

# ***Fired Up Studios***<sup>TM</sup> ***Member Newsletter***

Summer 2010

## **Summer Office Closures**

The Fired Up Studios office will be closed on Monday, May 31<sup>st</sup> for Memorial Day. This will push our scheduled firing back one day, so we will load on Tuesday and unload on Friday that week.

We will also be closed on Sunday, July 4<sup>th</sup> for Independence Day. This will not affect our firing schedule.

## **Website Calendar and Artist List**

Speaking of upcoming shows, don't forget that the Fired Up Studios website has a calendar where we will list your upcoming events. You can add the information yourself by going to [http://www.firedupstudios.com/add\\_event.htm](http://www.firedupstudios.com/add_event.htm)

And while you are on the website, have you updated your photo in the online artist gallery recently? If you would like to update your information, or if you aren't listed and want to be just go to [http://www.firedupstudios.com/gallery/add\\_artist.php](http://www.firedupstudios.com/gallery/add_artist.php) and fill out the form.

Don't forget that 4+ 2 = 6 or your entries may get caught in our spam filter.

## **Gallery Coupons**

We have plenty of \$5 off gallery coupons for you to hand out at art fairs this summer or anywhere you meet new people. They are a great way to let others know where to find your work for sale. Make sure you remember to put your name on the coupons, so we know where the customers are coming from. Customers don't always remember who they spoke with, and if we have your name on the coupon, we can direct them toward your work.

## **Gallery Sales**

While gallery sales remain below our best year (2006), sales were up in both February and March compared to last year.

## **Marketing Fired Up**

Fired Up has weathered the collapse of the 35W Bridge and the economic recession fairly well, but it hasn't been easy. We are continually looking at ways to improve our marketing and increase the number of students and members who enjoy our services. One of the best and most economical ways to get people into Fired Up Studios has been our Clay Dates and Wheel Experience classes. These 2 hour introductory classes give people a chance to try out pottery before making the time and financial commitment to an 8 week class. As we increase the number of people who "give it a spin," we increase the number of people who take 8 week classes and eventually become members. These classes are excellent ways for Fired Up to remain financially stable.

You can help us get the word out about these classes by dropping off promotional materials at your office or favorite hang-outs (restaurants and coffee shops). We have 3-fold brochures, postcards, and 8.5" x 11" posters with pull off tabs so you can choose whatever will work best at each location. Postcards and posters will be updated frequently to address upcoming events such as Mother's Day. All you need to do is drop by the office, call or email us and let us know how many you need and where you plan to place them.

Thank you in advance for your help.

## **Raku Retreat**

Beth Ryan will be hosting "A Midsummer Night's Raku Fire" with Steve Hemmingway at her farm on June 26 - 27, 2010. The workshop/retreat is \$300 and limited to 16 participants. Please contact Beth Ryan at [gsalongallery@presenter.com](mailto:gsalongallery@presenter.com) for more information.

## **Studio Babies!**

Erin Grassl and her husband welcomed their second child a little early on March 1, 2010. Stella Danielle Van Winkle weighed 6 lbs even on her arrival.

Several more studio members and their families are on the "expecting" list. Watch for new arrivals coming to Bob Brocken, Brynne Macosko Paguyo, and Emily Dyer.

## Discounts on Membership

Things at Fired Up Studios are all ways changing. New people join and existing members leave. As a result, we occasionally have positions open up that can give members a discount on their membership. We traditionally try to fill these positions internally.

Currently we are looking for someone to fill an office monitor position. This position requires you to work a minimum of one weekend per month from noon to 5:00 p.m. If you are interested, please contact Patty or Beth. We will be happy to give you more information about the position and associated benefits.

## Pottery Library

Fired Up Studios has long maintained a small collection of pottery related books for our members to enjoy. We have recently made room in the Chat Area to shelve our collection and make them more available to our members. These books are for everyone's use, so please leave them in the Chat Area. Do not keep them in your studio or bring them home.

We would also like to thank Dyann Myers who has donated her collection of pottery books to Fired Up. Her generosity has increased our collection to around 50 titles.

## Glaze Adjustment

Please do not adjust the studio glazes. Our studio monitors check the glazes on a regular basis both for availability and for thickness. We adjust them as needed to maintain as consistent of results as possible. If you think a glaze is too thick or too thin, let the office monitor on duty know. We will have the studio monitors check it the next time they are in.

## Art-A-Whirl

While Fired Up Studios does not officially participate in Art-A-Whirl, we do see increased traffic to our gallery that weekend. Art-A-Whirl will be May14-16 this year. If you currently have work in the gallery, we encourage you to stop by to freshen up your display and make certain everything has price stickers (sometimes they fall off). If you do not have work in the gallery and would like to, let us know and we will find you a space.

## Firing Expectations

As much as we would like firing to be an exact science, it is really more of an art. Our Guardians of the Flame (those who fire the gas kiln for us) do everything they can to provide consistent and reliable results; however, there are many variables that can affect the firing and are beyond our control. Some of the many variables include:

- Weather conditions: barometric pressure, wind, temperature, humidity, etc.
- Kiln load: the size and number of pieces, and the glazes being used is always changing based on what our members are making. This affects how the kiln is loaded and how the flame moves through the kiln.

So when you are evaluating the results of your newest pots, please keep in mind that this is an art form and we can't predict the exact results of any firing.

## Plan Ahead

Spring can be a very busy time at Fired Up Studios as many of our members are preparing for upcoming shows. Please remember to work as far in advance as possible of your deadlines and to plan ahead.

## Windows and Private Studios

We would like to remind all our members that you are NOT allowed into the private studio spaces without permission from the member of that space. We know that it can get very warm in the studio and that opening windows on both sides of the room can help. If you would like a window opened in a private studio, please ask the monitor on duty about opening it. If you aren't sure who to ask, the monitor on duty has their picture posted in the office. The members who use those spaces often have work out that could be damaged especially if it is windy.

## Be Smart – Stay Safe

We would also like to remind you that with warmer weather, we get more traffic through the building and not all of it is good. Do not leave valuables unattended or sitting out where they are easy to grab.