



Ventura County Potters' Guild



venturapottersguild.org

June 2020 Newsletter

For Your Calendar

- July 12th.....Board Meeting online @1pm
You are welcome to Zoom w/us
- Sep 13th.....Board Meeting
- Sept 28*Members Meeting; 7pm
Pre-Jury Workshop; 6:30pm
- Oct 4th.....Board Meeting
- Oct 26.....Members Meeting; 7pm
- Nov 1st.....Board Meeting
- Nov 23*Members Meeting; 7pm
Jury Workshop; 6:30pm
- DecHoliday Party

Meeting Location: Ventura Adult Center; 550 North Ventura Avenue., Ventura, Ca 93001

• **Presidents message**

Dear fellow potters,

We are still in a Covid-19 world. Cases in the Ventura area are once again climbing. Retail businesses are opening. Restaurants are open at reduced capacity. The Athletic Club in Ojai, where I live, is opening on Friday the 12th. Even though the services are familiar, nothing's the same... Guild meetings on Zoom. Restaurants at 25-50% capacity.

Health clubs with pre-registration for classes and equipment use.
Retail at reduced traffic flows. Social distancing, hand sanitizer, and wearing masks....

In spite of it all, we've gotten a lot done in the last month on our Pivot Projects.

Here's the update:

- 1) Re-opening the Gallery: When the County said we could reopen, we surveyed the gallery members to see who was able to work within the County's guidelines. There were 8 of us willing to get the Gallery open. The County changed it's guidance 2 weeks before we were expecting it. We weren't logistically ready to let customers into the gallery, so the first weekend we opened Friday-Monday from 12-3pm with the front door open and blocked. We did Window Shopping with Sidewalk Pickup. It was slow, but there were buying customers. In fact, enough buying customers that we met on Zoom to decide if we could get everything done in the gallery to be Covid-19 compliant for in-store customers on the 2nd Friday-Monday from 12-4pm. We made it. Our processes with customers and the internal changes in the gallery all worked out great. This weekend will be our 2nd weekend with customers in the store. Considering the Covid-19 impact, traffic is good, as are sales. Our next target is to be open our normal hours 11am-6pm Saturday and Sunday and 12-4pm the rest of the week. At some point the County Health Department will tell the Harbor that we can go back to normal operations. At that point we'll be required to be open 11am-6pm each day as our lease requires. Until that point, we'll continue to move step by step toward that goal.
- 2) Selling Online: We're moving toward an online store that all juried members would be able to use to show and sell their work. We decided to start with Gallery Members who want to be part of the

project. We're currently setting up a Square Online Store. Our business is quite different from typical kinds of business will use The Square Store. (It's not really designed for 12-60 individual potters selling their work together.) The group of us on the Online Store Team Zoomed a number of times to brainstorm how we might use the existing tools to serve our needs. I think we've gotten the logistical issues resolved. We're currently setting up test items so we can assess the purchasing steps: entering customer account info, ordering, shipping/pickup choice, cart review, checkout, and the 'order complete' emails to the customer and the store admin. We planning a 6-month trial with Gallery Members. If all goes well, we'll open it up to all juried members.

- 3) *Doing Member Meetings Online:* We're getting ready to do our first Member Meeting on Zoom later this month. As this Pivot Team brainstormed how to most easily test the process, we decided to do a short Guild Business Meeting and then do a Studio Tour. I volunteered to do a tour of the studio I manage, ClayZen Studios in Meiners' Oaks. Information about the meeting time and Zoom login info are further down in the newsletter.
- 4) *Contacting our Membership:* Since all of our normal ways of being in contact were closed down with the Stay Safe at Home order, we wanted to find a way to maintain and even increase our connection with our membership. Brenda Burgess suggested that we do a phone tree and call every member, have a conversation about how things are going in general and ask a few questionnaire items. We're currently about half the way through the list. When we're done, we'll publish the results to the membership.
- 5) *New Website:* The bones of the site have been built. It's currently being tested by a few members and feedback given. My guesstimate is that it'll be another quarter before it's ready to replace the current site. One of the biggest changes from the current site is

that it'll have member portals where each Guild Member can setup their own simple, private area with an About Me and Gallery/Portfolio page. Stay tuned. Before we go live, well give the development site link to everyone so any of you who want to can take a tour of the site. That'll be the last round of feedback and possible updates/changes before it goes live.

Well, That's the short version of what your Board and Committees have been working on this last month. Writing all of it down has me feel tired. Kidding, I love what we're doing. We have a great team of people who work really well together toward our agreed upon goals. I'm honored to be able to dream, brainstorm, and create with them.

Be Safe. Take Care. Keep Potting.

Wyn Matthews
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Members Exhibit at Beatrice Wood Center

"Nature's Bounty" • 9/12 - 10/24/20

Opening Reception: Saturday, September 12, 2020 • 2 - 4 pm

Our show is fast approaching. It is open to all VCPGuild members. You do not have to be juried sellers to enter this show. Entries are being accepted now with a deadline of August 9th. You can enter one or two pieces for one fee of \$20.

Send your jpeg images to geniethomsen@att.net. Mail your application (included in the email) to Genie Thomsen. 2134 Elizabeth Dr. Ventura, CA 93003. Make your \$20 check out to VCPG.

After Kevin juries the entries you will be notified if your pieces are accepted. If so, deliver your work to the Beatrice Wood Center the

weekend of September 4-6. Pick up dates after the show closes is the weekend of October 23-25.

<https://www.beatricewood.com/exhibits.html>

- **The Beauty of Underglazes • October 10-11/20**

A two day workshop with **Julia Feld**. April 25-26. 10am-4pm. This is a fabulous hands-on experience for all levels of potters. Whether you hand build or throw on the wheel, you will learn how to enchase your work with Amaco Velvet Underglazes to create a painterly image that mimics watercolor. After practicing on a green ware and bisque tile to see how the underglazes respond to the raw and fired clay, you will then create a design on a bisque piece you bring. Don't miss out on this exciting workshop.

- **He repairs kilns and wheels**

John Zurcher repairs kilns and wheels, by phone or email. He also ships clay. Located in Oregon. **541-944-8718**

- **Firestick is now a distributor for Laguna Clay**

at a big discount.

805-272-8760 or text: 562-688-6600.

All stoneware clay, \$12 per bag; \$23 for a full 50# box

All porcelain, \$18 per bag, \$35 for a full box

All other glazes, raw materials, tools, etc: 10% off retail price.

Firestick will absorb full shipping cost and tax on clay.

For Ventura Potters Guild Members only.

- Firestick is also looking for an additional electric kiln

- **Teaching at Firestick**

Looking for one or two people able to teach wheel-throwing and/or who may want to work in the studio on Mondays and Fridays. Paid position.

- **Welcome New Members**

Cassandra and Russell Glickman
Kyle Scheier
Chelsey Hoslett

- **Sponsor/Gift a Member**

Do you know an artist that could benefit from VCPG's resources, camaraderie? Why not consider "sponsoring" them. Make them happy and enrich our Guild. Contact Brenda Burgess at 805.612.1607 or bburgessinventura@gmail.com

- **2020 VCPG Membership**

A membership form is included in this newsletter.

- **Your Guild needs help!**

We will help you to help us.

Vice-President:

Helps the President with the activities of the Historian, Librarian, and Hospitality Coordinators.

Show and Sales Chairperson:

Helps in making arrangements for sales and shows.

Program Chairperson:

Helps in planning programs for Members' Meetings. Currently the next 5 programs has been booked but are currently on hold.

Librarian Coordinator:

Helps in maintaining our collection of books, DVDs and videos.

- **ClayZen Studios, Miners' Oaks, CA**

A community studio providing members access to workspace, firing and one-on-one coaching services.

Wyn Matthews

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805.207.3122

- **Check our YouTube Channel**

<https://www.youtube.com/channel/UC2lzebZHcq-j01UucykUVpg>

- **Grants for artists and organizations**

<https://www.facebook.com/226351834061859/posts/3162421467121533/>



- **VCPG Board of Directors:**

President: Wyn Matthews wyn@wynmatthew.com 805.207.3122

Vice President: Would you like to volunteer?

Secretary: Stacy Rowe stacer2000@gmail.com 310.429.2822

Treasurer: Roe Estep estep67@aol.com 805.320.3524

Programs: Cecile Faulconer gipsylily@gmail.com 805.985.5038

Sales/ Shows: Diane Hedding d_hedding@yahoo.com

Workshops: Genie Thomsen geniethomsen@att.net 805.886.1957

Communications: Ruty Levy levyruty4@gmail.com 818.613.7256

Instagram/Pinterest: Troy Schmidt RedDragonPottery@gmail.com 805.252.0923

Membership: Brenda Burgess burgessinventura@gmail.com 805.290.4741

Publicity: Cecile Faulconer gipsylily@gmail.com 805.985.5038

Jury Chair: Crystal Davis cedavis1617@gmail.com 805.216.5289

Hospitality: Victoria Mullins vlmceramic@gmail.com 805.320.3524

Gallery Chair: **Drew Lurie** drewlurie@gmail.com 805.798.2240

Finance Chair: **Wanda Ferrin** ferrinpottery@earthlink.net 805.462.7309