

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, 2017- March 31, 2018

A message from our Executive Director

I am happy to report that Fiscal Year 2018 was a success. Trustees, committee members, and scores of volunteers made generous gifts of their time and expertise to support our work. I am grateful for their contributions - and those of the hundreds of members and donors who support the League financially.

I am also grateful for our extraordinary staff. All of us connected with the League are lucky to have such capable and devoted professionals in the office. They meet every opportunity and challenge with a "can do" attitude, and they have been willing to meet changing demands by taking on new responsibilities.

Everyone is happy when a nonprofit organization ends the year in the black, and I am glad to say that we all have reason to be happy! Strong streams of earned and contributed income, purchase of our Headquarters facility, and fresh eyes on management of the Fair enabled us to close-out the fiscal year with a surplus of \$137K. This money will help us replenish reserve funds and give us a cushion for new entrepreneurial and service initiatives going forward.

The League invested considerable money and staff time in operational infrastructure last year. Some investments, such as updating our obsolete database and converting to new financial software, admittedly lack pizzazz, yet they are essential for us to operate with a high level of professionalism, efficiency and transparency. Another, a long-overdue website makeover, will enhance the image of the League, increase our communication capacities, and facilitate connections between members and their markets. Our participation in the NH Center for Non-profits' Sustainability Institute is helping Board and staff to identify core organizational issues and priorities that bear on our long-term effectiveness and viability.

I am so pleased that the League has cultivated new partnerships over the past year. Relationships with the Bank of New Hampshire, NH Travel and Tourism, the City of Concord, and other private and public entities are raising the profile of craft, expanding our markets, and enriching the definition of our community.

The work of the past year has laid the foundation for a robust FY 2019. We will continue to refine Fair operations, strengthen our gallery network, provide professional development and other education programs, and in the fall, produce the inaugural Capital Arts Fest.

And finally, I offer my thanks to our juried members, whose skill and artistry inspire our work and enrich our lives every day.

Miriam Carter

Annual Fund 2018

The Annual Fund supports the League's state-wide education programs, scholarships and year round operating expenses.

Our 2018 Annual Fund campaign yielded a result of **\$48,425.75**. We appreciate all of the donors who made this fundraising campaign a success.

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Denise Kirk, *Hooksett Fine Retail Gallery Manager/Event Manager*
Kait Armstrong, Joan Cross, Jennie Leavitt,
Receptionists/Administrative Assistants

Consultant

Pam Sullivan, Sullivan Creative, *Marketing*

The League of NH Craftsmen
49 South Main Street, Suite 100
Concord, NH 03301

**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.**

A Message from Board President Judith Raskin

The past year has been a busy one for everyone. The 2017 Annual Craftsman's Fair and "Taste of the League" were very successful. Thank you to craftsmen, donors, volunteers and staff for making these events such a success.

We have new board members coming on who bring enormous knowledge and skills which compliment the current board members. We are welcoming Cheryl Colletti-Lawson, Michelle Johnson and Kurt Sundstrom to the board. We look forward to an exciting and productive year. We say goodbye to old friends and long-time board members whose terms have expired. We will miss you. Thank you for all you have contributed. Farewell goes out to Charles Bauer, Sharon Stephan and Beverly Wolf.

The board and staff have been working on addressing the areas needing improvement that were identified in the League's 360 Degree Assessment. Many of these issues have been addressed, and we continue to work on making continuous improvement. The 360 Assessment proved invaluable in our effort to make the League the best it can be for our members. We will be sending a new 360 Assessment this fall (post-Sunapee). I encourage everyone to complete it to help us to identify what still needs to be done, and what we are already doing that is helpful. Your opinions are important and necessary to the future of the League of NH Craftsmen.

Several challenges still remain. We continue to update policies and procedures. The board has conducted a Board Assessment and will begin developing a new Strategic Plan, which will direct our work for the next three years. We need to support the work of the committees, identify new educational programs and uses for the League's classrooms, address concerns related to jurying and membership, continue to identify new partners and revenue streams for both the craftspeople and the League, increase audiences for our Gallery Openings and Gallery Talks, and develop a cohesive, long-term plan across programs and activities to bring greater resource and information sharing, planning, implementation and evaluation. We need your help to accomplish this.

Our member standing committees (JMAB, Standards, Education, Development, Fair, Gallery, The Shop At The Fair) need volunteers. Some committees meet monthly, quarterly, or as needed. These committees review policies and issues raised by the membership and make recommendations, conduct activities, support fundraising and friend raising activities, and contribute to the growth and direction of the League. The committees cannot function without active involvement from the craftspeople and membership. This is your League! Please volunteer whatever time you can and sign up to serve on one of the committees.

The League has presented several "Gallery Talks" featuring craftspeople who discuss various topics related to their work, inspiration and growth. These talks are incredibly interesting and rewarding, however, we would love to see more members attend these events. The presenters would love a larger audience! Please think about attending and/or participating in future "Gallery Talks", held at League headquarters.

Finally, I want to thank the craftspeople, staff and board members who donate their time, knowledge, expertise and products to League activities. Your unselfishness and willingness to share make me so proud of what you do. I am honored to know and work with you.

Judith Raskin

A few images from our past year - thank you to Sullivan Creative for the photos



Flowers and guests were in abundance at the Art and Bloom event during our Black and White Encore Exhibition



Jim Lambert's folk art sun made the rounds at the Fair



Visitors selecting vessels at the Taste of the League Event at League HQ November 9th, 2017—a fundraiser for the League organized by our Development Committee

Longtime member Sam Wild was unable to have a booth, so to assist him in a challenging time his work was featured in an exhibition space inside CraftWear



STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED MARCH 31, 2018

Contributions, Gifts, & Grants	197,054
Fair Net Income	436,645
Hooksett Net Loss	(23,444)
Investment Income	54,641
Membership Dues	68,913
Released Funds	10,094
Royalty Payments	41,756
Sales, Application & Tuition Fees	74,784
Total Income	860,443
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Advertising, Marketing, & Distribution	(102,817)
Bank & CC Fees	(23,161)
Contract Services	(40,920)
Depreciation	(30,143)
Items purchased for Permanent Collection	(10,130)
Legal & Audit Fees	(28,038)
Miscellaneous Expense	(708)
Occupancy, Insurance, & Building Maintenance	(120,692)
Payments to Craftsmen	(8,730)
Postage & Printing	(14,522)
Professional Development	(1,684)
Scholarship	(500)
Supplies, Equipment Repair & Rental	(34,532)
Travel, Meals, & Entertainment	(8,521)
Utilities & Website	(30,984)
Wages, Bonus, Payroll Taxes & Employee Benefits	(266,887)
Total Expenses	(722,969)
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Net Income (Loss)	137,474

Who are the League members?

At the end of FY 2018, the League membership consisted of over 700 Juried Members, and 375 supporting members.

Our supporting members come from all parts of NH, New England and even across the country. Many are patrons of the arts in numerous areas of their lives. They shop in our galleries, attend our events and volunteer at the Fair.

Our Juried Members represent all ages and backgrounds, and represent every county in New Hampshire as well as towns just across the border in Maine, Massachusetts and Vermont. Their work exemplifies a standard of excellence in craft today.

A message from our Treasurer

Dear Members and Friends of the League,

A year ago I wrote to you and expressed optimism that the financial management and oversight systems and staff were in position to serve the League in an effective and efficient manner. I am very happy to report that my optimism was justified.

Our financial oversight and accounting systems have been improved and we have benefited from stability in the staffing of all key positions. Miriam Carter, our Executive Director, Jasmine Esser, our Financial Director and her assistant Christina Drew have another year working together under their belts. They work very well together and collectively perform like a well-oiled machine.

In 2017 the League experienced significant improvements in financial performance. We've returned to positive cash flow with increased working capital from the prior year. The League is in a better fiscal position than in the previous year as measured by every significant benchmark.

The Annual Craftsmen's Fair generated substantially higher revenues while expenses were controlled very well. Operating revenues increased while operating expenses actually went down. For the fiscal year ended March 31, 2018 the League has generated revenues in excess of expenses of over \$130,000.

Another significant event in 2017 was the purchase of our League Headquarters. This transaction was executed according to plan and will provide stability and occupancy cost savings well into the future.

It is important to emphasize that this great news is the direct result of the hard work of the staff and volunteers that make everything happen. As Treasurer my involvement doesn't provide me the opportunity to witness all the day to day efforts of everyone involved. However, we all know it couldn't happen without their hard work.

Eric Rowley



"For me, the League is its people – all of us working together. I am so grateful for the opportunities this community gives me, and I am proud to be a member, a volunteer, and a contributor. Thanks!"

Louis Pulzetti

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.

The 2017 ornament is still available in our League galleries and our online store.



Congratulations to Jay Gamble and the Mount Sunapee Resort

This year, the League nominated Mount Sunapee Resort General Manager Jay Gamble for a Business in the Arts award, and we are thrilled to report that he and his organization won in the medium sized business category. We rely heavily on the knowledge and strong work ethic of the staff at Mount Sunapee to assist us with our Annual Craftsmen's Fair each year. They took on a greater role involving ticketing at the 2017 Fair, and were a wonderful resource to the League staff throughout the event. We look forward to many more years of partnership between our organizations, and extend our gratitude to the owners of the resort, Tim and Diane Mueller for their ongoing support.



Jay Gamble

Education with the League

The League continues to educate the public in many areas of art and craft, with classes 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), and Nashua, and demonstrations in Concord.

We held our third annual Professional Development Day for educators at League Headquarters in October of 2017, with 32 teachers from across the state attending workshops in lampworking, printmaking, pyrography, fabric collage, leather work and metal work.

The League was happy to present our Senior High Scholarship to Logan Levitt from Jackson, NH who is attending Parsons School of Design, The New School in New York, NY.



A participant at our Professional Development Day 2017—printmaking

FAIR 2017

The 84th Annual Craftsmen's Fair, held at the Mount Sunapee Resort for the 53rd year, featured 195 booth holders. One hundred thirty-two additional craftsmen were represented in our Living with Craft, CraftWear and Sculpture Garden exhibitions as well as The Shop at the Fair. Some members served as demonstrators and workshop leaders. Attendance was over 24,000 and reported sales by craftspeople were over \$2.4 M. Programs included demonstrations, workshops for all ages, lively original music, stunning exhibitions, and colorful new League t-shirts. Here are just a few images:



Gallery Manager Janine Lep at the new Managers' tent at the Fair



Craftsman Art Anderson in the Children's Activity Tent



The expanded Next Generation Tent saw brisk business with young craftsmen such as Leo (pictured)



The Tasting Tent welcomed a new vendor—Popzup Popcorn

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 FY2018 were over 1.9 million dollars, down 2.69% from FY2017.



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.

The League is embarking on the creation of a Strategic Plan to guide our work through 2021. We are working with consultant and former Executive Director of the NH Center for Non-Profits, Mary Ellen Jackson, to create this plan and work with our Board of Trustees.

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 over the last year, transforming our space with each new exhibit. The Gallery saw 2,786 visitors and gross sales totaled over \$14K, with both of these totals showing an increase from our last Fiscal Year. We were excited to serve as hosts for the Concord Garden Club's Annual "Art and Bloom" event, which provided us with the opportunity to forge a new partnership with a local organization, and draw new visitors into our space.

During each exhibition we ask our visitors to vote for their favorite piece, and at the end of a show tally the votes for our "Public Choice" award. Here are our winners from the past year:

Pushing the Limits: Robert Carrier

Spinning Tales and Weaving Stories:

Jack Dokus and Carol Babineau (a tie)

North Country Studio Workshops:

Adele Sanborn

Black and White

Encore: Carol

Babineau

American

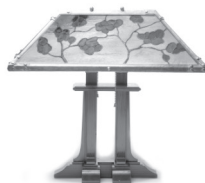
Sycamore

By Carol Babineau



New Acquisitions to the Grodin Permanent Collection

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



Lamp by Louis Pulzetti



*Dolls by
Gail
Wilson*



*Wooden vessel by
Mark Lindquist*



Newly Juried

In the last fiscal year, we have added **32** juried members to our ranks in **7** 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 Craftsmen's Fair.

Here is the breakdown by media category:

Baskets	1
Clay	6
Fiber	6
Glass	1
Metal	7
Mixed Media	3
Wood	9

In 2017 the League produced six videos featuring craftsmen at work in their studios. These videos were shared on social media and our website and proved to be great marketing tools for the organization as well as the craftsmen involved.

BLACKSTONE VOLUNTEER AWARD WINNER

Deb Fairchild



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 please to honor craftsman Deb Fairchild with this award. Her efforts on behalf of the organization include, but are not limited to, assisting with the reorganization of the League's financial management, reinvigorating the Education program at League Headquarters to include coordinating classes and our professional development day, serving as Chair of the Juried Member's Advisory Board, and as a member of the Board of Trustees. Our thanks to Deb for her dedication to the organization and its membership.

Thank you League Volunteers!

The League relies on hundreds of volunteers each year to assist at our Annual Craftsmen'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 third annual Volunteer Appreciation event held in May of 2018. We are grateful to the Juried Members' Advisory Board who coordinated the food, entertainment and raffle prizes for this fun event. 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 2019 Fiscal Year



September 28th-30th, 2018

Mark your calendars today - and join us for a great new arts event in Concord NH (adjacent to our League Headquarters).

Vendors will include League members as well as invited guests from Arts organizations throughout New England, and specialty vendors from NH Made. When you are not shopping with our craftsmen, take in a musical performance in front of the Capitol Center for the Arts, enjoy the craft beer garden, engage with demonstrating craftsmen, or view the wearables exhibit—**Head to Toe**—in our Exhibition Gallery.

More details will be forthcoming—keep up to date on our website and social media accounts.

**Mark your calendars for
June 6-June 7**



Help us to light up the League!

Our NH Gives campaign for 2018 will focus on raising funds to assist in adding to our gallery lighting in the Exhibition Gallery at League HQ, as well as replacing lighting in the Living with Craft and CraftWear Exhibitions at the Fair. Follow us on Facebook or Instagram and look for the **#nhgives** hashtag as we network with NH's non-profit community during this giving event.



Building Relationships: Bank of New Hampshire

Over the years the Bank of New Hampshire has supported the League in various ways, most recently with a substantial technology grant. Upon moving into

their new Wealth Management offices on Main Street in Concord, we began working to supply them with craftsmen pieces that are for sale, as well as some items on loan from our permanent collection to warm their new space. We are pleased to move forward with another opportunity for the work of our craftsmen to be showcased.

Large vessel by Stephen Procter, hanging print by Catherine Green

2018 Annual Ornament

Peace

created by Sibel Alpaslan

The League's 2018 Annual Ornament is hand-made using porcelain and stoneware.

Sibel was inspired by the symbolic meaning of a dove – love, promise and hope.

This ornament is our first Annual Ornament to have been made out of clay, and sells for \$24.50 at any one of our eight League Galleries.



The League extends a special thanks to our marketing firm, Sullivan Creative. Pam and her team are great partners and share the can-do spirit of the League staff. We appreciate their creativity, enthusiasm and humor!

New Website, New Database, New Permanent Collection Exhibition

The League is working with Sullivan Creative and Paragon Digital to complete our new website, which should be live by mid-June. This project is integrated with our new Filemaker database, which we are currently using. The database continues to have final modifications and our contractor, Roger Gumley, will provide a customized user manual and training for staff. We are excited to move forward with these advances in technology which will improve our service to our juried members as well as customers and patrons of the League. Our website project was funded in part by a grant from the Joint Promotional Program of the NH Department of Travel and Tourism. The database project was funded in part by a technology grant from the Bank of New Hampshire.

To round out our technology upgrades, we have changed email service providers, though all addresses have remained the same. We are now using G-Suite through our Google for Non-Profits account, and thus far are very pleased with the ease of use of this service, especially when working remotely.

We will be opening a new exhibition in our Gallery at League Headquarters on June 29th, featuring work in our Permanent Collection Museum donated by Norman and Nora Stevens over the years. ***"Celebrating 85—The Stevens Collection"*** includes work in many media areas and from different time periods, highlighting the work of our craftsmen past and present. We are grateful to the Stevens for their generosity, and we are excited that Norman Stevens and the Annual Craftsmen's Fair will both be celebrating 85 years in 2018.