



Society of
North American
Goldsmiths

SNAG
Annual Membership Meeting
May 21, 2016
Asheville, NC

Agenda

Call to Order Nicole Jacquard, President	
Verification of a Quorum 75 members present - Jim Bove	
Greetings and Welcome Remarks - Nicole Jacquard, President	5 Min
Introduction of Board and Staff - Nicole Jacquard	5 Min
Metalsmith & Editorial Advisory Committee Report - Suzanne Pugh	5 Min
Treasurer's Report - Anne Havel	10 Min
Executive Director's Report - Gwynne Rukenbrod Smith	10 Min
Educational Endowment Recipients - Liz Steiner	5 Min
Volunteer Recognition Award presentation - Nicole Jacquard/Brigitte Martin	5 Min
Election Results - Laura Wood	5 Min
New Business	5 Min
Closing Remarks - Nicole Jacquard, President	5 Min

SNAG Annual Membership Meeting Minutes May 21, 2016 page 2

GREETINGS:

The Annual Membership Meeting of the Society of North American Goldsmiths was called to order at 11:30am on May 16, 2016 at the Masonic Temple by Nicole Jacquard, President. The following board members were present:

PRESENT:

Gwynne Rukenbrod –Executive Director

Nicole Jacquard - President, Chair - Executive Committee, Strategic Planning Committee, Impact & Evaluation Committee

Anne Havel – Treasurer, Chair - Finance Committee, Programming Committee, Executive Committee

Chris Balch - (A 2015-2018 Nov) Co-Chair - Strategic Planning Committee, Chair - Impact Evaluation Committee, Executive Committee

Dominique Bereiter (A 2015-2018) - Fundraising Committee, Programming Committee

Jim Bove (E 2013-2016) – Programming Committee

Angela Bubash (E -2016) – Metalsmith Editorial Advisory Committee

Kat Cole (E 2015-2018) - Finance Committee, Fundraising Committee, Programming Committee

Dianne Debeixedon (E 2014-2017) Chair - Program Committee, Finance Committee

Brian Ferrell (E 2015-2018) - Fundraising Committee, Programming Committee

Brigitte Martin (E 2012-2016) Chair - Fundraising Committee, Strategic Planning Committee, Impact & Evaluation Committee

Becky McDonah (E 2013-2017) – Secretary, Executive Committee

Tedd McDonah (A 2014-2017) - Conference Coordination Committee, Fundraising Committee

April Wood (E 2015-2018)

ABSENT: Renee Zettle-Sterling - Past President

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

SNAG Annual Membership Meeting Minutes May 21, 2016 page 3

**Greetings and Welcome
Remarks - Nicole Jacquard,
President**

SNAG President, Nicole Jacquard, informed the membership that the organization is responding to the needs of its members and is making great progress. The membership was reminded of SNAG's mission: ***The Society of North American Goldsmiths advances jewelry and metalsmithing by inspiring creativity, encouraging education, and fostering community.***

The President noted SNAG's effectiveness in providing community and discussed the Board's continuing hard work in creating a more sustainable organizational model including advances in advocacy, education and fundraising. The Board has analyzed its role and undergone restructuring to move Board members away from day-to-day activities, making them more effective in setting goals, creating policies and evaluating impact in order to advance the organization's mission. Board Committees created include: Strategic Planning, Programming, Fundraising, Finance and Impact Evaluation. The President also congratulated the Board in raising \$40,000 over the past two years through individual and collaborative efforts.

Nicole asked the membership for feedback on the SNAGneXt conference model through completing the survey that will be distributed following the conference and/or by contacting the SNAG Board or Staff members. This will help in ongoing efforts to improve the conference model and experience.

Financially SNAG continues to grow and work towards diversifying its sources of revenue. The President reminded the members that results are not immediate, but the organization continues to build on its growth with the help of its members. SNAG needs continued support and every dollar given directly benefits the organization.

Each board member was introduced followed by staff introduction: Suzanne Ramljak, *Metalsmith* Editor; Tara Jecklin, Operations Manager; Alaina Clarke, Conference Program Manager; John Garbett, Advertising and Production Director; Cate Richards, Conference Planning Intern; Victoria Lansford, Director of Technical Education; and Emma Zanetti, Communications & Marketing Coordinator.

SNAG Annual Membership Meeting Minutes May 21, 2016 page 4

<p>Metalsmith & Editorial Advisory Committee Report - Suzanne Pugh</p>	<p>Editorial Advisory Committee Chair, Suzanne Pugh, reported that readership is down but the Board and the EAC are working to reverse this trend.</p> <p>The membership was told to keep an eye out for the upcoming “Shifting Sites” Exhibition in Print, and were notified that Stuart Kestenbaum will be the guest curator for the 2017 Exhibition in Print with the theme being “Repair/Restore.”</p> <p>Suzanne encouraged members to take a look at Metalsmith Extra online and noted the development of archives being put online. She then thanked members for their readership and encouraged them to contact Suzanne Ramljak or a member of the Editorial Advisory Committee with any feedback or ideas they might have. Pugh.Suzanne@gmail.com Editor@snagmetalsmith.org</p>
<p>Treasurer’s Report - Anne Havel</p> <p>Treasurer’s Report General Meeting Document was shared with the members in attendance</p>	<p>Treasurer, Anne Havel, shared a Comparative Balance Sheet with the membership through Powerpoint presentation. She noted the steady progress in the Cash line of the Balance Sheet since 2012 and explained all other assets including the change in Net Assets noting that SNAG is back into the black after being in the red for many years.</p> <p>Also pointed out was the significant growth in Fundraising as a revenue source. This line item shows an increase from 40K in 2014 to 61K in 2015 with a projected 95K in 2016. In the current grant climate it was noted that the organization would no longer be depending on grants for revenue in the budget, but instead enter them as welcomed extras when awarded.</p> <p>The treasurer pointed out that the 20-30k cuts in advertising expenses could correlate with the drop in membership numbers, but we need to attempt to determine whether this is related or not.</p> <p>SNAG has been changing the conference model. Previously 700-750 paid attendance was needed to break-even. That number has been lowered to around 400 paid people but SNAG is continuing to work to decrease that number to approx. 350 paid in order to be able to keep expenses as low as possible while increasing profitability to enable growth in other areas.</p>

SNAG Annual Membership Meeting Minutes May 21, 2016 page 5

<p>Treasurer's Report - cont.</p>	<p>In summary the Treasurer stated that "The future is nothing but bright." The Treasurer and Executive Director in conjunction with the newly formed Financial Committee, have done, and continue to do, a lot of analysis enabling the organization to adjust for shortfalls when needed. The Treasurer expressed her confidence that the implementation of new policies and procedures/committees should keep the organization from ever being in the deficit situation it was three years ago.</p>
<p>Executive Director's Report - Gwynne Rukensbrod Smith</p>	<p>The Executive Director thanked everyone for attending and proceeded to introduce her vision of "Building a Strong SNAG for the Long Haul." In doing this she covered a non-profits' five stages of life: Start-up, Adolescent, Mature, Stagnant and Defunct.</p> <p>In 2013 SNAG began to renew and revitalize in order to combat the stagnant stage that leads to a non-profit becoming defunct. Gwynne explained that this renewal usually lasts for 2-5 years and involves drastic changes and slight variations. These changes have manifested themselves in new approaches to funding, administration, internal and external collaboration, volunteerism, staff positions, products and services. She also stated that any transition can be frustrating to understand and painful, but assured the membership that these changes are being reviewed and evaluated in the forward movement to make SNAG a sustainable organization.</p> <p>With a strong and diverse Board, leadership skills and effective management, SNAG continues to build sustainable resources. The Executive Director confirmed the goals of the Board and Staff to implement policies, management and oversight to better serve the organization. SNAG is working hard to make the organization better and broader. SNAG strives to be an organization that meets the needs of the membership and has a greater impact in the field.</p> <p>She encouraged the membership to do their part to make SNAG a surviving and thriving organization and help build a bigger and better SNAG.</p>

SNAG Annual Membership Meeting Minutes May 21, 2016 page 6

<p>Executive Director’s Report - cont.</p>	<p>The Executive Director Acknowledged the following individuals ending terms: Lola Brooks: Outgoing Lifetime Achievement Award Chair Laura Wood: Outgoing Nominations and Elections Committee Chair Board Members completing their terms of service: Jim Bove, Angela Bubash, Brigitte Martin, Renee Zettle-Sterling</p> <p>In closing, Gwynne encouraged members to reach out to her and pointed out the results of the membership asking for a focus on Technical Education and Making a Living in the Field. The results are a revamped Technical Education component of SNAG and the focus of this year’s SNAGneXt Conference. She reminded the members to “Invest in Your SNAG.”</p>
<p>Educational Endowment Recipients - Liz Steiner</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. SNAG also awarded three scholarships for emerging and mid-career artists to use toward a workshop of their choice in North America.</p> <p>The jurors for 2016 were Merry Beck, Don Friedlich, and Lauren Markley. Liz Steiner announced the recipients for this year’s scholarships:</p> <p>Educational Endowment Student Scholarship recipients: \$2000 Award - Alexis Spina, University of Georgia \$1500 Award - Seung Jeon Paik, SCAD \$1000 Award - Rachel Ness, University of Wisconsin – Stout</p> <p>Educational Endowment Emerging/Mid-Career Artist Scholarship recipients: \$2000 Award - Masako Onodera \$1500 Award - Katja Toporski \$1000 Award - Raissa Bump</p>

SNAG Annual Membership Meeting Minutes May 21, 2016 page 7

<p>Volunteer Recognition Award presentation - Nicole Jacquard and Brigitte Martin</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>President Nicole Jacquard and Board Member Brigitte Martin announced the second recipient of this award, Boris Bally. Boris has been an enthusiastic and generous SNAG volunteer for many years. He was recognized as being that someone who goes the extra mile, going above and beyond and always being there when asked, and even when not. He has served on the organization's Board of Directors and the Editorial Advisory Committee. Boris has participated in many SNAG community-led projects, most recently his "Ransom" project where he sold 100 of his brooches and asked the purchasers to take selfies wearing the piece they bought. Boris then donated a portion of the sales to SNAG as his personal way of giving back!</p> <p>Boris received the award and thanked SNAG for this honor. He stated how deeply moved he was to receive this award from an organization that has meant so much to him over the years. He recognized his award predecessor, Harriet Estel Berman. In closing he reminded the membership of SNAG's sole purpose of representing its membership. "SNAG is You, Me and Us."</p>
<p>Election Results - NEC Chair, Laura Wood and NEC Member, Tara Locklear</p>	<p>Laura Wood and Tara Locklear thanked all of this year's candidates and announced the 2016 election results.</p> <p>President-Elect: Brigitte Martin Board of Directors: Elizabeth Shypertt, Ezra Satok-Wolman, Jill Baker Gower Nominations and Elections Committee: Rebecca Rose Proposed changes to the by-laws: Supported</p> <p>Tony Esola was thanked for this year's voter pins. Individuals interested in future positions were encouraged to contact the NEC at nec@snagmetalsmith.org</p>

SNAG Annual Membership Meeting Minutes May 21, 2016 page 8

<p>New Business and Closing Remarks</p>	<p>There was no new business brought forward at this time.</p> <p>President Nicole Jacquard welcomed the new Board Members and NEC Member and charged them with rising to the challenges ahead of them. She stated that the SNAG Board is achieving a lot and plans to do more. Fundraising efforts are ongoing and growing as SNAG strives to diversify its revenue streams and that the Board’s commitment to the organization is unwavering.</p> <p>The President reminded members to tag SNAG online, identify themselves as a member, to “like,” comment, keep SNAG conversations relevant, share their work, actively engage and let SNAG know what they are doing.</p> <p>Nicole thanked everyone for their attendance and there was a final thank you to the staff with one last reminder to the audience that member support can make SNAG an organization that not only survives, but thrives.</p>
--	--

Meeting adjourned 12:20pm