



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



Well I am excited!

We had our first zoom presentation about marketing tips for potters and had 25 in attendance. Then we had our first Guild meeting with almost 60 people. If you were not able to attend the marketing presentation, don't forget that it was taped and you have a month to watch it.

There was much to cover at our meeting and the future is promising. Our programs people have already booked an in person workshop for July. We have our usual parties being planned along with the pottery sales. And this year, we continue with our interest groups that have come up with some great ideas. We've only just begun. Be sure to join in and let's have fun.

Sincerely,
 Gwen Bowen



Treasurer's Report

December 31, 2021 Financial Summary

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

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

Income

- ◆ Online Event Fee \$10
- ◆ Membership Dues \$1,746

Total Income \$1,756

Expense

- ◆ Online Event Facebook \$271
- ◆ Technology \$25
- ◆ Rent \$85
- ◆ Holiday Party Rent \$425
- ◆ Raffle Certificates \$200
- ◆ Food (Reception Nov Mtg) \$237

Total Expenses \$1,243

Net Income \$512

12/31/2021 Cash Balance **\$26,330**

Year to Date Net Income **\$2,545**

Year to Date Budgeted Net Loss **\$5,086**

Please see [2021 Annual Expense List by Vendor](#) for all payments made in 2021.

[Click here for the Years Profit /Loss Report from January 2021-December 2021](#)

Ann Prock

2022 Treasurer

INTRODUCING THE 2022 BOARD

Many of you are new this year and it's good to familiarize yourself with the Board positions, how each of us came to the Guild, and ultimately, to serve on the Board.



Gwen Bowen is our President. She taught high school art while living in New Orleans until her move to this area in 1998. She took pottery lessons at the JCC (Jewish Community Center) and decided to concentrate on this one art form. She formed her clay business in 2007 and was able to go full time in 2017.

Gwen was a member of the Guild in 2008 & 2009, took a hiatus, and rejoined in 2016. She initially joined to participate in the May and October pottery shows, but realized the Guild has so much more to offer. Before becoming Vice President in 2021, Gwen had volunteered very minimally. As Vice President and now President, Gwen really enjoys getting to know the members. She hopes that the Guild will carry on with great shows and learning experiences. She also hopes that the group will be supportive and encouraging to each other in their individual pursuits in clay.



Deb McConnell is the Vice President. She was introduced to clay in college and was immediately drawn in. Even though she worked as a paralegal until 5 years ago, she took classes at the Washington Art Association in CT for over 20 years. Upon retirement she established an online shop and her own studio.

Deb became a member of the Guild in 2021 to meet area potters and immerse herself in the clay community by participating in workshops and helping with Guild activities. She volunteered in 2021 at the pottery festival, and then when the role of VP remained open for an extended period of time, decided to become even more involved. She hopes that all members appreciate the uniqueness of this group and take advantage of the awesome workshops and presentations. She also hopes that each member gets involved and volunteers to continually improve the organization.



Ann Prock is our Treasurer. She started throwing classes at Clayworks 19 years ago and became very interested in organic forms and texture which she continues to create today.

Ann joined the Guild as a result of her association with other Clayworks people. A year after joining, she volunteered for festival registrations and remained involved in festival organization until 2019.

Ann has served on the board in three roles; VP in 2016, President in 2017, and Treasurer in 2021 & 2022. Her hopes for the Guild, to see the various groups continue, new groups formed, and in person meetings to resume so we can interact and learn from each other.



Bethany Osborn is our Secretary. She's been making pottery part-time for the past eight years. Bethany has her Masters in Social Work and is a very busy Mom to two young boys. Pottery is a great stress reliever and Bethany has a wheel at home and plays in the clay whenever she can.

Bethany joined CCM to better educate herself and make fun connections. This is the first time she's serving on the board, but second year as Secretary. She loves contributing to the group and hopes to serve in other ways in the future. Her hopes for the future of the Guild, to make new friendships and continue learning.



Jamie Loftis is our Membership Chair this year. Watercolor was her original love, and she taught Fine Arts for CMS (Charlotte-Mecklenburg Schools) for 34 years until retirement. She took classes at Carolina Clay Connection and was immediately hooked. She's spent her time during the pandemic taking online classes and learning a variety of new clay techniques.

Jamie was introduced to the Guild by Leon and Jinny at Carolina Clay. This is the first time she's serving on the board. Her hopes for the Guild this year are to continue having wonderful demonstrations, workshops, and member support.

Laurie Gersh and **Gena VanDyke** are our Program Chairs this year.



Laurie Gersh's pottery pieces are wheel-thrown, hand-built, or a combination of both. She enjoys making functional, decorative stoneware with beautiful textures and colorful glazes.

Laurie first became involved with CCM when Jamie Loftis asked her to share a booth at the Pottery Festival about 10 years ago. Last year was the first time she served on the board. She was program director with Andy Smith. She wanted to give back a little of what she has so generously received from CCM. Laurie believes that CCM is moving in a wonderful direction; wanting to cater to the needs of its members.



Gena VanDyke's journey as a Potter started in 1993 with a class at CPCC and was hooked. She quit her day job in 1999 to open her own pottery studio, and hasn't looked back. She joined CCM when it was just a group of 5 or 6 people chatting at Stewart Village Gallery over 25 years ago, and she has served on the board twice before. Offices held were Programs in 1999 and Newsletter in 2012. She has also served as the Information Booth Coordinator and in the early days* as Pottery Sale coordinator (*when we still set up inside the McAlpine barn.)



Kim Marcadis is our Communications Chair. After being introduced to pottery in 8th grade, it wasn't until 2005 that Kim started classes at the JCC (Jewish Community Center). Within a year she moved to Clayworks and was a Studio Assistant there until her move back to Indiana in 2016. In 2012 she left her full-time job and started making pottery full-time.

Kim joined CCM upon recommendations from folks at Clayworks. She joined for the education; monthly demos and workshops. She has served on the board two times; as Member Chair in 2015 and now as Communications Chair. Even though Kim lives in Indiana she works tirelessly on all aspects of communication for the Guild. She hopes the Guild remains strong with more members willing to volunteer to be on the Board and take a leadership role in keeping the Guild moving forward with good quality education and experiences.

Membership

[JOIN NOW](#)



We had 12 registrations come in during the month of January. Our current membership total is at 125. Out of the 12 registrations 4 of them are new members. Please give a warm welcome to **Philip Sciabarrasi, Stephanie Bercht, Judy Kendall and Lauren Cantor** the next time you see them.

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. If you have any questions about membership please contact **Jamie Loftis** our 2022 membership chair.

WELCOME TO THE CCM GUILD ZOOM EVENT

February 12th 10:00 AM

[ZOOM LINK](#)

Meeting ID: 944 642 3095

Passcode: 886347

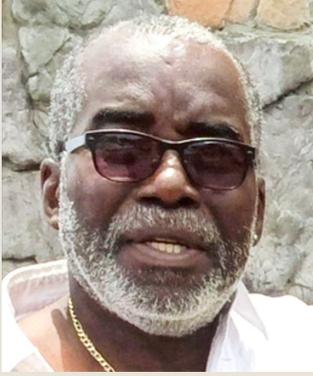


This is for new members, but if you have been gone for a while or joined late in the last year, please join us too.

I will talk to you about the many benefits of being a member. Carolina Clay Matters is an extraordinary guild with so much to offer. I'll be there to tell you about the guild and answer any questions you may have. I look forward to talking to you.

Sylvia Coppola

ARTIST SPOTLIGHT EWART HARLEY



Meet Ewart Harley Jr. Ewart and his wife moved to the Charlotte area in 2019 from Ft. Lauderdale, FL. Newly retired, they were seeking a slower pace and found it in Charlotte. The slower pace coupled with friendly people, a high concentration of artists and art related activities have made it easy for them to settle in.

Ewart was first introduced to clay in college, needing extra credit, he enrolled in a pottery class. He learned to throw on a kick wheel and quickly came to love the medium. He didn't dabble in clay again until 20 years later when he came across a potter working at an art show, working in a store front on Las Olas Boulevard in Ft. Lauderdale. He signed up for classes with him for three years. One of the studio members called him "The Ringer" because of his ease working on the wheel. Unfortunately that studio closed and Ewart did not pick up clay again until over a decade later at his local senior center. There he attended class twice weekly. He realized his work was "good enough" to sell when he sold most of everything at his first show at the senior center. The limited class time prompted Ewart to begin hand building in his garage studio.

Ewart's pottery business is called "Eclectic Pottery." He attributes the name to the fact that his pieces are all different. He considers himself a functional potter and loves making different style teapots. He enjoys continually challenging himself by making new forms and "working outside the box." His future plan is to build up his inventory, participate in the spring and fall Pottery Festivals, but mostly continue to create for the "love of doing it."

Asked about the artists who inspire his work, Ewart said there are several artists on YouTube; there is one Asian potter in particular who he is inspired by.

Ewart does not have an online presence as yet but you will see him at our Pottery Festivals.



INTRO TO THE POTTERY FESTIVAL FEBRUARY 27TH

3:00 pm



ZOOM LINK

ID: 894 2781 4213

Passcode: 356471

This is a recommended but not required meeting for those who are planning to participate in the CCM pottery festivals for the first time. You will have an opportunity to hear how we stage this event every year and get tips on participation including application process, application fee, NC Sales tax requirements, volunteer requirement including how you will be expected to help market the event and more. And for those of you who need it, the session will end with tips on setting up your first sales booth.

For sign-up, please contact [Valerie](#)



LIKE FOLLOW & JOIN
US ON SOCIAL MEDIA



For those members who are on Facebook or Instagram don't forget to follow, like and join us. We have two Facebook Pages.

- ◆ [Carolina Clay Matters](#) This is a public page that we use to promote the guild and sales
- ◆ [Carolina Clay Matters - Guild Members Group](#) This is a private page in which we can share and ask questions within the group. If you have not asked to join and would like to, please go to the page and ask to join and answer the questions.

Our [Instagram page](#) is public and where we promote the guild and pottery sales.

Please share these sites with your followers as well. Help promote follower by liking , commenting, sharing and using hashtags that will link others to our social media. Thanks

CCM Pottery Interest Groups

The interest groups are getting on their way in 2022.

The **Online Sales Group**, led by [Roger Strom](#), had their first meeting of the year to plan their path forward with their online sales and how to promote them. If you are interested in selling your work online or learning how to have an online presence please contact Roger. This could be the group for you.

The **Public Art Group**, led by [Valerie Hawkins](#) and [Gwen Orland](#), will set up a meeting soon to start planning the tile project that will be installed on the Levine fence that goes around the barn. A budget is being proposed and will be submitted to the board for approval. If you are interested in participating in the tile and public art project please contact either Valerie or Gwen.

If you are interested in learning about building a kiln you can talk to [Maria Frey](#) about joining the **Kiln Builders Group**.

If you think you will want to participate is the **Holiday Pop Up Gallery** from November –December be sure to contact [Rachel Gunsch](#). She will be organizing this holiday event.

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

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 or by contacting Dorothy Cole. 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.

Since we do not have consistent in person meetings due to Covid, you can contact [Dorothy Cole](#) to request her to mail you a DVD. You can then return it with prepaid shipping.

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.

**Optimizing Your Website
and/or Marketplace for
Maximum Success!**

Website and Marketing Secrets for Potters Workshop

If you missed the workshop last month you can see the recorded version on the website by clicking on the Members Login link. You must be a member to access this page. If you do not know the password you can email [Kim Marcadis](#) or text 574-457-6888.



Service Corps of Retired Executives **SCORE**, a nonprofit organization, is dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. They have the largest network of free volunteer small business mentors in the nation.

If you could use help getting our pottery business off and running or move forward to the next steps you might want to check out their free services. They can help with all aspects of business.

To get started check out their website and look for the variety of free workshops and classes they offer. You can also request a mentor that you can work with to help you through the steps needed to move forward.



SCORE is a great resource that we should all take advantage of. If you don't live in Charlotte or the Carolinas look for the office in your area.

[SCORE Charlotte Site](#)

[SCORE Website](#)

2022 CCM Budget and Reserve Fund Approved

Thank you all for submitting your vote for the 2022 budget and reserve fund. The 2022 budget received a unanimous 71 yes votes. The reserve fund was approved with 68 yes votes and 3 no votes.

[2022 Budget Report](#)



SAVE THE DATE

JULY 10th

9:00 am–4:00 pm

Reedy Creek Park Indoor Pavillion

WORKSHOP WITH

JENNY LOU SHERBURNE



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

Date	Time	Event	Presenter/ Program	Information	Register or Link
Saturday February 12	10:00 AM	Welcome To Carolina Clay Matters Guild	Sylvia Coppola	For new members, re- turning members and members who joined late last year. Or mem- bers who just haven't learned about all the guild has to offer or may have questions about the build	<u>ZOOM LINK</u> ID: 944 642 3095 Passcode: 886347
Sunday February 20	2:00 PM	Board Meeting	Gwen Bowen	Board Meetings are open to all mem- bers.	<u>ZOOM LINK</u> ID: 944 642 3095 Passcode: 886347
Sunday February 20	3:00 PM 5:00 PM	Membership Meeting	Gwen Bowen Demo by Janet Leazenby	Attendance will be taken Be sure to check the participants and rename yourself if you are not identi- fied correctly.	<u>ZOOM LINK</u> ID: 944 642 3095 Passcode: 886347
Sunday February 27	3:00 PM	Introduction to the Pottery Festival	Valerie Hawkins	This is for anyone who plans to partici- pate in the pottery festival for the first time	<u>ZOOM LINK</u> ID: 894 2781 4213 Passcode: 356471
Tuesday March 15	7:00 PM	Membership Meeting	Gwen Bowen Demo by Vickie Gill	Attendance will be taken Be sure to check the participants and rename yourself if you are not identi- fied correctly.	<u>ZOOM LINK</u> ID: 944 642 3095 Passcode: 886347
Saturday May 14	10:00 AM 4:00 PM	Spring Pottery Festival			
Sunday July 10	9:00 AM 4:00 PM	Workshop	<u>Jenny Lou Sherburne</u>	Reedy Creek Park Indoor Pavilion	More details in fol- lowing newsletters.