weekend was our winter open studio event. I love open studios, especially where my studio is located. Some of you may have been to my panel presentation at last year's NCECA where I described the Gorse Mill Studios, a converted mill that is home to 33 artist studios. It is an enviable collection of creativity and energy that is especially vibrant during our twice-yearly open studios. The parking lot is jammed and cars overflow onto the street. There is a steady flow of visitors and every year there are both veteran attendees and people that have lived in the area for years and never knew that we existed. We had our wheels spinning with demos and some of the other artists were also demonstrating their craft. In addition to people simply showing up, they also expressed their appreciation and enjoyment by buying work. You could say that in a sense, by

visiting our building, watching our demos, and buying our work they "cast their vote" of support and appreciation for what we do and what we bring to the community.

Yes, voting is a way to express our interest in an issue, a proposal, or a person. Voting, when given the opportunity, is also a measure of how committed you are to an organization and how much you want to be a part of the direction that organization moves in. The Potters Council is your organization and it operates with your best interests in mind. Very soon you'll be invited to cast your vote for an Advisory Board member candidate. I urge you to be an active participant in steering the Potters Council. Learn about each candidate, make a decision, and cast your vote. It's easy. You don't even have to leave your home. Go ahead now....make my day!

in the studio

Ben Carter, Potters Council Member

Benjamin Carter is a studio potter producing hand-built and thrown earthenware ceramics. He received an MFA in ceramics from the University of Florida and currently lives in Shanghai where he is working for the Pottery Workshop Shanghai, <http://potteryworkshop.org>. His work can be seen online at www.carterpottery.com.

Dogwood Oval Platter, 20½ in. (52 cm), earthenware, painted slips, sgraffito, and glaze, fired to cone 3.



process

in the studio

ELEVATING EARTHENWARE

1 Create a tarpaper template of the platter outline. Make a stacked foam slump mold. Cut an opening in the foam 1½ inches in from the template's edge.

2 Use the tarpaper template to create a cloth mold that sits on the rim of the foam mold. Pin the cloth mold to the foam stack using T-pins.

3 Roll out a slab and trim it to the size of the tarpaper template. Place it so that the clay edge lines up with the edges of the cloth. Rib the slab into the mold.

4 Sandwich the removed oval section of blue foam, the cloth, and the platter (still in the slump mold) between your hands, then flip the piece.

5 Be sure the rim sits parallel to and several inches above the table. Add a foot to the bottom of the piece and allow it to firm up.

6 Apply a white base coat of slip to the bottom and the rim. Apply a thick, colored slip to the interior using a soft bristle brush.

7 Sketch a design or motif onto the interior with a dull pencil. Press lightly so that you don't scratch through to the clay below.

8 Brush lighter colored slips into the patterns. Use one coat for a translucent effect and multiple coats for more opacity.

9 Achieve a thicker sgraffito line on softer clay with a dull pencil, and a thinner, more detailed sgraffito line on harder clay with a needle tool.



SGRAFFITO TECHNIQUES

Metal stamps and rollers create a nice contrast to hand-drawn sgraffito lines (*top*). Cooking stamps used to cut fondant icing make sharp crisp lines and a rolling tracer tool used in sewing creates sequential dotted lines that reference quilt stitching (*bottom*).



welcome new potters council members

FOR NOVEMBER AND DECEMBER 2013

ALASKA

DOROTHY HAGEN

ALABAMA

KAREN CLEMENTS

ARIZONA

CARLA CHURCHWELL

ARKANSAS

DEBORAH WHITE
JUDY HENDERSON

ARIZONA

KATHRYN FALK
LOREN YAGODA ART & DESIGN

CALIFORNIA

VONNIE MCGINN
THALA WOLIN
PEYTON PICKENPAUGH
JENNIFER BRUNO CONDE
MARIA KHAN

COLORADO

HOLLY HOUSEHOLDER

CONNECTICUT

HOLLIE A. HECHT
DONALD JOY

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REGINALD POINTER

FLORIDA

STEPHANIE GEORGE
JANET SUGGS
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MAXINE GIDDINGS
KRISTEN SWEET
ANN ROBINSON
KANDI OSBORN
MARIA JIJON
LAUREN SINETT
JUSTIN ALLMAN
SANDY WHITLEY
LAURIE HAYES

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MINDY MURPHY
JOHN-PAUL MURPHY

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WENDY RIZZA
RISE IORIATTI
KENNETH WADE
ANNA JOHNSON

INDIANA

MARILYN ALEMAN
SUSAN THOMAS
JILL BAKER
JENNIFER SCHOPF
DEBBIE LAMBOOY
JOE HOLLOWAY

KENTUCKY

RYAN MONTGOMERY
JAMIE KERSEY
CHRISTINA MEADE
LINDA BOWMAN
CANDACE WHEAT

LOUISIANA

NORMAN FERACHI
MICHAEL CLEMENT
JULIE WALLACE
KATHRYN SHEELY
SHEILA FISCHER
NOELLE NOLAN

MASSACHUSETTS

COLLEEN WILLIAMS
DENISE GIGUERE

MARYLAND

YON WACKER
ANGELA SCHREIBER
MARY SCHUMANN
JERRY MCGEE
RON SKIDMORE

MAINE

JUDY LANDRY

MICHIGAN

ALGIS JONUSAS
SUE KOENIGSBERG

MINNESOTA

SALLY HAUSER

MISSOURI

STEPHANIE HUTH
DAWN COLLINS

MISSISSIPPI

AMY ELIZABETH MARCEAUX
MIKE CINELLI
PAT COLWICK
MERRY PICKENPAUGH
MERRYCLINE PICKENPAUGH
PATRICK COFFEY
DEBBIE HODGES
KATHY PATRICK
AMANDA JEANSONNE
SUSAN CLARK
SAM CLARK

NORTH CAROLINA

BETH SULLIVAN
MAUDE BOLEMAN
PHILIP SCIABARRASI
IDA LEE

NEW JERSEY

SALVATORE ANNUNZIATO

NEW MEXICO

LILLI STEINLICH
ROBIN KLINE

NEW YORK

MARIA LITWINOWICZ
CATHLEEN SULLIVAN
PAMELA SUTTON
CAROL RUDMAN
MELINDA NOVAK

OHIO

JANET ZAK
KATHY MATOUSCH
KIMBERLY DEKAY
JEFF NIELSON

OKLAHOMA

TANYA WILLIAMS
SUZANNE MOUNGER

OREGON

CONNIE JEAN GRAY
DARLA SMITH

PENNSYLVANIA

ERICA WOODWORTH

SOUTH CAROLINA

ELIZABETH COTTEN
CAROL BLACKWOOD

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GORDON STARK
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DONNA EWELL
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TERRY SIEBERT
LESLIE REED
HOLLY OSTRUM

WISCONSIN

MICHAEL BRAUN
JUNE AMBRO

INTERNATIONAL

AUSTRALIA
ELAINE MULVOGUE
YASMIN SMITH

BERMUDA

CHRISTINE WELLMAN

CANADA

WENDY HUTCHINSON

MEMBERSHIP BENEFITS INCLUDE: ONLINE RESOURCES WWW.POTTERSCOUNCIL.ORG

- Members only yearly calendars
- Members only annual juried show
- Mentoring Program
- Online gallery promoting members' work to the public
- Online Artist Portfolios
- Online Member Directory
- *Potters' Pages*, a membership newsletter
- One free ad in *Potters' Pages* newsletter (restrictions apply)

MEMBERSHIP SAVINGS

- Discount on all Potters Council regional workshops
- 20% discount on one-year subscription to *Ceramics Monthly*
- One free online classified advertisement per year on *Ceramics Monthly* website plus 20% off any subsequent print and online classified advertisements
- 20% discount on one-year subscription to *Pottery Making Illustrated*
- 20% discount on Ceramic Art Books and DVDs

HEALTH INSURANCE

WWW.POTTERSCOUNCILHEALTHPLANS.COM

- Individual health insurance, Traditional PPO Healthplan, PPO "LIGHT" Healthplan and Health Savings Account Insurance plans (US members only)

GROUP DISCOUNT PROGRAMS

- Discount shipping program, credit card processing and car rentals (US members only)
- Group vision care, hearing, dental, and prescription drug programs (US members only)

2014 events/exhibitions

NATCHEZ, MS, JANUARY 17–19, 2014

“HANDBUILDING III,” at Eola Hotel, 110 Pearl Street. Presentors are: Chandra DeBuse, Jeremy Randall, Amy Sanders, and Liz Zlot Summerfield. This conference is open to artists at all levels, register today by calling 800-424-8698 or visit www.ceramicartsdaily.org/potters-council/handbuilding-iii/ for more information.

LEXINGTON, KY, FEBRUARY 7–9, 2014

“COVERING THE CLAY SURFACE,” at Kentucky Mudworks, 825 National Avenue. Presenters are: Sarah Jaeger, Forrester Lesch-Middelton, Kristin Pavelka, and Akira Satake. This conference is open to artists at all levels, register today by calling 800-424-8698 or visit www.ceramicartsdaily.org/potters-council/coveringtheclaysurface/ for more information.

BIRMINGHAM, AL, FEBRUARY 20–23, 2014

“29th Alabama Clay Conference,” at Boutwell Auditorium, 1930 8th Avenue North, sponsored in part by Potters Council. Demonstrators are Gary Hatcher, Bonnie Seeman, Daphne Roehr Hatcher, and Peter Beasecker. Potters at any skill level will come away with new ideas and inspiration to improve their work. Visit www.alclayconference.org for more information or email Scott Bennett at scott@reddotgallery.com.

ASHEBORO, NC, MARCH 7–9, 2014

“North Carolina Potters Conference,” at Randolph Arts Guild, sponsored in part by Potters Council, 123 Sunset Avenue. Demonstrators are John Gill, Michele Erickson, and Mark Shapiro. Presenters are Robert Hunter, William Carty, Brian Jones, and Ben Carter. All the demonstrations and presentations are scheduled for the entire group. Potters at any skill level will come away with new ideas and inspiration to improve their work. Visit www.randolphartsguild.com for more information or call 336-629-0399.

CERTALDO, ITALY, APRIL 20–26, 2014

“Porcelain: Color and Light,” at the La Meridiana International School of Ceramic Art in Tuscany. Event will celebrate the beauty and magic of light as it accentuates color, expands form, and energizes surfaces in translucent porcelain. Contact Claudia Bruhin at claudia@lameridiana.fi.it or visit www.lameridiana.fi.it for more information.

KANSAS CITY, MO, MAY 9, 2014

“Call for Entries: FKC Clay Guild Teabowl National 2014” at the KC Clay Guild. Show begins August 29, 2014. For more information visit www.teabowlnational.weebly.com for more information.

UBUD, BALI, INDONESIA, MAY 18-31, 2014

“Altered Form” with Deb Schwartzkopf. Enjoy two weeks in paradise at Gaya Ceramic & Design. Create expressive forms using altered, wheel thrown and slab built sections. Construct, Explore, Cultivate Design! USD \$1900 (includes: general studio materials, firings, transport during workshop hours, excursions around Bali, welcome dinner, and lunches at studio.) For more information visit <http://debspottery.com>

CERTALDO, ITALY, JUNE 8–21, 2014

“Shape, Paddle and Pasta!” at the La Meridiana International School of Ceramic Art in Tuscany. Learn how to design, create, and install large garden pieces like a fountain, arch, columns, and birdbaths. For a description see www.archi-terracotta.com or call Stephani Stephenson in the US for more info at 520-686-9451 or Marcia Selsor at 956 541-6232. For contact in Italy, go to Claudia Bruhin at claudia@lameridiana.fi.it or visit www.lameridiana.fi.it for more information.

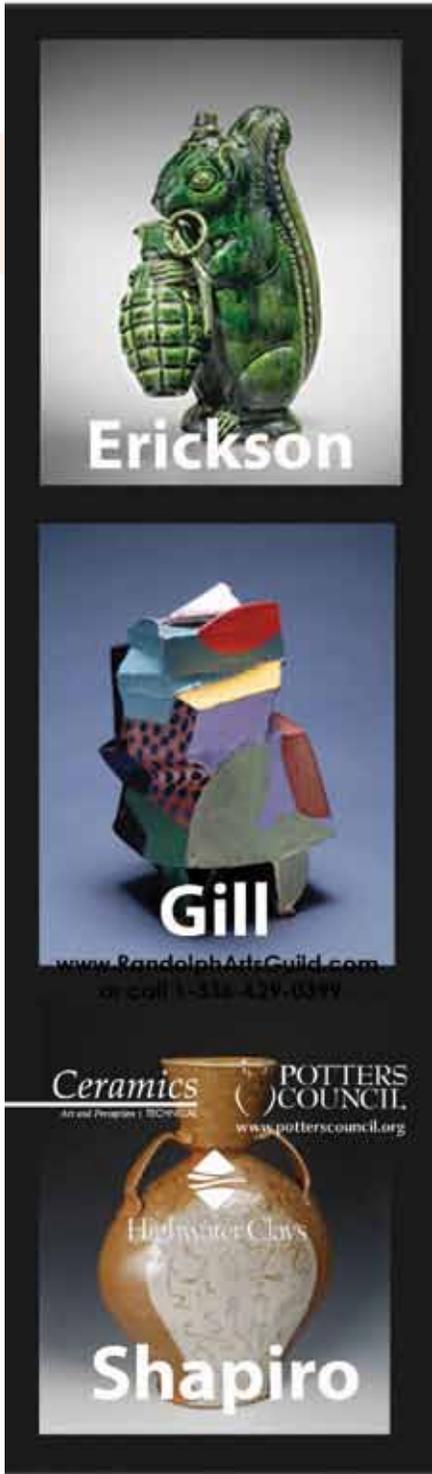
ZANESVILLE, OH, JULY 15, 2014

“Call for Entries: From the Ground Up” at the Zanesville Ohio Contemporary Ceramics. Show begins October 10–12, 2014. **BEST IN SHOW RECEIVES \$20,000.** For more information visit www.zanesvilleprize.org for more information.

CERTALDO, ITALY, SEPTEMBER 16–27, 2014

“Fun in the Italian Mud,” at the La Meridiana International School of Ceramic Art in Tuscany. The Italian pottery tour itinerary provides time for workshop activities as well as sightseeing and enjoying the beautiful Tuscan countryside. Our pottery workshop will cover throwing on the wheel, creating sculpture, portraiture, understanding glazing and firing, and ends with our own exhibition. Contact Cathy Lawley at cathy@friedmudd.com or visit www.friedmudd.com for more information.

North Carolina Potters Conference



Erickson

Gill

Shapiro

Ceramics POTTERS COUNCIL
An end Purpose 1. 2014
www.potterscouncil.org

Highwater Clays

March 7 - 9 2014

COVERING THE CLAY SURFACE

February 7-9, 2014 Lexington, Kentucky

Featured Presenters:
Sarah Jaeger
Forrest Lesch-Middelton
Kristin Pavelka
Akira Satake



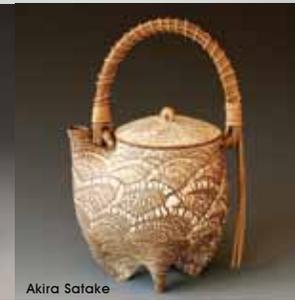
Forrest Lesch-Middelton



Kristin Pavelka



Sarah Jaeger



Akira Satake

Host:
Kentucky Mudworks

Sponsors:
Amaco/brent
Mayco
Shimpo

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board member candidates

As of March 2014, one board member term will be expiring; Shirley Potter. We would like to thank Shirley for her excellent service in building the Potters Council into the remarkable organization it is today. Shirley, you have truly made a difference!

We have three compelling candidates for Board Members, who are ready to represent you for the next three years. You can vote online or send in the paper ballot. Voting closes March 3, 2014. Vote for **ONE** of the Board Member candidates.

► BOARD MEMBER CANDIDATES (Vote for one)

JOHN DORSEY, DEDHAM, MA

STATEMENT

I take great advantage of many of the video tutorials that Ceramics Arts Daily has showcased—they have enriched my teaching deeply! I browse the book area, I seek out residencies, I subscribe to *Ceramics Monthly*...in short, I have mined the Potters Council and its website for too many years! I am interested in serving on the Potters Council board so that I can give back to this wonderful community. I appreciate the information sharing, networking opportunities, and access to resources that the Potters Council has provided for me and other potters in the last decade. I hope that I can move the council forward and help sustain its great work.

I have been teaching for nearly 25 years, the last 15 almost exclusively in ceramics. Much of my ceramic education has come informally. I have been fortunate enough to teach alongside some great potters: Makoto Yabe and Masakazu Kusakabe. I have taken workshops with incredible teachers: Mary Barringer, Sam Chung, John Gill, and Doug Casebeer, to name a few. I have also benefitted from the entire digital ceramics community, who are so generous in sharing their knowledge through blogs, websites, Facebook, and more.

Currently, I teach at Noble and Greenough School, 7—12th grade students. I have been here for 16 years, serving as Department Head, teacher, and gallery director. Previously, I have taught at Sewickley Academy in Pennsylvania, Phillips Academy at Andover in Massachusetts, and both Portland Community College and Mount Hood Community College in Oregon.

PRESTON RICE, TYRONE, PA

STATEMENT

Most of you know me as Pres, or Preston Rice. I am a retired art educator, who was lucky enough to be able to teach Ceramics for much of my 36-year career in a city high school. Over the years I have been a lurker, in the back ground, using online forums and resources to help me with the everyday teaching job. Most of this because I often worked teaching night classes for the vo-tech school, or for the local colleges. Most of these in technology and arts.

Ceramics has always been at the heart of my existence, and I have done local exhibits during the 90s with Penn State being the largest. I have an extensive library that I go back to, and read as many periodicals as I can on pottery/ceramics. Now that I have more time with retirement, I have been back in the studio working on new ideas and trying to get back into a regular schedule.

I have been involved with the Ceramic Arts Daily Forum as the In the Studio moderator for the last year. During the year I have made a lot of friends, and have enjoyed the interaction with all of the people on the forum. If elected, I will continue to act as moderator, as I become more involved with the Potters Council itself.

MARCIA SELSOR, BROWNSVILLE, TX

STATEMENT

I am a Charter Member of Potters Council, a former Board member, and a former President. I have been involved with ceramics for almost 50 years. I find the Potters Council fills a need for people working in clay. It offers connections, a sense community, benefits including health insurance, professional benefits, and learning opportunities.

The membership spans across the broadest definition of “Potter.” The level of experience ranges from beginners to advanced professionals, and includes many members who are women over 40. I am very familiar with this demography. In the university where I taught for 25 years, the majority of students were non-traditional in age and 60% were female. My workshops have consisted of the same demography for over the past 20+ years. I would like to work with the advisory board and attempt to address issues of interest and concerns to this large population of our membership. Since my initial time on the board in 2005, the Potters Council has grown and changed significantly. The support from The American Ceramics Society has become stronger. There is a much broader presence nationwide and internationally. The membership has grown significantly as well. I see this as an opportunity to offer my experience to help further the advancement of the Potters Council membership.

Vote for one of the above candidates for the board by checking the box next to the name. Sign and provide member number below **OR** vote online at <https://www.surveymonkey.com/s/2014PCBoardVote>. Voting closes March 3, 2014 at 3pm eastern.

Member Number

Print Name

Signature

Return your completed ballot to Carolyn Dorr, Potters Council, 600 N. Cleveland Avenue, Suite 210, Westerville, OH 43082; Fax: 614.794.5842; or vote online at <https://www.surveymonkey.com/s/2014PCBoardVote>. Deadline to Vote: **March 3, 2014**.

Covering the Clay Surface

FEBRUARY 7-9, 2014
LEXINGTON, KENTUCKY

Alabama Clay Conference

FEBRUARY 20-23, 2014
BIRMINGHAM, ALABAMA

North Carolina Potters Conference

MARCH 7-9, 2014
ASHEBORO, NORTH CAROLINA

Ceramics in Tuscany IV

MAY 25-JUNE 6, 2014
ITALY



600 N. CLEVELAND AVENUE, SUITE 210, WESTERVILLE, OH 43082
www.potterscouncil.org

Deadline for the next Potters' Pages is February, 6, 2014.

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 *Potters' Pages*. Please send information to lstover@ceramics.org and share your news with 3100 members.

contribute

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POTTERS' PAGES

