

**We Call our self NMPCA - New Mexico Potters and Clay Artists.**

The goals of the New Mexico Potters and Clay Artists are to promote excellence and creativity in the clay arts, and to further their understanding and appreciation throughout New Mexico. To support these goals, we foster educational programs, arrange exhibition opportunities, and provide a communication forum for the exchange of ideas, information and inspiration.

# 3 MEMBERSHIP 2023 ANNUAL MEETING

# Agenda

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# Welcome

Welcome to the NMPCA Annual Meeting, we thank you for attending. We hope this will be educational and informative of what we've done this past year. Members of the board will give reports of what they've done this year. Complete details are in this document if you have any questions please ask.

Andrea Pichaida  
President



**OUR HOST - This year our host is The City of Albuquerque's, Highland Senior Center**



We would like to thank Center Manager Julianna Brooks and Program Coordinator, Chris Rogers along with all the staff here at Highland Senior Center. Also if you are not a member of the Senior Center join today. Memberships help the center keep accurate count of participants, as well as help make sure we obtain appropriate resources and funding to continue providing free and low-cost services to our active adult community.

New participants will be required to register for a membership in order to continue services. New memberships has a \$20.00 annual fee; however, a fee waiver can be requested.

# Minutes 2022 Annual Meeting

Charlotte Ownby,  
Secretary

## Minutes

### Annual Membership Meeting

Saturday, March 5th 2022 Noon on Zoom

(prepared by Charlotte Ownby, Secretary)

(NOTE: Since a detailed handout of the information to be presented was made available to all participants prior to the meeting and shared on the screen during the meeting, these minutes are a Summary and not detailed.)

### Call to Order - Andrea Pichaida

Called to order at 12:01pm. By the end of the meeting there were 26 members attending (SEE LIST at the end of these minutes.) Andrea welcomed everyone and gave a brief overview of the meeting agenda.

### Minutes of the 2021 Annual Meeting-

Jacquita Beddo moved to approve the Minutes as written; Michael Thornton seconded. All voted to approve.

### Treasurer's Report- Judy Nelson-Moore

Judy reviewed the Profit and Loss statement (January-December 2021) indicating that we have a Profit (New Income) of \$2,055.60 at year's end. She noted that last year's Profit was a negative \$2,001. She reviewed the Balance Sheet as of December 31, 2021 and indicated that this is an operating budget and does not include projects, like Celebration of Clay or the Ghost Ranch Workshop, which are budgeted separately. A motion was made by Lee Akins and seconded by Andrea Pichaida to approve the Treasurer's Report. There were no questions from the membership. All members were in favor of the motion; none were opposed. Motion passed.

### Membership Report- Judy Nelson-Moore

Judy reviewed the Membership Report. We have 177 Active Members. Membership has increased by about 20 people over last year. She made a couple of corrections to the Membership Report. New Members since January 1, 2021 totals 44, and Members lapsed since January 1, 2020 totals 33. She added that the Board voted to extend a Lifetime Membership to Cricket Appel for outstanding service in many roles on the board and committees over many years. She is only the third person to receive a Lifetime Membership in the NMPCA. THANK YOU, Cricket!

**A BIG THANK YOU to Mary Sharp-Davis!!** Andrea extended a big THANK YOU to Mary indicating that Mary's service on the Board as Outreach Coordinator has been memorable, super, extraordinary, and downright wonderful. You can read comments from NMPCA Board Members (Handout) about Mary's service. Mary is leaving the Board after this meeting to pursue her love of painting! All the best, Mary! Thank you so much.

### Ghost Ranch Workshop- Michael Thornton

Michael reported about the Ghost Ranch Workshop held last August with Santa Fe artist Sharon Brush giving demonstrations and leading discussion and hands-on participation. The Workshop was well-attended with 20 ceramics enthusiasts, and Sharon guided them in an exploration of personal influences and rationale useful in developing meaningful sculpted forms. This was a highly successful Workshop.

The Workshop for 2022 is scheduled for August 19, 20 and 21. It will be New Mexico Connections with local artists Luisa Baldinger (Terra Sigillata), Yurly LUZOV (Polymer Clay), Merlene Walker (Precious Metal Clay), and Brant Palley and Cirrelda Snider-Brian (Stains and Oxides in Clay). Registration is now OPEN.

Michael also informed us that although we could not have a **Volunteer Camp** for the last two years, we will have one this year during May 19, 20 and 21.

### Bill Armstrong Grant- Michael Thornton

Michael reported that the Bill Armstrong Grant for 2021 (\$1000) was given to the "Healing Wings Project" - a joint venture between the Las Cruces Potters Guild and the Agave Artists Cooperative. Healing Wings is an interactive sculpture installation which seeks to acknowledge the grieving and healing process associated with the community's experience of loss since the beginning of the Covid-19 pandemic. He congratulated Project leaders Kathy Baker and Jan Archey for their organizational skills and commitment.

It was noted that Kathy Baker was present at the Annual Meeting. Proposals are now being accepted for the 2022 Armstrong Grant at ). Sara raised a question about eligibility for this grant; does the recipient have to be a 501(c)3 organization? It was determined that the awardee must be a 501(c)3 organization or an educational institution located in the state of New Mexico to be eligible to apply for this grant.

### Celebration of Clay- Andrea Pichaida

Andrea reviewed the Celebration of Clay 2021 "Coming Together" held at The Gallery at the Abiquiu Inn during June 11-July 29. This exhibit was dedicated to Frank Willet, and he was honored by having a special award for this show. We were able to have the Opening Reception in person. It was a very successful exhibit with 70 pieces included from 38 artists, 17 sold for a total of \$3,430. More details including jurors and award recipients can be found in the Handout on NMPCA website.

The 2022 Celebration of Clay will be held at the Taos Ceramic Center during June 18 - July 23. It is entitled "Uplifted". Andrea pointed out that there will be an increase in a couple of costs related to the exhibits to help balance the budget for the exhibit. The entrance fee per piece will be \$25 (up from \$15) and the amount recommended for those who cannot volunteer to help out will be \$35 (up from \$25).

### Sunport Showcase- Mary Sharp-Davis

Mary reviewed the origins of the 2021 Sunport Showcase Show and indicated that it ran through October, November and December of 2021. She noted that it was an OUTSTANDING Show which drew many positive comments from the public and Sunport personnel who said it was the BEST SHOW they have ever had. Mary thanked Charlotte, Sara and Serit for their contributions as designers of the three showcases. She thanked Leonard for technical and printing support. As it was a juried show, space was limited, but she thought that the New Mexico Clay Community was well-represented. We have been asked to do the show again in a couple of years. Elaine asked if any of the pieces sold; Mary replied that several had sold.

### Board Elections 2022- Leonard Baca

Leonard reported on the status of Board members at his time. Mary Sharp-Davis is leaving the Board, Michael would like to stay on as Ghost Ranch Coordinator and Armstrong Grant manager for a second term. The Nominating Committee recommends Merlene Walker and Sheila Miller as new Board members. Leonard introduced the two new nominees to the group. Leonard then moved that Michael, Merlene, and Sheila as well as the current members of the Board be approved for the Board. The motion was seconded; all voted in favor of the motion. NOTE: The slate includes Anrea Pichaida, Charlotte Ownby, Judy Nelson-Moore, Luisa Baldinger, Sara D'Alessandro, Cirrelda Snider-Bryan and Leonard Baca as current members with continuing terms. The Nominating Committee consists of: Leonard Baca, Chair, Michael Thornton, Sara D'Alessandro and Charlotte Ownby.

### Communications:

#### The Slip Trail - Cirrelda Snider-Bryan

She indicated that as editor, her goal is to publish a minimum of 6 articles per year. She will also include "Meet the Member" articles, and she has already selected 3 new members for interview - look for the interviews. There will also be one interview a year with interesting people in our clay community, outside of the membership.

#### eNews - Sara

Sara noted that the eNews is moving along well as usual. She encouraged members to submit items for publication in eNews, and she reviewed the Guidelines for submission of items. The main thing to keep in mind is to email the "item" as plain text written in the body of the email. Send images (1-2) as attachments NOT in the body of the email. These guidelines are covered in more detail on the website: nmpotters.org

#### Clay Connections - Mary Sharp Davis

Mary reported on this new addition to NMPCA is the brainchild of Judy Nelson-Moore as a way to connect with the Clay Community in times of social distancing during Covid. She and Judy have hosted nine zoom events since February 2021 with participation of 3 to 15 members per session. She covered the topics shared and indicated that it has been very successful. They

would like to expand by having guest presenters with demos, etc. Clay Connections will continue to be announced in eNews with links to sign up for the next event.

#### Social Media - Leonard Baca

Leonard presented some data from our Social Media outlets for 2021 (details in the Handout on the website). The use of both Facebook and Instagram were highly effective in getting our message out to the public. The Facebook Page Reach was 7,906, highest during the Celebration of Clay (May-June) and the Sunport Show (October-December). The Instagram reach was 1,815, again highest during the CoC and Sunport Shows. Leonard encourages members to use Hashtags such as #NMPCA, #New Mexico Art, and during the Celebration of Clay, use #celebrationofclay. Social media makes a BIG Difference!!

#### President's Report- Andrea Pichaida

Andrea gave her report as President. The full report can be accessed online at nmpotters.org. She began by saying that she has been really honored to be President of this group which "provides the opportunity to leave the isolation of our own studios and to come together in exchange, dialogue and creative connectivity". She indicated that "leaning on each other and coming together in this way, for me, is the key to weathering all storms".

Andrea then reviewed our activities since the last Annual Meeting in March 2021, and noted that despite the pandemic conditions, we did a lot in 2021! She thanked the Board, Committee members and the general membership for making her tenure as President so enjoyable and productive. She then summarized what's ahead for all of us in 2022 including the Celebration of Clay (June 18-July 23), Ghost Ranch Workshop (August 19-21), Armstrong Grant (applications due by August 31), Clay Connections (app. Once per month, The Slip Trail Blog. She finished with a very personal message about her involvement with the NMPCA and thanking the other Board Members. She was "loudly" applauded and profusely thanked! Outstanding job, Andrea!!

Andrea adjourned the meeting at app. 1:05 pm.

## Attendees at the NMPCA Annual Meeting on Zoom, March 5, 2022. (Total is 26)

Andrea Pichaida  
Leonard Baca  
Judy Nelson-Moore  
Cirrelda Snider-Bryan  
Michael Thornton  
Sara D'Alessandro  
Luisa Baldinger  
Mary Sharp-Davis  
Charlotte Ownby  
Jacquita Beddo  
Joey Serim  
Steve Blakely  
Kathleen Baker

Carolyn Siegel  
Melissa Alexander  
Merlene Reed Walker  
Lee Akins  
Connie Bowen  
Christine L. Evans  
Sheila Miller  
Sue Baum  
Kari Rives  
Judith Richey  
Phil Green  
Elaine Biery  
Serit Kotowski

# Organization Financial

Judy Nelson-Moore,  
Treasurer

## Profit & Loss

January - December 2022

	TOTAL
<b>Income</b>	
Non Profit Income	
Donations	
Clay Forward Donation	8,323.01
<b>Total Donations</b>	<b>8,898.01</b>
Dues	
Membership Dues	5,505.00
<b>Total Dues</b>	<b>5,505.00</b>
Ghost Ranch Workshop	9,356.00
Ghost Ranch Refund	-809.00
<b>Total Ghost Ranch Workshop</b>	<b>8,547.00</b>
Member Exhibits	
Award Donations	100.00
Exhibit Entry Fees	1,525.00
In Lieu	245.00
<b>Total Member Exhibits</b>	<b>1,870.00</b>
<b>Total Non Profit Income</b>	<b>24,820.01</b>
<b>Total Income</b>	<b>\$24,820.01</b>
GROSS PROFIT	<b>\$24,820.01</b>
<b>Expenses</b>	
Charitable Contributions	
Other campaign expenses	53.13
Premium Cost	1,792.50
Shipping, & Delivery	411.49
<b>Total Charitable Contributions</b>	<b>2,257.12</b>
Exhibit Expenses	
Advertising	784.66
Awards	400.00
Celebration of Clay	349.00
Food/Signage	200.00
<b>Total Exhibit Expenses</b>	<b>1,733.66</b>
Ghost Ranch Workshop	
Accommodations	5,385.00
Food/Supplie/Misc.	1,096.56
<b>Total Ghost Ranch Workshop</b>	<b>6,481.56</b>
Grant Program	
Grant Awards	3,000.00
Grant Committee Expenses	50.00
<b>Total Grant Program</b>	<b>3,050.00</b>

	TOTAL
Membership Expenses	
Accounting Fees	27.69
Accounting Software	676.36
Bank/PayPal Charges	804.23
Board Member Mileage	38.00
Legal Fees	11.95
Local & Phone Meetings	118.78
Other Miscellaneous Service Cost	182.00
Postage	30.53
Website/Email	1,408.33
<b>Total Membership Expenses</b>	<b>3,297.87</b>
<b>Total Expenses</b>	<b>\$16,820.21</b>
<b>NET OPERATING INCOME</b>	<b>\$7,999.80</b>
Other Income	
Interest Earned	2.08
<b>Total Other Income</b>	<b>\$2.08</b>
NET OTHER INCOME	<b>\$2.08</b>
NET INCOME	<b>\$8,001.88</b>

## Balance Sheet

As of January 1, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Wells Fargo Checking	32,633.06
Wells Fargo Savings	0.00
<b>Total Bank Accounts</b>	<b>\$32,633.06</b>
<b>Total Current Assets</b>	<b>\$32,633.06</b>
Other Assets	0.00
<b>TOTAL ASSETS</b>	<b>\$32,633.06</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
<b>Total Liabilities</b>	
Equity	
Opening Balance Equity	9,512.42
Retained Earnings	23,120.64
Net Income	
<b>Total Equity</b>	<b>\$32,633.06</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$32,633.06</b>

# Membership

Merlene (Mo) Walker,  
Board Member

Current Active	2020	2021	2022
Regular Members	96	102	130
Studio Tour Members	64	65	63
Student Members	5	5	5
Lifetime Members	2	3	3
Courtesy Members	2	3	3
<b>Total</b>	<b>170</b>	<b>178</b>	<b>204</b>

## NMPCA BOARD



President  
Andrea Pichaida



Vice President  
Michael Thornton



Secretary  
Charlotte Ownby



Treasurer  
Judy Nelson-Moore



Board Member  
Cirrelda  
Snider-Bryan



Board Member  
Luisa Baldinger



Board Member  
Sara D'Aessandro



Board Member  
Leonard Baca



Board Member  
Sheila Miller



Board Member  
Merlene Walker

*Luisa Baldinger,  
thank you for your service  
on the board!*



Luisa and I have developed a relationship to encourage each other in clay and in life starting in 2010 when we first met. Her service on the NMPCA board has greatly benefited the organization. Her ceramic work is graceful, subtle, and mesmerizing when you look at the fine marriage of form and surface. It is as though her gentle, generous and insightful character shines through into the work. She is not afraid to tackle the tough issues when necessary and pitch in on tasks needing done. She will be missed on the board, but we hope she will continue as an active NMPCA member ... —*Judy Nelson-Moore*

I can't remember when I first met Luisa, I've been to her house many times picking up pedestals taking them to the Celebration of Clay. I would walk through her studio seeing her work and marveled at how well it was done. I remember one time joking with her, we were on our way to an opening and stopped by her house. I said, I was here to pick up the pedestals and she was shocked, like she forgot to do something. I love playing jokes like that and we both laughed, and we had a good time. Another time I remember when Frank Willett gave a workshop and Luisa was by his side, she knew that the presentation had a limited time. Frank would go off on a story and she would bring him back, guide him to what he was making or teaching, I loved that about her.



Her aesthetic skills were apparent at the Celebration of Clay, her job was to help lay out the work. It needed to have a flow, a sense of oneness and she gave that to the Celebration of Clay.

Everyone has skills and knowledge that they bring, Luisa has brought that to our board. Sometimes we go off thinking and bring up different ideas, but it's the knowledge of people who have been around that keep us grounded. No one person runs the board or the organization, it is a group of people thinking and communicating together that do that. Luisa, we thank you from the bottom of our hearts for being part of the board of the New Mexico Potters and Clay Artists. I know you will keep being involved in the organization and on other committees. Thank You —*Leonard Baca*



Luisa is one of the most talented potters I have had the honor of sharing time and space with. Her "sympatica" nature is magnetic. She is absolutely true to herself, her art, her friends and family. It is always a pleasure to be in her presence and she will be sorely missed. I wish her all the best in her future endeavors. —*Karin Bergh*

I have enjoyed getting to know Luisa during her tenure on the Board. She has been a quiet but strong presence with insightful input. And, I absolutely love her Pottery! Happy potting, Luisa! —*Charlotte Ownby*

We have much to be thankful for, having Luisa Baldinger on the board. For me, I appreciate her solid sensibility that extends over the wide arena that we all work on — the practical, the aesthetic, the human. Her devotion to the practice of hand building is an utmost inspiration. —*Cirrelda Snider-Bryan*

Dear Luisa: I first met you at the Contemporary Clay Fair. I had not been in Santa Fe very long, and participating at the fair was a bit frightening, but there you were, chatting to me in Spanish. What a generous welcome. Later we got reconnected at the NMPCA and got to work together setting up the COC exhibits for some years. Your vision in setting up the show taught me so much and your energy has always been so contagious. Thank You for all your support and that special humor of yours!! I will miss you. —*Andrea Pichaida*



Known for her fume fired ,soft formed ,organic shaped vessels and geode like sculptures, Luisa is as generous and beautiful and earthy as her work. —*Mary Sharp-Davis*

# Judy Nelson-Moore

thank you for your service  
on the board!



I met Judy the first time at the Anita Fields workshop. Her work, her spirit and sense of humor were inspiring. After working with her on Clay Forward, taking two workshops from her, I have the deepest respect for her, both as an artist, person and friend. Happy Retirement, my friend!  
—Mo (Merlene Walker)

Judy Nelson-Moore has been the heartwood of the NMPCA for the length of my association with this organization. She has patiently guided me through the technical shoals of learning to do the eNews on two different platforms. When my behavior has bordered on the adolescent, she has remained patient and outwardly calm. I thank her for her knowledge, patience and willingness to assist. I hope she will remain in reach when we need to tug on her sleeve. Thank you Judy.  
—Sara Lee D'Alessandro

I met Judy at the old Pot Hollow clay studio, a workshop at Ghost Ranch. If I remember correctly one of the presenters mentioned something about paper clay and a big question mark came over my head. "paper clay, what is paper clay?" and they indicated that Judy was the paper clay expert and would be coming this afternoon and you can talk to her more about it. Judy came later that afternoon with a big camera around her neck, she was photographing the workshop, that was our first meeting.

Judy has been an inspiration in my life, her knowledge of computers, ceramics, organization, and life has guided me. She is a joy to be around and has helped me grow as an individual and as a Potter. We all thank Judy for all she's done for this group and we wish her well and always welcome her back.  
—Leonard Baca

NMPCA is very fortunate to have a volunteer like Judy Nelson-Moore. I was already on the Board when Judy came on-board.... She brought ideas, talent and enthusiasm that has lasted for years. She brought us out of the dark ages:

- ◇ She created our website
- ◇ She took our bookkeeping chores from manual to online.
- ◇ She set up our membership/event platform online.
- ◇ She started our weekly e-blasts
- ◇ She helped move our organization from an Albuquerque-centric membership to a thriving statewide organization.
- ◇ She encouraged us to develop a closer relationship with Ghost Ranch and encouraged financial support of Pot Hollow.
- ◇ She created the Ghost Ranch scholarship program.
- ◇ She created an online collection of historic documents.

I could go on and on.... We owe Judy a huge thanks for her ideas, her implementation of new processes and programs, and her continued dedication to NMPCA! Although she is leaving the Board, I'm sure her devotion to NMPCA will continue. Best wishes, Judy, and hello to all from Michigan!  
—Cricket Appel

Since I have been involved with NMPCA board, and before, Judy has been the heart and soul of the group, the glue that binds us, the guardrail that keeps us on track, and the institutional memory. She will be sorely missed on the board.  
—Michael Thornton

I first "met" Judy when she taught me how to enter new member data into the NMPCA website. I brought my laptop to her office and we sat side by side. Other times we shared were at Ghost Ranch workshops. In her quiet, focused way, she always managed to surprise. It was hard for me to imagine how such a computer savvy, business minded woman could also be so wildly imaginative and so adept with clay and surface treatment. I wish her all the best in her future endeavors with clay.  
—Karin Bergh

When I first joined the NMPCA and the Board, Judy was the one person with whom I interacted the most. She was there for me at the beginning to help, and she has always been there for me and everyone. She is one of the most patient people I know, and at the same time can make me laugh at every encounter. Plus, she is a CAT person!  
—Charlotte Ownby

Judy has been a treasured friend through clay art for years now and I can truly say she is one of a kind! She has been the willing and always dependable foundation for the NMPCA. for years now... our bedrock, our guide, our rudder, our supporter and our cheerleader. She has taken on every conceivable role on the board and helped establish and update our online website presence with her vast computer skills and knowledge, always looking for new, creative but practical ideas to keep us current. She is my respected shero and a treasure to this organization for whom I am most grateful. Cheers to you Judy!  
—Mary Sharp Davis

I am grateful to know Judy better from working alongside her this past year. Especially it's her unwavering support of the creative process that has made the most impact on me- she talks and she walks the talk. Grateful for your creative vision and action in the world, Judy NM!  
—Cirrelda Snider-Bryan

Dear Judy: What an amazing leader and role model you are. I'm here today as a member of the NMPCA because of you and I am where I am with my art career because of your support and encouragement. I believe you have been in every position of the NMPCA, guiding us with your clear vision, generosity, knowledge, passion, perseverance, kindness and patience. Even in hard times you have never failed to participate actively in any of our meetings or activities. Your passion to make the NMPCA thrive for the clay community is invaluable. You, my Friend, will be greatly missed. THANK YOU!!!!  
—Andrea Pichaida

# Armstrong Grant

Michael Thornton,  
Vice President  
Armstrong Grant Coordinator

## NMPCA awards annual grants to promote education in the ceramic arts, named after founding member Bill Armstrong.

The 2022 Bill Armstrong Grant was awarded to multiple recipients. Many proposals were received this year. The Board voted to fund several, which we found worthy of our support. Awards went to:

**Holy Ghost Catholic School, Albuquerque - \$1000** Grant to purchase Clay and Tools, and to hire a Pueblo Potter for authentic Pueblo Pottery lessons.

**Cottonwood Valley Charter School, Socorro, NM - \$730** Grant to purchase Slab Roller for Ceramics class.

**Aztec High School, Aztec, NM - \$800** Grant to purchase Clay and Glazes for Ceramics program.

**A Child's Garden Preschool, Albuquerque, NM - \$470** Grant for purchasing Clay, Supplies and Firing in support of its The Tree Bark Clay Project.

Congratulations to these organizations for their worthy proposals! The NMPCA Board hopes that our support for these meaningful projects will help see them to fruition.

Thanks go to members Sara D'Alessandro, Charlotte Ownby, Cirrelda Snider-Bryan and Tomas Wolff for making site visits and evaluating proposals.

New proposals are now being accepted for the 2023 Armstrong Grant. See info at [www.nmpotters.org](http://www.nmpotters.org). Also visit our Slip Trail for a full article on this year's the 2022 Bill Armstrong Grant.



I have always felt honored to call Judy my friend, even though she has been something to me more powerful to me, a mentor not just in all things clay but also in life. I can't count the number of things that Judy has taught me. I guess if there was one thing I wanted to say above all it would be thank you for the long reaching impact you have had in my life, my work, and the NMPCA.  
—Jacquita Beddo

Ghost Ranch is huge in Judy's life. Long before I met her there more than a decade ago she had been participating in many NMPCA activities at Ghost Ranch. She is more than worthy of having her name at the head of the Ghost Ranch scholarship fund. She has devoted many years to the NMPCA and its programs, many times setting aside her own work in the studio to attend to the needs and growth of the organization. Her dedication and commitment have helped make the NMPCA the vibrant organization it is today.

Judy's mind is wonderfully fruitful and creative, an honest to goodness artist. For many years I've had the privilege of having her in my life; she has been my good friend, mentor, colleague, and collaborator on many ceramic adventures. We first met at a Ghost Ranch work camp where she introduced me to saggar firing, a method I have been happily using ever since. She is always generous in sharing her bountiful knowledge and experience of making art.  
—Luisa Baldinger



# Ghost Ranch Workshop

*Michael Thornton,  
Vice President  
Workshop Coordinator  
Ghost Ranch Liaison*

The annual NMPCA workshop was held at Ghost Ranch last August, bringing together several NM artist-presenters under the theme of New Mexico Connections.

A full complement of ceramics enthusiasts from as far away as California gathered at the Pinion Pottery studio as the presenters guided the group in an exploration of clay and clay-adjacent media.

Presenters included:

Luisa Baldinger/Judy Nelson Moore - Terra Sigillata  
Yuriy Luzov - Polymer Clay  
Cirrelda Snider Bryan - Stains and Oxides in Clay  
Merlene Walker - Precious Metal Clay

Participants relished the opportunity to getaway to the grandeur of the Ghost Ranch, while enjoying the company of fellow ceramists, catching up with old friends, and making new acquaintances. All enjoyed the weekend of demonstrations, discussion, hands-on participation, and thinking in new ways about creativity and what is possible with alternative clay media.

We look forward to the coming year at Ghost Ranch, as we prepare for our annual workshop this August, featuring presenter James Watkins.

Information and registration for this workshop is now available at: [www.nmpotters.org](http://www.nmpotters.org). Also visit our Slip Trail for a full article, New Mexico Connections 2022.



# Celebration of Clay

*Andrea Pichida,  
President*

Our annual all-member Celebration of Clay exhibition was held in Taos at the Taos Ceramics Center Gallery from June 18 – July 23, 2022. The title for this exhibit was UPLIFTED, inspired by New Mexico's geology as well as the feeling of positive energy for our clay art and community.

The exhibit was beautifully set up by experienced Taos Ceramics Center Director Jules Epstein which led to a in person opening reception that was very well attended and was lots of fun, as was the entire time the exhibit was up. The wonderful food and drinks were in the studio space where we also held our Clay Forward campaign. Certainly a day of camaraderie.

As the years before, we had the exhibit online on our website to increase viewer engagement as well as the possibility to vote online for the People's Choice Award.

## Committee:

Andrea Pichida, Charlotte Ownby, Judy Nelson-Moore, Michael Thornton, Luisa Baldinger and Leonard Baca.

## Awards:

Award Jurors were Taos artist Abby Salsbury, Abiquiu artist Hebe Garcia and Jules Epstein, Director of Taos Ceramics Center and the awards went to:

- Best of Show: **Sara D'Alessandro**, River Styx
- Awards of Merit: **Adam Emery**, The Tower
- Awards of Merit: **Sharon Brush**, Acclimation
- Awards of Merit: **Greta Ruiz**, Multi Pod
- Arita Award of beauty, quality and functionality: **Christopher Hosbach**, Scalloped Platter
- People's Choice Award: **Andrea Pichida**, I'll Hold You

**Congratulations to all!** The works quality was outstanding. Georgia and Jules said "they were honored to host us" and would like to do so again. They heard lots of praise for us!! Board members expressed the same sentiment for both of them and their management of the exhibit.

**Number of pieces in the show: 65**  
**Number of artists: 38 artists and 2 jurors**  
**Number of sales: 17 pieces**  
**Sales total: \$ 5495.00**



Best of Show

Stay tuned and check our eNews for information on our next Celebration of Clay Exhibit which will take place in Albuquerque at the Hózhó Gallery at Chaco Hotel during Balloon Fiesta. This will be a seven-week show, October 4th – November 19th 2023. This gallery was just elected "Best in the City 2022". The title for COC 2023 is "Inhabited Earth."

# Clay Connections

Sheila Miller,  
Board Member

Clay  
Connections

8

Meeting and Topics  
This Year

Clay Connections is an all member, interactive, virtual meet up on Zoom. This platform is designed to offer members a platform to share their clay work creations, thoughts, ideas, processes, inspirations and even frustrations on a regular basis. There was a total of 8 zoom Clay Connections for 2022. Some months were skipped due to other activities such as holidays or other events. Participation saw a typical average of 8 people on the calls and registration varied from 8-18 members.

Always great attendee participation and input and many valuable views shared. The goal of having guest presenters was met on one call and the hope is to expand that as well as more demos in the future.

### Meetings and topics were:

- February 2022-Tools and Solutions. 18 registered
- March 2022-Talking about Claywork. 10 registered
- April 2022-Feedback; the Good, the Bad and the Ugly. 7 registered
- June 2022-Working Solo. 8 registered
- July 2022- Pricing Your Work. 13 registered \*
- September 2022- New Methods in Clay. 9 registered
- October 2022- Guest presenter Merlene (Mo) Walker spoke on "Connecting with your creative self". 17 registered
- Nov/Dec 2022- Ceramic Surfaces. 15 registered



\*Transcript from zoom pricing discussion upcoming on The Slip Trail

# Elections

Leonard Baca,  
Board Member

### Published Candidate for the Board

Cate McClain is a new applicant for election to the Board.

Cate is a retired Developmental Behavioral Pediatrician, Professor of Pediatrics and Director of UNM's Center for Development and Disability. My interest in clay began as a senior in high school but quickly got put on the back burner as I pursued first a career in Physical Therapy and then Medicine. About 20 years ago my interest in clay was renewed and, ever since, I've been trying to learn what I can and improve my clay skills. I'm also the mother of 2 adult children and grandmother to 4 curious grandchildren. Fortunately, my husband of almost 39 years supports my clay passion and retirement has given me opportunity to continue to grow creatively.



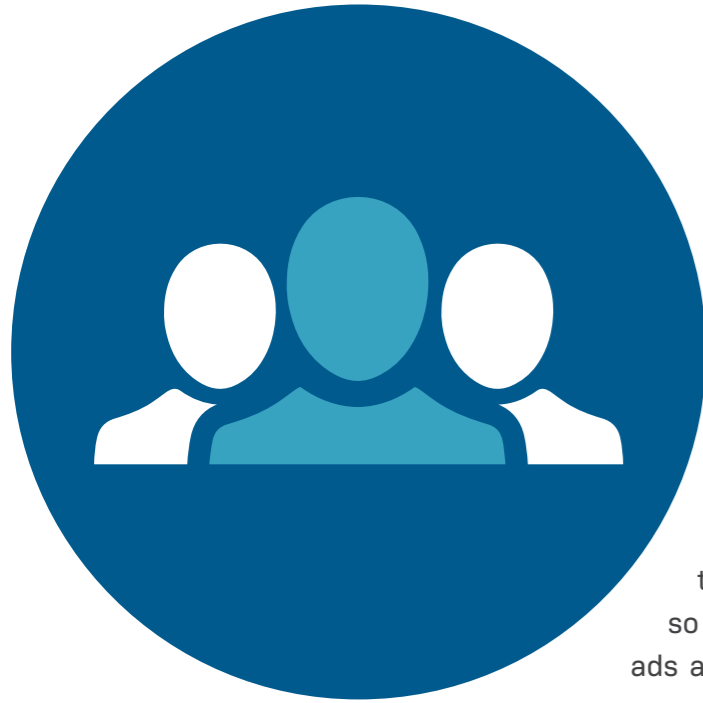
Sara D'Aessandro is seeking her second term on the board. Sara is currently our e-news editor and has done a phenomenal job getting us the information weekly, organizing the eNews and keeping it relevant. She is a great asset to our board giving us her knowledge, guidance, and abilities. Her resume on her website is impressive going back 50 years, we as a board take advantage of her insight. Sara plans to grow and take on new challenges in her next term, we welcome her back.



Would you like to vote  
in the board as one slate?

Nomination Committee  
Michael Thornton, Chair  
Sara D'Alessandro  
Charlotte Ownby





*Sara Lee D'Alessandro,  
eNews editor*

My goal as editor of the eNews is to bring items of importance and interest to our membership without indulging in what I call “empty calories”. Last winter, when many of us were shut in more than we would like, the eNews initiated a couple of subjects to see where member interests might be. “Which Artists Do You Look At?” is one which invites members to send in artists they follow. I asked that the artists being submitted not be local contemporaries so that this subject remain vital and not descend into ads and promos. I particularly like this subject because it

broadened my awareness (always a good thing) of who is out there working. This subject had a few weeks of good response and I want to run it again. Another foray (brief) was “Tools or Tips to Share”. There was a slight response from this item, but, it became an encore as a Clay Connections subject with better results. When responses slow and items come in repeatedly from the same people, then I consider the subject as being uninteresting to the membership. As spring rolled around people were absorbed into the real world and became less involved with on-line activities. Also, the NMPCA geared up with its scheduled events and items in the eNews became more related to messaging. This, perhaps, should be the expected natural cycle of the eNews.

With Cirrelda Snider-Bryan actively taking over The Slip Trail I have been announcing the new blogs as they appear. If you haven’t dipped into these articles, you are missing a wide range of subjects.

An improvement has occurred with people submitting their items to the eNews. Members are paying attention to the submission requirements with their submission. Thanks to those who are complying.

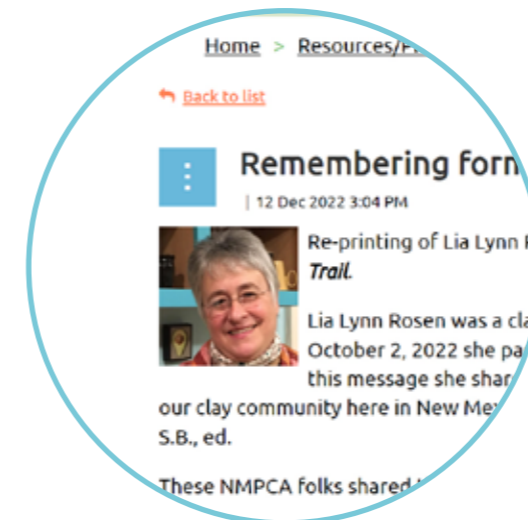
Unless members let me know what in eNews content is of interest to them, or not, I fly in the dark. Feedback, even brief, is useful and desirable.

### I attribute this change to three things:

1. I will no longer reprint screen shots or prepared announcements. They reproduce poorly and they look bad.
2. If I have to retype the text into usable eNews format the risk of error is very great.
3. The Call For Entry Section was eliminated making the Requirements For Submission to the eNews more visible than it was at the bottom of a too long column.

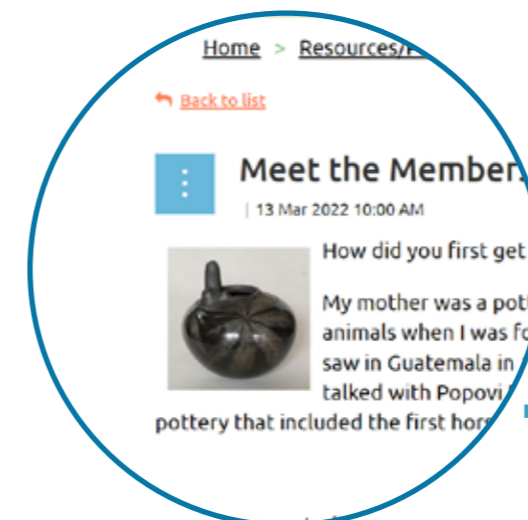
*Cirrelda Snider-Bryan,  
The Slip Trail editor*

This organization has a tradition of keeping track via articles. Before eNews, The Slip Trail was the name of our original, mailed, paper communication device starting in the 1970s, generally sent out 4 times a year. In addition to meeting reports and upcoming events, its hallmark was great articles. You can find entertaining reading and good history reading the archives! When we switched to email communication, this tradition of publishing articles was maintained through a blog, set up by Judy Nelson-Moore, starting in the early 2000s. Blogs may not be on everyone’s radar in this day of far-ranging social media, but we continue to chronicle what goes on in articles, in addition to our weekly eNews and content on Facebook and Instagram. And to do so, it keeps that tradition of writing articles going. As well, it gives opportunities to our members to submit their writing to share. Reach out if you have an idea for an article to [sliptrail@nmpotters.org](mailto:sliptrail@nmpotters.org).



As most know by now, I became editor in November 2021. With 13 articles published by the end of the year, the Slip Trail documented Armstrong Grant recipients and Ghost Ranch workshops for both 2021 and 2022. Four articles chronicled Celebration of Clay Uplifted. Albuquerque’s Weyrich Gallery closing was marked with interview of the owners, Valerie and Gary Tibbets. We got to “Meet the Member” Carl Gray Witkop, and hear a story from Judy Nelson-Moore on how participation in Ghost Ranch workshops made an impact on her artistic evolution. Two articles from the archives were reprinted, including one written by a former member, Lia Lynn Rosen, to honor her after her passing last year.

Looking ahead, you can expect two more interviews this new year – Jim Kempes and Barbara Campbell, documenting their roles as ceramics education coordinators at Ghost Ranch, and more. We will hear from Judy Nelson-Moore as she completes twenty years on the NMPCA Board. Would you like to be the subject of Meet the Member this year? A final report of Clay Forward, our fundraiser for ceramics education at Ghost Ranch is another to expect, plus so much more. Keep a tab for the Slip Trail this year, to get your in-depth fix on what New Mexico Potters and Clay Artists are up to!



# Social Media

Leonard Baca,  
Webmaster

## Results



	2021	2022
Facebook	7,906	16,073
Instagram	1,815	1974

	2021	2022
Facebook	935	1,120
Instagram	332	439

## Audience



## Hashtags by the number

#NMPCA	303
#NewMexicoPottersandClayArtists	234
#NMCeramics	196
#NMArtist	28,320
#NewMexicoArt	73,295
#ContemporaryCeramics	1,561,870
#Sculpture	95,110
#Celebrationofclay	240

## Website NMPotters.org

Main Pages	7
Sub Pages	23
Member coc pages	50
Studio Tour	54
Total Pages	150
Traffic to website	?

# Clay Forward

Judy Nelson-Moore,  
Treasurer

**\$8,500 from 130 donors**



The Clay Forward Campaign was started by members concerned about keeping the relationship between the NMPCA and Ghost Ranch vital. Our organization has a continuing commitment to the Ghost Ranch Ceramic Arts Program. Workshops and activities at the ranch are consistently mentioned as top interests by members in surveys and conversations. We wanted to show significant support in the community for keeping the ceramic arts program at the ranch and to give financial support after the debilitating effects of the pandemic.

On June 15, 2022, we initiated a contribution campaign titled "Clay Forward, to Uplift the Ceramic Arts at Ghost Ranch".

We pursued this initiative because of our belief that working in clay is one of the most important creative endeavors for anyone. Creative clay activities, especially in the environment of Ghost Ranch, are an important experience for everyone, young and old, who participates in these experiences. The combination of geology and pottery histories of the area gives the ranch an edge that no other place offers. Our members have had life-changing experiences at the ranch, and we want to insure this kind of creative expression is available in the future for everyone.

We called the campaign "Clay Forward" and offered premiums of t-shirts and aprons imprinted with the logo of our 2022 all-member Exhibition. Our board decided to donate the t-shirt printing and shipping costs for the incentives (another \$2000). Our goal was to raise \$8,000 for the Ranch. We are very proud that we were able to achieve our goal in less than five months. Overall, we received donations from 130 people, with 3 individuals giving donations over \$500 and many donations over the minimum.

Goal: \$8,000 - Attained: \$8,500 from 130 donors A check for \$8500 is presented to Ghost Ranch Director, Paul Fogg, on January 19, 2023.

Follow-on and associated activities include articles in The Slip Trail, social media postings, celebratory lunch with Paul Fogg and others at Ghost Ranch, commemorative tile installation, and Clay Forward 2: Workshop

Scholarships. For people attending the NMPCA Annual Meeting, contributors to this fund will receive a t-shirt. This special fund will enable more scholarships to be offered to participants in future NMPCA workshops.

Members of the Clay Forward Committee are Judy Nelson-Moore, Luisa Baldinger, Cirrelda Snider-Bryan, and Merlene Walker.



# New Initiatives

Sara Lee D'Alessandro

We recently had a member respond to our query as to why she was leaving our group. Her response was that all of our events were occurring in Taos, Abiquiu, Ghost Ranch or in Santa Fe and not in ABQ and that she felt intimidated by what she felt was an elitist focus of the group. Those are not her exact words but that is the gist. **I feel she has a valid point.**

Before I go further into why I think so, I would like the reader to consider the following:

**We are a volunteer organization with no bricks and mortar location.**

Because we have no fixed location we are always seeking a suitable location to hold our annual member exhibition, the Celebration of Clay, a very important event for membership. It is open to all of our membership on a first come first serve basis. Everyone is on equal footing. Jurors are for prizes only, not for entry.

2017 Serit Kowtowski brainstormed and sold an idea of having the COC in Taos to five galleries on Kit Carson Road who were sponsoring a spring push for the season's art openings. This was a success in many ways. On our end it was because we did not have the complications of scheduling volunteers, etc.

2018 we secured our COC show in the Gallery of the Open Space Visitor's Center where we had fine exposure and good sales. This began the securing of excellent locations to the present time. Excellent location means: good foot traffic, a location which has its own promotion and clientele, is set up to collect sales and pay taxes, store packing materials, sit the show, etc. So after the OSVC we had the COC twice at the Abiquiu Inn (excellent sales and select foot traffic), in between it was held at Santa Fe Clay, and last year at the Taos Ceramics Center. All these venues are located in Northern parts of the state. **This year the COC will be held at the Gallery Hózhó located in the Chaco Hotel in the Sawmill District in October during the Balloon Fiesta.** If you are not familiar with this gallery and the Chaco Hotel, check them out

All this COC history is to explain that we have found locations which have become available with the idea that we have risen above the "set-up-a-table-and-try-to-man-it-with-volunteers-in-an-unoccupied-space frame of mind". When you rely on scheduling volunteers to staff such a show you always end up with a significant percentage of volunteers who for a variety of reasons "do not fulfill their commitment". When this inevitably happens, others are left scrambling to cover the vacancy or to close the show for that period of time. The same few people come through to save the event, They are becoming fewer and fewer. More importantly, **this is stressful and not a good way to operate.**

The Ghost Ranch has been an important part of NMPCA history and many of you can tell the history better than I, for my Umwelt with the NMPCA does not include much of the Ghost Ranch. It is not that I lack respect for those workshops; it is that I cannot afford the time or treasure to attend them. I don't wish the Ghost Ranch Workshops to end; I want them to thrive. But we also would benefit from having an alternative to the GR workshops which are less costly. I am certain there are others who feel the same way.

Three years ago when Mary Sharp-Davis, a member from ABQ was on our Board, she began an effort to organize studio visits and/or one day workshops in hosting member studios for a nominal, affordable fee. A couple workshops took place with promise. Covid then hit and a fine idea evaporated. I would like to see this idea revived and developed but it would require someone to take it on. Living up in Cuba I can do the eNews, the Sunport Ceramics Showcase; it is not possible for me to be that person, as interesting a project as I think it would be.

An idea for the ABQ area is to mount the Clay Olympics again. It was held at New Mexico Clay twice but it could be held elsewhere if an "elsewhere" can be found as well as finding someone willing to pull it together. This event attracted lots of young people which is important for our future.

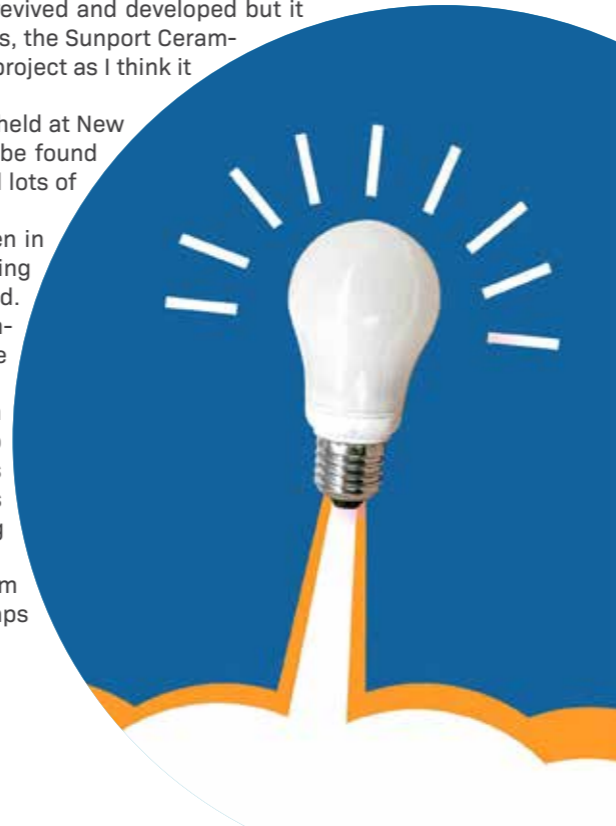
What I am banging on about is this: If you want something to happen in the NMPCA, you must be present to steer your idea along, or the "willing horses" will go to the destination they choose. That is the way of the world.

For those who would like to get closer to this community but feel a committee or being on the Board is too big a commitment to take on, please volunteer for smaller bite sized tasks. We most assuredly need the help.

I am passing out a Sign-Up Sheet to see if there is any real interest in reviving Mary Sharp-Davis's small workshop effort. Are there people who are interested in hosting a studio visit or conducting a workshop? This is a good idea for the ABQ area but does not have to be limited to ABQ. Is there anyone who would be interested in organizing such an eye-opening information exchange? If not, it would be good to know. So be it.

Anyone who would like to volunteer as "ant labor" for short term tasks please contact me [enews@nmpotters.org](mailto:enews@nmpotters.org) to discuss this and perhaps be put on a small task list.

Respectfully submitted,  
Sara Lee D'Alessandro,  
Board Member



# President's Message

Here we are, starting the year 2023 thinking of how meaningful it is to be part of the NMPCA, as well as revisiting the big amount of activities and events we held this last year. Yes, 2022 was a busy year. Our dedicated Board Members already reported on all the many accomplishments we had this past year. I'm so proud and thankful for all they do.

## But, did you know?

That the NMPCA has been around since the 70s? It was called the New Mexico Potters Association run by volunteers from all over New Mexico. In 1977 it received a 501c3 designation from the IRS. The number of members throughout the state has long been around 175-200 and most of the events and activities that started at that time are still around today. Yes, of course we have evolved, added, changed formats and adapted to our time but the HEART and deep ROOTS are still with us and stronger than ever.

Ghost Ranch workshops, Bill Armstrong Grant, The Slip Trail newsletter which is today a blog. Later our website, Clay Studio Tour, eNews and Celebration of Clay exhibit have been the steady events each year. Sunport Showcases are now happening every two years, Clay Connections started right before Covid and Clay Forward Campaign was a special event as Judy reported.

The goals of the New Mexico Potters and Clay Artists are to promote excellence and creativity in the clay arts, and to further their understanding and appreciation throughout New Mexico. To support these goals, we foster educational programs, arrange exhibition opportunities, and provide a communication forum for the exchange of ideas, information and inspiration.

## Here is a short overlook on how we achieve our goals:

### The way we communicate, connect and share:

- Clay Connections: A inspiring monthly online get together that takes us to see, understand, discover, learn and connect in a very personal way and space.
- eNews: a weekly newsletter that tells us what is going on, what to look for, and what to share.
- Slip Trail Blog: more in depth articles, new and old in which you can also interact in a meaningful way.
- Website: [nmpotters.org](http://nmpotters.org). Here you can find anything you need to know about the organization, events and opportunities .
- Social Media: A way to share with clay and art lovers, to have a presence in the clay community, Instagram: [nmpca.com](https://www.instagram.com/nmpca.com); Facebook: New Mexico Potters and Clay Artists.
- Ghost Ranch Workshop: A three-day getaway to work, share, learn, interact and play with your peers in a secluded and mystical space.

### The way to show what we create:

- Celebration of Clay Exhibit is our yearly all members non juried exhibit. "Uplifted" - COC Exhibit at Taos Ceramics Center was the 2022 exhibit.
- "Albuquerque Sunport Showcase". This juried show added to our exposure due to the large number of travelers that come through our biggest NM Airport.

### A way to give back:

- Bill Armstrong Grant, The NMPCA annual fund established in memory of our late distinguished member, Bill Armstrong. This grant assists with ceramics education programs or a ceramic art project.
- Clay Forward Campaign: A meaningful contribution to "Uplift the Ceramics Arts at Ghost Ranch", instigated by Judy Nelson-Moore.





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