THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

The Ottawa Guild of Potters Sale Handbook

It is each member's responsibility to become familiar with the procedures, standards and essential requirements of participation in any exhibition or sale by the Ottawa Guild of Potters.

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1. OVERVIEW NOTE

The Ottawa Guild of Potters presently holds two group **Sales** each year, one in the spring, usually April/May, and one in the fall, usually December. The **Exhibition**, a juried event, is held with the spring sale. Pieces from the exhibition may be sold and are treated like sale pieces.

Sales are organized and run by a **Sale Committee**, the members of which are volunteers from the Guild membership to serve for up to three years. All the costs and work of the sales are shared among the sale participants. Additional money collected from the sale will be held as a future sale buffer.

All Members in Good Standing may apply to participate in a sale or an exhibition. Membership details are available in our by-laws.

The sales use a **central check out** format. Customers select their purchases from all the displays, and then go to a central check out area where they pay and have their purchases wrapped. After the sale, the Sale Treasurer and OGP Treasurer together sort out the financial aspects of the sale and send each participant their individual net proceeds, less commission.

One of the advantages of the central check out procedure is that the Harmonized Sales Tax (HST) on all the applicable sales is collected centrally. It is very important to indicate on your application form if you are HST registered. If you are HST registered, it will be your responsibility to remit the tax collected against your sales to CRA.

Sale application information is distributed to members well ahead of time. The application process is now online through the OGP website. Completed application information goes to the Sale Committee which organizes the event. Each sale participant is assigned a job (pre or post sale) and shifts (during the sale) to be worked.

Costs for participating in the sale consist of **an administration fee**, **a space fee** and **a commission fee.**

Each sale may be advertised using paid advertisements in local and City newspapers, press releases to the news media and outdoor signs. There is also an electronic invitation list (mail chimp), and messages on the Guild telephone and website, Facebook and Instagram. Social media advertising has been increasingly strengthened and effective. Sharing through social media is not only cost effective, it works.

2. THE APPLICATION PROCESS

The application process will be online via the OGP website, login, go to Members section, Sales. Should you require help with this process please contact the sales committee at: sale@ottawaguildofpotters.ca In addition, there are instructions to update your member Profile if you have not yet done so.

***Special Note for First Time Participants**: The Guild makes every attempt to set and maintain high standards for the work displayed at the sales, and to ensure that each applicant is aware of Sale regulations. In order to achieve this, all new participants must meet with the Standards and Education Committee (SEC) to review representative samples of at least eight pieces of their work. This must happen at least one month before the sale. The quality of work must be approved and accepted by Standards and Education Committee. Please reach out to* standards@ottawaguildofpotters.ca

First time participants will be assigned a SEC member to act as a mentor.

A Sale Application Form is available on the Guild website and includes a Sales Contract. The contract must be acknowledged by checking the box as noted. The application form has been completely automated through the guild website. This is the only process to apply for the sale. Please contact the sales committee if you have any problems.

2.1 Acceptance into the Sale

Guild Sales are open to all members in Good Standing* (as defined in our by-laws) and, while not juried, work must conform to standards as set out by Standards and Education Committee (SEC). Complete and accurate applications are submitted electronically through our website and will be accepted into the sale.

An email notice of acceptance will be sent to you to confirm that your application has been received. This notice will also serve as your payment receipt.

Potter's photos submitted with the application may be used solely for Sale and Guild Promotion.

* *Make sure you renew your membership before the sale.*

2.2 Withdrawing from the Sale

You may withdraw 3 weeks prior to the sale and only incur the $25 administration

fee. The rest of your fee will be refunded. Withdrawals after this date are considered late withdrawals and the sale fee is non-refundable.

In unusual circumstances, the Sale Committee can waive this requirement.

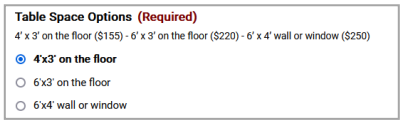
2.3 The Fine Print from the Application Form

1. I understand that the sale is only open to members in good standing and, if needed, I will have renewed my membership prior to the sale.
2. I understand and have read the latest version of the Sale Handbook and am familiar with all that is required of me prior to the sale
3. My display will be completely set up in time for opening
4. I understand and agree that the OGP accepts no liability for any claim arising from the use of my pottery. I understand that I am responsible for insuring my pottery against breakage or loss due to customer activity while at the sale.
5. For functional ware, I affirm that no lead, cadmium, or barium glaze is "on surfaces which could come into contact with food". A linear glaze is acceptable. Encapsulated cadmium glazes and inclusion stains are acceptable if they have not been ball milled or fired beyond cone 10. I affirm that I have taken due diligence for food safe glazes with the 72 hour vinegar test, the dish washing test or lab tests. Functional pots made with black clay should be permanently marked 'not microwave safe' and a sign clearly displayed as such at the potters table.
6. For functional ware, I affirm the under glazes or over glazes are fired according to their manufacturer's specifications for obtaining a 'safe for food use surface'.
7. I declare that I am the designer and creator of the original work that will be made available to customers at the Sale or exhibited at the Exhibition.
8. I understand the Standards and Education committee will remove any pots from the sale which do not comply with the present Education and Standards Evaluation sheets.
9. Withdrawals must be made more than 21 days before the event in order to get a refund. Shared tables cannot do a "1/2 withdrawal".
10. I will not exceed 6' Maximum height for an Interior table space. (this is for the safety of your work, your neighbour's work and our customers).
11. I agree that I will not close down my space until the sale has ended.
12. I agree that submitted photos may be used in OGP social media and promotions, with accreditation.
13. I agree to follow all communicated COVID guidelines.

3. SALE FEES

3.1 Space Fee

This is the cost to you of the actual space you will have for your display at the sale. The size of the display refers to the space on the floor which it may occupy. The current pricing of the space fee will be shown in the application form for the sale.



The fee is for the floor space. You must supply your own tables or display shelves.

3.2 Guild Commission

In addition to the charge for your space and table, the Guild will deduct a percentage of your sales from your Guild cheque. This percentage, which will likely be between 2-4%, covers variable costs such as credit card fees and wrapping supplies. The majority of the sale expenses are covered by the table fees. A fixed 4% commission is returned to the Guild for its use. The sales are an important fund-raiser for the Guild and your contribution helps make its various activities possible.

NOTE: The commission to the Guild will be under REVIEW for the next 4-6 sales to evaluate the amount of fundraising back to the guild and the commission % to cover costs.

3.3 Credit Card Payment

Booth Fees are payable at time of application by online Credit Card Payment.

3.4 A Note about Theft and Breakage

The Guild is not responsible for the loss of items due to theft. The Guild is also not responsible for items broken during the sale, with the single exception of items which are broken at the cash while being processed, for which the Guild will reimburse the potter. If the same type of item frequently breaks while being handled, you may be asked to either package it more securely or remove it from the sale.

3.5 Penalties and Fines

The success of the Guild Sales and Exhibitions depends on the enthusiasm and co-operation of each and every participant.

The Sale Committee has the authority to impose fines on participants who willfully and/or repeatedly fail to fulfill their job, shift or procedural obligations.

Missed shifts, jobs not done, and serious, uncorrected, labeling problems are examples of offenses that may attract fines.

A first offense is liable to a maximum $50 fine; a second to a maximum $100 fine. A third offense will lead to exclusion from the subsequent sale. Note that these penalties apply per occurrence, and not per sale.

Fines are not imposed lightly. Generally, you will be warned first; the Committee normally considers a fine only in cases of willful non-cooperation.

4. STANDARDS AND EDUCATION COMMITTEE

The Guild makes every attempt to set and maintain high standards for the work displayed at the sales, and to ensure that each applicant is ready for the sale.

If this is your first time participating in an OGP sale event you must meet with the Guild's Standards & Education Committee (SEC) at least one month prior to the event. Please reach out to standards@ottawaguildofpotters.ca

The Standards and Education Committee (SEC) will check all participants' pots after sale set-up and regularly during the Sale using the approved evaluation forms for functional, non-functional and sculptural ceramics. The Committee will remove any pots which have problems, and place them in the "Curtained" area with a note indicating the specific problem. Standards Evaluation Forms and Procedural Fairness Guidelines are posted in the OGP Workspace>Guild Standards Resources on the Guild website. The Sale Handbook is saved under the Sale tab. (Note: you must be logged in as a member to access the OGP Workspace.)

If any of your pots have been removed you will need to meet with the SEC member on duty to address the issue and sign-off.

FYI the top 2 reasons SEC removes pots are: Kiln wash on bottom of pots and sharp/rough pottery. Have you ever watched a pottery connoisseur deciding to purchase a pot? They casually cast their hands over the bottom, the rim and generally all over the pot. Be the maker and buyer! Check each pot when you label it.

"Copying and Originality – The Hidden Story" should be reviewed prior to participating in the sale. It has been posted on the OGP website, in the Members section, under Standards and Resources. In addition, the "Dispute Resolution Policy and Procedure" has also been posted there.

The contract associated with the Sale application has the following statements pertaining to Standards and Originality:

5. For functional ware, I affirm that no lead, cadmium, or barium glaze is "on surfaces which could come into contact with food". A linear glaze is acceptable. Encapsulated cadmium glazes and inclusion stains are acceptable if they have not been ball milled or fired beyond cone 10. I affirm that I have taken due diligence for food safe glazes with the 72 hour vinegar test, the dish washing test or lab tests. Functional pots made with black clay should be permanently marked 'not microwave safe' and a sign clearly displayed as such at the potters table.
6. For functional ware, I affirm the under glazes or over glazes are fired according to their manufacturer's specifications for obtaining a 'safe for food use surface'.
7. I declare that I am the designer and creator of the original work that will be made available to customers at the Sale OR exhibited at the Exhibition.
8. I understand the Standards and Education committee will remove any pots from the sale which do not comply with the present Education and Standards Evaluation sheets.

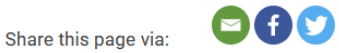
5. THE SALE INFORMATION PACKAGE / VENDOR PACKAGE

Sale information, such as a participants contact list, your job and shift assignments, inventory sheets, advertising and so on, will be emailed to each participant two weeks prior to the Sale.

5.1 Publicity

Promotion of the event is critical to a successful sale! Members need to help with the publicity of this event by posting sale flyers electronically to your customer lists; especially on social media etc.

The public-view web page for the sale (Events → Sales → Upcoming Sale) has a convenient "Share this page via:" at the bottom left of the page for you to use.



5.2 Jobs (Setup & Teardown)

Jobs are performed during setup and teardown. It is critical that all the jobs are done, prior to assembling or dismantling your own booth. Jobs are separate from, and in addition to, the shifts you are scheduled to work during the Sale.

Each vendor is expected to do a 'job' for the setup or teardown of the sale. Your Vendor Package will contain a description of your assigned job. If you have any questions or concerns about your job, contact the Sale Committee at once. Jobs are the vendor's responsibility. It is their responsibility to find help if they can't manage the job.

The Committee makes every effort to assign jobs to those who have the skills or ability to do them comfortably.

5.3 Sale Shifts

Each vendor is expected to help at the Sale by usually working a minimum of two to three shifts of about 4 hours each. Your Vendor Package will include your shift schedule and job descriptions.

Note: In specific times such as COVID, additional shifts will likely be assigned.

Please review your schedule as soon as you receive it to make sure you know when you are expected to be there.

Shift changes are your responsibility. All changes must be forwarded to the Sale Committee, before the Sale. Members may send an alternate to perform the duties of their shift or job, provided they have reviewed the task with their replacement and have notified the sale committee. The replacement should arrive 20 minutes before the shift.

Please arrive at least 15 minutes ahead of your shift start time to allow for a smooth changeover, and notify your team leader that you have arrived.

The shift time frames should be considered flexible. You may be required to stay longer for a shift, for example, when sales are still very active and it is a scheduled time to close, the sale committee may extend the sale hours, or if someone is unintentionally late for a shift.

Participants are encouraged to be at the sale when not on a scheduled shift. You may gain a lot of insight from observation.

6. PREPARING YOUR POTS FOR THE SALE

Since the sales are run using a central check out, proper pricing and tagging are very important!

6.1 Pricing Your Work

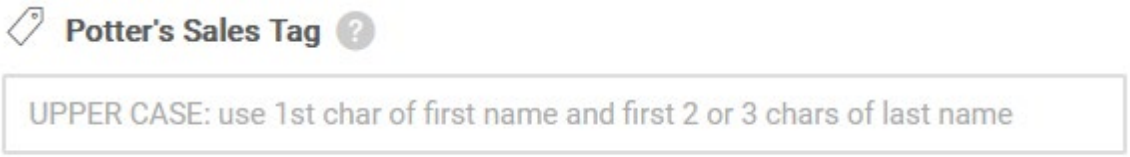
To speed up the process at the checkouts, pots must be priced in whole dollars. That is, $8.00 or $52.00, not $7.99 or $51.95.

The minimum selling price of a piece is $8.00.

Pricing is an extremely difficult part of selling your work. Checking prices online for similar finished work, discussion with other potters, and experience will all help you set the prices for your work. The Guild has posted an article on pricing on the OGP Workspace in the Guild Sale folder. If you are a first time participant, the mentor assigned to you by the Standards and Education Committee can help you. ABSOLUTELY NO PRICE REDUCTIONS ONCE THE SALE HAS BEGUN.

6.2 Your Potter's Code

Each pot in the sale must show your 3 or 4 letter potter's code. Your potter's code is upper case and is usually the 1st char of your first name and first 2 or 3 chars of your last name. Your potter's code can be set on the web site in your member profile and must be unique.



The Potter's code from your profile will be displayed in your online Sale application. If you have not set one yet the code field will be blank and you can set it in the application form. Any changes to the code will be copied back to your profile.

You will be required to confirm your Potter's code. In addition, your Potter's code will be included in your application confirmation email. It is important to make sure your Potter's code is the same as the code you use on your labels. In addition, the tag/label contains the items price. Without this tag we cannot sell the pot!

6.3 Tagging Your Pots

Each pot in the sale must be tagged / labeled. Printed tags are much easier to read than hand-written ones. Therefore, it is recommended that you use computer-printed tags (such as Avery #2311, Avery 6504 etc), or tags made with a label-maker, as long as the tags pass the adherence test below.

The tags/labels size is flexible meaning they should be easily eye readable and not so big that they become cumbersome at the checkout.

Avery Label Word Templates are available on our website: Avery 2311 Avery 6504

6.4 Tag Details

Your pot's tag provides a price to the customer and (most importantly) documents that your pot was sold. This is essential when calculating each potter's cheque after the sale.

Each tag **must** carry these two pieces of information:

1. your Potter's Code, to identify you as the owner/seller of the pot;
2. its price;

The tag should be affixed to the pot where it can be quickly and easily removed at the cash. Never place a tag on the inside of a mug or other narrow vessel. The tag is removed at the cash and attached to a piece of multi-purpose printer paper, where they remain as part of our permanent record of each sale.

6.4.1 Mandatory labeling

Your label must include your Potter's code (alpha) and Price (numeric with dollar sign), you may configure the orientation of this information as it best fits your label. **A dollar sign ($) must preface the price.** Your inventory sheet will contain a brief description for each type of pot you have labeled and its price.

Pott $37

OR

Pott $37

INVENTORY SHEET EXAMPLE

Name: Clay Potter Tel: 613-123-4567 Label: POTT

No.	ITEM	PRICE	QTY	SET OF
1	Fancy Vase	$160.00	1	
2	Tea Set	$150.00	1	2
3	Mugs - blue and white glaze	$25.00	10	

6.4.2 NO INVENTORY NUMBERS ALLOWED ON THE TAGS

Inventory numbers on tags sometimes get confused with prices at the cash or by the purchaser. Do not place inventory numbers on your pieces.

6.4.3 EXCEPTION: Tagging Sets use Inventory Numbers!

If you want a group of pots to be sold together, you must label them as a set. For example, you may wish to keep cream pitchers and their related sugar bowls together and not sell them separately. Each set must have a unique inventory number and QTY for that set must be "**1**". e.g. "Tea Set; QTY **1**; Set of 3;"

POTT ~ 2A
$ 150.00
[Set of 2]

POTT ~ 2B
[Set of 2]

- A set of pots needs something on their tags to link them to each other.
- Use the Inventory Number + Alpha
- 1st pot is A, 2nd is B, 3rd pot is C, etc.

For sets, add the line 'set of x' below the price on the label for one of the items in the set. On this tag, add an 'A' after the inventory number, as in, number 2A for the first piece in the set which is inventory number 2. **Write the price for the set only on the 'A' tag**.

On the labels for all the other pieces in the set, add consecutive letter codes to the inventory number and write 'set of x' on the tag and **do not repeat the price.**

For example, if your set consists of two pots, inventory number 2, you will label one of them 2A, price $150.00, set of 2, then one of them 2B, set of 2 as shown above.

Please think carefully when grouping things into sets. This sometimes causes customers a great deal of confusion and set tags are often overlooked, which means that the checkout will then have to spend time trying to sort it out.

6.4.4 Sculptural or difficult to label pieces

Pieces which are too small to stick a tag onto, or which have a surface which might be damaged by the adhesive on the tag, have to be packaged in such a way that a tag can be securely associated with the item. Jewelry is often sold in small open cardboard boxes, in which case a strip of clear (Scotch) tape under the tag will make sure that it can be easily peeled off. Sculptures or pots with delicate surfaces may have to have cards tied to them to carry the tag.

6.5 Tag Quality

Be aware that the Standards and Education Committee will check your tags. If they find significant errors, they may instruct you to correct them before the sale opens. Please be sure to have a telephone number where you can be reached that afternoon on your inventory sheets. Pots with tags that are not corrected will be removed from the sale.

Items, by law, have to be sold at the lowest posted price. Be sure you don't have an older, lower price lurking somewhere on your pot!

It is crucial that the potter selects tags/labels that are still sticky after being removed from the pot, so that it remains on the paper.

In other words, the potter may choose any professional type of tags they like, as long as it will stick **firmly** to paper after being peeled off the pot.

<u>It is strongly recommended that the desired tag be tested as follows:</u>

1. Make some test tags.
2. Stick them to several pots – try both glazed and unglazed surfaces, if this applies to your work.
3. **Wait one week** – this is necessary, because the adhesive of some tags will cure and lose their stickiness in this time.
4. After a week, peel the tags off. Make sure:
   a) The tags come off in one piece.

Re-tagging pots is recommended for each sale. Old labels which have been on pots for months will not perform well and may be lost before you are credited with a sale.

6.5 Help in printing your tags

Our website has a spreadsheet you can use to generate and print your tags.

Print Sales Inventory Sheet and Labels

The Excel spreadsheet is provided for you to use "as is".

If it works for you ... great! If not ... sorry but we can't provide any support.

You find it on the sale page:

For your labels:

download it and use it to print your labels ...

Print Sales Inventory Sheet and Labels .xls [No inventory numbers on tags as per new format}

Print-Sales-Inventory-Sheet-and-Labels-With-Stock-Numbers [with stock numbers! ... not for OGP sales]

7. SPECIAL LABELING OF POTS

(not watertight; Not Safe for Use With Moist Food, or which are wired as a lamp.

7.1 Pots which are NOT watertight:

Pots which are not watertight but which could reasonably be used to contain liquids must be labelled Not Watertight or Pas Étanche.

You can use one of:

- Fired-on under-glaze, hand-written or stamped
- Permanent metallic ink pen
- Stamp imprint in the clay

It must be impossible to remove the "Not Watertight" or Pas Étanche marking from the pot.

7.2 Pots which are NOT meant for use with moist food:

This labeling requirement applies to pottery that appears to be functional, but is not actually safe for use with moist food. Be aware that any vessel shape could potentially be used for the serving or storing of moist food or drink. If your pot has any of the following finishes, it must be labeled as described below.

7.3 Surface Finishes which are NOT moist food safe:

- RAKU
- Smoke Fired
- Sealed with a sealant (for waterproofing, oil-proofing, etc)
- Lustres
- Crystalline/Crackle

How to Label Such Pots:

Choose one of these three methods to label your pot:

Use the international fork/goblet symbol (fork & goblet centered in a circle with a line diagonally across) applied to the pot as a stamped imprint in the clay, a fired-on under-glaze stamp or drawing, or a permanent metallic ink drawing.

As a courtesy to our customers, when using this symbol, an information card or tag is required with a picture of the symbol followed by the words 'Not for Food

Use' and or Ne Pas Utiliser Pour Les Aliments". The card or tag will be of the potter's choice, and may be attached to the pot, placed inside it, or placed beside it.

OR

Using a fired on under-glaze, a permanent metallic ink pen, or a stamp, mark the pot with either or both of the phrases "Not For Food Use' Or "Ne pas Utiliser Pour les Aliments".

In this case an information tag is not required.

OR

Make a hole in the pot. A hole may be bored through the potential food contact surface of the pot to render it unsuitable for use.

8. ELECTRICAL LAMPS

The SEC will check that all Electric Lamps being sold at the Guild Sales have an appropriate Recognized Certification Marking. Any lamps without an appropriate Recognized Certification Marking must be removed from the Sale.

1. Electric Lamps may be made from a Certified and Inspected Lamp Part Kit & must bear the ESA Recognized Certification Marking included in the kit. The recognized certification marking must have the word kit included in it, for example: "Portable Luminaire Kit".

2. Electric lamps made using individual electrical parts purchased separately and assembled must have undergone a Field Evaluation Inspection and are required to bear the appropriate Recognized Field Evaluation Agency Marking. The Standards and Education Committee checks closely to make sure these pots are labeled properly according to the SEC guidelines posted on the guild website.

9. INVENTORY SHEETS

Inventory sheets are available on the guild website in the members' area page (https://ottawaguildofpotters.ca/next-sale/). You must be logged in as a member to access this space. You may choose to fill out the Inventory sheet in Microsoft Excel or Word, and print the completed sheets. Or you can use the PDF to print blank sheets and fill them in by hand.

Sale Inventory Sheet: Excel or Word or PDF

If you are using the Inventory and Tag spreadsheet from our web page, it can generate your inventory sheet for printing out.

Please make sure that one copy of your inventory sheets is placed on the counter in the "Backroom" area before the sale opens. Make sure a telephone number where you can be reached on Friday afternoon and during the sale is included.

Having a copy of your inventory sheet is essential to determine the price of a piece that may be missing a price tag. This is why an accurate description of each type of item on the inventory sheet is very helpful.

Once the sale is over, you may have your inventory sheets back, if you wish. Otherwise, they will be recycled.

10. VERIFYING YOUR SALES

Each sale is entered in the computer system at the cash. Participants may go to the back room and print a sales report/slip by inputting their Potter code. Each report is time-stamped.

At the end of the sale, once any errors have been corrected, the final report will be printed out - it is usually ready by 5:30pm. Please come by and collect it before you leave.

Please check your remaining inventory against the report and **advise the Treasurer within 48 hours of the end of the sale if there is a problem**. After 48 hours, the Treasurer will assume there are no problems, and begin preparing the cheques.

11. SETTING UP ON THE DAY OF THE SALE

11.1 Set Up Time

Read your sale application confirmation e-mail and the SALE INFORMATION PACKAGE / VENDOR PACKAGE carefully, the set up and tear down times will be there. When you arrive to set up, there will be a floor plan posted to help you find your location. You must be done and out of the room by the appointed time.

11.2 Table Covering

You must provide your own table covering, which must cover your table to the floor all around. This cover should not 'drape' onto the floor as this could be a safety concern. The colour of the table skirt is up to you.

11.3 Display Heights

The maximum height of your display is 6ft. (including pottery pieces) from the floor for spaces in the middle of the room, and 7ft. (including pottery pieces) from the floor for spaces against a wall/window.

11.4 Storing and Bringing Extra Stock

Extra stock may be kept under your table, behind your shelving if it is hidden there, or kept in the backroom. Alternatively, you may carry inventory in during the sale. Potters working the floor during the sale will re-stock your table from this extra stock inventory if they see empty spaces. If you do not wish your table re-stocked please let the Sale Committee know before the sale.

11.5 Signs, business cards and notices

Guest books, business cards, and notices about other events you may be involved in may be displayed.

11.6 Lighting and Electrical

There are currently no lighting restrictions. The Horticultural building is bright and a lot of additional lighting is not necessary.

Regardless of whether you plan to use lighting, you **must** provide a long (12-15 feet), polarized, grounded, multiple outlet extension cord to reach the source nearest your display. (Three pronged plug) Lighting map is detailed on the floor

plan.

12. TEAR DOWN AND CLEAN UP

As a courtesy to customers, and for security reasons, do not bring packing material into the Hall or start to dismantle your display until the sale is over.

If you have a job to do at this time, for example, dismantling the cash tables, please do this in a timely manner, before dealing with your own display. In some cases, these jobs must be done before other jobs can be done, such as loading the truck to go back to the storage locker. Check with a member of the Sale Committee if you have any questions about this.

Tables belonging to the Horticulture Building should be folded and stacked by the door.

Please leave your space empty and tidy.

13. FINAL NOTE

As previously mentioned, all forms & documents referred to in this handbook are available online at www.ottawaguildofpotters.ca on the OGP website's "Member's Area"→"Sales"→"Current/Upcoming Sales" page, accessible only when you are logged in as a member.

These include: Sale Handbook, Job List, Shift Descriptions, SEC evaluation form for functional pottery, SEC evaluation form for non-functional pottery or sculpture, inventory sheets (single and Multiple), SEC Procedural Fairness Guidelines.

If any part of this handbook is unclear, please do not hesitate to contact the Sale Committee for clarification. We welcome questions and are happy to answer them! Contact: sale@ottawaguildofpotters.ca

Thank you for your cooperation. Good Luck, and have a good sale!