

## A DAY OF CLAY

### Thursday, August 27

### 9 AM-4:30 PM

#### Play in Clay

*Biz-nique*

*Class Instructor: Michael Harbridge, Mayco*

Life is good when you can spend an entire day playing in clay! This day will be packed with a variety of hands-on clay techniques, including wheel methods, tool uses, adding textures, building with slabs, coils, and so much more. The instructors will show several projects, and then you can go to the station of your choosing to focus on the areas you want to focus. If wheel throwing is where you need help, spend some time learning wheel techniques. Are you looking for projects for camps? We'll have you covered! What about methods customers can come in and create? Advanced workshops? You'll walk away with lots of cool, fun things you can introduce in your studio.

## PRE-CONS

*Pre-Con (Pre-Convention) classes are classes that are not included in your general registration. You must register and pay for them separately.*

## Friday, August 28,

### 9 AM-12 PM

#### Mastering Generative AI for Studio Owners

*Business*

*Class Instructor: Marcus McGehee, AI Consulting Lab*

The breakout workshop is a hands-on three-hour session where studio owners don't just learn about AI—they build with it. We'll adapt our proven training curriculum specifically for studio owners and operators, helping participants understand how AI can support real business needs in the ceramics and pottery space.

The session covers three core components within a single workshop: mastering generative AI essentials, advanced prompt engineering, and a hands-on AI workshop. Attendees will

learn the fundamentals of how generative AI tools work, how to write stronger prompts that produce more useful output, and how to apply AI to practical business-use cases like social media content, business planning, customer email sequences, marketing copy, and internal workflows.

This workshop is designed to be beginner-friendly while still offering value to attendees who already have some experience using AI. The structured approach, practical examples, and guided exercises are built to help participants leave with real deliverables they can use right away. Please note that this is the same breakout workshop delivered twice, once in the morning session and once in the afternoon session, rather than two separate workshops.

**Workshop Preparation Requirements (PLEASE READ CAREFULLY):** This is a hands-on, working session, and participants will be actively building and creating throughout the workshop. To ensure you get the most value from the experience, please come fully prepared with the following:

- Laptop required (tablets will work with a full keyboard but phones are not sufficient)
- Fully charged battery (limited time will be available for setup or charging)
- Active subscription to a generative AI platform

We recommend having at least one of the following platforms set up and logged in prior to arrival:

- Claude (currently the preferred model)
- ChatGPT (Plus or Team/Business plan recommended)

Because AI tools continue to evolve rapidly, the instructor will tailor the workshop to the most effective and widely used platforms at the time of the event. Having access to at least one (ideally two) of the platforms above will ensure you can fully participate in all exercises.

**IMPORTANT:** This workshop is focused on building real, usable outputs for your business, so time will NOT be allocated during the session for downloading software, account setup, or

troubleshooting login issues.

#### Plan Your Year

*Biz-nique*

*Class Instructors: Tammie Crispino and Grace Pennella*

"If you fail to plan, you plan to fail." Set yourself up for success in 2027 with this pre-con. We all come to convention to learn new techniques and skills, but many of us go home overwhelmed and end up putting away the beautiful projects and don't implement them. Don't let your year get away from you before it begins!

If this is you, then this class is for you. We'll discuss events that work in different types of studios, and spend time planning our year by drafting monthly calendars, monthly to-do lists, and marketing goals. Each participant will receive a 2027 workbook/planner and leave ready to hit the ground running.

#### Perfect Prints: A Complete Clay Handprint Keepsake Workshop

*Biz-nique*

*Class Instructor: Carrie Mills Sealey, Paint A Piece*

Ready to add one of the most meaningful—and profitable—offerings to your studio? This updated and expanded workshop is designed specifically for paint-your-own pottery studio owners who want to confidently introduce clay handprint keepsakes into their business.

After a successful first year, this class has been restructured to allow more time, more detail, and a true hands-on experience—so you can walk away not just inspired, but fully prepared to implement.

What makes this pre-con different from last year's class?

- Live demonstrations with real kids: Watch exactly how to capture clean, high-quality handprints from actual "test subjects"—including tips for wiggly fingers and all ages.
- More time for questions and troubleshooting: We've built in dedicated time to dig into the details, answer your specific questions, and talk through real-life scenarios.
- Step-by-step clay process: We'll

cover the full workflow first—then demonstrate it live—so you can truly understand and retain each step.

In this class, we'll cover:

- The clay process from start to finish: From choosing a clay, slab prep and capturing prints to firing, custom painting, glazing, and finishing beautiful keepsakes
- Tools and materials: What you actually need without overbuying or overcomplicating
- Techniques for all ages: Proven methods for getting great prints from babies, toddlers, big kids, and even adults
- Studio planning and staff training: How to integrate clay prints into your workflow, assign roles, and prepare your team for success
- Event setup and execution: How to structure appointments, manage flow, and create a smooth, profitable experience
- Marketing and sales: Order forms, pricing strategies, and marketing materials that streamline your process and drive bookings
- Off-site events: Learn how to prep for and run successful clay print events at schools, daycares, boutiques, and beyond

You'll leave this class with a clear action plan, proven strategies, and the confidence to start offering these heirloom quality keepsakes to your customers. Perfect for studio owners and managers who want to expand their offerings, increase revenue, and create keepsakes that will bring families back year after year.

### **Managing Managers: How to Build High-Performing Teams**

*Business*

*Class Instructors: Erin and Steve Racioppi, The Mad Potter, All Fired Up, Clay Casa, Polka Dot Pots*

Erin and Steve Racioppi, owners of nine highly successful paint-your-own pottery studios, present an in-depth, practical three-hour pre-con class on how to effectively manage your managers so you can step away from day-to-day operations while continuing to grow. Building on their popular 2024 convention class "Hands-Off Success," this year they'll dive even deeper into the systems, trust-building frameworks, and leadership strategies

that allow them to run multiple locations without being physically present, with a specific focus on managers.

You'll learn how Erin and Steve hire, train, and empower managers to lead a team and run profitable studios independently, create consistency across locations, and handle day-to-day operations with minimal owner involvement. Whether you have one studio or are scaling to many, this class will give you the exact tools, checklists, and mindset shifts needed to build reliable, high-performing teams that allow you to work on your business instead of in it.

Bonus: Erin and Steve want to hear from you! Please submit your questions in advance to [steve@thepadpotter.com](mailto:steve@thepadpotter.com) so they can include the answers in their presentation!

## **Friday, August 28 1:30-4:30 PM**

### **Mastering Generative AI for Studio Owners**

*Business*

*Class Instructor: Marcus McGehee, AI Consulting Lab*

This class shares the same description as the AM Pre-Con class found on page 4.

### **Designing the Magic: Procreate for Pottery Painting**

*Business*

*Class Instructor: Irma "Lulu" Villanueva As You Wish*

Get ready to bring your creative process to life in this digital design class with Lulu from As You Wish Pottery! Learn how to use Procreate to plan, design, and mock up your pottery projects before they ever hit bisque. This class is all about building confidence in your ideas and giving you the tools to design with intention, whether you're brand new to digital design or already experimenting with it.

Lulu will walk through how she creates her samples from start to finish, including sketching layouts, testing color combinations, and building out full designs digitally. You'll learn how to create stickers, traceables, and clean outlines that translate easily onto pottery, making your projects more efficient and

consistent across classes and displays.

In this hands-on session, you'll follow along and build your own mockups in real time. Please come prepared with your iPad and Procreate installed, or a similar digital tool you're comfortable using.

You'll walk away with a better understanding of how to turn your ideas into polished, usable designs, along with practical tools you can immediately apply to your samples, class planning, and custom work. You'll also gain a more efficient and flexible approach to designing, helping you save time while creating pieces that feel thoughtful, cohesive, and exciting for your customers.

### **Studio Growth Strategy Session Plus Binder**

*Business*

*Class Instructor: Erica Jones, The Turquoise Cup*

Start convention with a clear plan and an actual focused strategy for your studio. In this interactive session, you'll receive a guided binder system to define your goals, prioritize and organize your convention class sessions, plan to maximize your interactions with vendors, and create a personalized roadmap for your time at convention. You'll leave with actionable plans for implementation, including key takeaways, revenue opportunities, and a 30-60-90 day strategy to bring ideas back to your studio and turn them into real growth. The binder you receive will remain an ongoing point of reference to use year after year.

### **Teaching the Teacher: Your Studio Classes and Parties Can Be Manageable AND Creative**

*Business*

*Class Instructor: Meghan Davis*

Ready to take your teaching from "helpful" to unforgettable? Whether you're running a busy PYOP studio or leading a ceramics classroom, this session will show you how to confidently step into the role of teacher—not just helper.

Why this class stands out: This isn't theory—it's real-life, tested experience. With 15 years as a successful PYOP studio

owner and a master's in the art of teaching, Meghan has lived both worlds. She knows what works on a packed Saturday in the studio and in a structured classroom—and she'll be sharing the strategies that actually stick.

What you'll experience: Expect an engaging, idea-packed session full of practical takeaways you can use immediately:

- Turn casual instruction into clear, confident teaching
- Keep guests/students engaged (even the distracted or hesitant ones!)
- Balance creativity with just enough structure to ensure success
- Handle common teaching challenges with ease and confidence
- Create experiences that keep people coming back

Who should join: Studio owners, staff, teaching artists, and educators. If you've ever thought, "I know how to do this, but how do I teach it better?" this class is for you. No formal teaching background needed.

What you'll walk away with: Simple, ready-to-use teaching techniques

- Fresh ideas to boost engagement and satisfaction
- More confidence leading groups of any size
- Easy and simple classroom management techniques that are fun and keep the teacher in control of the room

This session is honest, practical, and encouraging. No fluff—just strategies that work in the real world, shared by someone who's been in your shoes. Come ready to rethink how you teach—and leave ready to transform your studio or classroom.

What if the secret to a thriving studio isn't just what you make, but how you teach?

## GENERAL CLASS SESSIONS

### Saturday, August 29

### 8:30-10 AM

#### Increase Sales and Repeat Visits: Curate Collections That Sell

*Business*

*Class Instructor: Kendal Mau, The Mad Potter, All Fired Up, Clay Casa, Polka Dot Pots*

Are you looking to encourage customers to return more often or bring new people into your studio? This class will walk you through Kendal's system for creating themed pottery collections for Erin and Steve's nine pottery studios. Kendal not only chooses the theme and pottery but also designs and paints the samples and curates how the display will be set up with additional decorations and signage. The collection displays are changed throughout the year with seasonal and trending collections, so there's always something new for customers to be excited about.

During class, Kendal will set up a collection display and provide some tips and tricks on how to make yours look better. Erin and Steve will also speak, covering how collections can increase sales and how they market them. They will share the results of past collections' top sellers, the impact painted samples have on which pieces sell, and more. Attendees will get to brainstorm collection ideas and will leave with a worksheet to help get their first collection started!

You'll learn:

- How to create a collection from the ground up
- Tips and tricks on how to make your display look stunning
- How collections improve sales or encourage customers to return more often

#### From Boomers to Gen Alpha: Marketing Tactics That Drive Results

*Business*

*Class Instructor: Brittany Graff, Twist Brands*

Not all customers think, book, or engage the same, and your marketing approach should reflect that. In this session, we'll break down the key generations shaping today's customer base and how to reach each one in the right way, in the right place, at the right time.

From Baby Boomers to Gen Alpha, we'll explore what drives each group, how they prefer to communicate, and what actually gets them to book, buy, and come back. You'll walk away with practical strategies you can immediately apply to your studio marketing—without overcomplicating your efforts.

We'll cover:

- Key traits, values, and behaviors of

each generation

- How different generations discover and choose experiences
- Preferred communication styles (email, text, social, etc.)
- What content resonates—and what to avoid
- Channel strategy: where to focus your time and ad spend

Whether you're trying to attract new audiences, better engage your core customers, or balance both, this class will help you market smarter—not harder.

#### Conversation Box Carving Class

*Biz-nique*

*Class Instructor: Kelly Browning, American Ceramics*

Get creative with clay in this hands-on carving workshop! You'll design and carve meaningful words or short phrases into a 4-inch slip-cast clay box—what we call a "Conversation Box." Using carving tools, you'll learn techniques to transfer your design, cut clean lines, and add personal touches that make your box truly one-of-a-kind.

Whether you want to carve an inspiring word, a loved one's name, or something playful, your Conversation Box will be a lasting keepsake that sparks dialogue and connection.

Our instructor will guide you step by step—no prior clay experience needed. Come ready to relax, get creative, and leave with a piece that holds more than just clay—it holds your story.

#### Pattern Play Pour Over Coffee Set

*Biz-nique*

*Class Instructors: Ammie Williams, Ammie Y'all*

Everyone loves a butter dish, especially when you can decorate it however you want! Your customers will be amazed at their success with this easy slab-building clay project. We'll be stamping and cutting clay from a slab, then forming and attaching by slipping and scoring, similar to making a slab-built mug, but we'll take that a step further. Debi will also discuss glazing ideas, although the actual painting will be the responsibility of participants outside of class.

This will be a fairly fast-paced class so we have time to complete a butter dish base and lid during the allotted class period, and it's helpful to have a basic

knowledge of slab building. Debi will provide patterns to make these but during the class we'll be using clay cutters from De La Design. We'll also be using a GR Pottery form for the base and a forming block for the lid. These pieces will be available for use during the class, and although they won't be included to take home with you, they'll be available for purchase in the Exhibit Hall.

The step by step instructions will help to bring success to you, your staff, and your customers, providing confidence and resulting in a functional finished product. Debi will also provide examples of different ways to decorate these to make a more personalized experience for your customers to bring them back to make more!

### **Making and Using Silk Screens in Your Studio**

*Biz-nique*

*Class Instructor: Jessie Sterling, Paint the Towne*

In this workshop, you'll learn how to create and use silk screens to add trendy designs, repeatable classes, and custom options to your pottery pieces. We'll break down the process of making your own silk screens and demonstrate how to apply them to pottery. You'll see exactly how designs come together in minutes and customize your studio offerings.

But this class goes beyond technique. We'll dive into creative ways to incorporate silk screens into your studio offerings—think trendy events, unique designs, personalized pieces, and easy upsells your customers will actually get excited about and that will bring them back. Expect practical tips, real examples, and ideas you can implement right away. No prior silk screening experience is needed.

You'll leave with confidence to make and use your own silk screens, fresh class and event ideas your customers will love, a new skill set that adds value to your studio without adding overwhelm, and the "Why didn't I start this sooner?" feeling.

### **What Could Go Wrong?**

*Business*

*Class Instructor: Michael Harbridge, Mayco*

Sometimes things don't turn out quite right! In this workshop industry professionals will discuss subjects like glaze shivering, crazing, crawling, craters, and other unique things you may see come out of your kiln. What causes them,

can they be prevented, and can they be fixed? What are oolites and what can you do if you find them in your glaze? Does dipping glaze thickness really matter? Do you need to stilt earthenware? What about stoneware? Learn about best firing practices and so much more in this informative workshop. Suppliers will also share how they handle testing to determine what might be happening.

## **Saturday, August 29 10:15-11:45 AM**

### **Policy ... Procedure ... Profit!**

*Business*

*Class Instructor: Julia McNair, Do It Yourself Crafts*

You know how things should run in your store. But does your staff? Or does it sometimes feel like everyone is doing their own version of what they think is right?

In this class, we'll shift your customer service approach from personality-based to system-based. When customer service becomes a procedure—not a preference—you create consistency, clarity, and confidence for your team.

We'll talk through how to define what matters most to you, how to clearly communicate those expectations, and how to train your staff so they can make the right decisions, even when you're not there. We'll also explore how AI tools and staff feedback can support this process, and how to eliminate common obstacles that get in the way of great service.

You'll leave with a practical plan to build systems that support your team and create a consistently excellent customer experience.

### **11 Tips to Make Your Website Your #1 Marketing Tool**

*Business*

*Class Instructor: Charles Stanisce, NOVI*

In today's fast-paced, mobile-first world, your website should do more than just exist—it should actively bring customers through your doors. For small businesses, their website is often the first impression local customers have before deciding to visit. In this interactive session, we'll walk through practical strategies, tips, and tools to turn your website into a powerful

marketing engine that drives traffic, builds trust, and increases sales. You'll leave with simple, actionable changes you can implement right away to convert online visitors into repeat customers.

Learning Objectives:

- Understand how a strong website experience influences whether customers choose to visit your location.
- Learn actionable tactics to improve your website so it drives calls, visits, and purchases.
- Discover easy-to-use tools to evaluate and improve your website performance, user experience, and conversion rates.

Session Details:

- Interactive 90-minute session with real-world examples tailored to small businesses.
- Abridged versions are available in 30-, 45-, or 60-minute formats.
- Audience(s): Small business owners, store managers, and anyone responsible for driving in-store traffic and sales

### **Witch Hats: Build, Teach, Repeat.**

*Biz-nique*

*Class Instructor: Renee Yeaton, Wrenworks Art Studio*

Attention, witches! Join us for a little practical magic that can bring fresh energy—and revenue—to your studio this fall.

In this hands-on workshop, you'll learn how to craft your own ceramic witch hat using simple, repeatable hand-building techniques. This beginner-friendly class is designed to give you the skills and confidence to recreate this project on your own—and bring it back to your coven.

These spellbinding hats are sure to get your holiday season off to a spe-cackle-ular start. Each piece will be as unique as its maker, with opportunities to add texture, detail, and personal flair for a truly one-of-a-kind result.

Think you're "not creative"? Even better. This structured, approachable process is designed so anyone can succeed. We'll guide you step-by-step through the entire process—rolling, shaping, attaching, and refining—so you leave with a finished piece and a clear, repeatable method you can use in your

own studio.

Participants will also receive a replicable template, lesson plan, glazing ideas, supply resources, and a handy box to transport their hat home in a carry-on.

No clay experience necessary—just come ready to create.

### **Pop-Out Pottery: Dimensional Planter Design**

*Biz-nique*

*Class Instructor: Kathy Cano-Murillo  
CraftyChica*

Show your customers how to take a basic planter to the next level by adding dimensional fused elements such as flowers, leaves, and charms and beads! This class celebrates the maximalist (and even storyteller) trend of contrasting layers, colors, and textures. Kathy Cano-Murillo, the Crafty Chica, will guide you along the process of composition, firing and stiling tips, and adding dangling beads, charms, and glitter after the firing process. This project goes beyond painting designs to create a gorgeous art piece that can command a higher price point.

### **Jolly Goose Christmas Plate**

*Biz-nique*

*Class Instructor: Tammy Gacek Gare*

Honk, honk! Porch geese are having a major moment right now. At the Atlanta Gift Show this past January, the Gare design team saw a new trend emerge: geese! This popular motif has quickly gained traction and now porch geese seem to be everywhere.

This class lets you bring that trend indoors in the cutest way possible! Join us for a fun, festive painting session where you'll create an adorable "Jolly Goose" holiday tray perfect for cookies with Santa. Complete with a Santa hat, cozy scarf, and charming winter details, this goose is ready for the holidays.

Set against a cheerful plaid background, this project is perfect for your next studio event. This class is beginner-friendly and taught step-by-step for every painting level. You'll learn simple techniques like the classic paper technique, how to create a simple plaid, brush control, and adding playful details using bright Gare colors. Bring your creativity and get ready to paint your own trendy Jolly Goose!

### **Paint It, Stack It, Love It**

*Biz-nique*

*Class Instructor: Tanya Hockley Stain, Paint,*

### *and Create*

Get ready to stack, paint, and create something AMAZING! In this class, you'll design a one-of-a-kind layered board piece using multiple cutouts to build depth, dimension, and serious WOW factor. From color choices to final assembly, we'll guide you step-by-step—but you get to make it totally you.

This workshop introduces a scalable approach to layered board painting, a high-margin project that adds depth, texture, and perceived value to your studio offerings. Participants will learn how to design and produce multi-layered pieces using MDF or wood cutouts, including best practices for paint application, color planning, and clean assembly.

We'll also cover workflow efficiency, material selection, pricing strategies, and class structure to help you confidently implement this project in your own studio. Ideal for studios looking to expand into dimensional decor with a repeatable, beginner-friendly format.

## **Sunday, September 7 2:15-3:45 PM**

### **High-Volume Studio Panel**

*Business*

*Class Instructor: Jamie McCabe Clay Cafe  
Avalon*

Join a panel of top-performing pottery studio owners for an honest behind-the-scenes conversation about what it takes to build a high-sales, high-impact studio. This session explores the real-world strategies, systems, and decisions that drive consistent revenue and exceptional guest experiences.

Panelists will share what's worked, what hasn't, and how their studios have evolved over time—from introducing new audiences to clay to outside sales channels to classes and events that sell. You'll gain practical insight into how successful studios operate and market their offerings.

Designed for studio owners looking for actionable, no-fluff ideas they too can implement, this panel provides transparency, shared learning, and realistic approaches to growing beyond what you thought was possible.

Key Takeaways:

- Effective ways to introduce new

customers to clay

- Outside sales strategies that drive consistent revenue
- Class, workshop, and event ideas that support high-performing studios
- Marketing strategies that build revenue

### **Growing with Your Customers and Marketing to Adapt**

*Business*

*Class Instructors: Michaela "MJ" Jaskowiak  
and Liz Geoghan As You Wish*

Customer expectations in the paint-your-own pottery industry aren't what they used to be, and most studios are feeling it. If your marketing still looks the way it did a few years ago, you may be struggling to connect with today's customer. Join Liz and MJ for a real-world, conversation-driven session on how to evolve your marketing while staying true to what makes your studio unique.

In this class, we'll break down what's actually changed and where it's showing up in your business. From messaging and brand perception to visibility and customer expectations, you'll learn how to recognize the gaps between what you're putting out and what your customers are looking for. Through real examples and shared experiences, we'll walk through what's working right now, what's falling flat, and how to adjust in ways that feel manageable and realistic.

You'll learn how to:

- Recognize shifts in customer behavior and expectations
- Adjust your messaging and offerings to focus on experience, not just product
- Identify gaps between how your studio is perceived and how you want it to be seen
- Improve visibility across key marketing channels
- Adapt your marketing in practical, manageable ways

Designed for both long-time studio owners and those newer to the industry, this class offers a mix of guided insight and open discussion. You'll walk away with fresh perspective, real examples, and actionable ideas you can start implementing right away.

### **Teach It Tomorrow: Fused Glass**

## Projects That Work

### *Biz-nique*

*Class Instructor: Sherry Hancuff, Pottery Camp*

Learn how to confidently teach a fused glass project you can take straight back to your studio and implement immediately. In this hands-on session, you'll create a beginner-friendly piece using guided templates that ensure consistent, successful results for all skill levels. Along the way, you'll learn foundational glass concepts—including compatibility and firing basics—so you can teach with confidence and avoid common pitfalls.

This class goes beyond the project, with real-world applications for walk-ins, workshops, and off-site events, plus live demos of tools and glass handling. You'll learn how to:

- Use templates to guide design and ensure student success
- Teach a fused glass project with confidence (even for beginners)
- Understand basic glass compatibility and why it matters
- Use simple, reliable firing schedules you can replicate in your own kiln
- Structure classes for walk-ins, groups, and events
- Incorporate tools like nippers safely and effectively
- Create low-prep systems that save time and increase revenue
- Adapt designs for different skill levels and audiences

Designed for studio owners and staff, this session is perfect for anyone looking to add or streamline fused glass offerings. You'll leave with a finished project, printable design templates, and practical strategies you can use immediately.

## Excel with Digital Systems

### *Business*

*Class Instructor: Ferne Benson Mr. Toad's Pottery*

Take control of your studio's systems and numbers with Excel with Digital Systems, a hands-on workshop designed to help you simplify operations, increase efficiency, and make confident, data-driven decisions using Google Sheets.

This class is built for real studio application. You won't just learn concepts—you'll actively customize three powerful tools that you can immediately implement in your business.

During this workshop, we will walk step-

by-step through building:

- A pottery pricing calculator to use your current pricing structure to develop a customized, sustainable pricing model tailored to your studio
- A cash drawer count sheet to streamline daily cash management and improve accuracy and accountability
- A paint inventory tracker to help you stay organized, monitor usage, and confidently manage reordering

You'll customize your tool during class and gain a working understanding of key Google Sheets skills.

What sets this class apart is its build-as-you-go approach using your real numbers. You won't leave with generic templates—you'll leave with systems that are already personalized and ready to use.

What you'll walk away with:

- Three fully functional, customized Google Sheets tools
- A clearer understanding of your pricing, cash flow, and supply inventory systems
- Increased confidence in using Google Sheets to manage your business
- Practical systems you can implement immediately

What to bring:

- A laptop with access to Google Sheets
- A basic understanding of spreadsheet fundamentals

If you're ready to move away from guesswork and into clear, organized systems that support your studio's growth, Excel with Digital Systems will give you the tools—and the confidence—to make it happen. As a past attendee declared, "I use the systems you taught us daily in my studio. I found it very informative and think it's something people could definitely benefit from."

## Weekly Classes as a Revenue Anchor: Building Community and Income in Your Studio

### *Business*

*Class Instructor: Christie Elliott, The Art Den*

If your studio space sits empty between events, weekly classes might be the missing piece—and the numbers prove it. This workshop breaks down exactly how to build a recurring weekly class program that creates consistent revenue, deepens community, and keeps your

studio humming.

With a 1,600-square-foot studio in a town of just 2,500 people, this model runs three homeschool sessions and seven evening classes each week—generating between \$7,000 and \$8,000 in monthly revenue. If it works in a small town, it can work anywhere. This session will walk you through how to build something similar, step by step.

What we'll cover:

- Choosing class topics that attract and retain students
- Writing curriculum that works, even if you're not the one teaching it
- Finding, vetting, and retaining the right teachers
- Pricing strategy using a subscription model to stabilize your income
- Structuring your weekly schedule for maximum impact and minimum burnout

What you'll take home: Every attendee receives two full months of real curriculum samples—ready to study, adapt, and build from the moment you get back to your studio.

Who this is for: Studio owners who are ready to move beyond one-off events and build a reliable, community-driven income stream. No fluff—just a real-world framework from someone doing it.

Prerequisites: None. Whether you currently offer classes or are starting from scratch, this session will meet you where you are.

## Creative Journaling and Memory Keeping

### *Biz-nique*

*Class Instructor: Ammie Williams, Ammie Y'all*

If you love the idea of keeping a creative journal but never quite know what to fill your pages with, or you've heard about junk journaling and want to learn more, this class is for you.

In this class, Ammie will show how she actually documents her life in her journals and how she pulls tiny snippets from her day and turns them into spreads—the little moments, the random receipts, the dinner with friends, the song stuck in your head.

We'll talk about techniques Ammie uses all the time, like pockets, tip-ins, and hidden journaling. She'll also show you

how she back-journals so nothing goes to waste when life moves faster than your journaling practice.

This class can kickstart your own journaling practice, and we'll also talk about how to bring this into your studio as a workshop or recurring journal club your customers will love.

Your days are worth documenting, so come learn how to celebrate the moments, big and small.

## Sunday, August 30 4:00-5:30 PM

### Funky Floral Layered Vase

*Biz-nique*

*Class Instructor: Liz Martinez, PYOP Studio Stuff*

Let's celebrate with a fresh burst of flowers and color! In this class, we'll use a colorful spring palette and play with paper painting to build a beautifully layered, floral-inspired vase. You'll learn how to easily create depth, movement, and soft dimension as your design "blooms" to life—no green thumb required! It's a perfect mix of guided technique and creative freedom, resulting in a vase that is uniquely yours.

### Pricing for Profit 3.0

*Business*

*Class Instructor: Donna Bordeaux PYOP Accounting*

Most studio owners set their prices once and never touch them again. They guess. They copy what the studio down the street charges. They pick a number that "feels right." And then they wonder why they're working 60-hour weeks and still can't pay themselves what they're worth. Here's what nobody tells you: The difference between a studio that barely breaks even and one where the owner takes home 30% or more isn't more customers, more events, or more hours. It's the pricing. And most studios are leaving \$30,000–\$50,000 a year on the table because their prices aren't built on anything real. This class fixes that—in one session.

Pricing for Profit is a CPA-led deep dive into the exact pricing framework used by the most profitable PYOP studios in the country. Not theory. Not a spreadsheet exercise. A real system, built on actual industry benchmarks, refined over a decade, and now in its third evolution to reflect everything

that's changed post-COVID. This is the same methodology that helped one studio owner increase her take-home pay by six figures with almost no change in revenue. Just better pricing.

Here's what you'll walk away with:

- You'll know the actual cost-of-goods benchmarks healthy studios hit, so you can stop guessing whether your numbers are "fine" and know where you stand.
- You'll have a pricing methodology matched to YOUR market, location, and demographics, not a generic formula that ignores what makes your studio different.
- You'll use a brand-new, free web-based pricing calculator (live, in class) built specifically for PYOP studios—and you'll understand the math behind it so you can make confident pricing decisions long after the session ends.
- You'll finally stop wondering if your prices are right—because you'll have the proof.

This class is for you whether you're opening your first studio and want to get pricing right from day one, you attended a previous version and want to see what's changed, or you've been in business for years and have a nagging feeling you're undercharging. (You probably are.) No accounting background needed. Just bring your current pricing and a willingness to see what's actually possible when your numbers are built on a real foundation.

### Taking Clay on the Go

*Business*

*Class Instructor: Emma Hansen The Clay Den*

Have you ever wanted to bring the magic of clay to cafés, breweries, offices, or community spaces? This class will teach you everything you need to know to take your ceramics skills on the road and expand your studio offerings beyond your physical space. You'll learn how to plan and execute mobile clay workshops, choose projects that travel well, pack efficiently, set up for success, and connect with local businesses to host your classes.

What sets this class apart is its focus on real-world, hands-on strategies for making mobile workshops practical, fun, and professional. Through step-by-step guidance and examples from Emma's experience teaching and running The

Clay Den, you'll gain actionable tips that you can implement immediately.

No prerequisites are required—just have clay in your studio and a willingness to get creative! By the end of the session, you'll walk away with the knowledge, confidence, and tools to bring your studio out into the community, delight participants, and grow your business in exciting new ways.

### How to Successfully Paint Ornaments with Large Groups of Kids

*Business*

*Class Instructor: Melanie Mckinney, Pink Pig Pottery Studio*

Turn Holiday Chaos into Profit: High-Volume Ornament Painting Simplified. So easy even you will have fun!

Teaching large groups of kids how to paint ornaments doesn't have to feel overwhelming. In this hands-on, practical class designed specifically for pottery studio owners, you'll learn how to confidently manage high-volume ornament painting events with ease, efficiency, and creativity.

With 14 years of hands-on experience, Melanie has worked through the trial and error, solved the common challenges, and fine-tuned a system that ensures the smoothest, most successful outcome possible—even with hundreds of kids painting at once. She'll share exactly what works (and what doesn't) so you can skip the stress and go straight to success.

We'll walk through proven systems for handling large groups—from setup to cleanup—without sacrificing quality or the customer experience. You'll learn:

- How to streamline your setup for large groups
- Easy, foolproof ornament selection
- Crowd management strategies that actually work
- How to prep staff and stations for smooth flow
- Tips for minimizing mess while maximizing fun

Whether you're gearing up for the holiday rush or looking to expand your studio offerings, this class will give you the tools and confidence to turn large-scale kids' events into one of your most successful (and enjoyable!) revenue

streams.

### **Crushin' It: Crushed Glass Suncatchers Biz-nique**

*Class Instructors: Troy Myers and Grace Greene Hot Pots*

Crushed glass suncatchers are the hottest non-pottery trend in create-your-own art studios right now. Learn how to effectively execute this activity and implement it in your studio for massive pay back!

This activity requires little to no previous experience or knowledge of the technique and uses materials you might already have in your studio. You'll get step-by-step instructions along with troubleshooting as you create a piece of your own and find out the tips, tricks, and products for success in your own studio. The class will be run as if we're teaching customers so you'll have all the information and language needed to teach customers yourself.

Be sure to join Troy and Grace as they share their exploration and learnings in sunscape glass (faux stained glass). These pieces have sold extremely well in our studios and will be a great addition to yours!

### **Step Up, Choose in, and Play! Turn up the Volume on Your Game of Life While Running a Studio**

*Business*

*Class Instructors: Gail Schomisch and Jackie Burrow All Fired Up LV*

Looking for some of that "secret sauce" that some studios just seem to have? Need a spark of inspiration to liven up your headspace and calendar? How about some practical magic to elevate your personal relationships—with yourself, your team, an your loved ones, and even with selling and money? "The Jackie and Gail Show" returns with a fresh spin as we step into a bigger version of the Game of Life as it plays out in your studio, your daily routines, and your relationships with staff, customers, friends, family, and even your community.

This dynamic duo brings their signature inspiration, common sense, perspective, and a deeper focus on the inner work required to run a purpose-driven life and studio. This isn't just about business—it's about who you become while building, growing, and nurturing your studio without losing yourself along the way. Even after nearly three decades, their enthusiasm for studio life is contagious, encouraging you to take bold,

meaningful, juicy bites out of life every day.

You'll discover 12 key takeaways to draw upon back at home. This session centers on you—your mindset, presence, and the energy you bring into your studio and beyond. Learn how to stay grounded in chaos, inspired during slow seasons, and humble during high-growth moments, while positively impacting your team and relationships. Learn how to unpack everyday lessons for studio life, both the "heck yes, this is amazing" days as well as the "oh no, I just want to quit this" moments. How you show up in life to handle these, as well as everyday life situations, are the key to contentment and peace, and sometimes even your profitability.

Drawing from 29 years of hands-on ownership, Jackie and Gail share mindset shifts, personal practices, and real-world wisdom that helped them grow—not just survive—in the demanding world of business ownership. They've built a studio model that supports both success and personal freedom—and they'll show you what made that possible. This isn't a how-to-do-it-the-way-they-did or a special operations workshop with a procedural manual. Instead, these discussions explore that "secret sauce" of long-term fulfillment: emotional resilience, leadership, and practical mindset tools tailored to this unique industry. Through relatable stories, humor, and honest reflection, you'll gain strategies to expand your impact, maintain joy, and create opportunity in both business and life.

Designed for new and seasoned studio owners alike, this high-energy, interactive session is perfect for anyone ready for a fresh perspective, a much needed reset or renewed inspiration. Expect real talk, audience participation, and meaningful topics—with continued, follow-up conversations with Gail and Jackie welcomed throughout the convention.

## **Monday, August 31 9:00-10:30 AM**

### **Jolly Goose Christmas Plate Biz-nique**

*Class Instructor: Tammy Gacek Gare*

Honk, honk! Porch geese are having a major moment right now. At the Atlanta Gift Show this past January, the Gare design team saw a new trend emerge: geese!

This popular motif has quickly gained traction and now porch geese seem to be everywhere.

This class lets you bring that trend indoors in the cutest way possible! Join us for a fun, festive painting session where you'll create an adorable "Jolly Goose" holiday tray perfect for cookies with Santa. Complete with a Santa hat, cozy scarf, and charming winter details, this goose is ready for the holidays.

Set against a cheerful plaid background, this project is perfect for your next studio event. This class is beginner-friendly and taught step-by-step for every painting level. You'll learn simple techniques like the classic paper technique, how to create a simple plaid, brush control, and adding playful details using bright Gare colors. Bring your creativity and get ready to paint your own trendy Jolly Goose!

### **The PYOP Studio Growth Roadmap: Your 30-, 60-, and 90-Day Marketing Plan**

*Business*

*Class Instructor: Kelly Browning American Ceramics*

Stop guessing what to market next. In this hands-on workshop, you'll build a simple 30-, 60-, and 90-day marketing plan designed specifically for paint-your-own-pottery studios. We'll map out a high-detail 30-day action plan (exact offers, weekly priorities, and what to post), then expand into a healthy 60-day system that's easier to maintain. The 90-day portion stays flexible so you can scale what's working based on real results.

You'll leave with a clear roadmap, a weekly checklist, and a repeatable marketing rhythm that helps you book more parties, fill events, and keep customers coming back.

### **Lil' Boo's First Haunting! A Painting Class with Lulu**

*Biz-nique*

*Class Instructor: Irma "Lulu" Villanueva As You Wish*

Get ready for another spooktacular pottery painting experience with Lulu from As You Wish Pottery! In this class, you'll create a captivating Halloween platter designed to stand out in your studio displays or shine at any Halloween paint night. We'll play with bright colors to build a fun, eye-catching background, then bring it all

together with a cute little ghost ready for a night of spooky fun.

We'll dive into layering different elements to create a piece that feels engaging and exciting for customers to paint, with a bold look and a playful Halloween vibe. This design works beautifully as a display starter or as inspiration for an adult painting class, giving your team something fresh and on-trend to offer. We're blending classic Halloween colors and motifs—orange, yellow, and black—with those cute, trending details from the digital art world, creating a piece that feels current, approachable, and easy for all skill levels to enjoy.

No advanced experience is needed; this class is beginner-friendly while still offering helpful methods for more experienced painters. You'll also get to learn some of Lulu's signature techniques, like her cartoony outlines, smooth color application, and those little touches of whimsy that make each piece feel extra special.

By the end of the class, you'll walk away with a finished design you can confidently recreate, teach, or display, along with new ideas for building fun, customer-loved projects in your studio.

### **Petoskey Stone Plate**

*Biz-nique*

*Class Instructor: Wendy Ives, Artful Designs*

Join Wendy Ives, Bisque Imports Stoneware Petoskey Stone Plateating, hands-on class exploring the Petoskey Stone technique on stoneware. This collaborative session blends real studio experience with expert glaze knowledge, giving you both creative inspiration and practical application.

Discover how to recreate the iconic Petoskey stone pattern using a dynamic range of Mayco glazes formulated to perform at stoneware firing temperatures. Wendy and Crista will guide you through the full process, from glaze selection to layering techniques that create depth, movement, and organic texture.

You'll learn how to:

- Select and use Mayco glazes that perform reliably at stoneware temperatures
- Layer and combine glazes to achieve authentic Petoskey stone effects
- Incorporate these techniques into your current stoneware workflow
- Create visually dynamic surfaces that elevate your finished pieces
- Generate excitement around

stoneware offerings in your studio

This class is perfect for studio owners looking to expand their stoneware knowledge and offerings. Walk away with practical techniques, fresh ideas, and the confidence to bring new, marketable stoneware projects into your studio right away.

### **The Art of Display in a PYOP Studio**

*Business*

*Class Instructor: Wendy Pettys, The Pottery Patch*

**Most studios have displays, but are they telling the story to sell the product? In this session, you'll learn how to transform your retail displays from simple decor into intentional, revenue-driving sales tools. We'll break down the simple strategies behind high-converting displays, including themed "idea centers," seasonal merchandising, and beginner-friendly inspiration that removes decision fatigue and builds customer confidence.**

You'll walk away with a clear, repeatable framework for creating displays that are simple, effective, and built to sell. This class is perfect for studio owners and managers at any level—no prior merchandising experience needed—who want practical, trend-driven ideas they can implement immediately to increase sales, enhance the customer experience, and make their displays work harder for their business.

### **From Studio to System: Scaling Your Ceramic Business**

*Business*

*Class Instructor: Chris Wilson, Legacy Franchise Ventures*

Turn your ceramic studio into a scalable, sellable business. This session breaks down what it takes to grow beyond a single location by building the systems, structure, and team needed to scale. You'll learn how to create a repeatable customer experience, improve your unit economics, and remove yourself as the bottleneck so your business can grow without the chaos. We'll also explore different paths to expansion, along with the common (and costly) mistakes studio owners make when

trying to scale.

## **Monday, September 8 10:45 AM - 12:15 PM**

### **Pick-a-Pirate Plate Creative Kids Class**

*Biz-nique*

*Class Instructor: Liz Martinez PYOP Studio Stuff*

Set sail on a creative adventure! In this choose-your-own pirate class, you'll design a one-of-a-kind character with a fun game of mixing and matching everything from hats and hairstyles to clothing and accessories! Along the way, we'll use easy-to-follow clay carbon patterns and learn to outline your design with underglaze pencils, bringing every detail to life. No two pirates will be the same, so chart your course and let your imagination (and a little luck) lead the way!

### **Kiln Mastery: Following in Jim's Footsteps**

*Business*

*Class Instructor: Scotty McMillan Skutt*

Take the mystery out of kiln management with Scotty McMillan, Skutt's Technical Support Supervisor. This engaging and practical session will give you a rare inside look at kiln care, firing best practices, and troubleshooting—straight from the front lines.

Scotty brings extensive hands-on experience, real support cases, and lessons learned from helping artists, educators, and studios solve kiln challenges every day. With a practical, approachable style, he walks you through real-world kiln scenarios and foundational tips to keep your equipment—and your business—running smoothly.

What makes this class unique? It's not just technical—it's real-world tested. Scotty's "following in Jim's footsteps" approach blends easy-to-follow technical guidance with insights gained from directly supporting the ceramic community and working within a company that has served generations of artists.

You'll learn how to:

- Perform an essential pre-firing checklist for safety and success
- Load your kiln to reduce hot/cold

- spots
- Understand firing reactions and how speed impacts results
- Implement preventive maintenance that extends the life of your kiln
- Troubleshoot common problems using built-in diagnostic tools

Use KilnLink® for smarter kiln monitoring

Who should attend: Studio owners, educators, and anyone responsible for firing kilns—especially those looking to deepen their understanding without an engineering degree.

Prerequisites: Basic familiarity with kiln operation is helpful but not required.

Walk away with: Confidence in your kiln knowledge, a checklist you'll actually want to use, and the kind of practical, field-tested tips that come straight from Skutt technical support.

### **Mayco-Fundamentals Underglazes and EZ Strokes**

*Biz-nique*

*Class Instructors: Crista Toler and Michael Harbridge, Mayco*

Mayco Fundamentals Underglazes and EZ Strokes have been growing in popularity in PYOP studios. Join us for this stoneware- and clay-focused class to learn the differences between these Fundamentals, EZ Strokes, and Stroke & Coat at cone 6.

In addition to sharing how these products can be used effectively in your studio, you'll use all three product lines to create three samples that will be helpful in training your staff and for showing different glazing options to your customers.

This class is ideal for those who have already been working with stoneware and/or clay.

### **Stop Guessing What to Post: Defining Your Content Pillars**

*Business*

*Class Instructor: Ammie Williams, Ammie Y'all*

This class helps PYOP studio owners define clear content pillars so social media stops feeling random, overwhelming, or like one more thing on the to-do list. Instead of guessing what to post each day, studios learn how to organize what they already do into a small set of repeatable content categories that actually support bookings, classes, camps, and return visits.

During this session, we'll break down what content pillars are, why they matter

specifically for PYOP studios, and how to create pillars that reflect real studio life, not generic social media advice. We'll look at examples of finished work, in-studio moments, events, behind-the-scenes experiences, and customer stories, and show how each pillar plays a role in attracting new painters and keeping current customers engaged. Studios will leave with defined content pillars, practical posting ideas for each one, and a clear framework they can reuse month after month. The goal is not more content—the goal is less stress, better consistency, and a feed that actually looks like your studio and works for your business.

### **Unleash the Paw-tential: Create, Collaborate, and Cash in on Pet-Print Pottery**

*Biz-nique*

*Class Instructor: Claire Bruining Stuffingtons Ceramics & More*

Pet lovers are some of the most passionate—and loyal—customers, and nearly 70% of US households have a pet. Learn how to turn that demand into a thriving revenue stream for your studio! We'll cover profitable animal print techniques, event ideas that drive repeat visits, and strategic partnerships with local pet businesses to expand your reach.

Plus, you'll get hands-on experience working with real dogs to create a sample piece you can take back to your studio—so you're ready to put these strategies into action right away.

### **Decluttering Your Mind and Studio**

*Business*

*Class Instructor: Erica Gillman, Fired Flow*

Ever feel like your studio to-do list is chasing you? Join us as we unpack the best methods to finding mental peace within a creative space. Your studio operations, employee culture, and mental health are more interconnected than you might think. Together, we'll declutter our path through these topics (and more) to discover what's blocking your path to mental and physical regulation.