

Carolina Clay Matters is an equal opportunity organization.  
 We will do everything in our power to provide access to all. Please contact us (see the Board Members listed above),  
 if anyone in your party has a special need so that we can be sure to provide equal access.

## Message from the President



October is already here with the Fall Pottery Festival and Public Art Display going up! Plans for the Holiday online sales and Pop up Show are also underway. Plus it is that time of the year we fill our board positions for 2023.

It all seems like a lot, and it is. But, the beauty of this guild is that we have so many people pitching in to make it all happen. I am constantly amazed with the willing attitude and diverse talents of you all. We currently have volunteers for all of the 2023 board positions with the exception of Vice President.

The Vice President is a two year commitment. The first year is primarily observing and learning how the guild operates. The second year is heading meetings and overseeing guild committees as the President. I will be honest with you, it appeared daunting to me too at first. The reality is that the job is not that difficult because we have gifted people who know how to budget, work computers and media, find and develop programs, run festivals, etc. Those people are already in place! I just tried to give them support, encouragement, and a bunch of thanks. I know Deb McConnell will be an excellent President next year and is a joy to work with.

All that to say - Now is the perfect time to consider giving back to your guild and contributing by becoming the Vice President. If you have any questions, please contact me or Deb.

See you at the festival and public art celebration,  
 Gwen Bowen

## From the Treasurer

### August 31, 2022 Financial Summary

[Click here for the August Profit / Loss Report](#)

[Click here for the August YTD Budget to Actual Report](#)



#### August Income

|                     |                |
|---------------------|----------------|
| ◆ Booth Fees        | \$5,235        |
| ◆ Membership Dues   | \$57           |
| <b>Total Income</b> | <b>\$5,292</b> |

#### August Expenses

|                         |              |
|-------------------------|--------------|
| ◆ Space Rental          | \$85         |
| ◆ Tile Project Supplies | \$48         |
| ◆ Technology            | \$25         |
| <b>Total Expenses</b>   | <b>\$158</b> |

**August Net Income** **\$5,134**

**August YTD Net Loss** **\$405**

YTD Budget to Actual: Under budget by \$3,110

**August 31 Cash Balance** **\$26,443**

## Artist Spotlight David Clark



David Clark with Mudslinger Pottery, a long-time member of Carolina Clay Matters, is in the Artist Spotlight this month. He is doing some cool things with social media to consistently drive traffic to his Etsy shop and ultimately make sales. First let's delve into his clay journey.

Influenced by his mother's collection of handmade pottery, David began taking pottery classes at Central Piedmont Community College when he was 24. He became "hooked on it." He continued his tutelage there for 4 or 5 years until his daughter was born, at which time he and his then wife opened a custom frame shop called Artful Dodger. In addition to frames, they sold pottery, wholesaling from local artists, many of them CCM members. The shop did so well that it doubled in sales the first 3 years in business. While David owned the frame shop he was also working at the post office. Several tumultuous years ensued and he found himself needing to escape. In 2002 he "disappeared into pottery" once again, attending Central Piedmont Community College where he still takes classes today. David makes larger show work at the college and uses their gas kiln for firing, delineating his work from the electric kiln firings at his home studio.

Asked about his CCM membership, David says he enjoys meetings, meeting people, and workshops. He also participates in the Pottery Festival twice a year and especially likes that it is located just a few miles from his home.

David has had an Etsy shop since 2018 where he sells not only his pottery, but 3 shapes of metal ribs for forming pottery. He shared that a metal rib makes all the difference when throwing pots and he'd love to "get them in the hands of potters so they make better pots."

Adam Field, a potter currently with a following of 111K on Instagram, purchased metal ribs from David and shared photos on Instagram. This drove a large amount of traffic to David's Etsy shop and culminated in 20 sales of these handcrafted ribs in two days.



David started with a Facebook business page, added Instagram, and Pinterest, and uses Canva to create posts for upcoming shows. He uses time lapse videos of throwing on Pinterest in addition to static photos. These are like a "slow burn" where people see these videos over years. He adds links to his shop or Instagram to direct traffic there.

Currently David is concentrating on making YouTube videos. He started making videos during the pandemic; 12-15 videos that did not gain traction and left him with only 63 subscribers. Then he made a video on "Why you would even make small pots to sell." He said people who buy a small pot for \$20 give him the opportunity to start a conversation, get them to follow him, and come back to buy more in the future. Once that video was introduced, he gained traction and 50 subscribers in one day. He's now up to 284 subscribers and has incorporated a social media series. He's hoping the social media series is informative and helps him gain more traction and followers. He said he has a goal of 1000 subscribers to become monetized!

David recommends visibility on as many social platforms as possible. He can be found on the following sites:

Instagram @mudslingerpottery

Pinterest @ <http://www.pinterest.com/davidc3051/mudslinger-pottery/>

Facebook @ Mudslinger Pottery David Clark

YouTube @ <http://www.youtube.com/c/MudslingerPotteryDavidClark>

Etsy @ [www.MudslingerPotteryDAC.Etsy.com](http://www.MudslingerPotteryDAC.Etsy.com)

Give him a follow!



## PROGRAMS



The Jullian Roush Zoom Workshop was well attended by about 30 members on Tuesday evening, September 13th. She showed us a few tricks for creating textures, laying out slab patterns, keeping a handbuilt form round, applying color, etc.



Did you know that one of the perks of being a dues paying member is you can review Zoom workshops that are still on file?

If you'd like to see the video, we have saved a copy in the CCM Website page under our Members Only tab.

Go to: [www.carolinaclaymatters.org](http://www.carolinaclaymatters.org)

To gain access to the private Members Login files, you'll need our Password. If you do not have it you can contact Kim Marcadis at [kmarcadis@gmail.com](mailto:kmarcadis@gmail.com) or text her at 574-457-6888

**Please keep it secure, do not share the password with non-members.**

You can find out more about Juliann by checking out her [website](#).

Follow her on



### Pottery Festival Followup Zoom Thursday, October 13th from 7-8 pm

Valerie will lead the meeting. All are welcome.

**ZOOM LINK**

Meeting ID: 826 5660 3230

Passcode: 718877



The Holiday Pop-Up Gallery is moving forward with a postcard shared with the Online Sales group. Our next meeting will be held on Tuesday, October 11th at 7:00 pm. We will be discussing our budget proposal and planning the opening reception.

**Next Meeting** is October 11th at 7:00 PM.

**ZOOM LINK**

ID: 857 9027 1591

## INTEREST GROUP FACILITATORS

If you are interested in joining any of our interest groups you can contact any of the facilitators to get more info and be added to their mailing list.

Maria Frey (Kiln Builders) - [designer@mariafrey.com](mailto:designer@mariafrey.com)

Gwen Orland (Public Art) - [Rockyknobpottery@gmail.com](mailto:Rockyknobpottery@gmail.com)

Roger Strom (Online Sales) - [rstrompottery@carolina.rr.com](mailto:rstrompottery@carolina.rr.com)

Rachel Gunsch (Holiday Sale) - [sunraypottery@gmail.com](mailto:sunraypottery@gmail.com)

## PUBLIC ART TILE PROJECT

The public art tile project is almost to the finish line. Levine properties has come up with a final installation plan for our beautiful tiles. They will be adhered directly onto the front of the big barn and they are certainly going to get a lot of exposure!

It's been several months from start to finish and the feedback has been wonderful! Everyone stepped out of their usual creative zone and came up with a unique tile that represents NC flora and fauna. We have two grids or 'quilts' that will each take a space above the windows on the barn.



Special thanks to all who participated - especially Val and Mea for their patience and dedication to the project as the details shifted and we had to 'roll' with it!!



**JOIN US on October 8** after the festival for a quick little celebration, photos and toast to our guilds first public art project and its completion. We will meet at the barn starting **4:30 with light snacks and libations**. ALL guild members welcome! Cheers!

Gwen Orland



### From Membership

November 1st the 2023 online registration form will be available for renewing your guild membership. The holiday season starting in November is a busy time of year, so please remember to renew as soon as you can after the form is out. Early renewal is also helpful for the board so we have a better idea of our revenue in order to set up the 2023 budget. **NOTE: Please do not go to the current online form for renewals. This form will be closed and your data will not show up on the 2023 membership database. Wait until the Nov 1st newsletter to receive the link to the 2023 form.**



The Guild has a wonderful opportunity to participate in a community outreach program this school year. Charlotte Mecklenburg Schools has asked the Guild to share knowledge of ceramics with their art students. Justin Pierce, Director of Art Education, will forward the names, location and time of requests for help to Brenda Roberts and she will be in touch with members interested in helping with the program. This is a one class only commitment so please consider participating.

If you would like to help out in the classrooms, click [Brenda Roberts](#) name with the email link and let her know. She will contact you as requests are made.

### MAKING MEMORIAL POTS



At the last in person guild meeting, Gena talked about an article Sylvia Coppola wrote on making memorial pots. If you are ever asked to use a loved ones ashes to create pottery, you may be interested in reading this article. [Click Here to read the article.](#)

**Save The Date Calendar—2022**  
 Also available on [Website Events Page](#)

| Date   | Time               | Event                                       | Presenter/<br>Program | Information   | Register or Link   |
|--|--------------------|---|-----------------------|---|--|
| <b>Saturday<br/>Oct. 8th</b>                 | 10-4               | <b>Pottery Festival</b>                     |                       | 8300 Monroe Rd<br>Charlotte, NC   |  |
| <b>Saturday<br/>Oct. 8th</b>                 | 4:30               | <b>Public Art Installation Party</b>        |                       | <b>All guild members<br/>are invited</b><br>8300 Monroe Rd at<br>the Barn |  |
| <b>Tuesday<br/>Oct. 11th</b>                 | 7:00               | <b>Holiday Pop Up Sale<br/>Zoom Meeting</b> |                       |   | <b><u>ZOOM LINK</u></b><br>ID: 857 9027 1591                     |
| <b>Thursday<br/>Oct 13th</b>                 | 7:00 PM<br>8:00 PM | <b>Fall Festival Follow<br/>UP</b>          |                       |   | <b><u>ZOOM LINK</u></b><br>ID: 826 5660 3230<br>Passcode: 718877 |
| <b>November 1st<br/>through<br/>Dec 31st</b> |                    | <b>2023 Membership<br/>Renewal</b>          |                       | Watch for online<br>registration form<br>via email and Nov<br>Newsletter  | <b>DO NOT RENEW<br/>BEFORE NOV 1</b>                             |