

Surface Design Association Annual Report, 2016

A Busy Year for SDA

Mission

Since 1977, Surface Design Association's mission is to promote awareness and appreciation of textile-inspired art and design through member-supported benefits including publications, exhibitions, and conferences.

2016 SDA Board of Directors

Astrid Bennett, President
Jennifer Reis, Vice President
Teddy Milder, Secretary
Joyce Martelli, Treasurer
Vivan Mahlab
Margaret Miller
Diane Franklin
Marianne Biagi
Elena Rosenberg
Chris Motley
C. Pazia Mannella
Tamryn McDermott

SDA TEAM

SDA has one paid part time staff member and 5 paid contractors.
Executive Director: Danielle Kelly
Marci Rae McDade, Journal Editor
Lauren Sinner, Editorial Assistant
Trevi Fountain, Membership & Advertising Manager
Renee Buchanan, Administrative Assistant
Sean Misday, Social Media Manager

Surface Design Association

PO Box 4044

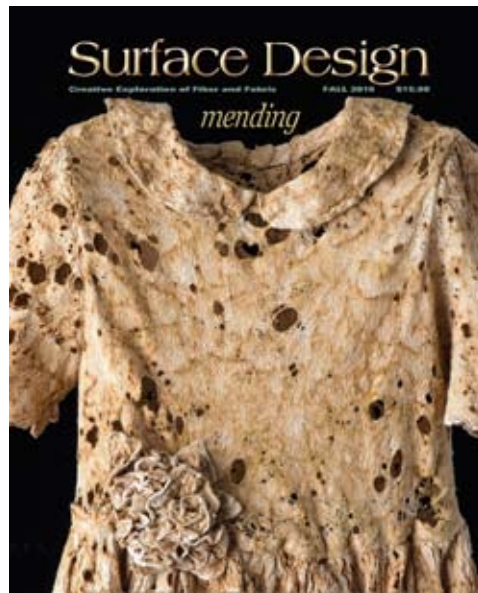
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In 2016, SDA focused on refreshing the infrastructure of the organization, member experience and exciting programming content. According to plan, capacity building funds were to be tapped to accomplish initiatives not in normal operational budgets, such as a new website and customer relations management system. SDA's Strategic Plan for 2016-2018 included five goals: Programming & Engagement; Marketing & Branding; Diversifying Revenue Streams; Operations & Administration; and Board Leadership. Here are 2016 highlights tied to these goals.



PROGRAMMING & ENGAGEMENT

Surface Design Journal

- Publication of 4 quarterly Journals in print and digital format.
- Journal themes included *Transgressing Traditions*, *The Body Embellished*, *Mending*, and the winter Annual International Exhibition in Print, *Crafting Community*.
- The Annual International Exhibition in Print, *Crafting Community*, juried by Mark Newport, head of fibers at Cranbrook Academy of Art, and Surface Design Journal Editor Marci Rae McDade, received 412 entries from 12 countries and 42 states in the US. Newport and McDade selected 40 artists in honor of SDA's upcoming 40th Anniversary, representing Japan, Austria, Finland, UK, The Netherlands and seventeen states in the US.
- Restructuring of the editorial team for more robust support and administration, including the creation of the Editorial Assistant.
- Exploratory research into creating a permanent, searchable, digital archive of the Surface Design Journal archive.

continued

SDA 2016: MORE HIGHLIGHTS



Programming & Engagement: Exhibitions

- 2016 Annual Member Exhibition, *Transgressing Traditions*, held June 3-August 21 at Schweinfurth Memorial Art Center in Auburn, New York.
- Jurors Dorie Millerson, Karen Hampton and Donna Lamb, identified 65 pieces from 671 entries submitted by 267 SDA members, representing seven countries including the US, Canada, Hungary, UK, France, Germany and Australia.



Transgressing Traditions SDA Members' Exhibition jurors, left to right: Karen Hampton, Dorie Millerson. Not shown: Donna Lamb.

- SDA partners with Santa Fe's form & concept gallery as the site for the 2017 Third Annual Member Exhibition, *Shifting Landscapes*, with Erika Lynne Hanson and gallery director Frank Rose to serve as jurors.
- Planning begins for the 2017 Biennial Conference 40th Anniversary Exhibition, *Crossing Generations* at the Hoffman Gallery at Portland's Oregon College of Art & Craft. with Jane Sauer invited to serve as curator.
- SDA granted \$1500 from Friends of Fiber Art International in support of the exhibition.
- SDA Regional exhibitions were held in Massachusetts/Rhode Island, Indiana, Washington State and Canada.

Lesley Pearson



Transgressing Traditions exhibitors, clockwise from upper left: Kathy Loomis, Roz Ritter, Gerri Spilka, Gwen Lowery (below)

MARKETING & BRANDING

- SDA website redesign by Philadelphia-based Interactive Mechanics.
- Re-imagining of the SDA Blog.
- Database migration to the Neon CRM platform for improved member management.
- Streamlining of monthly newsletter.
- Creation of the Digital Membership category for international members and a greener Journal, with expanded content.
- Social Media Manager hired to align communication platforms.
- Alignment of the SDA Blog to support and expand Surface Design Journal content.
- Creation of 40th anniversary branding package (for 2017).



Conference/Intensive

- Portland, Oregon is selected for the 2017 SDA Biennial Anniversary Conference
- Partnerships developed with Portland State University (PSU) and Oregon College of Art & Craft (OCAC)
- Significant committee-based and independent work done throughout the year to plan for the conference.

SDA GRANTS & AWARDS

The Grants & Awards Committee selected the following individuals for grants and awards in 2016:

Creative Promise Awards

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

Katlin Rothacher

Charlie Hayes

Personal Development Grants

Supporting SDA members' creative development, scholarship and research:

Sandra Chirico

Denise Sokolsky

Socially Engaged Practices Grant

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

JoAnne Schiavone

Small Event Grants

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

Outstanding Student Awards

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

Madalynn Olmsted

Tery Gehring

Billy George

Arnie Hiles

Alexa Armstrong

Connor Shumaker

Janet Tran

Grace Kubilius

Jordan Wilshaw

Julia Kartush

Julia Windom

Kelsey Magnuson

Lauren Chastain

Lara Funke

Nicole Benner

Mackenzie Bullard

Nisha Pinjani

Emily Karcz

Phoenix McNamara

Una Rose

Rachael Mayer

Yiting Hao



*Above: Outstanding Student Award Winners Grace Kubilius (top); Nicole Benner and Julia Windom (middle); Amie Hiles (bottom)
Right: Denise Sokolsky's Personal Development Grant allowed her to attend a residency in Iceland. Shown: "Surfaces: Lichen"*

SDA FINANCIAL REPORT, 2016

Income

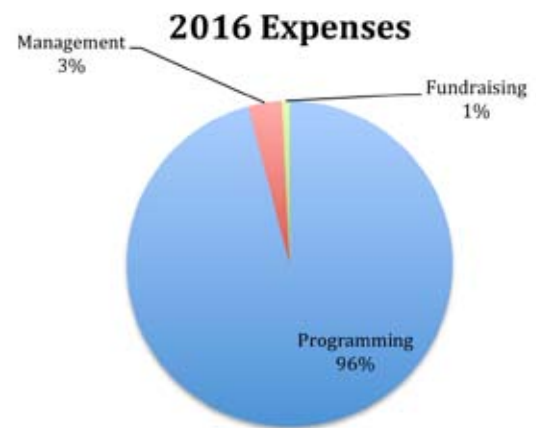
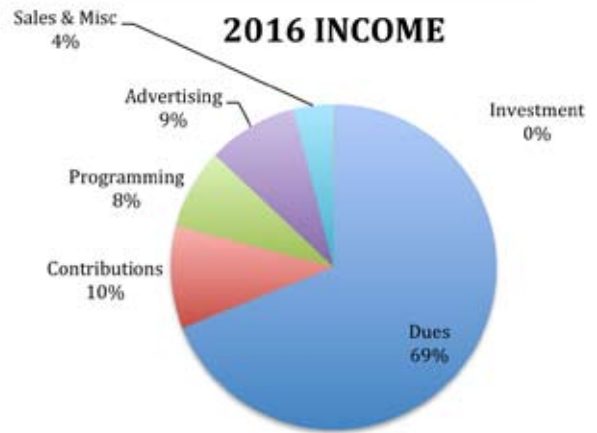
Membership Dues	\$179,854
All Contributions	\$26,597
Programming :	
Conferences & Exhibitions	\$20,789
Journal Advertising	\$23,447
Sales & Miscellaneous	\$10,299
Investment	\$101
Total Income	\$261,087

Expenses

Programming Services, including	
Journal (4 issues)	\$293,382
Management	\$10,211
Fundraising	\$2,326
Total Expenses	\$305,919

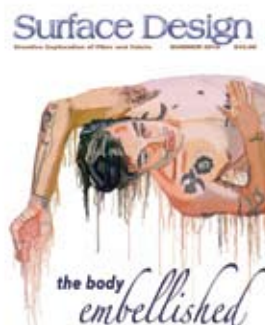
Net income: (44,832)*

* This primarily Includes expenses due to new website and database creation/migration, earmarked as Capacity Building Initiatives and paid for from those contributed funds. SDA anticipated a combined loss of (85,000) in 2016, most of which will be seen in 2017. All organizational restructuring and new initiatives are focused on the alignment of a healthy financial picture.



DIVERSIFICATION OF REVENUE STREAMS

- Re-established the Fundraising Committee and assessment of development policies and procedures.
- Created an SDA Annual Fund Campaign.
- 2016 SDA Annual Fund raising \$18,360, a 33% increase over the previous year's total.
- 168 members donated to the SDA Annual Fund campaign.
- An additional \$4367 in final pledge payments from the 2014/15 Capacity Building Campaign were met.
- SDA receives an additional \$1000 in foundation support.
- SDA virtual store offline for several months due to website transition.
- SDA restructures online Journal virtual store, sales processes, and fulfillment procedures.



OPERATIONS - Administration

- Existing SDA Strategic Plan revised
- Assessed organizational structure and launched initiative to implement non-profit best practices in accordance with revised Strategic Plan.
- Realigned staff/contractor positions at equivalent budget levels to meet needs of new website, database, and initiatives.
- Implemented best practices, regular team meetings, and revised contracts.
- Begin comprehensive assessment of financial procedures.
- Transition begun to New Mexico-based outside accounting firm, NMCFO.
- Establish culture of self-assessment across all departments.

SDA Board Leadership

- Assessed Board documents and structure in accordance with revised Strategic Plan and non-profit best practices.
- Implemented revised guidelines, roles and responsibilities.
- Creation of the Education Committee focused on student and educator outreach.
- Committees: Education, Grants & Awards, Fundraising, Members Resource Team and the Executive Committee.