

Vermont Clay Guild
Minutes
October 25, 2021
Queen City Brewery

Present: Steph Bertoni, Laura Emerson, Patti Ferreira, Kileh Friedman, Karin Karnezos, Louise Michaels, Donna Rock, Trice Stratmann, Vicky Tamas, Jane Van Buren

Upcoming Workshops:

Glazing 101 and **Brush Making Basics** hosted by Kileh Friedman. She will charge only the cost of materials. If you participate in Glazing 101 you'll leave with a pail of your favorite glaze (bring your own pail). If you participate in Brush Making Basics you'll leave w/ your own hand-crafted deer tail glaze brush. Contact Kileh at kilehfriedman@comcast.net to establish a November date and time.

Staging & Advertising Your Sale hosted by Trice Stratmann and Steph Bertoni. Learn how to design your sale table and use social media to attract the public. Both Trice and Steph are practiced professional hands w/ presentation strategies and marketing. Contact Trice at ta.stratmann@gmail.com or Steph at smbertoni22@gmail.com w/ your interest in participating.

Art Hop Debrief: The location across from the Burlington Farmers Market is excellent. The weather combined w/ the public's desire to get out and support local endeavors was a bonus. Those who advertised on their social media sites reaped the most in sales. Advice: Advertise, Advertise, Advertise.

December Sale (December 3rd, 4:30-7pm, December 4th, 10am-3pm, Queen City Brewery, 703 Pine Street, Burlington): **FOLLOW THE DEADLINES BELOW**

- Participants need to be dues-paid Guild members by **October 30th**.
- A \$30 table fee supports the location cost. Checks can be mailed **by November 30th** to the Guild at *28 Howard Street, Suite 102, Burlington, Vermont 05401*.
- If you change your mind and decide not to participate let us know immediately
- Send 2 jpg photos of your work to Stephanie (smbertoni22@gmail.com) by **November 1st** for advertising. Photos must be ready to use w/ no additional editing and cropping needed.
- The Guild will provide general advertising and business cards - you are responsible for advertising in your own networks - it makes a difference!
- Celebrated Violinist Gigi Weisman will add to the atmosphere, playing a selection of folk and Quebecois favorites on Friday evening.

Winter Social: Stay tuned. It will be planned for after the holidays.