

Fired Up Studios™

Member Newsletter

Fall 2009

New Office Hours

Effective August 1, 2009, our office hours are changing. We will now be open 6 days a week from Noon to 5 p.m. We are still closed on Wednesdays. We realize that some of our members have a difficult time getting to the studio before 5 p.m. on Thursdays to pick up their work from the weekly gas kiln firing. If you need to pick up your work Thursday evening, please call us and we will put your work on the Last Chance rack for you to pick up.

Changes to Firing Membership

As of September 1, Firing Memberships will be changing. The cost of Monthly Firing Memberships will increase from \$25 to \$30 per month and Annual Firing Memberships will increase from \$270 to \$300 per year. Along with the price increase, we are also increasing our service to include the cost of bisque firing.

One of the reasons we are making this change is to be more efficient. We are hoping it will reduce firing members' personal electrical cost. It will also eliminate some of the paper we use for tracking Firing Members' work. Since we will no longer be charging for bisque, Firing Members will no longer need to put a Bisque Intake Sheet with their work.

24-hour access to Fired Up Studio glazes and the glazing area will continue to be included with all Firing Memberships, and they will still be charged for glaze firing per square foot and purchases of clay. Firing Members will continue to be restricted from using the Fired Up facility to make work (such as using the wheels or handbuilding at our tables), but may use the slab roller and extruder and then take home the clay for completion.

NEW Service for ALL members

With the changes to Firing Members listed above, we are no longer calling Firing Members when their work comes out of the bisque kiln, or placing it on a separate rack from the Studio Members Work; however, we understand that Firing and Studio members alike sometimes want to know when their work is unloaded from the bisque kiln. We have created a "Call Request Sheet" for ALL members to use. If you would like us to call you when a specific piece (or several pieces) are unloaded from the bisque kiln, you may fill out this new form and leave it with your work. We will call you when your work is unloaded.

Clay Price Increase

All clay purchases will be going up \$1 per 25 lb. bag, effective September 1, 2009. All stoneware clay will be \$13 per bag, and porcelain will be \$14 per bag. Clay Sheets will reflect this price change.

Electronic Statements

For all our members who are signed up for automatic payments (either from their bank account or credit card), after we process your payment we will be emailing your monthly statement to you for your reference (unless we do not have an email on file for you). This is one more way we are trying to reduce the waste of our natural resources.

FREE Workshop

Mark Your Calendars!
Thursday, August 13, 7 - 9 p.m.

Dyann Myers will be running our next FREE workshop, providing you with a fun and informative opportunity to advance your clay skills. This time we are opening up the workshop to the ceramics community. If you know of someone who would like to attend, please let them know. You are also welcome to bring a friend. All we ask is that non-Fired Up member, call or email us to let us know they are planning to attend. We are limited non-member attendance to 20 people. All our members need to do is show up and bring your questions (there is no limit on the number of members who can attend). Dyann will be available to:

- Give you advice
- Critique your work
- Demonstrate new techniques
- Answer questions about glazing
- Assign projects

Baby Brocken

Bob and Dawn Brocken welcomed their new baby girl, Penelope Emma, into the world on Sunday, June 28 at 2:30 a.m. She weighed in at 7 lbs. 15 oz. Congratulations to the new parents!

The Gallery

We know that gallery sales are important to our membership, and sales have been doing well this spring. In April we were up almost 20% from last year, in May we were only down about 10%, and in June, we were up 143%. But if we want to keep gallery sales up, we need to be creative in getting the word out to the public.

One of the most effective ways to get people into our gallery is by word-of-mouth, and that's where we need your assistance. You need to tell your friends, family, and co-workers about Fired Up Studios Gallery and the unique gifts that can be purchased. If you are uncomfortable promoting your own work or don't have work in the gallery, think about it in terms of helping promote your fellow artists.

To help you get the word out, we have created a coupon for \$5 off any gallery purchase that you can hand out to anyone you think might be interested. The coupons have a place for you to write your name, which helps customers remember who handed them the coupon so they can look for your work.

As an added incentive to hand out these coupons, **we are running a contest through the end of the year.** We will keep each coupon returned and count them at the end of the year. The member who has the most coupons returned will receive a \$200 credit on their account. 2nd place will receive a \$100 credit, and 3rd place will receive a \$50 credit.

To qualify for the 1st place credit, you must have at least 10 coupons used at Fired Up Studios between August 1 and December 31, 2009. To qualify for 2nd place, you must have at least 5 coupons used. If there is a tie, we will put the tied winners' coupons in a bowl and draw the winning name.

To get the coupons, just stop by the office to pick them up. If you can't get to the office while we are open, just give us a call and we can put some on your studio shelf or mail them to you. And just to give you fair warning, Beth is entering the competition.

Clay Dates & Wheel Experience

Don't forget to tell your friends, family, & co-workers about our Clay Dates and Wheel Experience classes. These classes are a fun way for people who have never done pottery, to "give it a spin."

Studio Door Locks

For those of our members who use the studio after/before hours, we hope you have already noticed that your key is working better. We recently had the doors re-keyed to our keys. We did not change the lock. Your key will still work; in fact it should work better. No more wiggling the key to find the "sweet spot" were it will turn.

Gas Kiln Tweet

Don't forget to check the "Members Only" section of our website for updates on the gas kiln status. You can also follow us on Twitter if you have an account. We will post on Sunday or Monday to let you know if we are firing and when we start loading. And we will post again on Thursday as soon as the kiln is unloaded.

Member Newsletter

Holiday Sale Supplement

Fall 2009

The Holiday Sale

The Holidays are coming, and faster than you might think. It's hard to think of the holidays with summer temperatures soaring, but we have to start preparing for the Annual Holiday Sale before the next newsletter goes out. If you are planning to participate in the Holiday Sale this December, please take careful note of the following details and **mark your calendar**.

This year's Holiday Preview Party is Friday, December 4 from 5 – 9 p.m.

Sign-up will run October 1 – 31. In order to sign up you must stop by the office and do the following things:

- Sign-up for a Holiday Party/Sale Task
- Provide us with Sample Stickers
- Pick your Gallery Spot

You will also be asked if you wish to participate in this year's Silent Auction Fundraiser (more information below), how many postcards you would like to have for helping us spread the word, and if you would like space in the over-flow area of the main studio. You must sign-up for a Holiday Party Task when you come in pick your gallery spot, and we will not pick spaces for people over the phone.

Your gallery spaces will be ready for you to fill with new work on Friday, October 30. We ask everyone participating to set-up their work in the gallery between **Friday, October 30 and Monday, November 2**. We will start giving away and filling any gallery spaces that remain empty after Monday, November 2. If you cannot set up your work that weekend, please call us and make other arrangements.

For artists that request additional space on the over-flow shelves in the main studio. You will need to bring your work in to set up on those shelves between **Friday, November 20 and Monday, November 23**. Again, we will start giving away and filling any shelves still open after Monday, November 23.

For those artists who decide to participate in our Silent Auction Fundraiser. Your donations should be delivered between **Friday, November 20 and Monday, November 23**. We will have a place for you to put your work and you will need to fill out a bid sheet when you drop it off.

Holiday Preview Party Silent Auction

Once again our Holiday Preview party will include a silent auction to raise funds for charity. One of our members, Maggie Anderson, suggested this year's charity: Central Asia Institute (www.ikat.org). Central Asia Institute's mission is to promote and support community-based education, especially for girls, in remote regions of Afghanistan and Pakistan, and was co-founded by Greg Mortenson, author of Three Cups of Tea, after working in the region for three years.

If you are interested in helping us raise funds for this charity, please sign-up to donate a piece for our Holiday Preview Party Silent Auction. You can participate in the auction even if you choose not to participate in the Holiday Sale.

Holiday Raffle

Introduced last year at the Holiday Party, Fired Up Studios is once again holding a Holiday Raffle. Ernest Miller has generously donated one of his magnificent vases for our raffle, and funds raised from ticket sales will be split between the artist and Fired Up Studios.

Raffle tickets will be \$1 each or 12 for \$10 and go on sale starting November 1, 2009. The winner will be selected December 18 – just in time for Christmas.

Our Promotion Efforts

We have already started our promotion efforts for the Holiday Preview Party. We are working with a pr firm to publicize our event. Some of the things we are looking at doing to get the word out include getting our press release out to longer-lead magazine calendars and other types of event listings. We are also looking at ways to get coverage of the actual event.