

The Weavers Guild of Minnesota

Preserving and advancing the arts of weaving, spinning, and dyeing since 1940.

Annual Report Fiscal Year 2017

(September 1, 2016-August 31, 2017)



Since its founding in 1940 by six women, including Hilma Berglund, the Weavers Guild of Minnesota (“WGM”) has established itself as a nationally-recognized resource for the arts of weaving, spinning, and dyeing. WGM offers over 150 classes, workshops and events taught by over 35 highly skilled instructors, serving nearly 750 new and experienced fiber artists each year. WGM is a registered 501(c) arts non-profit organization and is the largest weavers guild in the country.

From our Board President

Thank you for taking a class, buying yarn or a gently used loom. Thank you for stopping in to greet old and new friends. And thank you for sharing your knowledge.

The transmission of knowledge is at the core of the Weavers Guild of Minnesota. We are teachers and students together. As long as we maintain this relationship, this core value, the Weavers Guild of Minnesota will grow and thrive.

Our education program is the heart of the Weavers Guild of Minnesota. Our talented staff work every day to support WGM programs, including our retail operations, and the needs of our 600 members, our 154 classes, our 755 students and 35+ teachers. Thanks to Executive Director Beth Bowman, Guild Coordinator Karin Knudsen, former Education Coordinator Kristin Stoeckler, and former Interim Education Coordinator Kristin Nelson. And thanks to Board member and Education Committee chair, Roberta Zeug Shell.

Elsewhere in this report you can read in depth about our classes and education programs. There are details about our finances. The state of our operations is good. Our programs are successful and growing. Our membership increases. But there is more to do to assure that the Weavers Guild of Minnesota can sustain success.

We are grateful for the continued support and hard work of our volunteers, including our hard working Board, who do so much to make WGM successful. This past year several groups have done outstanding work: The Due Diligence committee, chaired by former board Treasurer Nancy Gossell, has compiled an exhaustive document to guide Board decision making, looking at our history, our current situation and our future viability. This document will be available to you online or in a hard copy available in the WGM office.

The Finance Committee, chaired by Board Treasurer, Heather MacKenzie, has continued to watch our bottom line. Their knowledge and expertise has been invaluable. I also want to acknowledge the Exhibitions committee, guided by Beth McLaughlin and Robbie LaFleur. This year WGM member exhibits were mounted at Norway House, Faribault Center for the Arts, and the Textile Center Guild Wall as well as the Guild rooms. And the Outreach committee, chaired by board member Melba Grassland has increased WGM involvement in such events as Northern Spark, World Art Day, Shepherd's Harvest and many other opportunities small and large.

Changes keep coming. The Textile Center is planning for its future and WGM will be directly impacted. WGM is eager to work with the Textile Center to plan for the exciting changes that are coming. In three years we may be moving together to a new space just a few hundred feet from our current location. We are looking at all aspects of what this means for the Weavers Guild of Minnesota: finances, programming space, sustainability of operations.

Remember who we are and what we have committed ourselves to: preserving and advancing the arts of weaving, spinning and dyeing.



Susan Larson Fleming
President, Weavers Guild of Minnesota

Our Year



Our year was filled with many accomplishments, including:

- WGM offered over 150 specialized, small scale classes, taught by over 35 master instructors
- WGM continues to rate highly with our students, delivering over a 98%
- WGM strengthened its commitment to inclusivity - establishing a Inclusion Task Force, charged with the mission to develop a strategy to recruit, retain, promote, and support the inclusion and advancement of persons of diverse backgrounds in all aspects of WGM operations. Part of this work was to work with a pro bono human resources expert to develop a Equity Plan for the organization to help guide WGM in meeting these goals.
- WGM volunteers have logged over 3,000 hours of generous time and expertise

The Weavers Guild of Minnesota is excited to bring weaving, spinning and dyeing to new audiences across Minnesota and beyond.

Our Vision and Values



Following our strategic plan, WGM2020, WGM will have a national reputation as a vibrant arts organization in Minnesota and the region with innovative and high quality programming for weavers, spinners, and dyers of all skill levels,” and four value statements:

1. WGM celebrates and respects all individuals from beginners to seasoned artists and craftspersons.
2. As a grassroots organization, we value the active participation of our volunteers, staff, and members.
3. We value traditional fiber techniques and culture as well as innovative, art-based uses of fiber.
4. We value a rich, positive environment that inspires lifelong learning in a non-competitive environment, nurturing a multi-generational and diverse community.

Our Work



WGM is strategically addressing the initiatives and priorities we committed to in our WGM2020 strategic plan.

- Skill level: WGM offered nearly 160 classes at a variety of levels, topics and approaches in FY17. WGM featured a variety of activities at a range of prices and skill levels, from beginning-level foundation courses in weaving and spinning to in-depth master classes with extended time for work on WGM's studio looms.
- Engagement: We utilize digital communication tools to reach our members, students, instructors, volunteers and greater creative community. Interest group, volunteer and digital engagement levels were all up from previous years.
- Traditional and contemporary approaches: Students have the opportunity to try many techniques within the arts of weaving, spinning, and dyeing: floor loom weaving, frame loom weaving, spinning on a wheel or drop spindle, rag rug weaving, card weaving, inkle loom weaving, tapestry weaving, ply split braiding, Navajo weaving, Saori Japanese weaving, Sami-inspired weaving and braiding; Bengala dyeing, textile designing, and Kumihimo Japanese braiding.
- Inclusive: The programs are accessible to individuals at all skill levels, backgrounds, and abilities. Private lessons are available by request, so students who are not able to attend scheduled classes or need customized instruction can learn from our teaching artists.

Our Programming



For FY 2017, WGM Education Programming Accomplished:

- Classes held: 119
- Visiting Artist Workshops Held: 4
- Number of Instructors and Classroom Assistants Contracted:
36 + Visiting Artists
- Total Number of Students served: 755
- Average Number of Students in a Class or Workshop: 6.14

Our Outreach



Our Events

FY 2017 Events (*in addition to educational programming and workshops*):

- 42nd Annual Sale: Fiber Fair - November 2016
- A Visual Voyage Through Norwegian Tapestry - January 2017
- Learn about your Local Fiber Producers Panel - February 2017
- Hooked on Books...and the Arts, too in Chanhassen - February 2017
- American Craft Council Event - April 2017
- Weavers Guild of Minnesota at World Art Day - April 2017
- WGM at Shepherds Harvest Festival - May 2017
- Weavers Guild and Textile Center at Northern Spark - June 2017
- Lyngblomsten's Midsummer Festival - July 2017
- Traditional Norwegian Weaving: American Reboot, Norway House - July 2017
- WGM at the Minnesota State Fair - August 2017

Our volunteers

WGM volunteers make many of our outreach events, activities and engagements possible. Annual opportunities to volunteer include:

- Monthly Member Meetings and Annual Member Potluck
- Fairs and Festivals: year round
- Library Programs: year round
- Exhibitions and Openings: year round
- Annual Fundraising Campaigns and Events: year round
- World Art Day: April
- Shepherd's Harvest Festival: May

- Minnesota State Fair: August – September
- Annual Volunteer Appreciation Event: August
- Fiber Fair – annual sale, typically in November

In February 2017, WGM switched from a manual paper logging system to an online system. We keep track of volunteer hours served because that is a great way to show corporate and grant funders how much support we have in our community. For FY 2017 our volunteers logged an average of 170 volunteer hours per month!

- Independent Sector 2017 value of volunteer time of \$24.14 per hour
- WGM volunteers contributed an estimated \$49,246 worth of volunteer time in FY 2017

Our Digital Engagement

Our digital audience continues to grow and expand. In 2017, through Facebook, Instagram, Twitter, our website and e-newsletters, we reached more than 30,000 individuals. That means that people all over the world saw photos, read about exhibitions, commented on posts or interacted with WGM in the digital realm.

The Draft, our bi-weekly newsletter, continues to be one of the most popular ways we reach WGM members and others who are interested in learning more about the Guild. Total subscribers to the Draft and e-newsletters increased by about 10% in 2017.

What was our most popular social media post? Photos from the Norwegian Weaving exhibition that WGM did in conjunction with Norway House were viewed more than 3600 times. Another top finisher was a post with a nostalgic photo of a kids “potholder loop” loom, which elicited lots of comments and shares.

Our Members



Our membership remains strong at over 595 members at the end of the fiscal year 2017, including 43 members in the “Under 30” membership program. WGM is also fortunate to have 86 members as part of our “sustaining” membership program, who contribute monthly to their membership and often include a donation above and beyond their membership fees. WGM membership is up 11% from the end of fiscal year 2017.

Member Benefits

By becoming a WGM member, you subscribe to a full list of programs and services from WGM. Some of the highlights include:

- Discount tuition on classes and workshops, led by talented and knowledgeable teaching artists
- Complementary and low-fee entry to lectures by renowned artists and experts in the field
- Complementary and low-fee entry for off-site tours:
 - Examples include: Faribault Woolen Mills, Goldstein Museum, Minneapolis Institute of Art and more
- Access to creative space to meet for classes, interest groups, lectures, and programs
- Quality equipment and tools for use in classes or interest groups
- Access to the WGM Reference Library, Swatch Collection and Textile Center Library
- Participation in member exhibitions, on and off-site
- Fiber Fair, annual members' sale
 - Entry fee \$20 for returning artists, \$0 for new artists
 - 74% of sales from Fiber Fair go directly to artists
- Access to member-only content in the member newsletter, The DRAFT
- Artist support and promotion to WGM audience/community:
 - Free artist promotion of non-profit events/professional achievements
 - Discounted member rate(s) for promotion of for-profit/business activities/advertisements

Member Interest Groups

These member groups meet to discuss topics of specific interest or work on themed projects. Interest Groups are open to all current WGM members. Participating in these groups is a great way for beginners–or experienced makers–to learn more about equipment and techniques and meet other members.

Active Member Interest Groups Include:

- Banditos
- Dobby Weavers
- Draw Loom Interest Group
- Fine Threads Interest Group
- New and Occasional Weavers Interest Group (NOW)
- Portable Weaving Interest Group
- Rag Rug Interest Group
- Rigid Heddle Interest Group
- Scandinavian Weavers Interest Group
- TuesDAY Spinners
- Whorling Spinsters

Member Newsletter, THE DRAFT

WGM sends an enewsletter to members, delivered every other Wednesday, called The Draft. The Draft highlights events, class offerings, member news, volunteer and exhibition offerings, and lists new members and the upcoming schedule. The Draft is opened by an average of 58% of our members.

Member Profiles

Our members are extremely talented! In FY 2017, we profiled members Emily Eaton, Sarah Johnston and Phyllis Waggoner, with our new “WGM Spotlights” initiative. This was an engaging way to learn more about our community and their creative practices.

“I have a BFA from the Minneapolis College of Art and Design, but up until a few years ago, all of my creative energy was spent designing on a computer. Once I realized how much I missed making art with my hands, I started signing up for random art classes and workshops. Most of them were fun for an evening, but didn’t inspire beyond the workshop. But then I attended a 3-hour weaving workshop, and I fell in love with it. After several years of exploring and experimenting, weaving/fiber art is now a very large part of my life. I love weaving for the endless creative opportunities, the integrity of the fiber, and the meditative aspect of the repetitive motion. Also love the fact that weaving is a traditional craft with a long history, but can also be very modern.” -Emily Eaton

Our Heritage



WGM has long been a presence in the regional and national creative arts community. It is one of the oldest and largest weavers guilds in the country, and the only weavers guild that is also a weaving school.

When the Works Project Administration/Federal Arts Project christened the Walker Art Center in 1940, Hilma Berglund, weaving instructor at the University of Minnesota, saw an opportunity to support the Arts communities. With the help of Walker education director Leroy Turner, invitations were mailed to 26 people who had expressed interest in forming a weavers guild; 16 weaving enthusiasts showed up. They chose a name, voted Berglund temporary chairman, made plans to draft a constitution and viewed a weaving exhibit borrowed from the Seattle Weavers Guild. Less than a month later, the first official meeting of the Twin Cities Weavers Guild* convened. The constitution was adopted and Hilma Berglund was elected president. Later in May of 1940, the Guild held its first workshop led by famed weaver/author/teacher, Mary Meigs Atwater.

The Minnesota State Fair invited the Guild to exhibit and demonstrate in the Creative Activities building in 1952, and it has continued to be a favorite community outreach to this day. In 1955, after many nomadic years of carting its library to various meeting venues, the Guild found a permanent location at the Minneapolis YWCA. Since then it has moved four times. Today it is housed at the Textile Center, where the combined library of the Weavers Guild and the Textile Center is the largest circulating textile library in the country.

The story of the Weavers Guild of Minnesota and its mission statement, "Preserving and Advancing the Arts of Weaving, Spinning and Dyeing", is a strong affirmation of our founders' vision.

**The name was changed to Minnesota Weavers Guild in 1955, and in 1971, it was changed to Weavers Guild of Minnesota.*

Our Support & Financials



WGM is committed to governance that ensures we observe best practices in organizational operations, that we protect and appropriately administer charitable income and assets.

FY 2017 Grants and Corporate Support

GRANTS

Metropolitan Regional Arts Council
Minnesota State Arts Board Operating Support
Harlan Boss Foundation for the Arts

CORPORATE & MATCHING GIFTS

Adobe Systems Incorporated
General Mills, Inc.
Deluxe Corp Foundation
Medtronic
Midwest Weavers Association
Prudential Insurance
Wilder Foundation

Thank you also to the following in-kind contributors:

LegalCORPS
Minnesota Landscape Arboretum
Stinson Leonard Street LLP

Small Business Development Center – University of St. Thomas
Taproot Foundation

FY 2017 Individual Contributions

WGM is grateful to our many individual donors whose contributions totaled **\$42,747** from September 1, 2016 to August 31, 2017. A special thanks those individual givers who opt for monthly (sustaining) giving to support the WGM mission.

Anonymous	Kala Exworthy	Chris Larson
Desiree Adaway	Priscilla Flynn	Susan Larson-Fleming
Linda Aldredge	Christian Fredrickson	Connie LaTendresse
Kathy Anderson	Beth Friedman	Joann Lattery
Marcia Anderson	Nancy Fulton	Chillon Leach
Susan Andrews	Judy Goebel	Colleen Lehn
Brenda Andrewson	Carolyn Golberg	Anne Lindgren
Carolyn Azine	Susan Goode	Ruth Litterick
Peggy Baldwin	Nancy Gossell	Tonyia Little
Martha Ballard	Nedra Granquist	Patricia Lovegreen
Sandy Baron	Celeste Grant	Roger Luhn
Maddy Bartsch	Lois Grassl	Diane Luth
Lisa-Anne Bauch	Gayle Groebner	Hazel Lutz
Ward Bauman	Leslie Hahn	Rosemary MacFarlane
Paula Beck	Carol Harrington	Heather MacKenzie
Verilette Bell	Elizabeth Harrington	Candice Mangum
Anna Landes Benz	Roxanne Hart	Sue Mansfield
Mary Bjorklun	Doreen Hartzell	Kelly Marshall
Anna Blomster	Jan Hayman	Catherine Maruska
Patricia Boerner	Beth Heikkila	Wynne Mattila
Beth Bowman	Debbie Heilig	Peggie Mattsfield
Anita Branin	Devin Helmen	Mia McDavid
Judy Bratt	Susan Hensel	Beth McLaughlin
Katherine Buenger	Mary Holmgren	Nancy Menzel
Bob Bulthuis	Karen Hovermale	Nancy Menzel
Kimberly Burnham	Elise Howell	Beth Mercer
Bonnie Buzza	Patsy Huberty	Alison Miller
Terry Carlson	Francie Iverson	Mary Ann Moenck
Sheralyn Carroll	Karla Jennings	Arlene Monk
Susan Carver	Linda Jezusko	Barbara Morgan
Judy Clare	Jane Johnsen	Jan L. Nelson
Jane Connett	Audrey Johnson	Janet Nelson
Marian Quanbeck Dahlberg	Cammie Johnson	The Estate of Lila Nelson
Barbara Daiker	Jan Johnson	Lin Nelson-Mayson
Pamela Davis	Sarah Johnston	Renee Obrecht-Como
Rachel De Portillo	Bill and Nancy Jones	Chiaki O'Brien
Katie DeCosse	Cheryl Jones	Kathy Ohler
Debra deNoyelles	Judith Goebel	Kevin Olsen
BethAnn Duncan	Joan-Hannah Kaytonah	Shelley Chase Olsen
Grace Evans	Robbie LaFleur	Turid Ormseth

Cindy Owen
Joshua Parker
VaLinda Pearson
Paula Pfaff
Keith Pierce
Solveig Pollei
Karmen Post
Nicole Quiney
Becka Rahn
Mary Rasmussen
Teresa Razidlo
Karl Reichert
Deb Reisner
Lynne Renz
Ellen Richard
Martha Riel
Suzy Robertson
Betty Rosenstein

Lynne Roubal
Joe Rubin
Alejandra Sanchez
Mary Ann Saurino
Cynthia Scott
Marj Sethna
Marj Sethna
Madeline Shinbach
Sandra Skilling
Barbara Skoglund
Eleanor Skoog
Mary Skoy
Kimberly Smith
Lori Smith
Sovern Mediation
Lotus Stack
Mary Steely
Dianne Stiff

Sally Stinson
Helen Stoerzinger
Judy Stowe
Lydia Strand
Eeva Savolainen Sundstrom
Rebecca Taibl
Micala Tessman
Edi Thorstensson
Jocelyn Tilsen
Evelyn Torkelson
Barb Ungs
Caprice Vanderkolk
Karen Weiberg
Kristen Wesloh
Martha Willett
Carol Wilson
Roberta Zeug Shell



FY 2017 Donations of Equipment, Materials, and Books

The Guild benefits greatly from donations of items related to weaving and spinning. WGM volunteers assess the items for use in the Guild or price them to sell. The proceeds support the Guild's operations and programming. This revenue is included in the Grants & Contributions line on the following page.

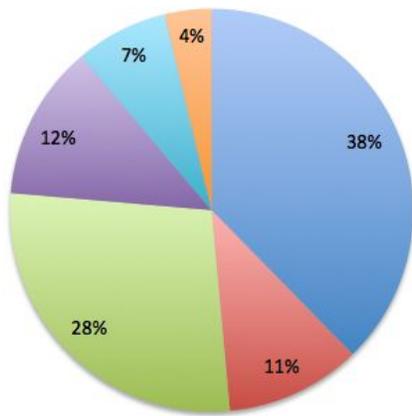
- Donated equipment \$13,026
- Donated yarn \$9,024
- Donated books \$1,759

Total sales from donated items: \$23,809

Financial Statement

September 1, 2016 - August 31, 2017

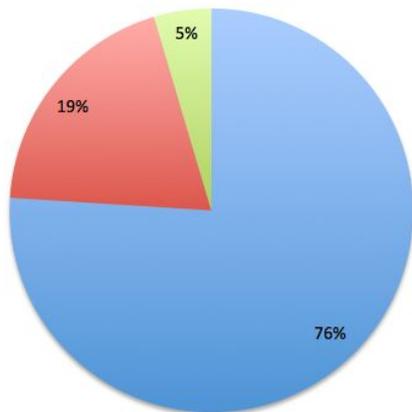
INCOME



Grants & Contributions (38%)	\$112,909
Memberships (11%)	\$32,564
Class Tuition & Fees (28%)	\$83,280
Fiber Fair (13%)	\$37,344
Fiber Source, less COGS (7%)	\$22,257
Other Program & Miscellaneous Revenue (3%)	\$11,218

TOTAL INCOME **\$299,572**

EXPENSE



Programming	\$227,861
Management	\$58,149
Fundraising	\$13,809

TOTAL EXPENSE **\$299,819**

NET INCOME **-\$247**

BALANCE SHEET

Current Assets	\$268,516
Inventory	\$25,070
Fixed Assets, net of Depreciation	\$50,392

Total Assets **\$343,978**

Current Liabilities	\$33,382
Long-Term Liabilities	\$10,640
Total Liabilities	\$44,022

Unrestricted Assets	\$289,623
Temporarily Restricted Assets	\$10,333
Total Net Assets	\$299,956

Total Net Assets & Liabilities **\$343,978**

Our Governance and Leadership



WGM is governed by a board of directors. Board of directors are responsible for the management of the business and affairs of the organization. WGM board of directors supervise and govern the charity's efforts in carrying out its mission. Directors owe a fiduciary duty to the nonprofit to act in good faith, with care, loyalty, obedience, and honesty in fact, and in the best interests of the organization.

WGM takes this responsibility seriously and are governed by a committed board of directors in compliance with charity guidelines set forth by the State of Minnesota Attorney General's Office. WGM offers all board members board training, the invitation to participate in a board self-assessment and the option for an "exit interview" as they leave the board at the end of their term (or otherwise) to provide valuable feedback to the organization.

WGM Board of Directors Members, 2016-2017 (FY 2017)

Elected Officers:

Caprice Vanderkolk, President, September - January
Susan Larson-Fleming, President Elect, Sept - Jan; President, Feb - August
Nancy Gossell, Treasurer
Jan Hayman, Secretary
Peter Withoff, Past President

Members at-large:

Maddy Bartsch
Robert (Bob) Bulthuis
Melba Granlund
Doreen Hartzell

Robyn Husebye
Robbie LaFleur
Becka Rahn
Roberta Zeug Shell

WGM staff

Beth Bowman, Executive Director,

WGM Role: Strategic Plan, Advancement: Marketing and Communications, Operations, Management

Beth is an arts and culture leadership professional with over 20 years of experience. She has worked with many arts and culture organizations including: Interact Center for the Visual and Performing Arts, the Soap Factory, Artspace Projects. She currently serves as a Vice President for the Goldstein Museum of Design advisory board and has previously served on the Givens Foundation for African American Literature and the Cycling Museum of Minnesota boards. Beth was President of the Board of Directors for the University of Minnesota College of Design as well as the College of Visual Arts Alumni Board. She has served in a committee/advisory capacity for the Minnesota Orchestra, the Cedar Cultural Center, the Minnesota State Arts Board and DOCOMOMO MN. She has led panels and projects with organizations including Art Basel Switzerland, the American Craft Council, the Walker Art Center, and the Minnesota Theatre Alliance. She was a media delegate for the 2014 Nobel Peace Prize Forum. Beth is a recipient of the University of Minnesota College of Education and Human Development 2017 Alumni Society Award of Excellence. She was recently selected for the 2018 NEA-sponsored Creative Center Training Institute for Artists and Administrators. She holds a Bachelors in Fine Arts Degree from the College of Visual Arts and two graduate degrees from the University of Minnesota.

Karin Knudsen, Guild Coordinator

WGM Role: Fiber Source Store, In-kind Donations, Guild Membership, Guild Services and Activities

Karin has extensive experience working with stakeholders, managing projects and writing content for nonprofits. Her expertise is writing and communication, crafting engaging, clear content with an eye toward making the complicated easily explainable. She has a background in arts administration and has previous retail management experience, making her a great fit to manage WGM's on-site store, Fiber Source, as well as coordinate WGM's nearly 600 members. Karin holds a Master's Degree in Anthropology. A practicing artist and teacher, she specializes in katazome, a Japanese surface design technique using stencils and paste-resist on cloth. She is also a weaver and indigo-dyer.

Kristen Stoeckeler, Education Coordinator, February-August

WGM Role: Education Programming, Workshops, Equipment/Space Rentals

Kristen's work has been to engage the public with arts and media to foster public space, encourage critical thinking, and promote social justice. Working most recently in arts education, Kristen has served as both an educational program coordinator in the nonprofit sector and as an educator. A PhD candidate in Theatre History and Performance Studies, she specializes in adult education and pedagogy and has taught extensively at the undergraduate level. A performing artist by training, she also has expertise in writing and content creation for curriculum development, marketing materials, grant writing, audiovisual production, and

academic research. She is currently serving as a board member for Zenon Dance Company and School.

In Memoriam: Weaving and Leaving a Legacy

Charles (Chuck) Benson passed away on March 16, 2017. He was an active and respected member of the Weavers Guild of Minnesota and the Rag Rug Study Group for many years. He taught art in the Edina public schools, and taught rag rug weaving classes at the WGM as well as in Arizona. He was constantly trying new techniques and was willing to share his expertise and experience.

Chuck demonstrated weaving at the Minnesota State Fair Creative Activities building and entered rugs and wall hangings in the competitions, winning several ribbons. When Paula Pfaff and Janet Meany published "Rag Rug Handbook," he wove every rug in it.

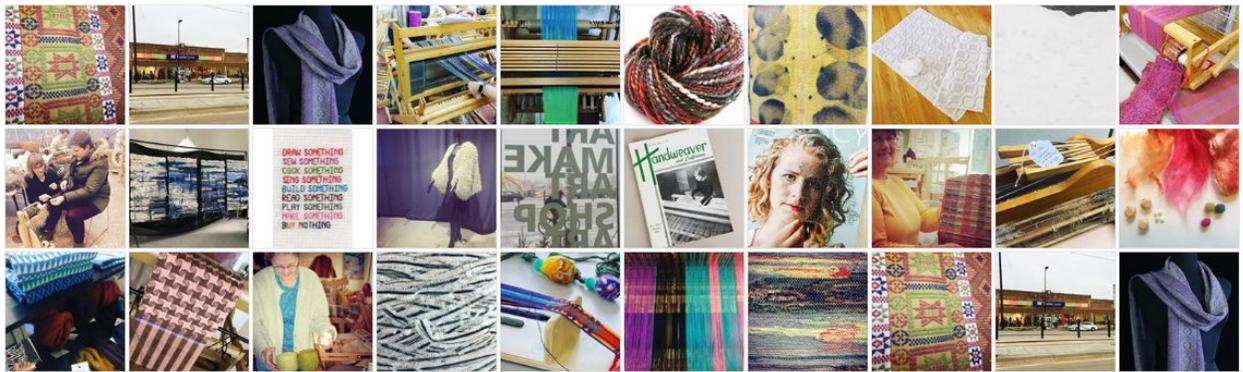
You never knew what he'd bring to the Rag Rug Group meetings: a blue-jean based series one time, and a runner using over 100 neckties the next. Chuck brought in his stash of denim as a challenge to the Rag Rug Group to weave rugs out of recycled jeans. He had a "roadkill" collection – rugs made out of clothing picked up on roadsides!

Chuck's last challenge to us, it turns out, was his stash of recycled fabric, much of it already cut into strips, to weave into rugs and donate to a charity.

In honor of Chuck, members of the study group wove his stash into rugs and the rugs were donated to **Bridging**, an organization that provides essential home items to Twin Cities families in need. Participating WGM members were: **Nedra Granquist, Jo Hill, Judy Larson, Jan Nelson, Ellen Richard, Martha Riel,** and **Peter Withoff** (who took the challenge to heart and wove five rugs!). **Donna Gravesen** also prepared and finished some additional weavings done by Chuck for donation, which included rugs, placemats, runners, and mug rugs. **Connie Campbell** delivered all the items to Bridging.

Chuck Benson was a great teacher, a creative weaver, and a fantastic friend. He is missed.

— Donna Gravesen, Rod Pedley, Nedra Granquist with additional content by Jan Nelson





**Weavers
Guild *of*
Minnesota**

Preserving and advancing the arts of weaving, spinning, and dyeing since 1940.

Located in the Textile Center
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