

annual reports for Yahoo:

## 2013 SALE

**Chairs: Judith Shangold, Nancy Barry**

Publicity: Sue Knowles

INVENTORY SHEETS

Add Waiver Form as a tab?

DATE

In past, sale was to start first Thursday in November. This would avoid Halloween.

If starting October 30, Halloween is Friday night. Since Friday night attendance is generally slow, close show at 7pm.

ATTENDANCE

Total attendees: 352

Thursday 5-9pm: 29 (Halloween)

Friday morning and afternoon: 122

Friday 5-9pm: 24

Saturday: 108

Sunday: 69

First show: 80 (23%)

Word of mouth or came before: 89 (25%)

Received postcard or e-mail notice: 62 (18%)

Saw sandwich board: 39 (11%)

Saw signs outside building: 15

Picked up postcard in store: 9 (first year distributing cards and posters to yarn shops and galleries)

Event Websites: 8

Newspapers: 3

Recommendations:

Print 500 – 100 more postcards – cost \$60 for another 1000. We ran out because of sending packets of cards to shops. This seems to have been minimally effective.

However, offering to promote shops in exchange for them promoting us, could have a long range positive effect. By advertising in yarn shops, we could be promoting interest in weaving and thus hopefully, add to our membership.

Event websites, newspapers, posters are minimally effective. Posters need to be bolder, but not sure they are worth the money to print.

Newspaper focus should be on Weston and closely surrounding towns.

Use free event websites.

Annual Report, May 2014

The WGB Sale and Show is scheduled for November 6-9 at the Barn in Weston. The hours have been tweaked a bit since last year. Nancy Barry is Chair. Co-chairs are Mary Mandarino and Fran Osten. This is an important annual event for the guild, so we encourage you to participate, if not by selling, then by showing in the exhibit, assisting with publicity or volunteering at the event. The theme for this year's Show is Bumps, Lumps and Spaces, Before & After.

Over the summer, we will be developing publicity materials. Members' help with distribution is important. Last year's Chair, Judith Shangold created packets about the sale/show which members delivered to local yarn stores, galleries, craft stores and museums. I will contact those who signed up last year to ask for your help again. Publicity chair, Sue Knowles would like to encourage members to complete the press release form for your local newspaper. Look for additional detailed information in the upcoming spring and fall bulletins and on the website.

Nancy Barry  
Chair, Annual Exhibit & Sale

## Annual Report – Publicity

### May 14, 2014

There were two main areas of Publicity activity during the past year: Interlaced Retail Sales and the 2013 Exhibit and sale.

#### Interlaced Retail Sales

In 2013, we placed ads for Interlaced in Handwoven and Complex Weavers offering the book at a discount off the retail price for orders of 10 or more books. I also contacted weaving guilds throughout the country with the same retail offer. It is difficult to tell exactly how many books were sold through these offers. No ads or emails to guilds are currently scheduled for 2014. However, if it is decided we would like to continue this project in 2014, I would be happy to schedule the ads and send followup emails.

#### 2013 WGB Exhibit and Sale

Judith Shangold, Nancy Barry and I developed a spreadsheet of publicity contacts, useful for 2013, as well as for future years. A total of 88 press releases were sent to Boston area newspapers, event websites and weaving guilds. Six members filled out press release information forms and had information sent to their local papers.

A total of 48 packets with a poster and postcards were delivered or mailed to yarn shops, galleries and art associations. In exchange, we had a table displaying their business cards and other information.

Two areas of Sale Publicity I would like to expand this year:

--More Publicity in the Boston Globe, Boston Herald and Boston area radio and tv stations. If anyone has contacts which could be helpful in getting more

publicity here, please get in touch with me.

--Word of Mouth- Looking at the Greeter Sheets for the 2013 sale, it is again apparent that Word of Mouth is by far the most effective way of publicizing the Sale. I would like to ask each WGB member to be responsible for sending 10 Sale postcards to friends and neighbors who might be interested in attending the Sale.

Sue Knowles

## **Annual Report**

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### **Associate Dean**

This year we had six afternoon speakers and one special program of a Yarn Swap n' Sale and a Trivia contest. I have also sent out contracts for five afternoon speakers for next year:

North Light Fibers, Gay McGeary, Ruby Leslie, Robyn Spady, and Dena Gardenstein Moses

**Sep 11, 2013 *Limestone and Cladagh***

**Margaret B. Russell**

**Oct 9, 2013 *Khmer Textiles - The Glamour and the Mystery***

**Winnie Nelon**

**Nov 13, 2013**

***Baskets, Graphs and Numbers - Making Information Tactile***

**Nathalie Miebach**

**Feb 12, 2014**

***Special Topic: Beyond Film Cans: Share Your Tips and Tools***

**Various guild members will share their best weaving tricks!**

**Mar 12, 2014 *Surface Design for Hand Weavers***

**Sue Butler**

**Apr 9, 2014 *The Backstrap Loom***

**Laverne Waddington**

**May 14, 2014**

***Loom Interventions - Making That Loom Work for You!***

**Sally Eyring**

**May Meeting Fashion Show description**

-°©- Susan

Targove

-°©- May 13, 2014

## **Weavers' Guild of Boston**

### **May, 2014 Annual Report – Bulletin**

#### **Kristin Kelley-Muñoz, Bulletin Editor**

Since May of 2013, three bulletins have been published. A summer bulletin in June 2013, with a wrap up of last year's annual meeting, a second in August with the program for the 2013-2014 Guild year, and a third in January 2014. As with last year, a Bulletin will be published shortly after the May meeting. The first Bulletin for the 2013-2014 Guild year should be arriving in your email inboxes and mail-boxes by mid- August, to give you time to choose which classes to register for in the fall.

Many people have contributed articles and anecdotes, photos and observations. Thank you to all – and please, keep them coming, I appreciate them very much, as do your fellow Members! Reports from this summer's upcoming events – Convergence, Complex Weavers, any trips you take with an interesting weaving-related side trip, museum exhibits you attend – would be great! I'm reachable at [skiingweaver@gmail.com](mailto:skiingweaver@gmail.com) or [skiingweaver@yahoo.com](mailto:skiingweaver@yahoo.com), as always.

Samples were woven this year by Karin Bordin, Elizabeth Springett, and Sally Eyring. Please pick up your samples! Any samples left in folders at the end of the meeting today will be mailed to the members unable to pick them up. (Pick up your friends' samples!)

One ad was placed in the Bulletins this year, generating \$25 in income. As more members opt for email delivery of the Bulletin, costs are decreasing. Copying costs for the three bulletins published since May 2013 amounted to \$70.54 and postage was \$52.79.

### **Hospitality report**

Thank you to all the members who brought sweets for the meeting and to the members who provided the coffee.

Nearly 25 members in all.

I will be sending a sign up form around for volunteers for next year.

Nancy Hodes

## **May 2014 Report for End of Year Outreach/Plimoth Plantation**

### **OUTREACH**

This year we have outreached two mornings at a school in Newton to warp up their unusual foreign 2-bar tapestry loom.

Two days weaving and spinning at the Natick Community Organic Farm

Three days at Plimoth Plantation spinning flax for reinactors and warping up looms with madder and white wool blanket (Cooke house) for the Mary Merrill (Dean from 1970 to 1972) Intern to weave in the Craft Center and for her assistant: a linen towel warp.

Two days at the Holy Nativity Convent, Brookline, warping up their big loom for a coverlet woven by the weaving nuns.

23 days of outreach to the Lowell 5<sup>th</sup> graders during Colonial Days at the American Textile History Museum. Approximately 80 students a day studied everything we know about spinning and weaving in 1760 including simple machines. Also included keeping 8 table looms warped up.

### **PLIMOTH PLANTATION**

An amazing amount of historical weaving has been done for Plimoth Plantation this year.

Dianne Chaisson wove a beautiful banded twill blanket for the Alden House plus a

child's blanket both in a straw and charcoal combination.

Peggy Church, Carol McClennen and Barbara Provest all wove linen utility cloths.

Nancy Kronenberg wove many wool samples for bed curtains and clothing.

Peggy Church wove 27 yards of bed curtain wool, dyed indigo. Deb Watson dyed wool for Peggy.

Barbara Provest wove many samples of linen bed ticking and warped up linen towels for assistant intern to weave.

Barbara and Carol McClennen will be weaving an indigo and white striped blanket for the Howland House this summer.

Anyone else weave for Plimoth this year?

Respectfully submitted, Barbara Provest

#### **Ratings Committee Report, May 2014**

**There were no ratings awarded this year and no submissions. I answered questions by email and**

**phone, so perhaps we will see some submissions in 2015.**

**Respectfully submitted,**

**Deborah Watson, Chair**

#### **2014 Annual Report of the Nominating Committee of the Weavers' Guild of Boston**

The Nominating Committee, Ginny Longley Chair and Pamela Burrows Assistant Chair, worked throughout the year . We communicated by email and at meetings. We submit the following slate of positions for the coming year:

| <b>POSITIONS</b>               | <b>Term To Expire</b>                         |      |
|--------------------------------|---|------|
| DEAN                           | Susan Targove                                 | 2016 |
| ASSOCIATE DEAN                 | Diane Chaisson                                | 2016 |
| CORRESPONDING SECRETARY        | Hetty Friedman                                | 2016 |
| <b>STANDING COMMITTEES</b>     |   |      |
| ANNUAL EXHIBIT & SALE          | Nancy Barry                                   | 2015 |
| Asst. Chair                    | Mary Mandarino/Fran Osten                     | 2015 |
| BULLETIN                       | Kristin Kelley                                | 2016 |
| EDUCATION                      |   |      |
| Morning Workshops              | Carol McClennen                               | 2016 |
| Assistant to Morning Workshops | (partial term ending in 2015 to be appointed) | 2015 |
| EDUCATION GRANTS               |   |      |
| Chair                          | Linda Russell                                 | 2015 |
| Asst. Chair                    | Dorothy Solbrig                               | 2016 |
| 2nd Asst. Chair                | Nancy Hodes                                   | 2017 |
| LIBRARIAN                      | Linda Snook                                   | 2016 |
| NOMINATING                     |   |      |
| Chair                          | Ginny Longley                                 | 2015 |
| Asst. Chair                    | Pamela Burrows                                | 2016 |
| 2nd Asst. Chair                | Mary Mandarino                                | 2017 |
| SPECIAL WORKSHOPS              | Elizabeth Springett                           | 2016 |
| WEB SITE                       | Jane Moore/Sally Eyring                       | 2016 |
| YEARBOOK                       | Kathy Tappan                                  | 2016 |
| Ad Chair                       | Florence Feldman-Wood                         | 2016 |

We welcome the new members as well as those who are returning.

Respectively submitted,  
Ginny Longley  
Pamela Burrows

## **WGB Annual Treasurer's Report**

May 2014

The guild's fiscal year does not end until June 30. There are still expenses to be paid before our year end. Thanks to donations, sale of the book and other contributions the guild continues to operate in the black.

Our fiscal year is July 1 to June 30. As of May 10, 2014 we have \$22,557.22 in the checking account; \$50,142.96 in the money market/savings account; and \$40,000 in a CD.

We also have IBM stock which is at Scottrade. As of April 30, 2013 the value of the stock is \$19,057.59 and the brokerage balance account (savings) is \$1,737.19

I have tracked how different areas are bringing income in and what their expenses are. I have worked with our accountant filing all the federal and state forms and taxes to maintain our non-profit/tax-exempt status. I have written checks, made deposits and kept track of income and expenses using forms to keep detailed track of expense reimbursement and income. I have worked with the Dean and other committee chairs concerning budget issues. I moved our checking, savings and CD accounts to TD Bank to save us money. I opened a new credit card account with Merchants Warehouse. It has been very helpful to use the credit card machine for sales of the book, yarn table sales, and the annual sale.

I am in charge of the wholesale accounts for the book, Interlaced, and the monographs. To date we have sold 104 copies of Interlaced, 9 Versatile Bronson, 16 Linen Heirlooms and 4 Weaving to Knitting. The guild has many copies of each of these in the storage unit. I am working with Webs to sell them at Convergence this summer.

I am still greatly concerned that the guild does not have a long range financial plan and goals; instead it operates on a year to year basis.

The expenses of the position of Treasurer are stamps/postage/envelopes.

This past year I donated over \$50.00 in postage to the guild.

The work and activity associated with the position of treasurer has required a minimum of 10 hours per week.

Submitted by:

Beth Guertin

## **Library**

May 14, 2014

The WGB Library is located on the third floor of the Church and is open on meeting days from 9:30 AM to 12:30 PM to allow members to use the library before and after

Morning Workshops.

As librarian, I purchased new books, renewed subscriptions, collected periodicals for binding. I maintained the library for members to borrow books and helped locate information. A catalog of books and reference materials was kept in the library and on the guild website. Fines were collected for overdue books.

There were several new books purchased this year, and we continued to subscribe to the following periodicals: *Handwoven*, *VAV Magasinet*, *Weaver's Craft*, *Complex Weavers and Shuttle*, *Spindle & Dyepot*.

We received several donations including books and periodicals from Tony Kormos, and others.

We also received a generous donation from Laurie Autio and the Weavers of Western Mass for the purchase of books in memory of Sandy Kirkpatrick and Dorrie Burton. Thank you very much.

I want to thank Joanne Germaine for being Assistant Librarian and Diana Frost for helping to organize shelved books on several occasions.

I led the Weavers Helping Weavers session for March 2014 entitled: *Doorway to New Ideas in Weaving: Library Deep Dive* with 12 members attending. It was a great success.

The budget for the library for 2013-2014 was \$410.00.

Time spent on the library was 1-2 hours per month in addition to time spent during meetings.

Respectfully submitted,

Linda Snook

Librarian

## **EDUCATION GRANTS 2013-2014**

We had no requests for grants during this past year. The plan, as discussed by the board was to limit each grant to \$100. Our budget was \$500 so we now have that amount to be used for afternoon speakers.

I believe that we have to change the way we award grants – either go back to the old system of “first come, first served” until we use up the allotted amount, or set up a date by which all those wishing to apply have to have their requests in and then the amount can be shared. The third option is to eliminate them.

Respectfully submitted

Eileen Goldman

Education Grants Chair

5/12/14

## **Report on Morning Workshops as of May 12, 2014**

Eileen Fitzgerald Morning Workshop Chair

To date, 220 students have signed up for 19 morning workshops. Deposits given to the Treasurer total \$4,040.00

Recommendations going forward include increasing teachers' fees and implementing incentives for early registration to enable smoother operations.

## **WEBSITE COMMITTEE ANNUAL REPORT TO WEAVERS' GUILD OF BOSTON BOARD OF DIRECTORS May 2014**

**Annual Updates:** Since May 2013, the committee has completed the annual updates of the following pages and related pdf files:

- Exhibit and Sale
- Publicity
- Education Pages:
  - Workshop Calendar
  - Morning Worships
  - Three Day Workshop
  - Weavers Helping Weavers
  - Afternoon Speakers
  - Teacher Biographies
- Guild Programs-Meetings
- Gallery
- May Meeting Fashion Show: edited photographs, created slide show
- Textile Community
- Weaving Teachers

### **Other Updates:**

- Membership, including revised Membership form
- Bylaws
- Corrections to Home page (index)
- Edits to Ratings page
- Updated fashion show forms

**Fees:** Fees for hosting account and domain name were paid in previous fiscal year: two years for hosting and seven years for domain name.

**Website Guidelines:** The Committee produced guidelines for submitted information and photographs to be posted on the website.

### **Licenses:**

- The Guild has a single-user license for Adobe Creative Suite for PC which Sally is using. Jane has a Mac and uses her own Creative Suite.



- The website also requires software for the menu. The committee is exploring possibilities for a license for the Guild.
- Right now we are using a free version of WOW slider for slide shows.

Respectfully Submitted

Website Committee: Jane Moore, Chair  
 Sally Eyring, Co-chair  
 Nancy Kronenberg, Consultant and Webmaster Emerita

**YEARBOOK ANNUAL REPORT, May 2014**

Yearbooks were printed and available at the October WGB meeting. They were mailed as necessary after the meeting. Supplements were issued with the January bulletin.

Yearbook revenues include:

|                                  |        |
|----------------------------------|--------|
| • Advertising                    | \$1010 |
| • Postage                        | \$ 198 |
| • Teacher/Commission Weaver List | \$ 320 |
| • TOTAL REVENUE                  | \$1528 |

Yearbook expenses include:

|                        |           |
|------------------------|-----------|
| • Postage and Delivery | \$ 397.56 |
| • Printing             | \$ 760.75 |
| • Office supplies      | \$ 239.88 |
| • TOTAL EXPENSES       | \$1398.19 |

Net Income from the Yearbook \$ 129.81

Respectfully submitted,

Kathy Eklund

Yearbook Chair