

CONTEMPORARY CERAMIC  
STUDIO ASSOCIATION

20  
25

ANNUAL  
REPORT

**Contemporary Ceramic Studios Association (CCSA)**

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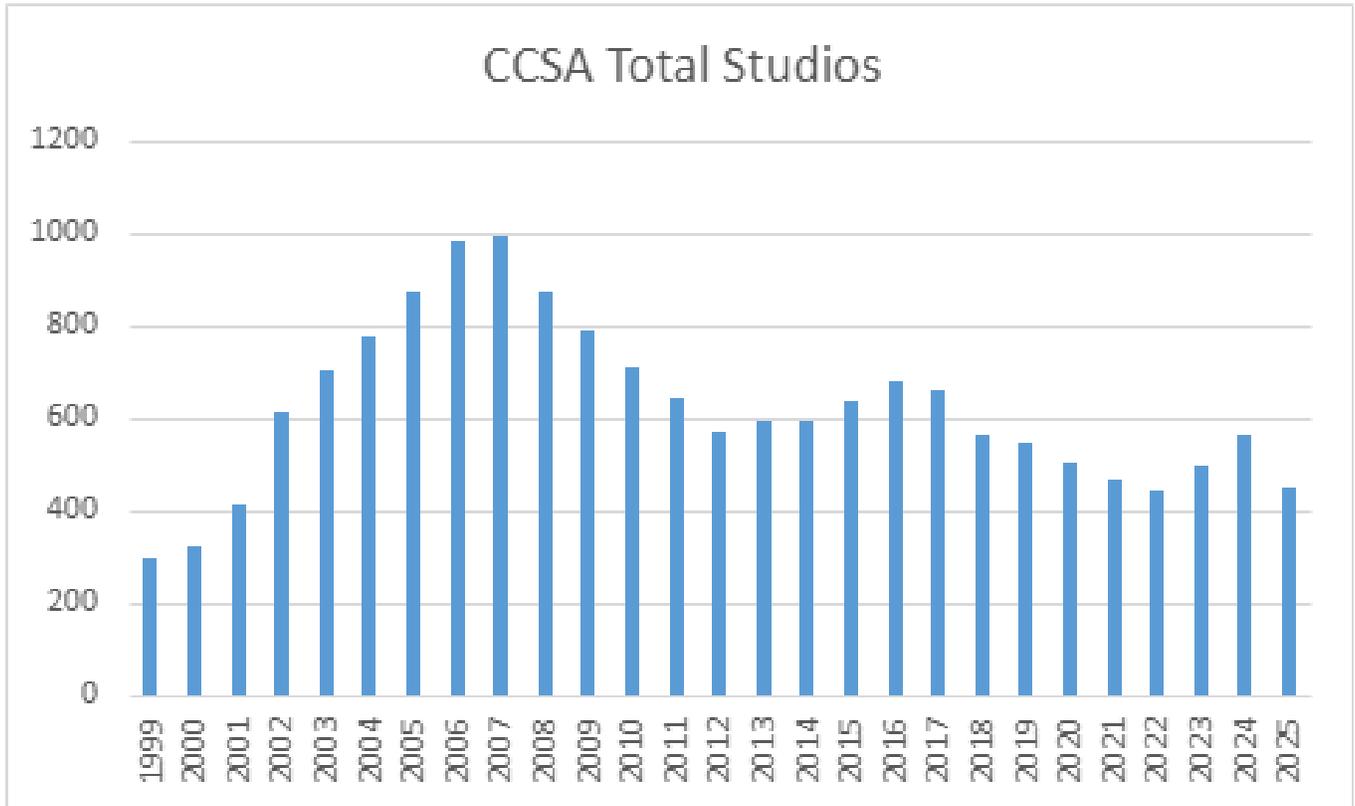
# CCSA MISSION STATEMENT

To promote our industry  
and be a resource for our members.

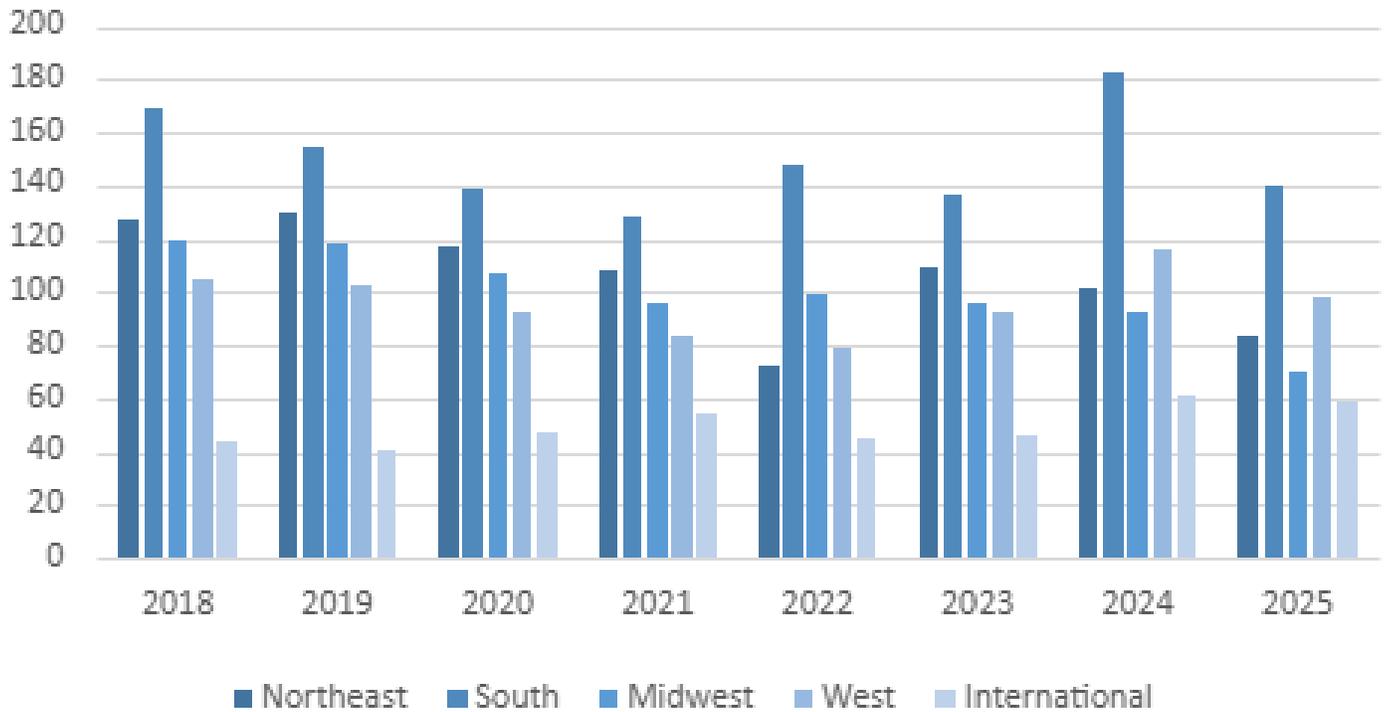
## OUR GUIDING PRINCIPLES

- We care about our members.
- We are dedicated to being a partner in the success of our members.
- We guarantee a prompt and courteous response to all member communications.
- We offer professional expertise and resources stemming from a strong supplier and studio partnership at the Board level.
- As your Board of Directors, we commit to act with honesty, integrity, and transparency.

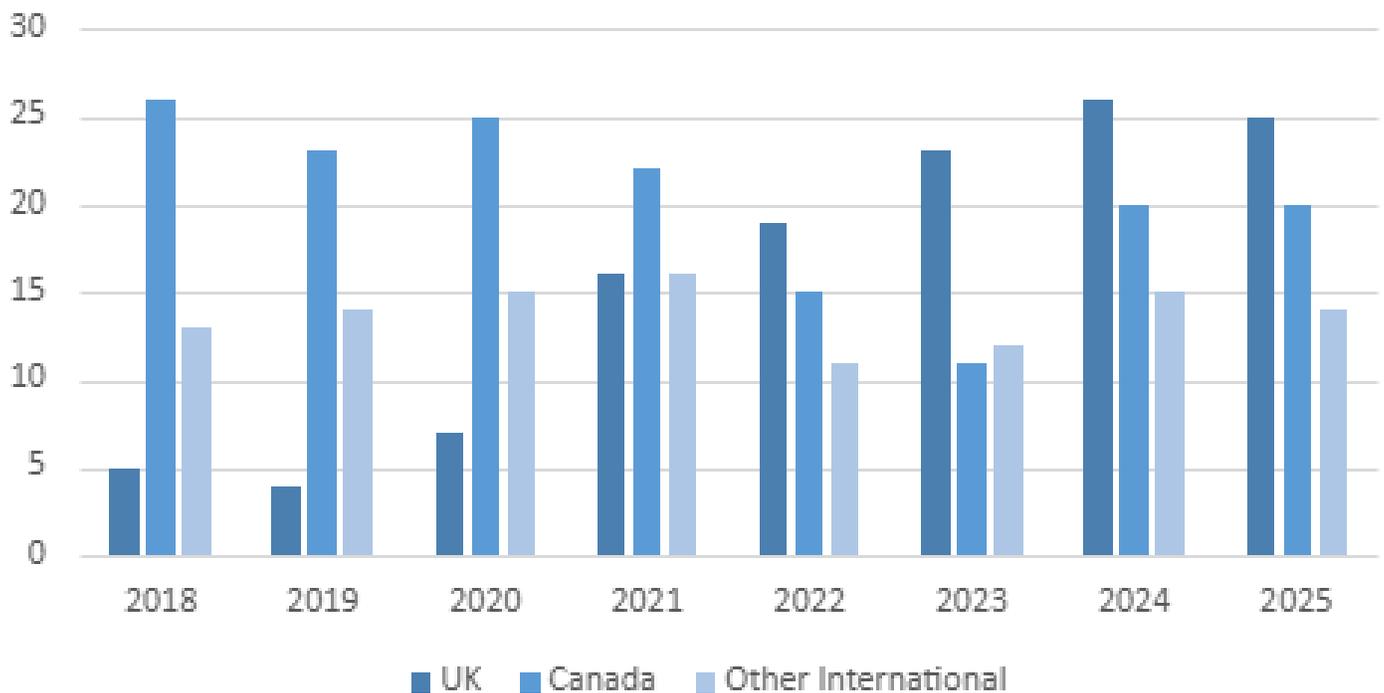
# MEMBERSHIP OVERVIEW



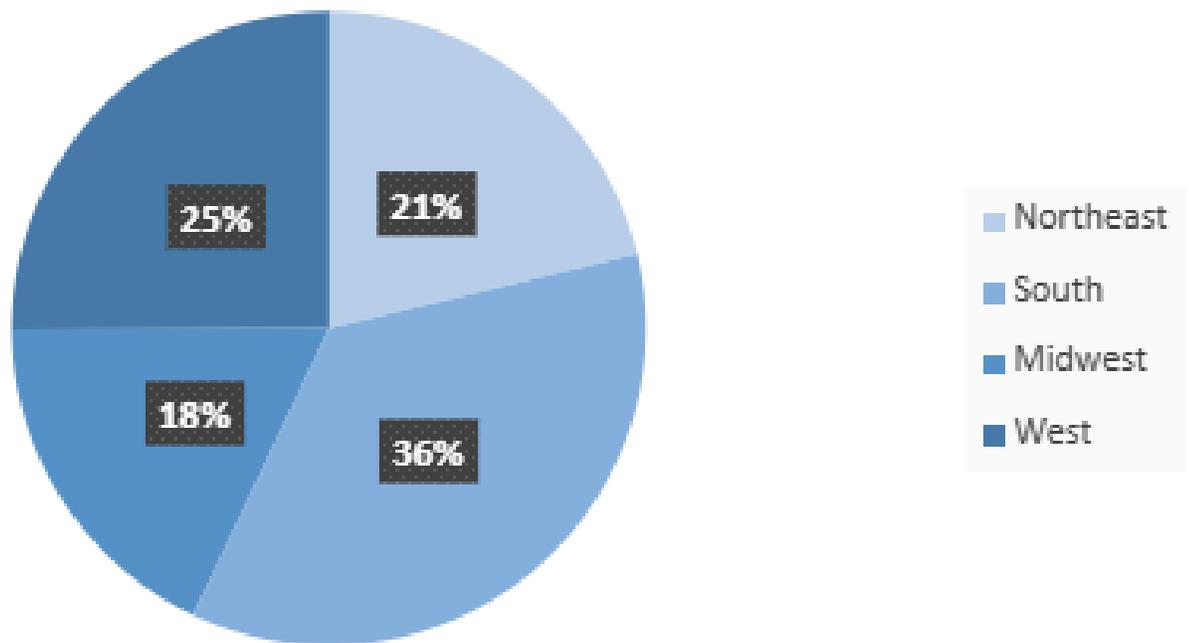
## Studio Members By Region 2018 to 2025



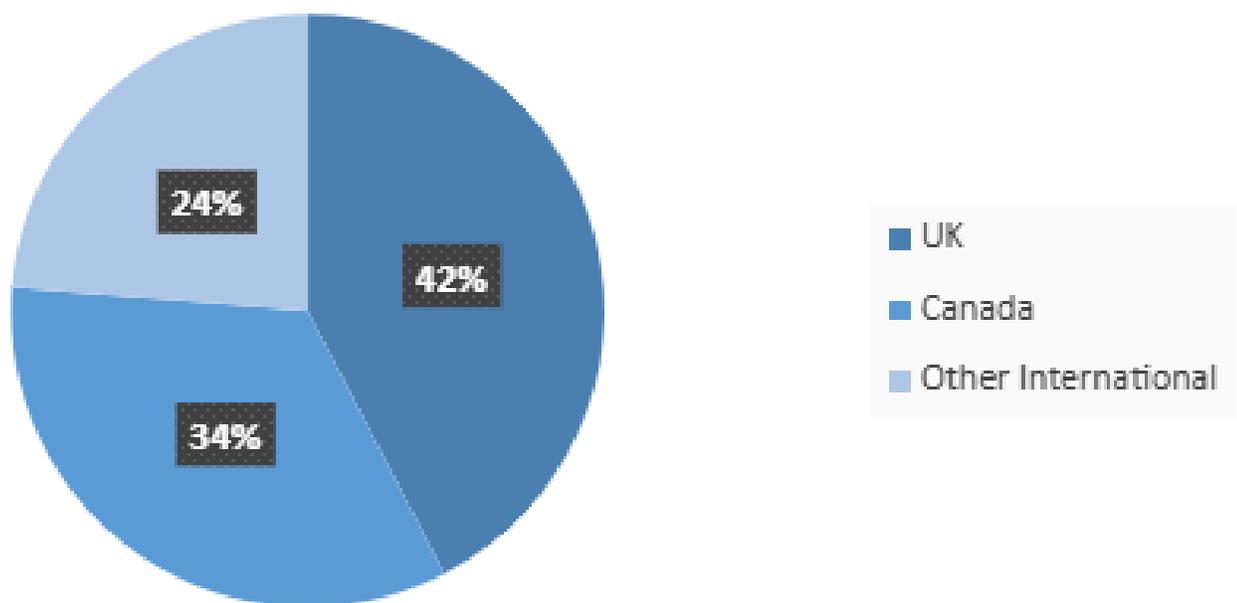
## International Studios By Region 2018 to 2025



## 2025 Percentage of US Studios By Region



## 2025 Percentage of International Studios By Region



# PRESIDENT'S REPORT

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Looking back at 2025, I am honored and proud to be part of this incredible association and wonderful collection of pottery friends. We are hearing reports of studios having record months, and that truly makes my heart so happy. As an association, we remain focused on welcoming more clay studios into our community and continuing to grow our resources to support the PYOP market and beyond.

We had an amazing convention in Denton, Texas, this past September. And I'm now especially excited to welcome y'all to my home state of Florida as we grow and learn together at our pirate-themed Tampa convention this year! I always find myself saying this convention will be the best one yet—and I genuinely believe that's especially true this year. Not only will you get to experience all that Florida has to offer, but we'll also be celebrating in true Gasparilla spirit. So make sure you register—unless you want to walk the plank of FOMO!

Our Tampa convention will also mark 30 years of the CCSA. As a member for the past 23(ish) years, I'm amazed at how much we've evolved. From the early days of what I lovingly call "old chatter" (outdated clip art and staged photo shoots) to today's social media chatter, trending photo shoots, a podcast, and a tighter-knit community than anyone could have envisioned 30 years ago—look how far we've come! And truly, the sky's the limit for what we can create and grow toward in the next 30 years.

The CCSA continues to be the leading resource for our members. This past year, we launched new seasonal and story time guides, added two clay guides, developed step-by-step technique sheets, expanded our marketing resources, produced an updated customer photoshoot, continued our podcast *Glazed Over*, and created fresh social media graphics and content to support your day-to-day marketing. We are also incredibly grateful to be supported by the very best suppliers in our industry.

Our board members are hard at work on our pillars—Education, Membership, Promote, and Convention—planning new and exciting projects for you, our members. We will also have one open spot on the Board of Directors this spring, as my second term sadly comes to an end. If you've ever thought about volunteering for the CCSA, now is the time! As I always say, we are stronger together—and we could use your help to make this association everything it can be.

See you August 28-31 in Tampa, Florida, me hearties!

Katie Yallaly, CCSA President



# TREASURER'S REPORT

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2025 was another great year for the CCSA. We were able to offer our members some amazing benefits and complete a major project, all while maintaining our excellent savings. We're not saying that things didn't get a bit tight for a month or two, but our director did a great job of watching our balance sheet.

We saw a 15% growth in our investments this year. Budgeting and careful spending in 2024 allowed us to put \$45,000 into our savings account in January 2025. Interest on our investments was \$71,000 for 2025. As of December 31, 2025, our balance sheet showed \$602,211, versus \$524,362 for the same date ending in 2024.

The board just recently passed the 2026 budget. We are anticipating a slight deficit, less than \$10,000. We are also hopeful that, with prudent spending and prioritization, we can keep the loss to the expected amount or even shrink it. The Executive Director, staff, and board members do a great job of keeping a close eye on CCSA spending and make sure that every dollar is going to benefit our members.

We need to give a huge thank you to our Executive Director and staff. They worked all year on our new website, which debuted in late 2025. This was not a budgeted expense and had a nice-sized price tag, but the CCSA did not need to dip into any savings to accomplish this. We can all agree that this new site was a big need for our organization. Make sure you're using it, and also be sure to check your information and membership renewal information.

Looking into 2026, we are continuing to be positive about our investments thanks to the guidance from North Star Advisory Group. Because of the extremely high valuations in the overall stock market and future uncertainty, we're taking a conservative approach to protect the associations assets this year. When speaking with our advisor, we discussed the fact that we're hearing some fairly big differences among various studios' performance. This brings us to my next topic, the CCSA Financial Survey.

The CCSA will be sending out a financial survey to our members this spring. Please, please take the time to complete this survey! There will be webinars, reminders, and a guide with the information needed to complete this survey. When this is published, the webinars for Square and Clover will have already taken place but will be available for you to watch—just look for them on our website. We'll also be hosting a webinar with Mark Kangas from Northstar on "Knowing Your Finances" on March 24. We're trying to get a financial snapshot of our industry, but we also want to figure out why we're seeing some differences in studio performance. Is it marketing? Is it regional? Does it have to do offerings? Any information we can gather will help us to see what CCSA may be able to offer to help make all our members successful.



# TREASURER'S REPORT

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The CCSA will continue to offer gainful benefits for our members and we look forward to our 2026 Convention, where we'll have our usual mix of business, biznique, and technique classes. This year we're in Tampa—a great location! We love the fact that the hotel is in a very walkable area and offers a nice variety of restaurants and social activities. We had 30% of our studios attend the 2025 Convention but feel sure that we can increase that number in 2026. Make sure you have all your information updates on the new website so you can register for convention and classes as they become available. Y'all wanted a convention in Florida, so we look forward to seeing you in August!

Emily Rhodes, CCSA Treasurer

# INCOME STATEMENT

## Contemporary Ceramic Studios Association For the year ended December 31, 2025

	ACTUAL 2025	BUDGET 2025	ACTUAL 2024
<b>Revenue</b>			
Affinity	3,130	3,000	2,946
Constant Contact	32,009	29,000	28,895
Convention Proceeds	206,473	201,400	206,728
Literature and Music	1,944	2,000	3,460
Magazine advertising	23,519	22,000	21,268
Studio Membership	166,663	170,875	159,945
Supplier Membership	24,764	25,740	21,880
<b>Total Revenue</b>	<b>458,501</b>	<b>454,015</b>	<b>445,121</b>
<b>Cost of Goods Sold</b>			
Magazine Mailing	3,788	3,500	3,381
Magazine Printing	4,715	4,800	4,689
<b>Total Cost of Goods Sold</b>	<b>8,503</b>	<b>8,300</b>	<b>8,070</b>
<b>Gross Profit</b>	<b>449,998</b>	<b>445,715</b>	<b>437,051</b>
<b>Operating Expenses</b>			
Administrative Expenses	241,309	253,182	240,342
Convention	180,448	169,606	119,332
Member Benefits	29,020	24,000	12,232
Sunshine Fund	200	500	168
<b>Total Operating Expenses</b>	<b>450,976</b>	<b>447,288</b>	<b>372,075</b>
<b>Operating Income</b>	<b>(978)</b>	<b>(1,573)</b>	<b>64,976</b>
<b>Other Income / (Expense)</b>			
Auction Expense	(17,652)	-	(24,652)
Auction Income	9,687	-	16,147
Dividend Income	46,878	-	31,865
Raffle Tickets	10,894	-	10,505
Unrealized Gain/Loss on Investments	29,019	-	11,551
<b>Total Other Income / (Expense)</b>	<b>78,827</b>	<b>-</b>	<b>45,417</b>
<b>Net Income</b>	<b>77,849</b>	<b>(1,573)</b>	<b>110,393</b>

# BALANCE SHEET

## Contemporary Ceramic Studios Association As of December 31, 2024

DEC 31, 2024

### Assets

#### Current Assets

##### Cash and Cash Equivalents

BofA Checking *5403	92,760
BofA Taylor's Debit Card *3408	344
PayPal	37
Stripe USD	546
TD Ameritrade Money Market	431,021
<b>Total Cash and Cash Equivalents</b>	<b>524,708</b>

**Total Current Assets** 524,708

**Total Assets** 524,708

### Liabilities and Equity

Liabilities	345
Equity	524,363
<b>Total Liabilities and Equity</b>	<b>524,708</b>

# BOARD OF DIRECTORS

The CCSA Officers and Directors work as a team to develop and design the CCCA benefits and to monitor the budget. They work on a volunteer basis to help your association grow and prosper!

## CCSA OFFICERS



### **President**

Katie Yallaly, Doing Dishes  
904.730.3729  
[katieccsa@gmail.com](mailto:katieccsa@gmail.com)



### **Vice President**

Jaime McCabe, Clay Cafe Avalon  
709-745-2345  
[info@claycafeavalon.ca](mailto:info@claycafeavalon.ca)



### **Board Secretary**

Vick De Werth, Art on Fire  
602.616.8091  
[vicki.ccsa@gmail.com](mailto:vicki.ccsa@gmail.com)



### **Treasurer**

Emily Rhodes, The Polka Dot Pot  
540-722-4422  
[emilyshop\\_99@yahoo.com](mailto:emilyshop_99@yahoo.com)

## CCSA DIRECTORS



Claire Bruining, Stuffingtons  
Ceramics & More  
[stuffingtonsemporium@gmail.com](mailto:stuffingtonsemporium@gmail.com)



Jessica Garofalo, Create Pottery  
Shop  
804-744-5506  
[jessica@createpotteryshop.com](mailto:jessica@createpotteryshop.com)



Erica Jones, The Turquoise Cup  
609-479-3654  
[erica@theturquoisecup.com](mailto:erica@theturquoisecup.com)

# THE CCSA TEAM



## **Executive Director (ED)**

Dena Pearlman

888.291.2272 x6 | 805.265.5428 international  
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## **Member Engagement Specialist**

Brittney Ackley

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## **Business Operations Specialist**

Taylor Barrow

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[taylor@ccsaonline.com](mailto:taylor@ccsaonline.com)

# EXECUTIVE DIRECTOR'S REPORT

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Studio owners continued to report positive sales growth throughout the year, reinforcing the enduring demand for creative, experience-based businesses. While growth was more measured than in previous years, it reflects a healthy and stable industry. Rising costs—particularly labor, rent, utilities, and insurance—remain challenges, yet members consistently demonstrate adaptability, creativity, and strong business practices.



The CCSA remains committed to supporting members with practical, relevant resources. Throughout 2025, we continued to offer seasonal guides, summer camp resources, webinars, marketing tools, and ongoing education designed to save time, strengthen operations, and support long-term success.

One of the most significant milestones of the year was the launch of the new CCSA website in November. The updated platform is more user friendly and provides expanded functionality that will allow us to better serve members moving forward. As with any major system change, the transition has come with some growing pains. Members are now required to log in and update their personal and business information, and those previously enrolled in auto-renewal must reenter payment details because information cannot be transferred between systems. While this has required extra effort, we are excited about the opportunities this new platform creates.

Our outreach within the clay and pottery communities continued to expand in 2025, building on the strong response from our presence at NCECA and reinforcing CCSA's role as a trusted industry resource.

A highlight of the year was the 2025 CCSA Convention in Denton, Texas, which saw strong attendance and continued growth in owners bringing managers and key staff members. This focus on leadership development and team education reflects the forward-thinking nature of our industry.

Looking ahead, the 2026 CCSA Convention will be held in Tampa, Florida, August 27-31, with a full day of clay-focused classes planned for August 27. We are excited to continue expanding educational opportunities while preserving the collaborative spirit that defines our annual gathering.

Thank you for your continued support and engagement with the CCSA. Your commitment to creativity, community, and business excellence strengthens this industry, and I look forward to seeing you in Tampa in 2026.

Warmly,  
Dena Pearlman  
Executive Director, CCSA

# STRATEGIC PLAN



## MISSION STATEMENT

To promote our industry and be a resource for our members.

**MEMBERSHIP**

**EDUCATION**

**PROMOTE**

**CONVENTION**

# MEMBERSHIP PILLAR

**MISSION STATEMENT OF THE CCSA:** To promote our industry and be a resource for our members.

**THE MISSION OF THE MEMBERSHIP PILLAR:** Our mission will be to continue to retain and grow the CCSA membership and improve communication to our new and renewing members. The Membership Pillar will continue to search for new fired arts members and supplier members that benefit our association and increase our new member retention

**2026 KEYWORDS:** ENCOURAGE, RETAIN, COMMUNICATE

## 2026 GOALS

1. Actively seek out clay studios to join the CCSA.
2. Expand memberships by developing partnerships with national franchises to encourage their local studios to join and benefit from the CCSA.
3. Maintain a retention rate of 95% with both new and existing members.
4. Increase CCSA membership to 610 studio members by reaching out to new studios and other potential members.
5. Increase supplier membership by one member in 2026.
6. Increase new member awareness of benefits of attending convention.

## ACTION STEPS TO ACHIEVE GOAL 1

1. Offer special six-month membership for new clay studios.
2. Seek out new clay studios and potential new members via social media, phone calls, and emails by Q4 2026.
3. Work with Promote Pillar and staff in rebranding CCSA to a fired arts industry that will be more inclusive of clay studios.

## ACTION STEPS TO ACHEVE GOAL 2

1. Work with staff to make special franchise membership available in Q4 to launch in Q1 2026.
2. Staff email franchises monthly to promote the new discount membership once the website is updated.

## ACTION STEPS TO ACHEVE GOAL 3

1. Upon launch of new website, digital Goody Bags will be sent to new members containing welcome cards, hard copy of most recent magazine, CCSA stickers, the New Member Checklist, and any other pertinent materials/swag. Q2 2026.
2. Membership Pillar will continue to personally reach out to new members via telephone calls and/or email. Upon completion of the new website, we will consider implementing Vidyard as a video welcoming tool along with our New Member Checklist as a guideline beginning Q2 2026.

#### **ACTION STEPS TO ACHIEVE GOAL 4**

1. Work with staff to monitor social media and other resources to seek out new studios and other potential new members beginning Q3 2025 through Q4 2026.
2. Membership Pillar will reach out to new studios and potential new members via social media, phone calls, and emails by Q4 2026.
3. Work with staff to send a digital brochure for potential nonmembers outlining the benefits of being a CCSA member by Q3 2026.

#### **ACTION STEPS TO ACHIEVE GOAL 5**

1. Work with staff to monitor social media outlets to seek out potential new supplier members and provide that information to ED in 2026.

#### **2025-2026 OUTLOOK**

Membership Pillar will continue to actively seek adding clay studios memberships. Future determinations to include benefits such as member discounts offering a special six-month reduced rate, networking, and access to supplier lists and contacts. The Pillar also wants to focus on increasing convention attendance and will research why existing studios have chosen not to take advantage of this CCSA resource.

# EDUCATION PILLAR

**MISSION STATEMENT OF THE CCSA:** To promote our industry and be a resource for our members.

**MISSION STATEMENT OF THE EDUCATION PILLAR:** To be an educational resource for all members and communicate those resources to our membership.

**2026 KEYWORDS:** EDUCATE, ELEVATE, GROW

## 2026 GOALS

Educate members with creative and operational support to studios by creating useful, pertinent, and timely resources for members:

1. Educate members with creative and operational support to studios by creating useful, pertinent, and timely resources for members. Specifically:
  - a. Grow the library of studio guides by at least two in 2026.
  - b. Grow the library of webinars available to members by at least four per year in 2026.
  - c. Add a minimum of two magazine articles from international members.
  - d. Continue adding seasonal project guides of one per season in 2026 (total of four).
2. Maintain the focus of CCSA Chatter as an educational resource.
3. Educate our members on utilizing the new website.
4. Sustain and grow the CCSA Glazed Over Podcast.

## Action Steps to Achieve Goal 1

1. Continue to create new studio guides. (At least two in 2024). Ideas include:
  - a. Functional Clay Projects for Adults; release by April 2026.
  - b. Functional Clay Projects for Kids; release by February 2026.
  - c. Summer Camp Guide; release by November 2026.
2. Grow the library of webinars available to members by at least four per year in 2026. Ideas include:
  - a. Maximizing Square POS in February
  - b. Maximizing Clover POS in February
  - c. HR Without Headaches in April
  - d. Snowman Clay Handprints Impressions in June or July
  - e. How to Mark up Effectively for Profit
3. Add a minimum of two magazine articles from international members.
  - a. CCSA staff and magazine committee to reach out to international members who would be interested in contributing articles.
  - b. Work within an approved budget.

4. Continue to create new seasonal guides that include trendy and successful projects for our members to use when creating seasonal samples and classes (minimum of four per year):
  - a. Spring: Release January 2026
  - b. Summer: Release March 2026
  - c. Fall: Release June 2026
  - d. Winter: Release August 2026

### **Action Steps to Achieve Goal 2**

1. Continue to enforce CCSA Chatter policies, following the schedule as determined by the Board.
2. Maintain searchability, elevated-level content, and discourse on CCSA Chatter.

### **Action Steps to Achieve Goal 3**

1. Have Brittney and/or Taylor host an informative webinar walking through the features of the website.
2. Create a "one-pager" directory on how to navigate the new website.

### **Action Steps to Achieve Goal 4**

1. Grow revenue with ads from suppliers.
2. Moderator Casting Call:
  - a. Post Open Casting Call for new moderators by October 25 on CCSA Chatter.
    - i. Use Google form to receive applications..
    - ii. Applicants must prepare a 30-second audio clip to include in the audition.
    - iii. Submissions are due before the November Board meeting.
    - iv. To be voted on at November Board meetings.
    - v. Announce new moderators by December 1.
  - b. Send 12-month contracts with a probationary period.
  - c. Outline clear job descriptions and expectations for applicants.
3. Begin recording with new moderators in January.
4. Research and Content Development:
  - a. Hold meetings with CCSA staff, executive producer, and moderators to research podcast ideas.
  - b. Contact guest speakers.
  - c. Schedule recording sessions; schedule episode releases.
  - d. Develop production notes for each episode in advance to allow for refinement and scheduling.
  - e. Share production notes two to three weeks in advance to guests.
  - f. Create 26-28 episodes per year (every other week).

## **2026-2027 OUTLOOK**

The mission of the Education Pillar will remain focused on creating, collecting, and communicating the best resources for our members to enhance their businesses. Programs, projects, and guides will be measured for value and relevance to our members at the Strategic Meeting in 2025. We will maintain dedication to continued education for our members.

# PROMOTE PILLAR

**MISSION STATEMENT OF THE CCSA:** To promote our industry and be a resource for our members.

**MISSION STATEMENT OF THE PROMOTE PILLAR:** To support our members, create awareness of our association among non-member studios, and promote our industry to consumers.

**2025 KEYWORDS:** GROW, SUPPORT, ENGAGE

## 2025 GOALS

1. Create visual and educational content for use on social media platforms to assist studios in building their online presence and promote the Fired Arts community.
2. Continue updating the marketing library to include new stock photos and marketing ads/ideas/materials for studio use.
3. Continue to promote the association to potential members.
4. Promote the association to other like organizations and other fired arts communities and research the rebranding of the association.
5. Launch a CCSA marketplace for members to sell content.
6. Launch a new line of merchandise on an online platform.

## ACTION STEPS TO ACHIEVE GOAL 1

Continue to promote the industry through new marketing materials for use with social media posts.

1. Continue to support CCSA team to develop a list of ideas for the marketing materials.
  - a. Staff will incorporate Marketing Mondays into the Marketing releases and create a logo to promote additional marketing resources.
2. Staff and team will identify relevant resources and create the Monthly Marketing Mashup, including:
  - a. 2-3 marketing photos
  - b. Project guides resources
  - c. Video (created or repurposed)
  - d. 8-10 suggested hashtags
  - e. Staff will compile a list of resources to be available via link to members.
3. Committee members will facilitate one Facebook LIVE or Facebook post per quarter to brainstorm with members.
4. CCSA staff to include analytics and insights from Facebook and Instagram in Member Engagement Specialist (MES) social media report at the monthly Board meetings.
5. Continue to support CCSA team to create short video clips (5-10 seconds) that are released monthly to members.

## **ACTION STEPS TO ACHIEVE GOAL 2**

Continue updating the marketing library to include new stock photos and marketing ads/ideas/materials for studio use.

1. Q4 2025: Research location, photographer, and develop timeline and budget.
2. Q2 2026-Q3 2026: Execute photo shoot and edit photos focused on people, product, and new props.
3. Q4 2026-Q1 2027: Release content.

## **ACTION STEPS TO ACHIEVE GOAL 3**

Continue to promote the association to potential members.

1. Work with Member Engagement Specialist (MES) and Operations Specialist (OS) to enhance CCSA Industry Awareness.
  - a. Continue to manage the membership campaign toward non-member studios (ongoing) and working with the Membership Pillar.
  - b. Continue using Meta Ads Manager; continue to promote CCSA and PaintYourOwnPottery.com to potential new studios and consumers.
  - c. Help develop a targeted ad campaign for social media, limiting our audience to specific areas and key words.
2. Work with supplier training consultants to offer new membership promotions.
3. Create two CCSA testimonial videos for CCSA to share on blogs and social media for CCSA and PYOP pages. One video will be a CCSA Membership testimonial video. The second video will be to promote the CCSA Convention.
  - a. Q4 2025: Promote pillar to request video testimonials from members through Facebook Chatter.
  - b. Review the testimonial videos submitted through Chatter and submit approved videos to CCSA staff for use in convention promotion and marketing materials.
  - c. If required, board members to research a videographer to create/edit testimonial videos to be created during Convention 2026.
    - i. Then videos will be submitted to CCSA staff to upload to the websites

## **ACTION STEPS TO ACHIEVE GOAL 4**

Promote the association to other like organizations and other fired arts communities.

1. Q4 2025: Research and locate a rebrand consultant.
2. Q1 2026: Work with consultant and ED to create a budget.
3. Q2 2026-Q4 2026: Complete steps as outlined by the consultant.

## **ACTION STEPS TO ACHIEVE GOAL 5**

Launch a CCSA marketplace to sell their guides.

1. Work with our website provider to add a new directory to include marketplace guides.
2. Create guidelines and policies for items submitted.
3. Review content submitted within 30 days of receiving.

4. Submit approved content to the CCSA team.
5. Promote to our members through emails, marketing, and events.
6. Paid quarterly.

#### **ACTION STEPS TO ACHIEVE GOAL 6**

Create a new line of merchandise for sale through online sales platform.

1. Q4 2025: Research if new website allows for online sales.
2. Q4 2025: Create a budget to compensate the artists.
3. Q1 2026: Reach out to local industry influencers to create and submit designs.
4. Ongoing: Review submitted designs.
5. Ongoing: Staff to upload to online sales section of our website.
6. Staff to monitor online sales and report metrics to CCSA BOD during monthly meetings.

#### **2025–2026 Outlook**

In 2026, we aim to grow the association by increasing our membership by adding clay studios, which includes a potential rebrand to a Fired Arts Association. We also aim to continue to educate our members on how to effectively use CCSA marketing tools and resources to enhance studio visibility and raise industry awareness. We will keep developing content and implementing it as CCSA resources permit. In 2026, we plan to continue to grow the association and provide tools that encourage member engagement in the growth of our industry.

# CONVENTION PILLAR

**MISSION STATEMENT OF THE CCSA:** To promote our industry and be a resource for our members.

**MISSION STATEMENT OF THE CONVENTION PILLAR:** To plan and execute an in-person annual Convention, and ensure that our members, studios, and suppliers view this as the “must-attend” event of 2026.

## 2026 GOALS

1. To achieve Convention attendance of at least 30% of studio members.
2. To receive a minimum 50% “Very Satisfied” responses on the “Overall Value” and “Overall Enjoyment” questions on the Attendee Convention Survey.
3. To have at least a 50% of class attendees complete the Class Satisfaction Surveys for each class, by improving awareness and importance of the surveys.
4. To foster an environment for suppliers to showcase their products and connect with studio owners, resulting in a minimum 50% “Very Satisfied” responses on the “Overall Value” and “Overall Satisfaction” questions on the Exhibitor Convention Survey.
5. To be fiscally responsible by keeping Convention expenses below Convention revenues while providing the maximum value for members.
6. To give back to a great cause by donating at least \$18,000 to our 2026 chosen charity(s).

## ACTION STEPS TO ACHIEVE GOAL 1

1. Plan an in-person Convention starting at the January Board Meeting.
  - a. Ensure class offerings cover a wide range of relevant topics and will translate well to the growing needs of our members.
  - b. Review previous year’s Convention surveys and Chatter posts for feedback from members.
  - c. Bring in outside (expert/professional) instructors and speakers.
    - i. Offer at least three sessions lead by outside instructors/speakers.
    - ii. Offer at least two Pre-Con sessions led by outside instructions/speakers.
    - iii. Working with our supplier(s) continue to offer the Day of Clay experience on Thursday of Convention week.
  - d. Working with the budget, plan to feed the attendees at least two meals.
  - e. Organize and execute a “first-time attendee” social hour to help the new participants feel more comfortable.

2. Aggressively market Convention to attendees.
  - a. Create a marketing plan to stir up “buzz” over the in-person Convention. All marketing should be in line with the theme.
  - b. Highlight the professional speakers by making Facebook posts weekly.
  - c. CCSA staff to market Convention registration deadlines, etc., as outlined in the master marketing spreadsheet.
  - d. Board members and committee of studio members planning to attend Convention to post a Convention-related question/request on Chatter at least three times each month from March through Convention in order to maintain “top-of-mind” awareness.
  - e. Instructors to promote their class(es) by posting content on Chatter at least once before registration closes.
  - f. Make sure “first-time attendees” are recognized and invited to the planned social gathering.

### **ACTION STEPS TO ACHIEVE GOAL 2**

1. Board members and staff to review all class descriptions for accuracy and clarity prior to publishing and to make sure classes fall in line with the new structure and what would work best for our members.
2. Create and staff a committee of volunteers to help at Convention. Make sure volunteers are trained to provide excellent customer service to our members.
3. Staff and volunteers to execute the plans laid out, making necessary changes as the need arises in order to ensure a successful Convention.
4. Board members and committee of studio members attending Convention are to check in with attendees throughout Convention, offering help, requesting feedback, etc.

### **ACTION STEPS TO ACHIEVE GOAL 3**

1. CCSA staff to remind attendees by text and email to fill out their surveys.
2. CCSA staff to include survey information when promoting Convention so that members are properly informed ahead of time to look for surveys after classes.
3. Staff, Board members, and teachers to remind attendees to fill out surveys after their classes and when in social situations.

### **ACTION STEPS TO ACHIEVE GOAL 4**

1. Attract as many attendees as possible. (See Action Steps for Goal 1.)
2. Discuss with suppliers how we can help them showcase their products and offerings as much as possible with our new technique structure.
3. Work with the hotel on how to give our suppliers the time and space that they are requesting.
4. Provide networking opportunities for studio members and supplier members in the form of a game or social opportunities.
5. Recognize suppliers for sponsorships and donations.

## **ACTION STEPS TO ACHIEVE GOAL 5**

1. When choosing outside speakers, be mindful of Convention budget to keep expenses down.
2. When planning meals and events, choose menus and rentals that stay in the projected budget.
3. Use discounts/coupons when available when purchasing supplies for Convention.

## **ACTION STEPS TO ACHIEVE GOAL 6**

1. Raise money through a silent auction.
  - a. Encourage pottery donations that will bring in lots of money.
  - b. Board members and committee of studio members planning to attend Convention to highlight past years' auction pieces on Chatter at least twice each month between March and August.
  - c. Use reminders on Chatter once each month from June through August that those not attending can still send in a donation.
  - d. Utilize a combined system of silent auctions and technology to collect funds.
2. Raise money through a raffle.
  - a. Provide desirable raffle prizes.
  - b. Encourage suppliers to provide something to be included in the Golden Ticket raffle prize in order to make it irresistible.
  - c. Sell raffle tickets throughout Convention leading right up to the raffle.
  - d. Create a 50/50 raffle and inquire about gaming license for Florida.
3. Remind attendees to save and bring money to donate in conjunction with marketing for the raffle, silent auction, etc.

## **2026-2027 OUTLOOK**

- Continue to increase the number of outside (expert/professional) instructors and speakers.
- Continue to find ways to incorporate our members' suggestions.
- Continue to increase attendance year over year.
- Explore creative ideas and try new layouts or schedules in order to maximize what attendees and exhibitors get out of Convention.