

AGENDA  
Society of North American Goldsmiths  
**2008 Annual Meeting of the Membership**  
Savannah, Georgia  
March 5 – 8, 2008  
Main Ballroom

**Session 1 – Thursday, March 6**

**Meeting at 2:45 – 3:30**, in Main Ballroom, immediately after Richard Nelipovich

1. Call to Order (Patzlaff): distribution of revised agenda
2. Verification of a Quorum (93). Motion to accept new Agenda Seconded.
3. Welcome and Opening Remarks (Patzlaff)
4. Introductions (Patzlaff) – Members of the Board of Directors, SNAG Staff, Conference Coordinators
5. Nominations and Elections Committee – Claire Sanford
  - a. Candidates for the Board
  - b. Candidates for the Nominations and Elections Committee
  - c. Ballot Measures
6. Name Change (Zliker): There will be an Open Space discussion at conference as well as a Discussion Forum on SNAG Website. Zliker encouraged the membership to please offer input and engage in the discussion.
7. Treasurer's Report (Thomson). Thomson began by reviewing the recent financial history of SNAG, and the Board's decision, in 2006, to bring financial services back in-house. The Board had an audit conducted of 2006 year-end financials. The last audit was four years previously, in 2002. Based on the latest audit and corresponding accounting entries relating to the outsourcing errors, and 2007 year end results, SNAG is in a serious financial crisis.

In 2007, costs incurred by SNAG were well above the budgeted expectations. Metalsmith publishing expenses have risen tremendously. The attendance at the Memphis conference was not as expected and therefore did not meet budgeted revenue expectations. Office expenses were tight and significantly cut back in the last half of the year. The board cut its reimbursement expenses by the organization.

The membership heard that through day-long discussions, the Board has made difficult financial decisions. The 2008 Budget even though made barely four months ago, had to be amended at this week's meeting due to rising costs in all areas of business. It is too early for the conference results to be available, but with a significant increase in student attendees, which are subsidized, this revenue will not meet all increased and associated expenses.

Significant cutbacks have been made in the 2008 budget – a minimum of 10% across the board. Some include: the office staff will make cuts through an unpaid leave of absence, a full time position going to half-time position and the reformulating of staff job descriptions. The board has cut its expense budget by more than half.

The message to the membership by Patzlaff, Singer, and Thomson was that overall projections are cause for significant concern due increasing expenses through all areas. Patzlaff impressed upon the membership that participation and support in/of SNAG was in their best interest. Thomson offered to take follow-up, or new questions at the front of the room after the meeting.

8. Presidential Message (Patzlaff) President Kris Patzlaff reiterated the gravity of the organization's financial situation and that bringing the organization to a healthy financial state is the responsibility of the whole membership. Patzlaff also asked the membership to find ways to participate, contribute and to make a difference.

9. Questions from the Membership:

Question: What is the cost of recovering the funds?

Chair: It was the previous decision of Board not to pursue compensation. The root cause is because of data entry errors not any improprieties.

Q: How much will membership dues increase help offset? How much did not printing SNAG News save?

C: A total of approximately \$25000 was saved by putting SNAG News online.

Q: What is the break-even point for attendance?

C: It's not a simple head count. A sliding number because of ratio of full price versus discounted student price. (A discussion of financial impact of student attendance then followed making clear that SNAG subsidizes every single student who attends at a discounted rate).

Q: What about the financial impact of a name change? Is now the right time?

C: This issue arose before this financial news. Discussion is free and worth pursuing.

Q: What is the total number of members?

C: It fluctuates between 3,000 and 3,300.

Q: What is the financial impact of raising dues?

C: Approximately \$30,000. This figure is specifically tied to a full fiscal year, and if all 3,000 members renewed. The dues increase doesn't go into effect until May 1, so 2008 will not see a full fiscal year's impact. The largest periods of renewals are the first and last quarters of each year so in 2008 we miss out on the first quarter impact, and no organization sees 100% renewal. This figure represents the absolute best case scenario starting in 2009.

Q: Has there been a general appeal to the members to check their own records and send SNAG payment for any period of membership for which they were accidentally credited?

C: Chose not to pursue for fear of offending membership.

Q: I have experience with a lot of other organizations and SNAG member dues are very low given the quality of services delivered and the high expectations of its members. The next time you look at the dues, keep this in mind." Could the organization explore grant/sponsorship opportunities for specific conference activities?

C: We appreciate the support and encourage any specific ideas.

Q: I would encourage members to pay the new dues rate in advance of the actual renewal date.

C: The organization would greatly appreciate that.

#### 10. New Business

Metalsmith Redesign (Ramljak, Zilker): Zilker acknowledged the members of Editorial Advisory Committee. Metalsmith magazine has had 10 years of the current design. Considering the upcoming 40th SNAG anniversary, the timing seems right. Ramljak announced the new designer for Metalsmith is Luke Hayman of Pentagram, and the first issue of the new design will be Vol. 29, #1, January 2009.

Education Dialog (Starrett) SNAG Board has proactively fulfilled the requests of ED, to make it an official conference program.

11. Patzlaff invited the membership to join the Conversation with the Board immediately following the Membership Meeting.

Adjourned at 4pm.

## **Session 2 – Saturday, March 8**

**Meeting at 11:00 – 12:00**, in Main Ballroom, immediately after Iris Eichenberg

1. Call to Order (11:02am)
2. Verification of a Quorum (84)
3. Executive Director's Report (Singer): Singer emphasized the importance of everyone coming together to "right the ship." Singer cautioned everyone about the potential damage of inaccurate rumors and asked everyone to look for cost savings whenever possible. Volunteers can no longer expect something in return for their efforts; they should be volunteering because of their desire to help SNAG. Singer stated that the best thing anyone can do is bring more members to SNAG. Partnerships and building communities are also extremely useful and vital.
4. Nominations and Elections Committee Report – Claire Sanford
  - a. Elections and Ballot Measures Results (248 votes were cast in this election. Harlan Butt elected as President, Nanz Aalund and Anne Mondro were elected to the Board. Bryan Park was elected to the NEC. Ballot Initiatives all passed)
5. Unfinished business from previous session: Questions from the membership:

Q: At my university, some budget deficits are the result of circumstances but some are structural, where anticipated income cannot ever keep up with the structural expenses as they exist now, and core changes need to be made. Has the board considered this? Did the shortfall come from circumstances or from structural aspects?

C: We are not sure right now. Now that we have an accurate financial picture, of this next year we will be able to get a better sense of the relationship of circumstances/structure.

Q: The numbers of student attendance are terrific. Now the question is how to balance that success with the budgetary impact. Next, perhaps it's time to take a second look at automatic renewals each year by credit card, because lots of people simply forget to renew.

C: We will be looking into those options.

Q: Conferences must be revenue generators. Are they no longer generating significant revenue?

C: Yes, Conferences need to generate revenue but we're seeing there is a negative relationship of conference fees to conference benefits/features. There is also impact from the marketing/location and budget of conference.

Q: What happens when financial reserves run out from the deficit?

C: We have contingency plans but hope not to have to resort to them.

Q: Shouldn't the depletion of reserves last year have been a "red flag"?

C: The majority of losses in 2007 were from increasing publishing costs and low attendance at the Memphis conference. We are happy to discuss specifics individually for the sake of time and general interest.

Q: I am happy to see initiatives pass to empower the Board. And glad to hear about call for additional fundraising.

Q: Made the suggestion not only to have SNAGNews as a downloadable PDF file but available online on the SNAG website.

Q: What about the lost revenue from lapsed subscriptions—what does SNAG do to keep/renew members?

C: Members receive 3 notices—warning, last issue, lapsed. The SNAG office called lapsed members with good success. SNAG is moving towards additional electronic reminders.

Q: Is SNAG becoming more fiscally conservative in anticipation of recession?

C: Yes. These are changing times and there will be changes in conferences because of its major financial impact and other areas.

Q: Are we looking at fundraising and other metrics that we measure the overall health of the organization? (Auction, raffle, etc.)

C: Because of matching contributions of individual members in 2007, fundraising is more successful than ever. However, we still believe that fundraising efforts can be increased.

Q: What about putting a successful city in regular rotation? If Chicago was so successful, why not return to Chicago for another conference?

C: SNAG is trying to figure out how to hold a conference without being so dependent on the local people, which includes considering a national committee for conferences.

Q: Related to issues with the Silent Auction, what about an Auction Reserve?

C: There could be options of setting minimum price and percentage of total sale to maker.

Q: We used to get more detailed reports at our member meetings. There's not even a written report at this meeting. Be aware that communication becomes critical when more is asked of membership. Please reinstate publishing the board minutes in SNAG News now that they're electronic.

C: More information will definitely be available through the website. And yes we will now return to publishing the board minutes in SNAG News as you suggested.

Q: (Michelle Pajak-Reynolds): Reminder to the membership that she is the volunteer coordinator and to please contact her to offer to help. Has SNAG contacted local/regional arts councils about sponsorship opportunities? Could exhibition opportunities be included in Metalsmith? Could a digital only subscription option for Metalsmith magazine be offered?

C: These are all possibilities to be considered.

Q: Are there projections for Philadelphia conference?

C: 800-850 but we are being conservative. And we will be promoting day passes as well for the tri-state region.

Q: What about more merchandising opportunities? Donated pins, aprons, T-shirts, etc.

C: There will be significantly more fundraising projects.

Q: How can SNAG groom students as leaders within the organization—greater, more in depth volunteer opportunities? Also, could add more attention to silent auction by taking most popular items into a live auction?

Q: The title of “student intern” seems more prestigious. I also support more fashion-forward and variety within merchandising.

Q: Could SNAG figure out the best time of year for conferences?

C: We are working towards narrowing the general time frame within the year and time in between the conferences.

Q: Could there be entry fees for competition for merchandising designs? This would raise funds in addition to the sale of the actual items.

Q: I would like to suggest diversifying fundraising events and opportunities.

C: The first event will be hosted in San Francisco at Velvet da Vinci.

Q: What about an Etsy shop for SNAG?

Q: There are also clearinghouses for merchandising, so that SNAG does not need pay for or hold inventory.

C: We appreciate all of your ideas and suggestions and would encourage anyone interested in helping SNAG pursue them to step forward and volunteer to do so.

6. New Business (none)

7. Announcements: Thomson will be staying late to answer specific questions.

8. Closing Remarks (Patzlaff): Thanks for all of your suggestions. Remember that ideas are great –Implementing them takes people. See you in Philadelphia!

Adjourned at noon.