



# SECONDS



The Newsletter of the Sacramento Potters Group  
Visit our website at [www.sacramentopottersgroup.com](http://www.sacramentopottersgroup.com)

Volume 12, Number 2

March/April 2011

## Your 2011 SPG Officers

### ❖ President

Mark Pratton  
mng52@comcast.net

### ❖ Vice President

Connie Chadwick

### ❖ Secretary

Laurie Kneppel  
rockyraku@yahoo.com

### ❖ Treasurer

Mary Classen  
maryclassen@yahoo.com

### ❖ Webmaster

Kanika Marshall  
kanika@kanika.us

### ❖ Show Coordinator

Russell Frank  
russell.frank@frontiernet.net

### ❖ Field Trip Coordinator

Connie Chadwick

### ❖ Newsletter Editor

Laurie Kneppel

### ❖ SGAC Representative

Russell Frank

### ❖ Publicity Coordinator

OPEN/Genelle Dwyer

## ❖ ❖ ❖ A Message from the President ❖ ❖ ❖

In this newsletter, I would like to quote two of our famous ex-presidents. First; FDR: "The Only Thing We Have to Fear Is Fear Itself"! As we all know the economy in our area and around the world is not in the best shape. I like to say the word "economy" is only a fancy name for "trade". Every one of us in this group are making a special product that we need to sell (trade) for money; and as of late that is not easy. That's not going to stop any of us! We are in this art medium for the love of it and to trade it for money. For many of us it's our livelihood and for the rest it's a dream and a passion. So fear not: the show will go on, and sells will happen. The question is; what can we do to increase sales, and even increase prices?

That brings me to quote number two modified from JFK: "My fellow Artisans, ask not what your group can do for you-ask what you can do for your group". Our next group meeting is at the Shepard Garden and Art Center. I propose at that meeting we have a great turnout (we need you). We will have a short business meeting perhaps 30 minutes. Then I will lead in a "lively" discussion about the process of extreme heat. What is heat, where does it come from and what influences does it have on materials. About me if you don't know: I have been a Chemist/Engineer at Aerojet/Ampac Fine Chemical for 25 years. During that time I have worked on solid rocket fuel systems and pharmaceutical formulations, I'm a husband, father and general contractor; in my spare time I have become a stoneware potter.

So please come out to our (your) meeting, I'll supply light snacks and drinks. It will be fun and I guarantee it will increase your knowledge of the heating process. If you would be so kind, please let me know you're going to make it: my e-mail is [mng52@comcast.net](mailto:mng52@comcast.net). ~ Mark

## "SECONDS" is Going Digital

The Seconds newsletter is going to be offered to our members in digital format beginning with this issue. You will also receive this issue via snail mail. It will be delivered in PDF file format to the email address that we have on file for you. You will need either Apple's Preview app or Adobe Acrobat Reader to view it. If you would like to receive the newsletter via email only, please let me know via email at [rockyraku@yahoo.com](mailto:rockyraku@yahoo.com). If you would like to continue receiving the newsletter via snail mail you need not do anything. A couple of advantages to receiving the digital version are 1. reduced printing and mailing costs for SPG and 2. it will be in color!

## Next Meeting

The next general meeting will be held on Wednesday, April 13, 2011 at 7 PM at the Shepard Garden and Arts Center 3330 McKinley Blvd. Sacto, CA 95816

From the East take Capitol City Freeway and exit at E St. Turn left onto E St. which becomes McKinley Blvd. on the other side of the freeway. Turn right at 33rd St. SGAC is on the corner across from the tennis courts. From the South, exit Capitol City Freeway toward Reno. Exit at H St. Turn right on H St. Turn left on 33rd St. Turn Right on Park Way. Please be sure to park in the designated parking areas in the lot or park on the street. No pizza will be available at this meeting.

## SPG 2011 Calendar

• **Weds., March 9, 2011**  
SPG Board Meeting  
Genelle Dwyer's House 6 PM

• **Sat., April 9th**  
Field Trip to Quyle Kilns  
11 AM

• **Weds., April 13, 2011**  
SPG General Meeting, 7:00 PM  
Shepard Garden & Arts Center

• **Weds., May 11, 2011**  
SPG Board Meeting - TBD

• **Weds., June 8, 2011**  
SPG General Meeting 7:00 PM  
Shepard Garden & Arts Center

• **Saturday, June 18, 2011**  
SPG Annual Show at the Garden  
10 AM - 4 PM

• **Weds., July 13, 2011**  
SPG Board Meeting - TBD

• **Weds., August 10, 2011**  
SPG General Meeting 7:00 PM

• **Weds., September 14, 2011**  
SPG Board Meeting - TBD

• **Weds., October 12, 2011**  
SPG General Meeting 7:00 PM  
Shepard Garden & Arts Center

• **Weds., Nov. 9, 2011**  
SPG Board Meeting - TBD

• **Weds. Dec.14, 2011**  
General Meeting and Holiday  
Potluck 6:30 PM

Deadline for submission of news, articles or classifieds is the 10th of the month preceding publication. All members are encouraged to submit articles and photos for consideration. All members are invited to attend Board meetings.

**Artist Profile - Tell your fellow members a little bit about yourself and your work. We'd love to get to know our members better! Please send info and photos to [rockyraku@yahoo.com](mailto:rockyraku@yahoo.com)**

### **February 2011 Meeting Minutes - Laurie Kneppel, Secretary**

Meeting was called to order at 7:10 by president Mark Pratton. Members in attendance were Mark, Connie, Chris, Genelle, Anita, Chris, Mary, Ruth, Mary Lou, Russell and Laurie. Mark had an agenda and explained that his aim is to make the group better – more enjoyable and profitable. Try to bring in more younger people. Group has a lot of collective experience.

#### **Old Business**

Mark presented Connie with a gift of a soup or whatever mug as thanks for her years of work as President. Among other things, Connie was responsible for getting SPG accepted as a member club of Shepard Garden and Art Center (SGAC).

Reviewed Board members and Mark and Genelle talked about SGAC needing liaisons from the clubs. Or else SGAC might need to raise dues in a couple of years.. Russell finished his year. We need a new liaison. They meet once a month and run 2-2.5 hours. 1st Monday of the month unless it's a holiday. Do we need more board members? Publicity coordinator/ membership coordinator. Should we advertise for members in Submerge magazine? They sent Mark a media kit. Target audience is 18-35 years old. \$50 per month for a ¼ page ad. What does a new member get out of the group? Demos, shows, field trips. Join the community. We need a Membership chair.

Russell has volunteered to do it. PO box is paid through this year. John Hunter had good idea to send flyers to various places. Connection to colleges to promote SPG. Senior magazines.

Seconds Sale 2011 – 75 people lined up before we opened. Steve Pate had a unique approach and was selling pots for \$1 a pound. 425 people at the sale. Sales were brisk and the usual people showed up.

Treasurer's Report - \$6200 in bank. \$920 in for Seconds Sale, \$600 spent in advertising. In 2009 we were down to \$2600. Main expenses are postage and printing. And website and SGAC dues are \$650 per year.

Newsletter – email to everyone but also snail to paid membership next issue. Give members choice of how they receive it.

Website – Wanted: website designer (compensation).

June Show – Russell says not very many people have signed up, 10 people as of this meeting. Non-members will be accepted after April 1st. Booth space is \$70 for 10x10 add \$20 to your booth space to become an SPG member. All applications due no later than June 1st.

Field Trips – Connie talked to Mr. Quyle about field trip to Quyle kilns in Murphy's. Quyle opened in 1941. April 9, 16th as alternative. Car pool. Meet at 11. Bring younger people in – have a touring day of studios. Center for Contemp art has tour in Fall on 19th. Sept. Genelle will talk about this next meeting. Saturday and Sunday 11-4.

#### **New Business**

David Bradley does raku workshops. \$45 per person 9 person minimum. Foot square of kiln space. Does it at Alpha.

Delta College has presentation by Ehren Tool.

Board meeting will be held March 9th at Genelle's studio.

Spring sale for center is March 26-27. Plant sale and rummage and stuff. 150 for spring sale for two tables. If we take a booth it is refunded to the clubs. We need to let them know what we need. Call Russell.

Proposed increase annual SPG dues to \$25 in 2012. Do demos and such at bimonthly meetings. June show, send to schools maybe do one in conjunction with the June show. Maybe approach a gallery to host it. Scholarships?

The meeting was adjourned at 8:45 PM.

#### **FIELD TRIP to QUYLE KILNS in Murphys, CA**

Saturday, April 9th, 11 AM. This is a drive-your-own-car field trip so it is highly recommended that you see if anyone near you is going and carpool with them. Murphys is about a 2 hour drive from Sacramento. Bring your own lunch. We will meet at Quyle Kilns at 11 AM. For directions please see Quyle's website at <http://www.quylekilns.com>. Their address is: 3353 E. Highway 4, Murphys, CA. Phone (209) 728-3562. We'd like to have a rough head count before we go so please RSVP if you are going to: [rockyraku@yahoo.com](mailto:rockyraku@yahoo.com) or call Connie Chadwick at (530) 268-8209.

#### **SECONDS SALE 2012**

It's never too early to begin thinking about the Seconds sale! Please remember that spaces will be assigned on a first come first served basis. Renewing members will be given priority over new members. This replaces the old rule that you needed to be a member for at least a year before you could be in the Seconds sale. Two reasons for this - we have a lot more available spaces at the Shepard Garden & Arts Center and we would like to encourage new members to join the group. The application will be included in the September/October newsletter.

#### **Workshops for Everyone**

One place to check with every so often is ClayPeople in Richmond, CA. They have been offering a series of workshops on subjects like photographing your work and using Mason Stains. Check their website [www.claypeople.net](http://www.claypeople.net). You can also join their mailing list.

#### **Crocker Art Museum Exhibits**

Two reasons to visit the Crocker before mid-April. **The Vase and Beyond: The Sidney Swidler Ceramics Collection** runs until April 10th. "Given to the Crocker in its entirety, the Sidney Swidler Collection of 20th-century studio ceramics features some 800 vessels by 300 international artists. Ranging from minute to monumental, the collection showcases the wide-ranging, innovative practice of contemporary ceramic artists with a gorgeous array of forms, techniques and glazes. The Swidler Collection proves that even a functional form like the vessel can defy expectations." The second show is **Mud Cloth Madness**, organized by The Kuumba Collective Art Gal

lery and presented by the Crocker Art Museum, explores how mud cloth, a hand-woven and hand-dyed textile, developed by the Bande people of Mali, West Africa has inspired local artists in an array of mediums. From wearable art, to quilts, to decorative arts, Mud Cloth Madness offers a contemporary twist on a traditional symbol of African culture." This show features SPG's Kanika Marshall as one of the artists. It runs until April 17th. For more information as well as hours and admission pricing please visit <http://www.crockerartmuseum.org>

### **CALL TO ARTISTS**

#### **March 1 and April 15, 2011 Deadlines**

**Sacto, CA - Sacto Suburban Kiwanis Club 53rd Art Fiesta**  
Sat. June 4th and Sunday June 5th 10 AM - 5 PM at Town & Country Village . March 1st is for returning artists who wish to reserve last year's space and April 15th is the general deadline to apply. For an application go to <http://www.townandcountry-artfiesta.org/> or contact  
Sacramento Suburban Kiwanis Club, PO Box 601715  
Sacramento, CA 95860-1715 Phone: (916) 972-7337

#### **April 1, 2011 Deadline**

**Lincoln, CA - CLAYFEST** May 14, 2011  
Lincoln, California, ClayFest (May 14, 2011), open to ceramic artists working in the United States and its territories. Photo, Slide or CD's required with application. \$35 entry fee for Lincoln Arts Members: \$45 entry fee for non-members. For an application, please call our gallery or go to our website [www.lincolnarts.org](http://www.lincolnarts.org)

In conjunction with Lincoln Arts and Culture Foundation's internationally known art show FEATS OF CLAY™, the ClayFest will feature clay artists from throughout northern California. Also there will be hands on Children's activities in clay and artists creating pipe sculptures. During the Festival there will be tours of the Art exhibit at the Gladding McBean Factory that will run from 9 AM to 12:30 PM, with a \$12 donation..

#### **April 15, 2011 Deadline**

**Stockton, CA - 1st Annual Steelhead Trout Festival**  
Sunday, May 1st, 2011. Tuxedo Court, Stockton, CA. 11 AM - 4 PM. "Tout your trout". Artists must have a minimum of 20% of their sale items related to steelhead, water conservation, or "fish". 10' x 10' space is \$25. RSVP to [artisanmom@gmail.com](mailto:artisanmom@gmail.com) by Saturday March 12th.

#### **April 22, 2011 Deadline**

**Sacto, CA - State Fair Fine Arts Competition**  
One of the most prestigious juried art competitions in the Golden State. Held at Cal Expo during the California State Fair, July 14-31, 2011. Go to <http://www.bigfun.org/competition-adult.php> for more information, the handbook and entry forms.

#### **May 13-14, 2011 Deadline**

**Sacto, CA - Sacramento Fine Arts Center "Sculptures 2011"**  
Sacramento Fine Arts Center, 5330-B Gibbons Dr, Carmichael, CA 95608, invites you to enter "Sculptures 2011", May 31 - June 18, 2011. Hand deliver your sculptures on Friday, May 13th and Saturday, May 14th, 11 AM - 3 PM. For prospectus, send SASE to Joan McMurray, 8431 Erika Jean Way, Fair Oaks, CA 95628, (916)966-8910 or [www.sacfinearts.org](http://www.sacfinearts.org), Email

[sfac@sacfinearts.org](mailto:sfac@sacfinearts.org). (916)971-3713. Juror: Tony Natsoulas

#### **June 1, 2011 Deadline**

**Sacto, CA - Sacramento Potters Group Show at the Garden**  
Saturday, June 18th, 2011. 10 AM - 4 PM. Shepard Garden & Arts Center 3330 McKinley Blvd, Sacto, CA 95816  
Application included in this newsletter or contact [rockyraku@yahoo.com](mailto:rockyraku@yahoo.com) or [russell.frank@frontiernet.net](mailto:russell.frank@frontiernet.net) and one will be emailed to you. Apply early for best space selection. There are booth spaces both inside and outside.

#### **Ongoing**

**Lincoln, CA - The Place! Gallery 550 G St, Lincoln, CA**  
The Place Gallery, located on the busiest corner of Historic Downtown Lincoln (Hwy 65 & 5th St.) will be having a special ceramics show "Come out to Clay" in April/May to coincide with Feats of Clay. Lincoln hosts about 12,000 visitors to Feats of Clay each year! Please contact us regarding show information. Feel free to pass on the information to any other interested artists. Check out our web site at [www.theplacegallery.com](http://www.theplacegallery.com).

#### **Auburn, CA - Auburn Art Walk**

PlacerArts invites all emerging and established artists to participate in the 2011 Auburn Art Walk season. Information on the Auburn Art Walk and how to apply may be obtained at [PlacerArts.org/artwalk](http://PlacerArts.org/artwalk). Please RSVP to PlacerArts by calling (530) 885-5670 or emailing [office@placerarts.org](mailto:office@placerarts.org).

#### **Old Sacramento, CA - Artists Collaborative Gallery**

Is always looking for new members. Please check their website [www.artcollab.com](http://www.artcollab.com) for details and application.

### **WORKSHOPS**

#### **Nevada City, CA - June 13-17, 2011**

##### **Developing Ceramic Surface with Vince Pitelka**

The 5 day workshop explores techniques for decorating both thrown and handbuilt ceramics from wet to bisque fired forms. We will make and fire bisque stamps and rollers, explore the use of various tools and materials in impressing, carving, and abrading clay, investigate simple slip-decorating techniques such as plain sgraffito, wax sgraffito, mishima, and slip-layering and briefly explore the use of engobes and patinas on bisque-fired forms. Vince Pitelka has been a studio clay artist for 40 years and has taught clay since 1986. For more information on his work and this workshop visit <http://iweb.tntech.edu/wpitelka>.

Class size is limited to 12. Workshop fee: \$395. No refunds after April 13th. Register online at [www.studio540.net](http://www.studio540.net) or call Rene Sprattling @ 530-277-1510 or Brad Carter @ 530-271-5790

### **CLASSIFIEDS**

Got something you want to sell, trade, give away? Send your info to [rockyraku@yahoo.com](mailto:rockyraku@yahoo.com) by the 20th of the even months.

### **BOARD MEMBERS NEEDED!**

We are currently looking for volunteers to fill the following positions - Treasurer, Webmaster, Shepard Garden and Art Center Representative (needs to be able to attend monthly SGAC Board meetings). Please contact any Board member for more information.

## What's a Girl To Do? My First Studio Show in Two Years

by Kanika Marshall, [www.KanikaMarshall.com](http://www.KanikaMarshall.com)



2010 was a very difficult year for art sales. I should have had a fantastic sales year because of all the great opportunities I had to show and sell my work: I had two featured artist shows at different galleries, had my work in four to five galleries and stores every month all year long, and even got a couple of my pieces into the Crocker Art Museum (and they are still there until mid-March as part of the Kuumba Collective Art Gallery's MudCloth Madness Show).

I only did a handful of direct sale art shows in 2010 because the weight of the clay and steel mixed-media sculptures is becoming too heavy to cart around for a one or two-day show. The Crocker Holiday and SPG Pot shows were good, but the Elk Grove Artists, Clay Fest and Art Fiesta shows were abysmal. My total revenues for the year were only about one-third of normal. Yikes!!! I did SO MUCH work to market my art while working full-time for the govment (e.g., monthly newsletters, a Spirituality Art blog, Breast Cancer Survivor blog, frequent updates of my Facebook information, investing in a new website). I spent time driving my sculptures to various locations and kept track of where they were. However, the disappointing revenue outcome forced me to rethink the avenues I was using in order to reach my 2011 \$\$\$ goals.

I decided to go back to having periodic open studio shows, but this time would only invite my customers/collectors. People just love seeing where and how the work is made. And a studio show allows them to see a whole lot more work than what they can see at a limited direct-sale show or gallery. So I pulled most of the work out of galleries that were performing poorly, or weren't paying promptly for work sold, and set about cleaning my house (how many of you artists keep a spotless house???). I am madly fixing broken sculptures, renovating those that haven't sold in a while, and creating new pieces. Having people in my house is always a great opportunity to freshen up everything and this year, I'm going to add a Sculpture Garden component.

Here are some previews of the art.



Since weekends are always so full, and now Thursday nights are so busy for some galleries, I chose to open my studio on Friday, March 25th, and on April 1st, from 1-8 PM. Hopefully the daylight hours will be attractive to people who don't have 9-to-5 jobs and the nighttime hours will work for those that work during the day. Here's crossing my fingers for a great sale.

I would love to hear how other SPG members are achieving their sales goals and/or keeping their artwork fresh.



**SACRAMENTO POTTERS GROUP SHOW AT THE GARDEN  
SATURDAY, JUNE 18, 2011, 10 A.M. to 4:00 P.M.  
SHEPARD GARDEN AND ART CENTER  
3330 MCKINLEY BLVD, SACRAMENTO**

The Sacramento Potters Group will have their third Pottery show at the "Shepard Garden and Art Center". Our show last year was pretty successful and all 30 vendors were pleased with the sales. We had over 700 people who came to purchase art.

**COST:** Booth fee is \$70.00 for a 10' X 10' outside space (15 ea) and \$60 for odd-size spaces inside (25 ea.) Add \$20.00 to your booth space to become a member of SPG (\$90.00 outside and \$80.00 inside)

**ELIGIBILITY:** The show is open to artists that make their art by "FIRE", clay, metal and hot glass worker (no mold-made ceramics).

**SHOW HOURS:** Saturday, June 18, 2011 from 10:00 a.m. to 4:00 p.m.

**LOCATION:** 3330 McKinley Blvd, Sacramento

**SET UP:** 7:00 a.m. to 9:30 a.m. You will need a hand truck to bring your boxes to your space. Absolutely NO tear down before 4:00 p.m. Possible set up Friday from 3-5pm.

**DEADLINE:** APPLICATIONS DUE NO LATER THAN JUNE 1, 2011. **This is a first come first served booth space allocation so get your application in early for best booth selection.** Sacramento Potters Group members will receive preferential booth space consideration until April 1st. After that, non-members will be allowed to pick their booth spaces.

**PHOTOGRAPHS:** Your application must have photos of work and diagram of your setup for space accommodation. (unless you have previously participated in this show and we already have your photos on file)

**RESALE NUMBER:** All exhibitors are required to have a resale license

To apply complete the information below, and send with your photos, check, application and resale number to:

**Sacramento Potters Group Show at the Garden  
c/o Russell Frank  
9614 Soaring Oaks Dr  
Elk Grove, CA 95758  
916-801-8237**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

RESALE NUMBER (Must list) \_\_\_\_\_

POST CARDS (How Many) \_\_\_\_\_, TABLE - YES ( ) NO ( ) ART MEDIUM \_\_\_\_\_

PLEASE DESCRIBE YOUR WORK AND THE PRICE RANGE \_\_\_\_\_

Please check the list to make sure all items are included with your application: ( ) Completed Application, ( ) Photos, ( ) Check for \$60 or \$70 made out to Sacramento Potters Group, ( ) Signature, ( ) Resale Number

I, the undersigned, hereby agree and shall defend, indemnify and hold harmless The Shepard Garden and Arts Center, The City of Sacramento, and the Sacramento Potters Group, and/or their officers, agents, employees, or volunteers, from any liability for damage or claims of damage of property and/or personal injury, including death, which may arise from or be in any way connected with my participation in the Sacramento Potters Group Show

Signature \_\_\_\_\_ Date \_\_\_\_\_

# Sacramento Potters Group

P.O. Box 3435

Auburn, CA 95604

(530) 878-8034

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## MEMBERSHIP APPLICATION

Membership in the Sacramento Potters Group is from January through December 31. It is open to all clay, metal and hot-glass workers, no commercial slip-cast made ceramics. To be included on the printed roster please send in your membership form and money by March 15th. To become a member and to be listed on the SPG Web site, please complete, make your \$20.00 check payable to SPG and mail to:

SACRAMENTO POTTERS GROUP, P. O. BOX 3435, AUBURN, CA 95604.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

WEB SITE ADDRESS \_\_\_\_\_ MEDIUM \_\_\_\_\_

DO YOU WANT TO BE LISTED ON THE SPG WEB SITE (IT IS FREE) \_\_\_(YES) \_\_\_(NO)

If you want a picture added, please send it in jpeg format to [spg@sacramentopottersgroup.com](mailto:spg@sacramentopottersgroup.com)

I WOULD PREFER THE NEWSLETTER TO BE DELIVERED BY: \_\_\_\_\_MAIL, or \_\_\_\_\_EMAIL, or \_\_\_\_\_BOTH

### About the Sacramento Potters Group

The SPG was founded in 1976 by a group of like-minded potters and clay artists as a means to get together and share ideas, stories and techniques and just plain socialize with other "clay people".

**Membership** is open to artists who create their work by fire. We have clay, glass and metal artists as members. The only restriction is that we do not

allow "paint your own pottery" in the group. Sorry! But there are other groups for that! SPG started out as a group of potters but quickly grew to include clay sculptors as well as glass and metal artists. **Shows** - SPG currently sponsors two members' shows per year - the Seconds Sale which is every January on the second Saturday, and the June Pot Sale which takes place on the third Saturday in June.