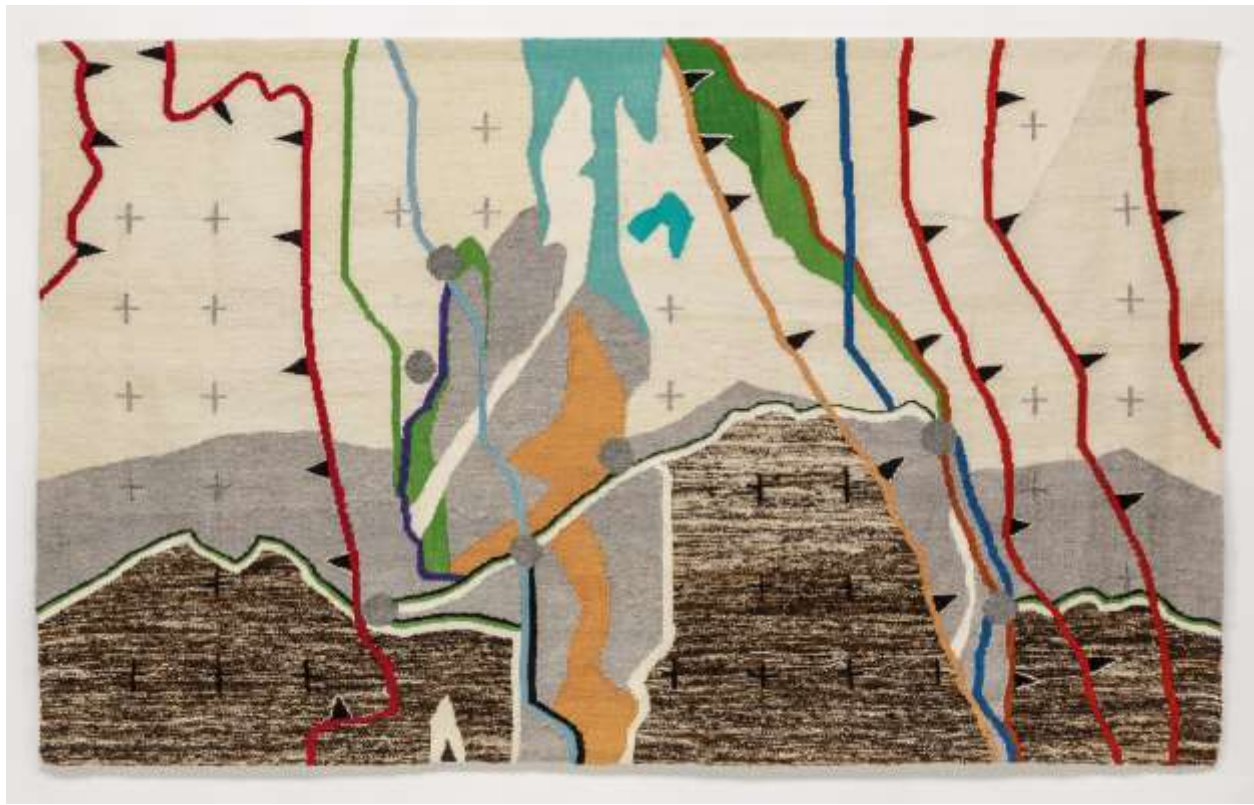


American Tapestry Alliance, Inc. Annual Report 2019 – 2020



AMERICAN TAPESTRY ALLIANCE

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Cover Image
from Martha Christian, "Flood Zone", 2019 American Tapestry Biennial 13

Board of Directors



Left to right, top to bottom:
*Susan Iverson, Director at Large (President); Tommye Scanlin, Director at Large; Terry Olson, Director of Education;
Nicki Bair, Director of Promotions; Ginger Thomas, Director of Membership (Secretary);
Regina Dale, Director of Finance (Treasurer); Molly Elkind, Director of Volunteers (Appointed August 2019);
Dorothy Clews, Director of Awards; David Heustess, Director of Exhibitions (April 2020); Lisa Almeida, Director of
Exhibitions (Resigned April 2020)*

Staff



Maggie Leining, Administrative Manager

Board News

New & Retiring Board Members

Many thanks go to retiring Board members Lisa Almeida, Dorothy Clews, Regina Dale, Susan Iverson and Tommye Scanlin.

ATA recruits new Board members almost every year. This year our hardworking Nominating Committee was chaired by Tommye Scanlin and included ATA members Betty Hilton-Nash and Cheryl Silverblatt.



Shelley Socolofsky, President

Shelley Socolofsky has experience in graphic design, administration and management, program evaluation, public relations and communications, and event organization. Shelley is currently on the faculty at Portland State University, Portland Community College, and Tigard High School, teaching weaving, painting, drawing and advising International Baccalaureate students in Visual Arts. Shelley describes herself as “a designer of curricula, fosterer of communication, a cheerleader, an advocate, a problem solver, a manager, a trouble shooter, a lover of relationships.” Shelley received an MFA in Textiles from the University of Oregon with prior studies in Gobelins tapestry in France and Jacquard weaving in Italy. Shelley is based in West Linn, OR.



Sue Weil, Director at Large

Sue Weil has wide experience in the arts and is very active in her studio practice. She has served on two nonprofit boards, one in the arts and one in education. She has also served on numerous committees involved in the arts, education and health, including some that involved fund raising. She resides in San Raphael, CA.



David Huestess, Director of Exhibitions

David Huestess has experience in administration and management, non-profits, policy development, program evaluation, event organization, outreach and advocacy, and marketing. David directs community art education programs and a gallery at Vanderbilt University. For 15 years he has been responsible for installing exhibits, teaching art classes, developing curricula, marketing and registering students, and training/supporting student workers and art instructors. He has served as a juror and curator of exhibits and is currently the treasurer of the Nashville Handweavers Guild. David lives in Nashville, TN.



Murray Gibson, Director of Awards

Murray Gibson has been a tapestry artist for over 35 years. He first studied at the Alberta College of Art, Calgary, Alberta and graduated with honors in 1985. After 10 years of studio practice, Murray returned to university and received his MA, Textiles from Goldsmith's College, University of London, UK. He continues his studio practice and teaches at St. Francis Xavier University in Antigonish, NS. Murray's tapestries hang in numerous private, corporate, and public collections in Canada, the United States, Australia, and Austria. Murray is listed as a Master Artisan with Craft Nova Scotia and is an elected member of the Royal Canadian Academy of Arts. He resides in Canada.



Janette Gross, Director of Finance

Janette Gross has experience in finance and accounting, administration and management and nonprofit organizations. She was the Director of Administration for ELS Architects in Berkeley CA for 20 years, a board position in which Janette was responsible for finances, contracts, human resources and administration. Janette left full-time employment in 2002. She then worked part-time for Golden Gate Audubon, a non-profit, and did several years of business and human resources consulting for architectural practices. Janette lives in Santa Cruz, CA.



Molly Elkind, Director of Volunteers

Molly Elkind earned an M.A. in Studio Art from the Hite Art Institute at the University of Louisville in 2002, and in that year, she was awarded an Artist Enrichment grant by the Kentucky Foundation for Women. Exhibition highlights include solo shows at Southeast Fiber Arts Alliance (2018) and at Mercer University (2009), both in Atlanta and juried and invitational shows nationwide. Molly's tapestries have been published in *Tapestry Weaver* (Britain), *Arts Across Kentucky*, *Needlearts*, and *Shuttle, Spindle, Dyepot* magazines. Her work is in several private collections. Molly is passionate about teaching elements and principles of design for tapestry and other fiber arts. Molly is based in Santa Fe, NM.

Board Advisors

The Board members are thankful for the wise advice supplied by our two Board Advisors **Joan Griffin** and **Jan Austin**, who are former board members. They graciously supply historical perspective to the discussions of the current Board.

Membership

We are pleased to report that the membership, while down from the previous year by a few members, is strong at 988. Ginger Thomas, Director of Membership, has been working to streamline the renewal process. People join ATA for many reasons, and we have programming that addresses the needs of this broad membership.

988 members

28 countries represented

17% of our members live in a country other than the United States

24% of our members join at the Circle or higher level

Membership Benefits

The list of benefits for members is long and includes *Tapestry Topics*, access to ATA-Talk and *Let's Talk Tapestry*, social media spotlights on our Circle members who have Artist Pages or teach tapestry, discounts from related businesses and enhanced information on the website.



*Lindsey Marshall to Molly Elkind
Blue skies, marigolds and sunflowers—summer is here (when it's not raining!). Hello from me here to
you there! Lindsey*

This year we increased the number of businesses who offer discounts to ATA members. While we launched the HERE AND (T)HERE postcard exchange in the previous year, the online presentation of these wonderful tapestry postcards by members continued through May of 2020.

Artist Pages



*Linda Giesen "Blue Mesa", 2012
19 in x 30 in*

The Artist Pages continue to be a visually exciting section of the ATA website and an important perk for our members. 122 tapestry weavers are represented on the website and many update their images every year thanks to volunteer Sarah Warren. Open to all visitors, this site shows a diverse range of work that exemplifies the field of contemporary tapestry. Having an Artist Page is a wonderful benefit of the Circle level memberships. All visitors to the ATA website may view this work.

Awards

Supporting excellence in tapestry and encouraging educational opportunities in the tapestry field are cornerstones of ATA's mission. Director of Awards, **Dorothy Clews**, managed the following awards that provide recognition and/or financial assistance to fulfill these goals and encourage tapestry weavers at all levels.

International Student Award

This award encourages the study of tapestry in a college program at the undergraduate or graduate level. This year's award, in the amount of \$750 and a complimentary one-year membership to ATA was granted to:

Marge Allik from the Pallas University of Applied Sciences (Department of Textiles), Estonia.

Successful applications were also received from **Maryliis Teinfeldt-Grins**, **Liisi Anderson**, **Claire Pixie Aunison**, **Helen Kangro** from Estonia, and **Yun Shen** from Taiwan; these applicants will receive a complimentary one-year membership to ATA.



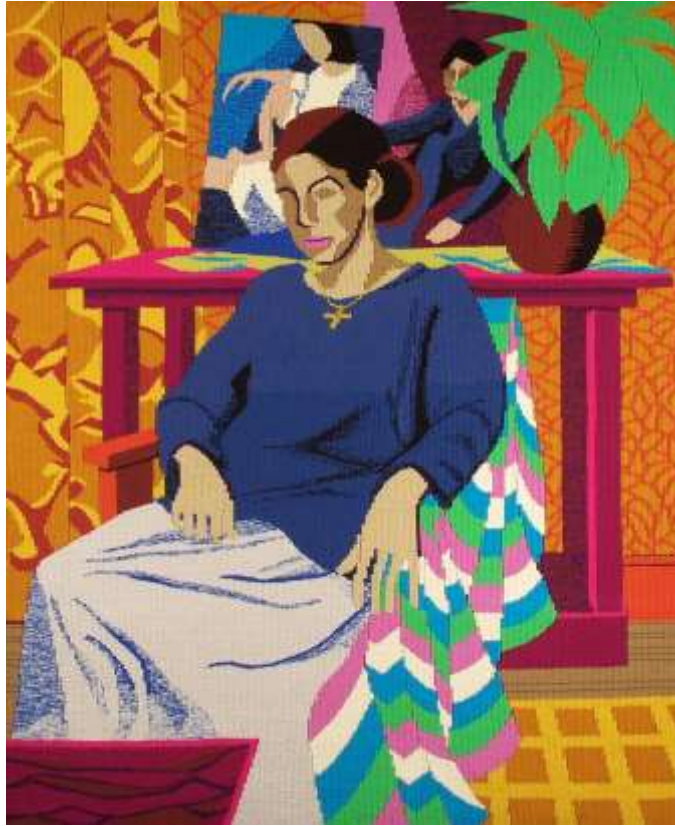
*Marge Allik
"Ice I", 2020
40 cm x 40 cm
Wool and linen. Photo by Signe Milkov*

Award for Excellence

The Award for Excellence recognizes tapestries that an exhibition juror selects for achieving excellence in design, creative imagery, technical execution and the use of color. The criteria for this Award was amended this year to make it clear that nominations can be received from jurors who are judging online shows. This year's awardees are:



Barbara Levine, for her tapestry "Heliconius" in Impact: Climate Change



Don Burns, for his work "The Sitting" in Art: Tapestry/the New Wave.



Cindy Dworzak, for her work "Cylinders" in Celebration of Fiber Members' Exhibit.

Weaving the Future

This grant supports having opportunities for children and training in tapestry weaving for teachers and others who will, in turn, teach weaving to children. This year's grants were awarded to: **Janna Maria Vallee**, to teach tapestry, via an online workshop, to a group facilitator and four youths from the youth group *Sunday at the Park with Pride* in Sechelt, British Columbia, Canada.

Teitelbaum Awards

The Teitelbaum Awards are made possible by a generous grant from the Teitelbaum Trust legacy gift to ATA. They are presented to artists accepted into the American Tapestry Biennial or Small Tapestry International exhibitions. ATB 13 awards will be announced in the next fiscal year.

Painter Brown Scholarship Fund

This scholarship is for study in the field of tapestry and based on financial need. Criteria has been amended to make it clear that online workshops/courses are eligible. There were no applicants this year.

Emerge Award

This membership award program recognizes university students who have a strong interest in tapestry and are recommended by their professors. No nominations from the southern hemisphere were received this year. Due to the COVID-19 pandemic, no northern hemisphere students were nominated this year.

Communications

ATA has a strong commitment to communicating with its members and also opening up paths of communication for member-to-member interaction. From *Tapestry Topics*, our well-loved and very readable newsletter, to the dozens of interesting images that are shared each month through social media, we remain committed to sharing information about tapestry. Communication is the heart of every organization, and especially important to a group like ours which serves members from around the world. While not everyone needs to stay involved on all levels, each member should be able to find more than one way to easily access inspiring written and visual information and to feel connected to the wider world of tapestry weaving.

Tapestry Topics

ATA's newsletter, a members' only benefit, is rich with information and images on curated topics. The PDF format allows us to deliver the latest issue as soon as it is published. Issues more than two years old are available on the website for the general public. We are pleased to announce that the index for the issues is growing, compiled by volunteer Kim Mumbower; this list is accessible on the Tapestry Topics web page. The Board, after long conversations about the high number of volunteer and staff hours required to produce each issue, determined that it would be beneficial to reduce the number of issues from four to three each year. We thank all of the members who share their ideas, work, and research by submitting articles. Production of this inspiring and informative newsletter is accomplished by Editor Leslie Munro and the dedicated Tapestry Topics team of Robbie Lafleur, Pat Williams, Patricia Jordan and Ruth Manning. They do a wonderful job with each and every issue.

Thanks to our Theme Coordinators:

- Fall 2019, Sally Reckert, Tapestry in the Digital World
- Spring 2020, Kathe Todd- Hooker, Something Old, Something New
- Summer 2020, Doris Florig, The Fine Art of Tapestry Weaving

eNews and eKudos

Monthly emails continue to keep us all up to date on ATA's programming and ATA members' news. Staff and volunteers work on this and we thank **Maggie Leininger** and **Virginia Taylor** for their efforts in keeping us up to date during this last year.

We started out the year with excitement and great expectations. HERE AND (T)HERE tapestry exchange was a success with over 140 postcards sent around the world and streaming on Instagram. We planned and looked forward to Convergence, *Renditions*, a Members Retreat with Fiona Hutchison and Jennifer Sargent and other exhibits both physical and online. But then COVID happened. The Board worked diligently through those unprecedented and challenging times. We made the difficult decision to cancel all our activities in Knoxville, and we moved *Renditions* online. *American Tapestry Biennia 13!* and *Small Tapestry International 7* have been deferred to later dates. The Board is committed to providing high quality and safe programming. We want to thank all our ATA volunteers who have been working diligently and pivoting as needed through these difficult times. And we especially want to thank our members for their patience and support.

ATA-Talk

ATA-Talk offers interested members an email discussion group for timely, lively and sometimes controversial discussions and sharing of news. Thanks goes to **Christine Laffer** for her long-time management of this members' benefit. There is currently an opening for a volunteer to help with ATA-Talk. If you aren't currently participating in this online opportunity, we encourage you to join the conversation. Please contact **Christine Laffer** to subscribe: christine.laffer@gmail.com.

Let's Talk Tapestry!

ATA's private Facebook group for members, Let's Talk Tapestry! has grown to over **500** members. The group was created in June of 2018 to provide a means for members to discuss and share tapestry related topics among each other. **Kennita Tully** continues to do a fantastic job as the administrator of the group selecting monthly topics to encourage discussion and the sharing of images and insights. **Maggie Leininger** coordinates the backside of the group with efficiency and tact.



ATA Let's Talk Tapestry Members' Only Facebook Page

Website

The ATA website provides a river of information and inspiration. We all need to remember to check it on a regular basis as it continues to grow and improve. We continue to work at making this a user friendly and visually stimulating website. As the pandemic kept many of us in our homes for an extended period this year, the website is a well-used resource for all things tapestry.

Education

ATA is deeply committed to keeping tapestry alive and thriving through its many educational programs. **Terry Olson**, Director of Education, organizes and oversees the very popular workshops held each year. We regret that due to the pandemic some of our programming had to be re-scheduled this year.

Educational Articles

Education articles are published each year on the ATA website under Education. This year, **Joan Baxter** wrote, *Commission Studio Weaving Part 1: Working in Studios* and **Phoebe McAfee** wrote, *Commission Studio work Part 2: Weaving Mark Adams' Designs*.

Board member **Dorothy Clews** wrote, *The Postcard Exchange*, about our very popular program that paired members who each wove a postcard and sent it to their partner through the regular mail.

Four applicants for the award provided work and comments for International Student Award Nominee Perspectives. **Emese Kadar**, **Emma Straw**, **Marie-Trin Kiirs** and the award winner **Lena Schwartz** all contributed.

Mentoring Program

The Mentoring Program pairs a member (mentee) with a volunteer ATA instructor (mentor). They work together to design an individualized learning program for the mentee. We thank **Linda Disosway** for managing this productive program. This is a very valuable benefit for Circle level members. New mentors, who are willing to share their expertise, are always needed. We applaud our members who actively engage in this type of enrichment and we sincerely thank our mentors for sharing their valuable time and energy to this rewarding program.



Tabitha Gilmore-Barnes Mentorship with Margaret Jones

Listing of Tapestry Instructors

ATA's website includes a valuable listing of tapestry instructors from around the world. These artists, from twenty-four states within the USA and seven other countries, teach classes, workshops and provide individual instruction. Please visit [here](#) for more details.

Workshops

All workshops scheduled for this fiscal year were cancelled due to the Covid-19 pandemic.

Exhibitions

ATA sponsored exhibitions provide constant inspiration. The exhibitions are well-received and celebrate the many talents of our membership. *American Tapestry Biennial*, *Small Tapestry International* and *unjuried Small Format Exhibition* are shown in galleries around the United States. While visitors to these shows are admiring the tapestries, the Exhibition Committee is busy planning the upcoming shows. Putting together an exhibition, with an accompanying catalog, takes a wide variety of skill sets. Numerous volunteers are involved at all stages - from finding exhibition venues to shipping catalogs long after the show has opened. It is difficult to convey the enormous effort it takes to create each exhibit; sincere thanks are extended to all the volunteers who worked with our former Director of Exhibitions, **Lisa Almeida** and our current Director, **David Heustess** to bring each exhibit to fruition.

It is very exciting that *Textile Fibre Forum*, an Australian textile periodical, dedicated 6 pages to a review of our *World Tapestry Now* exhibition from 2018.

Small Tapestry International 6: Beyond the Edge

This ever-popular exhibition was juried by **Jane Kidd** and opened at the Orville J. Hanchey Gallery at Northwestern State University in Natchitoches, LA. It traveled to Augustana Teaching Museum of Art, Augustana College in Illinois in the fall of 2019. **Carol Ternus** was the Chair for this show and the beautiful catalog was designed by **Dianne Chicoine**.



Clare Coyle, "Breaking Away", 2018
4.5 in x 8.75 in

Renditions 2020, unjuried Small Format Exhibition

This exhibition, planned to open during Convergence in Knoxville, TN was restructured to become an [online show](#) with a printed catalog. Thanks go to **Terri Bryson** (chairperson and editor) and team: **Lindsey Marshall** (catalog designer), **Marti Owensby** (image collector), **Holly Wilkes**, and **Betty Hilton-Nash**.



Pat Dunston
"Trio Rendition: Lullaby of Birdland"

American Tapestry Biennial 13

This exciting exhibition was juried by **Nick DeFord**. **Sharon Marcus** wrote the catalog essay and **June Covington** was the catalog designer. Due to the Covid-19 pandemic the exhibit schedule changed and it is now scheduled to open at Highfield Hall in Falmouth, MA in 2021 and then travel to San Jose Museum of Quilts and Textiles, San Jose, CA. **Ama Wertz** and **Jill Fitzell** were co-chairs during the development of the exhibition and Ama continues as chair while the exhibition travels.



Louise Halsey *"Shutting the Iron Gates"*, 29.5 in x 29.5 in

Upcoming Exhibitions

Small Tapestry International 7: Elements

Entries are now being accepted for the Small Tapestry International 7: Elements. ATA is excited to partner with the American Association of Woodturners Gallery of Wood Art. This year's exhibition will focus on the theme of elements and **JoAnn Edwards** from the San Francisco Museum of Craft and Design is the juror. The show will take place from March 14-June 13, 2021 and will be held at the Gallery of Wood Art in St. Paul Minnesota.

TEx@ATA

Valerie Kirk, long-time coordinator for the exciting and often thought provoking TEx@ATA exhibitions, has stepped down from this position. **Barbara Burns** will be the new coordinator. This year *Seizing the Moment: Three Emerging Millennial Artists*, a truly exciting exhibition, curated by **Alicia Scardetta**, came online with support from ATA's Laffer Curatorial Program.



Kayla Mattes
"Blue Screen of Death", 2018
53 in x 43 in

Print Materials

Deb Shoenberger and **Jessica Ostrow** handle the management of the catalog inventory and ship our beautiful catalogs to all who order. ATA has been trying to make wise decisions about the number of catalogs to print for each exhibition. This is a balancing act of trying to determine and order what is needed to meet demand, but not so many that they sit in inventory for years. We encourage you to order copies of older catalogs to fill in your collection while they are still available.



Renditions 2020
\$22 (members), \$24 (non-members)



American Tapestry Biennial 13
\$22 (members), \$24 (non-members);
essay by Sharon Marcus; 2020; 78 pages



Small Tapestry International 6
\$22 (members), \$24 (non-members);
essay by Jane Kidd; 2019; 72 pages

Finance

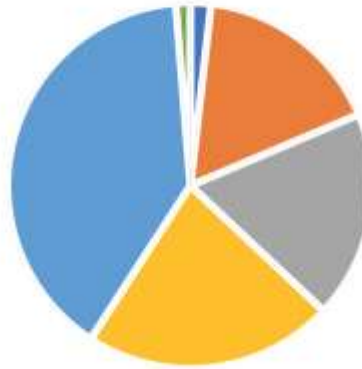
Finances

We are pleased to report that ATA remains financially healthy due to strong membership and the generosity of our members throughout the year. Adequate monetary resources support the high level of programming highlighted throughout this report.

Regina Dale, Director of Finance, has worked tirelessly during the last four years to update our financial records and help the rest of the Board become more financially literate. If you would like additional information about ATA's financial records, please contact the new Director of Finance and Treasurer, **Janette Gross**:
treasurer@americantapestryalliance.org.

Income & Expense

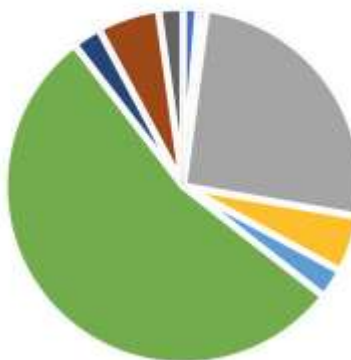
American Tapestry
Alliance, Inc.
Income by Category



● 2% ● 17% ● 18% ● 22% ● 40% ● 1%

%	Income Category	\$ Amount
2%	CATALOGS	\$1,786
17%	EDUCATION	\$16,565
18%	EXHIBITS	\$18,077
22%	FUNDRAISING	\$21,838
40%	MEMBERSHIP	\$38,940
1%	OTHER	\$1,264
	Total Income	\$98,470

American Tapestry
Alliance, Inc.
Expenses by Category



● 1% ● 1% ● 26% ● 5% ● 2% ● 54% ● 3% ● 6% ● 2%

%	Expense Category	\$ Amount
1%	AWARDS	\$1,000
1%	CATALOGS	\$532
26%	EDUCATION	\$18,706
5%	EXHIBITS	\$3,761
2%	MEMBERSHIP	\$1,968
54%	OPERATIONS	\$39,395
3%	OTHER	\$1,877
6%	PROMOTIONS	\$4,102
2%	SPECIAL EVENTS	\$1,621
Total Expense		72,962

Fundraising

Our annual Valentine's Day Appeal was a success, raising \$5,504.00 for our programming. The Fundraising team of **Nicki Bair**, **Tommye Scanlin** and **Maggie Leininger** designed the appeal. We appreciate all gifts large and small and we are available to discuss legacy giving or giving for specific programs. If you have any questions about donating to ATA please contact the Treasurer at treasurer@americantapestryalliance.org.

Promotions

This committee, led by Director of Promotions, **Nicki Bair**, actively publicizes the activities and programs of ATA throughout the digital and print worlds. Utilizing advertisements in magazines, press releases, social media announcements, online ads and informative emails, the committee has greatly increased our visibility. In addition, a broader awareness of the field of contemporary tapestry is encouraged by the sharing of information with textile curators and academics, including sending out complimentary copies of ATA catalogs and *CODA*.

Social Media

ATA has become highly visible on social media platforms and this has allowed us to gain new members and expose more people to tapestry. **Nicki Bair** and her promotions team, along with the support of **Maggie Leininger**, have been actively strengthening our online activities and building relationships with other fiber organizations and fiber businesses over the past year.

With over 8,000 people following ATA on Facebook, around 5,000 following our flow of images on Instagram and 500+ on Twitter, ATA now has grown its audience appreciably.

Members can enjoy the wonderful feeling of surprise when seeing their work featured on Facebook in ATA's Tapestry of the Day postings by **Jacque Fraser** as well enjoy seeing tapestries from our exhibits such as *STI6: Beyond the Edge* and *ATB 13*. The tapestries from the *Here to (T)here Postcard Exchange* and previews of *Renditions 2020* are also being posted on Instagram. We continue to promote the Artist Circle Pages on all our social media accounts. The images of tapestries are being spread across the world.

4,391 People Reached		
403 Reactions, Comments & Shares		
267 Like	158 On Post	109 On Shares
49 Love	25 On Post	24 On Shares
1 Haha	1 On Post	0 On Shares
46 Wow	33 On Post	13 On Shares
8 Comments	2 On Post	6 On Shares
32 Shares	31 On Post	1 On Shares
278 Post Clicks		
70 Photo Views	13 Link Clicks	195 Other Clicks
NEGATIVE FEEDBACK		
4 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

A top performing post of 2019-2020, Maggie Edwards' tapestry, "What Lies", 2018.

Blog

Mastering Self Promotion is a blog designed to give artists the tools they need to promote their work in a professional manner. **Barbara Burns** has posted over 35 articles written by her as well as by a variety of guest writers, which are helpful to weavers at all stages of their careers. The final post was made this year. We thank **Barbara Burns** for her efforts in creating interesting, useful, and entertaining blog entries on the topic of self-promotion.

Tapestry Media Tour

Organized by **Janna Maria Vallee**, this year's Media Tour focused on small-format weaving. This event on Instagram featured visits with tapestry artists: **Rebecca Mezzoff**, **Sarah Swett**, **Briget Fletcher**, **Patti Kirch**, **Claudia Chase**, **Katie Todd-Hooker**, and **Janna Vallee**. Followers of the posts had the opportunity to win one of 23 tapestry related prizes.

CODA

CODA: Tapestry Art Today is a magazine featuring contemporary tapestry artists from around the world, with images and articles presenting a broad spectrum of perspectives on the art as it is celebrated today. The beautiful and inspirational issue compiled by Editor, **Ellen Ramsey** and with layout and design by **Sara Figel** and **Nicki Bair**, was released digitally this spring.

C O D A

The New Nowness of Tapestry



CODA: Celebrating the work of artists who design & weave contemporary tapestry

EMILY ZAIDEN
SHELLEY SOCOLOFSKY
FIONA HUTCHISON
PAT TAYLOR
DANCE DOYLE



CODA 2020

Volunteers

ATA and its diverse and extensive programming would not exist without the talent and skills of volunteer members who are responsible for every exhibition, workshop, project and initiative. ATA is extremely grateful to over **90 volunteers** who have generously contributed their time and talents this year, whether on an ongoing basis or for a one-time task. Many volunteers have been mentioned in this report and many more have worked quietly behind the scenes - we thank them all.

Molly Elkind, ATA's first Director of Volunteers, was appointed by the Board to begin work in August of 2019. Volunteer Coordinator **Nancy Nordquist** took her position shortly after. This is a vital position that helps to make wonderful matches between volunteers and tasks - large and small. **Victoria Moore** continues to be the Assistant Volunteer Coordinator, keeping the spreadsheet of volunteers and their roles up-to-date and accurate. Thanks to all of them for helping to keep ATA strong and healthy.

This year **Terry Olson**, Director of Education, and **Molly Elkind** worked out the details of awarding the first Griffin Scholarship Award, established by long-time ATA member and volunteer Joan **Griffin**, to underwrite the costs of attending a workshop at Convergence for one of ATA's current volunteers. **Margaret Jones** of the UK was the lucky volunteer drawn at random for this year's scholarship, but unfortunately Convergence 2020 was cancelled due to the Covid-19 epidemic. Plans are to go ahead with the conference workshops in 2022.

Molly oversaw the orientation process for incoming new board members, which involved sharing several sets of documents (prepared by Finance Director **Regina Dale**) in a logical sequence to ensure new board members are fully informed about the operation of ATA.



Victoria Moore, "Follow the Lines"
16 in x 8 in
2020

We thank each and every member, especially our volunteers, whose deep commitment to tapestry makes ATA a strong, professional, and productive organization.