



Surface Design Association

2013 Annual Report

From Executive Director, Diane Sandlin

From beginning to end, 2013 provided challenges and opportunities for SDA. We, your board and staff, reviewed current programs and tweaked, altered or in some cases, discontinued, when our mission was not being served to its fullest capacity. Decisions were reached based on the premise that we want SDA to continue as the preeminent textile art and design organization, a reputation long-held since our founding in 1977.

The guiding principal, addressed time and again, are the objectives listed on our [website](#). To measure how well we're doing, we must come back to whether we're hitting the following targets:

To provide opportunities for learning, collaboration and meaningful affiliations; to mentor and support emerging artists, designers and students; to inform members about the latest developments and innovations in the field; to recognize the accomplishments of our members; to encourage critical dialogue about our field; to inspire new directions in fiber and textiles; to raise the visibility of textiles in the contemporary art world.

By this measure, I think we just finished a very successful year. We sponsored the 17th International Surface Design conference in San Antonio, engaged in a redesign of the outdated organizational bylaws, revamped committees formed to assist in the management of the SDA, re-envisioned the representative system into a robust resource team for all members – and that's just a high level overview. In addition, and we almost take it for granted, we publish a magnificent Journal and digital publications – all geared to keep our members informed.

This report is intended as a snapshot of SDA in 2013 with a highlight of activities. Much gratitude and appreciation is extended to our staff and board who work tirelessly, volunteers, donors and network of supportive organizations.

Thank you for reading.

Diane Sandlin

Highlights of 2013

- **17th International Surface Design Association Conference:** June 6-9, 2013 in San Antonio, Texas. Highlights included world-class speakers, pre- and post-conference workshops, member exhibitions plus fashion show. Unprecedented promotion of members' books & dvds in bookstore event. New online auction offered one-of-a-kind adventures. 285 members attended. Outstanding online presentations of SDA member, student & fashion shows can be viewed or downloaded as PowerPoint via SDA [conference archive](#).
- **Awards & Grants.** Your dues at work. 2013 participation increased over 2012, thanks to increased publicity via SDA publications and effort of coordinators Ann Liddle and Naomi Adams plus award selection committee.
 - **SDA Awards of Excellence:** 13 awards of SDA membership were given in 2013 compared with 8 in 2012.
 - **Personal Development Grants:** 25 applicants; 5 awardees for total of \$4000.
 - **Small Events Grants:** 9 applicants; 6 awardees for total of \$3000.
 - **Outstanding Student Awards:** 12 outstanding students were nominated to receive a year's membership in SDA.
 - **Creative Promise Awards:** 4 applicants with 2 awards for total of \$1500.
- **Swatch Collection.** Three collections were labeled, catalogued and photographed resulting in high-quality, downloadable [PowerPoint presentations](#) on SDA website. With help from Beki Biesterfelt, the actual collections have been borrowed for 17 local groups in the US and Canada.
- **Member Survey.** A comprehensive member survey was conducted in January 2013 to better inform staff & board about who SDA members are and what they do. Participation was high. The results are continuously consulted to focus and optimize decision-making throughout the organization – from new initiatives to targeted advertising.
- **Impressive indicators:**
 - **SDA Website** now has over 100,000 visitors per month – up almost 30% from mid-year.
 - **SDA NewsBlog** readers are up over 25% to 4000 per month. Engaging stories and resources continue to attract and introduce SDA to new international visitors.
 - **Monthly eNews email newsletter** features unprecedented coverage of member news and accomplishments.

- **Membership is growing.** We're seeing about 3% increases in all categories from start of 2013. Overall members = 3885; Affiliates = 232; Canadian = 327 and other international = 269.
- **International juried exhibit co-sponsored with Sebastopol Arts Center.** Held in October 2013 at Sebastopol Center for Arts, Sebastopol, CA.
- **Evolving representative system.** By re-envisioning the current representative system into a team approach, we're providing new resources to our members in a dynamic way. This new **Member Resource Team** was announced in January 2014.
- **Amended and Restated Bylaws for SDA.** Overwhelmingly approved by member votes – both electronic and by hand – the final vote was on June 7, 2013 at SDA Members meeting during conference in Texas. Amended bylaws allow for more flexibility in management of the organization and align with current U.S. regulatory practices regarding non-profits.
- **SDA Committee Structure.** Active committees comprised of staff, board and other members normally meet on a monthly basis. Each is involved in assisting core operations of SDA in their respective areas. **Marketing/Communications, Website, Fundraising and Finance** are fully established. Minutes are posted on SDA website under [Member Resources](#). New committees are pending launch in 2014.
- **Transition from Sebastopol location.** With the retirement of **Joy Stocksdales**, the position of finance director was transitioned to **Susannah Fedorowich**. SDA's mailing address was changed to Albuquerque, New Mexico. In addition, Journal back issues and other merchandise are now being stored in New Mexico, where orders are fulfilled.
- **Board activity.** **Karen Hampton** and **Jeanette Thompson** joined the board in June 2013. Hampton replaced **Ann Graham** as secretary in December 2013.
- **New staff members.** **Susannah Fedorowich** joined as Assistant Executive Director and is assisted by **Ginger Mercer**. Both are located in Albuquerque. Ad manager, **Karen Crisp**, resigned and was replaced by **Muffy Clark Gill** of Florida.

Financial Report
Fiscal Year 2013
From Melinda Lowy, Treasurer

ANNUAL INCOME

Advertising Income	\$ 33,712
Contributions	38,728
Membership Dues	219,193
Merchandise Sales	21,466
<u>Interest Earned and Other Income</u>	<u>570</u>
Total Income	\$313,669

ANNUAL EXPENSES

Journal	\$124,323
Digital Publications	27,825
Website	31,139
Membership	8,549
Grants/Awards	8,500
Administration	13,151
Support Personnel	78,890
Board Administration	4,801
Marketing	3,621
Fund Raising	3,874
<u>Other Expenses</u>	<u>100</u>
Total Expenses	\$304,773

2013 Annual Operations Net Gain (Loss) \$8,896

Explanation

This report excludes income and expenses related to conferences.

In 2013, total income increased by 2% (up from \$307,198 in 2011), because of an increase in contributions from member donations and fundraising activities at the biennial conference. Also included is a substantial restricted donation from a member for use with the website. Membership dues were lower even though it was a conference year (down 5%, from \$231,442 in 2012). Merchandise sales were down 8% (from \$23,325 in 2012) because of no new items for sale this year. Advertising income also decreased substantially (down 23%, from \$43,597 in 2012).

Total expenses in 2013 decreased 5%, down from \$321,605 in 2012. Digital Publications increased (up 8%, from \$25,850 in 2012) due to crucial software maintenance costs and conference promotion expenses. Website expenses also increased (up 30%, from \$24,024 in 2012) because of continuing enhancements to the new website and a redesign of the joining process. Membership expenses decreased 5% (down from \$16,126 in 2012) because fewer promotional mailings were sent.

Grants and awards were increased from 2012 (up 40% from \$6,070) as the board decided to continue to give more grants and awards in 2013 due to member donations.

Administrative costs decreased in 2013 (down 7%, from \$14,216 in 2012), while support personnel costs increased because of overlap in salaries for both the Assistant Executive Director and Administrative Assistant during the shift in personnel and the office from Sebastopol, CA to Albuquerque, NM (up 21%, from \$65,121). Board administration expenses decreased 64% from 2012 (from \$12,953) because the cost of the board meeting was included in the conference budget.

Marketing expenses for SDA to promote membership increased substantially (503%; up from \$600 in 2012) because of work by the Marketing Committee. Fundraising expenses also increased (16%; up from \$3,347 in 2012), again because of the work by the Fundraising Committee to promote SDA benefits to members while seeking donations.

Because of the dedication, resourcefulness, and generosity of SDA Board, Staff, and volunteers, SDA ended the year with \$8,896 more in income than expenses in its operating budget.

SDA Board continues to be acutely aware of the necessity of having a balanced budget. The steps taken in 2013 are being continued for the 2014 budget year. Board and staff looked for ways to raise income and bring expenses down. As a result, for 2014, the budget again shows a small expected profit. Income is expected to be greater in 2014 because of the activities of a new Membership Committee, together with Marketing and Fundraising Committees. Expenses will be controlled by staff and by eliminating the face-to-face board meeting in 2014. SDA Board and Staff continue to monitor the

budget to increase revenue and maintain expenses while giving members the quality publications, resources, benefits and opportunities they have come to expect from SDA.

**Surface Design Association
Balance Sheet Summary
As of December 31, 2013**

	Total
ASSETS	
Current Assets	
Checking Account	\$ 16,172.51
Savings Account	\$135,841.28
Total Bank Accounts	152,013.79
Accounts Receivable	1,795.00
Other current assets	25,000.00
Total Current Assets	\$178,808.79
TOTAL ASSETS	\$178,808.79
 LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	0.00
Credit Cards	-530.63
Total Current Liabilities	-\$530.63
Total Liabilities	-\$530.63
Equity	178,278.16
TOTAL LIABILITIES AND EQUITY	\$178,808.79

Conference Results as of 12/31/13

	San Antonio	Tulsa	Total Conferences
Income			
Conference income	155,972.96		156,373.56
Total Income	\$155,972.96	0.00	\$155,972.96
Gross Profit	\$155,972.96	0.00	\$155,972.96
Expenses			
Conference expenses	184,783.30	1307.28	186,090.58
Fundraising expenses	1,221.05		1,221.05
Total Expenses	\$186,004.35	\$1,307.28	\$187,311.63
NET INCOME	-\$30,031.39	-\$1,307.28	-\$31,338.67

Board – 2013

Officers: Jane Dunnewold, President
 Jeanne Beck, Vice President
 Melinda Lowy, Treasurer
 Ann Graham, Secretary until 12.13
 Karen Hampton, Secretary, eff. 12.13

Directors: Susan Taber Avila
 Astrid Bennett
 Deborah Kruger
 Vivian Mahlab
 Jeanette Thompson

Staff – 2013

Diane Sandlin, Executive Director
 Susannah Fedorowich, Assistant Executive Director (replacing Joy Stocksdales)
 Marci Rae McDade, *Surface Design Journal* Editor
 Leesa Hubbell, Digital Publications Editor
 LM Wood, Website Manager
 Dale Moyer, Journal Art Director
 Karen Crisp, Advertising Manager
 Gerrie Congdon, Group Communications Administrator
 Ginger Mercer, Office Assistant (replacing Ellen Johnsen)