

**MINUTES**  
**SNAG BOARD MEETING – Memphis Conference Meeting**  
**June 11 - 13, 2007 Peabody Hotel**

Monday, June 11, Assemble at 8:45 AM. Call to Order -- 9 AM

In attendance: Eng, Gleason, Huff, Lora, Patzlaff, Rath, Shaw, Singer, Thurman, Wang, Zilker

Absent: Weiske

Shaw welcomed everyone and issued the reminder that the meeting is confidential until the minutes are approved and published. Discussion at the meeting remains 100% confidential even after the minutes are published. The minutes themselves are the only non-confidential piece. Weiske was not able to attend because of personal health issues. Shaw thanked Eng, Gleason, Huff, and Weiske for their years of service (this was their last Board meeting).

Executive Director's Report (Singer)

Review of print materials (re: Strategic Goal 4a): SNAG's range of current print materials were displayed and reviewed by the Board. The Board was in agreement on the range of work representation (jewelry, hollowware, conceptual, craft show). There were questions regarding the pool of work images—where they are from, how they are chosen. There was a consensus on the need for visual clean up. Singer indicated that SNAG is moving towards visual continuity but it will be a part of an ongoing process.

Discussion of SNAG's finances: SNAG needs to bring in more money and continue to focus on how to operate more economically and efficiently. This year in particular, the Memphis conference is smaller than budgeted. This nearly eliminates the projected surplus from the conference and which in turn impacts other programming. Shaw tabled the Board's discussion of Singer's suggestions to the Fundraising discussion in the agenda.

Relationship with the Board: is there a way SNAG could spend less on each Board member? For example, SNAG pays for a lot of board travel, not only to meetings but also for the entire conference. Should this continue at the same level? Would reducing that negatively impact our ability to secure potential Board members?

Discussion of format of Membership Directory: There was a show of hands indicating unanimous consensus to no longer print and mail out the Membership Directory in hard copy

**ACTION:** SNAG's Membership Directory will no longer be offered in print form; starting with the next Directory we will distribute only the electronic, updatable version available to all members through the website.

Presidents Report (Shaw)

The Board was reminded that their attendance is expected at the Conversation with Educators Friday, 10:30am.

SNAG News renaming (re: Strategic Goal 2c): None of those submitted are desirable. Shaw will announce at the Saturday membership meeting that continuing submissions will be accepted.

Editorial Advisory Committee (Zilker)

Reporting on their most recent meeting in Munich during Schmuck: In relation to the issues of submissions, jurying is working better with 2, rather than 1 or 3 jurors. Ursula Neuman (from Munich) was able to foster connections, primarily for Suzanne

Ramljak and Munich/Schmuck contacts. This was very important in the promotion of Metalsmith magazine's/SNAG's international presence. There was general support of the titling of EiP and consideration of EiP as a separate catalog of its own importance and not just as an issue of Metalsmith. Singer had a question regarding the process of choosing the next person on the EAC. Shaw tabled that discussion in order to review parameters in Board Handbook. There was group discussion of the possibility of EAC periodically holding their annual meetings in conjunction with other international shows.

#### Metalsmith Production (Singer)

Singer had nothing additional to add to her written board report. There was a brief discussion regarding "sell-through" terms and date labeling on the magazine.

#### Treasurer's report (Gleason)

Gleason shared her enthusiastic support of the move of handling finances in-house. The audit continues to be a tremendous amount of work. 2006 finances were finally resolved as of May 30, 2007.

#### 2007 Financial Review: Budget/Loss (Singer/Gleason)

Gleason said that due to low income from the conference, she suggested a mid-course financial correction to minimize the negative impact. These concerns will be revisited at the end of the Board Meeting. Singer explained the reformatting of the accounting categories and that it is much better (internally, for grant applications, IRS, etc.) to move administrative time/costs of staff into specific programs. The board asked for an additional document, which would include some kind of sub-budgets (to help with annual budget decision-making. The Board noted that these revisions were well timed at the end of Angela's term but before Stewart's term. The 2007 budget is to be reviewed towards end of Board Meeting.

(Lunch Break)

Call to order at 1:10pm

#### Strategic Plan Review and Analysis (Patzlaff)

Review of Board Retreat Report

**MOTION** (Patzlaff): The Board will review and update the Strategic Plan every 3 years. **SECONDED:** Huff. **DISCUSSION:** Impact on future Board decision-making. **VOTE:** passed unanimously.

**MOTION** (Patzlaff): To adopt the Strategic Plan that has been developed from the 2007 Board Retreat. **SECONDED:** Lora. **VOTE:** passed unanimously.

Discussion on current Strategic Plan and impact on Board Reports and Agendas:

The board emphasized making the Strategic Plan available to Membership. Send out an email to membership after it has been posted to SNAG's website. The objectives of the new plan seem to be more internally based to Board/organization. There was subsequent discussion about this focus on the improvement and health of the organization and how that is of direct benefit to the membership.

Rath and Thurman distributed the current draft of Mission Statement along with mission statements of peer organizations (re: Strategic Goal 1a):

SNAG Mission Statement Revision (as of 6.11.07)

The Society of North American Goldsmiths (SNAG) is an international nonprofit organization founded in 1969 that supports, promotes, and advances

the professional practice and discourse of contemporary jewelers, designers, and metalsmiths through the development of community and resources. By cultivating excellence and innovation, we foster greater awareness, appreciation, and advocacy of the field.

Rath made a presentation covering the mission statement planning process. Key points include: What do we offer? How is it delivered? What can be done with it? Should have an appropriate level of focus (not too narrow, not too broad). Rath also presented the Resource Allocation graph (Resource Cost axis and Organizational Will axis) divided into 4 quadrants. There was discussion and feedback on statement (to be more active, include "education.") Rath and Thurman agreed to revise and present it again tomorrow.

Rath and Thurman distributed a draft of proposed Core Values for SNAG. They proposed a priority list of categories of people SNAG *should* serve, with report on who SNAG *now* serves: Educators, Students, Studio metalsmiths (jewelers primarily), Gallerists/museums, Collectors

As incoming president Patzlaff agreed to appoint an ad hoc Program Review Committee by the end of the conference.

#### "Housekeeping Motions"

**MOTION** (Shaw): I move to remove from SNAG's signature cards at Key Bank in Eugene, Oregon the names of Samuel Shaw, President, and Angela Gleason, Treasurer, and replace them with Kris Patzlaff, President, and Stewart Thomson, Treasurer. **SECONDED:** Lora. **VOTE:** passed unanimously.

**MOTION** (Shaw): In response to the forthcoming management letter from the accountant conducting the 2006 Audit of SNAG's books and records, I move that we establish and implement a written policy outlining who has the authority to open and close bank accounts, including each conference's bank accounts and the policy will include a list of authorized signers and their titles. **SECONDED:** Zilker. **VOTE:** passed unanimously.

**MOTION** (Shaw): The Executive Director has the authority to open and close financial accounts and instruments on behalf of SNAG with written consent of the Treasurer. **SECONDED:** Lora. **VOTE:** passed unanimously.

**MOTION** (Shaw): To implement a policy for the SNAG Office to have proprietary access to all conference bank accounts via direct electronic access. **SECONDED:** Patzlaff. **VOTE:** passed unanimously

**MOTION** (Shaw): Establishment of a capitalization clause to set a threshold amount for equipment purchased in the office, over which it would have to be capitalized/depreciated over a set number of years. This threshold amount will be \$1,000 per item purchased. **SECONDED:** Lora. **VOTE:** passed unanimously.

#### NEW BUSINESS:

##### CCC Issues (Shaw)

There were basic questions as to how to proceed and inform membership. The Executive Committee recommendation is to continue pressure on CCC but that the risk/reward of formal legal action is unfavorable. The board decided instead to pursue

filing a formal complaint against CCC with the Better Business Bureau and perhaps the national association of meeting planners.

Shaw, Singer and Gleason are working on a presentation for the Membership Meeting, addressing what happened and how to prevent issues in the future. The presentation will be reviewed by the Board tomorrow.

**MOTION** (Thurman): SNAG will not pursue formal legal action against CCC.  
SECONDED: Lora. VOTE: passed unanimously.

#### Evaluation Committee (Shaw)

Question: Whether the executive director would be able to see the raw data (the numbers without any attribution) from the evaluation sheets filled out for his or her annual performance review, in addition to the averages.

**ACTION:** Yes as to the board's evaluations, and no as to those from the staff. The Executive Committee will revise and clarify the language in the new Board Handbook accordingly.

#### Craft Marketing (Cohen—not present, from submitted request)

James Cohen submitted a proposal for SNAG to undertake a survey of the marketplace. Various board members indicated that this is already being done by others, annually and well. The board agrees that duplicative efforts are not needed.

**ACTION:** Shaw will send response letter.

#### Flickr Group (Beeler—not present, from submitted request)

Kristin Beeler submitted a proposal for SNAG to become involved in managing a Flickr Group (Flickr is a popular online image-sharing website). A lively group discussion ensued about how Flickr fits with our current strategic plan related to SNAG's website. The Board supported further investigation.

**ACTION:** Shaw formed an ad hoc Committee (Beeler, Jecklin, Thurman) to conduct analysis and fact-finding. Jecklin is to be a resource for how much impact on SNAG there will be. The Committee will report at the Fall Board Meeting.

#### Base Camp and Quick Topic (Patzlaff) (re: Strategic Goal 3a)

Patzlaff presented information about online tools for the Board, to be used instead of email, which would both increase efficiency of board communications and secondarily increase the ability of members to stay current about what board is working on. Consensus of the Board is in support of Quick Topic.

**ACTION:** Patzlaff will investigate; work with Jecklin, Sundgrenz, and Thurman to determine whether and how it might be integrated with our current site, and create an appropriate implementation timeline.

Meeting adjourned 6:06pm, Monday, 6.11.07

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Meeting called to order, 9:05am, Tuesday, June 12, 2007

In attendance: Eng, Gleason, Huff, Lora, Patzlaff, Rath, Shaw, Singer, Thurman, Wang, Zilker

Absent: Weiske

NEW BUSINESS: (continued)

Board appointments (Patzlaff)

Patzlaff opened the discussion regarding appointing an additional two Board members. Patzlaff confirmed with the Board that it is acceptable to review appointments through email. The Board unanimously agreed. Suggestions of names of potential candidates were taken from the Board.

#### Japan connections (Thurman)

Thurman briefly shared his recent two-week experience teaching in Japan and informed the Board that he felt there is tremendous potential for fostering connections between contemporary Japanese metalsmiths and the SNAG membership. This would include such activities as a tour for interested members focusing on Japanese metalworking, exhibition exchanges, etc. The Board supported Thurman's activities and asked to be kept informed as he explores the specifics of these activities.

#### Name Change (Zilker) (re: Strategic Goal 4a)

Zilker proposed that now is the right time to explore. (graphic branding, change of magazine name, change of SNAG News name, SNAG's 40<sup>th</sup> Anniversary coming up). Patzlaff indicated its correlation to the Strategic Plan. Singer shared concerns about the financial (and work time) impact. The Board supported the formation of a committee and emphasized the importance of considering the marketing impact of its decisions.

**ACTION:** To form a committee to examine, research, and propose changing SNAG's name, with the cost, options, and ramifications by 40<sup>th</sup> Anniversary in 2009 included. Committee will follow the format of the Strategic Plan and integration with currently established plan. Committee will present findings at the Fall Board meeting 2007.

#### Retirement Plans (Gleason)

Gleason has learned that the type of retirement plan SNAG opened at the beginning of 2006 requires that all employees be treated equally and equitably. This is an unexpected cost [too much but well deserved.] This also will require a revision of the personnel policy, which currently states that employees need to work for SNAG for three years before they earn the right to participate in a SNAG-matching retirement plan.

**ACTION:** Singer will revise and submit to the Board.

#### COMMITTEE REPORTS:

##### Professional Development Seminar (Huff)

Huff reported on this ad hoc Review Committee in place just for this year. The Review Committee found that implementation of fee did not negatively impact attendance. The Committee also created a Mission Statement specific to the Professional Development Seminar. It is still a pending question as to whether the current Organizing Committee members will continue. Board consensus was that PDS has been doing a very successful job.

**ACTION:** Add to the PDS coordinator(s) description the responsibility to stay within budget.

##### Lifetime Achievement Award Committee (Zilker)

Zilker will insure that the list of previous nominations be passed on to the next year. The board created a list of people to approach to fill the next open seat on the LAA Committee.

**ACTION:** Zilker will send list of previous nominations to next year's Committee. Zilker will contact and confirm a new Committee member.

### Conferences-Future (Huff)

Huff indicated that Savannah has all of its speakers lined up except for the Keynote speaker. Overall, the conference planning process is on track and Huff is optimistic for their overall success.

Lora led a discussion of keynote speakers for Philadelphia. The Board had numerous questions, particularly in relation to the theme of the conference.

**ACTION:** Lora will gather further rationale for the suggested speakers for Philadelphia and Board feedback will occur through email.

### Conference – Memphis (Eng)

Eng provided a general update about the Memphis Conference. It was requested that the Board be introduced at the Thursday morning opening. Shaw reminded the Board to be present on stage during membership meeting.

### Connections Room (Weiske)

Gleason informed the Board that she would be taking over on-site in Weiske's absence. Singer reminded the Board that Weiske is leaving the Board and volunteer Anne Mondro has given notice that this is the last Portfolio Review that she will be coordinating.

### Silent Auction (Wang)

Wang emphasized the need for a makeover of the display. The Board supports finding out how much it would cost to purchase our own display fixtures for Silent Auction. Wang proposed that same coordinator manage both the Silent Auction and the Raffle. By having the same person working on both, items of different level of value can be better assigned appropriately. Wang indicated that Sharon Massey has volunteered to coordinate both the Silent Auction and the Raffle next year.

**ACTION:** Wang will research purchasing display fixtures for the Silent Auction and report to the Board at the Fall 2007 meeting. Wang will also have a request/reminder sent to the Board to donate something to the Silent Auction, either their own work or perhaps a piece of another artist. The request for a donation to the annual Silent Auction will be added to Board Member Expectations.

### Board Handbooks (Patzlaff) (re: Strategic Goal 3a)

Patzlaff distributed revised handbooks with accolades from the Board. Shaw reminded the Board that individual Board members are responsible for the maintenance of their personal copy.

### Exhibition Committee (Rath)

Rath reported that the fifth member of committee is still pending. She just received confirmation from Anne Meszko that the work featured in the next EiP will be exhibited at SOFA Chicago. The Exhibition Committee will use the exhibition guidelines already established in Professional Guidelines rather than reinventing the wheel. Rath requested names for possible future committee members.

### Nominations and Elections (Rath)

Rath commended Joe Wood for an excellent job and asked Board members to please thank him personally and to welcome Claire Sanford as Chair of the Committee.

### Web Site (Thurman) (re: Strategic Goal 2a)

Thurman indicated that Phase I has been implemented and postcards and press releases have been sent to announce it. Patzlaff suggested the creation of a long-term plan for how to add features to the website and to maintain an appeal to youth with more tech savvy aspects.

**ACTION:** Thurman will have a phone follow-up meeting with Singer to keep the website expanding and evolving.

#### Technical Article (Thurman)

Singer noted that MJSA does a good job securing brief technical articles that are inserted into the polybag of their magazine and that it might be helpful for Gilson to contact them. Also, that while Gilson is attending CLASP (using a fee waiver from SNAG), that he should confirm authors for at least 3 articles.

**ACTION:** Thurman will follow-up with Gilson regarding various issues.

#### Support Students (Thurman)

Thurman apologized for the misunderstanding that occurred between McCartney and himself. Thurman wanted to be sure that no one misunderstood his Board Report on this issue. On short notice, Catherine Butler volunteered to assist at the Memphis conference.

#### Audio/Visual (Weiske—not present) (re: Strategic Goal 2b)

The board examined a number of options because of concerns regarding the viability of the AV Rental Service due to lack of interest and the obsolete nature of the formats. This discussion included possible digitization, donation of the materials to the Smithsonian archive, and the pursuit of grants to support any of these directions.

**MOTION** (Rath): Terminate SNAG's A/V Rental Service. **SECONDED:** Lora  
**VOTE:** Shaw oppose, all other votes in support. Motion passes.

**ACTION:** Shaw will inform Lewis and ask him to hold the materials there at EWU for no more than a year while the board researches what to do with the current slides and videos. Lora will call Jim Cohen regarding the Smithsonian and report to Board.

#### Volunteer Coordinator (Lora)

Eng asked about the possibility of combining the Volunteer Coordinator with Conference Volunteer Coordinator because of the potential disconnect and the overlap of their responsibilities.

**ACTION:** Lora will post a sign up sheet for volunteer coordinator at the conference.

#### Education Dialog Discussion (Lora)

The board examined a series of questions and suggestions in preparation for Friday's meeting with educators to talk about the future of the Education Dialog, including its own expectations of it. The board focused on ideas around a new structure and format for each year's planning and implementation. Singer will write a brief history of the ED for use at the meeting.

#### Metalsmith Editorial (Ramljak came to the meeting)

Ramljak described the two new editorial departments: "Possessed" and "Dossier" along with the development of a new department: "My Eye" (areas of interest/artists space).

Ramljak indicated areas in need of support. The Board discussed budgetary concerns, design and advertising issues, and critical writing suggestions. There was

thanks and applause from the Board. In closing, Ramljak indicated that the magazine does not have a promotion person and it would be of great help.

#### Metalsmith Advertising (Saravese)

Saravese not able to attend for personal reasons. Singer reported in her place. The Board suggested Singer and Savarese look at ways ad revenue can be increased. Part of doing so entails more initial investment (reader survey, increased distribution).

#### Conference Student Scholarships (Huff)

There were 15 recipients of the student scholarships from 13 schools. Huff still needed to record the timeline and general outline of procedures for Exit Report.

#### Conference Student Assistantships (Huff)

In Memphis, 20 students signed up to work 6 hours during the conference in return for a conference fee waiver. Huff confirmed that everyone is happy with the program and it is continuing.

#### Educational Endowment Scholarship Report (Gleason)

There was a question posed by the volunteer coordinator regarding how to consider applications from both undergraduates and graduate students. Currently, the distributions of the scholarships are at the discretion of the jury. After review of the report, the Board supported keeping the existing structure.

#### Workshop Grant Program (Gleason) (re: Strategic Goal 2b)

Because of extremely low numbers of applications, the Board discussed the viability and usefulness of this Program.

**MOTION:** Discontinue the Workshop Grant Program. **SECONDED:** Eng **VOTE:** passed unanimously.

**ACTION:** Gleason will inform Melissa Davenport, the volunteer coordinator of the workshop grants program.

#### Fundraising (Wang & Lora) (re: Strategic Goal 5a)

Lora and Wang made a presentation of the in-progress fundraising plan. Patzlaff emphasized the importance of having Singer at relevant events to raise the visibility of the organization. The Board discussed the responsibilities of the Board in fundraising, the distribution of labor, and the correlation of the fundraising plan with the overall Strategic Plan.

**ACTION:** Lora and Wang will present the refined fundraising plan at the Fall Board meeting.

#### Benefit Gala (Wang)

After review of the report, there were concerns about the timing of SOFA NYC and the dates of SNAG conference 2009. The timing of these dates complicates the scheduling of the Benefit Gala.

**ACTION:** Wang will present options to the Board at the Fall meeting as part of the refined fundraising plan.

#### Friends of SNAG (Wang)

Wang reviewed the status of the initial program that launched in Memphis. There are 8 participants, 1 person that Wang recruited personally.

#### Budget Review (Gleason)

Gleason predicted that SNAG will probably function at a deficit this year and reemphasized that the Board could make mid-year cuts in anticipation of this.

Mission Statement (Rath/Thurman)

Rath and Thurman presented the three revised versions of the Mission Statement. The Board discussed and revised.

**ACTION:** Rath and Thurman will circulate a draft of core values before the Fall 2007 Board Meeting.

Exit Reports (Patzlaff)

Eng, Gleason, and Huff submitted their exit reports. Patzlaff presented gifts to Eng, Gleason, and Huff for getting all their “ducks in a row.” (A row of chocolate ducks was then presented to each exiting Board member).

Review of CCC Presentation to membership (Gleason)

The Board reviewed and discussed the PowerPoint presentation.

Patzlaff and Shaw thanked everyone involved and shared their appreciation of everyone’s contributions.

Adjourned 7:53pm, Tuesday, June 12, 2007.