



Society of
North American
Goldsmiths

SNAG
Annual Membership Meeting
May 28, 2017
New Orleans, LA

Agenda

Call to Order Nicole Jacquard, President	
Verification of a Quorum 75 members present - Chris Balch	
Greetings and Welcome Remarks - Nicole Jacquard, President	5 Min
Introduction of Board and Staff - Nicole Jacquard	5 Min
Metalsmith & Editorial Advisory Committee Report - Melissa Cameron and Suzanne Ramljak	5 Min
Treasurer's Report - Anne Havel	10 Min
Executive Director's Report - Gwynne Rukenbrod Smith	10 Min
Educational Endowment Recipients - Phil Ambrose	5 Min
Volunteer Recognition Award presentation - Nicole Jacquard/Kristin Beeler	5 Min
Election Results - Dan Di Caprio	5 Min
New Business	5 Min
Closing Remarks - Nicole Jacquard, President	5 Min

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GREETINGS:

The Annual Membership Meeting of the Society of North American Goldsmiths was called to order at 11:05 am on May 28, 2017 at the Sheraton Hotel 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

Brigitte Martin - Pres. Elect - Chair - Fundraising Committee, Strategic Planning Committee, Impact & Evaluation Committee

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

Jill Baker-Gower (E 2016-2019) - Impact Evaluation Committee, Strategic Planning Committee

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

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

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

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

Ezra Satok-Wolman (E 2016-2019) - Strategic Planning Committee, Fundraising Committee

Elizabeth Shypertt (E 2016-2019) - Finance Committee, Fundraising Committee

April Wood (E 2015-2018) - Impact & Evaluation Committee, Programming Committee

VERIFICATION OF A QUORUM - 75 members present - Chris Balch

More than 75 members in attendance, quorum verified.

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

SNAG President, Nicole Jacquard, greeted the membership and thanked them for their attendance. She proceeded to highlight the efforts and accomplishments of the board and staff over the past year, and shared future goals for the organization, while reminding the membership 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 some specific areas where the board continues to focus in order to make SNAG a more sustainable model. Advocacy & Activism, Education, Governance and Development, and the ever important goal of Fundraising.

Under Governance she noted the accomplishment of restructuring the board, which has played an integral part for best practice resulting in retention of both board and staff members. Fundraising internally and externally was covered, noting that over the past three years the board has successfully raised over \$100,000 in addition to the annual appeal and continued contributions from the membership. This board activity around fundraising has had direct results with external funding sources, most recently this resulted in \$75,000 in grants from the Windgate foundation. Programming like SNAG neXt was developed as a new way to engage our members, and the *Metalsmith* refresh has had an overwhelmingly positive response. She thanked Suzanne Ramljak and Luke Hayman at Pentagram for this redesign that was free of charge. The President stated that the board and staff continue to look at member feedback on issues surrounding the conference and *Metalsmith*.

In closing, she reflected on how SNAG has grown financially and continues to work to diversify revenue sources and programs offered while building on the changes in governance, advocating for the field and bringing in new members. She reminded everyone that the organization will continue to rely on its membership to help and urged everyone to get involved.

She then introduced each board member followed by staff introductions.

<p>Metalsmith & Editorial Advisory Committee Report - Melissa Cameron & Suzanne Ramljak</p>	<p>After some Metalsmith fun facts were displayed on the screen, the mission of Metalsmith was projected. <i>The mission of Metalsmith magazine is to document, analyze, and promote excellence in jewelry and metalsmithing. In fulfillment of the goal of producing a significant document of the field, editorial content will emphasize contemporary activities and ideas, with supportive content to include relevant historical work and critical issues.</i></p> <p>Editor, Suzanne Ramljak, stated that the documentary roll is taken very seriously as she proceeded to discuss modifications to the magazine over time. An evolution of the field was shown in selected covers from 1980 – 2005. In 2009 there was a redesign with Luke Hayman and Pentagram that reduced the size and had the cover focus on a single object. Eight years later the new redesign has evolved with multiple images, larger size, and increased diversity of subjects that highlight the variety of work included. She listed new sections included in the magazine and some of the current subjects covered.</p> <p>The Chair of the Editorial Advisory Committee, Melissa Cameron, recognized the other members of the EAC: Cindi Strauss, Raissa Bump, Andy Cooperman, John Rais and Suzanne Pugh was thanked for her service as the outgoing chair. Melissa discussed their role to evaluate what worked and what didn't for published issues and their role as advisors on each new issue to ensure the magazine meets standards and expectations while also noting financial sustainability as a focus of the EAC.</p>
<p>Treasurer's Report - Anne Havel</p> <p>Treasurer's Report General Meeting Document was shared with the members in attendance</p>	<p>The treasurer presented the 2016 SNAG financial overview to the membership, stating that a treasurer's role is to give the bigger story of what the numbers are showing, not just the individual line items. The development of a comparative balance sheet shows the shifts and changes over time. She noted that the board continues to focus efforts on making program areas strong and profitable. She recognized the decline in <i>Metalsmith</i> profitability, memberships, and conference attendees as contributing to losses but also pointed out that the organization is on a strong footing and actively working on attending to these issues. She proceeded to highlight revenue and expense items in program areas including the Asheville conference, <i>Metalsmith</i> magazine, membership services, fundraising and grants, noting that the numbers were not final yet, so there could be some adjustments.</p>

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<p>Treasurer's Report - cont.</p>	<p>The treasurer stated that the board and staff are working to keep expenses as low as possible while looking at ways to increase revenue to facilitate growth and development. She noted the board's investment in fundraising activities to assist in this initiative and the time spent at board meetings focusing on finding solutions to issues surrounding membership, magazine readership and advertising, as well as how to make attending the conference more affordable.</p> <p>The 2017 Budget was presented to the membership, noting that fluctuations are expected, largely due to lower conference attendance and reduced metalsmith advertising that will end the year at an approx. loss of 13K in contrast to the originally projected \$23,890 profit. The board/staff anticipates finding ways to minimize the impact on the final bottom line for the year.</p> <p>In closing the Treasurer directed the membership to the Educational Endowment section of the handout that covered payments/expenses and increases to the fund.</p>
<p>Executive Director's Report - Gwynne Rukenbrod Smith</p>	<p>The Executive Director emphasized the importance of attending the membership meeting and doing your part to build a strong future for SNAG. She revisited the life stages of a non-profit and identified SNAG as currently being in the "renew" phase, noting that this can take 2-5 years. She discussed how the organization is proactively developing strategies and taking action to facilitate a sustaining, thriving and lasting organization. She announced new programming including: SNAG Connects, which will create awareness of SNAG and connect members regionally, and SNAG JAMS, a jewelry and metals survey that will be an annual compendium highlighting the wide range of work currently being made in the field of jewelry and metals.</p> <p>The Executive Director then recognized the following individuals ending their terms and thanked them for their service:</p> <p>Dan Di Caprio - Nominations and Elections Committee Chair Bruce Pepich – Lifetime Achievement Award committee Chair Caitie Sellers – Communications and Marketing Committee Chair Nicole Jacquard – SNAG President Tedd McDonah – Board of Directors Dianne Debeixedon – Board of Directors Becky McDonah – Board of Directors</p>

<p>Educational Endowment Recipients - Phil Ambrose</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. The jurors for 2017 were Laura Wood and Melanie Bilenker. Phil Ambrose announced the recipients for this year's scholarships:</p> <p>Educational Endowment Student Scholarship recipients: \$2000 Award - Adam Atkinson, East Carolina University \$1500 Award - Leslie Shershow, San Diego State University \$1000 Award - Messa Zheng, San Diego State University</p> <p>Educational Endowment Emerging/Mid-Career Artist Scholarship recipients: \$2000 Award - Andy Lowrie \$1500 Award - Jessica Andersen \$1000 Award - Lindsay Rice</p>
<p>Volunteer Recognition Award presentation - Nicole Jacquard and Kristin Beeler</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 announced the third recipient of this award, Donald Friedlich, and Kristin Beeler did the introduction. Since 1987, Don Friedlich's continued vision and investment has strengthened the core functionality of SNAG. Don received the award and thanked SNAG for this honor. He acknowledged the overwhelming emotional impact the award made on him.</p>

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<p>Election Results - NEC Chair, Dan Di Caprio</p>	<p>Dan Di Caprio thanked all of this year's candidates and announced the 2017 election results.</p> <p>Board of Directors: Nicole Jacquard, Becky McDonah, Emily Stoehrer, Anne Fiala Nominations and Elections Committee: Andrew Kuebeck</p>
<p>New Business and Closing Remarks - Nicole Jacquard</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. She then thanked everyone for their attendance and stated that the Board has achieved a lot, but is not done, and is made up of members committed to ensuring that SNAG not only survives, but thrives.</p>

Meeting adjourned 11:55 am