



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



Spring is here and it is time to make lots of pottery.

I have just taken a break to flip through Instagram and I am noticing something. That something is change. Every year at shows I enjoy seeing the small changes and growth in each potter's work. On Instagram tonight I see not just growth but a change, a stretch, a different and new direction of potters I am following. I then realize my work is taking on a new direction. I am wondering why. Is it because of new influences, new products, shortage of the customary clay and glaze materials, or a reflection of the world changes?

Change is interesting. We actually strive for it but it is often uncomfortable. It is exciting and necessary for growth but it can be risky and somewhat scary. Oh the pondering....Must be Spring. Out with the old and in with the new.

Now, I am going to go make macaroni and cheese just like my mother made.

Hope to see you face to face at many of our future events (there have been a few changes but some things have remained the same).

All the best,
 Gwen B.

From the Treasurer

February 28, 2022 Financial Summary

[Click here for the February Profit / Loss Report](#)
[Click here for the February YTD Budget to Actual Report](#)



February Income

◆ Membership Dues \$432

Total Income \$432

February Expenses

Technology \$38

Total Expense \$38

February Net Income \$394

YTD Net Income **\$77**

Budgeted YTD Net Loss **\$920**

2/28/2022 Cash Balance: **\$26,362**

CALLING FOR VOLUNTEERS FOR VIP QUALIFYING POSITIONS

The guild has an immediate need for a Student Volunteer Coordinator for the Festival and a Marketing Team Coordinator.

[CLICK FOR DETAILS](#)

Artist Spotlight Jodi McNeely



Our featured ceramist this month is a seasoned member of CCM and one of 20 artists chosen to represent ArtPop Street Gallery's Class of 2022 artists. She is Jodi Lynn McNeely.

Jodi and I deviated from the standard line of questioning and jumped right into ArtPop, how she applied for the juried selection, and how it is currently affecting her ceramics practice. She joins several past recipients of this honor from CCM.

Jodi directed me to the ArtPop website at artpopstreetgallery.org and the wealth of information there. You'll want to read about the founder Wendy Hickey and her mission statement before reading about the application process. It sounds like an artist's dream,

"Art for all" and "to help artists make a sustainable living."

ArtPop Street's gallery consists of billboards, digital billboards, and write ups in local papers in the Charlotte metro area. Be on the lookout for Jodi's colorful art gracing these displays as you navigate through the city. ArtPop also offers Inspiration Projects to qualified artists. Jodi tells me that's why we're seeing an increase in murals throughout Charlotte. The founder matches corporate donations with artists to offer large scale art to the community.

Jodi recommends prepping from now if you plan on applying for the October deadline. She said it is sometimes difficult to effectively translate ceramics to a billboard layout. For that she hired an accomplished photo shop person. The requirements are "intense!" Plan carefully to meet the application date. There are "upfront" action items that can be dealt with well in advance. The selection process takes place in November, but you're asked to keep it on the down low until announced in December.

ArtPop holds a Reveal Night for the 20 artists chosen that includes a large party, a billboard displaying their work, and a \$500 honorarium. Jodi has also been asked to be a demonstrating artist at Charlotte Shout. She will have an 8'x 8' space to demonstrate and sell her pieces. With a great deal of enthusiasm, Jodi proclaimed, "This has been a great ride!"



Before concluding the interview, Jodi and I chatted about her clay journey. She attended art classes at Central Piedmont beginning in 2000 (this after an Industrial Arts degree), but once she took a ceramics class, her future was cemented. She took Ceramics 1-4 twice and then moved on to Studio to work on her personal assignments. She shared there is a community of potters there that she's enjoyed a longstanding relationship with.

I describe Jodi as a Visual Storyteller. She is influenced by both Mexican and Chinese folk art having visited both countries. The bright colors and groups of people depicted in their artwork have informed her work. Jodi said the "journey, path, and community" of people are common threads in her pieces. She has mastered, from a technical standpoint, creating large tiles that don't warp or crack. This after many years of trial and error. She struggles with "thought provoking" art and how to express it using her voice.

Asked about an artist who inspires her, Jodi said her grandmother. She was an accomplished artist and gave her the opportunity to paint beginning at a young age. Jodi used to think selling a pot to everyone was her goal, but now she'd like to construct one large pot for the community to enjoy.

You can find all of Jodi's contact information by visiting linktr.ee/jodilynnpottery.

Programming

Spring Fling Party

Saturday, April 2nd
6:00 - 9:00 PM

Cameron Woods Club House
3228 Birnen Drive, Charlotte

For those going to the Spring fling don't forget to bring a side dish or dessert. You can bring your preferred beverage or drink what is offered. If you want to participate in the gift exchange remember to bring an unwrapped piece of your pottery with your business card attached. Value of the pot should be around \$35. Covid masks are optional. Volunteers are needed to help set up and take down. If you are willing to help out contact [Gwen Bowen](#).

Spring Pottery Market



May 14th, 10:00—4:00
8300 Monroe Rd. Charlotte NC

Festival registration is complete. Thank you to everyone who signed up. We are in need of non-participating members to help us out the day of the show. You can help out all day or for just a couple of hours. Please contact [Nancy Addison](#) if you have some time to spare. We would greatly appreciate your service! For any other festival questions please contact [Valerie Hawkins](#).

Interest Groups

Public Art Project Group: Levine Public Art Tile Project



The public arts group is about ready to start making tiles. Participants will be able to pick up their clay at Carolina Clay Connections April 16th between 2-3. The theme for the tile design will be flora and fauna.



We are hopeful to have the project completed and installed before the October Pottery Festival on October 8th.

We are all excited to represent the guild with this first public installation. Stay tuned for updates! If you want to jump in contact [Gwen Orland](#).

Online Sales Group Monthly Meeting

MONTHLY MEETING

Thursday, April 21st
4:00 PM—5:00 PM

ZOOM LINK

ID: 861 7389 9555

Passcode: 664891

The Online Sales Group is doing a sales promotion from June 17-26. Registration deadline to participate will be May 20th. The name of the promotion will be "Celebrate Summer". You don't have to have summer themed work to participate, however lots of types of work easily fit into a summer themed event: Tableware, drink ware, yard art, patriotic for July 4th, and lots more!

We will be buying paid ads on social media for this promotion so there will be a cost for participation in this particular event. In the past the cost per person for this type of promotion has been around \$25.

However, there is no cost to join and participate in the Online Sales Group throughout the year. If you are interested to learn more about how to use social media, to get the word out about your pottery, or to learn more about having an online shop or sales portal, this is a great group to join! If you would like to join the group, send an email to [Roger Strom](#).



From Membership

We now have 134 members in the guild. Five new members joined in the month of March. We would like to welcome Christy Braman, KC Costello, Arias DeRienzo, David Gordon and Mary Reisinger. Please be sure to say hi to them at the next in person event.

[JOIN NOW](#)



CCM
pottery
guild

Thank you for your help in selecting our new logo. Quite a bit of time and collaboration went in to this effort. We wanted to share our backstory with you to help everyone better understand the vision behind this initiative. It turns out getting 134 people on the same page is no easy feat. Our intention from the beginning has been to be transparent and to benefit the entire guild body.

THE VISION

The vision for our rebranding effort has been to establish a clear understanding of who we are as a guild, where we are going, and why. As we began visualizing our brand, we wanted to create an image that was clean, relevant, and contemporary. To this end, our marketing team began discussing a new logo.

WHY NOW?

We have budgeted for new signage and a banner for our in-person market, since our older outdoor marketing materials were becoming weathered. This seemed to be the perfect time to dream up and refresh the look of our guild.

OUR PROCESS

We began with nine logo designs, some with graphics and some with just text. We then whittled those choices down to the three we felt best represented our guild. The marketing team voted between the three new designs and the logo that had been representing our guild for the last nine years. In this initial vote the logo shown in this article was selected. We then put the vote out to the entire guild community with the consent of the board. The new logo design was selected in that vote as well.

WHO WE ARE, WHERE WE ARE GOING, AND WHY

We are Carolina Clay Matters, a vibrant pottery community. Coming out of the pandemic we have seen some changes in our community and significant growth with new members. As a collective of individual potters we have the unique opportunity to support and learn from each other. Every member is a valuable part of our volunteer-based community. We all have an essential role to play. Our logo will serve as our signature in all our marketing materials. It will compliment the promoted work of our members without detracting from it. Our new logo will interact with our promoted work and themed graphics. We look forward to continually celebrating individual artists and our guild at large in our ongoing rebranding.

Your CCM Marketing Team

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

Date	Time	Event	Presenter/ Program	Information	Register or Link
Saturday April 2	6:00 PM 9:00 PM	Spring Fling Party Cameron Woods 3228 Birnen Drive, Charlotte	Valerie Hawkins	Pot Luck. Member +1 Registration Required.	
Thursday April 21st	4:00 PM 5:00 PM	Online Sales Group Meeting	Roger Strom		<u>ZOOM LINK</u> ID: 861 7389 9555 Passcode: 664891
Saturday May 14	10:00 AM 4:00 PM	Spring Pottery Festival			
Friday May 20th		Registration Dead- line for Celebrate Summer Online Sale	Roger Strom	Online Sales Group Event	<u>REGISTER HERE</u>
Thursday May 26th	4:00 PM 5:00 PM	Online Sales Group Meeting	Roger Strom		<u>ZOOM LINK</u> ID: 861 7389 9555 Passcode: 664891
Sunday June 26th	3:00 PM 5:00 PM	Members Meeting	Sylvia Coppola	Carolina Clay Connections Bring a dish to share	
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.
Sunday August 21	3:00 PM 6:00 PM	Members Meeting POOL PARTY		9903 Heritage Oak Lane, Waxhaw NC	