



# Fraser Valley Potters Guild Newsletter

March 2012

## REFRESHMENTS

MAR. 8 - Jenny Ross, Shirley Inouye, Carole Schindler, Dan DeMontreuil

APR. 12 - Loren Lo, Arlene Skelton, Heather Northam

MAY 10 - Diane Petersen, Vivian McMillan, Karen Byle

JUNE - Potluck

**Next meeting: 8 March, 7:15 p.m.**

## Guest Presenter: Holly McKeen

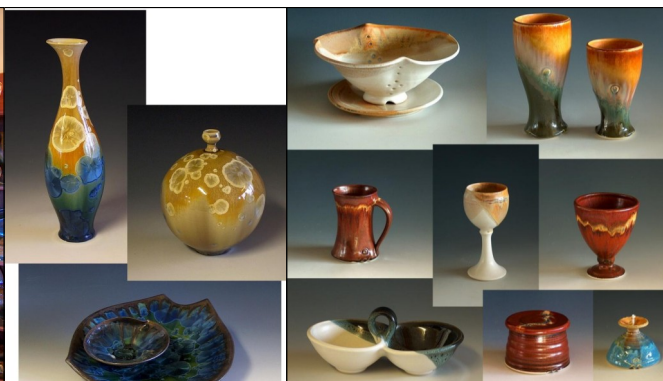
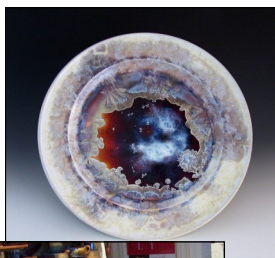
Holly McKeen opened Greendale Pottery in 2005 and has focused her marketing efforts on growing the Gallery into a vibrant and bustling business. Holly believes that everything from design to service should be considered in a marketing plan, and that the key to success is in the *experience* clients enjoy; both in the purchase and in the use of their Pottery. Her presentation will include a practical overview of three aspects of the Business of Pottery, followed by a demonstration on altering cast pieces.



- ◆ Through photos and discussion, Holly will share ideas on *creating an effective and efficient studio space*, whether small or large—for hobby or production/sales.
- ◆ In an article Holly had published in Clay Times, entitled “Marketing your Pottery—the Quest for WOW”, she wrote about effective Marketing strategies, and will elaborate more on the *concepts of “Engagement Marketing”* that have helped her business to thrive. These principals and ideas will be of interest whether you show your work in small venues, art-markets, home-shows, through galleries or shops, or your own retail outlet.
- ◆ Because marketing begins with a well designed, quality product, Holly will overview a number of different *pottery production methods* beyond wheel-throwing. Critiquing work from her Showroom made in a variety of ways, she will discuss the practicality and cost-effectiveness of each method, as well as client response.

*Following her presentation, Holly will demonstrate how she alters, adds to and changes up cast pieces fresh from a mold. She will discuss the creative & practical use of slip casting from molds made from her original wheel-thrown designs.*

For more info, visit [www.greendalepottery.com](http://www.greendalepottery.com).



## Meetings:

Usually, meetings are in the Ceramics Lab, Kwantlen Polytechnic University, Surrey Campus. Parking is \$3.50. Unless otherwise stated the meetings start at 7.15pm, normally on the second Thursday of the month.

**Guild Information****Website**

[www.members.shaw.ca/  
fraservalleypotters/index.htm](http://www.members.shaw.ca/fraservalleypotters/index.htm)

**President:** Pat Schendel

**Vice President:** David Lloyd

**Secretary:** Linda Ward

**Guest Arrangements:**

Carolyn MacLaren

**Treasurer:** Cheryl Stapleton

**Juried Show:**

Kay Bonathan and Pat Schendel

**Membership:** Sara Zindler

5990 Victoria Drive  
Vancouver, B.C. V5P 3X2

**Annual Membership**

\$30.00 per person  
(\$40.00 per family, \$15 per  
student)  
and 20 critters for Campbell Val-  
ley  
or 5 beautiful bowls for the Empty  
Bowl sale.

**Digital Photo Collection:**

Linda Ward

**Book and video Library:**

Diane West

Books and videos are available  
prior to meetings.

**Refreshment Coordinators:**

Laurel Vlieg

**Campbell Valley Organizer:**

Pat Schendel

**Website:** Katie John

[fraservalleypotters@shaw.ca](mailto:fraservalleypotters@shaw.ca)

**Newsletter Editor:** Deb Greenfield

[debjg@shaw.ca](mailto:debjg@shaw.ca); 604-823-6786

**Newsletter Distribution:**

Dorothy Warwicker

[FraserValleyPG@hotmail.com](mailto:FraserValleyPG@hotmail.com)

Newsletters are published monthly  
(September to June).

The deadline for submissions is the  
third Monday of the previous month.

## Lana Wilson workshop—May 4-5, 2012

### Kwantlen University—Ceramics Room

Lana Wilson's Demo-style Workshop May 4th and 5th, 2012  
10am-4pm each day

Content: An all hand-building workshop which will include lay-  
ered colored slips (new technique), sink mat with small stamps,  
and slivers of color made into functional objects.

**Day One**

- base relief multi-level tiles, functional bowls, plates  
and cups
- 3 quick highly successful hand-building techniques

**Day Two**

- a box with a workable drawer, niche and stamps
- layered decoration
- a teapot
- demo on making stamps

Fraser Valley Potters Guild members \$75 for the 2 days, \$37.50  
for 1 day only. Non-members if space allows, \$90 for 2 days,  
and \$45 for 1 day only.

Contact Pat Schendel : 604-594-0470 or email:

[patschendel@shaw.ca](mailto:patschendel@shaw.ca).

Payment can be made at the next 2 meetings, but make sure  
you are on the list now, or mail to:

Cheryl Stapleton, #108 - 2045 Franklin St. Vancouver, V5L 1R4

## Aspects of Karma

### Kay Bonathan



**March 6 – April 1, 2012**

Opening reception: Tuesday March 6, 7-9pm



**Seymour Art Gallery**  
4360 Gallant Ave North Vancouver BC V7G 1L2  
In the heart of Deep Cove  
604.924.1378  
[www.seymourartgallery.com](http://www.seymourartgallery.com)  
Open daily 10am—5pm

We gratefully acknowledge the financial support of the City of  
North Vancouver and the District of North Vancouver, the Arts  
Office, and our business, family and individual members.

**From the President:**

This Sat. at Kwantlen we had a  
wonderful Photo Session with  
Paulo Majano (Photographer,  
Instructor, Artist), that Dave  
organized for us.

16 members took part with 5  
images each being taken of sin-  
gle works or groupings, and at  
the end, portraits for those that  
stayed on. We are waiting for  
the results with great expecta-  
tion. Carolyn will use what im-  
ages she needs for our new web-  
site, and will burn a disc for us  
each of our individual work. The  
cost for each member was \$20  
and we went away with knowl-  
edge on how to set up our own  
booth, window or outside display  
area for taking our own pictures  
in the future. We were all de-  
lighted. Thanks so much to  
Paulo, Dave and to Carolyn for  
the work she is doing for us on  
the web-site and discs for per-  
sonal use.

Congratulations to **Kay  
Bonathan** for her upcoming  
show "*Aspects of Karma*" at  
Seymour Gallery, Deep  
Cove, opening this Tues, March  
6 from 7-9 and running until  
April 1. Let's give our support  
and be there for her.

I hope everyone is busy making  
beautiful pots for our upcoming  
Juried Show in May. Get crack-  
ing! Lana Wilson will jury on  
May 7<sup>th</sup> at Kwantlen following  
her workshop there on May 4<sup>th</sup>  
and 5<sup>th</sup>. You can deliver work  
on the 4<sup>th</sup> and 5<sup>th</sup> if you  
wish. The work will be stored  
then until June 4<sup>th</sup> when it will be  
moved to Chilliwack and be set  
up there. The Opening Recep-  
tion will be June 9<sup>th</sup>. Please  
mark all these dates down on  
your calendars.

Cheers, Pat



## Fraser Valley Potter's Guild Minutes of Meeting held February 9, 2012

**Membership** – 47 paid members, down 25 from last year.

**Mary Fox** – workshop was great and she has offered to do a follow-up workshop maybe next season.

**NCECA** – Seattle March 28-31, 2012

**Gail Nichols** – 1 day demo workshop at Shadbolt April 4 10-4 on Soda firing and throwing. Adult earlybird to March 1 - \$50, regular fee \$65, seniors earlybird to March 1 \$42.50, after \$53.75.

To register, phone Shadbolt Centre at 604-291-6864.

**NWCF Auction & Dinner** – April 19, 6:30, From Oven to Kiln, fundraiser at 3811 Point Grey Road, Vancouver (Royal Canadian Yacht Club). For more information or to book call Deborah Sloan 604-736-3039

**Lana Wilson Workshop** - May 4 & 5, Fri and Saturday, Full days, limited to 30, open to members first and if doesn't fill then others can sign up. \$75/person for 2 days and will have a one day rate for half that.

Lana is jurying on May 7, must take pots in the morning to Kwantlen from 10-12. Up to 10 entries (2 sets allowed within the 10 entries) and guaranteed 1 in show. The show at

Chilliwack will be about a month after jurying. June 4 setup, opening June 9 with reception, ends July 16 2012.

**Allen Burgess** – workshop June 18-22 or June 25-29. Allen is from Courtenay and teaches at the North Island College. The workshop is \$125/week at the Delta guild in Tsawwassen. For information contact Molly Magid at 604-814-0111.

**Cone Box show** – annual event, juried in Lawrence KS. Entry deadline June 18. March 2013 show goes to NCECA, May 30 pieces returned if not sold. Can send 2 pieces, \$35 to enter. Must fit into cone box but you need not mail them in the cone box. [www.coneboxshow.com](http://www.coneboxshow.com).

**Photography session** – workshop with tech at Kwantlen, Saturday Feb. 25 9:00 -1:00. Brief explanation on set up of Photos. Bring 5 pieces max to get photographed. The fee will be divided amongst the participants.

**Kay Bonathon** – show on March 6-April 1 at Deep Cove, Seymour Gallery - 4360 Gallant Ave. Opening reception March 6, 7-9. *Aspects of Karma*.

**Website images** – If you have been unable to upload the images you can send them to Carolyn at [dcmaclaren@shaw.ca](mailto:dcmaclaren@shaw.ca). Please do not send a bunch at one time or you will clog up her email.

**Guest Speaker** – Linda Ward, slide show on Missa and cone 6 Glaze spraying.

## MAJOLICA WORKSHOP



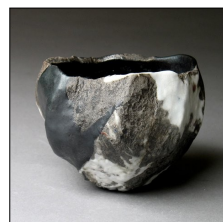
Featuring  
**POSEY BACOPOULOS**  
March 24 & 25, 2012  
9:30 am – 5:00pm  
Ferndale, Washington

Fee \$200.00 (includes materials)  
Contact AnnMarie DeCollibus;  
DeCo Ceramics 360-380-6709

## TEAWARE FROM THE EDGE MARCH 31 AND APRIL 1

Saturday 3/31- 2 pm to 8 pm    Sunday 4/1- 10 am to 4 pm  
(FOLLOWING THE NCECA CONFERENCE)

**Jeff Shapiro   Richard Milgrim   Inayoshi Osamu   Rob Fornell**



Registration: \$190 after February 24<sup>th</sup>.

For information or to register contact Rick Mahaffey: [rmahaffey@tacomacc.edu](mailto:rmahaffey@tacomacc.edu)  
or 253-566-5260

## RICHARD NOTKIN MOLDMAKING INSTITUTE 2012 SUMMER WORKSHOPS



*"Heart Teapot: Hostage/Metamorphosis IV"*

### Relief Tile Design and Production

**May 28-June 1, 2012**

(Limited to twelve participants)

- Tile design aesthetics and basic relief techniques
- Prototype fabrication, clay/mixed media
- Basic plaster technology and optimum mixing techniques
- Tile mold fabrication, simple to complex
- Press molding and slip-casting
- Industrial/mass production techniques
- Unusual and experimental casting/glazing techniques
- And much more...

Tuition:	\$475
Studio/materials fee:	50
<b>TOTAL:</b>	<b>\$525</b>

### Work with a Master:

**Plaster Moldmaking /Ceramic Casting**

**Session #1: June 18-29**

**Session #2: July 30-August 10**

(Limited to nine participants each session)

- Basic plaster technology and optimum mixing techniques
- Prototype design and mold fabrication
- Multiple piece molds /complex multi-part mold mechanics
- Press molding and slip-casting
- Key systems, pouring/draining systems, vents, etc.
- Altering/combining/assembling unique castings
- Unusual and experimental casting techniques
- Slip formulation and deflocculation
- Industrial/mass production techniques
- And much more...

Tuition:	\$850
Studio/materials fee:	125
<b>TOTAL:</b>	<b>\$975</b>

Contact: [notkin@dishmail.net](mailto:notkin@dishmail.net)

Or send SASE to:

Richard Notkin Moldmaking Institute

P.O. Box 698

Helena, MT 59624-0698

## Shadbolt Centre Spring/Summer Developing Ceramic Surface

Instructor: Vince Pitelka

5 days, Weds-Sun , 9-5

Starts July 18 2012

Barcode 263905

Registration begins March 1

\$370 (\$390 after June 1)

Tel: 604-291-6864;

Or register online at

[Burnaby.ca/webreg](http://Burnaby.ca/webreg)



More classes available in April and May:

- crystalline glazes with Linda Doherty;
  - drinking vessels with Jay MacLennan;
  - figure and surface treatments with Debra Sloan;
  - naked raku with Linda Doherty;
  - throwing with Fredi Rahn;
  - daytime pottery with Vince Arora;
  - wood/soda firing with Linda and Jay.
- [Shadbolt Arts Guide—Spring/Summer 2012](#)