

CAROLINA  
**CCM**  
CLAY MATTERS

**2022 Board**

President: [Gwen Bowen](#)  
Vice President: [Deb McConnell](#)  
Treasurer: [Ann Prock](#)  
Secretary: [Bethany Osborn](#)  
Membership: [Jamie Loftis](#)  
Program: [Laurie Gersh & Gena VanDyke](#)  
Communications: [Kim Marcadis](#)

CCM Monthly Newsletter

January 2022

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



Happy New Year.

It is that time in which we look to the future with hope and begin making plans and setting goals. I am looking forward to the possibilities of what we can do together as a guild in 2022.

During the last two years our guild boards have led us through some uncharted territories. They not only carried us through some very challenging times but sought creative ways to enhance our experiences. Much thanks and appreciation to those innovative boards who kept us socially together through Zoom and used what technology has to offer.

So, in looking forward and setting goals, it would be wise to take what has been successful in the last two years and incorporate it into our "usual" yearly plans. Therefore, we are looking to return socially with our Winter Party and Summer Picnic. Educationally, our Program chairs are planning two, one day workshops. We will go back to meetings, on Zoom and in person, in which members can share their expertise. We will continue with our Work Groups and grow together.

Please think about what you would like to get out of your guild this year and how you can participate. And please share your thoughts and insights. Together we can make an amazing year, as we load that kiln together and open it to some very pleasant surprises.

Sincerely,  
Gwen Bowen

## MONTHLY MEETING DEMO VOLUNTEERS NEEDED



The guild is in need of members to volunteer to give a 20 to 30 minute presentation at the monthly guild meetings. Your presentation could be on throwing, hand building or sculpting techniques, surface design or glazing, how to make and use any variety of tools in the studio, how to use social media to sell pottery or any number of other topics that cover making pots, decorating pots, setting up a studio and pottery business, participating in pottery or art shows and more. With a membership of over 100 members we should have around 10 members who have skills that are of interest to other members in the group. We would love for you to share those skills. If you are interested in volunteering please contact programs co-chair [Gena VanDyke](#).

## 2022 Board

Thank you for submitting your vote for the 2022 Board Members. We had 72 members who submitted a yes vote out of a membership of 132. Your 2022 Board is:



President: Gwen Bowen [president@carolinaclaymatters.org](mailto:president@carolinaclaymatters.org)



VP: Deb McConnell [vicepresident@carolinaclaymatters.org](mailto:vicepresident@carolinaclaymatters.org)



Treasurer: Ann Prock [treasurer@carolinaclaymatters.org](mailto:treasurer@carolinaclaymatters.org)



Secretary: Bethany Osborne [secretary@carolinaclaymatters.org](mailto:secretary@carolinaclaymatters.org)



Programs Chair: Laurie Gersh [programs@carolinaclaymatters.org](mailto:programs@carolinaclaymatters.org)



Programs Co-Chair: Gena VanDyke [programs@carolinaclaymatters.org](mailto:programs@carolinaclaymatters.org)



Membership Chair: Jamie Loftis [members@carolinaclaymatters.org](mailto:members@carolinaclaymatters.org)



Communications Chair: Kim Marcadis [communications@carolinaclaymatters.org](mailto:communications@carolinaclaymatters.org)



# Treasurer's Report

## November 31, 2021 Financial Summary

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

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

### Income

◆ Online Pop-Up Fees \$145

**Total Income \$145**

### Expense

◆ Festival Social Media \$924

◆ Levine Gift \$64

◆ Portajons \$398

◆ Festival Supplies \$146

◆ Liability Insurance \$1,147

◆ Technology \$25

**Total Expenses \$2,706**

**Net Monthly Income \$-2,560**

**11/31/21 Cash Balance: \$23,894**

Notes: The majority of the Festival expenses have now been paid. The Liability insurance is a one year policy covering the events that we have, mainly the Festival, but also the workshops, meetings, etc. The income and expenses now contain a new category, Non-Festival Events, which covers the on-line sales and the pop-up event, with the anticipation that these type of events will continue in the future

By Ann Prock

## VIP (Volunteer Incentive Program)

It takes many volunteers working behind the scenes to get all of the various jobs done that help make our guild the great organization that it is. One of the incentives offered to these volunteers is that 1 or 2 of the meeting requirements in order to participate in the Pottery Festivals is waived. VIP's also get a chance to register early for a booth in the pottery festivals.

Here is a list of the [VIP positions](#) that have been filled for 2022. We have one position available at this time. Please look over the list and if you are on the list by mistake or if you are missing from the list please contact Gwen Bowen.

If you are interested in being a volunteer for the guild please be sure to contact Gwen Bowen. She can answer any questions you may have about the VIP program as well as get you on a list in case new jobs or workshop opportunities present themselves. Just let her know how you would like to help.

## Membership

[JOIN NOW](#)



We have had a tremendous response with our membership renewals in November and December. We have **106 members** which includes **10 new members** into our guild. Please make a point to say hi to the following new members at our next in person meeting or event. Katherine Boyette, Nicki Degeneffe, Angela Greer, Ewart Harley, Richard Levinton, Pandi Parrish, Rebecca and Curt Reiff, Carey Simone, Sally Tatham and Nancy Washko.

If you have not yet renewed your membership please do so this month so you don't get scrubbed from our mailing lists. All who have not renewed their membership will stop getting emails and newsletters from the guild and Sylvia starting in February. Click on the Join Now icon top right of this box to fill out and submit your online registration form. All members must fill out the form so we have your most current contact information and social media links.

If you know of anyone who you think would enjoy the many programs and benefits our guild has to offer please let them know they can join at any time. They can go to our website and click on the About tab then About Membership to find more details. If you have any questions about membership please contact **Jamie Loftis** our 2022 membership chair.

## ARTIST SPOTLIGHT

### Pandi Parrish



Pandi Parrish is one of the newest members of CCM and was first introduced to creating with clay in June 2019 as a student at Clayworks. A few months were spent at that location hand building and in a wheel class. She had retired from her 39-year career as a registered vascular technologist earlier that same month. Pandi shared that the wheel didn't come naturally to her, and after some contemplation, began taking classes at Carolina Clay Connection in January 2020 in hand building. She uses slabs to create functional wares such as serving platters and bowls.

Pandi said that glazing well is a major goal of hers. She currently uses commercial glazes that she's experimenting with manipulating over textured surfaces. She loves the variation in surface design that textures create and she's eager to learn how different glazes enhance those textures. Kiln issues are another major goal of hers. The limitless aspects of firing fascinate her and she is striving to learn how something as simple as placement in the kiln affects her work in different ways.



In addition to making functional pieces, Pandi makes clay angels. She intends to add more intricate features to her designs as she continues to explore. Some of her angels will be bowing in prayer and others raising their faces heavenward.

Asked about an artist who inspires her, Pandi mentioned that she's collected pottery for years and one of her favorite ceramic artists is a friend from McKinney, TX, Kerry Johnston. Kerry is a member of 3 Dog Studio and uses a leaf as a design feature in her wall pieces.

Pandi is excited to participate in the educational opportunities that CCM has to offer and will volunteer in the future as she feels it is important to the "health of the organization." She says that our organization is unique in the world of artists because both accomplished artists and newbies come together.



Pandi does not currently have an online presence, but can be reached by email. If you run into her at a meeting, please reach out and introduce yourself and welcome her to the group.



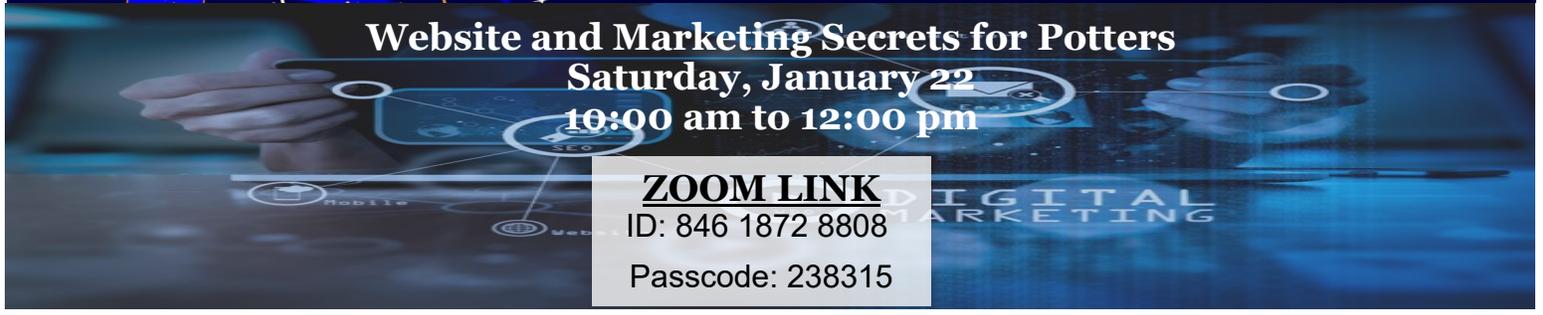
# Carolina Clay Matters Holiday Party

January 15th 6:00 pm  
Cameron Woods Clubhouse  
3228 Birnen Dr., Charlotte

Our outgoing President but still active member, Valerie, has graciously volunteered to plan and host this event.

Come join in on the festivities at this social gathering where potters come together just for some fun and good food. Your significant other is also invited to this gathering. Guild will provide meat and soft drinks. Members need to bring a side or desert and byob if you want.

Keep an eye out for an email with more details and asking for your reservation.



## Website and Marketing Secrets for Potters Saturday, January 22 10:00 am to 12:00 pm

### ZOOM LINK

ID: 846 1872 8808

Passcode: 238315

Take your online marketing to the NEXT level! Join this zoom marketing workshop with Teresa Broadway of New Horizons. Learn tips and tricks to attract new visitors to your website or marketplace (such as Etsy). In addition to increasing your traffic, I will also share effective Social Media strategies, tips to increase your product sales, and show you ways to build lasting relationships with your audience!

Topics that will be covered include:

- Optimizing your website or marketplace page for maximum success
- Tips for using Google to attract customers
- Keywords... how to find and use the right ones to use for YOUR products and business
- Social Media tips
- Tips for building a lasting relationship with your audience

And much more!

Information will be broken down into easy-to-understand bites for even the most novice marketer! There will be a Q & A session at the end, so bring your most pressing marketing question or problem and I will help you find solutions!

**If you have any specific website or marketing questions or problems that you would like Teresa to address please submit them to [Gwen Bowen](#) no later than January 14th so she can send them to Teresa ahead of the event.**

## From the Webmaster– Members Directory



We would like to keep our website members directory up to date and need your help to do this. Please go to [our members](#) page to see what we are looking for when adding info to this page. If you would like to be added to the page email our webmaster [Dan Hebert](#) and send the following: A headshot photo, some photos of your work, a short artist statement, your social media, website and shopping page links that you would like to drive traffic to.

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## DVD Library



Please remember to check out our [Video Library](#) on our website to see the wonderful selection we have available. You can check out a DVD at the members meetings. We have such a great collection so please don't let this library go to waste by not taking advantage of all it has to offer you.

If you are unable to go to the meeting you can contact [Dorothy Cole](#) to request her to mail you a DVD. You can then return it with prepaid shipping.

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## Interest Groups

Below is a list of the currently active interest groups within the CCM guild. If you are interested in joining one or more of the groups, please contact the group chairperson.

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

On-line Sales – Roger Strom, [rstrompottery@carolina.rr.com](mailto:rstrompottery@carolina.rr.com)

Public Art – Gwen Orland and Valerie Hawkins, [rockyknobpottery@gmail.com](mailto:rockyknobpottery@gmail.com) or [vhawkins1@comporium.net](mailto:vhawkins1@comporium.net)

Holiday Pop-Up Gallery – Rachel Gunsch, [sunraypottery@gmail.com](mailto:sunraypottery@gmail.com)

**\*\*\*If you are interested in creating and chairing an interest group please contact [Gwen Bowen](#). This position would also count as a VIP position.**

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

Date	Time	Event	Presenter/ Program	Information	Register or Link
<b>Saturday January 15th</b>	6:00 pm			Cameron Woods 3228 Birnen Drive, Charlotte	
<b>Saturday January 22nd</b>	10:00 am 12:00 pm	<b>Website and Marketing Secrets for Potters</b>	Teresa Broadway with New Horizons	This is a Zoom Event	<b>ZOOM LINK</b> ID: 846 1872 8808 Passcode: 238315