

PMC GUILD

Hello!

Thank you for your interest in establishing a chapter of the PMC Guild. I look forward to working with you. We are pleased to offer you a presence on our web site, which receives a tremendous 500,000 hits each month. We hope you find your local chapter pages helpful as you grow.

This packet will help you establish both your chapter and your web pages on the PMC Guild website. I will be your key contact as you get started, and also offer support as we move forward. Let me take a minute to introduce myself.

I live just outside Boston, MA. By day I am mom to three busy children. My boys are 9 and 6, and my daughter is 4 1/2. Though I was raised in an artistic home, my dad and my brother kept most of the traditional art skills to themselves. So, I proudly display paintings and wear jewelry! I do let the juices flow through things like scrapbooking, and I try my hand at writing from time to time. That's all to say that I will not be the best technical resource for you and your chapter.

Instead, my role will be to maintain an open line of communication between you and your chapter and the PMC Guild. My goal is to touch base via e-mail or a brief phone call at least once a month. Should you have information to share, questions to answer, or milestones to celebrate, I hope you'll be in touch with me. And if there is relevant information coming out of another chapter or the Guild office, I will be sure to send it your way.

Please don't hesitate to be in touch as you review the attached pages. I can be reached via e-mail at Chapters@PMCGuild.com or by phone at 207-939-9856 (between 9 am and 8 pm EST, please).

Sincerely,

Jobie Fagans
Chapters@PMCGuild.com
207-939-9856

PMC Guild

Jobie Fagans
Chapter Liaison
4 Country Club Road
Acton, MA 01720

chapters@pmcguild.com

Step One: How to Create a Local Chapter

- 1 Complete an Application (page 3) and submit it to the international Guild. This will allow us to coordinate the activity in your area.
- 2 Visit the Members Directory on the PMC Guild website to create a list of Guild members in your area. This is your tribe and you want to find who is out there. To prevent spamming, the Directory does not list email addresses. If you click on a name, your email program will open. Copy that address into a text document to create your mailing list.
- 3 Gather a few people, or perhaps just one other, to assist in getting the group started. Some local chapters will be very structured with a president, vice president, secretary (to keep minutes of the meetings), treasurer (to collect dues) and other committee members. Other chapters have a relaxed infrastructure. It's up to you which approach you take—we want whatever works best for your group.
- 4 Determine the logistics for meetings: Where, when, and how often will your chapter meet? Will you meet at someone's house? Will you meet in a store, a school, or will you rotate through various locations? Will you need to collect dues to cover the cost of a rented space?
- 5 Establish the goals of the local chapter. Is the purpose to share technical information, tools, tricks? Will you invite guest artists to give demonstrations? It is important to be clear from the beginning so your members understand what they are signing up for. Especially if you collect dues, be prepared to explain how those dues will be used. Many groups find it helpful to write a mission statement that describes the goals of the organization. The Chapter Liaison can show you what other chapters have written.
- 6 Once the logistics have been worked out and you have approval from the Guild Liaison, announce the details on as many relevant discussion boards as you can and send an email to the people on the list you made in #2 above.
- 7 Keep the Guild informed of your activities, usually through an email or phone call to the Liaison. If there is something we can do for you, we want to help. We can't promise the world, but we can't help if we don't know what you're doing.
- 8 Send updates of your activities to the Liaison for inclusion in the Guild's quarterly journal, *Fusion*. The Guild magazine publishes news about individual members and updates from the local chapters. This is where you can brag about your group. Pictures of chapter activities are especially welcome.



Policies for Local Chapters of the PMC Guild

Membership

To keep the international PMC Guild strong, we need to keep building our membership. If the local chapters are branches of a tree, the Guild is the trunk. We depend on membership dues to continue our magazine, web site, research, and support. We therefore request that each local chapter encourage membership in the international PMC Guild.

Naming the Chapters

All chapters have a geographically-based name, typically the nearest major city. This is important because it helps people find the chapter. In certain cases, local tradition or terrain lead to a variation on this, such as the Pacific Northwest chapter. This name is always followed by the phrase, ... Chapter of the PMC Guild, which clarifies the relationship between the local organization and the international structure. In addition, chapters are welcome to adopt a nickname. Visit the chapter pages of the Guild's website for examples. Pay particular attention to those with a single asterisk because they have been converted to our new format.

Using the Web

One of the benefits of becoming an official chapter of the PMC Guild is that each chapter is given three pages in what is by far the most widely used site in the metal clay community. The Guild manages the site and pays a professional web manager to oversee these pages and to update them as needed. Guidelines for this process can be found on page 4 of this packet and the Liaison is available to help.

In addition, many chapters maintain their own site, which is linked to the Guild pages. In some cases, a local member has the programming skills needed to configure and host a site (lucky them). Other chapters have set up free discussion boards through Yahoo, Google, or other companies. These sites do not take the place of the chapter page on the Guild site, but allow for local control and spontaneity. The Liaison can help by sharing the experience of other chapters.

Growing and Shrinking

There is no "right" size for a chapter. In some cases physical space makes it difficult to accommodate more than a dozen or so people (for instance when meetings are held in a private home). In other cases, distances between people make it difficult to come to meetings. In those and similar cases, it makes sense for one chapter to give rise to another one. Typically this is done locally, but please consult the Liaison to facilitate the growth. It can also happen that enthusiasm shifts, people move away, and a chapter fades out. Please make the national Guild aware if this is developing so we can oversee the situation.

Relationship with the Art Clay Society

The PMC Guild and its chapters are supported by companies that make and sell that brand of metal clay. It would be unfair to that support to disguise the relationship between the chapters and the international PMC Guild. There is no suggestion that people who work with Art Clay or are members of the Art Clay Society would not be welcome in any activity or organization of the PMC Guild.



Local Chapter Application Form

The international PMC Guild is proud of the hundreds of artists who meet in groups around the country to share tips, resources, and their enthusiasm for Precious Metal Clay. If you would like to start a chapter of the Guild in your area, please complete this form and mail it to the address below. The Chapter Liaison will be in touch to discuss ways we can work together to get your chapter organized.

There are very few restrictions placed on local chapters by the Guild—in fact we encourage each chapter to devise its own structure, dues, and style. Chapters will be considered for any area where it is reasonable to expect at least 25 members within a year of starting.

City or Region

Primary Contact Person _____

Email _____

Phone * _____

Postal address * _____

Secondary Contact Person _____

Email _____

Phone * _____

Postal address * _____

** Not for publication; just so we can get in touch with your chapter if we need to.*

If your chapter has a website or address for a future site, please add it here

Application Date: _____

Submitted by (signature) _____

Mail to

Jobie Fagans
4 Country Club Road
Acton, MA 01720



Local Chapter Pages at PMCGuild.com

Purpose

The international Guild is eager to help local chapters as they grow and mature into vital, energetic groups. One of the ways we can help is by giving established chapters a handsome and visible presence on the Guild site, which gets an astounding 500,000 hits each month. Our goal, like yours, is to present PMC activities with clarity, professionalism, and style. We're looking forward to working together with you to foster an energetic PMC community.

Concept

The Guild will provide each bonafide local chapter with a front row web presence of three linked pages. The format and design of these pages will be similar to each other. This makes it easy for visitors to find information and also preserves the graphic identity of the Guild. Local chapters are welcome to have their own sites under a separate URL, and we'll be happy to link them to these pages.

Process

Each local chapter will be invited to fill their pages using the attached template. Once the site is up, each chapter can make changes by communicating with the Liaison. The international PMC Guild will bear the cost of this service.

Mechanics

Each chapter has full control over their pages, as long as they meet the established parameters. If we have room for 200 words and you give us 600, we need to edit, and we might cut out what you consider the most important part. Our system is built on the idea that the web manager receives just what she needs, in final form. If we get involved in editing and spell-checking, the job will soon become unwieldy. We're counting on you to do your part!

Submissions

Your first task is to create a Microsoft Word or plain .txt file that contains all the copy for your pages, clearly identified using the letters and numbers described on the next page. It is important to know that you are not being asked to format the text. Keep it simple and submit just the basic text. Our web manager will take care of the formatting. You can also send photos, using these specs:

Format	JPEG
Resolution	72 dots per inch (dpi)
Size	6" on the longer side

Building Your Pages

Send this material by email to Chapters@PMCGuild.com. Be sure your submission contains all your materials. Please proofread and spell check to ensure accuracy. Include an email address and phone number for the person who can answer questions as we work on your pages.

The first step is to visit the chapter pages at www.PMCGuild.com to see how other chapters are using the site. Refer to those pages frequently as you read this information.



Instructions for Submitting Website Materials

A. Nickname	C. Contact name * (email link) *
B. City name *	D. Founded: (date) E. Members: # of people
	F. External website (optional)

BANNER

This banner runs across the top of all three pages. You only need to provide the information once.

* Indicates a required field.

- A.** Many chapters like to adopt a nickname. This is optional.
- B.** All chapters are identified with a city or region, as you see in the list of current chapters.
- C.** Provide the name and email address of a contact person.
- D.** Tell us when your chapter started meeting, more or less.
- E.** Tell us how many people you consider to be members of your group. This can be a guess.
- F.** Some groups have created their own websites, often because someone in the chapter has experience with this. These sites allow a group to make changes themselves and offer more space for news, photos, maps, instructions, and so on. You are welcome to do this, and by linking it to the international Guild you are likely to draw people you might not otherwise.

PAGE ONE: About This Chapter

G. Provide a description of 100-200 words that tell about the hopes and plans of your group. This is an invitation, so be energetic and welcoming. This description will probably not be changed often.

IMAGES: You are welcome to provide images to brighten this page. Follow the guidelines mentioned earlier for the size of the photos.

PAGE TWO: Current Events

H. This is the page you are most likely to change. Here you can list activities, workshops, sales, and so on. This page can include one, two, or three photos.

PAGE THREE: Special Notes

I. This is the Wild Card page — the place that allows each chapter to show their individuality. You might feature a member's work, promote an event, provide a patina recipe... whatever it is, you can include up to three images, and about 250 words of text.

SEND THIS MATERIAL BY EMAIL ...

... to Jobie Fagans at "Chapters@PMCGuild.com." Remember to provide the information as a Word document or text file and we will format for the web.

TEMPLATES



PMC GUILD

Welcome Packet

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Page One ABOUT THIS CHAPTER

A (4 lines max)

B (website if you have one)

C Contact

D & E Year & members

F Ext. website

G (200 words max.)

Try to include meeting times and fees if you charge them.

Image 1a

Image 1b

Image 1c

Page Two CURRENT EVENTS

[The yellow heading is the same on all three pages.]

H (300 words max.)

Tell what your group or individual members are up to. Shows, workshops, awards, talking to school groups, holiday themes and so on. Hey, enquiring minds want to know!

Image 2a

Image 2b

Image 2c

Page Three SPECIAL NOTES

[The yellow heading is the same on all three pages.]

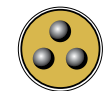
I (300 words max.)

This section is for ideas, items, and anything else that doesn't fit into the previous two pages. Maybe you have a technical tip or a project to share. Show the world your creativity!

Image 3a

Image 3b

Image 3c



Example of Text as Received

Visit the website to see how this text appears online.

Note the use of A, B, C, etc. to indicate where each piece of text belongs. Photos would also be marked as A1, A2, etc.

A. MHFOC - Metal Heads / Feat of Clay

Phoenix Area Chapter

Phoenix, Arizona

B. Join us at http://groups.yahoo.com/group/metal_heads_feat_of_clay/

C. Founded 2007

Currently 70+ artists and growing

D About This Chapter

We are Metal Heads / Feat of Clay - MHFOC for short - a diverse group of metal clay enthusiasts with various backgrounds and interests and one common goal: We are dedicated to sharing our passion for metal clay with friends and having fun while we do it! We meet monthly at Fire and Friends Z Art Studio, located at 8550 N. 91st Avenue, Suite 49, in Peoria AZ. Please check our chapter's calendar for dates and times.

At our meetings, we share news, information and refreshments; we experiment with different techniques, processes and mediums; and we expand our horizons by way of challenges that take us 'outside the box' when working with metal clay.

Please join us for a complimentary (no-charge) first meeting. Thereafter, dues are \$20 each year, plus a \$5 per-meeting donation toward refreshments and use of the studio, for each meeting that you attend. Some knowledge of metal clay is helpful, but not required. All levels of experience are welcome. Our goal is to share ideas while we expand our skills, but most of all, to have fun with our friends! To join our Yahoo! discussion group, just follow the instructions on our website.

E Current Events

Scheduled Meeting Dates for the first quarter of 2009 are:

- January: Saturday, Jan. 3rd - Noon to 1 PM + Activity Time, TBA
- February: TBA
- March: TBA

Check the calendar and message postings on our website to verify times and topics. At a typical meeting, we take care of any current business and everyone is encouraged to share their latest news, ideas, tips, projects and questions. Afterward, we usually have an attendance-optional demonstration or class, or some open studio time (additional fees may apply). For directions to the Fire and Friends Z Studio where we meet, please go to their website at: www.ffzstudio.com We'd love to have you join us!

E. Special Notes

On October 18, 2008, MHFOC hosted "A Taste of Art and Wine" show at the Fire and Friends Z Art Studio in Peoria, AZ. There were more than 30 participating artists and the event was extremely well attended by the public. A number of local food and beverage vendors were also present, offering complimentary samples of their wares. The Arizona Society of Glass Beadmakers was well-represented and offered free, hands-on lampworking demos to all attendees.

The show was a great success and our local Guild chapter hopes to make it an annual event.

On October 25 and 26, 2008, we had the privilege of having well-known PMC artist, Christi Anderson, of Elemental Adornments come to the studio and teach two 2-day classes.

All of her sessions were full to overflowing at the Fire and Friend Z Art Studio! We got to actually hold and admire pieces of Christi's beautiful work (she's renowned for her true-to-life birdhouses) that most of us had only seen previously in trade magazines. The detail she puts into her work is absolutely incredible. What a talented artist!

Throughout the classes, Christi was both generous and patient, and she shared wonderful tips on working with PMC in general, as well as her own original techniques. We all came away with personal works of art - some of which are pictured above - and lots of great memories. Our sincere thanks to Christi.

The Result

Match text to template and this is what it will look like on the website.



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Welcome Packet

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Members Login

- Site Map
- Contact Info
- Local Chapters
- Suppliers
- International
- Conference

search this site for

Search

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Phoenix Area Chapter
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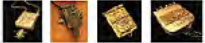
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The Fine Print

Yes, there need to be a few rules. We state them here so that everyone knows from the outset what is expected.

Eligibility

The Guild will extend the benefit of recognition and free web pages to all chapters it considers to be consistent with the mission and organization of the PMC Guild. That mission is to support artists, educators, and patrons by providing a forum for open discussion, sharing ideas, and technical support. The Guild does not endorse products, nor does it sell products (other than our own publications). We expect local chapters to follow these guidelines.

Size

There is no fixed minimum size for a local chapter, but common sense indicates that a critical mass of at least ten is needed to make a group succeed. The passion and commitment of members is more important than a specific number. Guild officers will be happy to discuss the local situation with anyone seeking recognition as a local chapter by the Guild.

Area

It is important to avoid negative competition that might result from two chapters trying to coexist in a small area. The Guild can help local groups sort out their needs and develop strategies that will benefit all participants. For this reason, the first step in setting up a chapter is to contact the Guild to see what might be available in a given locale.

Prohibited

Local chapters should operate under the same guidelines created for the Guild Discussion Board. These are simple and designed only to protect the Guild and to make participation as enjoyable as possible. Here they are in summary:

- No personal attacks, libel, or nastiness, ever.
- No commercials. It's OK to describe a specific product and tell where you got it, but merchants should not use Guild sites to promote their goods.
- Keep personal messages to a minimum. We're all glad that Aunt Bessie is feeling better, but keep in mind that these pages are read worldwide.

Disclaimer

Many chapters also maintain sites of their own, separate from the PMC Guild's official site. You are welcome to do that, but please include this phrase somewhere in the fine print:

The PMC Guild is an international members organization created to support research, training, and support for metal clay artists. The views and opinions here are not necessarily those of the PMC Guild.

Cancellation

The Guild reserves the right to cancel the benefit of free web space and official recognition if at any time, and in its opinion, a local chapter fails to maintain the standards of the organization.