American Tapestry Alliance, Inc. Annual Report 2020 – 2021





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Board of Directors



Left to right, top to bottom:
Shelley Socolofsky, Director at Large (President); Sue Weil, Director at Large; Terry Olson, Director of Education;
Susan Gangsei, Director of Promotions; Claire Most, Director of Membership (Secretary);
Janette Gross, Director of Finance (Treasurer); Molly Elkind, Director of Volunteers; Murray Gibson, Director of Awards; David Heustess, Director of Exhibitions

Staff



Maggie Leininger, Administrative Manager

Board News

New & Retiring Board Members

Many thanks go to retiring Board members **Nicki Bair**, Director of Promotions, and **Ginger Thomas**, Director of Membership. Their contributions to ATA's success and growth during their tenure is greatly appreciated!

ATA recruits new Board members almost every year. This year our hardworking Nominating Committee was chaired by **Sue Weil**.



Susan Gangsei, Director of Promotions

Susan Gangsei, Director of Promotions

Susan says, "The mission of the American Tapestry Alliance, to promote an awareness of and appreciation for woven tapestry designed and woven by individual artist, is near and dear to my heart as a dedicated artist and tapestry weaver. ATA's programming and support of tapestry weavers is far reaching and impressive and I have benefited from many of their resources. Now I would like to do more to get the word out about what a wonderful resource ATA is for tapestry weavers around the world." Susan spent more than 30 years in marketing and sales management in three major multinational corporations. Using her MBA, she specialized in marketing communications, brand management, and new product and market development. Susan likes to work with others to envision what the future can be, put together a plan to get there, and then make it happen.

Susan has been creating tapestries for more than 15 years. "I started weaving and found I enjoyed designing the tapestry as much if not more, than I did the weaving. The images became a creative way for me to share the essence of what was going on in my life." Susan has exhibited in numerous shows and has enjoyed two residencies. Susan lives in Minneapolis, MN.



Claire Most, Director of Membership

Claire Caughey Most, Director of Membership, creates contemporary textiles using the dye pot and hand weaving. She first discovered weaving in the early 1990's and since that time has primarily focused on tapestries and rugs. She loves the bold visual language of weft-faced weaves and the tactile pleasure of creating art with her hands. At one point, Claire planned to pursue tapestry professionally, but life circumstances intervened, and since then she has followed tapestry weaving with a passion, while weaving tapestry herself when time allowed.

Though primarily a self-taught weaver, she has supplemented her knowledge via workshops with professional weavers throughout the country. In addition, Claire holds undergraduate and graduate degrees in science. Professional experience includes roles as Project Director for a national database for toxic air pollutants and Vice President of a health consulting practice. Community experience includes roles as a Parent Representative on a parent school committee, School Representative on a district parent committee, Church Representative on a pastoral search committee, volunteer for the City of Stillwater, and most recently, as Co-Curator for an International Exhibit of Fiber Art.

Claire currently lives in Stillwater, MN with two sons, one rambunctious dog, one floor loom and one tapestry loom.

Board Advisors

The Board members are thankful for the wise advice supplied by our two Board Advisors **Joan Griffin** and **Jan Austin**, who are former board members. They graciously supply historical perspective to the discussions of the current Board. In December 2020, **Joan Griffin** turned in her hat as Board Advisor. Joan has been an integral part of ATA since 2001 and ATA is extremely thankful for her contributions over the years.

Membership

We are pleased to report that the membership, while down from the previous year by a few members, is strong at **1031**. **Ginger Thomas**, Director of Membership, and **Maggie Leininger**, ATA's Administrative Manager, have been working to streamline the renewal process. We are looking forward to implementing this new system in the coming months. Our current statistics are as follows:

1031 members

30 countries represented

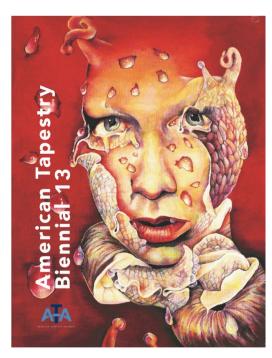
16% of our members live in a country other than the United States

21% of our members join at the Studio Circle or higher level

People join ATA for many reasons, and we have programming that addresses the needs of this broad membership.

Membership Benefits

The list of benefits for members is long and includes *Tapestry Topics*, access to *Let's Talk Tapestry*, social media spotlights on our Circle members who have Artist Pages or teach tapestry, discounts from related businesses, and enhanced information on the website.



ATB 13 Catalog Cover

In spite of the challenges posed by Covid-19 this past year, ATA prioritized the importance of exhibiting in real time when possible. This required some date and venue adjustments, and thanks to our Director of Exhibitions, **David Heustess**, and many wonderful volunteers, ATA was able to provide exhibition opportunities among international colleagues juried by notable professionals in the contemporary art field for both large and small format tapestries. Full color catalogs were created, offering members professional exhibition opportunities in prestigious national venues.

ATA created an enormously successful and extensive online exhibition, *Renditions*, this year. Enormous thanks to **Nicki Bair**, Director of Promotions, and **Maggie Leininger**, ATA Administrative Manager, for their efforts in this project.

New members especially express their interest in using ATA to gain knowledge in tapestry, enjoy the exposure to contemporary tapestry, find fulfilling inspiration in design and technique, and appreciate ATA as a great resource in connecting them with other tapestry weavers across the globe.

Artist Pages



Betty Hilton-Nash "Seasons, 9/23/2019, 3:50 AM", 2019 24 in x 24 in

The **Artist Pages** continue to be a visually exciting section of the ATA website and an important perk for our members who join at the **Studio**, **Curator's**, **or Collector's Circle** level. Currently, there are **113** tapestry weavers represented on the website and many update their images every year thanks to volunteer **Sarah Warren** who is stepping down and handing off her duties to **Kennita Tully**. Open to all ATA website visitors, this site shows a diverse range of work that exemplifies the field of contemporary tapestry. In addition, ATA features members with an artist page on Facebook, Instagram, and Twitter once a year.

Awards

Supporting excellence in tapestry and encouraging educational opportunities in the tapestry field are cornerstones of ATA's mission. Director of Awards, **Murray Gibson**, has overseen these awards and is making strides to improve the various processes in applying, selecting, and promoting award winners.

International Student Award

This award encourages the study of tapestry in a college program at the undergraduate or graduate level. This year's award, in the amount of \$750 and a complimentary one-year membership to ATA was granted to:

Minsun Kim from the Royal College of Art, London, United Kingdom.

Successful applications were also received from Hannah Cofer, from Chicago, IL; Santa Grigus, Latvia; Jongbum Kim, New York, NY; Lauma Kokorevica, Latvia; Lisette Laanoja, Estonia; Erin McQuarrie, Brooklyn, NY; Tamm Liisi, Estonia; Andrea-Martha Teesaar, Estonia; Emma Wright, London, UK; these applicants will receive a complimentary one-year membership to ATA.



Minsun Kim "Out of Joint 1", 2018 150 cm x 50 cm

The Award for Excellence recognizes tapestries that an exhibition juror selects for achieving excellence in design, creative imagery, technical execution, and the use of color. The criteria for this Award was amended this year to make it clear that nominations can be received from jurors who are judging online shows. This year's awardees are:

Laura Center for her work *Lady Bug and My Two Yellow Socks, Stories of Nature* exhibited at the Hudson Center for Art and Living in Duluth, GA.



Laura Center, "Lady Bug and My Two Yellow Socks", 2020, 18 in x 16 in

Terry Olson for her work *Wilsonville Bridge Over the Willamette River, 1960 in Willamette Tapestry Artists - Build Bridges Not Walls.*



Terry Olson, "Wilsonville Bridge Over the Willamette River, 1960", 2020, 18 in x 21 in

Pat Price for her work *Steel Bridge at Night* in *Willamette Tapestry Artists - Build Bridges Not Walls*.



Patricia Price, "Steel Bridge at Night" 16 in x 16 in, Photo by Sandy Kennard.

Weaving the Future

This grant is designed to support weaving opportunities for youth and to provide tapestry training to teachers who will, in turn, teach tapestry weaving to children. This grant is open to non-members and members alike. Due to Covid-19 and the closing of in-person learning, teaching opportunities to youth were impeded.

Teitelbaum Awards

The *Teitelbaum Awards* are made possible by a generous grant from the Teitelbaum Trust legacy gift to ATA. They are presented to artists accepted into the *American Tapestry Biennial* and *Small Tapestry International* exhibitions.

The following Awardees were awarded for their works in this year's *ATB 13* Biennial:

1st place Teitelbaum: Kathe Todd Hooker for her work Nasty Ladies Unite! Do it before it's too late



Kathe Todd Hooker, "Nasty Ladies Unite! Do it before it's too late", 14 in x 13.5 in

2nd **place** Teitelbaum: **Patricia Williams**, *On the Full Moon of February 3, 2015 (The Flu in Yelapa, Mexico)*



Patricia Williams, "On the Full Moon of February 3, 2015 (The Flue in Yelapa, Mexico), 21 in x 21 in

The following Awardees were awarded for their works in this year's *Small Tapestry International: Elements:*

1st place Teitelbaum: Turid Teague, "Interaction 2", 2019, 10 in x 10 in



Turid Teague, "Interaction 2", 2019, 10 in x 10 in

2nd place Teitelbaum: Mary Lane, "Reconsider 3", 2020, 10 in x 8 in



Mary Lane, "Reconsider 3", 2020, 10 in x 8 in

Painter Brown Scholarship Fund

This scholarship is for study in the field of tapestry and based on merit. Criteria has been amended to make it clear that online workshops/courses are eligible. There were no applicants this year.

Emerge Award

This membership award program recognizes university students who have a strong interest in tapestry and are recommended by their professors.

Emma Harriet Wright was nominated by **Anne Toomey**, Head of Programme, School of Design, Textiles, Royal College of Art, London, UK.



Emma Wright Home Grown: Locally sourced, biodegradable technology, 2021 14 cm x 50 cm

Communications

Communication is the heart of every organization. ATA remains strong in its commitment to communication whether it's through providing links between members, or as a platform for sharing the latest news and reviews in tapestry. At the core of this network lies our triannual publication *Tapestry Topics*, our well-loved and very readable newsletter. Bolstering this publication are the ongoing and ever far-reaching shares of the many compelling images created by members and posted on a multitude of social media platforms. ATA's network spans globally which is a core principle of our mission.

Tapestry Topics

ATA's newsletter, a member's only benefit, is rich with information and images on curated topics. Published tri-annually, *Tapestry Topics*, investigates a variety of thought-provoking essays dedicated to the process, practice, theory, and designing of the medium. Currently, this publication is published in PDF format and available online. Issues over two years old are available on the website for the general public. **Kim Mumbower** has continued to index prior issues so that members can search through the index to find topical articles. This list is accessible on the *Tapestry Topics* page on the ATA website.

We encourage all members to participate in the production of *Tapestry Topics*, from being a Theme Coordinator, an author, or even an advertiser. For more information, please reach out to **Maggie Leininger**, ATA Administrative Manager, or **Leslie Munro**, *Tapestry Topics* editor.

We thank all of the members who share their research, work, and ideas through the submission of articles. Production of this inspiring and informative newsletter is accomplished by Editor **Leslie Munro** and the dedicated *Tapestry Topics* team of **Robbie Lafleur**, **Pat Williams**, **Patricia Jordan** who served as layout editor for the past several years (HUGE THANK YOU!) and fabulous new layout editor, **Lindsay Kronmiller**.

Thanks to our Theme Coordinators:

- Fall 2020, Nancy McRay, Every Picture Tells a Story
- Spring 2021, **Mary Lane**, *A Bit of Weaving* (Commemorating the legacy of Archie Brennan)
- Summer 2021, Tommye Scanlin, Daily Practice

eNews and eKudos

An active resource to keeping members up to date on tapestry workshops, classes and exhibitions, these ongoing blasts keep us current on the tapestry happenings including online programing that blossomed more this year. Staff and volunteers work on this and we thank **Maggie Leininger** and **Gina Taylor** for their efforts.

Both *eNews* and *eKudos* are seeing a huge response rate in participation, linking us to outside marketing resources and advertisers. These sites were used this year to bolster promotion for ATA's exhibition news, membership survey request, and the Postcard Exchange project.

Below is a graph showing the number of emails sent via Constant Contact (which includes membership renewals, special forms of communications related to events, and regular communication). ATA's open rate is 51%, approximately 33% higher than industry average open rates.



ATA-Talk

ATA-Talk has been discontinued as a volunteer was not identified to assist **Christine Laffer** in managing topics and conversations. In addition, it appears that **Let's Talk Tapestry**, ATA's Facebook group, has become a viable and successful replacement for the list-serve as more of our members are active on social media platforms.

Let's Talk Tapestry

ATA's private Facebook group for members, **Let's Talk Tapestry** now has 635 members, up from 500 this time last year. The group was created in June of 2018 to provide a means for members to discuss and share tapestry related topics among each other. **Kennita Tully** has stepped down from this volunteer position and has handed the reins over to **Traudi Bestler** who aids in soliciting topics and administering the group. **Maggie Leininger** coordinates requests from members to join the group ensuring that those requesting to join the group are up to date with their membership.

Website

The ATA website continues to be a great resource for members and non-members alike to gain valuable information about tapestry techniques, weaving suppliers, events, and opportunities. However, since the website was last re-developed nearly ten years ago, many changes have occurred in how people are acquiring the latest news and topics as social media platforms have become more popular. As a result, ATA is redeveloping the website to become more user friendly and compatible for mobile devices. Stay tuned for more information as the new website is anticipated to be launched in early 2022.

Education

This year has presented challenges in programming in several areas, not in the least in Education. As we have witnessed, online programming was able to thrive, but with the postponement, rescheduling, and cancellations of many programming plans – coupled with the unforeseeable moment when the opportunities would reopen, many organizations pivoted to online instruction. One area that thrived was ATA's Mentoring Programming.

Mentoring Program

The Mentoring Program pairs a member (mentee) with a volunteer ATA instructor (mentor). They work together to design an individualized learning program for the mentee. We thank **Linda Disosway** for managing this productive program. This is a very valuable benefit for Circle level members. New mentors, who are willing to share their expertise, are always needed. We applaud our members who actively engage in this type of enrichment and we sincerely thank our mentors for sharing their valuable time and energy to this rewarding program.

Listing of Tapestry Instructors

ATA's website includes a valuable listing of tapestry instructors from around the world. These artists, from twenty-four states within the USA and seven other countries, teach classes, workshops and provide individual instruction. Please visit https://americantapestryalliance.org/tapestry-education/tapestry-instructors-2/ for more details.

Workshops

All workshops scheduled for this fiscal year were cancelled due to the Covid-19 pandemic. ATA's Members' Retreat is currently slated for rescheduling to align with Convergence 2022 in Knoxville, TN. Stay tuned for more information in the fall of 2021 as more details emerge.

Exhibitions

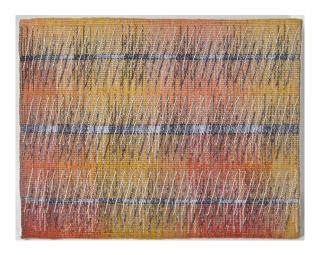
ATA-sponsored exhibitions provide opportunities for our members at all levels. For those interested in developing their professional practice, ATA aids artists learning to document and submit artworks to juried exhibitions. This guidance is invaluable. Equally, for those just beginning their weaving practice, the opportunity to enter unjuried exhibitions is a boost. These exhibitions help to garner national and international acclaim, support the networking of tapestry artists across borders, and highlight the work our members are undertaking in their studios.

American Tapestry Biennial, Small Tapestry International and Unjuried Small Format Exhibition are shown in galleries and museums around the United States. Putting together an exhibition, with an accompanying catalog, takes a wide variety of skill sets. Numerous volunteers are involved at all stages - from finding exhibition venues to shipping catalogs long after the show has opened. It is difficult to convey the enormous effort it takes to create each exhibit. We wish to extend our sincere thanks to all the volunteers who support ATA's Director of Exhibitions, **David Heustess**.

Small Tapestry International 7: Elements

This popular exhibition was juried by **Susan Iverson** and opened as a collaborative exhibition with the **American Association of Woodturners** (AAW) in St. Paul, MN from March 14-June 13, 2021. A catalog was produced of the tapestries along with the turned wood works, providing a unique collaboration. From St Paul, the tapestries traveled to a second venue, the **Lincoln City Cultural Center** in Oregon where they were exhibited from July 2-August 27, 2021.

ATA's amazing volunteer, **IIa McCollum**, was the chairperson for this exhibition. Ila did an incredible job communicating with the exhibiting artists throughout the exhibit cycle and coordinating between our juror and the exhibit venues. Thank you again to ATA's amazing team of volunteers.



Joyce Hayes "Etude 10", 6 in x 7.5 in

American Tapestry Biennial 13

This exciting exhibition was juried by **Nick DeFord**. **Sharon Marcus** wrote the catalog essay and **June Covington** was the catalog designer. The original exhibition opening date was postponed due to Covid-19, but enthusiastically opened first at **Highfield Hall and Gardens** in Falmouth, MA on January 27, 2021, and was on view until March 27, 2021. The exhibition then traveled to **San Jose Museum of Quilts and Textiles** in California where it was on view from June 18-September 12, 2021. A video tour narrated by juror **Nick DeFord** was made available, showing the gorgeous quality of the work and installation. Thank you to **Ama Wertz** for her continued oversight as chair while the exhibition traveled.



Joan Griffin, "Verdant Blush"

Renditions 2020, Unjuried Small Format Exhibition

This exhibition, planned to open during Convergence in Knoxville, TN was restructured to become an online show (viewable on ATA's website) with a printed catalog. Thanks go to **Terri Bryson** (chairperson and editor) and team: **Lindsey Marshall** (catalog designer), **Marti Owensby** (image collector), **Maggie Leininger**, **Betty Hilton-Nash**, and extra special thanks to **Holly Wilkes** for delivering small batches of catalogs to USPS on a daily basis, including those being sent abroad.

TEx@ ATA

Barbara Burns curated a fantastic online exhibition which also happens to be ATA's first bilingual exhibition, *Destiny of a Tapestry Weaver/ Destino de una Tejedora de Tapices* featuring the work by Mexican artist **Mariana Ortega**. A huge thank you to **Barbara Burns** for curating this engaging exhibition.



Mariana Ortega weaving.

Catalogs

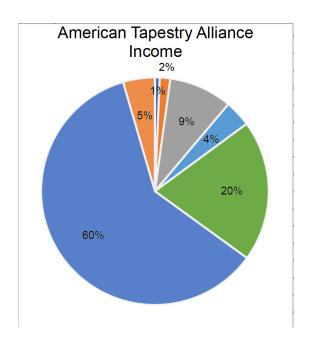
Deb Shoenberger and **Jessica Ostrow** handle the management of the catalog inventory and ship our beautiful catalogs to all who order. ATA has been trying to make wise decisions about the number of catalogs to print for each exhibition. This is a balancing act of trying to determine and order what is needed to meet demand, but not so many that they sit in inventory for years. We encourage you to order copies of older catalogs to fill in your collection while they are still available.

Finance

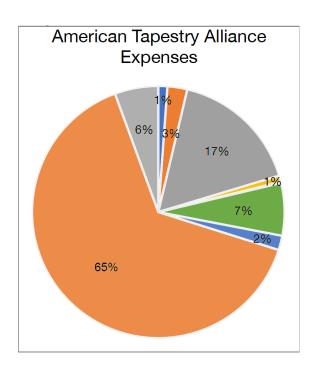
Finances

We are pleased to report that ATA remains financially healthy due to strong membership and the generosity of our members throughout the year. Adequate monetary resources support the high level of programing highlighted throughout this report.

Our Director of Finance and Treasurer, **Janette Gross**, has worked tirelessly to update our financial records and to make certain ATA is operating smoothly after the confusion of cancelations and reschedules from the past year. If you would like additional information about ATA's financial records, please contact ATA's Director of Finance and Treasurer, **Janette Gross**.



%	Income Category	\$ Amount
1%	ADS	463.00
1%	CASH REWARDS	1,030.00
9%	CATALOG INCOME	6,170.00
0%	EDUCATION INCOME	0.00
4%	EXHIBITS INCOME	2,585.00
20%	FUNDRAISING INCOME	13,808.00
0%	INTEREST INCOME	17.00
60%	MEMBERSHIP INCOME	41,595.00
0%	MISC INCOME	3.00
5%	SPECIAL EVENTS INCOME	3,105.00
100%		68,776.00



%	Expense Category	\$ Amount
1%	AWARDS EXPENSES	750.00
3%	BANK AND CARD PROCEESING FEES	1,647.00
17%	CATALOG EXPENSES	10,798.00
1%	CHARITIBLE EXPENSE	526.00
1%	EDUCATION EXPENSES	526.00
7%	EXHIBITS EXPENSES	4,371.00
0%	FUNDRAISING EXPENSES	0.00
1%	MEMBERSHIP COMMUNICATION EXPENSES	433.00
1%	MEMBESHIP EXPENSES	765.00
64%	OPERATING EXPENSES	41,883.00
6%	PROMOTION EXPENSES	3,623.00
0%	SPECIAL EVENTS EXPENSES	0.00
100%		65,322.00

Fundraising

We made the decision not to fundraise this past year. If you have any questions about donating to ATA please contact **Janette Gross** or use the DONATE link on the ATA website. We look forward to revisiting our fundraising projects next year.

Promotions

This committee, led by Director of Promotions, **Nicki Bair**, actively publicizes the activities and programs of ATA throughout the digital and print worlds. Utilizing advertisements in magazines, press releases, social media announcements, online ads and informative emails, the committee has greatly increased our visibility. In addition, a broader awareness of the field of contemporary tapestry is encouraged by the sharing of information with textile curators and academics, including sending out complimentary copies of ATA catalogs and *CODA*.

Social Media

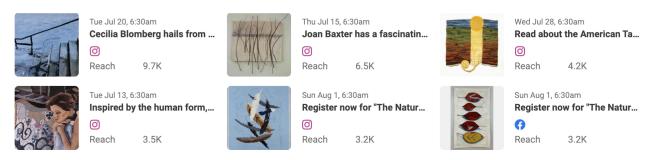
ATA's high visibility on social media platforms continued to grow every quarter this year. This continued growth attracts new members and exposes more people to tapestry.

Currently ATA has close to **9,000** people following ATA on Facebook, around **7,000** following our flow of images on Instagram and **560+** on Twitter. ATA continues to see growth in these areas each month. Both members and suppliers express delight when they see their work featured on our regular spotlight features, with over **2.4k** views and hundreds of likes each quarter alone! It is also notable that ATA has the highest Facebook following of all world-wide tapestry groups.

Areas highlighted in 2021 social media are:

- ATA-sponsored exhibits including American Tapestry Biennial 13, Small Tapestry Internals 7: Elements and Tex@ATA
- Artist Circle Pages
- Educational posts such as Let's Talk Tapestry
- ATA-sponsored awards including ATA Award of Excellence, Emerge Award, and the Teitelbaum Award, Painter-Brown Scholarship, and International Student Award
- Member programs such as Postcard Exchange
- Spotlights on suppliers (who offer member discounts)
- Promoting member shows, artist talks, awards and workshops

With each post images of the best in tapestry are highlighted as well as information on how to enjoy and participate in these events.



Top performing posts of 2020-2021

Blog



Archie Brennan, "Member of the Board" Drawing Series XL

The blog became a vehicle to promote "A Bit of Archie". The articles from the largest *Tapestry Topics* in ATA history were broken down into 20 parts and posted one each week on the blog, making the legacy of Archie Brennan and his contribution to contemporary tapestry available to the public.

In addition, ATA and Dovecot Studios, Edinburgh, Scotland, co-promoted a lecture by **Mary Lane** and **Susan Maffei** about Archie's legacy.



CODA

CODA: Tapestry Art Today is a magazine featuring contemporary tapestry artists from around the world, with images and articles presenting a broad spectrum of perspectives on the art as it is celebrated today. The beautiful and inspirational issue compiled by Editor, Ellen Ramsey and with layout and design by Sara Figel and Nicki Bair, was published in full color this year, after being released digitally last year. It was sent to a list of 100+ professionals including curators, collectors, educators, and other significant members of the art field.



CODA: Celebrating the work of artists who design & weave contemporary tapestry

EMILY ZAIDEN SHELLEY SOCOLOFSKY FIONA HUTCHISON PAT TAYLOR DANCE DOYLE



Outreach to Greater Fiber Arts Communities

ATA continues to build its presence in the greater fiber arts with:

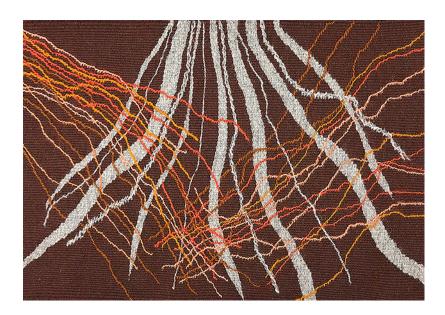
- 15 ad placements in 4 publications (Fiber Art Now, Surface Design Journal, Selvedge and Shuttle, Spindle, & Dyepot),
- Postings on the publications' calendars
- Press releases to promote STI and ATB sent to publications as well as an email list of professionals (curators, gallery owners, designers, academics, etc.)

Volunteers

ATA and its diverse and extensive programming would not exist without the talent and skills of volunteer members who are responsible for every exhibition, workshop, project and initiative. ATA is extremely grateful to over 98 volunteers who have generously contributed their time and talents this year, whether on an ongoing basis or for a one-time task. Many volunteers have been mentioned in this report and many more have worked quietly behind the scenes - we thank them all.

Molly Elkind, ATA's Director of Volunteers, coordinates the many volunteers who make ATA's continued programming possible. With board input, Molly spotlights the work of one volunteer in each month's e-News and one in each issue of *Tapestry Topics*. Additionally, Molly facilitates the orientation process for incoming new board members, which involves sharing several sets of documents in a logical sequence to ensure new board members are informed about the operation of ATA.

Pam Howard joined the Volunteer team in January this year as Volunteer Coordinator, replacing **Nancy Nordquist** who had served ably in that role since 2019. This is a vital position that helps to make wonderful matches between volunteers and tasks. **Victoria Moore** continues to be the Assistant Volunteer Coordinator, keeping the spreadsheet of volunteers and their roles up-to-date and accurate.



Kennita Tully, "Roots", 2020 22.5 in x 18 in

We thank each and every member, especially our volunteers, whose deep commitment to tapestry makes ATA a strong, professional, and productive organization.