



Bracelet by Sarah West



**Society of
North
American
Goldsmiths** **2013
Annual
Report**

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 Amendolara, *President/Past President*
Renee Zettle-Sterling, *President Elect/President*
Anne Havel, *Treasurer*
Jen Townsend

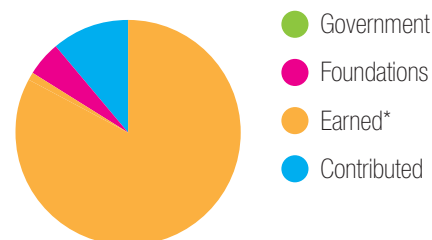
Eliana Arenas
Jim Bove
David Forlano
Karen Lorene
Brigitte Martin
Sharon Massey
Becky McDonah, *Secretary*
Jamie Obermeier
Todd Pownell
Pam Robinson
Marlene True

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 Ramlijak - *Editor of Metalsmith*
James Thurman - *Technical Editor*

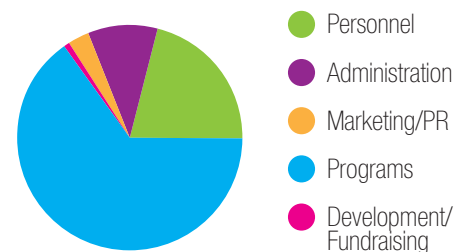
2013 Financials

Revenue Sources



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

Expenditure Distribution



Noteworthy Items

Educational Endowment Scholarship Winners:

Alyssa Bogdan (College for Creative Studies)
Micheal 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

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

SNAG by the Numbers

2013

Membership	3763
Metalsmith Subscribers	2451
Exhibitions	350+
Conference Attendees	700
Symposium Attendees	67
SOFA Lecture Attendees	384
Value of Volunteer Hours	\$222,000

To Date

13,000	Pieces Represented in Exhibition in Print
650	Artists Represented in Exhibition in Print
13	Countries Represented at our SOFA Lectures
\$180,000+	Scholarships Awarded
43	Conferences
20	Exhibition in Prints

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 Lorene
Brigitte Martin
Moeller Family Foundation
Porter Airlines
Rotasa Foundation
Claire Sanford
Elizabeth Steiner
Umicore
United Precious Metals Refining

\$1,000 to \$1,999

Sue Amendolara
Artinian
Boris Bally
Kathleen Browne
Charon Kransen Arts
John Contenti
Susan Cummins
Helen Drutt
Angela Gleason
Halstead Bead Inc.
Mary Lee Hu
Jewelers Mutual Insurance
Jewelry Arts Collective
Robin Kraft
Alida Latham
MJSA
Todd Pownell
Tenda do Louro
Toronto International Jewellery Festival
Jen Townsend & Edward Vates
Renee M. Zettle-Sterling

\$500 to \$999

Aaron Faber
Elaine Bennett
Michael & Elaine Bennett
Anne Bulmer Brewer
Gail M. Brown
Lori Colina-Lee
Ulysses Dietz
Betsy Douglas
Steven Ford & David Forlano
Don Friedlich
Gary S. Griffin
Barbara Heinrich
Jewelry Jamboree
Tim McCreight
Meetings a la Carte
Otto Frei
Bryan Park
Jennifer J. Park
Sam A. Shaw
Rachelle Thiewes
Linda Threadgill

\$250 to \$499

Dominique Bereiter
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
Gwynne Rukenbrod & Matt Smith
Lin Stanionis
Barbara Stutman
Stewart W. Thomson in Honor of
Irene Egner
Vates Family

\$100 to \$249

Glenda Arentzen
Lois Etherington Betteridge
Jim B. Bove
Kendra Bruno
Lessley L. Burke
Harlan W. Butt
Melissa Cameron
Karen A. Cantine
Patrice Case
John Cogswell
James Cohen
Betty Cooke
Cappy Counard
Gabriel Craig
Jack P. da Silva
Donna D'Aquino
Sara Jane Dehoff
Jeffrey Lloyd Dever
Saul Ellis
Miklann England
Mimi Favre
Arline Fisch
Michele Fox
Leni Fuhrman
Elizabeth Goluch
Margarite Parker Guggolz
Robert Harrison
Laura Howard
David A Huang
Nicole D. Jacquard

Barbara Jones
Josis Juodvalkis & Jacquelyn Rice
Linda Kaye-Moses
Susan Kempin
Stacy Koehn
Andrew Kuebeck
Anne Lingener-Reece
Micki Lippe
Randy J. Long
Linda Lomdale
Deborah K. Lozier
Jan Maddox
Patricia A. Madeja
Sharon Massey
Wendy McAllister
Bruce Metcalf
C. James Meyer
Eunice Michaels
Myra Mimitlsch-Gray
Patience Morgan-Irigoyen
Clare Morison
Eleanor Moty
Mueller Larson Osterman Yuva
Patricia Nelson
Jamie Obermeier
emiko oye & Matt Cantu
Joan Parcher
Kris Patzlaff
Mary Hallam Pearse
Jerry Peters
Eric Petersen
Ron Porter
Pam Robinson
Julie Sanford
Blanca Schusterman
Beverly Seley
Marjorie Simon
Kiff Slemmons
Donald A. Stuart
Billie Jean Theide
Marlene True
Lorraine W. Vagner
Julie Veitch
Ken Vickerson
Erin Wahed
Linda Weiss
Nancy Worden
Sylvia M. Youell
Sandra Zilker

\$5 to \$99

Anonymous
Chris Abrass
Shoshana Abrass
Melinda Alexander
Stefanis Alexandres
Lorena Angulo
Manuela Arnal
Jan Arthur Harrell
Gioconda Astore
Mary M. Atwater
Margaret Bardoczi
Belle Brooke Barer
Michael Barnard
Anne Barros
Anamaria Basaraba
Haley Renee Bates
Brooke Battles
Candace Beardlee
Kevin Beltz
Shelly Belmont
Aggie K. Beynon
Tracy Black
Nisa R. Blackmon
Donna Blackwell
Elyse Bogart
Christine Bossler
Helene Bourget
Ej Braid
Judy Brand
Ximena Natanya Briceno
Teena Brown
Mary Brown-Martiik
Dana Bussell
Catherine Butler
Peggie Calame
Patricia E. Carlson
Sarabeth Carnat
Dana Cassara
Lotte Cherin
Christine H. Clark
Megan Clark
Judy Clinton
Kat Cole
Lorraine Cooley
Luana Coonen
Maria Cooper
Simon Cottrell
Kim Cridler
Marsha Croninger
Jennifer Crupi
Elizabeth A. Dalzell
Domenic D'Andrea
Nelsie Davis
DeSantis Fine Art Jewelry
Jacquelyn Dewdney
Ursel Dougherty
Roland Dubuc
Veronica Eckert
Cynthia Eid
Kate Enewold
Donna Engebretson
Julie Erwin
Elsa Etcheverry
Fred Fenster
Shole Ferretta
Cheryl Fraser
Jose Garcia
Alene Geed
Sharon Gillespie
Karpagam Gobalakrishna
Robin Goebel
Dr. Arnold Golub
Anne Graham
Lois E. M. Grebe
Alizah Greenberg
Chantel Gushue
Gabriele Haberland
Nancy Hamill
Joan E. Hammond
Dorothy Hampel
Jiwon Han
Rebecca Hannon
Lora Hart
Anne Havel
Anne M. Heinz
Chris Helm
Eric Henderson
Rocio Heredia
Connie Hershey
Janet Hessel
Teresa Hettick
Kara Hetz
Crissa Hewitt
Annette Hirsh
Sarah Holden
Susan Holt
Chris Irick
Laura Jaklitsch
Ashley Jay
Lois Jecklin
Melinda Johnson
Maryclaire M. Jordan
Henry Katzwinkel
Britta Kauppila
Jennie Lorette Keats
Lanelle W Keyes
Leeza Khoury
Michelle Kim
Moon J. Kim
Barbara Kingdon
Lee Klastorin
Kristi D. Kloss
Patricia Kolodny
Alice Kresse
Sue Hee Kwak
Marilyn Moore
Mary Ellen Lanigan
Victoria Lansford
Barbara J. Larsen
Ruth Laug
Kate Lindsay
Val J. Link
Elizabeth Lowe
Mary Luke
John Lunn
Linda Magi
Elizabeth J. Markowski
Donna Mattles
Rivka McCormack
Becky & Tedd McDonan
Judy McDonald
Bill McFarland
Pamela McGrath

Kelsey Merkeley
Shelley Minch
Keiko Mita
Valerie Mitchell
Jennifer Mokren
Anne Mondro
Victoria Moore
Nancy Moyer
Stephen Mudge
Madonna Narvaez
Kathleen Natalizo
NetCorps
Kim Nogueira
Karen O'Brien
Valerie A Odewahn
Gary Ogle
Brigid O'Hanrahan
Joanne Oppenheimer
Louise L. Oppenheimer
Tara Owen
Lisa Pai
Miel-Margarita Paredes
Steven Parker
Bill Peck
Leslie Perrino
Diane Perry
Lisa Phelps-Havelin
Mary Kay Phipps
Benjamin Pless
Thom Pratt
Deborah Pressman
Aneesha Raines
Suzanne Ramljak
Rosina Reiser-Jedrusic
Phillip Renato
Marjorie Renno
Sally Richards
Pamela J Ritchie
Cynthia Pierce Roberts
Peggie Robinson
Rebecca Rose
Jera Lodge
Mary Russert
Vina Rust
Catherine M. Sabinash
Linda Savineau
Lisa Schallert
Ginny Schneider
Renske Schuyt
Marth Seely
Casey Sharpe
Tibetha Shaw
Donna Shimazu
Kirsten Skiles
Maria Lasa Sloan
Madeleine Soich
Edith Sommer
Kye-Yeon Son
Beth Sosin
Courtney Starrett & Michael Gayk
Christine L. Sundt
Beverly Tadeu
Harland Lee Taylor
Francesco Teresi
Becky Thatcher
Carissa Hussong
Diane Tintor
Erika Titus
Stephen Tobias
Jessica Todd
Matthew Tothunter
Alice Van De Wetering
Joan Varin
Lisa Vershbow
Anna Vosburg
Joanne E. Vuillemot
Nancy Walker
James Wallace
Carol Warner
Emily Watson
Lynda L. Watson
Paul Weller
Judy Wenig-Horswell
Jacquelyn Westerland
Barbara Westwood
Stoney White
Charles Alan Wilkins
Mickey Wilson
Jerry Wood
Alecz Xavier
Nimet Yalcinkaya
Pamela Yurasek
Maureen Brusa Zappellini
Stan Zisk



Society of North American Goldsmiths

Artists. Designers. Jewelers. Metalsmiths.

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