

## SALES INFORMATION FOR NANAIMO POTTERY CO-OP

The Nanaimo Pottery Co-op presently holds **three sales** during the calendar year: a spring sale on the second Saturday of May at Country Club Mall, a one or two week sale at the Duke Point ferry terminal, and a fall/Christmas sale in early November at Country Club Mall.

For the sales in the mall, we can **set up** the Thursday evening before the sale or Friday morning starting at 7:30 am. If setup is done Thursday evening, the mall does not offer security until the mall officially closes, so a potter would have to stay til closing. If setup is done Friday morning, the setup must be complete before the mall opens.

The mall sets up the tables for us, and provides **table covers**. You are welcome to add additional table coverings. There are very few power outlets available and it is just the luck of the draw if a table is close to one.

**In order to sell at a sale**, potters must be members in good standing and must attend the two meetings immediately prior to the sale date. If the members are not able to attend either or both of the two preceding meetings, they must notify the board in writing prior to the meeting as to why they cannot attend and the board will decide if the reason(s) are valid.

At each of the two required meetings, there will be a **sign-up sheet** for those who want to take part and payment for the table is required before the sale. A full table costs \$20 and a half-table costs \$10. These prices are reviewed prior to each sale, so may change in the future. If, on the day of the sale, a member is unable to attend, and has failed to notify the sales committee, the table fee will not be refunded.

If members are unsure of their **pricing**, they are welcome to bring a couple of pieces to the meeting immediately prior to the sale. There will be a group of potters who will each give their opinions of an appropriate price range.

All members of the Co-op are assigned a membership number, which is kept until a member resigns from the Co-op. **When pricing your pieces**, we ask that you use a small rectangular sticker approximately  $\frac{1}{2} \times \frac{3}{4}$  inch. Every item must have one sales sticker. Please make sure it stays on the piece. **The member number goes on the top left corner of the sticker in red ink. (If the potter also includes initials, those will go on the top right of the sticker in red ink.)** The **price** goes on the bottom right in blue or black. Please price in 50 cent or full dollar increments. Examples for acceptable pricing practices: \$9.50, \$12, \$75.50, etc. Unacceptable pricing practices: \$9.99, \$19.95, \$74.32, etc. We need to be consistent in this, because everyone takes turns working at the sales desk.

There are a lot of **jobs** which are up for grabs at each of the two meetings. These will be reviewed at each sale and members are to take the ones they feel most comfortable completing.

We also buy **posters** to advertise the sale. They will be at the meeting immediately prior to the sale, along with distribution areas. All members are expected to take at least one area and distribute the posters. It is suggested that the posters are put out on the 1<sup>st</sup> of the month since many outlets clear

their boards at the end of each month. Remember – advertising pays. We need to get the whole area covered.

Before each sale, our media coordinator will ask for two volunteers to be featured in the **local newspapers with pictures and write-ups**. Please contact the coordinator if you are interested. The volunteer will provide the material to the newspaper. We also advertise in the local papers, TV channels, etc.

The sale has a **central cash table** where all sales are processed, which relieves the members from having to be at their own tables during the whole sale. At the meeting just before the sale, there will be shifts for the various positions at the sale table. Members are expected to take at least one shift if possible. The jobs at the sales table include: taking cash sales, taking credit card sales, removing the stickers from pieces as they are sold and sticking them on the sheet on the appropriate column for the potter, wrapping the sold items. It is important to make sure the sticker gets put on the sheet – otherwise the potter does not get paid.

We also ask for two **hosts/hostesses** to be on the floor for each shift. This position is to reduce theft, to help customers find what they are looking for, and to answer any pottery-related questions customers may have.

At each sale, we have a **raffle** of one piece of pottery and every person who buys pottery at our sale is invited to fill out a ticket. The prize is selected from a different potter each sale and the Co-op buys that piece from the potter.

After the sale ends, the potters have to **remove their pottery and displays** immediately.

The potters will receive their money no later than the next meeting, after the **Co-op deducts 20% commission** to cover rent, advertising, supplies, and all other costs, as well as supplement the Co-op's other expenditures such as the Nanaimo School District #68 bursary. This percentage is monitored after each sale and can be adjusted when necessary. If the percentage is to be changed, it will be decided by the members before the sale.

Nanaimo Pottery Co-op strives to maintain a high standard of workmanship from their members. **"Seconds"** are presently not permitted at the sale. Should any be noticed the potter will be notified and asked to remove them.