

CONTEMPORARY CERAMIC
STUDIO ASSOCIATION

20
22

ANNUAL
REPORT

Contemporary Ceramic Studios Association (CCSA)

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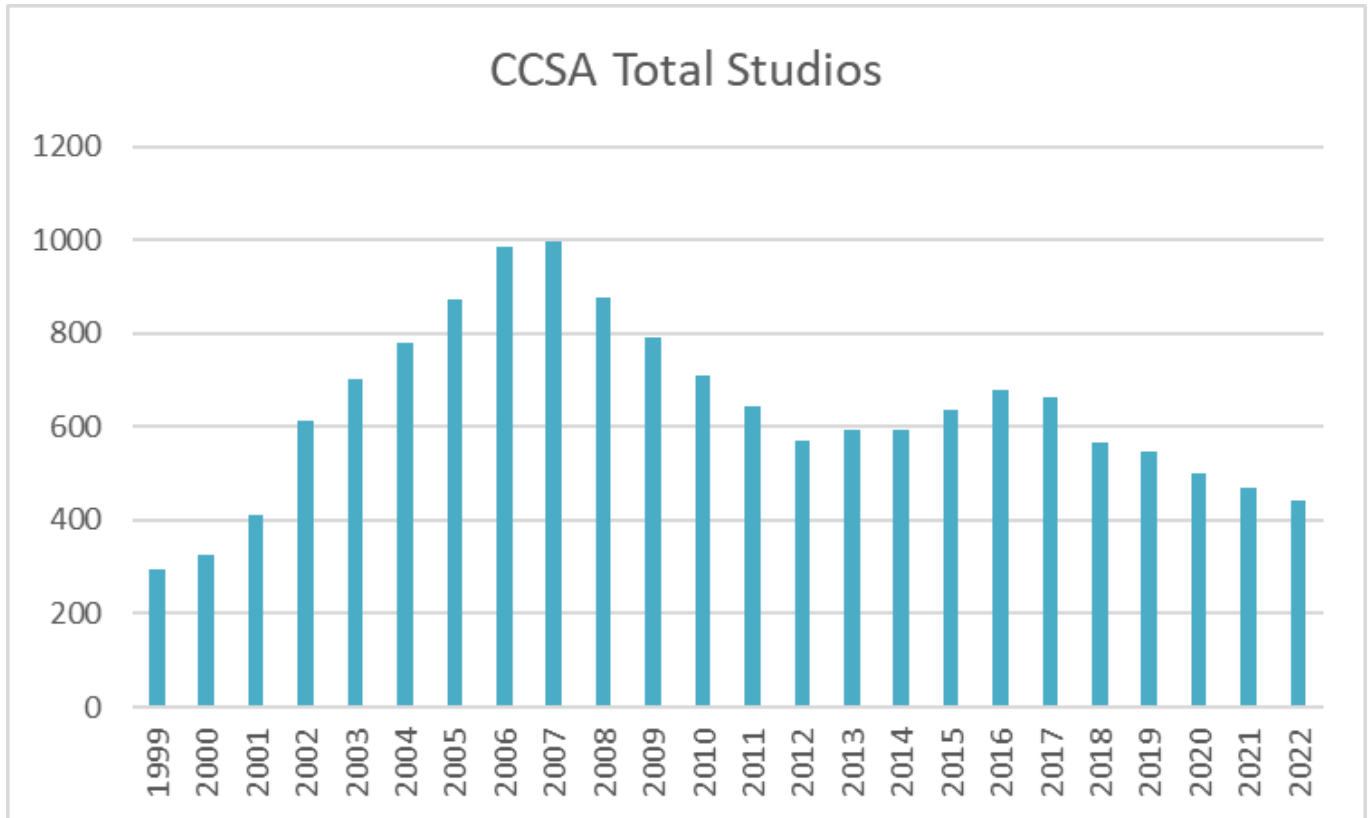
CCSA MISSION STATEMENT

To promote our industry
and be a resource for our members.

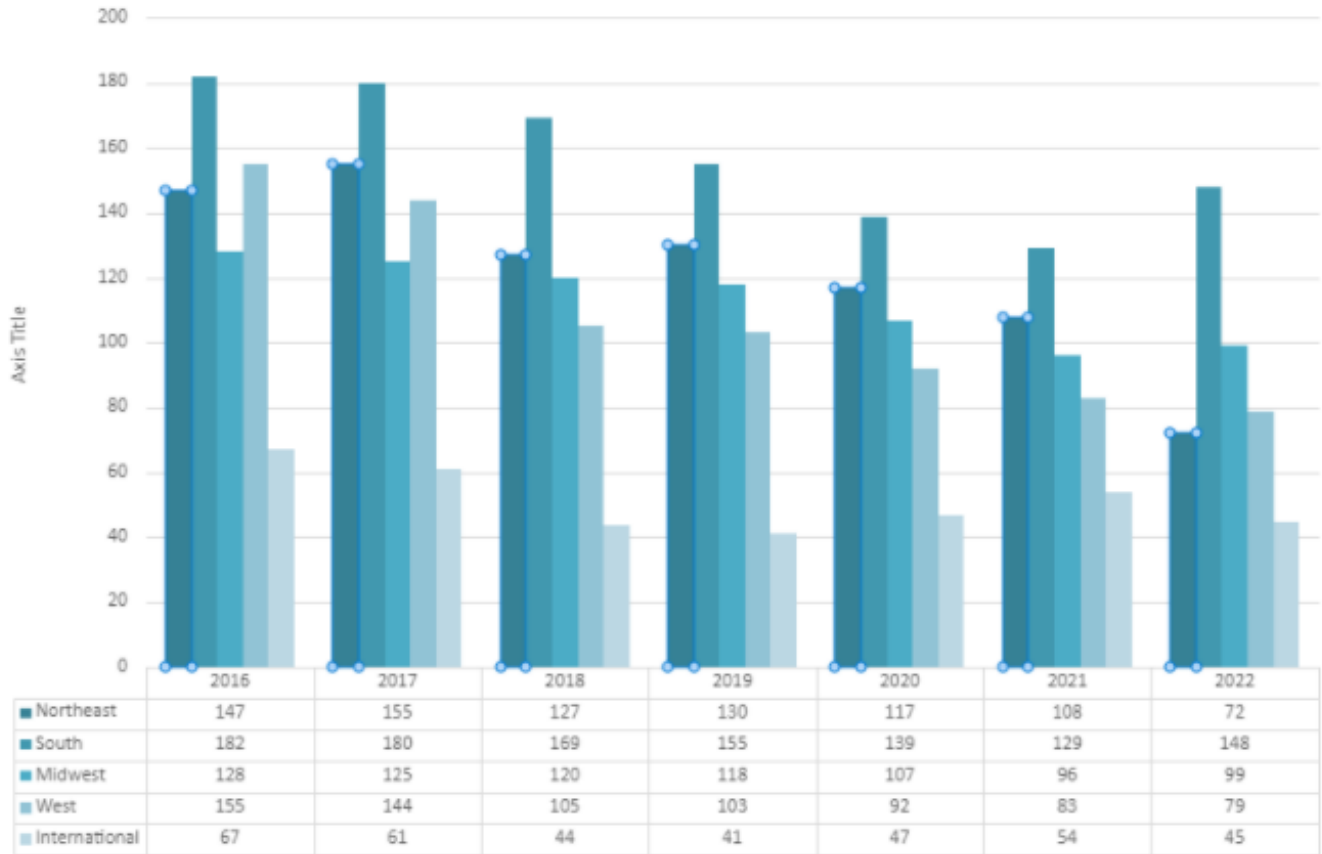
OUR GUIDING PRINCIPLES

- We care about our members.
- We are dedicated to being a partner in the success of our members.
- We guarantee a prompt and courteous response to all member communications.
- We offer professional expertise and resources stemming from a strong supplier and studio partnership at the Board level.
- As your Board of Directors, we commit to act with honesty, integrity, and transparency.

MEMBERSHIP OVERVIEW



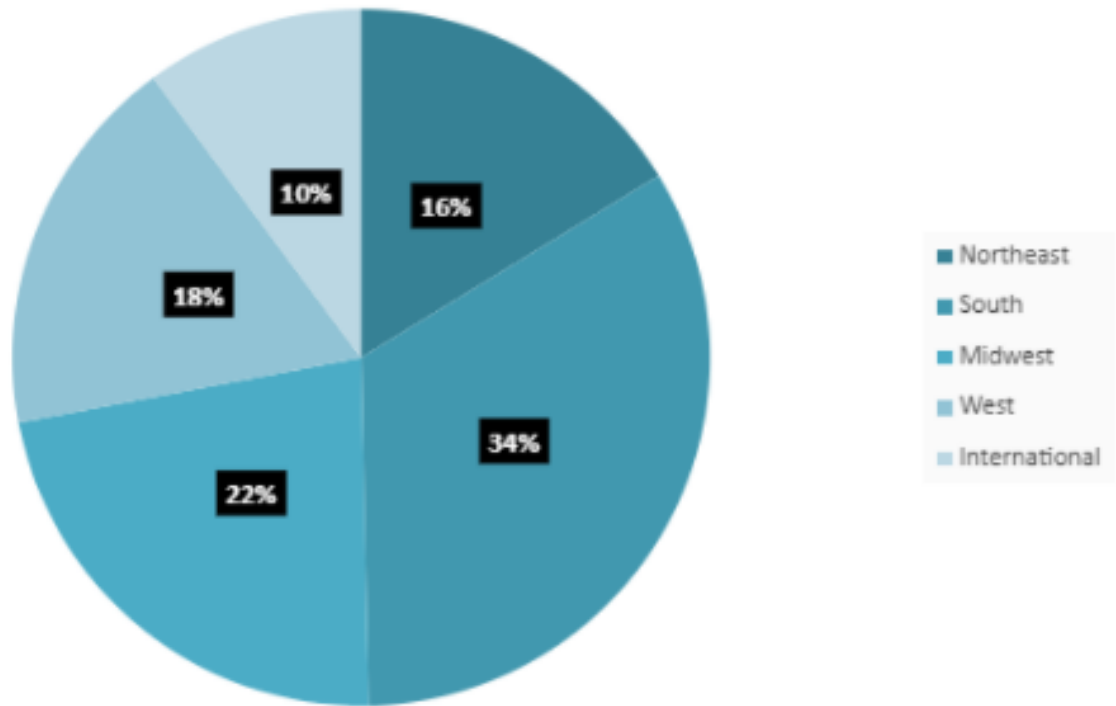
Studio Members By Region 2016 to 2022



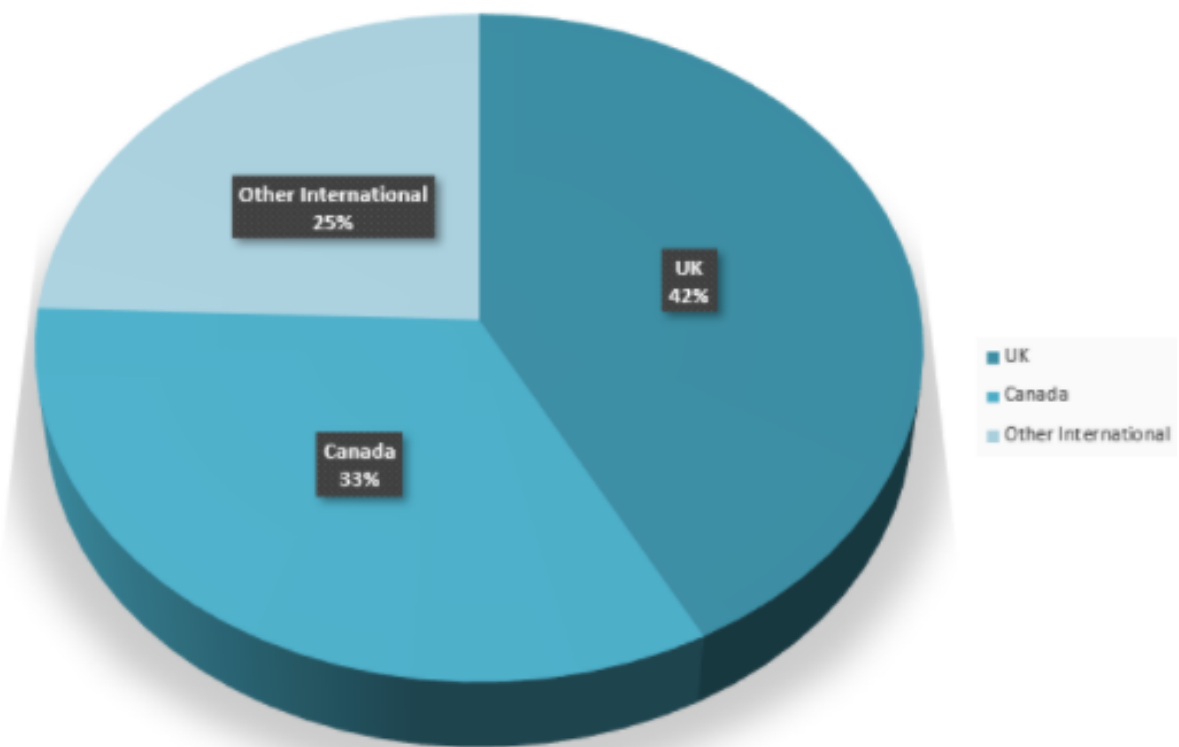
International Studios By Region 2015 to 2022



2022 Percentage of US Studios By Region



2022 Percentage of International Studios By Region



PRESIDENT'S REPORT

Dear CCSA members,

After going through the wringer for two years, it's hard to say what we were all expecting from 2022. But from what I'm hearing, 2022 did not disappoint. I see a lot of studios reporting better than ever months, and sales getting back to normal, some even better than before Covid. That is music to our ears. As expected, we knew that the CCSA would lose some membership due to the pandemic, which was unfortunate. But our membership numbers are again rising, and we are so excited to continue to offer the best educational resources to our members.



In lieu of a convention in 2022, we created the Build Your Business speaker series, which was a huge hit and brought in so many new and great speakers with valuable information for our industry. The year brought about so many webinars, check-in-and-chats, virtual classes, and the strictly social hangouts. But being in person with our people is so valuable to our mindset and morale, so with a convention on the horizon, we are excited to actually get to see everyone again in person. I know all the "on screen" time will have been so worth it when we can get together again in Reno this year.

The CCSA continues to be the leading resource for our members by creating stock photos, social media graphics, seasonal guides, a fused glass guide, story time guides, Chatter, and so much more. We will continue with those guides going forward and are working on adding more resources for our members in the new year. We are busy planning new and exciting projects for you in our Pillars framework (Education, Membership, Promote, and Convention) and we will share those as they are developed. Our new website is up and running and I think you'll find it easy to navigate and more organized than ever before. All of these things we do as a board are for you, our members. And we are always open to new ideas or resources you may have. If you have ever thought about volunteering for the CCSA, we will have some opportunities during Convention, and we would love for you to consider running for the board in 2023.

We are stronger together and I can't wait for us to be together again in Reno as we get the band back together again! Rock on!

Katie Yallaly, CCSA President

TREASURER'S REPORT

Dear CCSA Members,

The last few years have proved to be challenging. I know that our association and members have continued to rise to meet new operational demands and practices, leading members to persevere and overcome many obstacles that hopefully put each of us in a positive position that landed our businesses back on solid ground.



Just as many of our members faced financial turmoil over the last few years, 2022 was the first year our association experienced a substantial financial loss. With consideration based solely on the health and safety of our members, the Board of Directors voted to cancel our annual in-person convention that was to be held in St. Charles, Missouri. In addition to convention cancellation, the state of the economy in the United States was not kind to our investment accounts. Marked losses for the association included (-\$62,000) for convention cancellation penalties, and (-\$82,000) investment account loss, leading to an overall gross net loss of (-\$182,700). While this all seems concerning for the future of our association, please be assured that 10 years ago, the Board made a commitment to reinvest all profits over the years to build a nest egg that would carry the association financially in case of any “rainy-day” catastrophes. The pandemic definitely fell into this category. Although these investment losses in 2022 may seem alarming, looking long term, the ROI over the last three years reveals 3.49% overall growth. As of December 31, 2022, our balance sheet showed \$368,000, versus \$550,000 for the same ending date in 2021.

For 2023, the Board voted to pass a budget that continues to represent its commitment to the future of the CCSA. The Board is projecting a revenue of \$406,760, with expenditures totaling \$405,412. This means our projected profit for 2023 is \$1,348. The Board and Executive Director will continue our commitment and due diligence to ensure that the state of our association remains strong, productive, and a continued resource for our members.

The Board is excited to host our annual convention this year in Reno, Nevada. There is an amazing lineup of classes from our knowledgeable members, suppliers, and outside instructors. Convention is always such a wonderful and unique opportunity to learn, recharge, and connect with a huge portion of your fellow studio owners and our amazing suppliers—you will not want to miss this year as we “get the band back together!”

Here’s to a successful 2023, CCSA—can’t wait to see you all in Reno!

Sincerely,
Wendy Pettys, CCSA Treasurer

INCOME STATEMENT

Contemporary Ceramic Studios Association For the year ended December 31, 2022 Accrual Basis

	2022	2022 OVERALL BUDGET	2021
Revenue			
Affinity	6,789	5,200	5,016
Constant Contact	25,819	25,000	25,233
Convention Proceeds	(338)	(8,724)	96,927
Income Clearing	680	-	-
Literature and Music	18,907	11,625	12,121
Magazine advertising	23,226	16,500	17,888
Studio Membership	117,047	130,008	143,330
Supplier Membership	14,465	20,680	19,800
Total Revenue	206,594	200,289	320,315
Cost of Goods Sold			
Magazine Designer	11,000	11,000	11,000
Magazine Mailing	2,226	2,500	2,285
Magazine Printing	3,200	3,500	3,460
Total Cost of Goods Sold	16,426	17,000	16,745
Gross Profit	190,169	183,289	303,570
Operating Expenses			
Administrative Expenses	226,181	224,098	183,158
Convention	62,781	500	70,189
Member Benefits	15,311	16,950	30,093
Loan Interest Expense	-	-	738
Total Operating Expenses	304,274	241,548	284,178
Operating Income	(114,106)	(58,259)	19,392
Other Income / (Expense)			
Dividend Income	14,185	-	26,146
Other Expenses	-	-	32,514
Unrealized Gain/Loss on Investments	(81,972)	-	27,984
Total Other Income / (Expense)	(67,787)	-	86,643
Net Income	(181,892)	(58,259)	106,035

BALANCE SHEET

Contemporary Ceramic Studios Association As of December 31, 2022 Accrual Basis

DEC 31, 2022

Assets

Current Assets

Cash and Cash Equivalents

BofA Checking *5403	65,407
TD Ameritrade Money Market	300,925
BofA Taylor's Debit Card *3408	317
Stripe USD	1,432
Total Cash and Cash Equivalents	368,081

Total Current Assets 368,081

Total Assets 368,081

Liabilities and Equity

Equity	368,081
Total Liabilities and Equity	368,081

BOARD OF DIRECTORS

The CCSA Officers and Directors work as a team to develop and design the CCCA benefits and to monitor the budget. They work on a volunteer basis to help your association grow and prosper!

CCSA OFFICERS



President

Katie Yallaly, Doing Dishes
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Vice President

Jaime McCabe, Clay Cafe Avalon
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Treasurer

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CCSA DIRECTORS



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THE CCSA TEAM



Executive Director (ED)

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Member Engagement Specialist

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EXECUTIVE DIRECTOR'S REPORT

Looking to the future!

The CCSA welcomed 2023 with open arms and hit the ground running with new members. We had predicted in 2020-21 that the membership would take its greatest hit in 2022, and 2022 did turn out to be the year the CCSA took the hardest hit from the effects of COVID. Thankfully we had prepared financially in the past and we were able to continue to support our members and the industry when they needed it most. We are now seeing an increase in membership and interest in the industry. We are still seeing studios selling and a few closings, but we are also seeing an increase in studio openings and in people inquiring about opening a studio, and we believe that will continue. The industry was strong before COVID and we believe the industry as a whole has rebounded well. Suppliers continue to work on the supply and shipping issues that have faced all industries.

The CCSA continues to invest in resources for the membership that will help studio owners grow their business and save them time. Here are a few of those outstanding benefits:

- Seasonal guides
- Summer camp guide
- Story time guide
- Webinars
- Marketing mashup monthly
- Designing Dishes
- Marketing graphics for EVERYTHING
- Professional photos for marketing
- Trending Tuesday reel and marketing material

We are also seeing great results from our marketing efforts to promote the PYOP industry and send customers to your studios. You can continue to help with this by sharing content that we share on social media and also share with us anytime your studio is highlighted in the news. We love being able to get the word out about what our members are doing in their communities.

In 2022 it was decided not to have an in-person or virtual convention. Although it was a very hard decision, it was the best one that could be made at the time for the future of the CCSA. Now we're moving forward with planning the 2023 CCSA Convention in Reno, Nevada, and the excitement for this event is contagious. We cannot wait to see everyone again! Make your plans now to join us August 25-28, 2023.

So here's to surviving the effects that COVID had on the association and the membership, and looking forward to bigger and better things in 2023!

Dena Pearlman, CCSA Executive Director

STRATEGIC PLAN



MISSION STATEMENT

To promote our industry and be a resource for our members.

MEMBERSHIP

EDUCATION

PROMOTE

CONVENTION

MEMBERSHIP PILLAR

MISSION STATEMENT OF THE CCSA: To promote our industry and be a resource for our members.

MISSION STATEMENT OF THE EDUCATION PILLAR: To retain and grow the CCSA's membership.

2023 KEYWORDS: ENCOURAGE, RETAIN, COMMUNICATE

2023 GOALS

1. Ensure members can easily navigate available benefits on the CCSA website.
2. Maintain retention rate of 95% with both new and existing members.
3. Increase new members by 5% by reaching out to new studios and other potential members.
4. Increase Supplier membership by one member in 2023.

ACTION STEPS TO ACHIEVE GOAL 1:

1. Work with staff to create video to navigate CCSA website in Q1 of 2023.

ACTION STEPS TO ACHIEVE GOAL 2:

1. Upon launch of new website, send digital Goody Bags to new members [time yet to be determined]. Until that time, physical Goody Bags will be sent to new members containing welcome card, hard copy of most recent magazine, CSSA stickers, 10 Reasons to Belong to CCSA, New Member Checklist, and any other pertinent materials/swag beginning in Q4 2022.
2. Starting Q4 2022 Pillar Membership will personally contact new members via telephone calls and/or use of VideoAsk using the New Member Checklist as a guideline beginning Q1 2023.
3. Work with staff to create New Member Checklist and welcome card to include QR code to link to CCSA website navigation video Q4 2022.
4. Work with staff to create and send anniversary cards to members during month of renewal beginning Q4 2022.
5. Membership Pillar will participate in bimonthly New Member calls starting Q1 2023 through Q4 2023.
6. Work with staff using social media to increase engagement by asking members what they would like to see from CCSA starting Q1 2023 through Q4 2023.

ACTION STEPS TO ACHIEVE GOAL 3:

1. Work with staff to monitor social media and other resources to seek out new studios and other potential new members in Q4 2022 through Q4 2023
2. Membership Pillar will reach out to new studios and potential new members via social media, phone calls, and/or VideoAsk beginning Q4 2022.

ACTION STEPS TO ACHIEVE GOAL 4:

1. Work with staff to monitor social media outlets to seek out potential new supplier members and provide that information to ED in 2023.

Our mission will be to continue to grow the CCSA Membership and improve communication to our new and renewing members. The Membership Pillar will continue to search for new supplier members that benefit our association and increase our new member retention.

2023 & 2024 OUTLOOK:

Membership Pillar will consider offering Clay Studios memberships to CCSA. Future determinations to include benefits such as member discounts, networking, and access to supplier lists and contacts, as well as a reduced CCSA membership rate.

EDUCATION PILLAR

MISSION STATEMENT OF THE CCSA: To promote our industry and be a resource for our members.

MISSION STATEMENT OF THE EDUCATION PILLAR: To be an educational resource for all members and communicate those resources to our membership.

2023 KEYWORDS: Educate, Elevate, Grow

2023 GOALS:

1. Establish a plan for the future of the magazine by Q3 2022
2. Educate members with creative and operational support to studios by creating useful, pertinent, and timely resources for members. Specifically:
 - a. Grow the library of studio guides by at least two in 2022.
 - b. Grow the library of webinars available to members by ten per year in 2022 with a minimum of three instructors from outside of the industry.
 - c. Grow the library of seasonal project guides by a minimum of one per season in 2022.
3. Maintain the focus of Chatter as an educational resource
4. Refine new website to meet the needs of CCSA staff and members.

ACTION STEPS TO ACHIEVE GOAL 1:

1. Evaluate, analyze, and plan the future of the CCSA magazine by Q3 2022.
 - a. Q4 2021: Research
 - i. Committee will collaborate with MES to compile a list of questions to poll members using PropFuel.
 1. Members will be polled within two weeks of receiving the Q4 magazine.
 - b. Q1 2022: Research
 - i. Members will be polled with the same questions within two weeks of receiving Q2 2022 magazine.
 - c. Q2 2022: Research
 - i. Committee members will compile and review member responses.
 - ii. Committee members will evaluate the profitability of the magazine.
 - iii. Evaluate whether to go forward with any changes.

ACTION STEPS TO ACHIEVE GOAL 2:

1. Continue to create new studio guides (at least two in 2022).
 - a. Summer Camp Guide – Release November 2022
 - b. Story Time Guide – Release September 2022
2. Grow the library of webinars available to members by ten per year in 2022 with a minimum of three instructors from outside of the industry.
 - a. Videos will be posted with trendy or timely topics as needed.
 - b. #CCSALive Topics to be chosen by committee and finalized each quarter
 - c. CCSA staff to reach out to instructors each quarter
3. Continue to create new seasonal guides that include trendy and successful projects for our members to use when creating seasonal samples and classes (minimum 4 per year).
 - a. Seasonal Guides
 - i. Summer – Release March 2022
 - ii. Fall – Release June 2022
 - iii. Winter –Release August 2022
 - iv. Spring – Release January 2023

ACTION STEPS TO ACHIEVE GOAL 3:

1. Continue to enforce CCSA Chatter policies, following schedule as determined by the Board.
2. Maintain searchability, elevated-level content, and discourse on CCSA Chatter by a searchable list of hashtags.

ACTION STEPS TO ACHIEVE GOAL 4:

1. Collaborate with Membership Committee to compile and review membership feedback regarding the new website.
2. Collaborate with Membership Committee to make instructional videos to educate members on how to navigate the new website.
3. Make changes to member-facing website in response to feedback.

2023 & 2024 OUTLOOK:

The mission of the Education Pillar will remain focused on creating, collecting, and communicating the best resources for our members to enhance their businesses. Programs, projects, and guides will be measured for value and relevance to our members at the Strategic Meeting in 2022. In 2022 we continued to evaluate the needs of CCSA Members due to the impact of COVID. In 2023 the Education Committee will continue to seek out professional speakers outside of our industry.

PROMOTE PILLAR

MISSION STATEMENT OF THE CCSA: To promote our industry and be a resource for our members.

MISSION STATEMENT OF THE PROMOTE PILLAR: To support our members, create awareness of our association to non-member studios, and promote our industry to consumers.

2023 KEYWORDS: ELEVATE, GROW, SUPPORT

2023 GOALS:

1. Create visual content for use on Social Media platforms such as Facebook, Instagram, and TikTok to assist studios in building their online presence and promote the PYOP industry.
2. Update marketing library to include new stock photos and marketing ads/ideas/materials for studio use.
3. Continue to promote the association to potential members.
4. Develop a monthly/seasonal marketing campaign (tied to our Marketing Calendar) to explain how studios can best utilize our library of materials and benefits (Staff created).
5. Rebrand the CCSA Monthly Newsletter.

ACTION STEPS TO ACHIEVE GOAL 1:

1. Promote the industry through new visual content through new marketing materials for use with Facebook, Instagram, TikTok, etc. by creating short videos for Reels and related content with the intent to go viral.
 - a. REELS: Create 12 (1 monthly) short video clips (15-30-60 seconds) that coordinate with hashtags and monthly promotions. Include a list of suggested hashtags for studio owners and consumers to use when sharing content on social media. Create a coordinating marketing ad to use for a social media post for studios to participate in the #trendingtuesday movement.
 - b. Q4 2021: Decide on a minimum of 12 video content and corresponding hashtags for 2022.
 - c. Board members to send #trendingtuesday post template and video clip to CCSA staff by the 1st of each month.
2. CCSA staff to include analytics and insights from Facebook and Instagram in MES social media report at the monthly board meetings.
3. Develop three videos to share on consumer website and for members to share on blogs and social media. One video will be a CCSA testimonial video. Second video will be a close-shot process video. Third video will focus on parties/adults/groups creating.
 - a. Q1 2022: Plan 3 projects to be used for videos.
 - b. Q1 2022: Schedule a date and dedicate Board members to being present during content creation.
 - c. Q2-Q3 2022: Present to members for marketing and use.

ACTION STEPS TO ACHIEVE GOAL 2:

1. Scout locations, hire a photographer to take updated stock photos of people painting (some wearing masks), brushes, tools, etc. for studios to use as marketing material.
 - a. Q1 2022: Finalize plan for studio/non-studio locations, specific photos (age, subject matter, angle) and research cost for photographer.
 - b. Q2 2022: Have photos taken at planned location(s).
 - c. Q2 2022: Share photos with membership and promote on website, social media, and in newsletter. Once it's posted, create a Facebook Chatter poll asking members if they used the content to determine if we have reached our goal of 25% participation.

ACTION STEPS TO ACHIEVE GOAL 3:

1. Work with Member Engagement Specialist (MES) to enhance CCSA Industry Awareness.
 - a. Develop a landing page on the website, upon website completion in 2022, geared to increase email captures from potential new studios and/or existing non-member studios.
 - b. Create a membership campaign toward non-member studios (on-going).
 - c. Using Facebook Ad Manager, continue to promote CCSA and PaintYourOwnPottery.com to potential new studios and consumers.
2. Work with supplier training consultants to offer new membership promotions.

ACTION STEPS TO ACHIEVE GOAL 4:

1. Create a monthly/seasonal marketing tool (Monthly Marketing Mash-Up).
MES and committee will identify relevant resources, including:
 - a. 2-3 stock photos
 - b. Include project guides resources
 - c. Video (created or repurposed)
 - d. 8-10 suggested hashtags
 - e. MES will compile a list of resources to be available via link to members.
 - f. MES will create a graphic to promote the Mash-Up.
 - g. Committee members will facilitate one Facebook LIVE per quarter to brainstorm with members.

ACTION STEPS TO ACHIEVE GOAL 5:

1. Rebranding of CCSA newsletter to coordinate with launch of new website.

2023 OUTLOOK

In 2022, our focus is to gain industry awareness through viral posts, consistent hashtags, and creating new content for studios. We will continue the development of content and implement as CCSA resources allow. In 2023, we hope to increase content creators and continue our viral momentum.

CONVENTION PILLAR

MISSION STATEMENT OF THE CCSA: To promote our industry and be a resource for our Members.

MISSION STATEMENT OF THE CONVENTION PILLAR: To plan and execute an in-person, annual Convention after a 3-year hiatus. Ensure that our members, studios, and suppliers view this as the “must-attend” event of 2023.

2023 GOALS:

1. To achieve Convention attendance of at least 30% of Studio Members.
2. To receive a minimum 50% “Very Satisfied” responses on the “Overall Value” and “Overall Enjoyment” questions on the Attendee Convention Survey.
3. To have at least a 50% of class attendees complete the Class Satisfaction Surveys for each class, by improving awareness and importance of the surveys.
4. To foster an environment for suppliers to showcase their products and connect with studio owners resulting in a minimum 50% “Very Satisfied” responses on the “Overall Value” and “Overall Satisfaction” questions on the Exhibitor Convention Survey.
5. To be fiscally responsible by keeping Convention expenses below Convention revenues while providing the maximum value for members.
6. To give back to a great cause by donating at least \$15,000 to our 2023 chosen charity.

ACTION STEPS TO ACHIEVE GOAL 1:

1. Plan an in-person Convention starting at the January Board Meeting
 - a. Ensure class offerings cover a wide-range of relevant topics and will translate well to the growing needs of our members.
 - b. Review previous year’s Convention surveys and Chatter posts for feedback from Members
 - c. Bring in outside (expert / professional) instructors and speakers
 - i. Offer at least 5 sessions lead by outside instructors / speakers
 - ii. Offer at least 2 pre-con sessions lead by outside instructions/speakers
 - d. Working with the budget, plan to feed the attendees at least 3 meals
 - e. Organize and execute a “First Time Attendee” social hour to help the new participants feel more comfortable.
2. Aggressively market Convention to attendees
 - a. Create a marketing plan to stir up “buzz” over the in person convention. All marketing should be in line with the theme and “Getting The Band Back Together”
 - b. Highlighting the multiple professional speakers by making Facebook posts weekly
 - c. CCSA staff to market Convention registration deadlines, etc. as outlined in the master marketing spreadsheet.

- d. Board Members and Committee of Studio Members planning to attend Convention to post a Convention-related question / request on Chatter at least 3 times each month from March - Convention in order to maintain "top of mind" awareness.
- e. Instructors to promote their class(es) by posting content on Chatter at least once before registration closes.
- f. Reach out to studios who have not registered as of 8/1 the week of August 5 either via email or phone
- g. Make sure "First time attendees" are recognized and invited to the planed social gathering.

ACTION STEPS TO ACHIEVE GOAL 2:

- 1. Board Members and staff to review all class descriptions for accuracy and clarity prior to publishing and to make sure classes fall in line with the new structure and what would work best for our members.
- 2. Create and staff a committee of volunteers to help at the Convention. Make sure volunteers are trained to provide excellent customer service to our members.
- 3. Staff and volunteers to execute the plans laid out, making necessary changes as the need arises in order to ensure a successful Convention.
- 4. Board Members and Committee of Studio Members attending Convention are to check in with attendees throughout Convention, offering help, requesting feedback, etc.

ACTION STEPS TO ACHIEVE GOAL 3:

- 1. CCSA staff to remind attendees by text and email to fill out their surveys.
- 2. CCSA staff to include survey information when promoting Convention so that members are properly informed ahead of time to loo for surveys after classes.
- 3. Staff, Board members, and teachers to remind attendees to fill out surveys after their classes and when in social situations.

ACTION STEPS TO ACHIEVE GOAL 4:

- 1. Attract as many attendees as possible (See Action Steps for Goal #1).
- 2. Discuss with suppliers how we can help them showcase their products and offerings as much as possible with our new technique structure.
- 3. Work with the hotel on how to give our suppliers the time and showcase they are requesting.
- 4. Provide networking opportunities for studio members and supplier members in the form of a game or social opportunities.
- 5. Recognize suppliers for sponsorships and donations.

ACTION STEPS TO ACHIEVE GOAL 5:

- 1. When choosing outside speakers, be mindful of convention budget to keep expenses down.
- 2. When planning meals and events, choose menus and rentals that stay in the projected budget.
- 3. Use discounts/coupons when available when purchasing supplies for convention.

ACTION STEPS TO ACHIEVE GOAL 6:

1. Raise money through a silent auction.
 - a. Encourage pottery donations that will bring in lots of money.
 - b. Board Members and Committee of Studio Members planning to attend Convention to highlight past years' auction pieces on Chatter at least twice each month between March and August.
 - c. Use reminders on Chatter once each month from June through August that those not attending can still send in a donation.
 - d. Utilize a combined system of silent auctions and technology to collect funds.
2. Raise money through a raffle.
 - a. Provide desirable raffle prizes.
 - b. Encourage suppliers to provide something to be included in the Golden Ticket raffle prize in order to make it irresistible.
 - c. Sell raffle tickets throughout Convention leading right up to the raffle.
3. Remind attendees to save and bring money to donate in conjunction with marketing for the raffle, silent auction, etc. at least.

2023 & 2024 OUTLOOK:

- To continue to increase the number of outside (expert / professional) instructors and speakers
- To continue to find ways to incorporate our Members' suggestions
- To continue to increase attendance year over year
- To explore creative ideas and try new layouts or schedules in order to maximize what attendees and exhibitors get out of Convention