

Texas Gulf Coast Ceramics Society

July 2005 Newsletter

Top Priority News: Show Business

There is only **ONE** more month left before we have our show! September 9 & 10. If you have a shop or teach a class and would like a poster to hang up or fliers to give out, please call (409-316-1711) or email (Julie@playtimeceramics.com) and they will be sent to you

SPECIAL NOTE: Sorry for the confusion over the brochure deadline. **Ads for the 2005 show brochure are due by August 14th.** Ads may be emailed to tgccs@houstonceramics.org or mailed to the address on the application. Either way payment must be received before the deadline for the ad to appear in the brochure. If you need an ad or booth application, both are available on our website at <http://www.houstonceramics.org/05%20show/apps.htm>

Editor's Letter: Now that the show is a month away we need to think on ways to make money not only for your booth but the show as well. As I thumb through the Popular Ceramics magazine (May/June 2005) I notice an exciting and educational article on Rich Segel sales & marketing report. I would like to share the high points he made on making money in the article. These pointers apply to both the show and for your sales on your booth. I think these are very good ideas for the members that are working the show.

Steps:

1. **The opening or greeting** – Be sure to smile and say a simple hello. Give an inviting face as people pay to enter the show floor.
2. **The investigation or the questioning period** – right there at the paying booth ask the customer on what she or he is looking for in ceramics. Guide them to the booth where the items they are looking for are located. Give the sales people a good commendations and good pointers on their products. Show encouragement!
3. **Presenting or making the suggestion** – make suggestions not only on one booth but on several booths that might help them find the items.
4. **Confirming the sale or answering objections and closing** – simply thank the customer and offer other items or ideas that might be of interest at your shop. Don't forget the business cards or any flyer that sells your high quality products.
5. **Positioning for the next sale (Collecting Data)** – get some information on the customer so you can send them information later on your new items, (Follow-up).

Now that was easy and I do not think we need formal training on these tips.

The Shop of the Month – Katy Country Ceramics

5823 Hwy Blvd, Katy, TX 77494, Phone: 281-391-9555 Owned and operated by Linda Gilpin for 15 years.

I started as hobbyists in my home garage to put my son through college. After his graduated he told me that he would come home



if I move my ceramics out of the garage. I was at the right place at the right time so, I brought Katy Country Ceramics and it has grown from small shop of 500 molds to over 7000.

- Classes: Tuesday, Wednesday, Thursdays from 10 – 2 Thursday nights 6 – 9
- We have done all the Duncan certification classes. We have had many artists in our shop: Keith Mikeworth, David Hoff, Courtney Franz, Jeanette McCall & Susie Peschke Susie has taught many classes and as well teaches Tuesday classes. She is now working on “hand built” ceramics pieces.
- We have a full line of Gare, and Duncan products, Mayco’s crystals, Kimple’s Oils and DocHoliday’s Stains. Distributor for CSI Slip, Paragon and Cress kilns.
- Our shop has Bill Moebes for repairs on all kiln models. He is certified and insured.
- We do birthday parties, scout groups, wedding parties, baby showers and corporate groups.
- We cater to senior groups such as Harris County, Bear Creek, Katy Community and all seniors receive a 20% discount on all products.
- We do wholesale and retail.
- We do bisque for contemporary shops
- We develop fund raising projects for schools



David Hoff airbrush class



Emma Nelson – busy staining at Katy Country–family’s 3rd generation of ceramists

Angels everybody’s favorite!!!



Happy Birthday



July: Margie Adams
Lou Tandle
Aug: Jim Brennan
Gene Thornton-Brennan
Blanca Bustamante

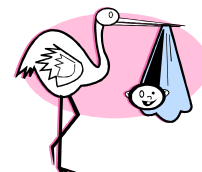


Get Well Wishes

Becky’s daughter
Blanca’s little boy - Sebastian

Congratulations

Linda at Katy Country is a GRANDMA again! A little girl, Madison Ry Ann born 7-9



Sell - Buy - Trade – Want

Jim Brennan repairs kilns and sells used kilns including new Paragon Kilns. He is looking for parts from old kilns that are being thrown away. Call (281)585-8888

Mold, Molds, Who’s Got the Mold: None reported.

“Like It or Spike It” - Julie likes the technique learned in the Duncan IV class using baby powder to thicken acrylic stains for texture painting. The piece came out wonderful and it smells good too. Also, everybody is very happy with the handmade Kolinsky brushes sold by Kala Brushes....Lots of compliments on these brushes!

Lost in the Dust no shop closings or discontinued products were reported this month

Upcoming Classes (For more detail info call – shops listed on the Local Member Shop section)

E & H Ceramics has a class in January 2005 from Kimple Molds. Show - Free freight 40% off on Kimple molds. Call for details.

Brennan’s Pride Classes

Paula McCoy Butterflies in Bloom
Flowers & Berries

Saturday, August 12th
Sunday, August 13th



Additional classes may be found on the calendar on our website. Simply go to the "message sharing board" then click on the word **calendar** in the upper right hand corner. The current month will appear but you can change to any month you want with the bar at the bottom. If you are teaching a class and would like for it to appear on our calendar, please send the information to tgccs@houstonceramics.org. If there is a picture of your project on the web, we can also link to that picture.

Local Member Shops

<u>Shop’s Name</u>	<u>City</u>	<u>Phone</u>	<u>Products</u>
Bell’s Little Treasures	Pearland	(281) 483-3051	Porcelain – dolls and other porcelain items
Brennan’s Pride Enterprizes	Manvel	(281) 585-8888	Greenware – Bisque – Molds – Slip – Classes
E & H Ceramics	Houston	(713) 921-2045	Greenware-Bisque-Molds-Slip-Classes-Mayco-Gare-Ceramichrome-Kimple
Garden Road Ceramics	Pearland	(281) 485-1570	Bisque, supplies, paint
J A R Ceramics		(281) 705-6011	Finished ware
M & T Ceramics	Webster	(281) 280-0175	Greenware – Bisque - Slip
Playtime Ceramics	Santa Fe	(409) 316-1711	
The Ceramic & Pottery Center League	City	(281) 428-4490	

Local Non-member Shops

Alora's	Houston	(713) 682-7878
Backyard Ceramics	Baytown	(281) 428-2651
Cactus Bend Ceramics	Dickinson	(281) 534-3325
Dreamcatchers Ceramics	Alvin	(281) 756-8327
Mary Lou's Ceramics	Pasadena	(281) 998-9987
Katy Country Ceramics-	Katy	(281) 391-9555
Monica's House of Ceramics	Houston	(281) 564-4997

Products

Greenware, Firing, Supplies, Mayco

Welcome to New Members

Jim Jennings
Janet Fox
Francis Johnson
Rufus Spigner

Most Asked Question: None reported!

Gene – Announcing up-coming classes?



Show's Officers -
Makin' a list of
Show volunteers
And checkin' it
twice?



What is Jeanne doing?
She is not smoking a cigarette!

Note from President: Bob is to be searched at all up-coming meetings and all cameras in his possession are to be confiscated!

Last Minutes Thoughts

Emails are nice! If you decided and would like to join our society mailing list or be removed, please send email to: ceramicshouston@yahoo.com or call one of our member shops.

Our next meeting is August 1st, 2005 and the one following that will be on August 29th starting at 7 pm at Mt. Olive Lutheran Church on Scarsdale. Please come join us. Bring some of your pieces for show and tell.



Texas Gulf Coast Ceramics Society

1110 Evergreen
Houston, Texas 77087