



**Society of
North American
Goldsmiths**

SNAG
Annual Membership Meeting
May 22, 2015
Boston, MA

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 – Renee
5. Volunteer Recognition Award presentation - Renee Zettle-Sterling, Brigitte Martin, Andy Cooperman
7. Treasurer’s Report - Anne Havel
8. Executive Director’s Report - Gwynne Rukenbrod Smith
9. Fundraising Committee Report – Brigitte Martin
10. Metalsmith & Editorial Advisory Committee Report - Angela Bubash
11. Conference Report - Pam Robinson
12. Educational Endowment Recipients - Sharon Massey
13. New Business
14. Announcements
15. Closing Remarks - Renee Zettle-Sterling, President

Conversation with Board and Executive Director after meeting in Hancock Room.

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GREETINGS:

The Annual Membership Meeting of the Society of North American Goldsmiths was called to order at 2:26pm on Friday, May 22, 2015 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 (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Angela Bubash (E) – Metalsmith Editorial Advisory Committee
Dianne deBeixedon (E) - Education, Tech Articles Liaison
Karen Lorene (E) – External Fundraising/Outreach
Brigitte Martin (E) - Community Liaison, Fundraising Chair, PDS Liaison
Sharon Massey (A) - Student Programs and Services Liaison
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison
Tedd McDonah (A) - Conferences
Pam Robinson (A) – Conferences
Lauren McAdams Selden (E) - Education, Archiving
Jen Townsend (A) - Online Presence Committee/PR and Marketing Committee

ABSENT: Sydney Brown (E) - Volunteer Liaison
Nicole Jacquard - President Elect

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 the great progress SNAG has made over the past year in implementing more sustainable directions. She noted that the Board is looking at what is and isn't working in programming and focusing the use of resources to best serve the organization. With the development of a Fundraising Committee the Board is behind developing a culture of giving and preparing SNAG to thrive rather than just survive. As the organization is getting stronger, the role of the Board is becoming more than committee work and day-to-day tasks to keep SNAG going and is transitioning to a visionary role, placing an emphasis on governance and forward thinking.

In response to last year's membership survey requesting smaller hotels for the conference, in 2016 SNAG will be travelling to Asheville, North Carolina for the SNAGneXt event. This conference model is being implemented every other year from the larger conference experience.

President Zettle-Sterling informed the membership that the Board continues to strive to cut unnecessary costs and become more financially sustainable. She stated that one of the ways the Board is working to cut costs is by shifting the fall Board of Directors meetings from being held in the host city of the upcoming conference and moving it to craft centers such as Touchstone and Arrowmont.

The membership was asked to consider SNAG when thinking about volunteering. President Zettle-Sterling emphasised the benefits of volunteering and giving back to your community. Volunteers develop new friendships and sense of self while gaining a deeper understanding of SNAG. Anyone interested in volunteering was urged to contact SNAG's Volunteer Coordinator, Katie Poterala. She then thanked all the committee members, volunteers, staff, and donors for their contributions to the organization.

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 coordinator.

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<p>Volunteer Recognition Award Presentation - Renee Zettle-Sterling, Brigitte Martin, Andy Cooperman</p>	<p>The Board of Directors developed the Volunteer Recognition Award to publicly acknowledge and honor volunteer contributions to the highest extent. This award was inspired by the numerous volunteers who dedicate countless hours to SNAG every year. Periodically the Award will be given to deserving volunteers to acknowledge their length of service, exemplary initiative, and impact on the SNAG community, based on nominations exclusively by the Board of Directors and the Society's committees.</p> <p>Members of the Professional Development Seminar, Brigitte Martin and Andy Cooperman took the stage to announce the first recipient, Harriete Estel Berman. Harriete has been an active volunteer for SNAG for well over 10 years, and a SNAG member and supporter for even longer. Harriete is best known in the community for her outstanding work on the Professional Development Seminar Leadership Committee which she was part of for many years before becoming its Chair. Grately appreciated are her dedication and commitment to the field and the people in it.</p> <p>Harriete received the award, thanked the audience and the Board and stated that she was honored to be the recipient of the first award. She reminded the membership that everyone has something to contribute and that the community has more meaning when we work together. She encouraged people to volunteer and make a difference. Help out, learn from everyone and meet new people.</p>
<p>Treasurer's Report - Anne Havel 2014 SNAG Financial Overview (copies of the document were distributed to the membership)</p>	<p>Treasurer Anne Havel highlighted the major points related to the results for the year ending December 31, 2014 in a Powerpoint presentation. She noted that the numbers were not final yet as the accounting firm has not yet issued the financial statements.</p> <p>Some items shared with the membership included: The profitability of <i>Metalsmith</i> was \$74K, up from \$58K in 2013, with the greater profitability due to re-negotiations by John Garbett. His knowledge of the publishing industry helped SNAG save approximately \$60K in expense during 2014.</p>

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<p>Treasurer's Report - Anne Havel (cont.)</p>	<p>There was a \$24K loss in 2014, the Treasurer pointed out that this is an amazing result due to the \$59K loss on the Minneapolis conference due to low attendance. Although SNAG no longer has the large accumulated debt that has been hanging over its head for the last 12 years, there is a Net Asset Deficiency of 44K as of Dec 31, 2014 and the organization is still technically insolvent as of December 31, 2014, due to operational losses for the year.</p> <p>In response to losses on conferences SNAG has been working diligently on lowering the amount of attendees needed in order to reach the breakeven amount. This year one of the things benefitting the conference will be Windgate Grant money, \$24K, that the organization has not received for many years.</p> <p>Due to the loss on symposium programming, which was an \$11K budget item, the decision to no longer present a symposium was made by the Board and the funds will be redirected to other guilds and organizations' existing symposia/forums/gatherings.</p> <p>Another item noted was the increase in Fundraising as the Board and Staff have placed more energy in this area to help develop a more sustainable model for SNAG.</p>
<p>Executive Director's Report - Gwynne Rukenbrod Smith</p>	<p>Executive Director Gwynne Rukenbrod Smith thanked the members at the meeting who came to hear what SNAG is doing. She shared her observation that SNAG had been stuck doing the same thing the same way, but now it is moving forward and embracing change. She stated that 2014 was another challenging year, but the organization is on a solid foundation and headed in the right direction. Changes were noted in areas such as cuts in spending, addition of scholarships, fundraising efforts, conference models, board minutes templates, and the organization of convenings to discuss critical issues in the field.</p> <p>Board Members that were coming to the end of their terms were thanked for their service. Leaving the board this year are Sharon Massey, Pam Robinson, Karen Lorene and Jen Townsend. Other volunteers thanked for their time included: Andy Cooperman, Michael Dale Bernard, Tara Locklear, James Thurman, Paul Smith, Jennifer Wells and more.</p>

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<p>Executive Director's Report - Gwynne Rukenbrod Smith (cont.)</p>	<p>A special thank you went out to Renee Zettle-Sterling, for being a dedicated, determined, and driven President. Taking over the position of President is President-Elect, Nicole Jacquard.</p> <p>The Executive Director discussed the value of our community and how it fits the definition of a tribe. Noting that this tribe's dedication to the field positions SNAG as a movement that will propel the field forward. SNAG will not just survive, but thrive as it welcomes new waters, friends and adventures.</p>
<p>Fundraising Committee Report – Brigitte Martin</p>	<p>The Fundraising Chair, Brigitte Martin shared some financial history with the membership noting that in 2012 SNAG had a \$120K deficit that put the organization through a financial crisis in 2013. This was a problem that needed to be solved. The Board discussed the situation and decided to fight for SNAG and started to fundraise.</p> <p>In 2013 SNAG raised over \$32K in donations and 50K in emergency Windgate grants. The organization has taken steps to diversify its income streams and the Board collectively committed to raising \$52K by the end of 2015. These actions reduced our deficit in a very big way, and in 2017 we want to raise the amount to \$75K.</p> <p>The Fundraising Chair reminded the audience that great things come with your membership and in order to function to the best of its ability SNAG needs to get back in the black and build a reserve. She noted that donations and support can come in different forms whether that be giving financially or giving of your time and talent to the organization through volunteering.</p> <p>In closing she stated that all non-profit organizations have to fundraise and urged the membership to support what they like. Support an organization that supports you and if you see areas that you think could be improved, step up and volunteer to help make the organization better.</p>

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<p>Metalsmith & Editorial Advisory Committee Report - Angela Bubash</p>	<p>Angela Bubash announced that this was the 35th anniversary of <i>Metalsmith</i> magazine which continues to be financially strong and viable for SNAG and thanked the audience for their readership while reminding them that the committee welcomes ideas and thoughts from the membership.</p> <p>She announced the upcoming annual Exhibition in Print 2015, <i>Moved by Metal: On Beauty as Interaction</i>, guest curated by Wendy Steiner and for artists planning ahead she noted that the theme for next year will be Shifting Spaces.</p>
<p>Conference Report - Pam Robinson</p>	<p>Pam Robinson shared some announcements about this years' conference and upcoming conferences. The Boston conference has 750 attendees registered and the 5th annual Trunk Show has 73 artists participating.</p> <p>Next year the conference will be held in Asheville, North Carolina and will be following a different conference model that takes SNAG to smaller cities and hotels. SNAGneXt: Asheville 2016 - An Interchange and Exchange of the Many Facets of Making a Living in the Field will be May 19 - 21. The event will feature talks, demos, workshops and events in a smaller, culturally rich city with a strong connection to the arts. The event will be held in a variety of places throughout the community offering attendees the opportunity to experience more of the host city and to enjoy its flavor. SNAG will be partnering with local organizations and adding a fresh distinctive vibe to the gatherings. The planning is being orchestrated and overseen by the Conference Coordinating Committee made up of the Executive Director, Education Director and Conference Board Liaison with a local volunteer on site.</p> <p>The 2017 conference site was announced. It is to be held May 24-27 in New Orleans, LA.</p>

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<p>Educational Endowment Recipients - Sharon Massey</p>	<p>SNAG awards three student scholarships with at least one award given to a student that is currently an undergraduate. These scholarships are for tuition towards the students' degree granting programs. This year SNAG also awarded three scholarships for emerging and mid-career artists to use toward a workshop of their choice in North America.</p> <p>Sharon Massey announced the recipients for this years' scholarships:</p> <p>Educational Endowment Student Scholarship recipients: \$1,000 Award - Zoe Bilello, undergraduate at Indiana University, Bloomington \$1,500 Award - Caitlin Skelcey, MFA candidate at University of Illinois, Champaign Urbana \$2,000 Award - Jeremy Nuttall, MFA candidate at University of Wisconsin, Madison</p> <p>The jurors were Marthe Le Van, Boris Bally, and Jillian Moore for this years awards coordinated by Liz Steiner.</p> <p>Educational Endowment Emerging/Mid-Career Artist Scholarship recipients: \$1,000 Award - Tabitha Ott \$1,500 Award - Rebecca Hannon \$2,000 Award - Lauren Kalman</p>
<p>Closing Remarks - Renee Zettle-Sterling, President</p>	<p>In closing Renee Zettle-Sterling thanked the membership for her time as President, reflecting on the challenges faced that were exponentially shadowed by the rewards gained from the experience. She passed on her enthusiasm for President Elect, Nicole Jacquard who will be taking over the role of SNAG President after the conference.</p>

Meeting adjourned 3:32pm