



VENTURA COUNTY POTTERS' GUILD

Guidelines for Shows and Sales

Who may participate in VCPG shows/sales?

Each participant must be a current member of the Guild, an active member for six months, and have had examples of their work accepted by a VCPG jury. Jury information is provided in your VCPG member directory in the current version of the [Jury Guidelines for Members](#). As a reminder, should the nature or style of your work change significantly, you may be asked to submit this work to the jury before it can be exhibited or sold in a Guild-sponsored event.

All participants must provide the Treasurer with a W-9 in advance of the sale if one doesn't already exist in the Guild's records. Sellers making over \$600 from combined VCPG sales will be issued an IRS Form MISC-1099 in January of the following year (i.e., sales made in 2016, forms issued in January 2017.)

Show participants have an obligation to help the Guild in some capacity during the year and during sale's venues. Volunteers for the sale will be needed for: set-up and take-down of central sales booth; cashiers; receipt book distributions and collections; VCPG banner hanging and take-down; site clean-up, and post-show accounting. There are also many ways to assist at our monthly meetings and workshops.

What work is acceptable?

- All work shall be the original art/craft of the artist.
- All work shall maintain or exceed the quality of your juried work; seconds shall not be shown.
- Work that is cast shall be the product and design of the artist. Commercially produced/cast work is not acceptable even if finished/glazed by the artist.
- Ceramic tile pieces shall be produced by the artist. Commercially made tiles glazed/finished by the artist are not acceptable.
- All work, including jewelry, shall be predominantly (more than 50%) fired clay, made by the artist. Other materials may be incorporated in your work, such as wood, metal, fabric, glass, feathers, etc., but shall be less than 50% of the final product.
- Each participant shall exercise quality control; functional pieces should function; no "seconds" displayed (e.g., unfinished bottoms, pin-holed or crawling glazes, sharp edges, cracked bottoms, lids that don't fit, etc.)
- Functional looking items that are not, need a sticker stating, "Not food safe. Does not hold water." See Appendix 1 for more information.
- Craftsmanship shall be appropriate for the type(s) of work submitted. As an example, work must not have sharp edges; if edges are ground, ensure that the edge is smooth and polished, lids must fit the pot.

- The guidelines for acceptable work enumerated above provide guidance for members but cannot cover every creative option our members may design. If you have any question as to whether or not a specific piece of work meets the listed criteria, please contact the President or Jury Chairperson.

What will I need to set up my area? What is expected?

VCPG sales are not always in the same location, so the guidelines for set-up will vary, but in general you will need to provide your own:

- Tables and tablecloths and/or shelving to display your work
- Materials to bag up your customers' purchases
- Plastic bags, similar to those used in grocery markets, are not permitted by the City of Ojai. Therefore you cannot use those bags during the Ojai Music Festival in June.
- Optional: business cards; if it is an outdoor sale, you may wish to invest in a tent to provide protection from the sun; chairs to sit in between sales; risers (e.g., boxes, wood blocks) to elevate your work.

Expectations:

- Set up for the show should be done in a timely fashion so the sale begins on time.
- Display booths or tables should be attractive. All boxes/containers and papers shall be kept out of sight, under tables or draped to cover completely.
- Display should not be crowded, or composed of too many duplicate types of ware.
- Displays should be a solid color that enhances your work. This gives a cohesive, professional look to the show. Recommended white display tents (if possible). No curtained sides or other displays which block the view through the exhibit are allowed during the show.
- All participants must show their work for the entire time of the show's advertised hours (i.e., do not "pack-up" before the stated closing time; doing so is not professional.)
- Each piece should be marked with a price sticker and all prices will be set at the whole dollar (i.e., \$10 not \$10.25). Prices shall not be reduced during the show.
- You may not sell other types of work or accompaniments to your work separate from your work. Examples, if you also make soap, you may not sell your soap alone, only with one of your soap dishes. Frogs may not be sold separately, only with a flower vessel. Plants are allowed for display purposes; however planted plants in your work are not.

How does it work?

Preparation for a sale begins approximately three months before the actual sale with a notice in the VCPG Newsletter announcing the sale's date/time and location. Next, participants will be asked to complete a registration form. Advertising usually begins two months in advance of the sale with post card distributed electronically to members and hard copy post card in the VCPG Gallery. The Publicity Chairperson will also place notices in publications as appropriate. Volunteers for are recruited through members' meetings and the newsletter. If we have more people wanting to sell than spaces, we will select the members who have been the most active during that year.

On the day of the sale, a sales receipt book is distributed to each participant. When a sale is made, the artist will complete the sales receipt and give the customer the white and yellow

copies. The pink receipt is for your records. You direct the customer, with their white and yellow copy, to the cashier's booth while you prepare the purchase for pick-up. Once the item(s) are paid for, the customer will return to your booth with the stamped yellow copy, the customer's copy, indicating the payment has been made. The cashier will retain the white copy of the receipt for accounting purposes.

If required, a guard will watch the selling booths overnight. Displays should be covered or work should either be stowed away under tables or removed from the site overnight.

What will it cost?

A registration fee is charged for each participant to help defray the show or sale cost. An individual seller's permit is not required. VCPG takes a 20% commission on sales and collects sales tax. The treasurer is in charge of tallying sales, processing sales tax, deducting the VCPG commission, and preparing and mailing the checks to each participant.

Additional Information:

If you have any other question regarding your participation in a VCPG venue contact the Director of Shows, Sales and Workshops or the President.

Appendix 1 Raku and low fire pieces that may be used by a buyer to hold liquids is problematic. The following are comments shared by [one of our most experienced members](#), Troy Schmidt, regarding all low fire items using higher fire clay:

“Unless the potter can demonstrate that their raku ware does hold water I would suggest labeling all raku, pit fired, sagger fired and other 'primitive' fired pottery as decorative and not intended to hold water: however I would also point out to any customer (and I do) that they may be used for holding flowers/water if a plastic insert (plastic bottle with neck cut off works well) is placed inside. It is an easy fix as long as the customer is aware. It would be ideal if the potter would include the plastic insert with the pot.

Any clay body that is under fired may remain permeable and absorb and ultimately seep any liquid stored inside. Most potters use their higher temperature clay bodies to raku, pit fire and sagger fire and the pottery doesn't vitrify during the firing.

The other potential problem with raku fired pots that are fired with exciting metallic glazes is that if those glazes are not sprayed with some type of clear fixative spray they will continue to oxide over time and those bright beautiful copper interference colors may fade to an ugly dull green which customers generally don't like. So I would suggest that everyone making/selling raku and other 'primitive fired' ware label them properly and be sure to coat their finished work with an appropriate fixative (I have used clear acrylic sprays in the past.” Troy Schmidt

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Document History Page

<p>2019 Version 1.3</p>	<p><i>Changes in text:</i></p> <ul style="list-style-type: none"> • You direct the customer, <i>with their white and yellow copy</i>, to the cashier's booth • stamped yellow copy, <i>the customer's copy</i>, indicating the payment has been made. • VCPG takes a <i>20%</i> commission on sales and collects sales tax. • Director of Shows, Sales and Workshops or the President. 	<p>Revised by: Brenda Burgess Changes in commission approved by the 2019 BOD</p>
<p>2018 Version 1.2</p>	<ul style="list-style-type: none"> • Added Document History Page • Added file name to the footer • <i>Revised:</i> Jury information is provided in your VCPG member directory in the current version of the <u>Jury Guidelines for Members</u>. 	<p>Revised by: Brenda Burgess Approved by the 2018 BOD</p>
<p>2017 Version 1.1</p>	<p>Added "Additional Information" section</p>	<p>Revised by: Brenda Burgess Approved by the 2017 BOD</p>
<p>September 2016 Version 1.0</p>	<p>New document created to identify expectations of VCPG for our members selling with VCPG</p>	<p>Author: Brenda Burgess Approved 2015-2016 BOD</p>