



AMERICAN TAPESTRY ALLIANCE

American Tapestry Alliance 2010-11 Annual Report

As part of our commitment to the highest professional standards, ATA hired design professionals to refresh both our graphic identity and our extensive website. In addition to this more vision focused work, our ongoing programming in exhibitions, education and publication insured ample opportunities for both members and the general public to see the most current work in the field of contemporary tapestry. A phenomenal response to our Valentines Day Appeal and the continued volunteer support of our membership insure that ATA remains a vital player in both the art and textile worlds.

Exhibitions: ATA's exhibitions, *American Tapestry Biennial 8*, *Small Tapestry International 2: Passages*, and *Enchanted Pathways* presented the vibrant field of contemporary tapestry in venues across the United States. A color catalog and additional programming accompanied each show.

ATB8 initiated a collaboration with the Textile Society of America, as our show was featured as an anchor exhibition for TSA's biennial symposium. ATA also sponsored a Site Seminar and a Speakers Session during the TSA conference. Both were well received by a new audience of textile enthusiasts and professionals. During *ATB8*'s run at the American Textile History Museum, artist members, Susan Martin Maffei, Micala Sidore and Anne Jackson offered lectures. Thanks to Tapestry Weavers in New England (TWINE) for their generous financial support of these lectures.

STI2 opened at Weaving Southwest, Taos, NM. The show then traveled to the Handforth Gallery in Tacoma, WA and the Glen Allen Cultural Center in Glen Allen, VA. Thanks to Tapestry Artists of Puget Sound (TAPS) for a financial donation to *STI2*.

Education: Partnering with the Handweavers Guild of America, ATA offered a Networking Evening, a Membership Meeting and a Speakers Forum at Convergence 2010 in Albuquerque. The biennial Members Retreat, following Convergence, included workshops taught by the late James Koehler and Lynne Curran, took place at St. John's College in Santa Fe.

ATA sponsored, in conjunction with *STI2* at Weaving Southwest, a bus tour of northern New Mexico fiber studios and Chimayo Weaving, a workshop taught by Lisa Trujillo. A Speakers Forum, featuring Jean Pierre Larochette and other tapestry artists was held at the Handforth gallery opening.

Awards: ATA supports the growth and expression of talent in the field of tapestry through several awards:

- The International Student Award was awarded to Rachel Betts-Wilmott, a Canadian student at the Alberta College of Art + Design for her innovative composed tapestries characterized as portraits of animals.
- Elizabeth Buckley received the ATA Award for Excellence in Tapestry for her tapestry, *Dialogues Through the Veil* at Fiber Celebrated 2011 at the Intermountain Weavers Conference.
- *ATB8* and *STI2* inaugurated the Teitelbaum Awards, monetary awards given to tapestries of exceptional quality. These awards are made possible through the generosity of the Teitelbaum Legacy Gift to ATA. The Teitelbaum Awards ATB 8 recipients, selected by juror Rebecca A.T. Stevens, were Suzanne Pretty, first prize for *Divided Landscapes*, Barbara Heller, second prize for *Shiva Dances*. Additional Honorable Mention awards were funded by the juror and went to Inge Norgaard for *Nesting #2* and Sarah Swett, for *Hang Up and Draw*. The Teitelbaum Awards for Small Tapestry International 2: Passages, selected by juror Kay Lawrence, were given to Mary Lane, first prize for *Untitled #134*, and Joyce Hayes, second prize for *Conciliation Fall*.

Website: In the fall of 2010 Christine Laffer, our longstanding ATA web mistress announced that she would be leaving her volunteer position at the end of 2011. The board sought professional opinions, and all concurred that it was time for ATA to build a new website, from the ground up. Administrative Assistant, Mary Lane, researched web designers, and in the spring of 2011 the board awarded the website renovation contract to two young web designers working under the name, Say This, Say That. Mary Lane, Elaine Duncan and Diane Wolfe have worked closely with the web designers.

Newsletter: ATA's newsletter, under the capable and creative editorship of volunteer Julie Barnes, continues to be a source of pleasure. ATA member and graphic designer, Elinor Steele, who has worked for many years on newsletter layout and design, has stepped down. We are searching for a new volunteer to replace Elinor.

We all are adjusting to the new pdf format, enjoying the color reproductions but missing the hard copies in our USPS mailboxes. An electronic newsletter allows ATA to reassign the ever-increasing costs of printing and shipping costs to other valuable programming. It also allows ATA to join in the global effort to reduce paper usage.

We continue to seek thoughtful, evocative and inspiring contributions for the newsletter and encourage the membership to not only share their creations in tapestry but their research, analysis, and thoughts about the tapestry/art field, as well. It truly takes a small village of volunteers to produce this newsletter.

Eblasts: The form of our email communication took a radical new face this year when we began using a professional email service. eNews and eKudos bring time sensitive announcements to members every month.

Membership: Under the attentive eye of Membership Committee Chair, Diane Wolf, our membership grew over 10%. ATA members, 569 strong, live around the globe and range from new tapestry weavers to accomplished professional artists, scholars and collectors.

Volunteerism: ATA exists because of our members' goodwill and generosity in giving time, talent and resources. Joan Griffin, our Volunteer Coordinator, is our "ask" lady. She calls, and members say "yes". As we move into the future, the need for you to say "yes" continues to be of utmost importance. If members cannot fill the jobs necessary to carry out our programming, we will have to pay for those services, as we have done with the graphic update and the website redesign. Finding members who are willing to spearhead our programs, including layout for our exhibition catalogs and Tapestry Topics is critical. Please think about how you can help.

Graphic Rebrand: The 2010 membership survey revealed an interest in an updated, fresh and contemporary look for ATA. After interviewing several graphic artists, Heather DeLong set out to create a new logo that symbolizes our community. We are confident that our new look will propel us into the future with strength, dignity and a professional aesthetic.

Publications Management: ATA volunteer, Lois Hartwig, joined forces with board member, Becky Stevens, to reorganize and track our exhibition catalog production and distribution. Her keen sense of marketing and tracking systems will insure that our catalogs are produced in a cost effective manner.

Financial: ATA's financial health is sound, thanks to the generosity of our members and the professional skills of our board treasurer, Rosalee Skrenes. ATA's plans for the future require a careful balance of income and expenditures. The budget for fiscal year 2011-2012 has been drafted and approved by the Board. It is based on retention of current members, continued growth in new members, a robust Annual Appeal, and a prudent allocation of funds.

Fundraising: ATA has weathered the recent economic storms due to prudent fiscal policies and membership generosity. Members give through higher-level memberships, through legacy gifts, through naming opportunities and through gifts to our annual Valentines Day Appeal. This year's appeal was earmarked for the website renovation. When it appeared that we would not reach our \$5,000 goal, Tommye Scanlin generously stepped up with a matching funds challenge to the membership. Her donation was immediately met, making our new website possible. Thanks to all of you!

2011 will be remembered as the year ATA received it's first donation to fund a program in someone's name. Christine Laffer contacted the board with a proposal to fund a new curatorial

web exhibition program in her name. The details of this program are currently being worked out.

As we plan ATA's future, fundraising will play an important part. All contributions are gratefully received and are used to increase the quality and extent of ATA's programs.

Our Vision: ATA's future looks bright, even in these economically uncertain times. One year into our five-year plan reveals progress made in reaching our goals.

- **Increasing international membership:** Members from countries around the world add to the richness and breadth of ATA. ATA promotes membership and our programming through a wide variety of communication channels.
- **Encouraging youth membership through awards and a scholarship program:** Incorporating ideas from the upcoming generation of tapestry weavers will insure that ATA stays vibrant and receptive to new ideas. We are planning to dedicate the 2012 Annual appeal to seed the first leg of an ATA Scholarship Program.
- **Developing a full color pdf Tapestry Topics.** The newsletter includes more images and the money saved from the increasingly expensive postage and printing costs has been directed towards other programming. ATA is doing its part in reducing the use of paper.
- **Re-branding ATA:** Re-branding involved examining the way we communicate our mission and goals. The process started with the search for a tagline, and included redesigning our graphic materials to create a fresh, contemporary, and consistent new logo/look.
- **Working towards hiring an Executive Director:** Planning for a reliable flow of income, aided by a new board chair in Development, will move us towards this goal.

Mary Zicafoose, Co-director of Resources