



## December 2021 Newsletter

[venturapottersguild.org](http://venturapottersguild.org)

**Members' Holiday Meeting • 12/13:** @ 6:30pm  
Holiday Extravaganza and Clay Challenge

### For Your Calendar:

Dec 7.....Board Meeting; 11:00am

Dec 13.....**Members Meeting/Holiday party; 6:30pm**  
Meeting Location: On Zoom • email sent Monday am

Jan 6.....**Board Meeting @ 3:30**  
Link to all members below

Jan 24.....**Members Meeting @ 6:30**

Feb 3.....**Board Meeting @ ?**

Feb 28.....**Members Meeting @ 6:30**

March 3.....**Board Meeting @ ?**

March 28.....**Members Meeting @ 6:30**

April 7.....**Board Meeting @ ?**

April 25.....**Members Meeting @ 6:30**

May 5.....**Board Meeting @ ?**

## • **Presidents message**

Whew... That's my year in review word. Whew, like fast. Whew, like hard. Whew, like I need to stop and take a breath. Whew, like finally done. Whew, like excited and scared and bored. Whew, like just exhale. Whew, like... whew...

There are a few things that come to mind right now as I sit here.

- **Institutionalizing the Bulk Clay Orders.** We have a system that has moved from a few people just "getting it done" in 2020, to the process now existing in a continuous improvement framework. We keep seeing what's missing and putting it in. For example: teams of people who process the delivered order so it's ready to pickup, people who doubles-check the order spreadsheet for accuracy, etc. And, we've been working on developing a database form that will allow us to do our clay orders online. I hope we get this done in time for the January order. But, software development doesn't always happen without unexpected challenges...
- **Our new tiered Membership structure.** This is not just a structural change that creates groups with varying access to services and dues reflecting that access, but in a bigger sense it's a cultural change for our community. For us old members it's a big change. For new Members it's just the way it is. When I explain our structure to new potters interested in our Guild, they respond in an "of course" way to the Plus Level and its Team Service Commitment.
- **Being increasingly Online.** • Zoom meetings galore! • Members' Meetings that allowed us to be with Ceramic wonders from around the country and last month the world. • Board and Committee Meetings that have been so much more productive by not having to drive to a meeting — some of us over an hour each way. • Our Online Store. Only "maybe someday" a couple years ago.

•MemberConnect-Chat as an internal group email system built on [Groups.io](https://groups.io). About mid-year we began to use this for Board, Gallery Committee, Marketing and other focused groups. Later this year we began to use Announcements@VCPG-MemeberConnect for... Announcements. The group was setup over a year ago and got overused. We've recently tightened up the requirements for info to go out in Announcements. •Putting our Membership form on the website for the data collection and a digital payment option.

I know there is a lot more that was accomplished this year. •Website expansion • Video Library expansion •The return of our book/video library being accessible and managed •Our Residency Program with Ventura College and Channel Islands Ceramic Programs •More and more that are just not present in my brain right now.

I want to acknowledge and thank all of our members who contributed in some small or big way to a Committee Project, Sales event, Marketing, Research, Brainstorming, Finding someone to share an idea of a different or better way to do something, etc. and etc. and etc.

Most of these contributions are done without the greater communities knowledge--only the few people they worked with know. It's this experience of involved camaraderie that we intend to gently support and grow through our new Team Service Process. I'm excited and curious to see what this larger degree of participation will allow us to imagine and manifest together.

Happy Holidays

Happy Potting,

**Wyn Matthews, VCPG President**

**50+ year potter**

[me@wynmatthews.com](mailto:me@wynmatthews.com) 805.207.3122

## • 2022 Membership Form Now in Your Mailbox

By now you should have received the membership launch email from Announcement@VCPG-MemberConnect and myself. If you have not received this email, first look in your spam folder and if it is not there, send an email to me at membership@VCPG.org - I will look into it for you. At least for me, I think that theme for the first six months of 2022 will be - call Brenda for help.

In the email, you will find links to the online forms and videos to ease you through this new process. Plus members that are planning on participating in the 2022 Winter Clay Order or are a member of the Gallery, need to complete the membership process without delay so that access to those benefits is not interrupted. The application process is the completion of: Membership Form, Team Service Commitment Form (for Plus tier members) and dues payment received by the Membership Chair. The process for paying by check will take longer because you will be mailing the check; consider using the debit/credit card option.

We had an amazing team, that since the results of the election were confirmed has: finalized/tested the 2 online forms, drafted emails, made videos, set up procedures for processing membership, the protocol for communicating with the many teams that rely on the membership spreadsheet and revised the Membership Tab on the website - my planning document was 13 pages long. I would like to thank **Foz, Terry** and many others, too numerous to list, who helped to make this happen. Also, I want to thank the Membership Team, **Bill, Lou Ann, Foz** who proposed the tier membership after 6 months of meetings and research. Here we go!

Brenda

[bburgessinventura@gmail.com](mailto:bburgessinventura@gmail.com)

805-290-4741 or 805-612-1607 (c)

• **January Board Meeting Link • 1/6/22 @3:30**

Please contact Stacy Rowe at [stacer2000@gmail.com](mailto:stacer2000@gmail.com) if you would like to receive the Agenda Packet in advance of the Board of Directors Meeting.

**Topic:** VCPG January Board of Directors Meeting

**Time:** Jan 6, 2022 03:30 PM Pacific Time (US and Canada)

**Join:** Zoom Meeting

<https://us02web.zoom.us/j/86700253703?pwd=QndlbjJZZ3lzcERZMUZWcEgwMHp0Zz09>

Meeting ID: 867 0025 3703

Passcode: 014230

One tap mobile

+16699006833,,86700253703# US (San Jose)

+13462487799,,86700253703# US (Houston)

Dial by your location

+1 669 900 6833 US (San Jose)

Meeting ID: 867 0025 3703

Passcode: 014230

• **2022 Winter Clay Order**

It's almost time to get our Winter Clay order started. For those of you who haven't participated before, this is a members' only service the Guild offers to help reduce your individual shipping and clay costs. As usual, we will be ordering from both Aardvark and Laguna clay companies.

Complete instructions and order forms will be provided at the beginning of the new year via your email address listed in the Membership Directory as well as Member Connect. If you do not receive an e-mail by the 4th, please contact me

at [clayorders@vcpg.org](mailto:clayorders@vcpg.org) or [WildOakPottery@aol.com](mailto:WildOakPottery@aol.com). The deadline for submitting your order will be 01/10/22.

Kristen Clawson  
Clay Order Coordinator

- **Teaching Artists Needed**

Our Artists in the Classroom (AITC) program is hiring visual, literary and performing artists to teach art residencies in K-8 classrooms across Ventura County. Submit a resume including art, educational background & teaching experience to [education@vcartscouncil.org](mailto:education@vcartscouncil.org)

- **California Arts Council**

**Individual Artists Fellowships Program**

The California Arts Council's (CAC) Individual Artist Fellowships Program recognizes, uplifts, and celebrates California artists 18 years of age and older from a broad spectrum of artistic practices, backgrounds, geographies and communities. CAC recently named its 2021 fellows, including two Ventura County artists, guitarist Mak Grgic and percussionist Cory Hills. Congratulations!

Visit the [CAC website](#) to learn more about how to apply for one of their 2022 fellowships. Applications will open in early 2022.

- **New MATA ORTIZ Show**

at 10 WEST GALLERY  
10 west Anapamu ST  
Santa Barbara, Ca.  
93102  
open everyday  
11-5pm  
closed Tuesday

[rebeccajorussell@gmail.com](mailto:rebeccajorussell@gmail.com)  
X

- **Volunteers Needed;**

Membership Team - Assistant:

Internet Services Team - Video Editor:

Clay Order - Assistant 2:

Clay Order - Genie's Team

Brenda Burgess

[bburgessinventura@gmail.com](mailto:bburgessinventura@gmail.com) 805-290-4741

- **The VCPG Library**

Check out a book from the VCPG library - new items available!

- To see the updated list of items available for check out, go to the VCPG website Membership page, and look under Library.

To check out an item, fill out the form at the bottom of the page. <http://venturapottersguild.org/membership/>

Items are shipped to you at no cost to you. You can return via mail (at your cost) or to the gallery.

The collection currently contains 39 DVDs and 81 books, for a total of 120 items.

Thank you to generous members who donated more than 40 items this year!

If you want to see the latest items added to the collection, check out the items list - column I on the spreadsheet has the date the item was added to the collection (for new items).

Amanda Mason

[amanda.rose.mason@gmail.com](mailto:amanda.rose.mason@gmail.com)).

• **VCPG Website;**

<http://venturapottersguild.org>

• **Check our YouTube Channel • Please subscribe •**

<https://www.youtube.com/channel/UC2IzebZHcq-j01UucykUVpg>

• **VCPG Board of Directors:**

President: **Wyn Matthews**

Vice President: **Bill Evans**

Secretary: **Stacy Rowe**

Treasurer: **Gloria Sills**

**VCPG Board Chairpersons:**

Programs: **Barbara Fosbrink/Foz**

Sales/ Shows: **Would you like to volunteer?**

Workshops: **Genie Thomsen**

Communications: **Ruty Levy**

Membership: **Brenda Burgess**

Gallery Chair: **Drew Lurie**

Finance Chair: **Wanda Ferrin**

Jury Chair: **Jenchi Wu**

Marketing: **Ellen Wohlstadter**

Outreach: **Would you like to volunteer?**

If you wish to contact a Board or a Committee person, please look it up on the org chart in the members area of the website.

**Our Mission Statement:**

**The Ventura County Potters' Guild is a nonprofit organization committed to stimulating public interest in ceramic arts by providing networking, education and sales opportunities in an inclusive environment for all levels and interests.**