



Summer 2009

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LONGLEAF GUILD AUTOMATES POINT OF SALE

The Guild is pleased to announce another step forward towards the goal of automating the point of sale process for our customers. QuickBooks has been set up on the Guild Shop computer which was purchased with a gift from the Wallace Junior Women's Club. This program enables us to keep all the artist inventory electronically rather than on paper, and updates those records when a sale is made. A printed receipt is now provided to our customer, and most happily, the program computes all sales tax, member discounts and totals up the final sale. All of us who are mathematically challenged are happy about that feature.

Four training sessions were held in March and volunteers attended the class of their choice. Attendance was

high and participants were able to both learn and teach as they asked great questions and did 'hands on' input. The user manual was updated to reflect changes which came out as result of the questions asked. Many thanks to all who attended. Special thanks go to Pam Greenough and Linda Hartman at Port City Pottery & Fine Crafts, for sharing their experience with QuickBooks with us. (Be sure to read the interview with Pam in this issue.)

There are still a few 'behind the scenes' procedures to be worked out with our accountant, but we are well on the road to being a 21st century retailer.

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Mission Statement

The Longleaf Arts and Crafts Guild celebrates and brings together independent craftspeople and artists for the purpose of marketing, conservation, and education.

SPOTLIGHT ON OUR LOCAL ARTIST

Pam Greenough is a sixth generation Wilmingtonian who was raised as young person in California but moved back to Wilmington as a teen-ager during the sixties, at a time of great change in the South.

She has always been creative but did not focus on her art until she went back to college in 2001. She received degrees in Art History and in Studio Art in 2006 and her family supported her desire to become a full-time artist after she

graduated. Clay is the medium Pam works in most, but she says she considers herself an artist who thinks in terms of color and form, and then decides how to translate that vision. "I am not sure if one chooses to be an artist

LOCAL ARTIST STORY, CONT'D—PAM GREENOUGH

but for me it has become a vital part of my 'joy' in my everyday life" says the artist. Clay is a more mechanical kind of art form and "I have always been a woman who would rather be in a hardware shop than a dress shop!" When I asked about her "Ah Ha" moment as an artist, I was told, "I was working on a double degree at university and had only taken an art history class. My first semester as an art studio student I had a design course and was terrified. I was in a class with people half my age that could really draw. My professor pulled me aside and told me to just start looking at the world and make it flat, look for edges and line. I spent days 'looking and seeing,' it was an incredible experience and from there it was color, texture and content. I know that sounds really boring but for

me it was like watching a black and white television and then someone turned on the color!" As a lay person who admires anyone with the ability to translate feeling into a three dimensional object, I found this to be one of the most vivid descriptions I have heard, in terms of understanding the artistic experience of creation. Continuing, Pam told me that she considers herself a colorist and she's been working on glazes for her pottery that translate "color that is visionary as opposed to just flat color. I want someone to pick up a piece of my art and have a 'wow' moment. It is not important to me if they buy it, but that it causes them to pause for a moment and look at it, run their hands over it and recall a memory, whether it be the ocean, or mountains, or just the joy of the colors."

When Pam graduated from college she was given an opportunity to become a partner in a gallery that supports other artists. While she sometimes feels that she 'jumped the gun' in terms of becoming a business woman instead of focusing fulltime on her art, she is finding a balance after two years at Port City Pottery and Fine Crafts in the Cotton Exchange. Port City Pottery is a cooperative venture between seven women potters who call themselves "the Mad Potters". As a partner in a retail business Pam is, of necessity, very attentive to the importance of record keeping and procedures. "Having a gallery of my own", she says "I learned the hard way that neglecting bookwork or advertising or commu-

nication with other artists is a recipe for disaster so I try to keep current and use the talents of my partners to spread out the responsibilities." The lady potters at Port City work hard to promote art in the community and Pam volunteers with a local art teacher to help the students with throwing clay on the wheel. She hopes that one day they may be inspired to art along with she and her colleagues. If you have not visited this amazing gallery you must go soon. While the owners all work in clay, the gallery features the work of other artists talented in different three-dimensional mediums and the art on display is a dazzling array of wonderful pieces.

Pam concludes "It is a tightrope that artists walk as we could all be rather selfish and self absorbed,

wanting to hide away and do nothing but art . . . however family is what gives me balance in my life and it requires me to make time for all things and not just art. I guess what I am trying to say is though art gives me great satisfaction, I am careful not to miss the love that comes from friends and family and try to give as much care and time to them as I do my art."



New Pottery from Pam Greenough

See Pam's work at Port City Pottery and Fine Crafts at the Cotton Exchange, 309 N Front Street, Wilmington, North Carolina (910-763-7111) www.portcitypottery.com. She is at the gallery every Monday.

Longleaf Arts and Crafts Guild, 206 SW Railroad Street, Wallace, NC 28466 offers her work for sale and she also has some paintings on display at UNCW. You can also reach Pam through her graphic design business, Tidewater Girl Graphics and Designs 910-616-3622.

LACG SHOP GETS A FACELIFT

On a Saturday early in May, members of the board of the Longleaf Arts & Crafts Guild gathered at the Depot Shop with deconstruction in mind. Armed with hammer and nails and grit and determination, the volunteers set to reorganizing the shop. Cases were moved, pictures re-hung and much dusting and cleaning occurred. Many thanks go to Jeff Smith and A.J. Elias for their efforts in restoring and relocating the wonderful display table which Linda Sikes donated to the Guild. Thanks also to Linda for giving us that great piece. Don't forget to stop in at One Peacock Place after your visit to the LACG Shop! Harvey and Candace Knowles were also pressed into service when they stopped in for a visit unaware of what awaited them. By the end of the day, the store looked like a new place. It was attractive before but it really looks great now.

Be sure to stop in a take a look at the new displays. We have some new artists also, as well as new art from our old artists.

Do keep in mind, (and tell your friends) that the shop has many affordable pieces now, not just high priced art. Unique greeting cards, jewelry, photographs, textiles and pottery are all in

stock in a more inexpensive price range. It is a wonderful place to shop for one of a kind gifts for birthdays and holidays!



Shop 'lifters' Lin Nichols, Harriet Fariior, Claudia Smith, Cindy Barrow, Theresa Elias and Sharon Moore. Not pictured, Bobbi Izzo, Marsha Silberhorn



Under Construction



Looking Good!

KIDS SUMMER WORKSHOPS

Workshop Title: Clay Leaf Dishes

Date: Saturday, June 27th

Time: 9:00am to 1:30pm

Cost: \$20

Limit: 15 students/Maximum – 10 students/Minimum

Teacher: Lynne Dukes

Workshop Description:

Do you love to get your hands dirty? Then this class is for you!! Students in grades K-5 will enjoy working with clay using the slab method of handbuilding to create two beautiful clay leaf dishes. The class will begin at 9am with a lunch break from 11:00am to 11:30am and conclude at 1:30pm. Participants are asked to bring a bag lunch with drink. Participants will use slab rolling boards and rolling pins to roll their clay out into flat slabs into which they will press leaves of their choice. A variety of leaves will be provided from which to choose. During lunch break, students' clay creations will be placed in the sun or under a fan to dry so that they will be ready after lunch for students to apply glaze in a color of their choice. Examples will be provided to help students choose their glaze colors. Students will NOT take their clay leaves home at the end of this class. Mrs. Dukes will need to take the clay leaves back with her to fire them in the kiln she has access to at her school in Sampson County. Participants' clay leaf dishes will be ready for pickup from the Long Leaf Arts and Crafts Guild Gallery in Wallace on Saturday, July 11th when Mrs. Dukes returns for her photogram class to be offered on that day. The cost of this class is \$20. The class is limited to 15 participants. The instructor is Lynne Dukes, K-5 Art Teacher at Salemburg and Charles E. Perry Elementary Schools in Sampson County.

Workshop Title: Fun with Photograms

Date: Saturday, July 11th

Time: 9:00am to 1:30pm

Cost: \$20

Limit: 15 students/Maximum – 10 students/Minimum

Teacher: Lynne Dukes

Workshop Description:

Come have "FUN WITH PHOTOGRAMS" as Art and Science collide!! Students in grades K-5 will enjoy creating photographic artworks in this class WITHOUT the use of cameras. The class will begin at 9am with a lunch break from 11:00am to 11:30am and conclude at 1:30pm. Participants are asked to bring a bag lunch with drink. Participants will receive instruction and handouts on lesson vocabulary and how to create a balanced composition. Students will then get to choose from a variety of "found objects" like keys, puzzle pieces, buttons, alphabet letters, combs, etc. to use to create their own photograms. Students will arrange their objects on photosensitive paper to create balanced designs. These designs will then be taken outside and exposed to the sunlight and finally the photogram images will be developed in water. Participants will take home two to four, "5 x 7" photograms, their favorite of which will be matted. The cost of this class is \$20. The class is limited to 15 participants. The instructor is Lynne Dukes, K-5 Art Teacher at Salemburg and Charles E. Perry Elementary Schools in Sampson County.

CALENDAR OF ARTS EVENTS JUNE—AUGUST 2009

Wallace-Rose Hill Friends of the Arts

Third Thursday in the Park Concerts Wanoka Park Amphitheatre @ 6:30pm

Visit www.wrhfoa.com for further details

Farmer's Market at the Depot

Wallace Train Depot 206 SW Railroad Street Saturdays 8am—12pm

Please submit future cultural events for publication to newsletter@longleafguild.org

VOLUNTEER & MEMBERS CORNER

VOLUNTEERS MEETING SCHEDULED

Please plan to attend the Volunteer's Meeting on June 22 at 5:00 pm in the Depot conference room. This will be a quick meeting to set the next quarterly schedule. Please contact Harriet Farrior at harriet@farriors.com to let her know if you will attend or to request a reoccurring trick time.

FOR SALE

Toika Eeva Loom

Eeva Loom has been warped once, is in excellent condition.

Loom comes w/ overhead beater, worm gear, 8 heddles, 10 treadles, 10 dent reed, includes bench.

Price: \$3,000 or best offer, you pay shipping and handling or pick up in Fayetteville, N.C.

Contact Sharon Caudill 910-483-3473 or trcmud@embarqmail.com

24 Rope & Weight Style Window Sashes

Top and bottom original from home built in 1937. 24 top sashes have 6 panes each and 24 bottom sashes have one large pane. Some panes are cracked. 21 large storm windows have glass in them also. Would like to sell the whole lot of them to one person if possible for \$450. (\$10 ea) They would be great for someone who likes to paint on glass. Would also consider selling them individually and will negotiate. Buyer would need to pick them up from my home. For more information contact

Lynne Dukes - 107 West Clinton Street, Salemburg, NC 28385

Mail to: P.O. Box 153 · Cell: (910)590-3903

LACG CALENDAR

The Volunteer Calendar is available on our web site now. Please go to www.longleafguild.org and click on the 'VOLUNTEERS' link on the left side of the page to open the calendar. You may have to use the scroll bars to see the end of the week. The quarterly schedule is entered here and having it online makes it easy to check and see when you are on duty and arrange shift swaps if necessary. Please visit the web site regularly.

VOLUNTEER DISCOUNT

Member-Volunteers are entitled to a 10% discount on merchandise and classes. Please remember to choose the Item Code DISC-MEM when you prepare your Sales Invoice.

ARTIST REMINDER

When submitting or removing items for sale please complete the Inventory Control Sheet in the left-hand drawer behind the sales counter. **It is important** that your inventory control numbers are accurate and the sheet and the item for sale match.

CONTACT INFORMATION

If you have a change in your e-mail or other contact information please contact newsletter@longleafguild.org to update us.

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