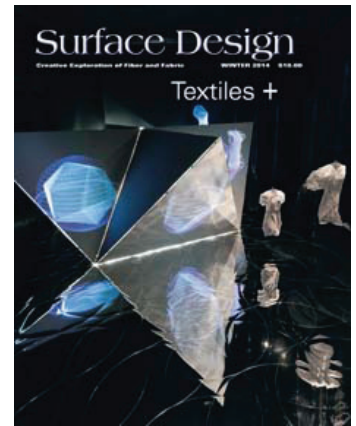
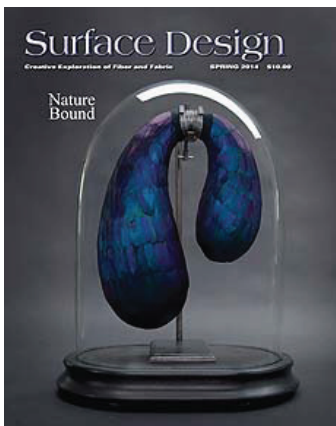




# Surface Design Association Annual Report for 2014: A Celebration of Support

**In 2014, SDA members demonstrated outstanding support for the organization.**

**Surface Design Association** continued its educational mission as a leader in the field of textile and fiber media with its professional illustrated publication, the SDA Journal. The Journal is a benefit of membership and is available for purchase by the community at large by way of the SDA website and select retail locations. In addition, SDA published its eNews, SDA's email membership newsletter, plus its NewsBlog, a publicly available online eZine-type of blog. It continued to support local regional groups and their exhibitions and provide members with awards and grants.



Although SDA was successful in controlling expenses, a decrease in actual income plus losses from lower than estimated attendance at the 2013 Conference in San Antonio, left SDA with a difficult financial crisis in late 2014. This caused the organization to start to deplete its reserves. Generally, SDA conferences generate enough income to support the association beyond the membership dues in the off years. Since SDA's largest expense is the production of the journal, the Winter *Journal* was put on hold along with other initiatives.

SDA was able to surmount this crisis by mounting an unprecedented, one-month capital pledge campaign with the goal of raising \$150,000. Using no outside development tools, just email newsletters to members plus social media, this pledge campaign goal was reached by December 31, 2014. Its remarkable success is due to the dedicated support of SDA members. Donor comments affirmed the importance of the SDA Journal and the organization as a leader in the field, and demonstrated members' personal connection to the SDA community. There was 100% participation in fundraising contributions by the SDA Board. Contributions will be recognized in 2015 since SDA reports financials on a cash basis.

SDA's system for member management, housed as part of the website, is non-standard and high maintenance. In mid-2014, it was discovered that membership was overstated due to multiple accounts for members. The 2014 budget was therefore established with a much higher income expectation and expenses. This loss was increased by the costly and time-consuming efforts to standardize and clean up the database.

Part of the pledge campaign funds are designated for one-time initiatives not covered by the current budget. These will help the organization grow beyond its current challenges while additional income streams can be identified. These initiatives include a new customer management database system operating separately from the website, digitization of the quarterly SDA Journal, plus a commitment to annual member exhibitions and expanded marketing.

## **Besides the Pledge Campaign, SDA had multiple accomplishments. These include:**

**Recasting the biennial SDA Conference as a smaller, more intimate Intensive with a maximum of 200 participants.** Plans were drawn up for an event at Arrowmont School of Arts and Crafts in Gatlinburg, TN, to be held in October 2015. It would be titled Made/Aware: Socially Engaged Practices, SDA Craft & Concept Intensive 2015. Concurrent with this event, SDA would mount one international members' exhibition juried by Namita Gupta Wiggers, that would also take the form of a print catalog. Arrowmont would handle registration, housing and all meals. No busing would be needed. With 200 registrants, the format would allow SDA to realize income rather than sustain a loss.

### **Implementation of Updated levels for Membership Dues**

In an effort to meet the rising costs of the SDA Journal and other expenses, the SDA Board approved a dues increase of \$15 for regular members (to \$75), and no increases for students (\$35) or Affiliates (\$140). Six hundred fifty members took advantage of a multi-year pre-deadline renewal at the old rate. Previous increases were in 2008 and 2002. The Board also approved SDA Student rates continuing for two years following graduation.

The Affiliate Membership, which includes access to online versions of the Journal, was originally designed for libraries and consists of two levels, \$100 & \$160. The SDA Board approved consolidating these into one Affiliate level of \$140. In addition, the SDA Board approved a Partner level at \$120, primarily for guilds, art centers and smaller organizations.

### **Members Resource Team**

After Board approval in 2013 to enhance the Area (State) Representative System, the Members Resource Team was selected and seated in order to assist members who might wish to organize projects and exhibitions regardless of geographic location. Resource documents such as a checklist on organizing exhibitions were made available on the new Groups & Support page of the website.

### **Review of Journal Printing Contract**

Executive Director Diane Sandlin reviewed Journal printing and pricing contracts. By increasing the number of pages from 76 to 80 and by using a slightly lower quality of paper, SDA could save money. The 80 pages is a more standard size, optimizing cutting and page-trimming costs.

### **SDA Website Home Page Redesign**

The SDA Home Page was redesigned to feature more of NewsBlog content, which has a high engagement rate.

### **SDA Grants & Awards**

In 2014, the SDA Board voted to approve a new grant, the Socially Engaged Practices Grant, promoting the use of art & design skills to advance positive social change that benefits underserved communities or demographics. This grant adds to the annual awards cycle managed by the SDA Grants & Awards Committee. **The Grants & Awards Committee selected the following individuals for grants and awards in 2014:**

### **Creative Promise Awards**

*Recognizing excellence by one undergraduate and one graduate student in the field of textile media:*

Ivonne Acero

Anel Zarate

### **Personal Development Grants**

*Supporting SDA members' creative development, scholarship and research:*

Sara Bakken

Sydney Krieger

Barbara Poole

Sarah Zapata

### **Outstanding Student Awards**

*Rewarding innovative work in textile media by students nominated by their instructors:*

Hannah Carr

Michael Mamp

Alexandra Ambur

Emily Adams

Ashley Lamb

Liz DeBellis

Erin Miller

Elizabeth Redmond Odiorne

Maria Perry

Mary Sandbothe

Morgane Duchêne Ramsay

Timothée Messeiller

Colleen King

Leah Brottman

Katherine Rettew

Amanda McCavour

Abigail Potts

Abby Sherrill

Nicole Dane

Samantha Pell

Gabrielle McHugh

Amy Gonzales

Lori McPherson

Steffanie Frank

### **Socially Engaged Practices Grant**

*Promoting the use of art & design skills to advance positive social change that benefits underserved communities or demographics:*

Pavlos Mayakis

Leisa Rich

### **Small Event Grants**

*Awarded to various state and regional SDA groups or others who stage events in the field of fiber and textiles.*

### **2014 SDA Board of Directors**

Jane Dunnewold, President/President Emeritus

Jeanne Beck, Vice President/President

Astrid Bennett

Karen Hampton, Vice President

Vivan Mahlab

*Until May 31, 2014*

Debora Kruger

Jeanette Thompson

Susan Taber Avila

Anne Graham, Secretary

Melinda Lowy, Treasurer

*Starting June 1, 2014*

Joyce Martelli, Treasurer

Diane Franklin

Teddy Milder

Marianne Biagi

Margaret Miller

### **2014 Staff/Consultants**

Diane Sandlin, Executive Director

Marci Rae McDade, Journal Editor

Leesa Hubbell, Digital Publications Editor

Susannah Fedorowich, Member Services

Gerrie Congdon, Member Services

LM Wood, Website Manager

### **Surface Design Association**

PO Box 20430

Albuquerque, NM 87154

707-829-3110

**email:** [info@surfacedesign.org](mailto:info@surfacedesign.org)

**web:** [www.surfacedesign.org](http://www.surfacedesign.org)