



RENO, NEVADA
PEPPERMILL RENO

AUGUST 25-28TH



ROCK OUT WITH US as we take over Reno, Nevada, for four days of learning, inspiration, education, networking, shopping, ideas, techniques, trends, friends, fun, food, and more. Our annual conference has become a favorite among studio owners and suppliers alike.

<https://www.ccsaonline.com/2023convention>

CONVENTION SCHEDULE AT A GLANCE

THURS., AUGUST 24TH

3:00 PM - 5:00 PM Bag stuffing
 Meet at registration
 (volunteer event)

FRI., AUGUST 25TH

8:00 AM - 10:00 AM Registration desk open
 9:00 AM - 12:00 PM PRE-CONS (add-on event)
 12:00 PM - 1:00 PM PRE-CON lunch break
 12:00 PM - 1:00 PM Registration desk open
 1:00 PM - 4:00 PM PRE-CONS (add-on event)
 4:00 PM - 7:30 PM Registration desk open
 5:00 PM - 6:30 PM New Member Mixer
 6:30 PM - 8:00 PM Exhibit Hall Open

SAT., AUGUST 26TH

7:30 AM - 10:00 AM Registration desk open
 8:30 AM - 10:00 AM Session 1
 10:00 AM - 10:15 AM Break
 10:15 AM - 11:45 AM Session 2
 11:45 AM - 1:00 PM Lunch & Learn: How to Build Your Local Business and Better Connect with Your Community
 1:00 PM - 6:00 PM Exhibit Hall Open
 2:00 PM - 3:00 PM Make-and-Take Sessions
 3:30 PM - 4:30 PM Make-and-Take Sessions
 4:00 PM - 5:00 PM Magazine Meeting
 5:00 PM - 6:00 PM Make-and-Take Sessions
 6:00 PM - 7:30 PM Mayco's Cocktail Hour
 7:30 PM - 8:30 PM Roundtable Discussion

SUN., AUGUST 27TH

7:30 AM - 8:00 AM Supplier Meeting
 8:00 AM - 1:30 PM Registration desk open
 8:00 AM - 1:30 PM Exhibit Hall open
 8:30 AM - 9:30 AM Make-and-Take Sessions
 9:30 AM - 10:00 AM International Meeting
 10:30 AM - 11 AM Mobile Studio Meeting
 10:00 AM - 11:00 AM Make-and-Take Sessions
 11:30 AM - 12:30 PM Make-and-Take Sessions
 12:00 PM - 1:00 PM Lunch
 1:30 PM - 2:15 PM Auction closes
 2:15 PM - 3:45 PM Session 3
 3:45 PM - 4 PM Break
 4 PM - 5:30 PM Session 4
 7 PM - 11 PM Gala

MON., AUGUST 28TH

9:00 AM - 10:30 AM Session 5
 10:30 AM - 10:45 AM Break
 10:45 AM - 12:15 PM Session 6
 2:00 PM - 6:00 PM Studio Bus Tour



PEPPERMILL RENO

Reservations: 866-821-9996
Group code: ACCSA23

Book online: <https://bit.ly/3KkwYr6>

Block cut off: August 8, 5 PM PST

CCSA Room Block - Peppermill Tower: Room rates \$150 nightly. You upgrade to a double room for \$170 a night.

CCSA Room Block - Tuscan Tower: (close to the Convention area, while available) Room rates are \$190/night.



Experience the eco-conscious Peppermill Resort Spa Casino, Reno’s Premier AAA Four Diamond resort, boasting 1,621 luxurious guest rooms, including the 600-room all-suite Tuscan Tower. Embark on a pampered journey at the remarkable three-story, 33,000-square-foot Spa & Salon Toscana featuring 24 treatment rooms, Northern Nevada’s only Caldarium with indoor pool, sun deck and full-service salon.

Enjoy slots, table games and poker in the 82,000-square-foot casino and race & sports book. Resort amenities include a posh 9,900-square-foot fitness center; two beautiful pools and three outdoor jetted spas, heated with on-site geothermal energy; and designer boutique shopping. An exciting assortment of bars and lounges, including the iconic Fireside Lounge; and 9 award-winning restaurants offering authentic Chinese, inspired Italian, steaks and chops, seafood, deli and café dining.

Hotel Fee: Convention pricing is based on occupancy at the convention hotel. If you choose to stay at another hotel, you will be assessed an additional convention fee of \$250. If the CCSA does not meet a certain number of rooms, we are charged very large fee, sometimes thousands of dollars. Please note that the resort fee will show during the online booking process but will be waived for all attendees at check-in.

Airport to Peppermill Transportation: The shuttle departs from the airport every half hour on the quarter hour from 4:15am to 11:45pm. Pick up is at the North exit of the Baggage Claim area.

Peppermill to Airport Transportation: The shuttle departs from the Peppermill every half hour on the hour from 4am to 11:30pm. Pick up is at the valet area outside the Hotel Lobby.



CONVENTION OVERVIEW

The class lineup has been announced, offering over 35 options to choose from, along with some incredible PRE-CON classes. With so many choices, you'll undoubtedly gather numerous ideas for your studio. To ensure a seamless registration process, we recommend filling out our [Class Selection Worksheet](#) ahead of time to pre-select the classes you and your staff plan to attend. You can locate this worksheet on our [Convention website](#) under the classes tab.

Apart from attending classes, participants will also take part in various social events during the Convention. These events aim to foster networking, sharing of ideas, and collaboration.

Get ready to learn, connect, and have a great time at the CCSA 2023 Convention in Reno, NV! Registration is now open.

EVENT HIGHLIGHTS

Pre-Convention Classes

Specialty meetings for Internationals,
Mobile Studios, & Magazine Committee

New Member Mixer

Creative Scavenger Hunt

Graffiti Mural

Exhibit Hall

Make-and-Take Jam Sessions

Business Classes

Biz-nique Classes

Roundtable Discussions

Convention Auction

Gala

Reno Studio Bus Tour

Volunteer Opportunities

Golden Ticket Prize Package

Building Connections

VOLUNTEER OPPORTUNITIES

We could not put on this event without the generosity and help of our members. All are welcome - no experience required! If you're new, it's a great chance to meet some people! And if you've been with us for many years, it's a great way to give back and catch up with old friends! Look out for upcoming emails about how to get involved and sign-up instructions! We will need help stuffing Convention goody bags, registration desk assistance, Gala Auction collection, CCSA Booth, and Auction table closers and check out.

RAFFLE TICKETS

Each year we collect a bounty of wonderful prizes for our raffle including items like free convention registration for the next year and other items. We set up a display area of those prizes with entry boxes next to each. Attendees can purchase raffle tickets for \$10 each, and anyone who purchases 10 raffle tickets gets a free Golden Ticket! The Golden

Ticket prize package is valued at over \$5,000 each year. You will be able to see a current list of prizes included in this drawing on page 13 and our website as they become available.

During the Convention Gala on Sunday, August 27, we'll draw a winner for each ancillary prize. When these prizes have been drawn, we combine all the tickets entered and draw for a winner for the Skutt KilnMaster Touchscreen Upgrade Kit to outfit your studio kiln with Skutt's new touchscreen controllers - valued \$1350. At the end of the night, we'll draw the Golden Ticket winner from the Golden Ticket box.

Notes:

- Winners must be present to win.
- When buying your raffle tickets, you will be instructed to write your name and phone number on the back, and then you will drop your tickets in the raffle boxes and Golden Ticket box. The raffle table will be at the entrance of the Exhibit Hall and will move to the auction room at time of closing.
- Tickets can be purchased online when you register and on site at the CCSA booth.





FRIDAY, AUGUST 25

9 AM - 12 PM

PRE-CON CLASSES

Takeover My Makeover: It's Time to Re-invent Your Retail Space!

Business

Class Instructors: Rich Kizer and Georganne Bender, Kizer & Bender

There are two retail statistics every retailer needs to know: 1) 75% of retail journeys still end in a brick-and-mortar store, even those that begin online; and 2) 50% of the sales floor isn't seen by shoppers. To be competitive requires a store layout that is deliberately set to encourage shoppers to stay longer and buy more. It's easy to control how customers move about the store and shop displays, when the techniques to make that happen are utilized.

Professional store planners Georganne Bender and Rich Kizer will share how simple moves can work wonders to increase sales. You'll learn:

- How to identify the Enablers, the Inhibitors, and Impression Points on your sales floor and put them to work to increase sales
- How to merchandise the front, center, and back sections of your sales floor
- How to identify the store's Lake Front Property and what to do with it
- How to tell product stories
- How to properly sign your displays
- Why cross-merchandising is your best friend
- How to implement vertical merchandising and the Power of 3
- Which fixturing to use

You'll be blown away by the visuals and eager to put what you learned to work on your own sales floor!

Add Glass Fusing to Your Studio and Create Engagement and Profits

Business

Class Instructor: Cheryl Tisland, Burst of Butterflies and a panel of glass experts

Whether you're already offering glass fusing at your studio and want to bring it to the next level, or you're considering adding glass fusing as a new offering, this class presents insight and guidance on how to set up your display, price the products, market your offering, engage your customers, and understand the technical aspects of firing successfully. You'll also learn how to source materials and perform cost analysis for pricing.

Cheryl Tisland, who began offering glass fusing in her studio in 2015, has created a format that is successful and profitable. In the first two hours of the class, take a deep dive into everything you need to know for successful glass fusing in your studio and leave empowered to bring your glass offering to the next level. The last hour of the class will feature a panel of about five studio owners who are glass experts. Cheryl Tisland will ask the panelists questions and moderate the Q&A session.

Studio Bootcamp: Efficiency Overhaul with Operations and Technical

Business

Class Instructors: Bre Kathman, Chesapeake Ceramics and Susan Buccini, The Painted Peacock.

Hold on tight! We jam packed this pre-con class full of information to help your studio transform into a well-oiled machine! Learn about everything from business systems and work flows to the technical aspects of clay, glaze, and everything in between. Want to know why your glaze bubbles sometimes? Maybe you're questioning if there is a more efficient way to move pottery through the studio. We've got you covered! You bring the questions, and we'll bring the answers!

Register early! We will reach out to early birds for specific questions that we can tackle during the class.

FRIDAY, AUGUST 25

1 PM - 4 PM



BUSINESS CLASSES

A business class is just that—it's designed to help you move your business forward. Business classes are usually designed around marketing, promotion, human resources, or studio management to help make your business run more smoothly. In a business class, you will not be creating any samples or projects.

BIZ-NIQUE CLASSES

Biz-nique classes are designed to teach you a new technique or a way to use a technique that you may already know to increase revenue in your studio. These classes will also share marketing tips and how to execute a successful event. These are hands-on classes and you'll generally leave with a sample that you created in your class.

PRE-CON CLASSES

Pre-Con (Pre-Convention) classes are classes that are not included in your general registration. You must register and pay for them separately. These classes take place in the morning and afternoon of the first official day of convention prior to any other events.

Schedule is subject to change.

Pinch Pot Pottery Workshop

Biz-nique

Class Instructor: Ruth Post, Activa

Pinch pots are one of the oldest forms of pottery and one of the best loved things to make with clay. Get your hands dirty practicing this ancient pottery technique of pinching as you practice working with clay. Ruth will guide you on the path from shaping the most basic of pinch pot forms to creating more complex sculptures out of clay. A several-week class can be created using this learned knowledge for potential students of the clay studio.

Attendees will learn:

- The clay forming technique of pinching: the process of squeezing a piece of clay between the thumb and forefingers to make a hollow form
- How to make open, closed, altered, and combined pinch pots
- How to shape various pot foot designs
- How to make simple and complex sculptures
- The stages of clay
- Cultural decoration and finishing styles

Studio Bootcamp: Overhaul Your Sales, Marketing, and Leadership Skills to Take Your Business to the Next Level

Business

Class Instructors: Jaime Prohaska, Gare, Susan Rogers, Gare, and Teresa Johnson, PYOP Studio Stuff.

Join Susan Rogers (VP of Sales at Gare), Jaime Prohaska (Director of Marketing at Gare), and Teresa Johnson (owner of PYOP Studio Stuff and Chesapeake Ceramics) for a three-hour class focused on sales and marketing within the PYOP industry. This class is packed with tips and tricks that will not only assist you in your day-to-day, but also help you achieve your overall goal of being a successful PYOP studio! You will not want to miss this amazing sales and marketing event!

First, we'll take a deep dive into the world of inventory and numbers with Susan. Get the answers to all your questions such as "What should my markup be?" "What's the difference between profit and profit margin?" and "How much inventory should I be ordering for each category?" Susan has over 30 years of experience in the world of PYOP and is

ready to guide you with all of your sales needs.

After hearing from Susan, get ready to have some fun with marketing! With over 20 years of marketing experience, Jaime will walk everyone through what really great PYOP marketing actually is. She'll cover the importance of brand consistency, brand awareness, and social media, and give examples of specific tools and tactics you can use to streamline your marketing process. She'll also teach you how to use photography and video to drive sales, as well as the importance of building a marketing calendar that supports your sales goals.

Last, but certainly not least, learn how to be a boss with Teresa Johnson. Teresa has over 30 years of leadership experience in the PYOP industry. She will cover topics that most owners strive to master, such as how to hire, how to fire, and how to be a great leader. Teresa will give you tools and guidance on how to master being the captain of your PYOP boat even through rough, stormy waters.

Shine Online and Create Your Social Selling System

Business

Class Instructor: Crystal Vilkaitis, Crystal Media

It's your time to shine online, with the proven framework for more meaningful and consistent social media results. Stop being the best-kept secret and start operating your social media with a plan. Like many retailers, you might be stuck in the same routines – posting the same kind of content to the same people, and probably getting the same ol' results. This session will teach you how to jumpstart your social selling mindset and finally create meaningful and real results through social media! Learn to adapt how you currently think about social media and leave with the actual framework you need to confidently commit to making a change to your strategy. Generating sales, connecting with your audience, and growing your visibility through social media has never felt simpler.

Next, it's time to create your social selling system with the 6 Pillars to a Profitable Social Media Strategy. Not enough hours in the day to focus on your store's social media? No problem! Learn how to easily get social media done

with this crash-course in social media planning from the woman who created the only certified social media program in the industry. This proven step-by-step process covers six specific areas that are critical to success from social media: foundational best practices, S.M.A.R.T. goals, what to post, how to build your audience, and how to track your efforts. Join Crystal today and walk away with actionable to-do's to support your business goals.

Instagram 101: The Beginner's Guide

Business

Class Instructor: Ammie Williams, Ammie Y'all

Small businesses cannot survive without Instagram, but it can feel very overwhelming to learn on your own. Ammie has spent over a decade on the app, learning new features and implementing them into her marketing strategy for her business. Join her to learn everything about the basics of the platform: how to post, engage with customers, use their stories, and even shoot and edit a Reel together. This class is for the studio owner who has no idea what to do on Instagram, or for someone who feels okay on the app but needs a refresher about features and bestpractices when it comes to the platform.

Saturday, August 26 8:30 AM - 10:00 AM

Rockin' Jukebox Vase

Bis-nique

Class Instructor: Lindsey Hutchins, Bisque Imports

Create one of Ammie Y'all's new pieces with an on-trend jukebox design. We'll learn multiple ways to transfer designs and options to add details to a piece that's not food-bearing. Attendees will come away with a sample that's sure to be a hit in their studio, as well as the tools needed to turn



this project into a profitable workshop. The business side of the class will address:

- Marketing: Attendees will receive graphics created by Bisque Imports. The class will offer some great marketing ideas for the project!
- Presentation/Execution: We'll discuss using resources from BI to help teach classes or provide assistance to walk-in customers.
- Financial: Learn how to price projects to remain profitable and competitive.

Hand-Building Help: Furry Friends with Air-Dry Clay

Biz-nisque

Class Instructor: Ruth Post, Activa

Do you have a beloved pet? Now you can create a forever sculpture of your favorite furry friend out of clay.

Expand your business by learning how to set up hand-building classes as part of your creative art studio, and learn how to package take-home clay kits for your customers. This

class will focus on learning the basics of hand-building, including:

- The basics of air-dry clay
- The additive clay-forming technique – the process of joining pieces to create a form
- Basic modeling tools
- Finishing techniques using paint and accessories
- Sourcing clays and tools to set up a hand-building studio or create a take-home clay kit
- Using references to aid in sculpture realism

Reels Mean Deals

Business

Class Instructor: Crystal Vilkaitis, Crystal Media

Are you leaving money on the table by not using Instagram Reels or TikTok to sell to your customers? Short-form content has taken social media by storm, so gear up and get in the game! This session will simplify understanding of these platforms, share the posts that will engage (and sell!) the most, show the tricks to save you time, and spell out why retailers need to leverage this content format NOW! Walk

away with:

- The strongest, action-worthy posts that'll translate to dollars
 - The magic number: how often to post to get more reach than you thought possible
 - The most compelling ways to promote and get the right eyeballs on your TikToks and IG Reels
- Powerful everyday examples of how retailers are seeing success, both locally and online

Learn how to integrate short-form content with your overall strategy and why you don't want to wait another day to leverage it. Get ready to stand out and cash in!

Stealth Marketing Strategies to Grow Your Business!

Business

Class Instructors: Rich Kizer and Georganne Bender, Kizer & Bender

Three things are happening right now that no retailer can afford to ignore: Today's consumers are only loyal if you make them loyal; day-to-day loyalty comes from day-to-day marketing; and word of mouth is still the number one thing that attracts new customers to your store. Once you capture a customer's attention, it takes work to keep it, so what's a retailer to do?

In this presentation, Rich Kizer and Georganne Bender will share under-the-radar strategies to keep your customers close. You'll learn:

- How to personalize and expand the customer experience, in-store, online, and via social media
- How to collect and use customer testimonials to your advantage
- How to easily get customers to refer their friends to your business
- How yo build a loyalty program customers love
- KIZER & BENDER's secret weapon to keep customers close that works every time

You'll leave armed with easy-to-implement, retailer-tested ideas, strategies, tactics, tips, and techniques

you'll be able to implement the second you return to your store!

All About Brushes

Business

Class Instructor: Michael Harbridge, LearnFiredArts.com & Royal & Langnickel Brush

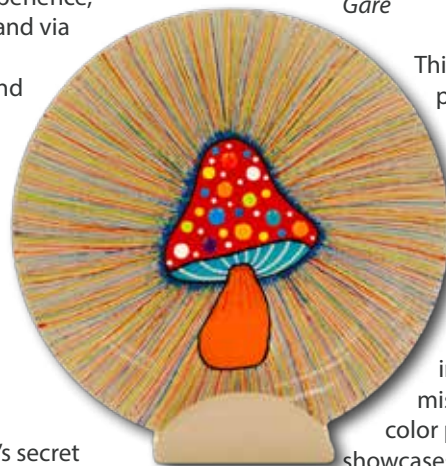
Using the proper brushes can make a huge difference in the final color results for your customers, but what's up with all the different shapes and sizes and the different types for different mediums? Michael will walk you through selecting the proper brushes for pottery painting on bisque and clay, acrylics on bisque, canvas, and wood, and so much more. Learn about different hair types, handles, and other parts of the brush and why they're important. He will answer important questions about why fan brushes appear to split and discuss proper brush care, cleaning, and storage so your brushes last a long time. Each participant will receive a set of brushes to follow along and feel the differences in hair types and handles. This is a great workshop for new studio owners as well as veteran owners and managers.

Saturday, August 26 10:15 AM - 11:45 AM

Retro Modern Mushroom Plate

Biz-nique

Class Instructors: Tammy Gacek, Mary Ann O'hearn, Jaime Prohaska, Susan Rodgers, Gare



This Gare Biz-Nique project features a retro 1970s-inspired design using the very popular mushroom trend mixed with modern design elements, including an "exaggerated intentional outline miss" and a modern color palette. This class

showcases three key Biz-Nique elements: Our artists will teach how to design and execute a new on-trend "event-worthy" project and technique. Our marketing specialist will teach how to plan and market the project to excite

your customers, converting their interest and engagement into ticket sales. And the sales expert will teach the art of the “upsell/add-on” to easily increase revenue during the event.

Hand-building Help: Goofy Garden Gnomes with Low-Fire Clay

Biz-nique

Class Instructor: Ruth Post, Activa

Create your very own little clay gnome packed with personality, as you learn how to expand your business by setting up hand-building classes as part of your creative

art studio. This class will focus on learning the basics of hand-building, including:

- The basics of low-fire clay bodies
- The stages of clay
- The additive clay-forming technique – the process of joining pieces to create a form
- Basic modeling tools
- How to safely fire forms in a kiln
- Finishing techniques using underglazes
- Gathering references to aid in creative thinking
- Sourcing clays and tools to set up a hand-building studio

Understanding Financial Statements and Your Studio's Numbers

Business

Class Instructors: Teresa Johnson, Carole Assadi, and Jenny Muller, Color Me Mine

Have you ever wondered how your studio is doing financially or what numbers you should look at and understand? Have you wondered how you could manage those numbers better or impact them? We will talk all things financial, including profit and loss, budgets, cost of goods, operating expenses, labor, and projections. Other topics will include how to read a P&L statement and how to develop a breakeven analysis. We'll even talk about the three things a small business owner must do consistently. Join us to learn more as we dig into the numbers!

Hooking Big Fish: The Art of Lucrative Connections

Business

Class Instructor: Louise Blazucki, Kiln Creations

Diverse revenue streams are the fiber of sustainable business plans through recessions and booms. Learn how to establish connections, create partnerships, and most importantly, generate capital. You'll leave this class with a plan of action to engage with your local community leaders to build different outlets for your products, all while earning income for your business.

Audit Your Instagram

Business

Class Instructor: Ammie Williams, Ammie Y'all

Are you spending hours posting on Instagram and getting no response? Are you afraid to start posting because you don't know where to start? Join Ammie for a crash course on auditing your Instagram account and learning everything you need to do to start seeing engagement and standing out online. Attendees will walk away from this class with a checklist and a plan to start posting meaningful, exciting, and targeted content on Instagram.

**Sunday, August 27
2:15 PM - 3:45 PM**

Nutcracker Face It Mug

Biz-nique

Class Instructor: Ammie Williams, Ammie Y'all & Bisque Imports



Ammie will show you how to transform the Face It Mug into a charming Nutcracker, easy to customize and perfect

for the holiday season. Learn Ammie's tips and tricks for painting the best pottery possible and how to teach a customers of all experience levels. We'll touch on marketing this project with photoshoot tips, social media ideas, and displays in your studio. You'll leave this class with a full plan for offering this as a workshop in your studio!

Snowglobe Tumblers in Your Studio!

Biz-nique

Class Instructor: Nell Wertz, For Art Sake Stickers

Jumping on new trends is an excellent way to supplement studio sales! This fast, easy medium appeals to both children and adults, allows for lots of upsell opportunities with accessories, has a high profit margin, and is sent home the same day! It's a great addition to your studio on a walk-in basis or as a structured workshop. This class will also cover upsell opportunities, birthday parties, special events, and more.

The tumblers used are double-walled acrylic drinking glasses with a hole predrilled into the bottom. A custom mix of glitter is put between the walls, then a mixture of glycerin and water is used to fill up the glass. A special UV resin is used to seal up the cup, and it's finished with a decal. Everyone will leave with their own tumbler!



Maximize Your Marketing Using Canva Pro

Business

Class Instructors: Wendy Pettys, The Pottery Patch & Brittney Ackley, CCSA

Learn how to utilize Canva to create engaging, trending marketing materials for your studio brand. The first half of class will cover some foundations of marketing, tips and tricks, and the importance of branding your content. The second half will walk you through creating in Canva, where you can easily

brand all your marketing materials in one spot. Follow along with us to create a marketing graphic and a holiday reel, and learn about some of Canva's newest features.

CCSA creates multiple marketing resources each month to aid in your marketing efforts. Learn how to save time and maximize those resources for your studio! Prior to this class you should be familiar with working on Canva and have an account established. You can review Canva by watching the CCSA Canva webinars.

Managing Your Kilns: From Purchase to Repair

Business

Class Instructor: Mike Sievers, Skutt Kilns

Kilns can be the most intimidating portion of your business but they do not have to be. This class will cover all aspects of managing your kilns and the people who operate them to make sure they are safe, well maintained, and firing in a way that optimizes results.

It's Elementary! Making Money in After-School Programs (A Panel Discussion)

Business

Panel lead by: Jamie McCabe, Clay Cafe Avalon

This panel discussion features professionals who have run successful after-school art enrichment programs both offsite and onsite. We will discuss what goes into running an after-school program, how to go about getting in the schools, who will run your program, how to market your program, project planning, and pricing. You will learn how a few after-school hours can turn into \$1000s in extra income for your studio. It's elementary!

Sunday, August 27 4 PM - 5:30 PM

Barro-Inspired Mexican Mug

Biz-nique

Class Instructor: Kathy Cano-Murillo, Crafty Chica & Bisque Imports

Learn about the array of Mexican style ceramics known as "barro," a word that literally means "mud" but which is loosely and affectionately used when referring to

Mexican ceramics. You will learn about not only the various types of barro, but also the painting technique on a Crafty Chica mug, using specific glaze colors, tools, brushes, and dotting techniques. Kathy will also present a variety of stunning techniques currently being used among contemporary barro (ceramic) artists in Mexico. You'll leave with a finished "barro-inspired" mug, as well as a list of ceramic painting and design ideas ranging from traditional to trending. Kathy will also talk about the different Latino seasons throughout the year that you can respectfully use to celebrate, incorporate, and use in your studio!



Know Your Studio's Worth and What to Do With It

Business

Class Instructors: Teresa Johnson, Kelley Copelin, and Jenny Muller, Color Me Mine

We are excited to share with you how to plan and execute a strong exit strategy. Whether you are just starting out, cruising along, or know you are at a point where you are ready for your next chapter, exit planning is critical. Everyone does it eventually and there are different pathways for when it does come time, and we will cover a variety of them. We will also talk about how to best build equity in your studio between now and then, and what to focus on before you are ready to exit. Join us to explore your future strategy!

Tons of Techniques

Biz-nique

Class Instructor: Nancy Tuel, Your Art's Desire

You know there are different kinds of techniques "out there," but are you utilizing many of them? Maybe you're stuck in a rut and haven't branched out in a while. Maybe you tried some but didn't have consistent success. Or

maybe you're a new studio owner and have no idea where to begin. This class will cover a wide range of techniques that will cost you very little in materials but will give you a pretty nice return. Nancy will present live demonstrations, talk about tip and tricks, and discuss troubleshooting, so you can train your customers. The more they know, the more they'll want to branch out with their creations. As always, there will be samples to inspire you, including some fun designs that you can EASILY copy and incorporate in your studio. The goal? Bring in customers, empower them, and generate more revenue. This class will help you accomplish all three!

Adding Value to Your Events

Business

Class Instructor: Stacey Sparrow, Art on the Rocks

Scale your business by learning how to add value to your classes and events that your guests will love. After starting classes 12 years ago with only 2 to 10 people, Stacey now consistently sells out almost all classes and events at 45 people, and classes and events now make up nearly half of her studio's yearly revenue!

Creativepreneurs: Creative Business Models to Fit Your Needs

Business

Class Instructor: Erica Gillman, The Tinted Tide

We got into business to make profit, but we also have lots of personal reasons for owning and operating our PYOP studios. This class will cover how your business can fulfill personal needs/wants/desires, how COVID changed expectations in the workplace, and how to tweak your business model to one that best serves your situation to set you up for success. As some of the most creative entrepreneurs out there, we can find the most creative solutions to our business challenges. Whether you're new to PYOP or an experienced studio owner, you'll leave this class with the motivation you need to make changes to your business that will serve you best!

Monday, August 28

9:00 AM - 10:30 AM

Cartoon-Inspired Drip Mug

Biz-nique

Class Instructor: Kathy Cano-Murillo, Crafty Chica & Bisque Imports

Comic-style cakes are a very popular trend this year, which has also led to other comic-style pop art - comic painted shoes, plants, and more. It's a great way to make a 3D object look 2D, like a flat, hand-drawn illustration. Kathy will share a variety of ways you can incorporate this trend. Your customers will love learning how to do this really fun technique! Starting with a Crafty Chica rainbow drip mug, we'll add layers of glazes and then outline everything in a specific way to make it look like a hand-drawn 2D comic.



Five Things Your Studio Website Needs

Business

Class Instructor: Emelie Sanders, Fired Up Marketing

I get it – you're fired up about your studio, and not so keen on web design. But you understand that's where your studio lives online. Your website helps customers book parties, connects them with the PYOP process, and shares unique information about your studio. It should make you more money, reflect your brand, and NOT stress you out. If that's not your current website experience, this workshop is for you! I'm putting on your studio's jersey – or apron – and jumping in to improve your all-important website.

Displays: Kick It up a Notch to Bring in Sales

Business

Class Instructor: Nancy Tuel, Your Art's Desire

Displays are a MUST in every studio. Are you looking for fresh display ideas? Are you not even sure HOW to put a display together that will generate money? Do you have big windows or small windows that need attention? What about NO

windows or even no space in your studio for a display? This class will cover all this and much more, from the basics through navigating themes and seasons and everything in between. You'll even learn a creative way to display stoneware pieces in a small area. And we'll touch on one of Nancy's favorites - silkscreens - to learn how to make even more money with those studio essentials by creating displays that will increase your sales. Whether you need a refresher course or more inspiration from Nancy or are new to our pottery community and need help start to finish, this class is for YOU!

Getting Ahead with Girl Scouts

Business

Class Instructor: Jacqui Hauser, The Studio for Art and Craft

Girl scout badges, patches, and other programming = \$\$ for studios. Leaders will spend money on badge programming that covers all or almost all badge requirements as well as on patch and other programs that appeal to their scouts. In addition to using the CCSA Girl Scout Resource Guide to get started, this session will address the 14 different badge programs, 8 patch programs, and other programming for girls and adult scouts. Jacqui will also share how she approaches Girl Scout leaders, service unit managers, and council staff to make connections that will yield programming year after year. In addition, you'll learn about working with Boy Scouts and 4H groups as well.

Oval Clay Dish

Biz-nique

Class Instructor: Jeff Rottman, GR Pottery Forms

This is a great class for anyone interested in offering clay in their studio, from beginners to advanced makers. Using bagged clay and a roller, we'll construct a slab, decorate it, and turn it into a functional



dish using a GR Pottery Form. The class will cover many basic clay tips to give you the confidence and success needed to offer clay in your studio. All tools needed for the project will be given to participants who take the class. The project can be offered in one class or multiple classes.

Impulse Sales: How to Bulk up Profits at the Cash Wrap

Business

Class Instructor: Nell Wertz, For Art Sake Stickers

Impulse buying can raise a business's profits by a little more with each purchase. The practice is utilized by nearly every retail business, from the grocery store with gum and soda, to your local gift shop with cards and small toys, to popups on websites that ask, "Would you like to add?" This class will focus on fitting those sales into an art studio, even if there doesn't seem to be room, and how to make them profitable for you, both now and in the future.

Monday, August 28

10:45 AM - 12:15 PM

Grow Your Business with Large-Scale Offsite Events: Marketing Changes in a Post-Pandemic World

Business

Class Instructors: Gail Schomisch and Jackie Burrow, All Fired Up Las Vegas

Gatherings are back and money-making offsite events are out there. Now it's time for you to reap the rewards of these large groups! Join two seasoned veterans specializing in big revenue

OUTSIDE their studio to learn how to zero in on this additional source of income.

Studios just beginning to dabble in offsites as well as experienced studios can all absorb great information here. Both can benefit from visiting the new revenue streams like master DIY kits and e-commerce "click and mortar" sales in a post-COVID marketplace. Topics include identifying target markets, six targeted methods to reach them, grooming potential inquiries

into big juicy bites instead of smaller group sales, and easy relationship-building phone skills to turn a single event into repeat business. There are big numbers in big gatherings and our industry suppliers have great pottery to supply them all year long.

Already hosting themed event nights? You're well on your way to launch into bigger hits in your local community, like camps, fundraisers, church, corporate, and school site partnerships at their locations. Add to your bottom line on those quieter, lower-income days, especially during slower seasonal downturns.

Attendees will gain an in-depth plan of attack for kickstarting offsite event marketing. Copies of the presentation will be supplied, along with sample flyers and Canva links to retrieve files for immediate holiday use. Bonus content: A question-and-answer period will follow the class for those who wish to dig deeper.

Engaging Staff and Customers with Clay *Biz-nique*

Class Instructor: Michael Harbridge, LearnFiredArts.com & Royal & Langnickel Brush

The margins on clay are much better than bisque you purchase, so why not turn it into bisque and generate cash? Keeping staff productive during slow times by having them actively working with clay also helps interest customers in working with clay. You can even have staff members creating clay forms on busier days so your customers see how easy and fun it is to work with. Michael will not only show you simple clay methods that generate cash, but he will also share ideas to engage your staff and customers. Learn how staff can

create simple clay forms like drape bowls and vases, and use leaves to create unique shapes

customers will not find anywhere else.



Massive Profits with Canvas Painting *Biz-nique*

Class Instructor: Michele Muzones, Art Rave

Canvas painting offers high profit margins and good customer return rates, but teaching it can be intimidating. Yet by learning a few super-simple techniques that anyone can do, you too can add thousands of dollars to your monthly cashflow. Join Art Rave Studios as they share their highly successful, proven designs to fill your studio with sold-out painting events! This very successful canvas painting program will help bring repeat customers and reoccurring revenue to your studio and let you compete with the large paint-and-sip chains for "art as entertainment." This class will help both YOU, the instructor, and YOUR CUSTOMERS to achieve better results!



Pricing Bisque for Profit

Business

Class Instructor: Susan Rogers, Gare

Taking geographic location and demographics into account, this class will examine and discuss winning strategies on how to set pricing for profit to meet your business goals.

Julie's Retro Ornament Class

Biz-nique

Class Instructors: Robin and Julie Cates, On the Pot

Come find out how to use this great sample to make more money in your studio! Whether

you use the project as a class for adults or a great sample to increase sales during the busy holiday season, this class can help you make the most of your precious real estate!

Using an original design by Julie, we'll be doing a trace-and-paint project. We'll talk about techniques for teaching the class in your studio as well as tips and tricks for better outlining and how to help customers paint better pieces.

Using Technology to Improve Studio Operations

Business

Class Instructor: Jeff Riley, Placefull & Retail Management Hero

At one time or another every studio owner has had to make a decision about how to use information technology and retail software to support the day-to-day operations of their studio. These decisions are often outside their comfort zone and result in unpredictable outcomes, from pleasant surprises to horror stories. This business class is intended to provide the non-tech-savvy studio owner with practical tips and techniques for making more informed decisions about assessing your current IT situation, prioritizing future investments, and developing an adaptable technology roadmap for your business. Concepts addressed include:

- What to look for in a point-of-sale system
- How to work more effectively with IT solution providers
- How to ease the burden on labor shortages by streamlining customer communications and automating business processes
- How to use technology to grow your business and offer an great customer experience.



CONVENTION EXHIBIT HALL

The CCSA Convention will feature over 10,000 square feet of exhibitor space. The exhibit hall is open on Friday, August 25 – Sunday, August 27. The exhibit hall is open only to those registered for the convention. Past CCSA conventions have played host to over 45 ceramic, clay, and glass suppliers. New this year, some of our exhibitors will hold product demonstrations and make-and-take sessions during exhibition hours on Saturday and Sunday.

New this year!! Make-and-Take/Demo Jam sessions

We are excited to announce that some of our exhibitors will hold product demonstrations and make-and-take jam sessions during exhibition hours. These Jam sessions will be scheduled, and attendees can pick up tickets for each Jam session from suppliers in the Exhibit Hall starting at 6:30 PM on Friday, August 25. We request that you only get tickets for Jam sessions you plan to attend, as there are limited seats for the make-and-take sessions.

The CCSA will send out a schedule of the make-and-take/demo Jam sessions, along with the date and time of each session in August. There will be a display of the sessions offered at the entrance of the Exhibit Hall. Once you have secured your ticket, please arrive 5 minutes prior to the start time of the session in the designated space for your desired make-and-take session. Instructions will be given via headsets linked to your instructor to ensure a peaceful atmosphere. Your seat will be given away if you are not present after 5 minutes.



Jam Session times are Saturday, August 26: 2 PM, 3:30 PM, and 5PM, and Sunday, August 27: 8:30 AM, 10 AM, and 11:30 AM

Free Mini Screen!
(With Swag Bag Coupon)

See What's New!
(Silkscreens and Projects)

WIN A PRIZE!

EXHIBITORS

- All Fired Up
- Bisque Imports
- Bisque Haus
- Chesapeake Ceramics
- ESR Commercial
- Fired Up Marketing
- For Art Sake Stickers
- Gare
- GR Pottery Forms
- Mayco
- Occasion
- Placeful/Retail Management Hero
- PYOP Studio Stuff
- Royal & Langnickel Brush
- Skutt
- Your Arts Desire

More exhibitors will be added.

SOCIAL EVENTS

NEW MEMBER MIXER

Friday, August 25, 5PM - 6:30 PM

The New Member Mix & Mingle is by invitation only. Select the appropriate box on the registration form, and when you check in on-site, an invitation with details will be in your check-in package. What if you've been to a CCSA convention before but the employees you're bringing have not? Do they get an invite to this party? Yes! Be sure to select the appropriate box on their registration form and their invites will be included.

The purpose of this event is to have some fun, break the ice, and give you a chance to meet others who are new—just like you! It's a no-pressure way to introduce yourself. We will play some games, enjoy snacks, have fun, win prizes, and get to know each other. At 6 PM, we'll go to the Exhibit Hall for a private tour before it opens to the general membership.

If you have any questions, don't hesitate to get in touch with CCSA Staff.

CREATIVE SCAVENGER HUNT

Friday August 25, 6:30 PM

You're invited to join the CCSA and your fellow Convention attendees for a Friday night scavenger hunt, but let's make it creative! Scan, solve, visit, and create with us in the exhibit hall on Friday night. Get ready to explore the 2023 Exhibit Hall and find clues to create a one-of-a-kind masterpiece that needs our combined creativity to complete. The final clue will lead you to the CCSA Graffiti Mural, where you can showcase your creative abilities. The Graffiti Mural will be on display during Exhibit Hall hours. Bring your thinking cap and sense of adventure, and let's make some unforgettable memories together! We can't wait to see you there! More information will be released as we get closer to the Convention!

ROUNDTABLE DISCUSSIONS

Saturday August 26, 7:30 PM - 8:30 PM

Join the fun! We'll have multiple tables set up with goodies provided by our sponsors to take and various topics for you to rotate through. During registration, you will have the opportunity to submit table topics. At each table, you will have a unique opportunity to come together with fellow attendees and engage in an open and collaborative dialogue. This style of discussion promotes active listening and encourages participants to share diverse perspectives and ideas. If you want to gain insight about marketing, events, business operations, and so much more, join us for the roundtable discussions on Saturday night.

TABLE SPONSORS





CONVENTION GALA

Sunday, August 27, 7 PM - 11 PM

Join us for an exciting evening at the Convention Gala on Sunday. Take a break, unwind, and enjoy socializing while supporting a good cause. Let loose, have fun, and discuss what you're learning while listening to some great music.

This is a fun night to mingle, eat, and dance your heart out! The Gala will take place at the Edge, located in the Peppermill. There is a beautiful outdoor patio that overlooks the hotel and mountain views, with additional seating throughout the lounge. Please feel free to dress in your favorite band shirt or in a music-era-themed costume or best gala attire. But more important, join us and come in what you feel most comfortable in. Enjoy good food at the start of the evening, along with drinks for purchase at the bar. Dinner will be available from 7-8 PM.

Our Live auction will take place during the Gala, and we will announce our raffle and Golden Ticket winners of the night. Enjoy live entertainment by Fast Times band who performs favorite dance and rock hits from the 70s to today. This high-energy group plays every song with a dance beat that you cannot resist. Fast Times cover band is always excited to play song requests.



GOLDEN TICKET PRIZE PACKAGE

- American Ceramics** \$250 Gift Certificate
- Ammie Y'all** A full year of Y'allstars, value of \$324
- Bisque Haus** \$150 Gift Certificate
- Bisque Imports** Free Shipping For a Year
- Chesapeake Ceramics** \$500 Gift Certificate
- Crystal Media**, Marketing package, value of \$2,300
- Fired Up Marketing** PYOP Website-In-A-Week, value of \$4,500
- For Arts Sake** \$50 Gift Certificate
- Gare** \$300 Gift Certificate
- GR Pottery Forms** \$100 Gift Certificate
- Kizer & Bender** Four hour virtual consultation, value of \$2,500
- Mayco** \$250 Gift Certificate
- Royal & Langnickel Brush** Studio brush assortment, value of \$500
- Your Art's Desire** 10 silkscreens of your choosing, value of \$230

The Prize package continues to grow!

Current value totaling over \$12,000 as of June 29.

CONVENTION AUCTION

2023 AUCTION

On display Saturday, August 26, through Sunday the 27th at 1:30 PM

The Gala Auction is one of the highlights of the convention! Members are asked to create a piece of art made from pottery, glass, mosaics, or other mediums—whatever inspires them—and donate the items to be bid on in our silent auction. We also have had items such as vacation homes, gift certificates, and weekend giveaways. The items are on display and open for bidding from when they are turned in through Sunday at 1:30 PM when everyone will gather to place their last-minute bids.

In 2018, PYOP studios from around the world generously donated over 90 auction items, raising a total of over \$16,000 for Believe Big. The beneficiary of the auction in 2019 was Make-A-Wish Western New York, which raised an impressive \$12,000. If you're new to the CCSA or looking for inspiration, feel free to check out past auction pieces on the Facebook Chatter page under albums. We would be grateful for your contribution of any unique piece to be included in this year's auction. No item is too big or too small! And if you wish to pre-ship, please make sure it arrives between August 6 and August 22. You can ship donations to C/O CCSA Auction, 13355 Stoneland Drive, Reno, NV 89511. Don't forget to complete the Auction Release Form and include it with your piece. The form can be found on the Convention website under the Auction section. Thank you for your support.

To ensure proper tracking of packages, kindly notify Taylor Barrow at taylor@ccsaonline.com if you intend to ship something. Additionally, if you are unable to attend the convention this year, you can still participate by donating an item for the auction.



AUCTION BENEFICIARY

The Northern Nevada RAVE Family Foundation (RAVE)

The Northern Nevada RAVE Family Foundation (RAVE), an acronym for Respite And Volunteer Experiences, started with a single grant from the Department of Health and Human Services in 1992 with a goal of reducing and preventing child abuse and neglect for children with disabilities. The need for respite was so great that RAVE became a 501(c)(3) nonprofit organization just three years later in October 1995.

The mission of the Northern Nevada RAVE Family Foundation (RAVE) is to improve the well-being of Nevada families by providing respite to families caring for young and adult children with special needs. RAVE, a 501(c)(3) non-profit organization, accomplishes this by training youth volunteers to care for these exceptional children. RAVE currently has the following center-based respite programs available to accomplish our mission: (1) RAVE Family Center, (2) Jr. RAVE and (3) Teen RAVE.

RAVE's dynamic center & community-based programs provide respite care, a much-needed break, to families caring for children with developmental and physical disabilities, including autism, children with mental and behavioral challenges, as well as children in foster and adoptive care. Our programs recruit local junior high and high school student volunteers and train them in the care of children. Most notably, the RAVE Family Center, Jr. RAVE, and Teen RAVE programs offer support services to both the child with a special need, and their siblings who reside in the home. This attention to the whole family fulfills RAVE's mission to provide comprehensive respite to parents and caregivers to assist them in strengthening their family unit. The RAVE Family Center, Jr. RAVE, and Teen RAVE programs act as a supportive, stable environment for children and their families. A supportive, stable environment has been proven to serve as a protective factor in preventing child abuse and neglect. RAVE not only provides caregivers with a break from the extra care their children require from the time they spend at medical and therapeutic appointments, etc., RAVE also creates a space for children to just be kids in a safe, fun, social environment.

RAVE is proud to provide no-cost respite services to families with special needs, hopefully relieving the financial stress of paying a qualified care provider and encouraging families to take the break they so desperately need. We love to give the "Gift of Time"!



LUNCH & LEARN

KIZER & BENDER

Saturday, August 26, 11:45 AM - 1:00 PM



How to Build Your Local Business and Better Connect with Your Community

Rich Kizer and Georganne Bender, *Kizer & Bender*

Community is incredibly important to today's consumers. You get points for being a good corporate citizen, points for protecting the environment, points for recycling, up-cycling, and for the local charities you support. This presentation looks at what you can do locally to become a better corporate citizen, engaging shoppers, and encouraging your community to Shop Local, Shop Small, Shop Indie! You'll learn: How to be present in local activities; an easy exercise to help you identify what makes your store special; how to utilize Lifestyle Marketing to connect with your customers and community; how to create partnership promotions with other successful, non-competing businesses; how to utilize Cause Marketing; why it's necessary to toot your own horn, plus PR tricks to help you capture media attention.

An advertisement for GR Pottery Forms. The background is a vibrant green with white geometric shapes. At the top left is a dark blue square logo. To its right, the text reads "GR Pottery Forms" in a bold, dark blue font, with "Durable and Economical" in a smaller font below it. The main title "Studio Essentials" is written in a large, bold, dark blue font across the center. Below the title, several light-colored pottery forms are displayed: a square, a circle, a hexagon, a triangle, and a large oval. Each form has a small dark blue logo and text on its top surface. At the bottom left, there are four social media icons: Facebook, Instagram, YouTube, and Pinterest. On the right side, the text "Discount Code: CCSARENO" is displayed above a QR code. A small white hexagon is also visible on the right side of the advertisement.

Discount Code:
CCSARENO



RENO STUDIO TOURS

August 28th at 2 PM

Add-on event, \$40 per person

Come and explore the PYOP studios of Reno with us! Our tour will take us to three different studios and last for approximately four to five hours. We'll be departing from the Peppermill at exactly 2 PM (with the boarding location to be announced). We'll take a brief break for dinner and even have some time for shopping! Only 55 seats are available, so don't hesitate to sign up!

We will visit the following studios:

The Playful Potter, Sparks, NV
Owned by Alina Jack



All Fired Up Reno, Reno, NV
Owned by Olivia Franks



The Clay Canvas, Reno, NV
Owned by Chelsea Suschena



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