

CCSA TODAY

Fuel Your Creative Fire



HOT IDEAS & COOL PROJECTS

Summer Strategies for Fired Arts Studios

CONTEMPORARY CERAMIC STUDIO ASSOCIATION MAGAZINE • SUMMER 2026



SKUTT®



THE NEW OVAL



KMT1427-3

IT'S THE PERFECT STUDIO-SIZED KILN

We help you make great things!

Inside This Issue

Welcome 02

Kiln Goddess 03

Studio Special: How to Prepare for Ordering at the CCSA Convention 04

Trend Flash: Analog Arts 06



Strategize for Success: Combating Chaos with Calendars 08

Getting Technical: The Pros and Cons of Candling for Summer Camp 10

Smooth Operations Say it Sooner, Not Louder 12

Good Reads: Creating Moments That Matter 13

Service with a Smile: Training for the Gray Areas 14

Business Sense: Investing in Your Team 16



AI Made Simple: Using ChatGPT to Help Write My Policy and Procedure Manual 18

Getting Technical: Clay Memberships 20

Let's Roll 21

Clay Baking Dish 22

Stoneware Organic Flower Bowl 23

Snowdrop Fused Glass Plaque 24

Clay Solar Luminary BACK COVER



ADVERTISER INDEX

BISQUE IMPORTS 25

CHESAPEAKE CERAMICS 09

COLOROBIA ART 19

GARE 11

KILN SHIELD 15

MAYCO 05

PYOP STUDIO STUFF 19

SKUTT Inside Front Cover

Bonus Articles & More!

The digital edition of CCSA TODAY, available at www.ccsaonline.com, has additional bonus content.

MAGAZINE STAFF

EXECUTIVE EDITOR: Dena Pearlman

EDITOR: Amy Handy

REPORTERS:

Brittney Ackley, Ferne Benson, Susan Bucci, Jessica Cowan, Maggie Fretz, Shay King, Julia McNair, Susan Rogers, Vanessa Steele, Crista Toler, and Terri Welch

GRAPHIC DESIGNER:
Brittney Ackley



CONTACT US

U.S. Toll Free: 888-291-2272 (CCSA)
International: 805-265-5428

346 Glaspell Circle SE
Palm Bay FL 32909

Welcome



As we move through the year, I hope each of you has had a strong and successful first quarter. This time of year is always a great opportunity to reflect on what's working in your business, reset where needed, and build momentum for the busy months ahead. Our industry is built on creativity, connection, and resilience, and it's inspiring to see how our members continue to grow and evolve.

One of the things I am most excited about right now is our upcoming convention. Each year, this event brings our community together in a way that is both energizing and impactful. Whether you are looking for fresh ideas, meaningful connections, or practical strategies to strengthen your business, Convention is where it all comes together. We are working hard to create an experience that is valuable, engaging, and worth your time away from the studio. If you haven't already started planning to attend, I urge you to do so—you won't want to miss it!

In the coming weeks, we will also be launching our annual Financial Survey. This is one of the most important tools we have as an association. The insights gathered help us, and you, better understand industry trends, benchmark performance, and make informed decisions. The strength of this report depends entirely on participation, so I encourage you to begin preparing your information now and to take part when the survey is released. Your contribution truly makes a difference.

As always, thank you for being part of this incredible community. Your passion and dedication are what make CCSA so special. I look forward to seeing many of you at Convention and continuing to support you throughout the year.

Dena Pearlman, Executive Director

As we head into the summer season, we all know what's on the horizon: busy studios, full tables, and the return of camps, families, and friends creating memories (and plenty of masterpieces). It's one of the most energizing times of the year, even if it can feel a little like navigating choppy waters.

Before things get into full swing, I encourage you to take a moment to prepare—not just your studio, but yourself. A successful season isn't just about keeping shelves stocked and schedules full; it's also about finding balance where you can. Even small moments to recharge can make a big difference during the busy weeks ahead.

As you plan projects and get ready for summer, remember that the CCSA is here for you. This community is built on sharing ideas, supporting one another, and celebrating the wins. Together, we can make this season both successful and meaningful.

And when the summer season begins to wind down, we'll be ready to drop anchor together in Tampa, Florida, for CCSA Convention 2026. This year's pirate theme will bring a little extra fun to the experience, but as always, the real treasure is the connection, education, and inspiration we share. I'm especially excited to welcome you to Florida—my home state—and to share a place that means so much to me with this incredible community. Whether it's your first Convention or your tenth, it's a chance to recharge, learn, and reconnect with others who truly understand this industry.

Katie Yallaly, CCSA Board President



Board of Directors

The Board of Directors listed below would like to welcome you to contact them regularly regarding ideas and concerns.

We are YOUR Board and, while volunteers, are working for you!

PRESIDENT

Katie Yallaly, Doing Dishes
904-716-6637
katieccsa@gmail.com

VICE PRESIDENT

Jaime McCabe, Clay Cafe Avalon
709-745-2345
info@claycafeavalon.ca

SECRETARY

Vicki De Werth, Faith Inspirations
602-616-8091
vicki.ccsa@gmail.com

TREASURER

Emily Rhodes, The Polka Dot Pot
540-722-4422
emilyshop_99@yahoo.com

DIRECTORS

Erica Jones, The Turquoise Cup
609-479-3654
erica@theturquoisecup.com

Claire Bruining, Stuffington's
Ceramics & More
425-337-6306
stuffingtonsemporium@gmail.com

Jessica Garofalo, CREATE Pottery
804-744-5506
jessica@createpotteryshop.com

CCSA STAFF

EXECUTIVE DIRECTOR
Dena Pearlman
dena@ccsaonline.com

BUSINESS OPERATIONS SPECIALIST
Taylor Barrow
taylor@ccsaonline.com

MEMBER ENGAGEMENT SPECIALIST
Brittney Ackley
brittney@ccsaonline.com

KILNS, GLAZE, AND THE POWER OF ROUTINE



Right now, my store is in a bit of a transition. I have a lot of things I need to decide about, including hiring a few new employees and getting them ready for the busy summer season, rearranging, and reorganizing the studio because we need to be able to squeeze one more table into a space that's already feeling very maxed out. And sometimes my creative flow ... isn't.

And that's when I go to the comfort of routine. I like glazing pottery. I like loading kilns. It's something that I can do without overthinking it, but I can give my mind time to wander and maybe settle on a decision or two.

Sometimes, I end up with more things on my to-do list than when I went into the room. But that routine of finishing

something, keeping a system going, making sure that we're taking care of our customers—that gives me time to remember and think about what we do so well.

The only constant is change, of course. Employees come and go and sometimes it's hard and sometimes it's easier. The seasons change and sometimes adjusting to the pace of a new season is more difficult than other times. I prefer to be super busy, not just because I like money, but because I don't know what to do with my hands sometimes. There's always something that needs to be done, but sometimes I can't quite decide on what's important. When everything is the same level of important, which do you pick first?

So I go to the kiln room, and I spend a little bit more time making sure everything is the way I need it to be. I entertain myself loading the kiln. Sharks and mermaids? Always on the same shelf. Lions and lambs. Princesses and puppies. I love seeing what comes out of the kiln. Our customers are so creative (and Pinterest sure is helping them do fun things).

Like all of us, I'll figure it out. We all know what we need to do and we do it. But sometimes you just need the comfort of that routine to get you going.

CCSA BENEFIT SPOTLIGHT

*** 3. How do you plan to use the survey results to your business?**

☐ All of them ☐ Most of them ☐ Some of them ☐ None of them

*** 4. In 2025, what are your primary goals using the survey results to your business?**

Business Goals

Marketing Goals

Financial Goals

Operational Goals

Customer Goals

Employee Goals

Community Goals

Other Goals

*** 5. How do you plan to use the survey results to your business?**

☐ All of them ☐ Most of them ☐ Some of them ☐ None of them

*** 6. How do you plan to use the survey results to your business?**

☐ All of them ☐ Most of them ☐ Some of them ☐ None of them



It's that time again! The CCSA 2025 Financial Survey will open on May 1, 2026! Complete the easy-to-follow worksheet to ensure a smooth survey experience.

This survey gathers important information about the fired arts industry from market trends to financial benchmarks.

HOW TO PREPARE FOR ORDERING AT THE CCSA CONVENTION

By Susan Rogers, VP Sales, Gare Inc.

Have you ever gone grocery shopping without a list and come home to find that several things you bought are already in your refrigerator or pantry? Or even worse, realize that you forgot to buy the main ingredient for dinner? It's almost always better to write a grocery list first and check to see what you already have so you don't overbuy. It also helps to plan your meals, so you make sure you purchase the ingredients you need. The same principle applies to preparing for the CCSA Convention.

Convention is always fun and exciting time. There are new products, show specials, and plenty of inspiration. But without a plan, it's easy to become overwhelmed or spend money on items that don't truly support your business. Taking some time to prepare beforehand will help you walk the show floor with confidence, buy responsibly, and make decisions that support your studio through the important fourth quarter.

About a month before Convention, spend about an hour looking at the following and getting familiar with what you MIGHT need by creating a simple plan.

Review Last Year's Fourth-Quarter Sales Start by printing the prior year's fourth-quarter sales by supplier, by item. Sort the report by highest quantity sold to lowest quantity sold. It's also very helpful if your report shows your margin by item. The point is to understand how this year is trending versus last year so you can build that into your projections of what you may need to order. For example, if your sales are up 10 percent this year over last year and you sold 50 pieces of an item in the fourth quarter, you may want to buy an extra case to cover the extra sales, so you don't run out.

Once you have your printed inventory by item, by supplier, divide them into three buckets. This simple exercise helps you focus on where your spending will have the greatest impact:

- **A Items = Top Sellers** These are your high-turning items, and you want to buy these on sale whenever possible. Lowering the cost of these items helps improve profitability because they sell so frequently. These may include your coupe/rim salad and dinner plates, basic mugs, bowls, birthday party pieces, and the like.
- **B Items = Solid Sellers** The B's are solid sellers and would be good to order on sale.
- **C Items = Slow Movers** These products turn slowly and are not the best use of limited Convention-spending funds.

Plan Your Fourth Quarter Events What events did you hold last year, and do you plan to have the same event(s) this fourth quarter? These are also great items to maximize at a sale price. (this is why I like having you start this exercise a month before Convention so that you can get your fourth-quarter calendar ready. These might include Vintage Christmas Tree Painting events, ornament events, seasonal project classes, and so on.

These events often require specific products or suppliers. If those items are offered at Convention pricing, especially the LARGE holiday pieces, it's a great opportunity to purchase them at a lower cost.

Understand Your Current Inventory Levels Are you running low on important items and need to build inventory? Or are your shelves already full and you should buy more conservatively? Knowing where you stand helps prevent both running out of key items and tying up cash in excess inventory on items that move slowly.

The week of Convention, run your current inventory by supplier, by item. Take a specific look at what holiday items are left over from last year so you don't overbuy in this area. Then look back at your fourth quarter report and highlight your A's in one color and your B's in another color. This will help you prioritize their importance.

Compare Pricing This is also your opportunity to make sure that especially your top-selling items are being bought at the lowest price. You can use this time to visit all the suppliers to understand what your price is and make sure you're buying at the lowest price. If they have "tiered" incentive pricing, ask them how you can reach the next level.

Know Your Cash Flow Cash flow in September and October can sometimes be tight, so it's important to understand how much you can comfortably spend before arriving at Convention. Set a realistic budget and prioritize purchases in this order:

- A Items: Core products that drive sales. Buy these first.
- B Items: These are the solid supporting items.
- Event Items: Order these early and on sale to guarantee both that you have the inventory and it's at the best price.
- New Products

Be Careful with New Products New items are always exciting, and Convention will have TONS of new items. However, this is often where studios make the most impulsive purchases. Before Convention, decide what percentage of your buying budget you want to dedicate to new products and try to stay within that limit. This allows you to explore new ideas without taking away from the products that consistently sell.

Final Thoughts The CCSA Convention should feel inspiring, not overwhelming. With a little preparation, you can walk the show floor knowing exactly what your studio needs and how much you can spend. Just like grocery shopping with a list, a plan helps ensure you buy what you need, avoid unnecessary purchases, and make decisions that support your studio's success during the busy fourth quarter.

The goal isn't to take the fun out of Convention—it's to give yourself the confidence to make thoughtful purchasing decisions that strengthen your business.



NEW

 **Mayco®**

STONEWARE GLAZES

Firing Range: Cone 5-10 (1196-1305°C / 2185-2381°F)

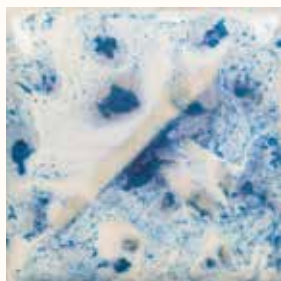
All samples fired to Cone 6 (1222°C/2232°F)



SW225
Lily Pad



SW226
Pink Pearl



SW227
Tidal Wave



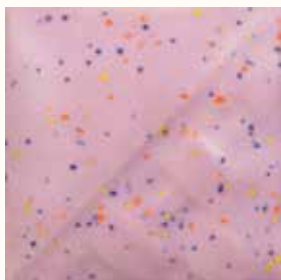
SW228
Beetlewing



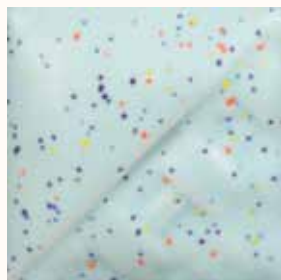
SW229
Mood Ring



SW230
Pink Speck



SW231
Lilac Speck



SW232
Baby Blue Speck



SW407
Clear Flux
(over SW119 Cinnabar)



SW408
White Flux
(over SW119 Cinnabar)



**Available in 4 oz. sample kit and pints.
Order from your favorite Mayco distributor.**



ANALOG ARTS

By Crista Toler, Mayco, Market Specialist PYOP Manager



You may have heard about going analog, but what does that mean? It's tied to the resurgence of slower experiences, prioritizing time together with friends and family—in person, with hobbies and activities that don't involve digital overload. I like to think of it as the old-school activities we did as kids or teens before we learned to scroll.

This involves tangible activities such as knitting, crafting, journaling, using real film in an actual camera, listening to music on vinyl, and finding comfort in nostalgic activities. In short, we're letting go of digital overload and isolation and opting for better balance in our lives. The flurry of multitasking is being replaced by intention with our free time.

This is all about disconnecting to reconnect. Just like an electronic device needs to be turned off and then on again to begin functioning properly, going analog is the way humans can reset—unplug and restart, or unplug and paint!

The term "slow art" serves as inspiration for us to decompress through working with our hands. Intentionally creating art is a tactile effort that allows us to recharge and awaken parts of our brains that have not been used in a long time. Even children get caught up in the instant gratification of digital art and video gaming and miss the joy of creating for expression, as opposed to creating for perfection.

The mental health benefits of stepping away from the drain of screens and embracing connecting and rejuvenating through art are incredible. The more we focus on the world around us, and let ourselves dream, the better we feel and the more we think of others.

What better trend to tie into your marketing? The surge in

working with clay, watercolor, journaling, needlecrafts, and other tactile arts works in your favor. Handmade is what we do! Following are some ideas for incorporating this movement into your studio marketing.



Screen-Free Days

There is a balance for using technology and digital media for garnering inspiration and information, a hybrid approach. Research, explore, and find new inspiration, then use that in ways that allow us to create offline. Then again, how cool would it be for customers to bring in a collection of images that they have found in magazines, from photographs, fabric, sketches, or their imagination?

There is a coffee shop in Shanghai that looks like a library yet has no Wi-Fi and no outlets for customer use—just books and drinks! Encourage your customers to join you for screen-free days. Offer boxes for people to deposit their phones as they enter the studio. Some restaurants are doing this, and I love the idea of people chatting at dinner without phones on the table.

Analog Bags

Create an analog box/basket/bag that customers can purchase as a gift, or as a self-care kit to use at home for a stay-cation. These to-go packages can be marketed as a way to relax and create at home with family and friends, or for time alone.

Wouldn't it be fun to use this theme for an in-studio event during which customers can decorate their own analog tote bag? Throw in some watercolor kits, crayons or colored pencils or marker, and small notebooks for art on the go. They can then use their bag for other projects. Offer a variety of supplies that are included in the price of the bag—a few brushes, small bisque shapes, and stamps—which can be used for glazing at home or in your studio.



WAIT! THERE'S MORE!

Please refer to the digital edition for more trendy photos.

Partner with Artists

Collaborate with local artists to host a mini retreat. A *Wall Street Journal* article called "Craft Retreats Are the New Burnout Cure" describes Ace Camps Travel Company's art-based trips to foreign countries. At each one, attendees are introduced to several styles of art. Partnering with a local artist who does embroidery would be a fun way to incorporate embroidery-style designs on bisque. Layering colors with texture and details is easy to do by simply layering glazing techniques or specialty products. Document the event with an instant camera or, better yet, one with a roll of film!

Texture Techniques

Embrace the love of texture by offering lace, sponges, stamps, paint crumbles, and jute to add texture and depth when glazing projects. Sgraffito in clay or layered glazes is an excellent way to get tactile. Visit supplier websites for inspiration; Mayco's website has a Glazing Technique section full of ideas for creating texture on pottery projects.

Slow Art Sundays

Market a specific day for slowing down and making time for art. This is where the slogan "Pottery painting is cheaper than therapy" comes in! Play relaxing music and provide samples of projects created with simple techniques such as doodling with writer bottles, using sponge dotters, tape, and even found objects. Bonus points for playing real vinyl albums on a turntable!

Club and Group Gatherings

Promote book club events in the studio during which club members can discuss their book while painting pieces representative of the book they're reading. Supper clubs are also seeing a resurgence. Invite groups to bring appetizers, and paint appetizer plates or serving pieces for their next gathering.

Stay-cations are great, but slow-cations are the newest way to take time to appreciate working with our hands while enjoying the company of others, or to take time to ourselves. Your studio offers the ideal spot for such activities, so promote that to your customers!



Sometimes simply spelling out the benefits of an activity—such as the revival of afternoon visits with friends at your studio—are just the boost people need. Customers like to be part of what's trending in pop culture. And art is one of the absolute best ways to reconnect, build skills in connection and creativity, and slow down.

Do what you love, love what you do.



COMBATING CHAOS WITH CALENDARS

By Shay King, Clay Cafe Avalon, Newfoundland, Canada

A busy and booked studio summer is the dream, but are you prepared to handle it without pulling your hair out? Summer is the launching point for the busiest, most chaotic half of the year, but if you plan it right it can be your best one yet!

Monthly Planning: Setting Realistic Deadlines

If you need a checklist to stay calm, setting memorable deadlines is the way to go. A planned month makes everyone happy, staff, customers, and most importantly you. When I first began planning in my studio, I had no idea where to start. I knew I needed structure to remove the stress—something I came to call my **golden to-do list**. I printed a blank calendar for my first month and recorded classes currently listed. I filled in the empty days with new class ideas and before I knew it, I had a new calendar full of potential. I just had to list them.

My team and I love trying new events, but over the years we've learned how much to realistically take on. Relisting a class is much easier than introducing a new one. We want to keep offering the hits and introduce only a handful of new classes per month—skipping waitlists and directly filling next month's seats. To find manageable and memorable deadlines for new class listing I began working backward to find simple deadlines that worked for me. For example:

- July Class Sample Assignment (due May 15)
- July Class Sample Due with Photos (due May 31)
- July Class Calendar (due June 5)
- July Events Listed (due June 9)
- July Class Sample Assignment (due June 15)
- July Studio Display update/ Refresh (due June 17)

Starting from Scratch: Creating a Base Calendar

Getting started is the hardest part. You want your calendar to be seasonally themed, eye-catching, identifiable as your brand, and include helpful information. It's important to keep your calendar fun, readable, and not too overwhelming—assume it's going up on everyone's fridge at home!

Our calendar lists our website, studio hours, holidays, early closing notices, and a promo for private bookings. Having this base to work with every month has allowed us to list over 70 classes and events a month seamlessly (over 90 in the summer!) between our main studio and two classrooms. Using my printed calendar, I can check off classes one by one as they're listed or promoted, order supplies, assign samples, and schedule shifts. And thus my monthly calendar became my golden to-do list! My favourite part is that it will keep our hours productive—and I can breathe again!

I know it's difficult to find time to design these tools, so here's a link to a printer-friendly calendar template via Canva for anyone to use for their own studio! You will also find a matching

deadlines calendar template to help set your studio up for success with your own golden checklist.

Adding Summer Camps and Camp Flyers

Bring on the summer success planning! For us, summer planning begins in February, but it didn't always start here. Our current summer deadlines are:

- Early Feb: Decide Camp Themes and Assign to Summer Weeks
- End of Feb: List Camp for Booking
- Early March: Launch Camp Posters with Project Photos
- Late April: Order Camp Bisque
- Late May: Create Camp Binder for Project Guides
- Early June: Camp Training for Staff

Over the past few years, through monthly planning, I've been able to push camp planning ahead a month each year, allowing for prepping during the slow season (and a creative reset!)

Our customers now look forward to the launch of our summer camp flyers AND they act as:

- Marketing graphics
- Promotional handout materials
- Customer reminders
- Newsletter content
- Ordering map for bisque and supplies
- Staff guides
- In-studio posters for summer camp display

This also sets expectations as parents help their kids choose classes. It's so rewarding when a child comes to camp to make a project that they've been excited for all spring!

Perks of Planning

Even small planning and prepping can go a long way, while taking stress off your shoulders and letting your studio reap some benefits you may not realize. Your customers become trained to look forward to a new calendar each month. Your staff now have the tools to upsell classes AFTER the customer has left the studio—via calendar in hand. Your studio tables now have fun, branded, and informative promotional material. You have a base for early staff scheduling. You have the perfect item to pair with gift cards. Your customers know which days you're closed or closing early, and so much more. These customers now have a physical reminder to book at home. And most importantly, you're finally able to catch a breath during the busiest seasons in your studio.

Final Thoughts and Encouragement

You got this. You want the best for your studio, and team but just can't handle any more chaos. Set yourself deadlines for the next month (small ones) and stick to them. Trust me when I say this routine is only difficult for the first month before becoming your new favourite planning tool.

STONEWARE

**MADE
EASY**

Perfect for the
Peacock
Technique!



**NEW
BISQUE!**



CXS135 - 10" Design Bowl
CXS134 - 8" Design Bowl
CXS133 - 6" Design Bowl



CHESAPEAKE
CERAMICS

THE PROS AND CONS OF CANDLING FOR SUMMER CAMP

By Maggie Fretz, The Ceramic Shop, Norristown, Pennsylvania



Candling, or preheating as it's known to your kiln's control box, is the practice of holding the kiln at a very low temperature before starting the actual firing. Preheat is often programmed at 180°F, when steam starts to form but it's below boiling point. This allows water to evaporate quickly without building up too much steam pressure.

When candling, keep the lid cracked and the top peep out so the steam can escape the kiln quickly. A preheat is typically added for 1–2 hours to make sure pieces are truly dry before starting the actual firing. But you can also use the preheat as a cheat code to speed the drying process, which can be useful for events like summer camp. Making clay projects on Monday and sending kids home with their glazed and fired creations on Friday is doable, but there are definitely pros and cons.

The pros are pretty straightforward. Being able to send a child home with their artwork relieves any stress over storing artwork and contacting parents repeatedly for pick up. It also ensures that a child gets a complete experience with clay, which hopefully makes the family want to return to your studio!

The cons listed below may sound scary, but that doesn't mean you shouldn't take advantage of this method. Frequency needs to be considered heavily here. If you're doing this only for summer camp, you'd be running about 10–11 of these overnight candlings a year. Think of it like hauling heavy loads in your car—it brings

down your fuel efficiency but sometimes it's necessary. Read the following cons and make a holistic decision for what is best for your studio summer camp situation:

- Relays will wear out more quickly. While 180°F is not very hot, the length of time the kiln runs at that sustained temperature will cause wear and tear to the parts in use.
- Steam can cause corrosion of the elements. Elements are made of metal—a durable metal, but metal nonetheless. Steam will corrode this metal more quickly.
- In rare occurrences, the wire connections inside the control box can corrode from the steam as well.
- Because you need to keep the kiln lid cracked to allow the steam out, it can cause rust and corrosion on the aluminum outside the kiln where the steam escapes.
- Projects can still explode. It's very important to keep in mind that you could candle a thick, heavy project for 12 hours, start a bisque-fire, and the piece could still explode. It all comes down to water content and steam buildup.

As with all clay projects, try to get kids to follow instructions about not making things too thick. If there are any hollow areas, poke them with a needle tool for steam to escape.

When working at a nonprofit art center rather than a PYOP, this decision was a no brainer. Summer camp brought in the most money all year, so it made sense for us. But as small business owners, it's up to you to use these pros and cons to decide if it's worth it for your studio.

A footnote for single firing: Single firing is absolutely a valid form of firing work. On day one, kids make their project and immediately glaze them once they're finished, then you candle them overnight and go right into a firing. The concern with single firing is always that if there were to be an explosion it would send glaze everywhere: onto elements, brick, shelves, and other artwork where it will melt and stick.

Summer Camp Clay Schedule				
Monday	Tuesday	Wednesday	Thursday	Friday
Make projects.	Bisque-fire projects made on Monday.	Glaze projects.		Projects go home with campers!
Load wet projects into kiln and candle overnight.		Glaze-fire projects after camp Wednesday, or Thursday during camp.		

gare[®] Cute

Fairy Door
Item 5486
4.75"H x 3.5"W

Fairy
House Lantern
Item 5481
7.25"H x 6.75"W

Outstanding Design, Service and Quality.
It's who we are and what we do.

Smooth Operations

SMOOTH OPERATIONS: SAY IT SOONER, NOT LOUDER

By Susan Bucci, Painted Peacock, Greenville, North Carolina

Most difficult conversations in a studio don't start out difficult. They start small: a missed greeting, a mispriced piece, a table left messy. You notice it. You tell yourself it's not a big deal. Maybe they were busy. Maybe it was a one-off. You don't want to be nitpicky. You don't want to hurt feelings. So you channel your inner Elsa and let it go.

But then it happens again. And again. And now, what could have been a quick, kind correction turns into frustration. The tone changes. The conversation feels heavier and instead of tackling the one issue, you now need to address your built-up irritation as well.

This is where many creative studio owners get stuck. Not because they don't care, but because they care deeply. PYOP studios are built on connection, warmth, and experience. Most owners are natural people-pleasers. We want our customers to feel good, and we want our team to feel good too. But avoiding feedback doesn't protect your team; it confuses them.

The Cost of Waiting

In a studio environment, the smallest details shape the entire customer experience. Take something as simple as a greeting. To an employee, greeting someone within a few seconds versus a minute might feel insignificant. They may think, "I'll get to them in a minute when I finish this task." But to a customer walking in for the first time, that moment matters. They're often unsure. *Do I just sit anywhere? I have no idea what I'm doing here, I'm not creative. Am I doing this right?*

A quick, warm acknowledgment ("Hi! We'll be right with you!") immediately removes that uncertainty. It tells them they're in the right place, that they're welcome, and that they're not interrupting. Without it, even for 30 seconds, that same customer can feel awkward, overlooked, or hesitant to fully engage.

Neither perspective is wrong. They're just different, and that's where leadership comes in.

Say It Sooner

Clear, early feedback is one of the kindest things you can offer your team. Not because it's always comfortable, but because it removes guessing. Instead of letting something slide five times and then correcting it with frustration, try noticing it once and addressing it calmly and clearly. It can sound like this: "Hey, I noticed when that group walked in, there was a delay before we greeted them. I know you were busy, but greeting within a few seconds is really important here. It helps customers feel comfortable right away."

That's it. No lecture. No emotion layered in. Just clarity. When feedback is given early, it feels like guidance, not criticism.

The Gray Areas Matter Most

Remember, leadership in a creative studio isn't about enforcing

rigid rules. It's about bringing clarity to the gray areas—things like these:

- How quickly to greet someone
- How to explain the painting process
- How clean a table should be before seating the next group
- How much to "hover" versus giving space

These aren't always black and white. And your team will naturally interpret them based on their own instincts. Without guidance, everyone does it a little differently. That's when inconsistency shows up and customers feel it. Your role isn't to control every detail. It's to define what great looks like.

When Employees Resist Feedback

Even when feedback is clear and kind, you may still get resistance. This is especially true in creative environments, where people often take pride in their personal style or approach. Resistance can sound like:

"I was going to go over there."

"I didn't think it was a big deal."

"That's just how I do it."

When this happens, it's important to stay steady and not get pulled into debate. You're not arguing opinions. You're setting expectations.

A helpful way to respond is to anchor back to the why: "I understand it might not feel urgent, but from the customer's perspective, it really matters. Our goal is to make people feel comfortable right away, and greeting them quickly is a big part of that."

If resistance continues, bring it back to alignment: "In this studio, this is the standard we're working toward. I want to make sure we're all on the same page."

Clear. Calm. Consistent. Not every piece of feedback needs a long discussion. And not every difference in perspective needs to be negotiated.

Feedback Builds Trust

It's easy to think that giving feedback will damage relationships. In reality, the opposite is true. When your team knows what to expect, where they stand and how to improve, they feel more confident, not less. Unspoken expectations create anxiety. Clear expectations create stability.

With consistency over time, your team will start to rely on your feedback, not fear it. Leadership doesn't require big, heavy conversations. In fact, the most effective feedback often happens in small, everyday moments. A quick comment. A quiet redirect. A simple clarification. When you say it sooner, you don't have to say it louder. And in a studio built on creativity and connection, that kind of leadership doesn't just improve operations—it protects the experience you've worked so hard to create.

CREATING MOMENTS THAT MATTER: HOW *THE POWER OF MOMENTS* TRANSFORMED OUR STUDIO STRATEGY

By Terri Welch, Paint 'n Fun Ceramics, Christiansburg, Virginia

As studio owners, we often say we're in the memory-making business. But are we truly designing those memories, or simply hoping they happen? When I read *The Power of Moments* by Chip and Dan Heath, I realized something that completely shifted the way our studio operates: **Memorable experiences are not accidents. They are intentionally created.** That idea has profoundly influenced the way we train our team, design guest interactions, and structure our studio culture.

The Big Idea: Moments Can Be Engineered

The Heath brothers explain that extraordinary moments are built around four elements:

- Elevation
- Insight
- Pride
- Connection

As I read the book, I began asking myself: Where are the peaks in our guest experience? Where are we missing opportunities to create emotional impact? We were providing good service. But good service is not the same as a defining moment. That distinction changed everything.

From Concept to Implementation

Inspired by the book, we operationalized moment creation in two practical ways. First, we created an internal 10-step guest interaction model built around the acronym WELCOME BACK. This framework ensures that every guest interaction moves beyond transaction and into connection. It gives our team clarity and consistency, and most importantly, it gives our guests a feeling of being seen and valued. As shown in the photo, each letter represents an intentional step in creating a warm, thoughtful, and memorable studio experience.

We also developed a simple laminated checklist for our team called "Creating Memorable Moments" inspired by the book. None of these actions require a large budget. They require awareness—and awareness is leadership.



The Real Impact

Since implementing these principles, we have seen:

- Increased guest retention
- More organic referrals
- Stronger emotional loyalty
- Higher team engagement
- A clearer sense of purpose among staff

But the most meaningful impact isn't measured in metrics. It's measured in moments. It's the adult who reconnects with creativity after years away. The child who beams with pride at their finished piece. The friend group who makes our studio their tradition. Those experiences don't just grow revenue. They grow community.

Why This Matters for Studios

In a competitive landscape where guests have countless entertainment options, our advantage is not price; it's emotional experience. Studios that intentionally design peaks, pride moments, and connection opportunities will always stand out.

The Power of Moments reminds us that we are not just kiln operators or class instructors. We are experience designers. And when we intentionally create moments that matter, our studios become places people return to again and again—not just for pottery, but for connection.

If you're looking for a book that will reshape how you think about guest experience, team culture, and loyalty-building, I highly recommend *The Power of Moments*. It did more than inspire me; it changed the way we do business. And for that, I am deeply grateful.

TRAINING FOR THE GRAY AREAS: WHERE STUDIO CULTURE IS PROVEN

By Jessica Cowan, The Pottery Place of Chattanooga, Tennessee

If you run a creative studio, you already know that the hardest moments in the business rarely come from the tasks themselves. Most staff can learn how to ring up a sale, wipe tables, explain how glaze works, or load a kiln. Those things are procedural. With practice and a clear checklist, people usually get comfortable with them fairly quickly. The real challenges tend to appear in moments that don't fit neatly into a checklist—a customer is unhappy with the way their finished piece turned out, a child drops a freshly painted project and bursts into tears, someone insists they were told something different on the phone, or a glaze fires in a way no one expected. If you've spent time in a PYOP studio, you've seen situations like these unfold right on the studio floor.

What makes these moments difficult is that they don't sit cleanly inside a rule. Policies can guide us, but they rarely cover every variable that shows up when real people and real emotions are involved. Many studios respond to this uncertainty by adding more policies. The instinct makes sense. When something confusing happens, we want to create clarity so the next staff member knows what to do. Over time, though, studios can accumulate pages of policies that still leave staff unsure how to respond when a customer is standing in front of them with a genuine concern.

Policy Versus Perception

Rules *can* create consistency, but they *do not* automatically create judgment. When a situation is emotional or unexpected, staff often need help understanding how to think through the moment rather than simply reciting a policy. That realization took me a while to reach. Early in my leadership journey I focused heavily on procedural training. I wanted everything documented and every step clearly explained. That approach did help with consistency, but it didn't always translate into confidence when a situation fell outside the obvious rules. In those moments, staff would usually come find a manager and ask what they were allowed to do.

That instinct is understandable. No one wants to make the wrong call in front of a customer. But when every unusual situation gets escalated upward, the studio slowly develops a culture where staff hesitate instead of stepping forward with solutions. Leadership ends up carrying the emotional weight of every decision, and the team never fully builds confidence in their own judgment.

One afternoon I watched a situation unfold that captured this perfectly. A young painter was walking her freshly finished piece toward the drying rack when she tripped and dropped it. The

piece shattered on the floor and the room immediately went quiet. Her mom looked panicked, the child was on the verge of tears, and one of our newer staff members froze for a second because technically the break happened after painting was complete. There wasn't a perfect rule for that exact moment.

What mattered most was how the staff member approached it. She knelt down beside the child, reassured her that accidents happen all the time in an art studio, and calmly helped the family think through their options. The piece couldn't be repaired, but the experience could still be cared for. They chose a new piece and the atmosphere in the room shifted almost immediately. By the end of the visit the child was smiling again and the family left feeling supported instead of embarrassed.



Examine the Situation

Watching that interaction reinforced something I had been slowly learning as a leader. Good training does not eliminate gray areas. It prepares people to move through them thoughtfully. Instead of focusing only on rules, we began talking more openly with staff about the reasoning behind our decisions. Why do we handle situations a certain way? What experience are we trying to create for customers? What boundaries protect the health of the studio so we can continue serving people well? Those conversations gradually shaped a phrase that now shows up often in our internal training discussions: grace in the gray areas.

Grace in the gray areas means acknowledging that not every moment in a creative studio will be predictable. Hospitality is not about rigid enforcement of rules. It is about thoughtful care within clear boundaries. Staff are encouraged to pause, consider the situation in front of them, and respond in a way that balances empathy with responsibility to the studio.

A glaze example illustrates this well. A customer picks up their pottery and feels disappointed with how it turned out. Technically



the piece fired correctly and the glaze behaved the way that glaze behaves. According to policy, the studio is not responsible for artistic outcomes. A staff member trained only in the rule might simply repeat that policy and move on. A staff member trained to think about grace in the gray areas approaches the conversation differently. They acknowledge the disappointment, talk through what might have happened in the firing, and help the customer think about what they might try next time. Sometimes that might involve suggesting a new technique or a different glaze combination. Occasionally it might involve a small gesture that shows care for the experience without creating an expectation that every piece will be replaced.

Training for Mindset

The specific solution can vary depending on the situation, but the mindset stays consistent. Staff understand the boundaries of the studio while also recognizing the emotional side of the customer experience. The goal is not to bend every rule, but to apply them with awareness and empathy. Training for that kind of thinking requires more than task instruction. One of the most helpful practices we've developed is bringing real scenarios into regular staff conversations. Instead of discussing situations only after something goes wrong, we talk about them proactively. What would you do if a guest accidentally broke their project? How would you handle a refund request that falls outside the written policy? What might you say to someone frustrated with a glaze result?

The point of these conversations is not to land on one perfect answer. It is to practice the reasoning behind decisions. Staff begin to see patterns in how leadership approaches difficult situations and they develop a shared understanding of what thoughtful service looks like. Over time they stop viewing policies as rigid walls and start seeing them as guardrails that guide their choices.

This kind of training builds confidence in ways that task training alone cannot. Staff learn that leadership values their judgment and trusts them to care for people thoughtfully. When something unexpected happens on the studio floor, they are more likely to step forward with a solution instead of freezing or immediately calling for a manager. Customers can sense that difference. A team that feels comfortable navigating situations with empathy creates a calmer and more welcoming studio

environment. Guests feel supported rather than brushed aside, and staff feel proud of how they handled the moment.

Defining Boundaries

Clear systems still play an important role in making this possible. Staff need to understand the boundaries before they can navigate within them. In our studio, those expectations live inside the internal training system we've developed over time, Studio Standard, which gives staff a shared reference point for how we operate and how we serve customers.

What changes is the mindset around training itself. Instead of preparing staff only for ideal scenarios, you begin preparing them for the real situations that naturally arise in a creative environment: the unexpected conversation, the frustrated guest, or the moment when a quick but thoughtful decision needs to be made.

Those moments are where studio culture becomes visible. In a creative studio, gray areas will always exist because we are working with art, people, and unpredictable outcomes. No handbook can anticipate every situation that will unfold across the studio floor. What training can do is prepare your team to meet those moments with clarity, empathy, and good judgment.

That is where the true work of hospitality lives, and it is also where the strongest studio cultures are built.

SPEND YOUR SUMMER CREATING, NOT REPAIRING

Loading kilns just got safer. Kiln top shield blocks damage & back-strain.



INVESTING IN YOUR TEAM: WHY TAKING YOUR MANAGER TO INDUSTRY EVENTS CHANGES MORE THAN YOU THINK

By Ferne Benson, Mr. Toad's Pottery, La Vale, Maryland, and Excellerated Solutions

As studio owners, we often attend industry events to sharpen our skills, find fresh inspiration, and reconnect with the bigger picture of what we do. We come home energized, full of ideas, and reminded that we're part of a creative, resilient, and ever-evolving industry.

But what happens when we extend that same opportunity to our team?

This year, I brought my assistant manager, Jazmyne LeVe, to her first industry event: Mayco Pottery Camp in Cincinnati, Ohio. Pottery Camp is an immersive, hands-on experience hosted by one of our suppliers, where attendees gather in a large ballroom to complete multiple projects, explore new products and techniques, and participate in conversations about kiln practices, glaze troubleshooting, and studio operations.

I hoped Jazmyne would come back with a few technique tips and some added confidence. What I didn't expect was just how much the experience would deepen her buy-in, broaden her perspective, and accelerate her growth as a leader. The impact was exponential.

A First Look at the Bigger Industry

For someone attending an industry event for the first time, walking into a large ballroom full of people, supplies, projects, and vendors could easily feel overwhelming. I worried about that for Jazmyne. Instead, she noticed something else first: the organization of it all.

She was struck by how much Mayco fit into the space without making it feel chaotic. The tables were welcoming, the supplies were accessible, the signage was clear, and the vendor displays around the perimeter created excitement without clutter. Rather than feeling shut out, she noticed how thoughtfully everything had been designed to help attendees engage.

Even so, being the new person in a room full of returning

attendees came with its own challenges. Jazmyne shared that one of the hardest parts at first was stepping into a space where so many people already knew one another. Conversations often referenced past events, shared experiences, or previous years of Pottery Camp. For someone new to that environment, it can take time to find your footing.

And yet that discomfort mattered, because growth often begins in the moments when we realize there is a larger world beyond our own studio walls.

Learning That Goes Beyond the Project Table

At first glance, many of our industry events seem to be about pottery. You paint projects, test products, and learn techniques. But the real value runs deeper than the finished pieces.

Jazmyne was especially energized by the creative possibilities she saw in some of the products and techniques. She lit up talking about white flux and the potential it opened up for future designs. She also pointed to wax resist as one of the most practical takeaways from the trip, especially when it came to solving common frustrations with techniques like cobblestone effects.

For her, these were not just fun projects; they were solutions. They were tools that could directly improve how we teach, troubleshoot, and guide guests in the studio.

That is one of the most powerful aspects of taking a manager to an event like this. They are not only learning for themselves; they are filtering everything through the lens of "How can this help our studio?"

Confidence from Understanding the Why

One of the strongest themes from my conversation with Jazmyne was that her confidence increased because her understanding increased. She explained that learning more about glaze defects like crazing, crawling, craters, pinholes,



and shivering gave her a stronger foundation for guest interactions. She may not always know the exact cause of every issue, but now she better understands the categories, the terminology, and the factors that contribute to problems. That matters.

In our studios, managers are often the ones fielding questions from guests when something goes wrong. Having the language and background knowledge to explain what may have happened builds confidence, credibility, and calmness in those conversations.

As Jazmyne put it, when she understands the “why,” it becomes much easier for her to explain and teach. That deeper understanding helps everything else connect. This is exactly why industry events are worth the investment. They give our managers context, not just tasks. And context creates confidence.

Better Teaching, Better Guest Experience

Another major takeaway for Jazmyne was how instructors at Pottery Camp guided the room. She noticed the constant banter, the ease with which instructors broke tension, and the simple ways they helped participants relax and enjoy the process.

She also noticed how they broke designs into attainable steps and shapes. Instead of presenting a daisy as an intimidating final image, they reduced it to “gumdrops” and “footballs.” Suddenly, something that looked artistic and advanced became approachable and teachable. That shift is huge in a PYOP studio.

How often do we hear guests say, “I’m not artistic” or “I can’t do that”? Jazmyne came home with a stronger appreciation for how we can simplify instruction, break designs into manageable steps, and help guests feel successful faster.

She also began applying what she learned right away. Rather than staying planted in one spot during classes and hoping everyone could see, she started moving table to table, making sure each guest had a clear view of the process before moving on. She had already seen improvement in the results. That kind of implementation is what every owner hopes for when they invest in staff development.

Exposure Builds Ownership

The most significant change I saw in Jazmyne after Pottery Camp was not tied to one product or one class. It was ownership. Before attending, Jazmyne already cared deeply about the studio, supported our operations, and worked hard. But after attending, something shifted in the way she viewed her role, the industry, and her place within it.

She shared how meaningful it was to be invited. She recognized that attending a conference is an investment, and she understood that being chosen meant I saw potential in her and believed she was worth developing. That message matters.

Jazmyne went to Pottery Camp as my assistant manager. Today she is moving into a manager role. We are doing that intentionally and steadily, easing her into new responsibilities as she learns so she is not overwhelmed. But now that I’ve seen what this kind of exposure unlocked in her, I cannot imagine not taking her—or having her go in my place.



The Power of Industry Connection

There was another layer to the trip that mattered just as much: connection. Jazmyne described how refreshing it was to be around other people who truly understood what she does. Our industry is unique. Unless you work in it, many people do not fully understand the blend of creativity, hospitality, instruction, troubleshooting, and leadership that happens inside a PYOP studio every day.

At Pottery Camp, she got to “nerd out” with people who understood. She saw how diverse the industry is. Even though everyone in the room was doing similar work, each studio had its own style, systems, approach, and personality. That realization helped her feel more

connected to the bigger PYOP world while also appreciating what makes our own studio unique.

She also offered a wonderful piece of advice for future first-time attendees: Sit with different people at meals. Those informal conversations give some of the richest insights of the whole trip. That’s another reminder that these events are not just about projects; they’re about perspective.

Why This Matters

As studio owners, we often view travel and conference expenses as luxuries. Registration, hotels, meals, mileage, and time away from the studio all add up. But if we reframe these experiences as leadership development, they begin to look very different. What is the value of a manager who comes home with stronger communication skills, more technical confidence, better teaching instincts, and a greater sense of ownership? What is the value of a leader who feels seen, invested in, and connected to the larger industry? What is the value of having someone you trust enough to eventually attend in your place?

For me, the answer is clear: It’s worth it. When we invest in our managers, we are telling them:

- I see your future here.
- I trust you with more.
- I believe you can help carry this business forward.

That kind of investment creates buy-in that cannot be manufactured through a handbook or a staff meeting.

A Challenge to Consider

If you have a manager or assistant manager who has shown commitment, maturity, and a desire to grow, consider what it might mean to invite them into the larger industry. Start small if you need to. A supplier event like Pottery Camp or CeramaJam can be a wonderful first step before the big Convention. Give them the chance to learn, observe, connect, and come back with ideas. Ask them what stood out. Ask what they would implement. Ask what they now understand that they did not before. Then watch what happens.

Sometimes the greatest return on investment is not in the products you order or the techniques you learn yourself. Sometimes it’s in the leader sitting beside you—seeing the industry with fresh eyes, growing in confidence, and becoming someone you can trust to help carry the studio into its next season.

USING CHATGPT TO HELP WRITE MY POLICY AND PROCEDURE MANUAL

By Julia McNair, Do It Yourself Crafts, Birmingham, Alabama

My to-do list includes everything under the sun—scheduling, ordering, maintenance, kiln room—and often there are things that I need to do but they never crack the top of the list. As hard as it is to admit, I have a confession to make: my Policy and Procedure Manual had not been updated since 2020.

I know that's important, but it felt daunting. After I opened the Clay Side of the studio, I was stretched even thinner and had more employees, and I knew it was something I had to prioritize in 2026. I decided to use ChatGPT to help me. If I had known how easy it would be, I wouldn't have waited so long.

First thing I did was just start. I opened a new project with ChatGPT and described my goal of having a comprehensive manual for the daily procedures and policies for my employees. I told ChatGPT that I would begin with a "brain dump" of everything I could think of, and then I needed it to ask me questions of anything I had missed.

Turns out, I had missed a lot.

Every topic was further fleshed out with thoughtful and probing questions. Some things seemed intuitive to me, but having to write out the policies helped clarify how I felt about different aspects of the store. It also helped me make sure every employee had the information needed to be successful at DIYC.

Not having a blank document staring at me in the face was a huge help. I just wrote about whatever. If something was clearly not clear, I wrote about that. If it was something new, I spent time on that. I would think about what I expected from opening to closing and gave ChatGPT more and more to work with.

I use ChatGPT on my computer and also on my phone, so much of this information was dictated into the app. I would walk around the studio and just say what was needed for a section of the store. It might have been how customers should be greeted, paint bar information, pricing information—whatever was needed. I could count on ChatGPT to retain and organize what I was saying.

ChatGPT could take a rough explanation and turn the idea into clear policy language, rewrite something to sound more friendly, or turn a list of procedures into logical steps.

I was giving ChatGPT information and it turned my ideas into a cohesive document. If I thought of an idea, especially if I thought about things that hadn't gone well in the past, I was able to give ChatGPT the background and the solution of how I wanted my staff to proceed.

This was also part of my "if I get hit by a bus" plan: I needed to make sure that everything I know about the store was where someone else could access it. Too many things about the shop were only in my head, and nowhere else.

I also included my staff in the process, asking them to contribute their procedures in their areas of expertise in the

studio. For instance, I know how to use our pug mill, but I have one employee who is responsible for pugging clay. She dictated everything into ChatGPT so we now have that information for later. (I also videoed her explaining everything, in case we need to train someone later and she isn't available.)

I treat the P&P manual as a living document. I know that things will change as time goes on. I wanted a foundation to start from and build on. Sections included:

- Opening and Closing
- Prioritizing tasks (daily and when the store is busy)
- How to keep track of pottery
- Expectations for greeting customers and explaining how the store works
- Time-off and scheduling requests
- Calling in sick
- Paint explanations

Not only did ChatGPT ask me questions about each topic I brought up, but it kept my answers organized no matter when or where I added them. I didn't have to go back and find the section.

It is important to recognize that I treated ChatGPT as a tool. I read and reread everything it wrote and made sure it was aligned with my vision. There were times when what I had written was not clear enough and what ChatGPT wrote needed to be refined. It wasn't writing policies FOR me but was helping me write the policies I knew in my mind.

As part of demonstrating uses of AI, after I wrote my article about using ChatGPT to craft my Policy and Procedure Manual, I then told ChatGPT to read it and write an article for me.

Check out ChatGPT's version of Julia's article in digital.



COLOROBIA® Art

COLOROBIA GLAZES FOR EVERYONE!



Bellissimo - 900

Beautiful and Bright
Color Line



Lusters

Add sparkle to your
fired art!



Terra Bella Glazes

Achieve high fire pottery
style with cone 06 low fire
temperature

PURCHASE COLOROBIA PRODUCT AT BISQUE IMPORTS
USA CUSTOMER SUPPORT, ALINE KARPOYAN 707-319-5091
WWW.COLOROBBIAART.IT



Kid Kits!

Putting together a class can be a lot of work! Let our Kids Kits do that work for you! We have thought of everything. All you do is order the bisque, and provide the paint & brushes and we supply **EVERYTHING ELSE!!**



Set up an
account to order!
www.pyopstudiostuff.com
Or Call (615) 220-8888



Other products to make your life easier

Studio Spots aka masking tape polka dots

Lace for painting and clay projects

Silk Screens & Supplies get the hand drawn effect - no drawing skills necessary!

Plate Racks to stand your products up where customers can see them

Bisque Letters.

Ornaments & Plaques all with silk screens to make them cute & easy

Kid's Kits for easy kids classes

Clay Carbon Paper for all your pattern transfer needs

Vinyl Placemats for your painting tables - no more paper placemats

Table Sponges to reduce paper towel usage in your studio

Embroidered Aprons to show off your studio logo

Studio Stripes all sizes of masking tape for painting

Plate Stands to sell at your cash register!

Colored Wire to add value to your customer's finished pieces

Glitter in colors and sizes not available in your town

Two Chicks project books for adult classes and licensed silk screens

CLAY MEMBERSHIPS: THE RECURRING REVENUE STREAM YOUR STUDIO IS MISSING

By Vanessa Steele, www.teaching-clay.com

Clay memberships are one of the most powerful ways a PYOP studio can expand revenue while deepening community. Unlike one-time classes or walk-in projects, memberships create predictable income, consistent studio use, and a loyal group of artists who see your space as their creative home.

The key to success lies in thoughtful planning, balancing access, structure, and culture—without overwhelming staff or disrupting existing PYOP operations.

Start with the Right Members The best membership candidates are already in your studio: students who complete a six-week clay class, participants in wheel-throwing workshops, or regular customers asking, “What’s next?” These customers already understand your studio environment and expectations, making the transition to membership seamless.

Effective approaches include hosting a members-only open house, presenting membership options at the end of a class series, or creating a short waitlist to build anticipation. You can also offer a limited number of “founding memberships” at a special rate to launch the program and refine systems before expanding.

When promoting memberships, focus less on discounts and more on access, flexibility, and belonging. People join for the ability to work independently—and they stay for the

How Much Space Do You Need?

Clay memberships don’t need a massive footprint, but they do require intentional layout. A dedicated membership area helps maintain flow among PYOP customers, classes, and independent makers. Many studios successfully launch memberships with 300–500 square feet dedicated to clay members. Here are general guidelines:

- Wheel throwing: about 3x3 feet per wheel
- Hand-building: Have at least one large communal table
- Vertical shelving needs less floor space needed for storage
- Clearly define clay reclaim, glaze, and firing areas

Wheels and Work Areas Start small and then grow. Depending on studio hours and usage patterns, 4–6 wheels can support 8–15 members, while 6–8 can support up to 25. Not every member throws at every visit, so thoughtful scheduling can prevent congestion.

Hand-building areas are equally important. A large table seating 4–6 members allows members to work without

competing for wheels. Hand-builders extend studio use while reducing wear on equipment.

What Should Membership Include? Well-defined benefits prevent misunderstandings and protect staff time:

- Monthly access during designated studio hours
- Use of wheels and hand-building tables
- Access to shared studio tools, or tools to keep as their own
- Kiln firing (with size or weight limits)
- Assigned shelf space

Many studios sell clay separately and charge extra for specialty glazes, oversized work, or guest passes. This keeps memberships sustainable while allowing flexibility for growth.

Managing the Day-to-Day Once memberships are active, systems matter more than square footage. Each member needs assigned shelf space and must label work with name and date. Color-coded firing stickers, simple firing logs, or digital tracking tools help manage kiln loads efficiently. Establish a clear abandoned-work policy—typically 30–60 days.

Glaze strategy is also critical. Many studios offer members a limited selection of dip glazes, which are faster and easier to manage. Brush-on glazes can still be offered, but limiting colors and setting clear rules around mixing and contamination can reduce issues.

Set expectations on cleanliness early—clean-as-you-go policies, posted checklists, and end-of-session routines. A daily staff reset, even just 10 minutes, saves hours in long-term maintenance.

Retaining Members Long-Term This is where memberships become truly profitable. Members stay when they feel connected and valued. Member-only events such as guest artist demos, technique nights, specialty firings, or seasonal challenges build excitement. Monthly or quarterly gatherings help members feel invested in the studio’s culture.

Consistent communication is equally important. Newsletters, private groups, bulletin boards, and clear kiln schedules prevent frustration and strengthen trust. Highlighting member work and celebrating milestones turns members into

ambassadors for your studio.

Studio Within a Studio Memberships are more than an added revenue stream; they are a cultural shift. When thoughtfully implemented, they transform studios into creative communities, stabilize income, and give artists a reason to return.

With the right foundation, clear systems, and intentional connection, memberships can be one of your most rewarding offerings.



Let's Roll

By Alexis Fahrenholz, Bisque Imports

SUPPLIES

- Bisque: Let's Roll Plate (Bisque Imports 2447)
- Pencil or water-based marker
- Assorted brushes

GLAZE COLORS

- Pink
- Red
- Yellow
- Bright Blue
- Gray



DIRECTIONS

1. Apply 2–3 coats of Pink to the body and shoelace area of the skate. Be sure to allow proper drying time between coats for all steps.
2. Using a pencil or marker, draw two roughly parallel lines along the top of the skate to divide it into three stripes.
3. For the stripes at the upper edge of the skate as well as the stripes in the middle of the skate: Paint the top stripe with 2–3 coats of Red, the next stripe with 2–3 coats of Yellow, and the third stripe with 2–3 coats of Bright Blue.
4. Using the same colors in that order—Red, Yellow, and Blue—paint the shoelace holes, keeping the color pattern consistent.
5. Paint the wheels with 2–3 coats of Red.
6. Paint the stars on the wheels with 2–3 coats of Yellow.
7. Paint the inner sections of the wheels with 2–3 coats of Blue.
8. Paint the base of the skate (the area above the wheels) with Gray. Let dry.
9. Clear glaze and fire to cone 06.





Clay Baking Dish

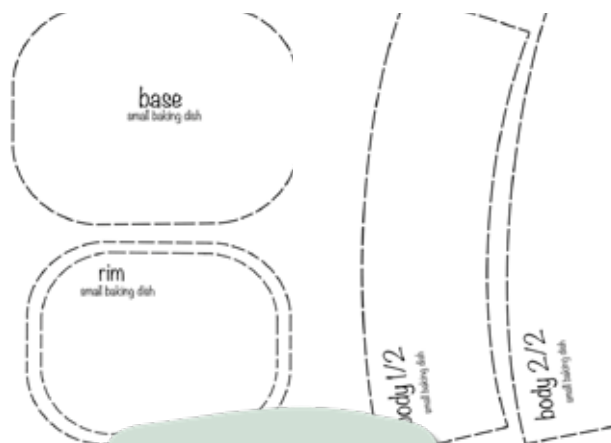
By Lynn Webb, Practically Picasso, St. Petersburg, Florida

SUPPLIES

- Clay
- Rolling pin
- Wooden slats
- Rib
- Templates
- Scissors
- Needle tool
- Sponge

DIRECTIONS

1. Roll out the clay evenly to consistent $\frac{1}{2}$ " thickness and compress it with a rib.
2. Cut out the templates along the dotted lines and place them on the slab.
3. Carefully cut around the edges with a needle tool. Let the pieces dry slightly to firm up. (You can cover also them loosely with plastic and assemble later, if desired.)
4. Score and slip the edges and assemble the pieces. Wrap the body around the base, joining the ends neatly and shaping the corners. Attach the rim to the underside of the base.
5. Smooth all seams with a damp sponge.
6. Allow the piece to dry slowly under loose plastic to prevent cracking.
7. Bisque-fire according to your studio firing schedule, then glaze and fire again.



See the digital edition for full-size patterns.

BONUS!
See more projects in digital.



Stoneware Organic Flower Bowl

By Crysten Conner, The Fired Fox Art Studio, Opelika, Alabama

Note that step 7 is VERY IMPORTANT because any residual glaze left on the foot means your bowl will stick to the kiln shelf, because stoneware doesn't use stilting—you'll be placing your piece directly on the kiln shelf. Fortunately, the wax resist makes it easy to clean up any unwanted glaze.

SUPPLIES

- Bisque: Ribbed stoneware bowl (shown on Bisque Imports Stoneware Footed Serving Bowl, S2109)
- Wax resist
- 4 fan brushes

GLAZE COLORS

- SW155 Winterwood
- SW167 Sand and Sea
- SW177 Raspberry Mist
- SW401 Light Flux

DIRECTIONS

1. Apply wax resist to the foot on the bottom of the bowl.
2. Apply 2 coats of Winterwood over the whole bowl, avoiding the foot.
3. Apply 2 coats of Sand and Sea in the bottom of the inside of the bowl in the shape of a ring or thick doughnut. Avoid a 4" circle in the very center—that part should have just the 2 coats of Winterwood.

4. Apply 2 coats of Raspberry Mist, starting at the outside edge of the Sand and Sea, taking it up the inside edge, over the rim, and down the outside edge halfway down. Let all glaze dry completely.



5. Apply 2 coats of Light Flux in a 1"-wide strip around the perimeter of the Winterwood circle in the center of the inside of the bowl, slightly overlapping the Sand and Sea. The more wavy the strip is, the more movement you'll have in the center.

6. Apply 1 coat of Light Flux over the Raspberry Mist. Let dry overnight.



7. Wipe any glaze off of the foot of the bowl.

8. Fire to Cone 6 at medium speed with no hold.



Snowdrop Fused Glass Plaque

By Julia Delgado, Marketing and Events Coordinator, The Firestone, Manchester, Connecticut

SUPPLIES

- Pattern
- Glass tools
- Glue
- Heat source (candle flame, lighter, etc.)
- Hi-fire wire for hanger

GLASS

- Base: 6" clear circle
- Sheets: White, Dark Green, Light Green, Clear
- Stringers: Green
- Frit: Green or multicolored

Project Time: 90 minutes

DIRECTIONS

1. Place the pattern under the clear base to help guide the layout and spacing.
2. Cut White rhombus or diamond petal shapes and arrange them on the base.
3. Cut Green stringers for stems. Slowly warm a stringer by gently moving it through the heat source to warm it evenly. Once it softens, carefully bend it to follow the shape of the template and hold it in place for a moment as it cools and sets. Place stringers on the base as desired.

4. Cut Green leaves and arrange them on the base.

5. Once the layout is complete, use glass glue to secure all the pieces.

6. Apply a frit at the bottom for texture and a grassy effect.

7. Place your wire hanger at the top edge of the base and secure it with a small amount of glue. Then place two small pieces of clear glass over the wire and glue them down to hold the hanger in place during firing.

8. Fire to a tack fuse.



IN CELEBRATION OF

250 Years

OF AMERICAN PRIDE



SS1500

SS1501

SS1502

SS1503

WE'RE PROUD TO INTRODUCE
4 NEW SILKSCREENS



AVAILABLE ONLY AT **BISQUEIMPORTS.COM**
PHONE: (888) 568.5991 |    

 **Bisque Imports®**



Clay Solar Luminary

By www.teaching-clay.com

This beginner-friendly project transforms a simple slab into a beautiful glowing lantern. It's easy to teach, works well for a wide range of ages and skill levels, and creates a functional piece students will proudly display in their homes or gardens.

SUPPLIES

- Clay
- Rolling pin or slab roller
- Ruler
- Needle tool
- Clay rib
- Slip
- Sponge
- Small hole cutter or drinking straw
- Solar light insert

DIRECTIONS

1. Roll a slab of clay to $\frac{3}{8}$ " thickness. This thickness provides strength while still allowing light to shine through the holes.
2. Using a ruler and needle tool, cut a rectangular slab large enough to form your cylinder. (Ours are generally 14" to 16" wide by 8" or 10" tall.)
3. Compress the slab using a rib to strengthen the clay and help prevent cracking during drying and firing.
4. Gently curve the slab to form a cylinder. Score and slip the two vertical edges and press them together to join. Blend

the seam using your fingers and a rib until smooth.

5. Using a small hole cutter or straw, make evenly spaced holes around the luminary. You can create patterns, scattered dots, or rows.
6. Use a damp sponge to smooth the entire surface and refine the edges. Make sure the holes are clean and round. Allow the luminary to dry slowly and evenly to the bone-dry stage.
7. Bisque-fire according to your studio firing schedule.
8. Glaze as desired and fire again.



Trend Flash



GET INSPIRED AND MAKE IT MAYCO!



GLAZE COMBINATIONS

Artists achieve incredible finishes with a single combination of two glazes. Get inspired with Mayco's core 10, 4, and 15 glaze combinations. Use colors within the same product family or combine for stunning results and endless possibilities.

[LEARN MORE](#)



GLAZE TECHNIQUES

Unleash your creativity with exciting special effect glaze techniques that work with a variety of Mayco products. There is something for everyone featuring inspirational projects suitable for all skill levels, along with valuable tips and tricks from Mayco's expert artists.

[LEARN MORE](#)



PROJECT LIBRARY

Explore ideas, draw inspiration or choose your next project from our extensive library featuring contemporary and traditional, clay and glaze in different styles, glaze combinations, and techniques. There's something for everyone!

[LEARN MORE](#)



LESSON PLANS

Browse original Mayco lesson plans, which include step-by-step instructions, National Visual Art Standards, objectives, rubrics, art materials, and more! Our Lesson Plans offer adaptations for a wide range of grade levels and different learning temperatures, so you can tailor it perfectly to your classroom.

[LEARN MORE](#)



Trend Flash

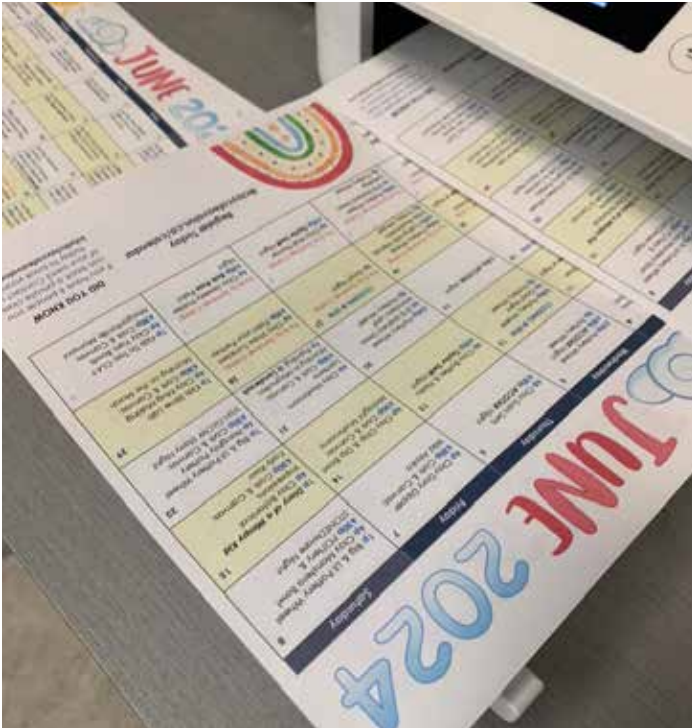


GLAZE TECHNIQUES

Unleash your creativity with exciting special-effect glaze techniques that work with a variety of Mayco products. There is something for everyone, featuring inspirational projects suitable for all skill levels, along with valuable tips and tricks from Mayco's expert artists.



Strategize for Success



Download
the Summer
Camp Poster
Canva
Template



APRIL 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10a Paint w/ Easter Bunny! 2p Big & Lil Little Peep Canvas 7p MUN P&B Fundraiser	29 6p Stained Glass: Easter Egg	CLOSING @ 5PM 31 6p Goat Night	1 6p Stained Glass: Book Lover 630p Clay Botanical Dishes	2 430p Kids Pottery Wheel 6p Stained Glass: Hot Air Balloon 7p Teen Pottery Wheel	3 5p & 8p Pottery Wheel	4 11a Big & Lil Pottery Wheel 630p Kid's Movie Night: Zootopia 2 630p Canvas Class: Lavender Bunny
5  CLOSED FOR EASTER SUNDAY	6 9a & 1p Spring Camp 6p Stained Glass: Birds 630p Stoneware Mugs 101	7 9a & 1p Spring Camp 6p Stained Glass: Garden Friends	8 CLOSING @ 5PM 9a & 1p Spring Camp 6p Goat Night	9 9a & 1p Spring Camp 630p Glass Fusing 630p Bridgerton Night	10 9a & 1p Spring Camp 5p & 8p Pottery Wheel 6p Faux Stained Glass	11 11a Big & Lil Pottery Wheel 6p Clay Double Heart Dish 630p Canvas Class: Flower Shower
12 1p Big & Lil Glass: Garden Stakes 630p BINGO Night	13 6p Stained Glass: Whales 6p Kids Drawing 5 WK 730p Kids Drawing 5 WK	14 CLOSING @ 5PM 6p Goat Night 6p Clay Soup & Crackers Dish	15 6p Stained Glass: Book Lovers 630p Clay House Planters	16 5p & 8p Pottery Wheel 6p Clay Silly Goose Night	17 6p Clay Dory Boots 6p Charcuterie Night w/ The Olive Branch	18 6p Naughty Pottery Clay Class (18+) 630p POT-tery Night (19+)
19 1p Big & Lil Clay Homes 630p Psychics Night	20 6p Stained Glass: Sunrise 6p Kids Drawing 5 WK 730p Kids Drawing 5 WK	21 6p Clay Ramen Bowls 630p Glass Fusing	22 6p Stained Glass: Plants 630p Clay Sushi Sets	23 5p & 8p Pottery Wheel 630p Paint w/ Greyhounds Fundraiser	24 6p Clay Coffee Pour-Overs 630p Kid's Movie Night: KPOP Demon Hunter	25 6p Canvas Class: Bold & Beautiful 630p Clay Mug Making 101
26 11a & 130p Paint with a Princess 630p Global Brigades Fundraiser	27 6p Stained Glass: Birds 6p Kids Drawing 5 WK 730p Kids Drawing 5 WK	28 6p Stained Glass: Wholes 6p Clay Flower Tea Set	29 CLOSING @ 5PM 6p Goat Night	30 5p & 8p Pottery Wheel 6p Death by Chocolate w/ Cakeyhandi	1 6p Plot Twists & Pottery 6p Clay Chip & Dip Bowls	2 6p Clay Fish Tray 630p Kid's Movie Night: Dog Man

EVENTS

961 Topsail Rd.
Walk-in Hours
 Monday –
 Saturday 12-9p
 Sunday 12-6p



Register Today
[@claycafeavalon.ca/calendar](https://claycafeavalon.ca/calendar)

DID YOU KNOW
 If you have 8 people you can book a private class of your own? Contact us today to book yours!
info@claycafeavalon.ca

Business Sense



CHATGPT WRITES THE ARTICLE FOR ME

By Julia McNair and ChatGPT

As part of demonstrating uses of AI, after I wrote my article about using ChatGPT to craft my Policy and Procedure Manual, I then told ChatGPT to read it and write an article for me.

As a small business owner, I've worn just about every hat imaginable—teacher, bookkeeper, marketer, repair technician, event planner, and sometimes therapist. Like many entrepreneurs, I've always known that documenting policies and procedures was important. But actually sitting down to write a comprehensive manual? That task lived permanently on the "I'll get to it someday" list.

When I recently expanded my pottery studio, Do It Yourself Crafts, to include a full community clay studio, I realized that "someday" had arrived. We had more equipment, more staff, more programming, and more complexity. If we were going to grow successfully, our systems couldn't live only in my head.

That's when I started using ChatGPT as a partner to help create our staff Policy and Procedures manual. What surprised me most was how naturally the process worked.

Starting with a Brain Dump

Instead of staring at a blank document and trying to write a polished manual from scratch, I began by simply talking through how things actually work in the studio. I would type (or sometimes paste in notes) to describe situations that happen during a normal day: how to greet customers, what to do when the store gets busy, how clay scraps should be handled, how employees request time off, or how we organize pottery that hasn't been labeled yet.

These weren't neat paragraphs. They were messy, stream-of-consciousness thoughts, often the same way I would explain something to a staff member standing next to me at the front counter.

ChatGPT excels at turning that kind of raw material into structured writing. I could ask it to turn my rough explanation of an idea into clear policy language, to rewrite something to sound more friendly, or to organize a list of procedures into logical steps.

Instead of writing from scratch, I was refining ideas.

Capturing Institutional Knowledge

One of the biggest challenges in any small business is that so much operational knowledge lives only in the owner's head. Over time, you develop dozens of little systems that make the business run smoothly, but they're rarely documented.

Using ChatGPT allowed me to capture those systems quickly. For example, we documented things like:

- Opening and closing procedures
- How to prioritize tasks during a rush
- Where unfinished pottery should be staged
- Expectations for greeting customers
- Policies around time-off requests
- Health guidelines for staff coming to work sick
- Procedures for different stations in the studio

Each time a thought popped into my head—often triggered by something that had gone wrong in the past—I added it to the running conversation. ChatGPT helped me turn those moments into clear policies that new employees could follow. In many ways, the process felt less like writing a manual and more like building a living operations playbook.

Writing in a Human Voice

Another advantage of using ChatGPT is that it can adapt to the tone you want. Traditional policy manuals often sound rigid and overly formal, which doesn't always fit a creative business environment.

Our studio culture is friendly and collaborative, so I wanted the manual to sound the same way. When something felt too corporate, I would ask ChatGPT to rewrite it in a more conversational tone—something closer to how I would explain things to the team in person. The result is a document that still communicates clear expectations but feels aligned with our culture.

Iteration Instead of Perfection

Perhaps the biggest shift for me was realizing that the manual doesn't have to be finished all at once. Instead of waiting until everything was perfect, I've been building the document piece by piece. When an issue comes up in the studio, I add a note about it. When a staff member asks a question that reveals an unclear process, that becomes another section.

ChatGPT makes that iterative process much easier. I can quickly refine wording, combine related sections, or reorganize content without starting over each time. The manual is growing organically alongside the business.

A Tool, Not a Replacement

Using AI to help create policies doesn't replace leadership or judgment. Every policy still reflects real decisions about how the business should operate. ChatGPT simply helps translate those decisions into clear, consistent language. For small business owners, that distinction is important. AI isn't writing the policies—it's helping us articulate what we already know about how our businesses run.

Why It Matters

A good Policy and Procedures Manual does more than document rules. It creates consistency, supports employee training, and helps a business scale without losing the culture that made it successful in the first place.

For me, ChatGPT turned what once felt like an overwhelming writing project into an ongoing collaboration. Instead of postponing the task, I now treat it as a living document that evolves as the studio grows.

And perhaps most importantly, the systems that once lived only in my head are finally being written down.



Visualization with Bead Bowls

By Erica Gillman, Fired Flow, Online Pottery Painting Subscription Service

Fired Flow is an online pottery painting subscription service that seeks to explore the world of wellness through ceramics. The goal of Fired Flow videos is awareness via a journey of mindfulness and self-expression. Viewers engage with the material on whatever level is comfortable, not as therapy but rather an opportunity for reflection.

Sample of the type of video offered to subscribers: <https://youtu.be/qWl9iXwn9Vw>

Project: Visualization via dotting technique, creating "beads" on a bowl or other round surface

Supplies: Pottery, glaze, pencil, paintbrushes, dotting tool, water (optional: toothbrush for splatters and sponges for sponging)

Class Intention: Use visualization to formulate a plan to get you to your goal, desired emotion, or event. Assign keywords or phrases to the images you see when you close your eyes to visualize. Use those words to paint a whimsical beaded "friendship bracelet" design with plenty of creative freedom.

Reflection Questions: What are some of the goals or aspirations you want to visualize? What events lead up to those goals? When you pause to think about those events, notice any bodily shifts or emotional pings. Does your chest tighten? Does your heart flutter? You can correlate the emotions to the events in your visualization process to help them feel more tangible in the present. Does completing this project change your perspective? Hang on to your visual and replay it in your mind frequently. You've got this!

Project Instructions

1. Pick background colors and visualization keywords.

2. Start by painting several coats of a background color that will contrast with the beads.

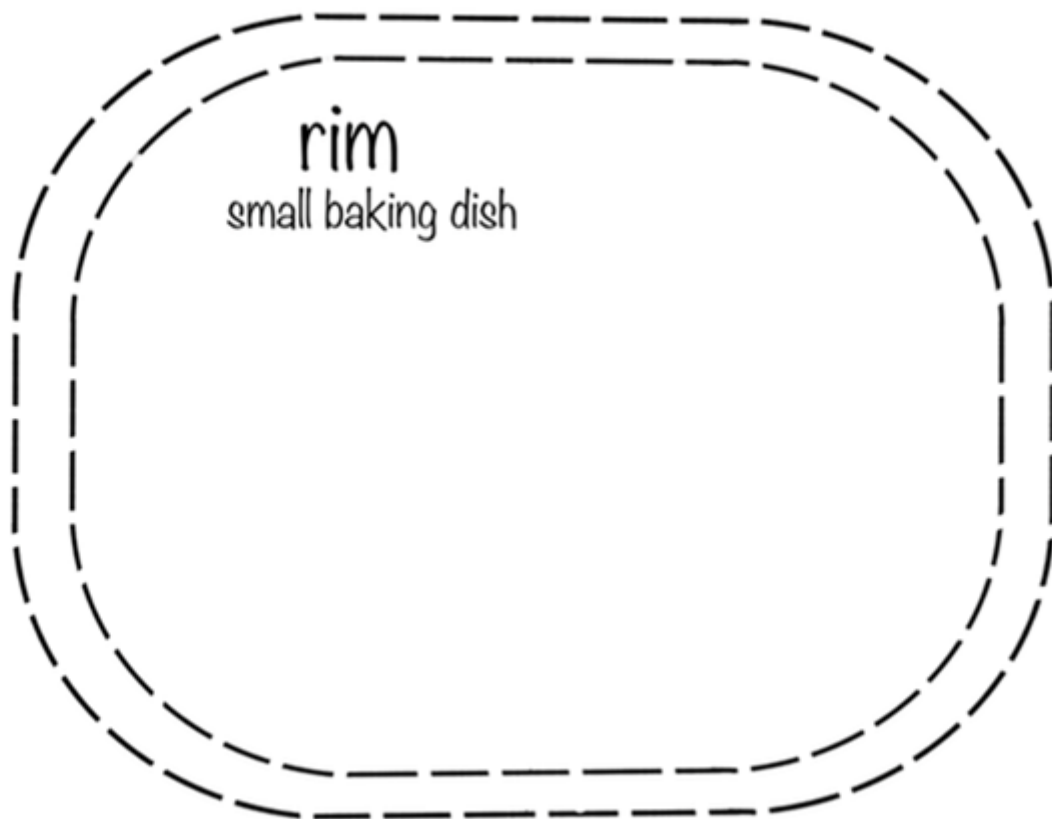
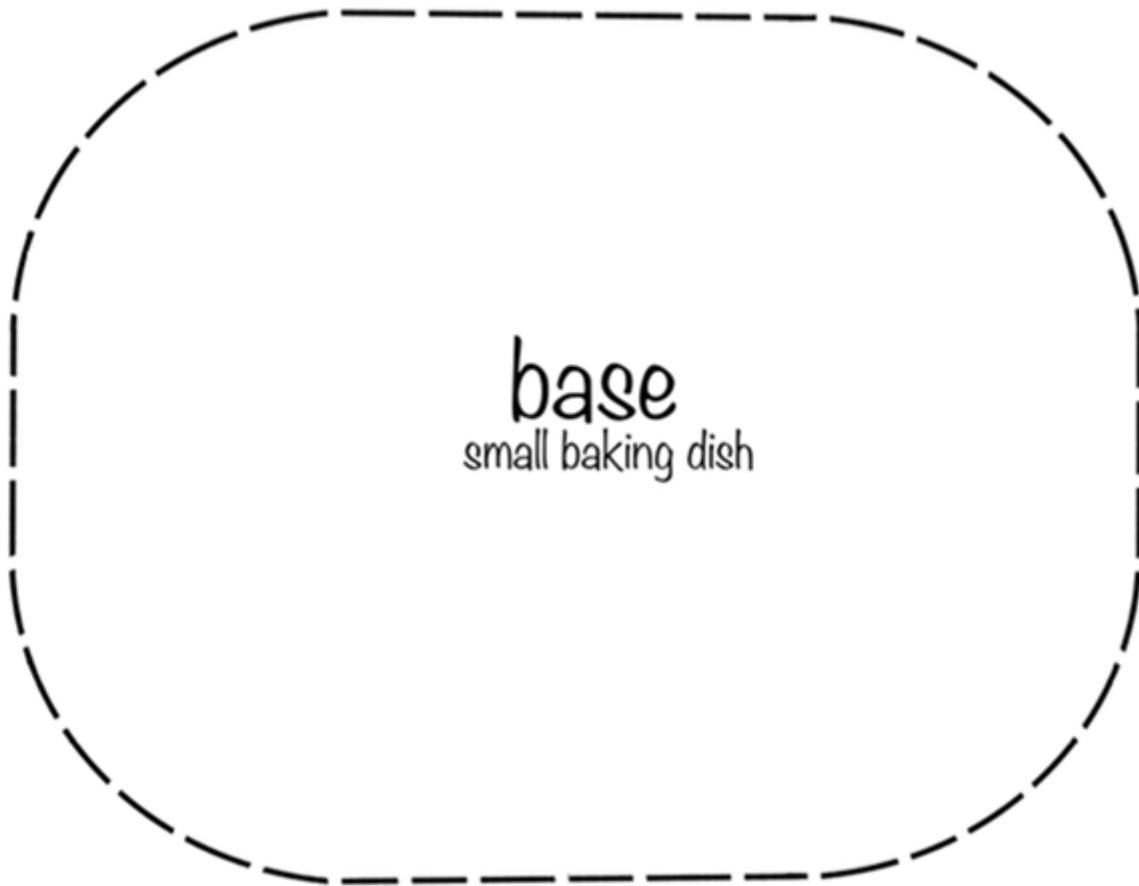
3. Sketch a pencil swirl, and follow along that line with dots to look like beads. Add smaller dots between words as spacer beads.

4. Use a liner brush or writer bottle for adding details to your beads after they've dried. Additional detailing might include splattering, rim designs, or other techniques of your choosing.



Project Video



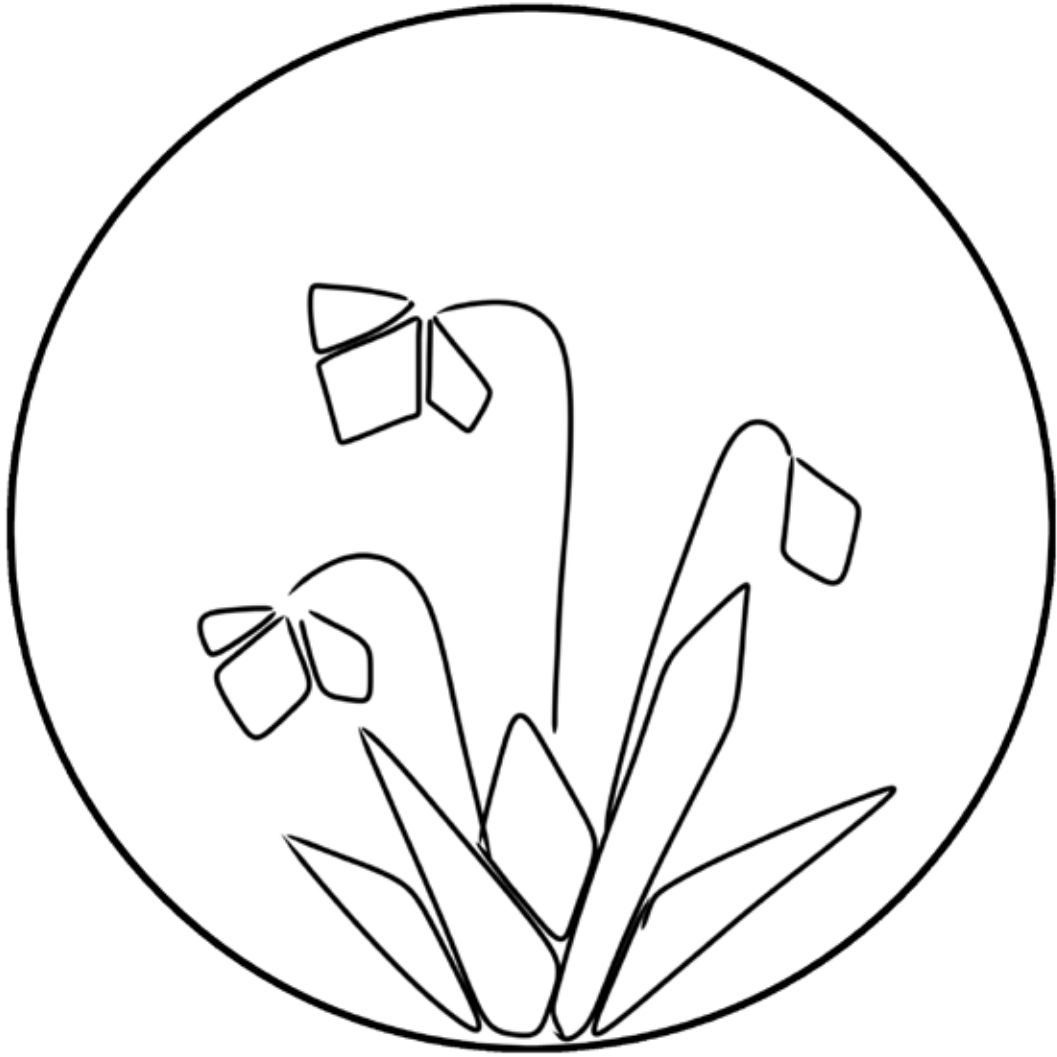


body 1/2

small baking dish

body 2/2

small baking dish



FUN strokes!TM

Studios, if you're interested in trying our Fun StrokesTM, please contact your Customer Service Representative for FREE samples and details on our color swap program.

Find out
more!



#5446



Colors so bright you'll want every shade!

gare[®]
gare.com



Add a Little *Whimsy* to your Day.



3 exciting NEW *Whimsy* pieces added to the line!
Ring Holder 5478 • Berry Bowl 2164 • Butter Dish 5479

gare[®]

Don't worry Be Cappy!



Capybara Bank
Item #7525 • 6.5"H x 5.25"W
6 Per Case



Backpack Buddies!

Capybara Party Animal
Item #7526 • 4.25"H x 7"W
8 Per Case



Outstanding Design, Service and Quality.
It's who we are and what we do.



gare



MUST HAVE MARKDOWNS



SCAN OR CLICK HERE

NEW & CLASSIC BISQUE ITEMS
DISCOUNTED FOR A

LIMITED TIME ONLY!



Girl Scout Bisque

Only at Bisque Imports

TM & © Girl Scouts of the USA



GS1291
GIRL SCOUT DAISY BOX
4" DIA X 2 1/2" H - CASE OF 4



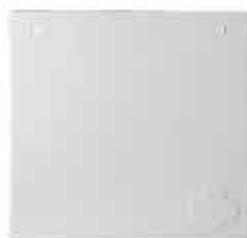
GS2584
GIRL SCOUT DAISY PLATE
6" DIA X 1" H - CASE OF 6



GS2625
GIRL SCOUT DAISY MUG
4" H X 3" DIA (12 OZ) - CASE OF 6



GS3025
GIRL SCOUT PROMISE VASE
7 1/2" H X 2 1/2" L X 2 1/2" W - CASE OF 6



GS4029
GIRL SCOUT TREFOIL PLAQUE
7 1/2" L X 7 1/2" W X 3/4" THICK - CASE OF 6



GS5025
GIRL SCOUT VINTAGE ROCKET BANK
6 1/2" H X 5 1/2" L X 2 1/2" W - CASE OF 4



GS7018
GIRL SCOUT BRIDGING KEEPSAKE
8" L X 4" H X 3 1/2" W - CASE OF 4



GS7022
GIRL SCOUT VINTAGE CANOE
10 1/2" L X 2 1/2" W X 2 1/2" H - CASE OF 6



GS9021
GIRL SCOUT TREFOIL BOX
4 1/2" DIA X 2 1/2" H - CASE OF 6



GS9022
GIRL SCOUT PROMISE DISH
5 1/2" L X 2 1/2" W X 2 1/2" H - CASE OF 12



GS7020
GIRL SCOUT LIGHTED TENT
7 1/2" W X 7 1/2" L X 5 1/2" H - CASE OF 4



GS9023
GIRL SCOUT CAMPFIRE TREAT BOX
3 1/2" H X 3 1/2" L X 3 1/2" W - CASE OF 6

[Click here](#) to browse all our shapes and access free marketing resources!

AVAILABLE ONLY AT **BISQUEIMPORTS.COM**

PHONE: (888) 568.5991 |    





4-H BISQUE

BISQUE THAT RULES THE ROOST



4-H ROCKY THE ROOSTER FIGURINE
4H1018



4H1005
4-H COUNTRY CORN DISH
9 7/2" L X 3 1/2" W X 1 3/8" H - CASE OF 6



4H1007
4-H STRAWBERRY CONTAINER
5 3/4" H X 5 3/4" DIA - CASE OF 2



4H1010
4-H WATERMELON SERVING BOWL
9 3/4" L X 7 1/2" W X 4" H (48 OZ) - CASE OF 2



4H1011
4-H LIGHTED BARN
7 7/2" L X 7 1/4" H X 5 3/4" W - EACH



4H1012
4-H MOOLAH BANK
7 7/2" L X 4 3/4" H X 4" W - CASE OF 4

CLICK HERE TO SEE ALL OUR SHAPES ONLINE!

Bisque Imports will contribute to National 4-H Council Five percent (5%) of the purchase price from the sale of each Bisque Imports 4-H Pottery during the charitable sales promotion. The promotion shall last until June 30, 2026. Bisque Imports will make a minimum contribution to National 4-H Council in the amount of \$25,000 during the charitable sales promotion. 4-H is the youth development organization of our nation's Cooperative Extension System and USDA. No endorsement by 4-H is implied or intended. Use of the 4-H name and emblem is authorized by USDA.

AVAILABLE ONLY AT **BISQUEIMPORTS.COM**

PHONE: (888) 568.5991 |    



CELEBRATE IN STYLE!

THE SUMMER QUARTERLY BOOKLET IS AVAILABLE NOW!

*Filled with NEW and SEASONAL
items to brighten your studio for spring!*



CLICK HERE TO VIEW
THE DIGITAL BOOKLET!
*Photos are linked to their
product pages!*

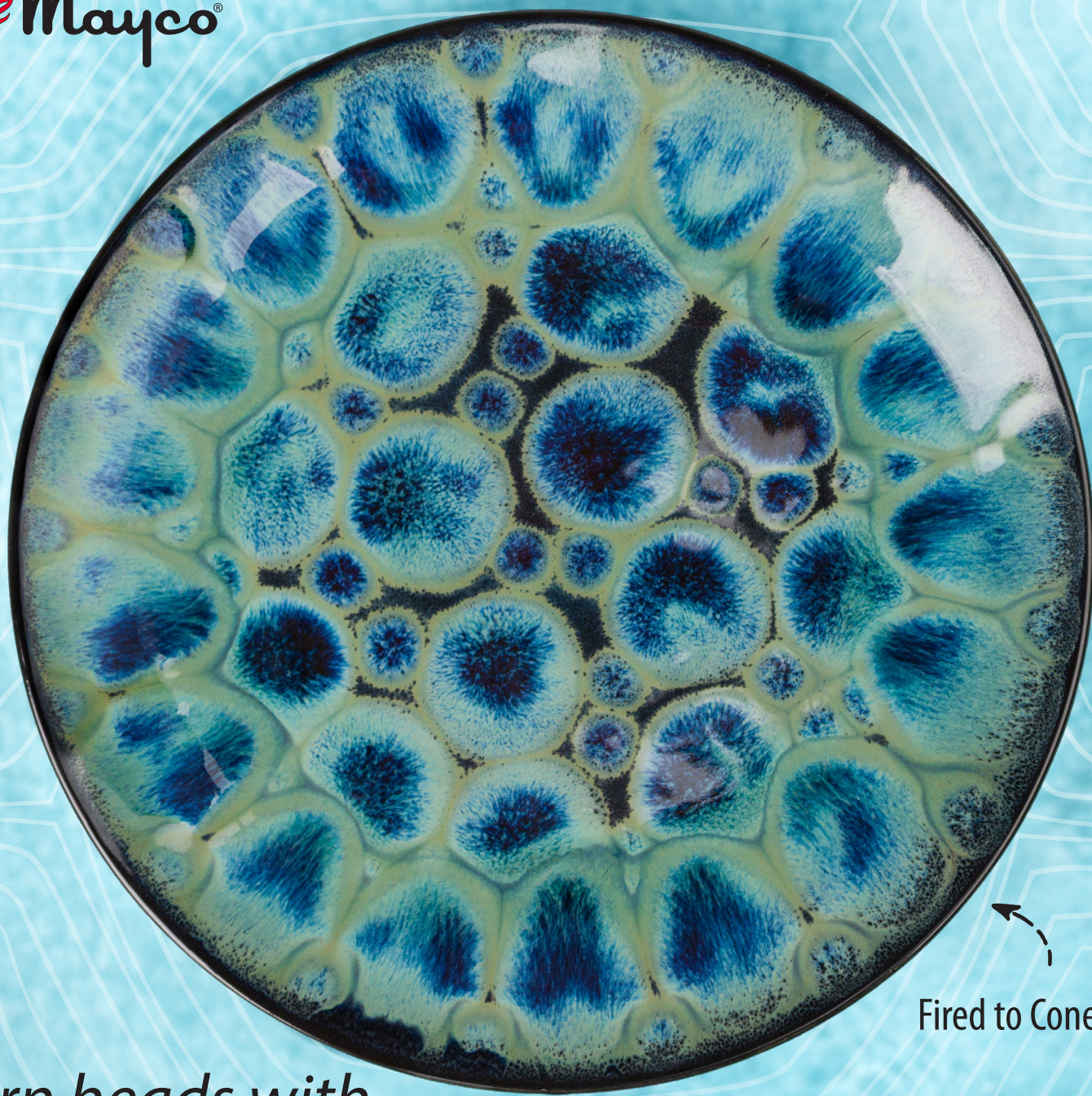
3226

AVAILABLE ONLY AT **BISQUEIMPORTS.COM**

PHONE: (888) 568.5991 |    



**Bisque
Imports®**



Fired to Cone 06!

Turn heads with...

the **FROZEN POND TECHNIQUE**

**NOW IN
LOW-FIRE!**

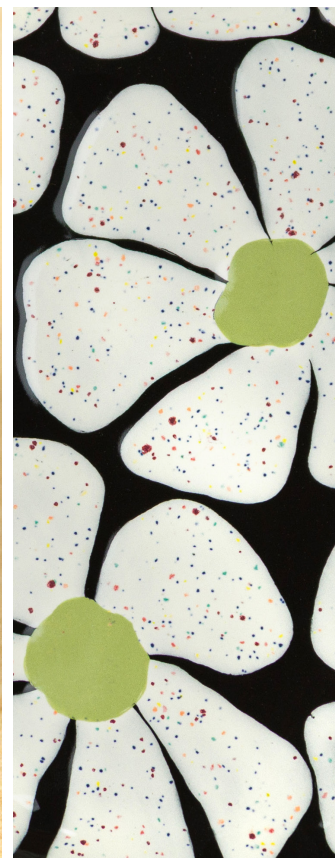
**HOW IT'S
DONE** 

Foundations®, Elements™ and Pottery Cascades® glazes team up to produce show-stopping effects such as the Frozen Pond technique. While traditionally popular at stoneware temperatures, you can accomplish the same look at low-fire with ease! Captivate your customers with the industry's most versatile glaze lines - only from Mayco!



SPECKLED DAISY SET

Featuring New Speckled Stroke & Coat®!



INSTRUCTIONS

- Begin with properly fired shelf cone 04 bisque. Moisten a clean sponge and wipe bisque to remove any dust.
- Apply 3 coats of SC015 Tuxedo to the inside and out of the whole mug, use a RB144 #4 Soft Fan brush. Apply 3 coats of SC015 Tuxedo to both sides of the plate.
- Apply 3 coats of large petals all around the outside of the mug and top of the plate, using SP286 Speckled Old Lace and RB106 #6 Script Liner brush.
- In the middle of each flower apply 3 coats of SC079 It's Sage to connect the flower petals. Apply with a RB106 #6 Script Liner brush.
- Fire to cone 06.

SUPPLIES

Form

- MB113 12 oz. Mug
- MB1115 Casualware Salad Plate

Color

- SC015 Tuxedo
- SC079 It's Sage
- SP286 Speckled Old Lace **NEW!**

Decorating Accessories

- RB106 #6 Script Liner Brush
- RB144 #4 Soft Fan Brush

Miscellaneous Accessories

- Sponge
- Water



Play WITH CLAY!



Fired to
Cone 06

Get ready for clay days with Mayco's Clay People Pots! This fun and expressive clay project is easy to teach and perfect for camps and after-school programs.

**HOW IT'S
DONE** [↗](#)

**MORE CLAY
PROJECTS** [↗](#)



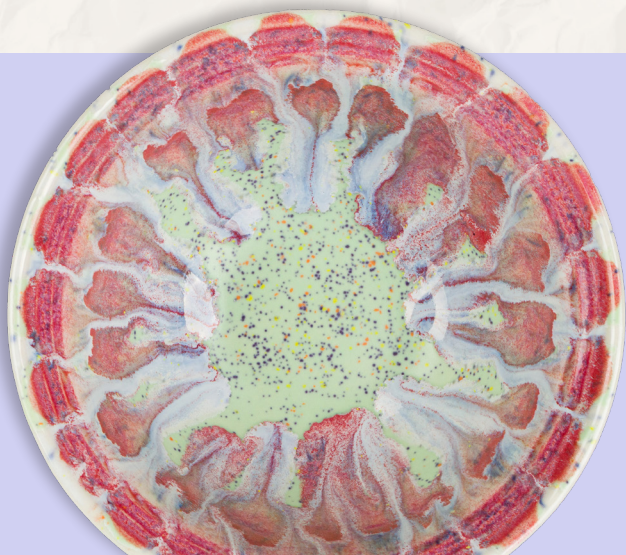
STONEWARE CAMP

▶ *On Demand*

*With the Experts:
Mike Harbridge
& Crista Toler*



TAKE YOUR STUDIO TO THE 
NEXT LEVEL WITH STONEWARE



*...But what Stoneware glazes
should you bring into your studio?*

We've got that figured out too!

STONEWARE STARTER PALETTE 