



AMERICAN TAPESTRY ALLIANCE

2023-2024 ANNUAL REPORT



Rastislav Janardan

2024 International Student Awardee

Face Theater, 2024

45 in x 30 in

Wool and cotton

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MISSION STATEMENT

The American Tapestry Alliance (ATA) is engaged in a wide range of educational, exhibition, outreach and promotional programs. Our programs serve the goals of our Mission Statement:

- to promote an awareness of and appreciation for woven tapestries designed and woven by individual artists
- to encourage and recognize superior quality tapestries
- to encourage educational opportunities in the field of tapestry
- to sponsor exhibitions of tapestries
- to establish a network for tapestry weavers throughout the world
- to educate the public about the history and techniques involved in tapestry making

OPERATING HIGHLIGHTS

ATA provided a variety of programs to support our mission including:

- organizing two **Ambassador Speakers, Louise Martin** and **Ramses Wissa Wassef** who shared how they utilize tapestry in their creative practice and who provide a worldview perspective
- organizing the **Speaker Series** that highlights prominent contemporary textile-based artists such as the work of **Simone Elizabeth Saunders** who spoke to ATA members and supporters in the fall of 2023
- organizing ATA sponsored tapestry workshop with Kathe Todd-Hooker in Chicago, IL
- hosting three **Members' Meetups** with artists members **David van Buskirk, Thoma Ewen,** and **Lialia Kuchma**
- hosting ATA's first book club where members discussed *The Creative Act: A Way of Being*
- awarding two **Awards of Excellence** to **Pamela Done** and **Patricia Armour** for their exhibited work
- awarding one **International Student Award** to **Rastislav Janardan**
- organizing ATA's biannual **Postcard Exchange** featuring the work of 136 artists
- featuring **128** artists on ATA's online **Artist Directory**
- publishing **3** issues of **Tapestry Topics**, ATA's member publication featuring in-depth articles on tapestry processes, history, and latest news
- managing and updating ATA's website that serves **952** members in addition to the general public

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A YEAR IN REVIEW

TOTAL PROGRAMS DELIVERED: 8

TOTAL MEMBERS AND PARTICIPANTS SERVED: 1,152

TOTAL FOLLOWERS ON SOCIAL MEDIA: 10,900

YEARLY REACH ON FACEBOOK: 432K VIEWS (UP 47.9% FROM PRIOR YEAR)

YEARLY REACH ON INSTAGRAM: 42,700 VIEWS (UP 2% FROM PRIOR YEAR)

From the Director at Large, President

As we reflect on the achievements of the past year, I am filled with immense pride in the strides we have made together as a community. The dedication and passion of our members have propelled us forward in ways that underscore the importance of our collective efforts in preserving and promoting the art of tapestry. This year, we successfully expanded our reach and impact through several key initiatives, each designed to engage, educate, and inspire both our members and the broader art community.

Our **Ambassador Program** has been a cornerstone of these efforts, fostering connections across tapestry weavers and communities. Through this program, we have empowered a network of dedicated individuals who serve as representatives of the ATA, spreading our mission and sponsors of tapestry weaving, events, exhibitions, and discussions. These ambassadors have been instrumental in building bridges within our national tapestry community, allowing us to share our love for this art form with a wider audience.

Equally significant has been our **Speakers Series**, which has brought the voices of prominent artists and scholars directly to our members. These artist talks have provided invaluable insights into the creative processes; expanding upon narratives and ideas of what it means to engage in tapestry beyond simply technical terms. The artists are proven contemporary innovators within the broader field of tapestry – and their vast perspectives provide our members with a range of new ideas and inspiration from which to draw upon.

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Our tapestry workshops and online discussion groups continue to be remarkable successful, offering hands-on learning experiences and critique platforms that cater to both seasoned artists and newcomers. These educational events have been a space for creative exploration, skill development, and artistic growth. The enthusiastic participation and positive feedback from attendees affirm the importance of continuing and expanding these educational opportunities.

As we look to the future, we are excited to announce that preparations are already underway for our upcoming biennial. This event promises to be a highlight of our calendar, showcasing the best of contemporary tapestry art and offering a platform for artists to present their work to a global audience. We are diligently working to ensure that this biennial will not only meet but exceed the expectations of our members and the tapestry community at large.

None of these achievements would have been possible without the unwavering support of our members. Your commitment to the ATA, whether through participation in programs, volunteering, or financial contributions, has been the foundation of our success. As we move forward, I encourage each of you to consider how you might deepen your involvement. Whether it's by taking on a more active role in our initiatives or supporting us through donations, your continued dedication is crucial to our ongoing work.

Together, we have accomplished so much, and with your ongoing support, I am confident that the coming year will be even more fruitful. Let us continue to weave the threads of creativity, community, and collaboration that make the American Tapestry Alliance such a vibrant and vital organization.

With deepest gratitude,

Shelley Socolofsky, Director at Large, President

THE YEAR AHEAD

ATA is looking forward to the opening of the inaugural exhibition, ***Beyond: Tapestry Expanded*** in August of 2024. ***Beyond: Tapestry Expanded*** is an ATA-sponsored exhibition that explores the expansive properties of tapestry. The goal of the exhibition is to feature tapestry that considers its definition beyond the boundaries of traditional French technical definition by embracing 21st century accepted definitions of tapestry within global and art historical perspectives. This initiative will bring a contemporary spotlight to the American Tapestry Alliance. Furthermore, it will introduce established and emerging artists as well as gallerists, critics, and collectors as a relevant and leading organization supporting contemporary practices within the field. ***Beyond: Tapestry Expanded*** will be exhibited at the Peeler Art Center at DePauw University in Greencastle, IN from **August 26 through December 9th, 2024.**

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GROWTH OPPORTUNITIES

As ATA is expanding programming to meet the objectives outlined in the mission statement, we are aware of the financial impact of supporting such growth. Supporting professional artists via programs such as the **Speaker** and **Ambassador** programs, exhibitions such as **Beyond: Tapestry Expanded**, and catalogs that include critical writing centering ATA and tapestry as a legitimate field within the scope of the fine art world, requires financial support. The Board of Directors is committed to securing the financial support to further these goals. ATA is also focused on expanding diversity within the board and in our membership. However, the organization fully recognizes accessibility challenges that may impede a person's ability to explore tapestry as an artistic medium that include access to affordable equipment, quality instruction (especially since many higher educational institutions with textile programs are closing), and unencumbered time that is necessary to produce a tapestry.

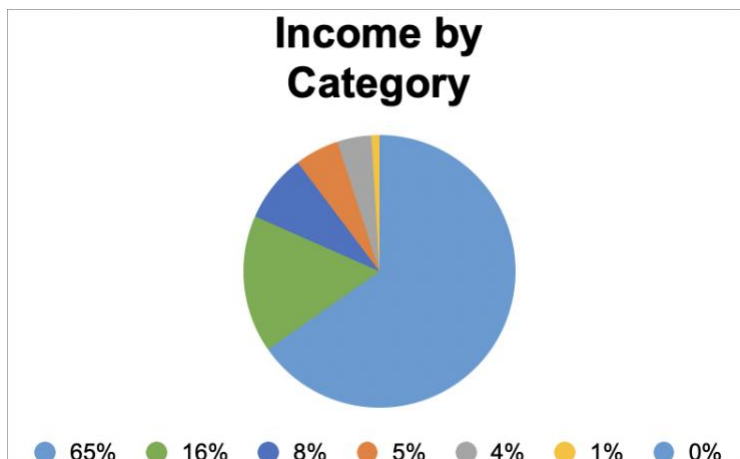
FINANCIAL OVERVIEW

As planned, new and expanded programming for our members has been instituted using accumulated savings. Effort was also put into grant applications which unfortunately didn't yield additional income. Expenses have increased across the board as they have everywhere. In the coming year, emphasis will be put on increasing income through fundraising and new membership while curtailing expenses as much as possible, to ensure that ATA continues to be in a healthy financial position for years to come.

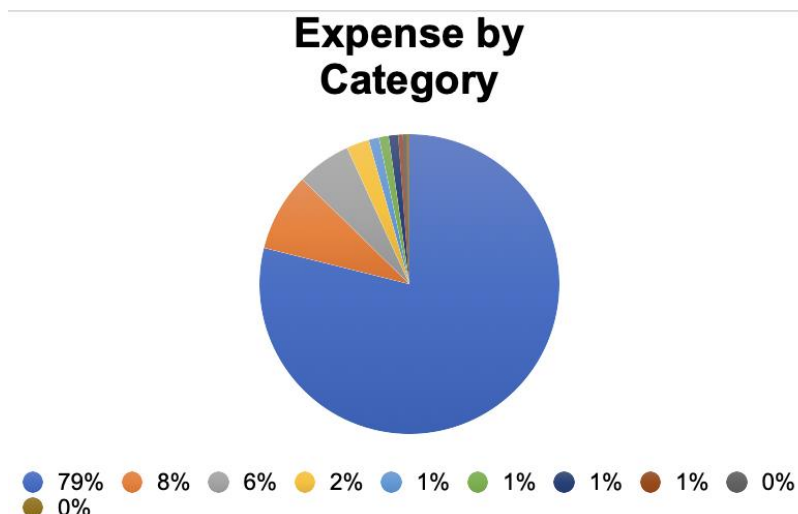
After four years as ATA's treasurer, **Janette Gross** has retired. ATA's new treasurer, **Susan Snider**, and bookkeeper **Amy Fincher** will be handling finances. Janette, Susan and Amy will be working together in the coming months to ensure a seamless transition. If you have any financial questions, please contact Susan at treasurer@americantapestryalliance.org.

Income Category	% of Income	\$ Amount
MEMBERSHIP	65%	39,493
FUNDRAISING	16%	9,875
EDUCATION	8%	4,910
OTHER	5%	3,177
CATALOG SALES	4%	2,456
ADVERTISING	1%	582
EXHIBITS	0%	0
	Total Income	60,493

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Expense Category	% of Expense	\$ Amount
OPERATIONS	79%	92,909
FUNDRAISING	8%	9,939
EDUCATION	6%	6,880
OTHER	2%	2,882
AWARDS	1%	1,325
PROMOTION	1%	1,220
SPEAKER SERIES	1%	1,208
CATALOGS	1%	597
EXHIBITS	0%	426
MEMBERSHIP	0%	396
Total Expense		117,782



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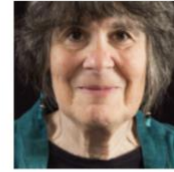
INCOMING 2024-25 FISCAL YEAR BOARD OF DIRECTORS



Shelley Socolofsky, Director at Large, President



David van Buskirk, Director at Large



Barbara Heller, Director of Education



Susan Gangsei, Director of Promotions



Claire Most, Director of Membership, Secretary



Susan Snider, Director of Finance, Treasurer



Kennita Tully, Director of Volunteers



Gigi Woolery, Director of Awards



Judy Newland, Director of Exhibitions

Special thank you to former board members, **John Paul Morabito (Director at Large)** and **Janette Gross (Treasurer)** for serving ATA and providing meaningful guidance to the organization. Their last day of service was on June 30, 2024.



John Paul Morabito



Janette Gross

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THANK YOU TO OUR MEMBERS AND SUPPORTERS WHO PROVIDED GENERAL FINANCIAL SUPPORT FROM JULY 1, 2023, TO JUNE 30, 2024.

**Contributors who
donated \$400 or more**

Mary Cost
Susan Iverson

**Contributors who
donated between \$200-
\$400**

Shirley Bailey
Barbara Burns
Mary Colton
Patricia Dunston
Marcia Ellis
Susan Gangsei
Jeanette Heard
Patricia Jordan
Linda Krawczyk
Dorothy Rodes
Katherine Straznickas
Sarah Swett
Alta Turner
Susan Weil

**Contributors who
donated between \$100-
\$200**

Karen Anderson
Dianne Chicoine
Paula Hix
Tori Kleinert
Lialia Jaroslava Kuchma
Mary Lane

Kevynne Layne
Yolanda Olivotto
Kathleen Praetorius
Ellen Ramsey
Kathleen Wain
Beverly Weaver

Additional Contributors

Louise Abbott
Klaus Anselm
Vicki Aspenberg
Ellen Athens
Sue Bassett
Paula Baumann
Ghislaine Bazir
Marianne Beattie
Robin Beveridge
Sarah Beyer
Leslie Black
Jenny Bloom
Jeanne Bohlen
Jessica Brouder
Sharon Cameron
Stan Cameron
Donna Cavagnac
Joan Cawley Crane
Alicia Christensen
Rita Corbett
Brenda Corman
Clare Coyle
Rochelle Davis
Joyce DeSaussure

Mary Anne Dyer
Maggie Edwards
Mary Elkind
Nancy Everham
Amy Fincher
Carol Fournier
Diane Gerity
Nelletje Groenveld
Janette Gross
Donna Hays
Barbara Heller
Joanne Howard
Phyllenore Howard
Pinkgin Hutchison
Catherine Jacobus
Claudia Jefferies
Lee Jenner
Judit Eszter Karpati
Kathleen Waln
Kenneth Bryson
Maureen Kenney
Wendy Knight
Deborah Kogan
Nancy Kramer
Sally Larrick
Michele Lasker
Fannie Lee
Betsy Lemon
Marcia Lindberg
Sadenae Lopez
Julie Lundberg
Ramona Machulak

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Kristin Majkrzak
Ruth Manning
Kyle Mansfield
Charlene Marietti
Helene McIntyre
Hattiet Memeger
Rebecca Mezoff
Julia Mitchell
Janet Moore
Monica Murphy
Dorothy Perkins
Cheryl Pitman
Linda Porte

Patricia Price
Lu Ross
Susan Sandoval-Herbert
Jennifer Sargent
Victoria Schell
Marion Scichilone
Micala Sidore
Margaret Smith
Susan Snider
Zoe Ann Stivers
Tapestry Weavers West
Susan Tauck
Gail Thompson

Elaine Todd
Stephanie Van Housen
Mary Warren
Linda Watson
Gayle Weikert
Anna Wetherell
Carolyn Wetzel
Marilyn Whitney
Margaret Wilson
Betsy Wing
Elizabeth Wood
Muffy Young
Anna Zinsmeister