



**Society of
North American
Goldsmiths**

SNAG
Annual Membership Meeting
April 26, 2014
Minneapolis, Minnesota

Agenda

1. Call to Order - Renee Zettle-Sterling, President
2. Verification of a Quorum - 75 members present - Jim Bove
3. Greetings and Welcome Remarks - Renee Zettle-Sterling, President
4. Introduction of board and staff, conference coordinators 2014 and 2015
5. Nomination and Election Committee - Kristi Kloss
 - a. Results of 2014 Election
 - i. President - Elect
 - ii. Board of Directors
 - iii. NEC
6. Treasurer's Report - Anne Havel
7. Executive Director's Report - Gwynne Rukenbrod
8. Website - Gwynne Rukenbrod
 - a. Maker's Profile
 - b. Google Search bar
 - c. Springboard changes
9. Metalsmith & Editorial Advisory Committee Report - Angela Bubash
10. Conference Report - Pam Robinson
11. Educational Endowment Recipients - Sharon Massey
12. New Business
13. Announcements
14. Closing Remarks - Renee Zettle-Sterling, President

Conversation with board and Executive Director after meeting.

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GREETINGS:

The Annual Membership Meeting of the Society of North American Goldsmiths was called to order at 10:00 am on Saturday April 26, 2014 by Renee Zettle-Sterling, President. The following board members were present:

PRESENT: Gwynne Rukenbrod –Executive Director
Renee Zettle-Sterling - President
Anne Havel – Treasurer

Jim Bove – Exhibition Planning Committee Liaison/Board Speaks Out
Angela Bubash – Metalsmith Editorial Advisory Committee
Karen Lorene – External Fundraising/Outreach
Brigitte Martin - Community Liaison, Volunteer Liaison, PDS Liaison, Fundraising Chair
Sharon Massey - Student Programs and Services Liaison
Becky McDonah – Secretary, Lifetime Achievement Award Liaison, Guild Liaison
Todd Pownell - Symposiums
Pam Robinson – Conferences
Jen Townsend - Online Presence Committee Liaison

VERIFICATION OF A QUORUM - 75 members present - Jim Bove
More than 75 members in attendance, quorum verified.

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**Greetings and Welcome Remarks -
Renee Zettle-Sterling, President**

President Renee Zettle-Sterling began the meeting by talking about 2013. She stated that 2013 was a difficult year for the organization. The Executive Director retired and the organization was financially insolvent. The board of directors had to discuss closing down the organization or fighting to keep it alive.

The board chose to fight for the organization and put it on the path to financial stability. This included hiring a new Executive Director and making strategic changes. The search for a new Executive Director was successful and Gwynne Rukenbrod took on the role and has been instrumental in helping turn the organization around.

To obtain a constant flow of communication, crisis meetings were scheduled via conference call starting in August, 2013 and switched to every other week as of October, 2013. Many hours were spent on fundraising and looking at every way to tighten the budget, making cuts, changing the business model and finding a way to finance the upcoming conference. Some large savings were found by John Garbett and Anne Havel that enabled the organization to save 60K on the publication of *Metalsmith* magazine.

Great changes have been made, but the organization continues to struggle. Minneapolis is the lowest attended conference (at 407 attendees) in 10 years. This conference will prove to be a financial loss to the organization, but it would have been a 90K fee to break the contract. The decision was made to go ahead with the conference. We will have a loss but not as much as cancelling. The cost of putting on conferences drove the decision to go to an every other year schedule.

The President thanked everyone for their commitment to the organization, and asked for patience stating that SNAG will survive and thrive. The President also stated that she is open to suggestions and willing to talk about the situation.

Each board member was introduced followed by the staff: Suzanne Ramljak, *Metalsmith* Editor; Tara Jecklin, Operations Manager; Monica Hampton, Education Director; John Garbett, Advertising and Production Director and then the conference coordinators.

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<p>Nominations & Elections Committee - Kristi Kloss</p>	<p>Nominations and Elections Committee Chair, Kristi Kloss, announced the results of the 2014 Election and gave a service announcement letting the membership know that starting next year there will not be a physical polling place. All voting will be done online. She encouraged all members to remember their online password and to log on to the website in order to vote. Also noted was to watch for changes in the by-laws coming up for vote next year.</p> <p>2014 Election Results: President-Elect: Nicole Jacquard Board Members: Sydney Brown, Dianne Debeixedon, Lauren McAdams Selden Nominations and Elections Committee: Daniel DiCaprio</p> <p>Kristi Kloss is finishing up her term. The future Chair of the Nominations and Elections Committee, Michael Dale Bernard, thanked her for her service to the committee and the organization. He also reminded online voters to pick up their voters pins if they had not already done so.</p>
<p>Treasurer's Report - Anne Havel</p>	<p>Treasurer Anne Havel presented to the membership the SNAG Budget Report with graphics of the 2013 and 2014 SNAG budget.</p> <p>The Treasurer stated that in response to the the financial crisis the current Board of Directors pledged 8K to kick off the fundraising efforts and worked hard to bring in 60K during the initial fundraising drive. Former Executive Director, Dana Singer wrote and received a grant for 25K from the Windgate Foundation and a challenge grant of 25K was also secured. What was a 118K deficit is now at 20K which is a 98K improvement.</p> <p>Conference revenue was up in 2013. This follows a pattern that the organization has tracked with first tier/second tier cities. The first tier tends to profit and second tier has a loss. Although the Toronto conference was well attended, it basically broke even due to high overhead and money allocated towards the conference.</p>

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<p>Treasurer's Report - Anne Havel (Cont.)</p>	<p><i>Metalsmith</i> magazine continues to be profitable. Thanks to John Garbett who rebid everything. He knows conferences, production and advertising and will save us another 60K this year.</p> <p>The 2014 budget was based on a conference attendance of 500. Actual attendance came in at 407 with the paying number 317. This will equal a loss of about 65K. The Treasurer and Executive Director have found about 50K in cuts and are looking at an additional 20K in funding coming in. This should take care of the conference loss and the organization will most likely be able to break even this year. The Treasurer stated that it will most likely take 3 to 5 years to turn the financial situation around. Please feel free to contact her with any questions.</p>
<p>Executive Director's Report - Gwynne Rukenbrod</p>	<p>Executive Director, Gwynne Rukenbrod commented on how our organization relates to Seth Godin's definition of a tribe. Tribes are about the leading and connecting of people and ideas. SNAG is a group of people who want to connect; makers, artists, designers, metalsmiths, curators, collectors, supporters, etc. all grounded in respect and admiration for the field. SNAG needs to make changes in order to survive and thrive. We need to strengthen the organization and become more sustainable through empowerment, respect, growth and lasting connections.</p> <p>The Executive Director then acknowledged previous mention that 2013 was a difficult year for the organization. When the previous Executive Director left we lost institutional memory and went for three months without an Executive Director while dealing with a financial crisis and insolvency. There was lots of turnover on the board at this time and the learning curve was substantial. She took this time to thank the board for all their hard work through this time of stress and fundraising.</p> <p>The Executive Director focused on the need to create a new strategic plan with goals and objectives for 2015-17(shorter range due to the economy)along with approaches to implementation and action steps. There was mission drift and a need for commitment to change, flexibility and patience. The old strategic plan was examined and a member/non-member survey was developed. Core questions were covered to examine our philosophy and a series of SWOT (Strengths, Weaknesses, Opportunities and Threats) evaluations were conducted through conference calls. Over the summer the Board of Directors will develop solutions with the committees from this information.</p>

**Executive Director's Report -
Gwynne Rukenbrod
(Cont.)**

Some items noted from SWOT(Strengths, Weaknesses, Opportunities, Threats) evaluations:
General Strengths: SNAG's size, history, staff, magazine and the closeness of the members.
Weaknesses: lack of a culture of giving, lost grants due to insolvency, lack of communication within the organization, hard to find volunteers and the current conference production model.
Opportunities: partnering with other organizations, collaborations, promotion/advocacy for the field, career development assistance, cross-pollination, working together to advance the field.
Threats: financial instability, attendance, board workload, competing events, understaffed.

The Executive Director announced the New Mission Statement, Vision, and Set of Core Values with the goal being to routinely look to these to see if we are making the right decisions.

Mission:

The Society of North American Goldsmiths advances jewelry and metalsmithing by inspiring creativity, encouraging education, and fostering community.

Vision:

SNAG envisions a diverse jewelry and metals community engaging in thoughtful conversation and critical discourse while preserving tradition and embracing innovation.

SNAG Values:

- ◆ *Dedicated:* We are committed to the advancement of jewelry, metalsmithing, and community.
- ◆ *Informative:* We nourish and share knowledge about jewelry and metalsmithing both inside and outside of our organization.
- ◆ *Innovative:* We support, encourage and advance ideas that lead to creative approaches, unique solutions, and crossing boundaries.
- ◆ *Inclusive:* We celebrate the rich diversity and history of our field and value a variety of viewpoints through supportive, respectful, and ethical interaction.

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<p>Executive Director's Report - Gwynne Rukenbrod (Cont.)</p>	<p>The Executive Director noted 16 years of experience working with non-profits and she comes with proven models of how to make a success of the organization. SNAG needs to become more diversified in its sources of income. Earned income, government support and contributions from foundations are not enough. Karen Lorene and Brigitte Martin are co-chairs of the fundraising committee focused on creating a culture of giving. They are working on new strategies and initiatives to rebuild the organizations' finances.</p> <p>The Executive Director ended by reminding the membership that we are not out of the woods yet and of the importance of becoming solvent and having a new business plan in order to be eligible for grants. She then thanked the membership for their patience.</p>
<p>Website - Gwynne Rukenbrod</p>	<p>Gwynne Rukenbrod called attention to website improvements:</p> <ul style="list-style-type: none">• Added google search bar• Maker profile template added a video option• Improvements to the way you load things on to Springboard <p>Updates will take effect in May/early June.</p>
<p>Conference Report - Pam Robinson</p>	<p>Conference Liaison, Pam Robinson, introduced the 2015 conference: Impact: Looking Back, Forging Forward - Boston, Massachusetts, May 20-23, 2015 Co-Chairs: Dianne Reilly, Troy Hines, Grace Hilliard- Koshinsky</p> <p>This conference will have a sponsored speaker through a partnership with the American Craft Council that will include one of their fellows. Pam urged people to come to the conference and directed members wanting to volunteer to contact her or Monica Hampton.</p>
<p>Educational Endowment Recipients - Sharon Massey</p>	<p>Student Programs and Services Liaison, Sharon Massey announced this years' Educational Endowment Award winners: Aric Verrastro, Heather Nuber and Vincent Pontillo-Verrastro.</p> <p>This year's jurors were Mike Holmes, Erin Daily and Melissa Cameron. Organizer: Liz Steiner</p>

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New Business –	<p>SNAG Member, Don Friedlich approached with questions/suggestions: Suggested an end of conference survey, accompanied by a survey of the non-attendees. Questioned how many people on average are nominated each year for the Lifetime Achievement Award. (three to five with people not selected remaining in the pool for five years) Suggested considering not having the nomination process, and just have the committee decide.</p> <p>Member: Questioned the creation of a DVD of the student show. Gwynne Rukens: podcasts/digital format/digital archiving are of interest and SNAG is looking for partners to help with this. Jen Townsend: Digital student slideshows are on the youtube channel.</p>
Closing Remarks- Renee Zettle-Sterling	Renee thanked the audience and urged members to volunteer.

Meeting was adjourned at 11:00 a.m.