



News From Ephraim



Ephraim
Faience
Pottery

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Get focused!

It's time for our annual photo contest

If you enjoy photography as well as collecting Ephraim pottery, we invite you to enter our fourth annual photo contest. It's a fun way to share your collection with other EFP enthusiasts, and it allows you to burn off some of that pent-up creativity.

Each year we try to do something a bit different with our photo contest, just to shake things up and keep our collectors on their toes. This year, entries will be judged in four categories. One grand prize, one first prize, and one runner-up will be designated in each category.

The categories are:

- **Best catalog cover photo**
- **Best photo of non-catalogued piece(s)**
- **Best photo of a large collection**
- **Best photo of early (1996-1998) Ephraim pottery**

In addition to overall quality (see page 2: *What Makes a Quality Photo?*), photos will be judged on appropriateness to at least one of the four categories. It is not necessary to designate a category when

submitting your entry.

The following prizes will be awarded in each category:

Grand Prize: \$150 EFP gift certificate

First Prize: \$75 EFP gift certificate

Runner-Up: Free shipping on your next order placed with EFP

Please carefully read and follow the contest rules, below. **Entries must be post-marked by March 31, 2005.** We look forward to receiving your entry!

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Photo contest rules

All of the pottery appearing in the photo must be Ephraim Faience. Photos that include other types of pottery or ceramics will not be considered.

All photos must be free of any copyright and must represent the entrant's own private residence.

You may submit as many photos as you wish, but no more than one winning photo per entrant per category will be chosen.

Photos may be submitted in either traditional print, slide or digital format.

Digital photos may be saved in

either .jpg or .tiff formats. Other formats are not acceptable. Digital photos should be taken at the highest resolution possible and should not be compressed. Photos should be as large as possible; the shortest dimension (height or width) must be *at least* 600 pixels. Digital photos must be sent on CD, accompanied by a good-quality color printout. **Emailed photos will NOT be accepted.**

By entering the contest, you agree to give Ephraim Faience Pottery, Inc. permission to use your photo(s) for any purpose it deems appropriate, including

but not limited to its print and on-line marketing materials.

Employees of EFP and Dove-tail Antiques and members of their immediate households are ineligible.

By entering photos into this contest, you certify your acceptance of and adherence to these rules. Entries not meeting these rules will be disqualified.

Please direct any questions about the photo contest to Kristin Zanetti by emailing info@ephrainpottery.com or calling 888-704-POTS.



Jim Spencer of Denton, Texas, entered this outstanding photo in last year's contest and won a spot on the cover of Catalog #9.

Fun in Wisconsin in January??!

Yes, Virginia, it *is* possible to have fun in Wisconsin in January! Just ask the six hardy Midwesterners who braved sub-zero temperatures to tour the EFP studio on January 15th.

Each year at our Holiday Pottery Fest (see the November 2004 issue of this newsletter), we draw the names of three lucky Fest attendees. These folks and their guests are treated to a behind-the-scenes tour of the Ephraim Pottery studio. This year's lucky winners were:

Tim Clark (Illinois)
Judy Loewen (Minnesota)
Craig Rosenthal (Wisconsin)

Tour participants got to witness the entire pottery-making process, starting with a lump of clay and ending with a finished vessel. Judy Loewen observed, "I absolutely did not have any clue as to the work and effort. I know the exceptional nature of the pottery pieces, but to see the process from the beginning to end really gives you an appreciation for just what artistry is involved."

After touring the studio, the winners headed into the office for a sneak preview of experimental pieces that we are taking to the Grove Park Inn Arts and Crafts conference (see box at left). They were a great

group and we enjoyed having them visit our studio.

If you'd like to have the opportunity to win a tour of our studio, enter the drawing at our next Holiday Pottery Fest, to be held at our company store on December 3, 2005.



Potter and studio founder Kevin Hicks shows tour participants how a vessel is thrown on the potter's wheel.



Grove Park Inn Arts and Crafts Conference

Asheville, North Carolina
February 18th-20th, 2005

Information:

www.arts-craftsconference.com

or call 828-628-1915

What makes a quality photo?

Our photo contest (see page 1) is a fun way to get creative and share your collection with others. But if you're serious about winning one of those great prizes, you'll want to submit the best-quality photos you can. Taking good photos of pottery is not as easy as it might seem. The following suggestions can help you take a great photo—one that may just win a prize!

Clarity is paramount.

A high-quality photo is clear, sharp and in-focus. Using a tripod helps if you have shaky hands. Try to avoid arrangements in which all pieces are not in the same plane unless you can manually adjust your camera's settings to eliminate the blurriness on the pieces towards the back of your composition.

Lighting is critical.

Natural, indirect daylight yields the truest colors. Light bulbs that simulate natural daylight are a good substitute if sunlight is scarce where you live. Don't point the light source directly at the pots or you'll wind up with an unattractive glare.

Composition is key.

There are lots of books out there that can help you if you are unfamiliar with the elements of good composition. You can also look at winning photos from past contests on our web site by clicking on the link in the "What's New?" section of our home page, ephraimpottery.com.

Good luck, and above all, have fun!

Hurry!

The #242 **Wild Iris Vase** has almost sold out its limited edition of 500 pieces. If you've been wanting to purchase this piece, please call 888-704-POTS now. First come, first served—when they're gone, they're gone!



#242 Wild Iris

6.00" h x 4.50" w

Color: Leaf Green with
purple & yellow flowers

\$128

Collectors' Corner: Parting is such sweet sorrow

It's that time again—time to say goodbye to some old friends. These pieces will be officially retired as of 5:00 p.m. CT on Friday, March 25, 2005. But parting, as Shakespeare said, need not be such sweet sorrow. You still have time to add these pieces to your collection. And that, dear collectors, is not sorrowful, but oh-so-sweet.

To order, call Marilyn at
888-704-POTS or 608-764-1302
before 5:00 p.m. Central Time on
Friday, March 25, 2005.



#123 Climbing Tree Frog

9.00" h x 5.00" w

Color: LG

\$178



#028 Valley Oak Tall

9.75" h x 6.50" w

Color: Leaf Green with brown accents

\$148



#115 Osage

5.00" h x 6.00" w

Colors: FC, BC, MC, YC

\$124



#246 Field Mouse

10.75" h x 5.75" w

Color: Leaf Green with grey mouse and yellow wheat

\$228



#212 Frog Pond

Candleholder

3.00" h x 5.75" w

Color: Leaf Green with blue and lighter green accents



#101 Sandhill

8.25" h x 4.25" w

Colors: LG, SY, CN, IN, CP, PK, SB

\$68



#238 Nightingale

7.75" h x 3.50" w

Colors: LG, SY, CN, CP, SB, IN, PK

\$98

Mission Impossible? *NOT!*

2004 was a wild and wonderful year at Ephraim Pottery. More people than ever before discovered our pottery. As the orders poured in, demand for our work far outpaced our ability to create it. Don't get us wrong—it's wonderful that so many people like our work, and we are extremely fortunate to be able to make a living doing what we love. The pressures of this increased demand, however, meant that customers had to wait a long

time to get their orders. Six-month lead times were not acceptable to us as a long-term situation. Our challenge was to figure out a way to get orders to our customers more quickly without hiring additional employees—a challenging, but not impossible, task!

Marilynn, our Customer Service and Sales Manager, has worked very hard for the past several months on devising and imple-

menting a new system for scheduling our work. As a result, we expect to be able to get your orders to you much more quickly this year.

Our goal is always to provide you with excellent, respectful service and to fill your orders on time. We appreciate your continuing patience while we transition to the new system. If you have any concerns, please give Marilyn a call.



*It's more than pottery.
It's a lifestyle.*

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Down on the farm

by Kristin Zanetti

In wintertime here in Wisconsin, the days are short and cold, and the nights are long and colder. In some people this triggers a desire to migrate, to fly south to warmer weather and sunshine. Those of us who are not accustomed to heading south for the winter find our solace in the comforts of home.

Home. We make our way back there each evening after work, bundled up in puffy coats and polar fleece, navigating roads that are often treacherously icy. We return to soft yellow light glowing in the windows, warmth, and, if we're really lucky, a hot meal cooked by someone else. After dinner, curled up under a blanket with

a good book or our favorite TV show, we achieve cocooning nirvana. Ahh...bliss.

At work on winter days, the special comforts of feeling "at home" take on a greater significance. If, as Christian Morgenstern says, home is not where you live but where they understand you, then Ephraim Pottery is home to us, too. The discussion of who's going to make the coffee, the warm cinnamon rolls delivered by our landlord, what the kids have been doing in school, our parents' health, the inside jokes—they all belong to us as a group. Shared routines and responsibilities, genuine caring for one another, and an understanding born of fa-

miliarity have made us a family of sorts.

Yes, we all have our quirks, and if the truth were to be told, most of us would probably admit to getting irritated with one another at least once in a while. But that doesn't make us any less of a family or our studio any less of a home. After all, isn't every family dysfunctional in some way?

It's a blessing not to have to assume another persona when one leaves the house in the morning. Being accepted as oneself is one of life's greatest comforts. In the harshness of winter, when comfort is scarce, this gift is even more precious.

*Home is not where
you live but where
they understand you.*

~Christian Morgenstern



Photo by Linda Clerkin