



Surface Design Association Annual Report, 2018

Innovation in Fiber, Art and Design

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.

2017 SDA Board of Directors

Astrid Bennett, President
Teddy Milder, Secretary
Sarah Bush, Treasurer
Margaret Miller
Chris Motley
C. Pazia Mannella
Tamryn McDermott
Jorie Emory
Lelie Pearson
Michelle Lee
Andréa Banks

SDA TEAM

Executive Director: Danielle Kelly
Journal Editor: Elizabeth Kozlowski
Managing Editor: Lauren Sinner
Art Director: Michelle Silver
Advertising & Outreach Manager: Karena Bennett
Membership Manager: Lila Stone
Administration and Archives Assistant: Renee Buchanan
Website Manager: Crystal Van Dee
Social Media Manager: Sean Misdav

All SDA Team members work part time.

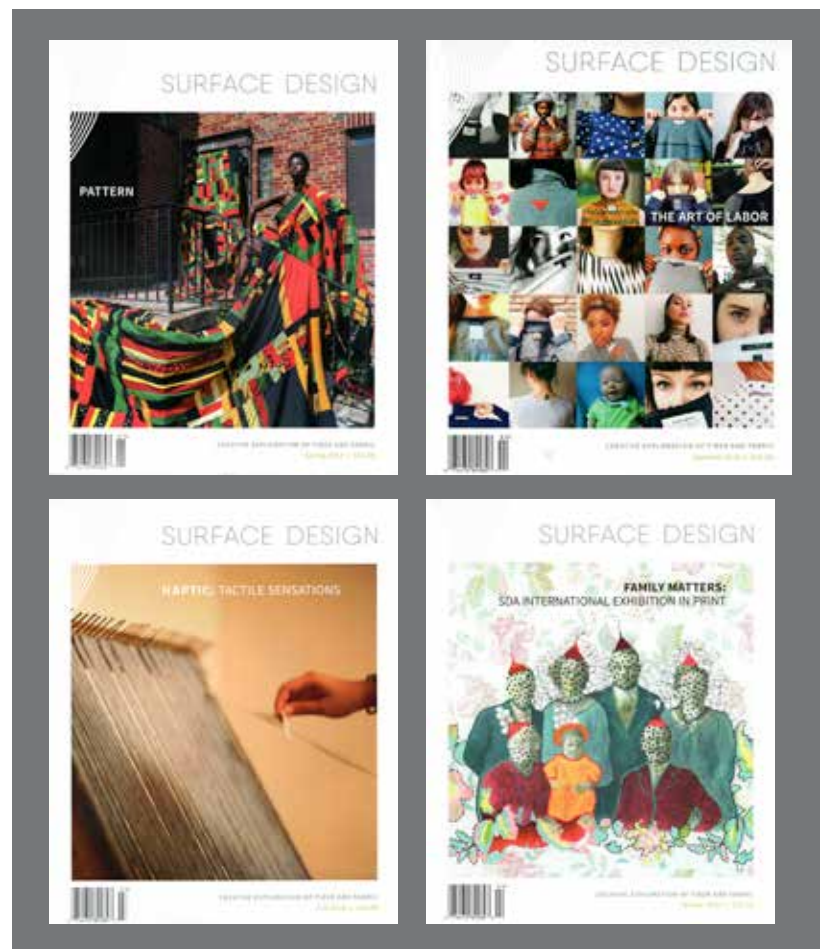
Surface Design Association

C/O NMCFO
3900 Paseo Del Sol
Santa Fe, NM 87507
707-829-3110
email: info@surfacedesign.org

In 2018, SDA continued to pursue its mission of supporting contemporary fiber art and design with its quarterly Journal and national, regional and online exhibitions. In addition, SDA continued to strengthen infrastructure and secure a physical location for its archives at the University of Nebraska.

SDA JOURNAL

The Surface Design Journal assumed a fresh look in 2018, with new Editor Elizabeth Kozlowski, whose first issue premiered Spring 2018. Joined by Managing Editor Lauren Sinner and Art Director Michelle Silver, the Journal team continued to explore timely topics in contemporary fiber art, including *Pattern* (Spring, 2018); *The Art of Labor* (Summer, 2018); *Haptic: Tactile Sensations* (Fall, 2018) and *Family Matters*, SDA's Annual Exhibition in Print, (Winter, 2018) juried by Danielle Krsa (aka The Jealous Curator). New editorial departments included *In the Studio*, *Fiber in Film*, *Informed Voices & Curatorial Perspectives*. The changes have been well received.



SDA 2018: EXHIBITIONS

SDA continued with its mission of fostering awareness of textiles in the larger community with annual exhibitions.

The Art of Labor Annual Juried Member Exhibition

San Jose Museum of
Quilts and Textiles
July 22-October 14



Jurors were Carole Frances Lung “Frau Fiber” and SJMQT curator Amy Placido. Participating artists were Jim Arendt, Mirriam Basart, Claire Benn, Jessica Blaustein, Georger-Ann Bowers, Rachel Breen, Ryan Carrington, Sonja Dahl, April Dauscha, Sara Drower, Margaret Jo Feldman, Ianna Frisby, Karen Gustafson, Laurin Guthrie, Marty Jonas, Janet Kawada, Dong Kyu Kim, Nancy Kozikowski, Alysha Kufperer, Lucia LaVeilla-Havelin, Jeanne Leendertse, Jennifer Linemer, Christine LoFaso, Penny Maltby, Teddy Milder, Erin Miller, Shannon Molter, Joy Ray, Emelie Rondahl, and Melinda K.P. Stees. Award winners were Sonja Dahl, *Whitework: Surrender this Story of Salt* (1st Place); Jim Arendt, *Ericas: Union Made* (2nd Place); Marty Jonas, *Skittle: Peacock* (3rd Place); Ryan Carrington, *Screw Relief Burberry 8* (Honorable Mention).

Family Matters

SDA Exhibition In Print, Winter Journal

Danielle Kryza (The Jealous Curator) served as juror for this issue, selecting 29 artists. Award winners include: *Figure & Fiber Award*: Hale Ekinci; *Innovative Installation Award*: Sarah Meyers Brent; *Surface Design Award*: Julie Gray; *Innovation in Technique Award*: Michele Landel; *Material Exploration Award*: Alexis Zachhuber; *Modern Meets Tradition Award*: Danielle Shelley; and *Fiber Reinterpreted Award*: Carolyn Mason.

Other featured artists, including five international artists, were Liz Steketee, Roxanne Lasky Bluffton, Choi Wong, Susan Hensel, Marie Fornaro, Xia Gao, Dani Iris, Brenda Buten-Schlosser, Maeve Coulter, Lucia LaVilla-Havelin, Renée Owen, Jodi Colella, Eileen Hoffman, Lisa Kloforn, Amy Sands & Bridget O’Malley, Marisa Veerman, Jennifer Pettus, Martien van Zuilen, Bev Haring, Lisa Wallius, Jeanne Medina, and Kathy Nida. See image of Hale Ekinci’s award winning work on the cover of the Winter Journal, page 1.

Future Tense II, Annual Juried Student Exhibition

The University of Missouri
November 5-29

Future Tense II celebrates the creative work of student artists, designers, and makers working with or inspired by fiber or textile materials or techniques. Jurors Catherine Armbrust and C. Pazia Mannella selected work by 22 student artists.

Award winners are Sherry Saele (First place); Percy Lam (Second Place); Oxana Dallas (Third Place); and Théo Bignon and Hannah Swaim (SDA Awards of Excellence). Accepted artists include: Nessi Alexander-Barnes (University of Missouri-Columbia), Théo Bignon (School of the Art Institute of Chicago), Riana Bovill (University of Missouri-Columbia), Prashani Chandrasena (Cranbrook Academy of Art), Rachel Cottingham (Fort Lewis College), Oxana Dallas (Kent State University School of Art), Brianna Fischer (University of Wisconsin, Green Bay), Jessica Haden (Georgia State University), Lena Klett (Arizona State University), Jasmine Kornel (Kent State University), Bonnie (Bebe) Kuhr (College of Marin), Percy Lam (University of Hawaii at Manoa), Caleb McMurry (University of Missouri-Columbia), Mandy Pedigo (Southern Illinois University, Edwardsville), Samara Rosen (Cranbrook Academy of Art), Sherry Saele (Oregon College of Art and Craft), Abigail Schnure (Kent State University), Lyndsi Schuesler (Cranbrook Academy of Art), Hannah Swaim (San Francisco State University), Anie Toole (Maison des métiers d’art de Québec), and Vanessa Viruet (Cranbrook Academy of Art).



Future Tense II, opening during the Midwest Fiber Art Educators’ Meeting, November 2018

ONLINE MEMBER EXHIBITIONS

The SDA website featured its first two curated online member exhibitions in 2018. *Pattern* made its debut in April, and *Order/Chaos*, curated by Dayna Talbot, in August. Images received a good following on social media.

REGIONAL EVENTS

SDA Connecticut and Massachusetts/Rhode Island regional groups worked with SDA national in creating *A Day with SDA at the Fuller Craft Museum*, a one day event in Brockton, MA. Billed as an event for all SDA members, the event brought about 70 Northeast regional members and others to share in a day of activities, a presentation by former Haystack School ED and Maine Poet Laureate Stu Kestenbaum, and the opening of the CT/MA/RI regional SDA exhibition. The event was a big success and generated new interest in future regional events. In addition, other regions also created exhibitions, meetings and workshops.



SDA GRANTS & AWARDS

The Grants & Awards Committee selected the following individuals for grants and awards in 2018:

Creative Promise Awards

Recognizing excellence by one undergraduate and one graduate student in the field of textile media: Jasmine Kornel, Bonnie Kuhr

Personal Development Grants

Supporting SDA members' creative development, scholarship and research: Shin-hee Chin

Socially Engaged Practices Grant

Promoting the use of art & design skills to advance positive social change that benefits underserved communities or demographics: not awarded, 2018

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: Marie Fornaro, Audrey Foster, Suzi Ballenger, Christopher Rogers, Jordan Wilshaw, Drew McKeivitt, Ger Xiong, Morgan Lochbihler, Jiachen Liu, Nat Duong, Alicia Decker, Christina Sadovnikov, Katharine Forgan, Kelsey deLisser, Claire Carr, Kate Garman, Ashley Blair, Oxana Dallas, Annabelle McCall, Kelly Runningen, Jang Hay Lim, Julian Martinez, Madeline Mitchell, Jackie Buchheit, Madeline Halsey, Feather Chiaverini, Krissi Riewi, Alexa Renee Graham, Simone Johnson, Bethany Dittmar, Melissa K. Mursch, Mandy Pedigo, McKenzie Stegmeier, Carrie Ann Miller, Sugandha Gupta, Melissa Nicole Furman, Breanna Kixmiller, Frances Parry, Nisha Pinjani, Gisèle Suzor-Morin, Elena Denisa Cirstea, Sung Rim Park



A Day with SDA at the Fuller Craft Museum, with guest speaker Stu Kestenbaum, top right.



PLANNING UNDERWAY FOR 2019

Planning is underway for SDA's next biennial conference, *Beyond the Surface*, to be held in October 2019 in St Louis, in conjunction with *Innovations in Textiles*. The Conference will also be the site of SDA's Annual Juried Member Exhibition (at St Louis Artists' Guild, a large contemporary art space by one of the oldest arts organizations west of the Mississippi River.) It will host *Future Tense 2019*, SDA's Annual Student Exhibition at the Edwardsville Art Center, and SDA's all member *Small Works* exhibition, at Webster University's Arcade Art Projects.

SDA FINANCIAL REPORT, 2018

Income

Membership Dues	\$163,983
All Contributions	\$30,624
Programming	\$49,653
Grants	\$12,000
Total Income	\$256,260

Expenses

Programming	\$ 273,930
Management	\$17,896
Fundraising	\$784
Total Expenses	\$292,610
Net income:	(36,350)

The membership survey reinforced SDA's commitment to print as well as digital delivery of the Journal to members. As SDA stabilized Journal and other costs, a membership dues increase only started to take effect in July, 2018. The results will be felt throughout the first renewal year, until June 2019. With board approval, SDA drew \$36,350 from organizational reserves to correct the budget shortfall. A balanced budget is achievable in 2019.

FUNDRAISING & CONTRIBUTED INCOME

- SDA gratefully acknowledges receiving a \$12,000 **Leonore G. Tawney Grant** to support the SDA Grants and Awards program.
- For the first time in four years, SDA raised the price of membership dues. With the challenges of increasing publications costs and lowered advertising revenue now also so prevalent in the national publications arena, the dues increase was paired with initiatives to grow membership.
- The Fundraising Committee established a **Leadership Circle** category of annual support at \$250 and above. It again launched an end of year Annual Appeal, this time focused on member stories along with donor matches. Contributed income in 2018 was \$30,623.22 from 135 donors, an increase of \$3941 over 2017.

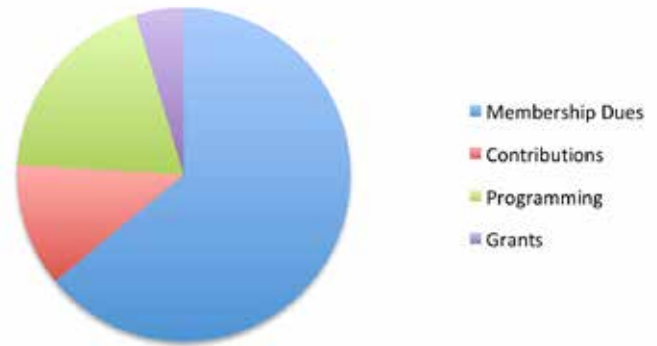
OPERATIONS

October 2018 saw a leadership change, with Executive Director Danielle Kelly stepping down in order to assume another full time opportunity closer to home.

Nationally, the twin challenges of the current publications arena, affecting advertising, and lower engagement in member nonprofits are also true for SDA. During her three year tenure, along with Board assistance, Kelly oversaw a number critical improvements in infrastructure including:

- Journal redesign
- New website that separated out database administrative function, plus adoption of a new CRM database management system

2018 INCOME



2018 EXPENSES



- Staff job realignment, including editorial team
- Accounting functions placed with accountants external to the organization, with adoption of an SDA Internal Financial Controls document
- Increased donor giving and number of donors
- More robust exhibition schedule
- Establishing the SDA archives at University of Nebraska
- Increased committee and volunteer engagement
- Biennial member and lapsed member survey completed in first quarter 2018.

Karena Bennett, Advertising and Outreach Manager for SDA, was appointed Interim Executive Director, then full Executive Director in December. Bennett is a resident of Portland Oregon and brings a stellar resume with 13 years of arts administration with Portland area nonprofits. She writes, *over the past year, I've seen SDA bring together artists, designers, educators, curators, students, gallerists, writers, and creative businesses. I'm thrilled to contribute to this remarkable community in an expanded capacity; it's truly a special opportunity for me to join my professional background with my personal passion for supporting creativity.*

The SDA Board added the following new Directors in July: Michelle Lee and Andréa Banks, expanding its demographic reach and adding skill sets in fundraising and membership development.

Thank you.

We extend a sincere thank you to the generous donors who supported Surface Design Association in 2018.

Your support matters! Last year, we organized three member exhibitions, presented grants and awards to artists and groups, published four *Surface Design Journals*, and held numerous regional events. We could not do this work without the commitment of SDA members. Thank you!

SDA 2018 Leadership Circle

\$1,000+

Astrid Hilger Bennett
Ivy Jensen
Susan Lordi Marker
Melinda E. Lowy
Chris Motley

\$500+

Kate Barber
Candace Sue Edgerley
Margaret Miller

\$250+

Lynne Allen
Caroline Cooley Browne
Judy Carney
Morna Crites-Moore
Charlie D'Amato
Ann Johnston
Jill Kerttula
Lawrence Milder
Teddy Milder
Ellen Schiffman
Leslie Simon
Gerri Spilka

SDA 2018 Friends

BJ Adams
Mary Lou Alexander
Jennie Alexich
Liz Alpert Fay
Meredith Eachus Armstrong
Beverly Arsem
Susan T. Avila
Holly Badgley
Anita Balkun
Andréa Banks
Alisa Banks
Pamela M. Barton
Marie Bergstedt
Charlotte Bird
Michele Fandel Bonner
George-Ann Bowers
Anita Bracalente
Kirsteen Buchanan
Barbara A. Burns
Helen Carroll
Judith Content
Allison Cooke Brown
Deborah Corsini
Jennifer Coyne Qudeen
Nancy Crasco
Joe Allen Cunningham
Laura B. Davidson
Jennifer Davies
Ginni Davlin
Peggy Dembicer
Richard Elliott
Francine Even
Angela Evenden
Margaret Jo Feldman
Clairan Ferrono
Alex Schilling Friedman
Ania Gilmore
Kathleen A. Goddu

Cindy Grisdela
Jackie Heupel
Marna Hill
Sharla Jean Hoskin
Elizabeth Hunter
Uma Rani Iyil
Jorie Johnson
Shelley Jones
Jill Juusola
Kim Kapalka
Lin Bentley Keeling
Mo Kelman
Mirka Knaster
Donna Mae Kuhl
Pam Lacey
Michelle Lee
Bette Levy
Patricia Malarcher
Cynthia Martinez
Elaine McBride
Tamryn McDermott
Nancy Middlebrook
Christine K. Miller
Norma Minkowitz
Betsy R. Miraglia
Pamela Morris
Jennifer Lee Morrow
Bob Mosier
Wendy Osterweil
Renee Owen
Pat Owoc
Leslie Ker'en Pearson
Jane Quimby
Trish Ramsay
Lesley Richmond
Rowland Ricketts III
Michael F. Rohde
Teresa Ruch
Jane Sauer

Lynn Seigerman
Sharon Seim
Barbara Shapiro
Dianne Shullenberger
Martha Sielman
Shira Singer
Sarah Siteman
Arle Sklar-Weinstein
Dolores S. Slowinski
Andrea G. Snyder
Andra Stanton
Joy Stocksdale
Ruth P. Tabancay
Dirkje Van Der
Horst-Beetsma
Crystal VanDee
Clare Versteegen
Jennifer J. Viale
Yvonne Wakabayashi
Tanis Walters
Joan Webster-Vore
Janice Weingrod
Maggie Weiss
Di Xu
Susan L. Zimmerman



Surface Design
Association

Surface Design Association is a
501c3 non-profit organization.