



JANUARY newsletter

2025



The CCSA Annual Convention is a member-only event designed exclusively for paint-your-own-pottery (PYOP) and fired arts studio owners and professionals. Held every year, this convention brings together small business experts, studio owners, and suppliers for four days of learning, networking, and inspiration.

Attendees gain access to specialized classes covering everything from business strategy and marketing to hands-on project techniques. With an exhibit hall showcasing the latest products, networking events, and inspiring social gatherings—including a themed gala and a silent auction—the convention is packed with opportunities to grow, connect, and recharge.



Convention Savings Club sign-ups have been postponed and will now open on January 6th.

What is the Convention Club? We offer our members the chance to pay for convention in advance (you and your entire party or just you) and you will be able to register for classes before we open class registration to the general membership!

Why is this such a huge benefit? You will be able to choose classes and register for Convention before the general membership! In most locations, there are seating limitations for each class (classes fill up quickly!).

Joining the Convention Savings Club gives you the advantage of paying early and almost completely ensures that you get the classes you want! We offer a one-time payment, or you can spread your payments over 5 months (January - May). Saving for your future and investing in your business has never been easier.

If you are interested in teaching a class next year or have any class suggestions, please submit your ideas to us by January 15th!

WELCOME NEW CCSA MEMBERS!

Ada Pollock, Fire and Glaze, Clarksville, TN

Diarmuid McCleary, Dublin Pottery Painting, Dublin, Ireland

Be sure to jump over to our [private Facebook group](#) and get in on the discussions!



Tune In to the Glazed Over Podcast!

Start the new year with fresh ideas and inspiration! Check out the Glazed Over Podcast, created especially for PYOP studio owners. Each episode is packed with valuable tips, industry insights, and interviews to help your business thrive.

Don't miss out—follow us on your favorite podcast platform today!

Members in the News.

Michele Thara, Hands On Pottery, [in her local news](#)

Erica Allen, The Painted Potter, [in her local news](#)

Terri Welch, Paint N' Fun Ceramics, [in her local news](#)

Kelly Emmert, The Art Garage, [in her local news](#)

Anna Rohde, Artisan Insight Studios, [in her local news](#)

Please share your news features! Send info and links to Brittney@ccsaonline.com



OFFICES CLOSED
JANUARY 20-23

FOR 2025 CONVENTION PLANNING

Unforgettable and Easy Valentine's Day Date Idea: Paint-Your-Own Pottery



New
Blog
Post

Paint your own Pottery
PAINTYOUROWN POTTERY.COM

New Blog Post Alert! Please share on your website, social media pages, and on your blog if you have one.



Join our Text Club!

ccsa
CONTEMPORARY CERAMIC
STUDIOS ASSOCIATION

our international studio members. Whether you've experienced successes, encountered challenges, or simply want to share your experiences, this is an opportunity to connect and support one another along with the CCSA, Executive Director, Dena Pearlman!

Please come prepared to share, listen, and engage with your fellow members. This is a casual and inclusive gathering, so feel free to bring a cup of your favorite beverage (depending on what timezone you are joining us from ;) and join us for a relaxed and enjoyable conversation.

We look forward to seeing you there!

[Join the Meeting](#)

Check-In & Chat: Convention Savings Club Q&A Tuesday, January 14 at 1 PM EST

CCSA's Annual Convention 2025 planning is underway! We are so excited to see everyone in Denton, Texas, September 5-8th.

On this Check-In, we will answer any questions you may have about the Convention, discuss the Convention Savings Club, and share information about the Denton Embassy Suites we will be staying at.

[Join the Meeting](#)

CCSA Guides.



Benefits.



MARKETING *Monday*

LOOK FOR NEW CCSA MARKETING MATERIALS IN THESE BI-WEEKLY EMAILS.
Materials include, #TrendingTuesday reels, marketing graphics, Marketing-Mash-Ups,
Canva Templates, and new Lifestyle Trends Photos.



Merchandise.



We are saying goodbye to the
CCSA's Designing Dishes Program.

You can still purchase any of our projects
for only \$20. Your project will be ready for
download instantly!

If you are currently enrolled in Designing
Dishes your subscription will end
December 31st.

[Browse Projects Here](#)

This guide is intended to give you a head start on adding Clay to your successful Paint-Your-Own Pottery (PYOP) studio.

[Purchase Here!](#)



GO BIG OR GO HOME WITH OVERSIZED CLAY IMPRESSIONS: CLASS VIDEO & HANDOUT
\$49.00

Going big with clay impressions can be a bit scary at first, but Susie Bucci and Ashlea Tievy have you covered! Enjoy this class from our 2021 Virtual Convention.

[Purchase Here!](#)

Suppliers.




Other products to make your life easier

- Studio Spots** aka masking tape polka dots
- Lace** for painting and clay projects
- Silk Screens & Supplies** get the hand drawn effect - no drawing skills necessary!
- Plate Racks** to stand your products up where customers can see them
- Bisque Letters, Ornaments & Plaques** all with silk screens to make them cute & easy
- Kid's Kits** for easy kids classes
- Clay Carbon Paper** for all your pattern transfer needs
- Vinyl Placemats** for your painting tables - no more paper placemats
- Table Sponges** to reduce paper towel usage in your studio
- Embroidered Aprons** to show off your studio logo
- Studio Stripes** all sizes of masking tape for painting
- Plate Stands** to sell at your cash register!
- Colored Wire** to add value to your customer's finished pieces
- Glitter** in colors and sizes not available in your town
- Two Chicks** project books for adult classes and licensed silk screens

Painting Lace & Clay Lace
Beautiful Texture!

We scour the land looking for the most unique pieces of lace so that you have the perfect pieces for your studio. Use Painting Lace as a stencil to paint on your masterpiece. If you think our painting lace is fantastic, wait til you see our Clay Lace. Clay lace is thick and creates amazing dimension for all of your hand-built clay projects. These guys make awesome classes for kids and adults!

Set up an account to order!
www.pyopstudiostuff.com
Or Call (615) 220-8888



Fun Dates to Remember

JANUARY, 2025

- 1/1 New Year's Day
- 1/4 National Trivia Day
- 1/20 Martin Luther King, Jr Day
- 1/24 National Compliment Day
- 1/28 Chinese New Year's Eve

FEBRUARY, 2025

- 2/9 National Pizza Day
- 2/10 Chinese New Year
- 2/11 Super Bowl LVI
- 2/14 Valentine's Day
- 2/19 President's Day
- 2/20 Love Your Pet Day

MARCH, 2025

- 3/4 Mardi Gras
- 3/7 Employee Appreciation Day
- 3/17 St. Patrick's Day
- 3/20 International Day of Happiness
- 3/23 National Puppy Day

CCSA Board of Directors

- Katie Yallaly, President
- Jamie McCabe, Vice President
- Vicki De Werth, Secretary
- Louise Blazucki, Treasurer
- Cheryl Tisland
- Wendy Pettys
- Erica Jones

CCSA Staff

- Dena Pearlman, Executive Director
888-291-2272 x6
dena@ccsaonline.com

Taylor Barrow

- Business Operations Specialist
888-291-2272 x4
taylor@ccsaonline.com

Brittney Ackley

- Member Engagement Specialist
brittney@ccsaonline.com



[CCSA Facebook page](#)

[Paint Your Own Pottery Facebook page](#)

[CCSA members private FB Chatter group](#)

[Link to photo albums in FB Chatter group](#)

Help create an awareness of the industry!

Use these hashtags in your social media posts

#PYOP
#paintyourownpottery
#handprints
#footprints
#clayimpressions
#familytime
#potteryparties



Contemporary Ceramic Studios Association | 346 Glaspell Circle SE | Palm Bay, FL 32909 US

[Unsubscribe](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!