Letter from the Board President

Dear Membership,

2013 was a tough year for SNAG with the resignation of our Executive Director, Dana Singer and a financial crisis so severe the Board and I had very serious talks about closing down our organization. I want to be clear when I say this was not a discussion that was entered into lightly. Instead we decided to roll up our sleeves, dig in, and start to put this organization on a path to financial sustainability. Our first task was to raise enough money to cover our operating expenses. Next, we needed to hire an Executive Director that had the tenacity and experience to help us and see us through the many strategic changes that would be necessary for a vibrant and healthy future.

We found this person in Gwynne Rukenbrod. In a very short period of time, she began the process of turning this organization around. With her direction, we are changing how conferences are produced, how we think about fundraising, developing a culture of giving and diversifying our revenue streams and sponsorships.

The Board, the staff, Gwynne, our dedicated volunteers, and our generous donors have accomplished more than I thought possible. I want to encourage you to read through this annual report so you know what we have done as well as our goals for the future. I thank each and every one of you for your commitment to our organization and for your patience over the last year. Change is hard for everyone and I hope that you will continue to be patient and remember that we are doing everything in our power to ensure that SNAG not only survives, but thrives. We have a lot left to accomplish and will continue to work toward our goals. Please keep in mind, a crisis of this magnitude is not fixed immediately; it takes strategy, consistency, hard work, creativity and time. When you think about it, they are all the same realities that apply in creating good work and building a career. I hope as you are working in your studio, tackling problems and building new pieces, you think of SNAG and stand with us in solidarity.

Thank you again for your dedication to our organization and field.

Happy Smithing

Renee Zettle-Sterling
President

Letter from the Director

2013 was a transitional yet stellar year for SNAG! We dug in and successfully raised over $60,000 from our members and supporters; set new goals; created a new development/fundraising model to diversify our revenue and reduce our dependency on earned income; hired new staff; re-bid the production of Metalsmith magazine; launched new high-quality programming; and took important steps toward a strong and sustainable future.

When I took over as Executive Director, I quickly saw the unique niche we offer to the field of jewelry and metalsmithing and the importance of our continued existence. So we have developed an ambitious plan for our future, creating new strategic and business plans that will contribute to the financial sustainability of this organization.

SNAG can’t do any of this without you and your support, so I thank you for your investment in this organization and our community. Best wishes for 2014!

In SNAG,

Gwynne Rukenbrod
Executive Director

Board and Staff

2013 Board:
Executive Committee:
Sue Amendola, President/Past President
Renee Zettle-Sterling, President Elect/President
Anne Havel, Treasurer
Jen Townsend
Eliana Arenas
Jim Bove
David Fortano
Karen Lorene
Brigitte Martin
Sharon Massey
Becky McDonah, Secretary
Jamie Obermeier
Todd Pownell
Pam Robinson
Marlene True

2013 Staff:
Dana Singer – Executive Director (January-August)
Gwynne Rukenbrod – Executive Director (October-December)
John Garbett – Advertising and Production Director
Monica Hampton – Conference Producer
Tara Jecklin – Office Manager
Ellen Laing – Program Manager
Suzanne Ramljak – Editor of Metalsmith
James Thurman – Technical Editor

2013 Financials

Revenue Sources

- Government
- Foundations
- Earned*
- Contributed

* SNAG earned income includes membership dues, conferences, Metalsmith, and other program income.

Expenditure Distribution

- Personnel
- Administration
- Marketing/PR
- Programs
- Development/Fundraising
Noteworthy Items

**Educational Endowment Scholarship Winners:**
Alyssa Bogdan (College for Creative Studies)
Michaeal O’Neill (SUNY New Paltz)
Jessica Todd (Kent State)

**Lifetime Achievement Award Winner:**
Gary Griffin

**Achievements:**
- 2013 Gold Ink Award for Metalsmith Vol 32 No 4 (2012)
- Raised highest amount in the history of SNAG from individual donors.

**Accomplishments:**
- Expanded Metalsmith content honoring the diversity, quality and craftsmanship of the entire field
- “Value Added,” a column from entrepreneur Megan Auman, exclusively in Metalsmith
- New, expanded programming at our conferences reaching a broader audience
- Second annual “Forging Entrepreneurs” business symposium
- Created formal development program and plan to contribute to the sustainability of SNAG
- Held 2nd international conference (Toronto, CA)
- Launched Uniques Sale
- Launched Road 2 Success mentoring program

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Exhibitions

**Contemporary Goldsmithing: Tradition & Excellence** - Online Exhibition, 2nd annual
**As Seen by Others: Photography as Strategy** - Exhibition in Print

**Conference Exhibitions:**
- A Bit of Clay on the Skin: New Ceramic Jewellery - Gardiner Museum
- Footprints from the Forge - Bata Shoe Museum
- Design Sans Frontières: Metal Artists In Collaboration - Design Exchange
- The Launch - Tenda Do Louro Jewellery Museum
- For What It’s Worth: Nunavut Arctic College Student Exhibition - The Guild Shop: Ontario Crafts Council
- Myles Mindham - Mindham Fine Jewellery
- Ferrous - 18 Karat
- Shine - Textile Museum Of Canada
- Moving Metal - Art Gallery Of Ontario Shop
- Opine (Canadian Juried Student Exhibition) - Ocad University
- Making It Real - Ocad University
- MADE Presents: Annie Tung - MADE
- Anne Sportun Collection - Anne Sportun Fine Jewellery
- Unsheathed: Contemporary Knife Makers - Ontario Crafts Council Gallery
- Metal Identities - David Kaye Gallery
- More than Gold - Studio Huddle
- Inside Out - Made You Look
- New Life - Jewel Envy
- Confluence - Snag’s Annual Juried Student Exhibition
- RE: Position - Harbourfront Centre Happening
- Quintet: A Conversation in Design - Harbourfront Centre Happening
- SPARK: George Brown College Graduate Exhibition - Harbourfront Centre Happening
- International Jewellery - Harbourfront Centre Happening
- REPEATREPEAT: The Multiple in Jewellery - Harbourfront Centre Happening
- Family Album: Past and Present - Harbourfront Centre Happening
- RV + School Bus Exhibitions - Harbourfront Centre Happening
- Three Elements: Transformation - Zilberschmuck
- The Canadian Mosaic of Metal Blacksmithing - Pearson International Airport
- Fire and Fusion - Rainbow Gallery
- Contemporary Canadian Silver Collection - Macdonald Stewart Art Centre

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SNAG by the Numbers

<table>
<thead>
<tr>
<th>2013</th>
<th>To Date</th>
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<tbody>
<tr>
<td>Membership</td>
<td>3763</td>
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<tr>
<td>Metalsmith Subscribers</td>
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<td>Exhibitions</td>
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<td>Conference Attendees</td>
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<td>Symposium Attendees</td>
<td>67</td>
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<tr>
<td>SOFA Lecture Attendees</td>
<td>384</td>
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<tr>
<td>Value of Volunteer Hours</td>
<td>$222,000</td>
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2013 SUPPORTERS AND DONORS

$30,000 to $50,000
Windgate Charitable Foundation

$10,000 to $29,999
Rio Grande

$2,000 to $9,999
Anastasia Silva
Bill Gangi
Catherine Morgan
Robert Ebendorf
George Brown College Harbourfront Centre
Karen Lorenz
Brigitte Martin
Moeller Family Foundation
Porter Airlines
Rotas Foundation
Claire Sanford
Elizabeth Steiner
Urnico

United Precious Metals Refining

$1,000 to $1,999
Sue Amendolare
Artinian
Boris Bally
Kathleen Browne
Charon Kransen Arts
John Contenti
Susan Cummings
Helen Drutt
Angela Gleason
Halstead Bead Inc.
Mary Lee Hu
Jewelers Mutual Insurance
Jewellery Arts Collective
Robin Kraft
Alida Latham
MUSA
Tod Pownell
Tenda do Louro
Toronto International Jewellery Festival
Jen Townsend & Edward Yates
Renee M. Zettle-Stirling

$500 to $999
Aaron Faber
Eileen Bennett
Michael & Elaine Bennett
Anne Bulmer Brewer
Gail M. Brown
Lori Colina-Lee
Ulises Dietz
Betsy Douglas
Steven Ford & David Fortano
Don Friedlich
Gary S. Griffin
Barbara Heinrich
Jewelry Jamboree
Tim McCreight

$250 to $499
Dominique Berelte
Jane Bohan
Alan Bremer
Sharon Church
Nancy Megan Corwin
Alan Elder
HL Jewellery
John Iversen
Betty Helen Longhi
Louis Frankian Jewellers Inc
Chris Massey
Karen Rotenberg
Gwyrne Rukenbord & Matt Smith
Linda Stainer
Barbara Stuttman
Stewart W. Thomson in Honor of
Irene Egner
Vates Family

$100 TO $249
Gallina Arndzen
Lois Etherington Bottridge
Jim B. Bowe
Kenzo Bruno
Natalie R. Burke
Hilarion W. Butt
Melissa Cameron
Karen A. Carline
Patrice Case
Jain Cogswell
James Cohen
Betty Cooke
Cappy Cournard
Gholam Craig
Folker de Silva
Donna D’Aquino
Sara Jane Dehoff
Jeffrey Lloyd Dever
Saul Ellis
Mikami England
Mimi Espe
Aline Fisch
Michèle Fox
Lori Fuhriman
Elizabeth J. Gullich
Margaret Parker Guggoz
Robert Harrison
Laura Gearlerd
David A. Huang
Nicole D. Jacquard

Barbara Jones
Loulis Juudwakile & Jacquelyn Rice
Linda Kayo-Moses
Susan Kempin
Stacy Koenig
Andrew Kue Kuck
Anne Lingerer-Resee
Mick Lippe
Randy J. Long
Linda Lomolde
Deborah K. Lutzer
Jan Madonna
Patricia A. Madida
Sharon Massay
Wendy McAllister
Bruce McCall
C. James Meyer
Eurico Michaels
Myra Minich-Mogey
Pamela Morgan-Ingoyen
Clare Moriarty
Eleanor Moly
Mueker Larson Ostemann Yuva
Patricia Nelson
Jamie Obermeyer
every Oke & Matt Cantu
Joan Parcher
Kris Patlaffe
Mary Hallam Pearse
Larry Potter
Eric Peterson
Ron Porter
Pam Robinson
Julie Sanford
Blanca Schusterman
Beverly Seley
Marjorie Simon
Kiff Skimmron
Donald A. Stuart
Belle Jason Teedle
Marlene True
Lorraine W. Vagner
Julie Wetlitz
Ken Vickerson
Erih Wahed
Linda Weiss
Nancy Wender
Sylvia M. Youell
Sandra Zilker

$5 to $99
Anonymous
Chris Abras
Shoshana Abras
Melinda Alexander
Stefanos Alexandros
Lorena Angulo
Manuela Aralis
Janarthi Arulraj
Gicconda Astor
Mary M. Awster
Margaret Barozci
Be Any Brookar
Michael Barnard
Annie Baros
Annamaria Basaran
Haley Ronnie Bates
Brooke Battles
Ashley Lay
Lea Jecklin
Melinda Johnson
Marjoline M. Jordan
Harry Kalwacz
Brita Kauppila
Jennifer Lorette Keats
Laurel W Keyses
Lezlie Knuyt
Michelle Kim
Moon J. Kim
Barbara Kingdom
Lee Klontron
Kris D. Klosos
Patricia Kooshdy
Alice Kresse
Sue Hee Kwak
Mary Ann Langton
Victoria Lansford
Barbara J. Larson
Lynne Laug
Kate Lindsey
Violet Link
Elizabeth Lowe
L坚强
Mary Luke
John Lynn
Linda Magi
Elizabeth J. Markowsk
Donald Markes
Rohit McCormack
Becky Ted & McDnotherwise
Judy McDonald
Bill McFarland
Patricia McGrath

Society of North American Goldsmiths

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