



**Society of  
North American  
Goldsmiths**

SNAG  
Strategic Planning Meeting  
Friday March 7, 2014  
10 – 11:00 am

**GREETINGS:**

The strategic planning meeting (via conference call) of the Society of North American Goldsmiths Board of Directors was called to order at 10:00 am on March 7, 2014 by Gwynne Rukenbrod, Executive Director.

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

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out  
Angela Bubash (E) Martha's Position – Metalsmith Editorial Advisory Committee  
Karen Lorene (E) – External Fundraising/Outreach  
Brigitte Martin – (E) Community Liaison, Volunteer Liaison, PDS Liaison, Fundraising Chair  
Sharon Massey (A) - Student Programs and Services Liaison  
Becky McDonah (E) – Lifetime Achievement Award Liaison/Guild Liaison  
Todd Pownell (E) Eli's Position - Symposiums  
Jen Townsend – (A) Online Presence Committee Liaison

**ABSENT:** Sue Amendolara - Past President  
Pam Robinson (A) – Conferences

**ANNOUNCEMENTS:**

a. Confidentiality

The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential.

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MISSION, VISION, VALUES – Gwynne

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Mission: Who we are. What we do. Who we serve.</b></p> <p>Try to keep the mission statement short and easy to remember while answering the questions.</p>	<p>Discussed what we want to call ourselves. Decided to add a question addressing this topic to the member survey.</p> <p>Possible descriptions:  Metal and Jewelry Arts  Art Jewelry and Metals  Artists and Designers  Jewelry and Metals Field  Jewelry and Metalsmithing</p> <p>Other notes:  Smithing questioned as possibly being too specific  Sensitivity to possible meanings associated with Art Jewelry v. Fine Art Jewelry</p> <p>Discussed action word choices:  Champion: to support the cause of, defend - dynamic powerful word v.  Sustains: maintains  Inspiration, Education, fostering Community</p> <p><b>SNAG champions the metal and jewelry arts field through inspiring creativity, encouraging education, and fostering community.</b></p>	

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Vision:</b> What does success look like.</p>	<p>Discussed desired outcomes of the organization:            Create unity within the field, inclusivity            More successful artists, Help develop/support/foster/nurture careers            Preservation of traditional techniques while embracing innovation            Continuum – Reflects the rich history and pushes it forward            open dialogue, work together to advance the field            creates conversations and critical discourse, committed to cross – pollination            SNAG is a sharing the collective wisdom.            Creating opportunities            Engage audiences, advocate and give access through public awareness</p> <p>Possible phrases selected for inclusion in vision:  <b>SNAG is an organization that creates conversations and critical discourse.</b>  <b>Preserving tradition while embracing innovation.</b>  <b>Advocates and gives access to the field.</b></p>	
<p><b>Values:</b> We need to tell people what we value. Do not leave things up for assumption.</p>	<p>Discussed the results of the Board poll of top 5 values, listed in order:            Community (change to Inclusivity)            Innovation            Thoughtfulness, Planning            Informative            Dedicated</p> <p>Work on creating sentences around them to express our values effectively.</p>	<p>All Board Members</p>

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**Other – Gwynne**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<b>Member Survey Updates:</b>	Survey to be released next week. Can add question about how to refer to the field. Do not need to be members yet to complete the survey.  Share survey with everyone to get good amount of feedback.	All Board Members

Meeting was adjourned at 11:00 a.m.

Strategic Planning Meetings will be held the 1<sup>st</sup> Friday of every month.

Board Meetings will be held the 3<sup>rd</sup> Tuesday of every month.

**Next Meeting:**

**Board of Directors**

**Tuesday, March 18<sup>th</sup> 10:00 – 11:00 am EST**