

*Honoring Tradition, Inspiring  
Innovation*

American  
**Tapestry**  
Alliance

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PO Box 28600 San Jose, CA 95159-8600 [www.americantapestryalliance.org](http://www.americantapestryalliance.org)



## **Annual Report 2009-2010**

American Tapestry Alliance's past year can be summed up neatly in one word: Growth. ATA has experienced growth in membership, growth in programming and growth in professionalism.

### **Membership**

ATA's membership now surpasses 500 members (510). Members form the foundation of our organization and inspire many of us to dedicate hours away from our studios managing the programs and business of ATA. This year many members upgraded to Circle levels and our monetary donations doubled. In a year of economic challenges and natural disasters that we all felt compelled to support, the financial generosity of our members validates the excellent work of our volunteers and the high quality of our programming.

### **Programming**

Income from membership dues and member donations support ATA's diverse and stimulating programming.

- In addition to this Forum and the upcoming Member Retreat held in conjunction with Convergence 2010, ATA is also sponsoring a Session of speakers at the Textile Society of America's conference in October.
- We are increasing our presence at SOFAWEST, where we will be presenting contemporary tapestry to an international audience of collectors.
- Educational Articles on the ATA website covered topics such as commissioning tapestries and the technical aspects of tapestry weaving.
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- The Distance Learning and Helping Hands programs continue to attract both students and mentors.
- ATA's exhibitions elicit a large number of entries from around the world and the Web Exhibition program has highlighted master weavers and teachers in our field.

### **Professionalism**

ATA's professionalism has grown through partnerships with other organizations. In addition to our ongoing relationship with HGA, we also look forward to connecting with a broad range of artists, scholars and curators through our programming at the Textile Society of America's symposium. Outreach to collectors grows through our presence at SOFAWEST in Santa Fe, New Mexico. ATA's efforts, in collaboration with the Gloria F. Ross Center for Tapestry Studies, offer this gathering of international galleries and collectors an opportunity to see the exciting work in the field of contemporary tapestry.

Our overseas connections are also growing stronger. The summer issue of the German publication, *Textilforum*, features an article on American Tapestry Biennial 8. ATA events are publicized in the United Kingdom and in Australia. UK, Australian and European members, as well as other overseas members, travel to the United States to participate in our educational programming.

To maintain professional and consistent communication with other organizations, ATA hired a part time Administrative Assistant this year. The Administrative Assistant helps retain information and maintain programming schedules as Co-Directors and Board Members transition in and out of their volunteer positions. Program records, contacts, schedules and the organizational calendar are stored in a virtual office by the Administrative Assistant.

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## **Future direction**

ATA's future looks bright. The Board, the Administrative Assistant and two Board Advisors met for three days in April to review our programming based on your comments in the member surveys, and the recommendations from five topic-specific think tanks composed of invited members. Based on those comments, and after careful consideration, we drew up ATA's next five-year plan. Some of the goals of the five-year plan include:

- Increasing international membership:
- Members from countries around the world add to the richness and breadth of ATA's membership and programming. Creating relationships with tapestry groups in other countries and increasing listings and articles in publications outside the United States will increase our profile in the international tapestry community and offer more people the opportunity to take advantage of the many benefits of ATA membership.
- Encouraging youth membership through awards and a scholarship program:
- Incorporating ideas from the upcoming generation of tapestry weavers will insure that ATA stays vibrant and receptive to new ideas.
- Developing a PDF Tapestry Topics:
- An online newsletter offers ATA the opportunity to develop a full color publication. The newsletter will be redesigned to include more, and bigger, images, and the banner, graphics and layout will be also be updated. Members will receive their newsletters earlier, and the money saved from the increasingly expensive postage and printing costs will be directed towards other programming. ATA will also be doing its part in reducing the use of paper.
- Re-branding ATA. Re-branding involves examining the way we communicate our mission and goals. The process started with the search for a tagline, and will also involve redesigning our graphic materials to create a fresh, contemporary, and consistent look. The

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Board is also considering changing ATA's name to one that better reflects our increasingly diverse and international membership. Possibilities include Alliance of Tapestry Artists and Tapestry Alliance.

- Working towards hiring an Executive Director. Planning now for a solid and reliable flow of income will insure that ATA can support this new, and exciting, phase in our development.

### **Financial**

ATA's plans for the future require a careful balance of income and expenditures. The budget for fiscal year 2010-2011 has been drafted and approved by the Board. It is based on retention of current members, a modest growth in new members, a growing Annual Appeal, and a prudent allocation of funds. Through diligent fiscal management, ATA has not lost any funds during the current economic challenge.

### **Conclusion**

Members who donate their time, participate in programming, support ATA financially, and promote our organization through networking around the globe keep the American Tapestry Alliance vital and growing. Your dedication to the American Tapestry Alliance ensures that contemporary tapestry has a voice and support for generations to come.

**Thank you for your support!**