

CONVENTION 2025

DENTON, TEXAS ★ SEPTEMBER 4-8, 2025

Saddle up for success at the 2025 CCSA Convention — the ultimate gathering for paint-your-own pottery (PYOP) and fired arts studio owners! This five-day event, designed exclusively for CCSA members, is your chance to learn from industry experts, connect with like-minded creatives, and walk away with fresh ideas to grow your business.

This year, we're excited to offer over 36 business and technique classes, plus two clay-focused pre-con sessions on Thursday, and eight additional pre-con classes on Friday. Whether you're looking to expand your skills, discover the latest trends, or simply be inspired, there's something here for everyone. Don't forget to download the Class Selection Worksheet from our Convention website under the "Classes" tab to plan your schedule with ease. Alongside the educational lineup, enjoy a variety of social events built to spark collaboration and community. Registration is now open—grab your boots and join us in Denton, Texas!





EMBASSY SUITES by Hilton™

Reservations: 904-243-3799

Group code: CCSA - 2025 Annual Meeting

Book online: bit.ly/41DVwok

Block cut off: August 13

CCSA Convention attendees enjoy a rate of \$162 a night!

Please note that the City of Denton requires a 2.88% TPID fee per booking. As a result, the website will display a rate of \$166 per night, which includes this fee.

Located in Denton, the Embassy Suites By Hilton Denton Convention Center offers concierge services and non-smoking rooms, along with amenities like a terrace and free property-wide Wi-Fi. The hotel features a restaurant, room service, and a 24-hour front desk. Guests can relax with a year-round outdoor pool, indoor pool, fitness center, and shared lounge. Guests can enjoy a complimentary breakfast buffet and evening happy hour during their stay.

Located in the heart of Denton, you'll be just steps away from charming local shops, coffee houses, and an exciting variety of restaurants. Don't miss a visit to the historic Denton Square — home to boutiques, art galleries, live music venues, and some of the best tacos and treats in Texas.

Hotel Fee: Convention pricing is based on occupancy at the convention hotel. If you choose to stay at another hotel, you will be assessed an additional convention fee of \$250. If the CCSA does not meet a certain number of rooms, we are charged very large fee, sometimes thousands of dollars. This does not apply to you if you live within 50 miles of the convention center.

The CCSA does not endorse nor contract any third-party room reservation companies. All reservations will need to be made directly with the hotel.

Hotel Transportation options:

Traveling to the Embassy Suites Denton is easy from either Dallas Love Field or DFW Airport. **DFW** is the closer option, just 25–30 miles away, with rental cars, ride-shares, and taxis. From **Dallas Love Field** (about 40 miles away), you can also rent a car or use ride-share services. Public transit is possible via DART and the A-train, but it involves multiple transfers and takes longer. You can also coordinate to share a ride with a fellow attendee!



CONVENTION SCHEDULE AT A GLANCE

THURS., SEPTEMBER 4

8:00 AM	A Day of Clay Check-In
9:00 AM - 12:00 PM	Introducing Clay (add-on event)
12:00 - 1:00 PM	Lunch
1:00 - 4:00 PM	Clay Techniques (add-on event)
3:00 PM	Bag stuffing (volunteer event)
3:30 PM - 5 PM	Registration desk open

FRI., SEPTEMBER 5

8:00 AM - 10:00 AM	Registration desk open
9:00 AM - 12:00 PM	PRE-CONS (add-on event)
12:00 PM - 1:00 PM	PRE-CON lunch break
12:00 PM - 1:00 PM	Registration desk open
1:00 PM - 4:00 PM	PRE-CONS (add-on event)
4:00 PM - 7:30 PM	Registration desk open
5:00 PM - 6:30 PM	New Member Mixer
6:30 PM - 8:00 PM	Exhibit Hall Open
8:00 PM - 9:30 PM	Manager Meet Up

Sat., September 6

7:30 AM - 10:30 AM	Registration desk open
8:30 AM - 10:00 AM	Session 1
10:00 AM - 10:15 AM	Break
10:15 AM - 11:45 AM	Session 2
11:45 AM - 1:00 PM	Lunch & Learn: Leading with EQ
1:00 PM - 5:30 PM	Exhibit Hall Open
4:00 PM - 5:00 PM	Magazine Meeting
5:30 PM - 7:00 PM	Mayco's Cocktail Hour
7:30 PM - 8:30 PM	Roundtable Roundup

Sun., September 7

8:30 AM - 9:00 AM	Supplier Meeting
8:00 AM - 10:00 AM	Registration desk open
9:00 AM - 1:00 PM	Exhibit Hall open
9:30 AM - 10:00 AM	International Meeting
11:00 AM - 11:30 AM	Mobile Studio Meeting
1:00 PM - 2:00 PM	Lunch & Learn
2:15 PM - 3:45 PM	Session 3
3:45 PM - 4:00 PM	Break
4:00 PM - 5:30 PM	Session 4
7:00 PM - 10:00 PM	Boots & Bling Gala

Mon., September 8

9:00 AM - 10:30 AM	Session 5
10:30 AM - 10:45 AM	Break
10:45 AM - 12:15 PM	Session 6
1:00 PM - 5:00 PM	Taste of Denton: Food Tour

WHY ATTEND THE CCSA 2025 CONVENTION?

The CCSA Convention is your all-in-one experience for education, inspiration, and community. Attendees gain access to a wide range of classes from business strategy and marketing to hands-on techniques designed to spark creativity and boost studio success.

Explore the exhibit hall filled with the latest products and innovations, make meaningful connections during networking events, and unwind at unforgettable social gatherings like the Boots & Bling Gala and our popular silent auction. It's your chance to learn, connect, and return to your studio recharged and ready for what's next.

LET'S STICK TOGETHER!

Get ready for some sticker fun at the 2025 CCSA Convention in Denton, Texas! We're bringing back the Sticker Exchange and you're invited to join the fun!

Design your own or purchase custom stickers (cowboy-pottery themed encouraged, but any creative flair is welcome!) to trade with fellow attendees, suppliers, and instructors. Bring 100-200 stickers to share and swap throughout the event.

For Art Sake offers themed sticker designs customized with your logo—shipped to you before the event. Please visit <https://www.allfiredupakron.com/stickerswap> for more info!

Think of them like mini-business cards with personality, perfect for networking, collecting, and spreading studio spirit!

Yeehaw and happy sticking!

VOLUNTEER OPPORTUNITIES



We could not put on this event without the generosity and help of our members. All are welcome - no experience required! If you're new, it's a great chance to meet some people! And if you've been with us for many years, it's a great way to give back and catch up with old friends! Look out for upcoming emails about how to get involved and sign-up instructions! We will need help stuffing Convention goody bags, registration desk

assistance, Gala Auction collection, CCSA Booth, and Auction table closers and checkout.

RAFFLE TICKETS

Each year we collect a bounty of wonderful prizes for our raffle, including items like free convention registration for the next year and other items. We set up a display area of those prizes with entry boxes next to each. Attendees can purchase raffle tickets for \$10 each, and anyone who purchases 10 raffle tickets gets a free Golden Ticket! The Golden Ticket prize package is valued around \$10,000 each year. You will be able to see a current list of prizes included in this drawing on page 15 and on our website as they become available.

During the Boots & Bling Gala on Sunday, September 7, we'll draw a winner for each ancillary prize. When these prizes have been drawn, we combine all the tickets entered and draw for a winner for the **Skutt KilnMaster Touchscreen Upgrade Kit to outfit up to two kilns with Skutt's new touchscreen controllers valued at \$650 each**. At the end of the night, we'll draw the Golden Ticket winner from the Golden Ticket box.

Notes:

- Winners must be present to win.
- When buying your raffle tickets, you will be instructed to write your name and phone number on the back, and then you will drop your tickets in the raffle boxes and Golden Ticket box. The raffle table will be next to the CCSA Booth and will move to the auction room Sunday night until the closing of the Auction.
- Tickets can be purchased online when you register and on site at the CCSA booth.

A DAY OF CLAY

Looking to diversify your offerings and increase revenue? Adding clay to your PYOP studio is a game-changer, and we're here to show you how! Introducing A Day of Clay, an exclusive Pre-convention event on Thursday, September 4th, designed to help you confidently bring clay into your studio, create sellable projects, and boost profits.

This hands-on experience features two expert-led sessions that will teach you everything from essential supplies and training to 12 inspiring clay projects you can introduce to your customers right away. Whether you're completely new to clay or looking to expand your skills, this event is your chance to tap into a new revenue stream

PRE-CON CLASSES

Pre-Con (Pre-Convention) classes are classes that are not included in your general registration. You must register and pay for them separately. These classes take place in the morning and afternoon of the first official day of convention prior to any other events.

BUSINESS CLASSES

A business class is just that—it's designed to help you move your business forward. Business classes are usually designed around marketing, promotion, human resources, or studio management to help your business run more smoothly. In a business class, you will not be creating any samples or projects.

BIZ-NIQUE CLASSES

Biz-nique classes are designed to teach you a new technique or a way to use a technique that you may already know to increase revenue in your studio. These classes will also share marketing tips and how to execute a successful event. These are hands-on classes and you'll generally leave with a sample that you created in your class.

Schedule is subject to change.

A DAY OF CLAY Thursday, September 4 9 AM-12 PM

Introducing Clay in Your Studio

Biz-nique

Class Instructor: Michael Harbridge, Mayco

Have you thought about introducing clay in your studio but need help getting started with the basics of what you need, and how to implement, train staff, designate space, and firing practices? This workshop will help you discover how you can introduce a clay option with little space needed, a small investment of as little as a few hundred dollars, and tools you can use to train staff and get customers excited. You will also learn about clay bodies, basic and advanced tools, pricing, workshops, walk-in customers, and how to make slabs, coils, pinch pots, and other clay basics. Each participant will get a small block of clay to play around with and get a feel for some basics. Most of this workshop is focused on the business side of clay and how to make money.



Thursday, September 4 1-4 PM

Clay Techniques That Make Money

Biz-nique

Class Instructor: Michael Harbridge, Mayco

Are you looking for clay techniques for walk-in customers or to teach as workshops? We have an afternoon filled with nothing but clay techniques from a variety of instructors, each with a different specialty, from simple hand-building to using forms, working with a wheel, adding textures, and discovering tools you didn't know could be used for

clay. You'll walk away with lots of creative ideas and techniques you can take back to your studio and implement. Attendees will break into small groups for hands-on experience working with clay, round-robin style so everyone gets to work with each instructor. It is recommended you take the morning precon, Introducing Clay in Your Studio, or have basic knowledge of clay and firing practices in a studio setting. Instructors will not have time to cover the basics, this is all about clay projects.

PRE-CONS Friday, September 5 9 AM-12 PM

Clay Cowboy Boot Workshop

Biz-nique

Class Instructor: Anna Scott, Cutters for Clay



Saddle up for a one-of-a-kind creative experience in our Clay Cowboy boot workshop!

This hands-on class, suitable for all abilities, is designed for anyone who wants to spend some time playing with our 3D-printed cutter sets and some clay to make something magical. We'll guide you through the whole process and have all the tools on hand to make it super easy to create your own clay cowboy boot. We'll also cover everything you need to know about the logistics of running this as a workshop in your own studio.

We'll also be using the same cutter set to make a second creation: a Christmas elf boot! So you'll leave the session with two clay masterpieces, PLUS you get your very own cutter set to take with you so you can make these over and again in your own studio.

The One-Page Goal Planning Workshop

Business

Class Instructor: Wendy Batten

Lasso your focus and map out a clear vision for the next 12 months to design your best year ever. This workshop helps studio owners step into their CEO role and pinpoint exactly where to direct their time, attention, and resources. Learn how to:

- Set realistic and strategic profit goals.
- Identify what's working and where to make adjustments.
- Determine where a CEO should be spending their time.
- Walk away with your top five business goals, all on a single-page plan.

Together we'll workshop how to determine where your studio is headed and how to set specific and realistic business goals that will help you with your profit and life-style goals.

Excel with Digital Tools Extended

Business

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

Back by popular demand and expanded to go deeper, this class is your next step toward building studio systems that give you clarity, control, and confidence. In this extended three-hour workshop, we'll revisit and refine the three foundational tools introduced last year: the Pottery Pricing Calculator, Cash Drawer Count Sheet, and Paint Inventory Tracker, all designed to make the day-to-day smoother and more insightful.

But this time, we're elevating things with a brand-new addition: KPI Dashboard Lite, a plug-and-play visual dashboard designed to help you track where your revenue is coming from, where your money is going, and what matters most in the financial health of your studio. Whether you're looking to monitor walk-in versus party sales, payroll-to-sales ratios, or fixed versus fluctuating expenses, this tool provides the big-picture clarity we all crave, without the overwhelm.

We'll also take a behind-the-scenes look at how the tools work, with a simplified guide called "How the Sheet Thinks"—a quick-reference breakdown of the logic and structure behind key formulas. You won't leave a spreadsheet expert (and that's not the goal!), but you will feel more

confident understanding how your tools are working for you—and where to go next if you want to build on them.

What you'll leave with:

- A refined Pottery Pricing Calculator
- A ready-to-use Cash Drawer Tracker
- A streamlined Paint Inventory Tracker
- A KPI Dashboard Lite base tool to build on
- A "How the Sheet Thinks" reference guide to deepen your understanding

Requirements: Bring a laptop with Excel or Google Sheets access and internet connectivity. You'll also need your current pottery pricing, ideally segmented into the categories shared prior to class. All tools will be distributed via a shared Google Drive link.

Level: Beginner to Intermediate

Prerequisites: Basic knowledge of Excel or Google Sheets, laptop with internet access

Honest note: You don't need to be an Excel wizard to benefit from this workshop. If you're looking for smarter systems, better decision-making tools, and a way to reduce the guesswork in your business, this class was built for you—by someone who's in the studio trenches just like you.

Intro to Throwing on the Wheel

Biz-nique

Class Instructor: Bryson Kerns, The Ceramic Shop



This hands-on class is ideal for those who have never used a pottery wheel but would like to try it! This class will have 20 students working 2 to a wheel with a teacher and an assistant to provide personal support so you can learn the fundamentals of throwing on the wheel. We'll start with a demo and then go step-

by-step as first group 1, and then group 2 takes their own turn on the wheel. Come with a willingness to learn by doing, observing, and asking questions and leave with an exciting new skill to take into your studio! Be prepared to get your hands dirty. We will provide disposable aprons, but we advise wearing clothes that you don't mind getting muddy!

Friday, September 5 1-4 PM

Large-Scale Offsite Event Bootcamp!

Business

Class Instructors: Jackie Burrow and Gail Schomisch

Looking to boost your bottom line with some lucrative mobile sales that are worthwhile AND help to expose your studio to repeat business that expands your customer walk-in trade? Then you need this—three hours of an all-inclusive and super-immersive dive into identifying, marketing, and executing big, juicy group offsite-event sales outside your studio! No covering traveling to a single classroom at your local school here—we're talking about booking that entire grade level or, better yet, landing an evening event for the whole student body to participate in, like a holiday party night for families! This workshop will be the ticket to the happy dance (care for a Texas two-step?) for your business to explore and roll out this year. The holidays are coming ... no better time to be armed and ready to go after bigger gigs that can land you some great income, especially on slower weekdays.

Marketing to schools, churches, parks and recreation sites, and corporate locations will be covered, as well as the new trends in offsites at bars, restaurants, wineries, and distilleries. Even studios with larger seating capacity that currently host successful in-house themed events can benefit from going out and becoming a noted community partner bringing the arts into larger capacity locations for maximum benefit. Multiple revenue streams for your brick-and-mortar can insulate your studio from hiccups along the road and provide great flexibility in providing dependable income on slower weekdays or seasons. It's all about how you market and acquire

offsite clients to fill YOUR calendar!

Taught by two seasoned veterans of PYOP who have mastered their mobile capabilities and now execute large offsite events year-round in their metro area with their staff. Their expertise will include identifying and marketing to potential event customers, along with the details of how to nurture those relationships with superior salesmanship and how to “speak the speak” on giving total comfort and faith to your clients that you will provide an outstanding experience for them to enjoy. Multiple marketing approaches will be included, as well as the information you need to prepare your studio for an organized, efficient, and enjoyable program for producing large group events offsite. Learn how to efficiently set up your event space and execute that session for a seamless experience by attendees that will get you invited back over and over! This is a high-energy, fast-paced romp of great information with details and great images and inspiration provided.

Class attendees will be granted access to graphics file sharing for immediate marketing flyers/emails and support documents, along with key sources of helpful supplies and accessories. Snapping pics throughout the class is highly encouraged, and a mockup of a typical event room will be in place. Sample handouts will be provided for instant gratification and inspiration to get started straightaway on the path to outreach in your community when you get home to get a jump on booking this fun and rewarding style of work.

The One-Page Simple Strategic Marketing Plan

Business

Class Instructor: Wendy Batten

Stop throwing marketing spaghetti at the wall and hoping something sticks. Instead, we'll build a strategic marketing roadmap that aligns with revenue goals, brand identity, and bandwidth.

- Develop a clear, customized 12-month marketing plan using Wendy's proven Retailer's Marketing Framework.
- Focus on strategy that supports revenue and profit, not just content creation.
- Eliminate marketing overwhelm and ensure every effort moves the needle.

It's a powerful change-making session. Attendees will leave with a 12-month strategic marketing plan on one page that feels good, and they can bring back to their studios and implement.

NOTE: This class is not about content planning, social media, or dancing on TikTok. This session will teach the STRATEGY that supports your revenue and profit goals.

Stoneware 2.0: Deep Dive

Biz-nique

Class Instructors: Crista Toler, Mayco, and Bre Hamberger, Chesapeake Ceramics

Ready to take your stoneware game to the next level? In this advanced class, we're skipping the basics and diving headfirst into the wild world of fluxes, runny glazes, engobes, and non-food-safe glazes—the things that make stoneware exciting (and sometimes unpredictable).

With over 35 years of combined PYOP experience, Crista Toler (Mayco) and Bre Hamberger (Chesapeake) will be your expert guides, helping you navigate the next level of stoneware in your studio! Expect pro tips, real talk, and maybe even a few “oops” moments—we're working with runny glazes, after all!

Important: This class is for experienced stoneware humans only. If you still have to check the difference between Cone 06 and Cone 6, this class is not for you. No basics, no hand-holding—just serious stoneware magic.

Join us for a deep dive and let's push the limits of what stoneware can do!

Intro to Throwing on the Wheel

Biz-nique

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This hands-on class is ideal for those who have never used a pottery wheel but would like to try it! This class will have 20 students working 2 to a wheel with a teacher and an assistant to provide personal support so you can learn the fundamentals of throwing on the wheel. We'll start with a demo and then go step-by-step as first group 1, and then group 2 takes their own turn on the wheel. Come with a willingness to learn by doing, observing, and asking questions and leave with an exciting new skill to take into your studio! Be prepared to get your

hands dirty. We will provide disposable aprons, but we advise wearing clothes that you don't mind getting muddy!



CLASSES

Saturday, September 6

8:30-10 AM

Customer Service Is Your Secret Weapon! Go from Good to Great with a Staff That Leads the Way

Business

Class Instructor: Julia McNair, Do It Yourself Crafts

We know customer service is key, and getting your staff to feel the same way can sometimes seem daunting. However, elevating your customer service can reap great benefits for your studio. In this class, we'll discuss how to create a staff that goes above and beyond, going from customer service to hospitality.

Julia is obsessed with great customer service and believes that in our industry striving for hospitality is what sets us apart. We can give our customers an amazing experience each and every time they visit us, and our staff will lead the way.

This class will give you a three-staff-meeting plan to getting your employees excited about being the best. You can get this started as soon as you get home from Convention, and your fourth quarter (Christmas and Holiday season) will benefit! We're going to discuss policies, procedures, and preferences, and how important it is to know what the expectations for your shop are.

We'll also talk about how to recover when things don't go as planned, how to respond to reviews—both negative and positive—and simple things you can do in your shop to make a better customer service experience.

Customer service should never be an afterthought, and we're going to put

it right at the top of your mind, so that it becomes second-nature, and you become known for your great staff.

Intro to Hand Lettering with Markers

Business

Class Instructor: Ammie Williams, Ammie Y'all

In this beginner-friendly class, you'll learn the foundations of hand lettering using markers—no fancy tools or prior experience needed. We'll break down how to build letters from the ground up, practice creating thick and thin strokes using pressure, and explore basic techniques to help you develop your own style. You'll leave with essential skills, fun practice prompts, and the confidence to keep going. Come play with letters and build a solid foundation for lettering on ceramics.

Joyful Ornaments: Watercolor and Outlining Made Easy

Biz-nique

Class Instructor: Liz Martinez, PYOP Studio Stuff



Looking for a project that's both stunning and stress-free? This colorful ornament plate is the perfect fit! In this session,

Liz will guide you through a playful and approachable technique that's ideal for kids' workshops or adult nights out. You'll learn how to use clay carbon (NCR) paper to easily transfer whimsical ornament shapes, then bring them to life with a bold watercolor-style underglaze wash. Finish with a loose, artistic outline that makes every piece pop—no precision required!

This class is all about versatility and fun. Whether you're new to this technique or just want a project anyone can succeed with, you'll leave inspired and ready to offer a workshop that sells itself. No drawing skills necessary!

Big Cat Bento Box

Biz-nique

Class Instructor: Lindsey Hutchins, Bisque Imports

Let's get wild! Join us for a super-fun, hands-on technique class where you'll

create an epic tiger design on our on-trend Bento Box Plate! This class is all about mixing bold creativity with trendy techniques to give your art (and your studio) a fresh, modern twist. No matter your skill level, you're in for an awesome time!



Here's what's on the menu:

- **Watercolor magic:** Learn cool tricks like tinting, layering, and shading to make your tiger pop with vibrant colors.
- **Hot color combos:** Play with trendy color palettes that'll make your design stand out and scream stylish.
- **Roar-worthy details:** Nail those tiger vibes—from piercing eyes to fierce fur patterns, we'll show you how to capture it all.
- **Brush like a pro:** Get the hang of brush techniques to add textures and patterns that bring your masterpiece to life.
- **Trendsetter tips:** Chat about the hottest design trends and how to use them to keep your studio looking fresh and fun.

Bring your imagination, your love for art, and maybe a little tiger energy. Let's make something rawr-some together!

Building a Butter Dish

Biz-nique

Class Instructors: Debi DelaCruz, De La Designs and Jeff Rottman, GR Pottery Forms

Everyone loves a butter dish, especially when you can decorate it however you want! Your customers will be amazed at their success with this easy slab-building clay project. We'll be stamping and cutting clay from a slab, then forming and attaching by slipping and



scoring, similar to making a slab-built mug, but we'll take that a step further. Debi will also discuss glazing ideas, although the actual painting will be the responsibility of participants outside of class.

This will be a fairly fast-paced class so we have time to complete a butter dish base and lid during the allotted class period, and it's helpful to have a basic knowledge of slab building. Debi will provide patterns to make these but during the class we'll be using clay cutters from De La Design. We'll also be using a GR Pottery form for the base and a forming block for the lid. These pieces will be available for use during the class, and although they won't be included to take home with you, they'll be available for purchase in the Exhibit Hall.

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

Removing Roadblocks to Remarkable Relationships

Business

Class Instructor: Russ Webb

What does it take to create an amazing team? How do you build the bridges necessary to ensure everyone is truly connecting while also closing the gaps of miscommunication? In this session, we'll explore the key strategies for fostering strong, effective relationships in both personal and professional settings.

Saturday, September 6 10:15-11:45 AM

Audit Your Customer Journey: Sometimes the Smallest Tweaks Make the Biggest Impact

Business

Class Instructor: Wendy Batten

This session walks studio owners through their business from a customer's perspective—both potential new customers and regular repeat clients—uncovering opportunities to expand the brand's

visibility, improve customer workshop experience, increase sales, and boost repeat business.

Customer Service Corral: Wrangle Problems with Confidence, Kindness, and a Game Plan

Business

Class Instructor: Jessica Cowan, The Pottery Place of Chattanooga

Step into the Customer Service Corral, where we wrangle tricky customer moments with confidence, clarity, and a little Southern charm. In this session, we'll explore a practical framework that empowers your staff to confidently handle customer complaints, surprises, and curveballs—without having to call in the cavalry (you) every time.

You'll learn how to train your team to assess situations quickly, make decisions within studio values, and delight guests even when something goes wrong. We'll cover real examples and role-play tough scenarios. Whether you're a solo owner or lead a team of 20, you'll leave with actionable tools to build a confident, trusted staff who create smooth experiences for your guests and peace of mind for you.

Saddle up—it's time to trade in firefighting for a calm, confident ride.

Salsa Dishes Using Wallies

Biz-nique

Class Instructors: Jeff Rottman, GR Pottery Forms and Debi DelaCruz, De La Designs



If you're looking for a fun, hands-on clay class to explore new project ideas while getting your fingers messy, this is the class for you! The session will begin with a demo by GR Jeff, followed by participants creating two to three small clay projects using GR Pottery Forms Wallies. Debi from DeLaDesigns will also be on hand to assist and incorporate her custom cutters into the projects.

All necessary tools will be provided. We highly recommend this class for studios looking to incorporate clay into their offerings. No previous experience is

needed—just bring a positive attitude and a willingness to learn something new!

Our goal is for you to leave with effective clay project ideas that create a fun studio atmosphere, engage your customers, and result in memorable keepsakes—all in a manageable and productive way.

Hope to see you in class!

Creative Coil Pots

Biz-nique

Class Instructor: Maggie Fretz, The Ceramic Shop

This class is designed for studios with limited clay experience who are looking to get started with it. Building with coils can be versatile and vary in complexity based on the size of the mold, size of the coils, and intricacy of the design. Coils can be rolled by hand or made using a handheld extruder. Using a plaster hump mold, we'll be making a coil bowl. The outside of the bowl will be smoothed for durability, while an intricate interior coil design remains. This project is great as a trinket or snack dish and is perfect for a girls' night or a birthday party. This class will help those new to clay to gain a familiarity and foundation for adding clay to their studio!

Rethink What's Possible with Fused Glass: Simple Systems to Teach, Transport, and Profit from with Confidence

Biz-nique

Class Instructor: Michelle Weaver, That Art Place

Fused glass is a beautiful and versatile medium, but in many studios it tends to take a back seat—seen as hard to scale, tricky for kids, time-consuming to teach, or something only a few brave customers try. If that sounds familiar, this session will help you rethink your approach to fused glass by simplifying your systems, sharing practical solutions, and revealing fresh ways to help customers say yes to trying it. You may even surprise yourself by uncovering new revenue from those who

are already in your studio—kids, families, and customers who need just the right invitation to try glass.

This session focuses on two high-potential income streams: family-friendly glass classes and offsite fused glass events.

You'll participate in a mock offsite workshop and create a fused glass Texas Bluebonnet nightlight, experiencing firsthand how simple setup, instruction, and packing systems keep events smooth and profitable.

Michelle will share the systems, teaching methods, and class structures that turned her studio's glass program into flexible and successful revenue streams. The class will focus on how to teach, staff, and run simplified projects for kids and offsite events. You'll also get access to a Google Drive folder with all the materials shown in class, including customizable templates, signage, setup guides, and project instructions for the offsite and family-style fused glass classes demonstrated during the session.

Whether you're already offering fused glass or looking for ways to grow it without adding complexity, this session will help you rethink what's possible and walk away with examples of ready-to-use systems, customizable materials, and strategies to adapt in your own studio.

What you'll learn:

- How to simplify your fused glass process to boost profit and staff confidence
- Two proven income streams: kids and family classes, and offsite events
- Setup, teaching, and packing systems that make glass easier to manage

The Best Things in Life Are Brewed: Discover the Art of Brewing Relationships

Business

Class Instructor: Russ Webb

Have you ever wondered what a perfectly brewed cup of coffee, a craft beer, and a fulfilling relationship have in common? In this engaging session, we'll explore the art and science behind brewing these three essential elements of life.



Join us as we break down the intricate processes, patience required, and key ingredients that contribute to an exceptional final product. From the initial grind to the final sip, we'll compare the time, effort, and attention to detail needed to create something truly remarkable.

Through thought-provoking discussions and interactive activities, you'll gain a deeper appreciation for the similarities and differences between brewing coffee, beer, and relationships. By the end of this session, you'll walk away with a newfound understanding of the importance of patience, intention, and quality ingredients in all aspects of life.

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

Kiln Mastery: Best Practices with Jim Skutt

Business

Class Instructor: Jim Skutt, Skutt

Take the mystery out of kiln management with third-generation kiln manufacturer Jim Skutt, Board Chair of Skutt Ceramic Products. This engaging and practical session will give you a rare inside look at kiln care, firing best practices, and troubleshooting—straight from the top. Jim brings decades of experience, stories, and lessons learned from working with artists, educators, and manufacturers around the world. With warmth and humor, he walks you through real-world kiln scenarios and foundational tips to keep your equipment—and your business—running smoothly.

What makes this class unique? It's not just technical—it's relational. Jim's approach blends easy-to-follow technical guidance with insights from a family-owned company that has supported generations of ceramic artists and studios.

You'll learn how to:

- Perform an essential pre-firing checklist for safety and success
- Load your kiln to reduce hot/cold spots
- Understand firing reactions and how speed impacts results
- Implement preventative maintenance that extends the life of your kiln
- Troubleshoot common problems using built-in diagnostic tools
- Use KilnLink® for smarter kiln monitoring

Studio owners, educators, and anyone

responsible for firing kilns—especially those looking to deepen their understanding without an engineering degree—will benefit from this class. Basic familiarity with kiln operation is helpful but not required. You'll walk away with confidence in your kiln knowledge, a checklist you'll actually want to use, and the kind of pro tips only a Skutt could share.

From Passion to Profit: How the 24hr Pottery Membership Model is Transforming Studios Nationwide

Business

Class Instructors: Jon and Chelsea Sherman, 24 Hour Pottery

Join the husband-and-wife duo behind 24hr Pottery—pioneers of the first fully scalable, member-based pottery studio model in the country—as they step out from their six thriving locations for the first time to share the framework that's changing the way studios operate.

In this powerful session, Jon and Chelsea will dive into how they turned their passion for clay and community into a recurring-revenue powerhouse—fueling self-care, creativity, and connection in today's experience-driven world. With a focus on innovation, automation, and accessibility, they'll walk you through how to implement a 24/7 membership model that keeps your kilns firing and your members inspired.

Whether you're looking to boost income, build community, or reimagine your studio's future by adding PYOP and wet clay memberships, this presentation will give you the tools and mindset to make it happen. Discover why membership-based access isn't just a trend—it's the future of pottery. Attendance is limited to current studio owners or aspiring entrepreneurs.

What you'll learn:

- The Membership Model facts: How to design/or refine your pottery membership model
- Tech and access: Tools, software, and strategies for automation and security
- Community as currency: How memberships increase engagement, retention, and word-of-mouth
- Revenue you can count on: Unlocking recurring income while reducing burnout. Close the customer loop by adding wet clay

to your PYOP customer's journey.

- Lessons from the front lines: Real stories and data from six successful studios

If you've ever dreamed of creating more impact, income, and independence in your pottery studio—this is the session for you.

Mosaics, Ceramics, and Resin, Oh My! Biz-nique

Class Instructor: Catherine Kinzie, Pick & Paint Plus Studio

In this exciting mixed-media workshop, we'll explore the dynamic fusion of mosaic, ceramic, and resin art as we learn to combine these three materials into a unique, textured, vibrant work of art.

Whether you're new to these mediums or have some experience, you'll gain hands-on knowledge in designing mosaic patterns, transferring them to ceramic surfaces, and using resin to bring your vision to life.

Come ready to play and experiment and leave with a one-of-a-kind masterpiece—perfect for marketing in your own studio or simply enjoying for yourself! Sponsored by Bisque Imports, this class features the Boho Mosaic coaster kit used in an innovative new way. You'll create four ceramic mosaic tiles, each finished with a glossy resin topcoat. Thanks to our unique pouring method, your project will be ready to take home at the end of the class. With a touch of paint and cork backing the next morning, it's fully finished and display ready! Whether you're a beginner or seasoned maker, you'll leave this class inspired, informed, and holding a beautiful handmade creation.

The project takes about 1.15 hours, with time at the end for a relaxed Q&A to share ideas, ask questions, or get extra tips. To keep this safe, please wear an old long-sleeve shirt to protect your skin and clothing during class. If you have sensitivity to nitrile gloves, let us know ahead of time and we'll provide an alternative that works for you.



Good Luck, Babe Vase

Biz-nique

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



Knock out a sample for your next Chappell Roan night with this vase inspired by the song “Good Luck, Babe!” Paint a trendy design while learning to glaze like Ammie—maximum visual texture and smooth black outlines. Plus, you’ll get your hands on a new vase design from Ammie Y’all and Bisque Imports!

Paint Your Pet: A Sell-Out Canvas Class Made Simple

Biz-nique

Class Instructor: *Michele Muzones, Art Rave Studios*

Paint Your Pet has always been one of Michele’s most popular—and profitable—classes. In this hands-on session, she’ll teach you exactly how she made it a sell-out success, and how you can bring it to your own studio, even if you’ve never painted a pet before.

She’ll walk you step-by-step through her approachable acrylic painting method as everyone creates their own pet portrait in class. You’ll leave with more than just a finished painting—you’ll also get a one-time license to teach this class in your studio, along with access to Michele’s exclusive video tutorial showing how to pre-draw each pet with chalk for students—a game-changer that helps every customer feel successful and may mean you can charge more for the event.

Michele created this class for studio owners who want to confidently offer a new experience without the stress of creating it from scratch. Due to time constraints she will be providing a pre-drawn canvas of a dog or cat.



HR Without the Headaches: Hiring, Firing, and Everything In Between

Business

Class Instructor: *Robin Griffin, Lonestar HR*

Running a business is hard enough without tripping over HR landmines. In this lively session, HR expert Robin Griffin brings 30+ years of experience to the table to help you confidently handle the people side of your business. From hiring right (the first time) to navigating tricky terminations and disciplinary issues, you’ll learn how to protect your business, support your staff, and stay compliant. We’ll dig into real-world HR essentials shop owners need to know—like why handbooks matter (and what must be in them), ADA considerations for both employees and customers, and how to fairly compensate staff when taking them on the road to events and conferences. You’ll also walk away with practical tips for performance management, risk reduction, and keeping your workplace drama-free—all while minimizing legal fees and avoiding costly missteps. Whether you’re managing a team of two or twenty-two thousand, this session will give you tools, templates, and peace of mind.

Sunday, September 7 4:00-5:30 PM

Beginning Financial Literacy 101: Know Your Numbers!

Business

Class Instructor: *Teresa Johnson, PYOP Studio Stuff*

Running a studio is an art—but managing the finances is the framework that holds everything together. In this beginner-level class, we’ll demystify the financial numbers for PYOP studio owners using real-world language and practical tools.

You’ll learn how to confidently prepare, read, and use your numbers, not just record them. We’ll cover the basics of a Chart of Accounts, how to set it up properly in QuickBooks, and why using the right categories matter more than you think. Through a live walkthrough of a sample PYOP studio, you’ll see exactly how your Chart of Accounts becomes a roadmap for smarter decision-making.

You’ll also receive a sample PYOP studio Chart of Accounts, templates to take home, and tips to help you move from guessing to growing with clarity.

No prior financial background required! Let’s take the fear out of finances—and turn your numbers into one of your strongest studio assets.

Crisis Planning: Preparing in the Calm for the Storm to Come

Business

Class Instructor: *Kristin Cole, KC Communications*

Crisis isn’t a matter of if—it’s when. In this session, strategic communications expert and PR practitioner Kristin U. Cole will guide you through proactive steps to prepare your studio for the unexpected. You’ll learn how to identify potential risks, develop a response plan, and communicate effectively when the pressure is on. With the right preparation, you can protect your reputation and preserve the trust you’ve worked so hard to earn with your customers.

Pink Bows and Cowboy Boots

Biz-nique

Class Instructor: *Tammy Gacek, Gare*

Yee-haw! Our 2025 CCSA class is on trend and the perfect project for your next class or event. Our Pink Bows and Cowboy Boots project is easy to do, and—bonus—as part of the class we’ll teach you a fun and easy way to free hand lettering! It will look so good, your customers will know it’s “not your first rodeo!”

At the Atlanta Gift Show in January 2025, our Gare design team saw a new trend emerge—pink bows and cowboy boots. Since then, we’ve seen this popular trend quickly gaining traction and wanted to bring it with us to CCSA!

For the business portion of the class, Tammy’s excited to share her three-step recipe for creating and planning a successful event. By using her process, studios will be able to execute events that will sell seats, create a buzz, have people signing up for the next class, and increase revenue.

Giddy up and sign up!



Prayer Candle Vase: A Year-Round Studio Hit!

Biz-nique

Class Instructor: Kathy Cano-Murillo, Crafty Chica

Create a meaningful and artful Prayer Candle Vase—a statement piece that blends creativity, positivity, and intention. Manifesting, setting intention, and positive thinking are more than trends—they're part of a growing global movement toward intentional living. With the word "manifest" named Cambridge Dictionary's 2024 Word of the Year and the energy healing market projected to grow over 26% annually, consumers are actively seeking creative experiences that align with mindfulness and emotional expression.

In this enlightening workshop, Kathy will provide inspiration through examples of finished pieces and offer a variety of her silkscreen designs that reflect pop culture, empowerment, love, celebration, and remembrance. As she guides you through this, you'll explore your personal intention while learning a new ceramic decorating technique that you can pass on to your customers.

This vase actually holds a standard-size prayer candle, but if you're not into manifesting or setting intention with a candle, this piece totally rocks as a classic flower vase that can be customized to any personality or celebration! Whether for Mother's Day, Valentine's Day, a memorial tribute, or your personal manifestation altar, this piece radiates with positive vibes! By the end of the workshop, you'll walk away with:

- A custom ceramic vase ready to display
- New silkscreening techniques you can use in future projects
- A renewed sense of purpose and creative confidence

Come with an open heart, leave with a glowing creation.



Crafting a Winter Keepsake: Carving a Personalized Slip Casted Light-up Snowman

Biz-nique

Class Instructor: Kelly Browning, Midwest Ceramics

Join us for a fun hands-on workshop

where you'll learn the art of transforming a pre-cast ceramic snowman into a unique, handcrafted masterpiece. You'll explore essential carving techniques, including shaping, detailing, and adding textures, to bring your snowman to life. Our expert instructor will provide step-by-step guidance on using carving tools safely and effectively, as well as tips for personalizing your creation with decorative elements. All materials are provided: a slip-cast snowman blank, carving tools, aprons, reference guides, and a cozy, creative atmosphere. No prior experience is needed—just bring your holiday spirit and imagination! By the end of the class, you'll have a charming snowman ready for glazing and firing, perfect as a seasonal decoration or heartfelt gift.

Be sure to wear comfortable clothing that can get a little messy, and bring an optional sketch or design idea for personalization!

Teardown: Delivering Exceptional Digital Experiences as a Pottery Studio Owner

Business

Class Instructor: Aksh Gupta, Occasion

Using examples of businesses (with permission), we'll learn about a modern-day customer digital journey to your studio, website fundamentals, booking, and checkout experience—all the customer digital touch points (pre-visit, during the visit, post-visit, and retention).

Monday, September 8 9:00-10:30 AM

Perfect Prints: Adding Clay Handprint Keepsakes to Your Studio

Biz-nique

Class Instructor: Carrie Sealey, Paint a Piece

Looking to grow your studio's offerings and boost revenue with a meaningful, in-demand product? Join us for this info-packed class designed specifically for studio owners who want to successfully introduce clay handprint keepsakes into their business, taught by a fellow studio owner who's been there, done that, made all the handprints (and mistakes too)!

Whether you're brand new to clay or looking to streamline an existing process, this class will walk you through everything you need to confidently add clay prints to your lineup—from the first squish of a baby hand to the beautifully painted final product. We'll cover:



- The planning process: How to integrate clay handprints into your existing studio flow, train your staff, build a waitlist, plan events that fill your calendar, and prep your customers for the best clay impressions appointment possible.
- Clay prints A-Z: Learn the full process, from selecting the right clay and capturing clean prints (even from wiggly little ones!), to firing, custom painting, glazing, and finishing.
- Tools of the trade: What materials and tools you'll need to get started without overbuying or overcomplicating.
- Age-specific tips: Techniques for getting the best results from infants, toddlers, big kids, and even grown-ups.
- Marketing and sales materials: How to design order forms and marketing materials that streamline your process, boost sales, and make things easy for both your team and your customers.
- Off-site events: Want to take your clay prints on the road? Learn how to prep and run successful off-site events at schools, daycares, boutiques, and beyond.

You'll leave this class with a clear action plan, proven strategies, and the confidence

to start offering these heirloom-quality keepsakes to your customers. This class is perfect for studio owners and managers who are ready to expand their offerings, increase revenue, and create keepsakes that bring families back year after year. Note: Video demonstrations for techniques will be used for teaching purposes and a hands-on demonstration of the clay process will be done at the end of class.

Stoneware 1.0: Buckle Up, Beginners!

Business

Class Instructors: Crista Toler, Mayco, and Bre Hamberger, Chesapeake Ceramics

So you want to add stoneware to your studio? Great! But before you start ordering mugs and buying stoneware glazes, you need the know-how—and that's exactly what this class is all about.

Join Crista Toler (Mayco) and Bre Hamberger (Chesapeake) as they take you on a fast-paced, no-nonsense ride through everything you need to know to successfully introduce stoneware to your studio. We're talking glazes, firing schedules, best practices, and potential pitfalls—all packed into just 90 minutes of pure information overload.

Heads up: There will be NO PAINTING. This is 100% lecture-style, so bring a notebook and something to write with—trust us, you'll need it. It's going to be a wild ride, but by the end, you'll have the tools and confidence to start offering stoneware like a pro.

New to stoneware? This is the class you NEED.

Off-Site and on the Go

Biz-nique

Class Instructor: Vicki De Werth, Faith Inspirations



If you're thinking about doing smaller off-site events, this class will help you decide if doing smaller events or parties away from your studio, or as a mobile

studio, is the right choice for you. You'll get clear information about what to take with you, and how to teach them. Vicki will share her experience as owner of both a brick-and-mortar studio and a mobile studio. You will get visuals as to what you should take when you're on the go, how to set up and clean up, and suggestions



on pricing. Vicki will lead the class in painting a mug in the way she would do with an off-site class.

Beyond the Kiln: Expanding Revenue Streams for Your Studio

Business

Class Instructor: Kathy Cano-Murillo, CraftyChica

Are you ready to generate more income without adding more walk-in hours or overbooking your calendar? In this idea-packed session, artist and entrepreneur Kathy Cano-Murillo will show you how to unlock new ways to grow your business reach.

Today's consumers crave experiences, customization, and convenience, but with an unpredictable economy, they are more thoughtful with purchases. That means new marketing ideas are crucial to stay relevant and abundant. The DIY crafts and creative goods market is still booming, with the US craft and hobby segment projected to reach over \$62 billion by 2025. There's never been a better time to diversify your studio's income streams.

Kathy will share tried-and-true methods she uses in her own creative business. You'll learn fresh, low-lift ideas to diversify your studio income—think unique product offerings, repeat revenue opportunities, clever collaborations, and creative upgrades and events that boost each customer's spend and satisfaction. These strategies are designed to help you tap into current trends, deepen community engagement, and keep your studio thriving year-round. You'll leave this workshop with a powerful action list tailored to your studio, plus Kathy's exclusive worksheet to help you brainstorm, plot, and prioritize your next steps.

Whether you're a seasoned studio owner or just looking for new ways to stay relevant and profitable, this session is designed to energize your mindset and get your studio working smarter—not harder.

Walk-in Clay: How to Offer Clay Building Without a Wheel or a Waitlist

Biz-nique

Class Instructor: Vanessa Steele, The Art Place Studio

Ready to add walk-in clay building to your studio offerings but not sure where to start? This class is your step-by-step guide to creating a successful, approachable,

and profitable walk-in clay experience that guests can enjoy without prior experience or appointments.

In this workshop, you'll learn how to design projects that are fun, functional, and beginner-friendly. We'll cover how to manage drying and firing schedules, simplify tool access, price effectively, and set up a self-guided or staff-assisted workflow that won't overwhelm your team. You'll also get tips on display samples, signage, and how to upsell finishing options like glazing, painting, or clear-coating.

Perfect for paint-your-own-pottery studios, community centers, or maker spaces looking to expand their clay offerings or start clay offerings and invite more creativity through the door—no wheel required!

What you'll Learn:

- How to set up a clean and efficient clay station for walk-in guests
- Best hand-building projects for beginners (mugs, pinch pots, trays, and more)
- Managing tools, templates, and stamps to empower creativity without chaos
- Clay type selection and moisture control
- How to price and package the walk-in clay experience
- Drying, storing, and firing logistics made simple
- Teaching staff how to guide without micromanaging
- Adding value through decorative finishes, glazes, and studio branding

This class is perfect for studio owners, managers, and instructors looking to introduce or refine a walk-in clay building experience that is approachable, scalable, and fun for all ages.

Beyond the Basics: Optimizing Square POS for Pottery Studios

Business

Class Instructor: Erica Jones, The Turquoise Cup

This class brings you the practical expertise of four Square POS users who have developed systems tailored to the unique needs of our creative studios. Together, we'll share how to manage advanced inventory, streamline checkout processes, and explore how to utilize reports to guide

business decisions.

We'll focus on studio-tested workflows to support daily operations and long-term growth. There will also be time for Q&A to address specific challenges and ideas from the audience.

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

Walk-in Stoneware

Business

Class Instructor: Jacqui Hauser, The Studio for Art & Craft

Stoneware has become the #2 money maker for Jacqui's studio. The key is how to position/sell it, how to help customers achieve success with it, and how to hook them to buy more. This class will cover these three elements, resulting in your ability to bring stoneware into your studio (or more effectively sell it if you have it already and are not hitting it out of the park), market it, make money with it, and manage to do all of this without over-investing in inventory and supplies. We will also share some of our customers' favorite recipes!

Staffing and Team Building Across Generations: How to Train, Connect, and Grow a Modern Studio Team

Business

Class Instructor: Teresa Johnson, PYOP Studio Stuff

Today's workforce looks—and learns—very differently from 20 years ago. How do different generations learn workplace norms? Studio owners and managers may find themselves frustrated by team members who don't seem to understand what "professionalism" means in a studio environment. But the truth is this: they aren't unwilling—they often just haven't been shown the way in terms they recognize or relate to.

This class was built to help owners and managers bridge the generational differences with staffing and developing high-performing teams. We'll talk about how social and professional norms have shifted, why younger team members may struggle to meet unspoken expectations, and how to reframe training or mentoring to set clear, attainable standards for studio professionalism today.

We will discuss how different generations

learn workplace norms and how to teach (not just expect) studio etiquette, communication, and professionalism. Let's turn frustration into mentorship and build a stronger, more confident team across generational boundaries, reduce turnover and frustration, train with purpose, and create a studio culture where expectations are clear and success is achievable.

This class will be practical and actionable, with techniques you can use right away to strengthen connection with different generations on your studio team. Let's move beyond frustration and build stronger, more connected teams—no matter what generation you're leading.

Glaze Detectives: Trouble-shooting Panel

Business

Class Instructor: Michael Harbridge, Mayco

Join our panel of industry leaders as we discuss and show samples of glaze-related challenges you may see in your studio. We'll explore issues like:

- The differences between crazing, crawling, and shivering, including what causes these and whether they can be fixed or prevented
- The best way to keep writer bottles working
- Is it an oolite or something else in my dipping glaze?
- Why did my item split during firing and how can I prevent that.

Our panel will be watching out on Chatter to see what other hot topics come up prior to convention. We will also allow time for questions.

How to Plan a Kick-A Event!**

Business

Class Instructor: Leanne Purkis, Occasion

Learn how to create an amazing event from start to finish! From choosing the perfect theme to setting prices, taking registrations, and creating an atmosphere people can't wait to be part of, we'll show you how to make it all happen. Whether it's your first event or your tenth, get the tools, tips, and inspiration to make it truly unforgettable. Don't just plan an event—create an experience!

Magic Shakers

Biz-nique

Class Instructor: Debi DelaCruz, De La Designs

This class will introduce you to the magic behind Magic Shakers, unique wheel-thrown salt and pepper shakers that first became popular during the '70s. Debi created a way to make a slab-built version, similar to construction for a slab-built mug but Debi takes that a step further, demonstrating how to stamp designs and build the shakers. You will have time to complete one shaker during class.

Debi will provide patterns and all necessary tools. During class, participants will be using clay cutters from De La Design. She'll also discuss glazing ideas, although the actual painting will be the responsibility of participants outside of class.

Basic knowledge of slab building is helpful, and the step-by-step instructions will help give you, your staff, and your customers the confidence to create a usable finished product. We'll also look at examples of different ways to decorate these to make a more personalized experience for your customer base. These unique designs are not only functional but they're a fun conversation starter that will bring customers back to make more!

Social Media for Studio Owners Who Have 1,000 Other Things to Do

Business

Class Instructor: Erica Jones, The Turquoise Cup

This class is designed for studio owners who want to boost their online presence, without the burnout of trying to keep up with the ever-changing algorithms. You'll learn easy, sustainable systems for capturing content, delegating to staff, automating your posts, and even making platforms like Pinterest work for you long after you've logged off. Whether you're starting from scratch or just looking to streamline, this session will leave you with a ready-to-implement plan that saves time and builds real engagement—with minimal effort from you.



2025 CONVENTION EXHIBIT HALL

The CCSA Convention will boast over 14,000 square feet of exhibitor space, open exclusively to registered attendees from Friday, September 5, to Sunday, September 7. Enjoy a variety of suppliers in ceramics, clay, and glaze, as well as providers of various business-related services, this event promises a comprehensive showcase.

Many exhibitors will conduct product demonstrations at their booths, and special convention discounts will be available.

Be sure to attend the opening night on September 5 at 6:30 PM for a chance to win a \$250 gift certificate to the supplier of your choice. Join us as we kick off with a touch of Western flair and the charm of Rodeo Queens. These queens, adorned in their traditional attire, will be greeting you with raffle tickets and ready to strike a pose for memorable photo ops.

EXHIBITORS

All Fired Up

American Bisque

Bisque Imports

Bisque Haus

Chesapeake Ceramics

Colorobbia

Cutters for Clay

De La Designs

Emerald Edge

For Art Sake

Gare

GR Pottery Forms

Mayco

Occasion

Skutt

The Ceramic Shop

ZemBrush

Exhibitors as of June 2025



2025 Gala Auction

The Gala Auction is one of the most anticipated events of the CCSA Convention—and this year, we're making it easier than ever to join in the fun! Thanks to Expo Auctions, our 2025 auction will feature a seamless, user-friendly bidding experience for all attendees.

Starting Friday evening, items will be on display and open for silent bidding—right up until the final countdown on Sunday evening during the Boots & Bling Gala, when everyone gathers to place those exciting last-minute bids!

Can't make it to Convention? No problem—you can still participate in the auction through online bidding, and Expo Auctions will ship items directly to the winning bidders.

What makes our Gala Auction special? You do! CCSA members are invited to donate original works of art in any medium—pottery, glass, mosaics, or anything that inspires your creativity. Past auctions have also featured vacation stays, gift certificates, and one-of-a-kind weekend experiences.

In 2024, your incredible generosity raised over \$26,000 for the Crisis Nursery of St. Louis. Let's make an even bigger impact in 2025!

Need inspiration? Visit the Facebook Chatter page albums to see highlights from past auctions.

If you need to pre-ship items, please

ensure they arrive between August 6–22 and include your Auction Release Form with the package. Kindly email Taylor Barrow at taylor@ccsaonline.com to let us know your item is on the way. Even if you can't attend in person, you can still contribute and make a difference!

Let's come together, celebrate creativity, and raise our paddles (or smartphones!) for a cause that matters. Happy bidding, y'all!

Auction Beneficiary

Almost all women who have worked in the sex industry report being subjected to consistent physical violence. Nearly half have attempted to take their own life, and over half report having post-traumatic stress disorder. This dispels the myth that "she chose this line of work." This was never her choice.

While most of these women want out, there is a significant gap in residential services for survivors, leaving many to suffer in their current circumstances. Without safe housing and healing opportunities, they remain trapped in the cycle of being sold and abused.

As one of the nation's largest housing programs for survivors of sex trafficking, Refuge for Women exists so that every exploited woman has the hope, support, and tools to pursue her dreams and live in freedom.

We provide years of care at no cost, including emergency housing, long-term programming, and transitional living. Each step in our continuum of care supports survivors in overcoming addiction, healing from trauma, developing life skills, and building healthy, independent lives.

Refuge for
Women
NORTH TEXAS

Hat Bar

Kick off convention weekend in style! Friday night at the Opening Night Member Mixer, saddle up to our Cowboy Hat & Trucker Hat Bar where you can pick your perfect lid and add a little flair. Prices range from \$30 to \$100 and include one hat plus a few fun add-ons to make it your own. Don't miss it—it's gonna be a hootin' good time!

ROUNDUPS, MEETUPS & MEMORIES IN THE MAKING

New Member Mixer

Friday, September 5, 5:00 PM

The New Member Mixer is an exclusive event for first-time Convention attendees, designed to help you break the ice and meet fellow newcomers in a fun and relaxed setting.

This no-pressure gathering offers a great opportunity to introduce yourself, play games, enjoy snacks, win prizes, and make new friends. At 6 PM, we'll head to the Exhibit Hall for a private tour before it opens to the general membership. Keep an eye out for your invitation in your Convention welcome packet!



Manager Meet, Greet, and Match

Friday, September 5, 8:00 PM

Join us for our third CCSA Manager Meet Up! The goal of this Meet Up is to allow PYOP studio managers and staff at all levels a chance to connect with others who "get it."

Running a PYOP studio comes with all sorts of unique opportunities and challenges, but we have an amazing, welcoming industry full of camaraderie and support. We hope you use this opportunity to network and collaborate with your colleagues.

This event will be informal, but loosely structured. The focus will be connecting at Round Tables based on management topics.

Feel free to BYOB and be prepared to make a new friend!

Lunch & Learn: Leading with EQ - Emotional Intelligence for Leaders

Saturday, September 6, 11:45 AM

In this session you will learn how your reaction to challenging situations can be proactively altered by understanding your emotional triggers. Having a better grasp of our emotional intelligence allows us to conquer the situations that would have controlled our responses. Learning how your brain develops your typical response and how to adapt those responses will make life easier for you as well as for those you interact with at work & home!

Mayco Cocktail Hour

Saturday, September 6, 5:30 PM

Join the Mayco crew for a rootin'-tootin' good time! Mosey over for hearty snacks, cold drinks, and good company. We'll be sharin' the big news about where Pottery Camp 2026 is headin' next—so don't miss it! Pull on your boots, tip your hat, and come ready for a good time. Mayco's coverin' your first two drinks—after that, it's a cash bar, partner!

We'll see ya there!

Roundtable Roundup

Saturday, September 6, 7:30 PM

Saddle Up for the Roundtable Roundup!

Y'all are invited to the most rootin'-tootin' gathering this side of the prairie! Dust off your boots and grab your cowboy hat, because we're bringin' the country charm to the table—literally!



Lunch & Learn: Making the Most of Your CCSA Membership

Sunday, September 7, 1:00 PM

We get it—CCSA sends out a lot of valuable info, but are you making the most of it? During this fun and informative Sunday Lunch session, Brittney and Taylor will break down how to maximize your CCSA membership benefits. From navigating discounts and organizing your resources to making sure you're using all the tools available to grow your business, this presentation is all about turning information into action.

Whether you're a new member or a long-time studio owner, this session will help you feel empowered, equipped, and ready to use your membership like a pro. Plus, it's all happening over lunch—so bring your appetite and your questions!

Boots & Bling Gala

Sunday, September 7, 7:00 PM

Join us for an unforgettable evening at the Boots & Bling Gala! Saddle up and step into the Wild West for a night filled with music, dancing, and camaraderie. Dress in your best rodeo attire! Our DJ will spin the best tunes to get your boots tapping, while line dancing brings the spirit of the frontier to life. This is your chance to connect, unwind, and enjoy the charm of a Texas-style gala. Yeehaw!

GOLDEN TICKET PRIZE PACKAGE

Bisque Haus: \$50 Store Credit
Chesapeake Ceramics: \$500 Gift Certificate
Colorobbia: Precious metals box, valued at \$110
EZScreen Print: \$200 Gift Certificate
Gare: \$300 Gift Certificate
Mayco: \$250 Gift Certificate
American Bisque (Midwest Ceramics): \$500 Gift Certificate
The Ceramic Shop: Large Stilt Kit, valued at \$131
Your Art's Desire: 5 regular and 5 themed silkscreens, valued at \$225
ZemBrush MFG: Brush Display, valued at \$300

The Prize package continues to grow! Prizes as of June 2025

A TASTE OF DENTON

A DELICIOUS ADD-ON EXPERIENCE!

Spice up your CCSA Convention experience with our exclusive Food Tour in Downtown Denton on Monday, September 8!

For just \$65, you'll enjoy transportation to and from downtown, a guided culinary tour with stops at three local restaurants and one ice



cream shop, where you'll sample a variety of tasty bites while learning about Denton's rich history. After the tour, enjoy free time to shop, explore, and soak in the charm of this vibrant Texas town.

The bus departs from the hotel at 1:00 PM and returns at 5:00 PM. Limited to the first 75 people who register—don't miss your chance to savor this sweet ending to an amazing convention!

THANK YOU SPONSORS



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