

The mission of the League of New Hampshire Craftsmen is to encourage, nurture and promote the creation, use and preservation of fine contemporary and traditional craft through the inspiration and education of artists and the broader community.

Looking Back on Our Year: April 1, 2016- March 31, 2017

Outgoing Presidents' Message

As we look at the year past, Fiscal Year 2017 has been a time of great change and progress as we move forward to strengthen the League network of Craftsmen, Fine Craft Galleries and build on the commitment of our Staff, Members and Friends!

Change came in the form of the departure of Jane Oneal in pursuit of more family time and new career opportunities. We welcomed Miriam Carter as the Interim Executive Director who has jumped in with enthusiasm, vision and a clear understanding of all aspects of the League. Her high energy, commitment and a good business sense have re-energized the Board and Staff as well.

Nancy Rowley and our new Board President Judith Raskin joined the board mid-year along with Deb Fairchild, who has succeeded Miriam as Chair of the Juried Member Advisory Board and will represent that group on the Board.

Several board members will be leaving the board: Alice Veenstra who served as our President until the first half of FY 2017, Parker Potter (Past President), Deb Coffin, Kim Peaslee, Pam Peterson, Bill Mitchell and Alice DeSouza (Co-President). We owe tremendous thanks to each and every one of these dedicated professionals!

The future success of the League is now in the capable hands of the strong slate of Directors and Officers who will assume their duties as of this Annual Meeting.

Other highlights to look forward to in the coming year are the celebration of the purchase of our headquarters, a re-energized Craftsmen's Fair this coming August, continued strong sales at all our Fine Craft Galleries, a strong Development effort and a comprehensive assessment of our League-wide Education Programs.

Onward!

Bev Wolf
Co-President

Alice DeSouza
Co-President

Board of Trustees

Alice DeSouza & Bev Wolf, *Co-Presidents*
Charles Bauer, Esq., *Vice President*
Eric Rowley, CPA *Treasurer*
Nancy Rowley, *Secretary*
Deborah L. Coffin
Jacob Marvelley, Esq.
William Mitchell
Pam Peterson
Parker Potter
Judith Raskin
Sharon Stephan
Alice Veenstra
Beverly R. Wolf, *Immediate Past President*
Jack Dokus, *Fair Committee Chair*
Donna Zils Banfield, *Standards Committee Chair*
Deborah Fairchild, *JMAB Chair*

Staff

Miriam Carter, *Interim Executive Director*
Jasmine Esser, *Controller*
Catherine Green, *Standards & Gallery Manager*
Christina Drew, *Database Administrator/Bookkeeper*
Sarah Nyhan, *Communications & Volunteer Coordinator*
Stephen Procter, *Development Director*
Amy Lehman, *Clerical Assistant*
Denise Kirk, *Hooksett Fine Retail Gallery Manager*
Kait Armstrong, *Receptionist*

Consultant

Pam Sullivan, Sullivan Creative, *Marketing*

We Surpassed our Goal Annual Fund Success

Our 2017 Annual Fund campaign yielded a result of **\$53,000.00**. We are grateful to those who volunteered to make calls as a part of our phonathon in March which assisted in pushing our numbers over the top! Thanks also to our Marketing Firm, Sullivan Creative who donated their creative time for this Annual Fund drive. Based on this success, we are setting a new goal of \$75,000 for FY 2018.

Annual fund gifts helps support the League's tradition of fine handmade craft, a tradition that paved the way for juried member **Lucy Golden** to pursue a full-time career making jewelry. "The League has been invaluable, providing me with a market for my jewelry and a community -- it feels like a big family," said Lucy.

The League of NH Craftsmen
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Concord, NH 03301
www.nhcrafts.org 603.224.3375

FAMILY



Craftsmen Lucy Golden and her son Luke

A message from our Interim Executive Director

I am delighted to find myself with the title of Interim Executive Director of the League of New Hampshire Craftsmen. I previously served as chair of the Juried Members' Advisory Board, a position I took because I wanted to ensure that the interests of the craftsmen were at the forefront of the organization's thinking and decision-making.

I was concerned especially about the League's capacity to respond to changing economic and cultural forces that are affecting us as individual craftsmen and as a field. While respecting the methods and strategies that have traditionally supported creative entrepreneurs, I hoped to be able to contribute creative thinking about strategies and approaches that would help the organization and its members thrive in today's environment. I also hoped to galvanize the juried members to take a more active role in shaping and supporting the organization that works on their behalf.

When the executive director position opened up I saw an opportunity to serve the membership from a new vantage point. I am grateful to the Board for their willingness to hire me and recognize the leap of faith that was required. I am also grateful to the membership for their supportiveness. We are all very fortunate that the organization is supported by devoted and talented staff members who maintain good humor in the face of sometimes-daunting workloads.

Three themes have emerged in my first months on the job:

1. Finances: The League is a non-profit, but it is also a business. We are putting our financial house in order and developing the earned and contributed income streams needed to keep the League solvent and robust.
2. Inquiry: I hope to encourage a culture of organizational curiosity and openness to change where it would benefit our members. Challenging assumptions, questioning inherited beliefs, and changing habits will all help re-invigorate the League.
3. Community: The League is above all a community of mutually supportive professionals, and I am profoundly grateful for our "tribe." We do our work in the context of a wider community. As we find new education, government and business partners who want to collaborate we enrich and expand the definition of our community.

I am honored to serve the League and the membership in this new capacity.

Please stay in touch, become involved, and help the League become all it can be!

Miriam Carter

A message from incoming Board President Judith Raskin

I am excited about taking on the role of President of the LNHC as we move into the future to build a stronger, more responsive organization. I want to thank Bev Wolf for her tireless work for so many years, and her steadfast support of the League, as well as our out-going board members.

As I start my term as President, my goal is to strengthen the infrastructure and address the issues raised in the 360 Assessment. I thank everyone who took the time to provide honest responses to the questions on the assessment. We have already begun to make changes based on these recommendations. The 360 Assessment will form the basis for how the board and staff move forward in the coming year.

We have new board members who will bring new ideas, energy, talents and enthusiasm to compliment the experience and knowledge of the League represented by our mid-term board members to move us to accomplish even greater things in the coming year.

I look forward to working with our new board, and with Miriam Carter, our Interim Executive Director. I am amazed at what Miriam has accomplished in the short time she has served as director, particularly her ability to increase our funding base. We have a great team of professionals working hard to make the League the best it can be. We have a beautiful facility in which to showcase the incredible work of our juried craftsmen and women. Our new Development Director, Steve Procter, will be working on new sources of revenue to strengthen the organization, in concert with our Development & Membership Committee.

I have been reviewing every aspect of the League: its policies and procedures, board and committee structure, By-Laws, marketing, website, technology, financial and fundraising information, galleries, staffing, and education. We will be looking at changes that we believe will streamline and improve all aspects of the League.

We will be looking at the existing committee structure, and revamping/refreshing their responsibilities, utilizing a two tiered approach: mandated/essential committees with overall responsibility for an assigned focus; and subcommittees with specific, time-limited, focused responsibilities. I believe this approach will attract new members (League members and interested individuals from around the state) with new ideas and community contacts to help us further our outreach. I would encourage board members, juried, and supporting members to volunteer to serve on at least one committee. These committees work hard to improve the League, and their recommendations form the basis for many of the League's activities and procedures.

We will be looking at how to make our educational programs more inclusive, with offerings for the general public, craft enthusiasts, students, and our professional craftspeople. We will be offering training for our board members to enable them to become more proficient and knowledgeable on all aspects of board responsibility.

We are planning several celebrations during the year, new marketing programs, and we are looking at new/additional venues for the craftspeople to show and sell their work.

We will be working to make the activities of the League more transparent. I invite all juried and supporting members to contact me with comments or suggestions to improve our League of NH Craftsmen at jraskin@nhcrafts.org.

This is the New League of NH Craftsmen!

Judith Raskin

Preliminary Statement of Activities

Revenue and Expense for Fiscal Year Ended March 31, 2017

	2016	2017
Contributions, Gifts and Grants	\$141,238	\$142,523
Membership Dues	100,547	101,064
Jury, Standards & Education	16,265	9,387
Royalty Payments	39,630	46,573
Investment Income	21,617	81,931
Open Doors, Gallery & Special Events	34,758	58,395
Hooksett Net Loss	(47,303)	(22,318)
Fair Net Income	240,741	213,134
TOTAL INCOME	\$547,493	\$630,688
Payroll and Payroll taxes	286,989	233,280
Other	76,624	128,155
Occupancy	99,417	119,717
Marketing Consulting	70,443	68,394
Insurance	42,066	44,328
Accounting & Auditing	8,960	36,693
Advertising	18,722	23,323
Supplies	13,526	21,830
Education Grants	20,000	18,000
Depreciation & amortization	28,315	16,643
Council /membership distributions	21,487	16,280
Scholarships	3,000	700
Enhancement Grants	5,000	-
TOTAL EXPENSES	\$ 694,549	\$ 727,343
Net Income (Loss)	\$(147,056)	\$(96,655)

A message from our Treasurer

Dear Members and Friends of the League,

I assumed the position and responsibilities of the Treasurer of the League of NH Craftsmen last year after the 2016 Fair. It has been a very eventful nine months since that time. There have been significant changes in many aspects of the financial management and oversight of the business of the League. Many of these changes have been challenging, and implementation has often been difficult. The evolution of our financial management and oversight practices and policies is on-going.

In my opinion, the Board has met these challenges with decisive action and made sound business decisions. Miriam Carter, our Interim Executive Director; Jasmine Esser, Controller; Christina Drew, Bookkeeper; and our volunteers Heather Larivee and Deb Fairchild have made immeasurable contributions to this effort. We now have a strong financial management system in place with extremely competent staff closely managing the financial aspects of the League.

I believe the Board, staff and volunteers are in a better position to serve the mission of the League in a more effective and efficient manner as a result. There is still work to be done, but I am convinced the momentum will result in a stronger, more sustainable League.

Eric Rowley

A few images from our past year - thank you to Sullivan Creative and League staff for images/photos



Fine craft galleries' promotions



Bev Wolf and Deb Fairchild at Vine & Vogue in October



The League provided tablescapes for inaugural events in January



Craftsman Jennifer Diggs' chickens were flying out of the Fine Craft Galleries this year



The League coordinates the popular NH Open Doors program in the Fall and Spring



SEPTEMBER 16 - DECEMBER 16 • PUBLIC RECEPTION: SEPT 16, 5-7 PM

Exhibition at The Gallery at League HQ



Craftsman Claire Renaud provided a workshop at HQ for Concord's Midnight Merriment



The League's jurors were featured in this exhibition at HQ



FAIR 2016

The 83rd Annual Craftsmen's Fair held at the Mount Sunapee Resort for the 52nd year featured 200+ booth holders, and numerous additional craftsmen represented in Living with Craft, CraftWear and the Sculpture Garden exhibitions as well as The Shop at the Fair.

Sculpture Garden piece by Dale Rogers

Attendance was over 21,000 and reported sales by craftspeople were over \$2.041M. Programs included educational demonstrations and workshops, The Guild Tent, The Print Exhibition, Next Generation, Tools For Kids, and a return of the Music Tent.



Andy Hampton with a Fair Customer



Peppersass at the Fair



Bob Dorr's vest won Best in Show at CraftWear

Congratulations Sullivan Creative

For the third year in a row, the League nominated Sullivan Creative for a Business in the Arts award, and we heartily congratulate them for their much-deserved 2017 win in the microenterprise category. We count on Sullivan as a partner in all of our marketing efforts and want to thank them for their in-kind sponsorship of our organization through nearly \$15,000 of donated creative services, to include work on our successful Annual Appeal.



Pam Sullivan

Education with the League

The League continues to have a strong educational presence in the art and craft community, with classes and demonstrations held at the Craft Center at League Headquarters, our Fine Craft Galleries in North Conway, Littleton (Fine Craft Gallery and Studio School), Meredith, Center Sandwich, Hanover (Fine Craft Gallery and Craftstudies), Concord, Hooksett and Nashua.

One example of our connection to the broader community was the second annual Professional Development Day for educators held at League Headquarters in October of 2016, with 36 teachers from across the state attending

A participant at our Professional Development Day

workshops in enameling, printmaking, fabric collage, beading, leather work and metal work.

The League also provided scholarships to the following applicants to our scholarship programs: Elaine Hogan to attend classes at The Craft Center, Michael Gonski to study lampworking, and Rebecca Richards to attend classes at Maine College of Art.



2016 Annual Ornament *Pitter Patter by Sussy-Rose Shields*



The Annual Ornament is selected by the Fine Craft Gallery managers from prototypes designed by state-juried members following approval by the Standards Committee. Once the ornament is chosen, the juried member is contracted to create the ornaments to be sold from the Fine Craft Galleries and at the Annual Craftsmen's Fair. The League of NH Craftsmen's 2016 Annual Ornament, called *Pitter Patter*, is a whimsical rhodium-plated Elf Boot with etched and silkscreened details. Sussy-Rose Shields, juried in metal by the League, created this ornament which represents the magic and joy of the season with a little elfen mischief. A total of 6,825 of these ornaments were produced.

WHO ARE THE LEAGUE MEMBERS?

At the end of FY 2017, the League membership consisted of nearly 750 Juried Members, and 600 supporting members. Our supporting member levels were updated in late 2016, and now include individual, family, patron, ambassador, and collector's circle levels. Senior citizens, veterans and full-time students receive a discount on all member levels.

The League's Fine Craft Galleries

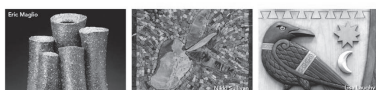
The League's eight Fine Craft Galleries provide juried members with marketing opportunities as well as Educational programs for the general public. Combined gross sales in FY2017 were over 2.043 million dollars, up 5.8% from FY2016. The Fine Craft Galleries are the face of the League 365 days per year, working with new juried members to establish their name in the craft community, as well as long-standing members to continue to keep their work in front of customers. Gallery managers work with many NH residents as well as vacation-season tourists to provide personalized shopping experiences as well as explaining the value of locally-produced handmade items.

Our Fine Craft Galleries are located in Center Sandwich, Concord, Hanover, Hooksett, Littleton, Meredith, Nashua and North Conway. Center Sandwich has hired a new Gallery manager, Martha Nichols, who will replace Julie Deak at this historic location. We wish Julie well and welcome Martha to the League.



Julie Deak (l), passes the reigns of C. Sandwich to Martha Nichols (r)

*Thank you to all of our League members, Annual Fund donors and Sponsors, of all levels.
Your combined support makes the work of our organization possible,
and we are humbled by your generosity.*



Continuing the Tradition
Work of Newly Juried Members
APRIL 1 - JUNE 17, 2016
Public Reception April 1, 9-5 pm



Newly Juried

In the last year, we have added a record number, **38** juried members to our ranks in 14 media areas.

We are excited to share their new work in exhibitions at League Headquarters, in our Fine Craft Galleries, and also in exhibitions and booths at the Annual Craftsman's Fair.

Here is the breakdown by media area:

Baskets	2
Clay	4
Fiber/Stitchery	2
Fiber/Weaving	1
Fiber/Felting	1
Fiber/Rug Hooking	1
Glass	2
Leather	3
Metal	4
Mixed Media	6
Non-Metal Jewelry	1
Photography	1
Printmaking	1
Wood	9

Exhibitions at The Gallery at League Headquarters

Managed by a volunteer committee and a staff person, The Gallery located at League Headquarters presented four exhibitions: *Continuing the Tradition*, *Bowl Me Over*, *End of the Rainbow*, and *Setting the Standard*. The Gallery saw 2,300 visitors and gross sales totaled over \$12,500.



Robert Carrier with his Great Blue Heron

New Acquisitions to the Grodin Permanent Collection

Thirty new pieces were added to the Permanent Collection in this past year to include these beautiful items.



Gerry Williams goblets



Louise Wood bag

The 360 Assessment

In the fall of 2016, the League conducted a 360 Degree self-assessment of the organization. Surveys were provided to all Supporting and Juried members, staff, Fine Craft Gallery staff, and League volunteers. The Board, headquarters staff, and various League programs were reviewed by over 100 individuals. The results of this survey have been shared with the membership and posted on the League website. An action plan to make improvements has been prepared, and some ideas have already been implemented. The League looks forward to listening to both compliments and constructive criticism as we work to continually improve the way we do business.

Our thanks to Miriam Carter and Jill Schiffman who prepared the survey, and to Jill Schiffman and Judith Raskin who analyzed and reported the data.

League of N.H. Craftsmen signature of excellence

BLACKSTONE VOLUNTEER AWARD WINNER Blair LaBella



One of the most prestigious honors presented by the League, the Blackstone Volunteer Recognition Award recognizes the selfless efforts of a League volunteer. Each year, Local Council Presidents and the League membership nominate volunteers who have given in extraordinary ways to support craftspeople and craft education. The final selection is made by the Executive Committee of the Board of Trustees. We are pleased to honor craftsman Blair LaBella with this award. Her efforts on behalf of the League include serving on the Fair committee, organizing the music at the Fair, acting as a mentor to a new booth holder, and serving on the Standards committee, as well as a juror. Thank you Blair for your tremendous work for our organization!



Thank you League Volunteers!

The League relies on hundreds of volunteers each year to assist at our Annual Craftsman's Fair, at the Gallery at League Headquarters and also as members of our many standing and ad-hoc committees. We celebrated our volunteers with a dinner in their honor in April of 2016, and have already continued the tradition in May of 2017. Our sincere thanks go to each and every volunteer who assists us, shares the mission of our organization with their contacts, and supports us in so many different ways. Your contributions to the League are greatly appreciated!

Moving Forward into our 2018 Fiscal Year

New lecture series begins at The Gallery at League Headquarters

We are expanding our programs to give donors, sponsors, supporters, and the general public a better sense of who we are, what we do, and why! Join us Friday, June 2nd from 5:00 to 7:00 for a Panel Discussion and Reception featuring five exhibitors in the current exhibition, **Pushing the Limits**. Larry Elbroch, Victoria Elbroch, Lynn Haust, Louis Pulzetti and Maureen Redmond-Scura will talk and answer questions about: **Why?!**



Why am I a craftsman...or... why did I decide to become a craftsman? Why is it important? Why did I make this piece? Why is it a challenge?

Light refreshments will be served as you view the exhibition and talk to the craftsmen following the panel discussion. This event marks the first in a series of events that will occur in conjunction with our gallery exhibitions. Please join us!

Help us celebrate in July!

We will finalize the purchase of our headquarters office and gallery space in July, and will be celebrating with special events for our donors and membership. Look for details to come to you soon, and please plan to join us!

Our 2017 Annual Ornament "Winter's Waltz" by Walker Boyle



The League's 30th Annual ornament features a pair of ice skates handcrafted in pewter. Inspired by memories of ice skating in winters past, juried League member Walker Boyle used the ancient lost wax method of casting combined with modern metal working techniques to create this one-of-a-kind ornament.

"I enjoy creating and bringing my pewter pieces to life. Each piece seems to take on a certain vibration and personality, and that's what makes it fun," says Walker.

Each *Winter's Waltz* ornament is numbered and dated and has Walker's signature. A frost blue ribbon is attached to the top so it can hang on a tree or wreath.

Save the Date

JUNE 6-7, 2017 6PM-6PM



TASTE OF THE
LEAGUE

Exploring New Event Models

In October of 2016, the League debuted a new event, held at LaBelle Winery in Amherst, NH. This evening was held as a demo-sales event, complete with hors d'oeuvres, wine and a live jazz band. This sparked a new series which continues into the 2018 Fiscal Year—Taste of the League events held at Fine Craft Galleries throughout the state. Promotional funds for these events are provided in part through a Joint Promotional Program grant from the State of NH's Department of Travel and Tourism. The events provide exposure for our Fine Craft Galleries, demonstrations of Fine Craft production and process, and highlight diverse craftsmen. In addition, customers are drawn to explore new parts of the state to truly experience New Hampshire's "Creative Side".

In the Spring of 2017 events have occurred or are planned for the Fine Craft Galleries in Hanover, Meredith and Center Sandwich.

New Sponsor - Eversource Energy, Inc.

The League has already been making new connections, and seeking out new Sponsors for our 2018 Fiscal Year. One of these organizations is Eversource Energy, Inc. The League has been working with Eversource to present exhibitions of juried member work in their headquarters lobby area since 2015. We are so pleased that they have agreed to take the relationship to a level of greater investment in our organization. We look forward to expanding our connections in the year ahead.



Interim Executive Director Miriam Carter (l) with Allison McLean of Eversource Energy