



# **ANNUAL REPORT**

## **2020-2021**

**Kentucky Craft History & Education Association**  
**PO Box 22363**  
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# **Kentucky Craft History & Education Association**

## **Annual Report 2020-2021**

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& Education Association**

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#### **BOARD OF DIRECTORS**

Philis Alvic, President  
Lexington, KY

Larry Isenhour, Treasurer  
Lexington, KY

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Frankfort, KY

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Richmond, KY

Judy Kushner  
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Founding President  
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Juanita Peterson  
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Dear Friends and Supporters:

The Kentucky Craft History and Education Association (KCHEA) is pleased to present its 2020-2021 Annual Report. KCHEA continues to make strides toward our mission of documenting and presenting the ongoing impact of craft in Kentucky.

#### **Highlights of KCHEA's 2020-2021 programming:**

- Received grant funding from Kentucky Oral History Commission in the amount of \$1785 to complete indexing and transcriptions of 7 remaining oral history interviews.
- Planned Friends campaign.
- Created virtual tour of the Sharing the Stories Exhibit, which was closed due to the Covid Pandemic. Opened the exhibit to the public April 3-May 12, 2021.
- Published a redesigned KCHEA web site.
- Featured Craft Luminaries on Facebook as part of Women's History Month.
- Presented Oral History Interview training for KCHEA board members.
- Appointed Tim Glotzbach, Richmond, Kentucky to the board.

Please take the time to review the following report and more of the details of our efforts this past year.

In the meantime, look for us on social media and the Internet.

Sincerely,

Philis Alvic  
KCHEA Board President

## **MISSION**

***The Kentucky Craft History and Education Association gathers, conserves and presents the history and ongoing impact of crafts in Kentucky.***

## **VALUE STATEMENTS**

***There is an inherent value in the making of craft*** which embodies both skill and design; many skills are intrinsic in rural culture and have historically been part of essential living.



***Kentucky has a long and rich craft heritage*** involving both the makers and organizations of craft that have created both an economic and cultural impact resulting in national and international recognition for the state as a model for craft development.



***History provides valuable lessons that impact our future*** and documenting and sharing Kentucky's craft history honors the makers and creates pride in our heritage.



***The arts offer many educational and economic benefits and support the development of intellectual skills.*** Crafts can play a role in education through a variety of academic disciplines connecting students to craft artists as role models and educating them to craft as a vocational and lifestyle choice.



***The documentation and preservation of Kentucky's craft history is needed and urgent*** and is best done through the artifacts, documents, and stories told by craft makers and organizational leaders that have most significantly impacted the state's craft movement.



***Partnerships are important*** and have been vital to Kentucky's craft success and are critical to the ongoing preservation and documentation of its history.

## KCHEA STRATEGIC PLAN 2020 - 2021

### GOAL I:

#### ***Strong Organizational Capacity to achieve KCHEA mission***

##### **Administration:**

- Continue to document KCHEA activities and projects via formal reports.
- Reestablish committees.

##### **Board Development:**

- Identify several potential new board members for consideration.
- Survey Board skills and interests.
- Refine using Zoom for regular meetings.
- Develop procedures for conducting interview using the Zoom format.
- Continue to participate in informational and development meeting provided by other organizations.

##### **Funding:**

- Raise funds for special projects.
- Pursue Emily Wolfson fundraiser with the Kentucky Guild of Artist & Craftsmen.
- Initiate a KCHEA membership campaign.
- Write a grant to the Oral History Commission.
- Participated in fundraising programs including, Kroger Community Rewards, GoodShop, and Amazon Smile.

### GOAL II:

#### ***Kentuckians to take pride in our long, diverse and continuing craft history (Public Programs and Projects)***

- Explore opportunities for future gallery exhibitions.
- Explore forming a traveling exhibit for Main Street Kentucky venues.
- Include the Craft Luminary Memorial list on our website.
- Donate interviews produced since 2015 to the Kentucky Historical Society.
- Link transcribed interview videos from KCHEA web site to the Kentucky Historical Society online digital collection, making them available for public viewing.

### GOAL III:

#### ***A strong support system for the identification, research and documentation (i.e. scholarship) of Kentucky Craft History***

- Conduct oral history interviews using Zoom as part on ongoing Craft Luminary Project.#
- Continue to transcribe and index interviews.#
- Produce a series of Zoom videos for the Craft Legacy Project.
- Create a Craft Luminary Memorial list.
- Create Kentucky Craft Timeline.

**GOAL IV:**

***A Strong Brand Identity for KCHEA***

- Redesign website.
- Maintain KCHEA web site -- posting annual report, activity announcements, and press releases.
- Increase presence on social media accounts including Facebook, YouTube, Pinterest, and Twitter.
- Participate in activities of national and regional organizations.

## KCHEA ACCOMPLISHMENTS 2020 – 2021

### GOAL I:

#### *Strong Organizational Capacity to achieve KCHEA mission*

##### Administration:

- Continued to document KCHEA activities and projects via formal reports.
- Determined yearly goals.
- Conducted monthly meetings via Zoom.

##### Board Development:

- Tim Glotzbach participated in board meetings and joined the board in April.
- Board participation in professional development activities with the University of Kentucky Appalachian Center, LexArts, and the American Craft Council.
- Appointed Tom Adler as committee chair for the Kentucky Craft Overview site (renamed Kentucky Crafts Encyclopedia).
- Assessed board skills.
- KHCEA worked with Bob Gates to conduct interview training for several board members.

##### Funding:

- Met with a student who was interested in writing a grant for KCHEA.
- Conducted a Facebook fundraising campaign.
- Wrote a grant to the Kentucky Oral History Commission for transcripts and indexing that was fully funded.
- Planned for a ‘Friends of KCHEA’ campaign.
- United Trust donated a substantial sum to KCHEA.
- Participated in fundraising programs including, Kroger Community Rewards, GoodShop, and Amazon Smile.

### GOAL II:

#### *Kentuckians to take pride in our long, diverse and continuing craft history*

##### *(Public Programs and Projects)*

- The Lexington Central Library Gallery agreed to continue the Craft Luminaries: Sharing the Stories exhibit throughout the library closing and to extend the show at least one month after the library opened.
- The Lexington Library produced a virtual tour of the Sharing the Stories exhibit with a narration by Gwen Heffner.
- Sharing the Stories Exhibit educational materials listed in the LexArts directory for teachers.
- Investigated venues in Northern Kentucky as a possible location for Sharing the Stories exhibit.
- Outlined an idea for Zoom panels featuring Kentucky craftspeople.
- Produced a prototype of Legacy Workshop information on Zoom.

**GOAL III:**

***A strong support system for the identification, research and documentation (i.e. scholarship) of Kentucky Craft History***

- Updated the Craft Luminary Project interview datasheet. #
- Researched the location of Craft Luminary Project interviews and status of transcripts and indexing.#
- Worked with Kentucky Oral History Commission to get all interviews posted on the Kentucky Historical Society's YouTube channel.#
- Approved additions to the list of people to be interviewed.#

**GOAL IV:**

***A Strong Brand Identity for KCHEA***

- Maintained KCHEA web site -- posting the annual report, activity announcements, and press releases.
- Added Sharing the Stories virtual tour and the Kentucky Craft Overview web portal to the website.
- Completed redesign of the KCHEA website.
- Increased presence on social media accounts including Facebook, YouTube, Pinterest, and Twitter. #
- Highlighted KCHEA Craft Luminary women on Facebook during Women's History Month.
- Publicized the reopening of the Sharing the Stories exhibition.
- Posted the profiles of all of the artists in Sharing the Stories for the reopening of the library.
- Maintained visibility with national and regional organizations including the American Craft Council, University of Kentucky Appalachian Center, LexArts, and Critical Craft Forum.

## **KCHEA CRAFT LUMINARY PROJECT REPORT**

Due to the Covid-19 pandemic, all interviews were ceased in 2020 as society was put in lock down. The last interview was conducted in November of 2019 with Dobree Adams. Hopefully, doing interviews will resume in the near future as more people are being vaccinated and the virus is being controlled.

In March of 2021, Mary Reed wrote and submitted a grant to the Kentucky Oral History Commission to have the last 7 video interviews we conducted Transcribed, Indexed and Synced. In May, KCHEA was awarded the grant in the amount of \$1,785 for 10.5 hours of recorded interviews. The grant cycle begins on July 1, 2021 and ends on June 30, 2022. When completed, they will be archived and added to our collection at the Kentucky Historic Society. Joanna Hay Productions has been contracted to transcribe, index and sync the interviews. The interviews included: Craig Dial, (now deceased), Red Bird Mission; Elmer Lucille Allen, Fiber and Ceramics; Neil & Mary Colmer, Folk Artists, Weaver and Corn Shuck Dolls; Warren Brunner, Photographer; John Taylor, Potter; Judy Sizemore, Arts Educator and Writer; Dobree Adams, Weaver and Photographer.

Bob Gates conducted a board “Interview Training” session on February 19, 2021 via Zoom. Attending were Fran Redmon, Karen Riggins, Judy Kushner and Peggy McAllister. Bob covered guidelines for conducting an interview, equipment required, doing fieldwork, documentation forms and presented examples of interviews. It was felt that it may have more helpful if the training had been more specific to KCHEA’s interviews.

It was discovered that Fran Redmon’s second interview in September of 2008 was never transcribed. The interview runs about 97 minutes. KCHEA approved a budget of \$300 to have it adding to the other interviews being transcribed, indexed and synced in the grant. Joanna Hay Productions has accepted adding the interview to the job.

When the 8 interviews above are completed and archived KCHEA will have all interviews transcribed, indexed, synced and archived at the Kentucky History Society in Frankfort and available on-line for use by the public.

<https://kyhistory.com/digital/search/searchterm/KCHEA/field/all/mode/all/conn/and/order/date>

## SHARING THE STORIES EXHIBIT REPORT

*The Kentucky Craft Luminaries: Sharing the Stories* exhibit at the Lexington Central Library Gallery continued throughout 2020 and into 2021. Doug Tattershall, the gallery director, requested that the exhibit remain up during the time the library was closed to the public due to the Covid Pandemic. The show was extended for more than a month after the public was admitted to the gallery in April 2021.

When it was realized that the closure of facilities would last much longer than anyone had previously anticipated, Doug had the library videographer film the show. Gwen Heffner graciously agreed to narrate this virtual tour. While the reception and planned public programming did not occur, *Sharing the Stories* got exposure through the library windows on Main Street, wide distribution of the virtual tour, and Facebook features of the artists.

The exhibition and educators guide were listed on LexArts' *Arts Everywhere for Students* and made available for virtual learning for home-schooled and public school children in Fayette County and beyond.

Doug and Larry Isenhour took down the show in mid-May and artists claimed their work. The photos and information boards were put into storage for the next showing.

Board member Judy Kushner has been exploring opportunities for exhibiting *Sharing the Stories* in Northern Kentucky.

### **Friends of KCHEA Report**

In an effort to drive deeper interest into the work of KCHEA from valued supporters and to inspire the interest of new ambassadors, KCHEA will be initiating a “Friends of KCHEA” program in the fall of 2021.

Through the website, those interested will be able to purchase an annual pass for \$25.00. This pass will provide access to information and events for our supporters and will also generate needed funds for the organization on a recurring annual basis.

As the program evolves, hopes are to be able to offer a more substantial list of benefits. But for now benefits include:

- Mention as a “friend” on the website (possibly in the annual report)
- Annual KCHEA gift/memento
- Exclusive access to events and exhibitions

The website will be updated with a special section and page to gather information and payment for those interested in joining. From the website, reports will be generated and accurate membership records and tracking maintained. The template for this information gathering has been created and is ready to go live.

To kick off marketing, a postcard advertising the opportunity will be sent out to our master mailing list of supporters and interested parties. A “virtual” postcard will also be sent via email. Postcard and email will contain information about the program directing people to the website for enrollment. Reminders can be sent prior to year end to “start” in 2022.

In early 2022, the committee managing the “friends” campaign will put together an annual plan for communicating and enhancing the program.

## MARKETING & PUBLICITY COMMITTEE REPORT

### General Administration:

- Maintained, updated, and distributed board list, and stationery.
- Made regular updates to mailings lists, and interview bio list.
- Made regular updates and maintained web site. Updated external links, added new links to Interview bios.
- Developed interactive “Friends” form for website.
- Completely updated and redesigned KCHEA web site, set up new account and downgraded Yahoo account to domain registration and email.
- Assisted President with development of materials (proofing/editing) and proofed Oral History Grant submission.

### Facebook Page:

- Page Likes increased by 157 (46 previous year) to 582
- 182 page posts (149 previous year)
- Ran 3 Facebook Ads:
  - Developed Fundraising Campaign (resulted in ~\$500 in donations), assisted and encouraged board participation to support, Reach 922
  - Sharing the Stories exhibit virtual tour, Reach 412
  - Sharing the Stories re-opening, Reach 770
- Posted weekly event listings for Sharing the Stories exhibit.
- Ran series of posts on women Craft Luminaries as part of Women in History month.
- Re-posted features on Sharing the Stories exhibit artists during exhibit dates.
- Developed reports on reach and impact of Facebook posts for annual meeting (see attached).

### Twitter:

- Several posts announcing Sharing the Stories exhibit, updates, Educators Guide, etc.

### Mailchimp:

Developed 3 E-mail Campaigns:

- Press Release announcing newly elected officers and new board member, Sent 481, 227 opens (47%)
- Sharing the Stories Virtual Tour announcement, Sent 288, 142 opens (49%)
- Sharing the Stories Exhibit opening at Library, Sent 464, 229 opens (51.9%)

**KCHEA Profit & Loss for July 2020 – June 2021  
Proposed Budget for July 2021 – June 2022**

	20'-21'			'21 – '22
	Actual	Budget	Over/Under	Budget
<b>Income</b>				
Contributions	1235.01	1150.00	85.01	2,200.00
Grants	0.00	1500.00	-1500.00	4,800.00
Other	126.98	120.00	6.98	120.00
<b>Total Income</b>	<b>1361.99</b>	<b>2770.00</b>	<b>-1408.01</b>	<b>7120.00</b>

<b>Expense</b>				
<b>Operating</b>				
Board Training	0.00	0.00	0.00	0.00
Fees	45.00	60.00	-15.00	45.00
Insurance	0.00	440.00	-440.00	440.00
Memberships	25.00	100.00	-75.00	50.00
Office Supplies	0.00	100.00	-100.00	100.00
Postage	103.00	120.00	-14.00	120.00
Promotion	1236.83	200.00	1036.83	900.00
Software	0.00	150.00	-150.00	80.00
Travel/Misc.	0.00	0.00	0.00	65.00
<b>Total Operating</b>	<b>1412.83</b>	<b>1,225.00</b>	<b>242.83</b>	<b>1800.00</b>
<b>Projects</b>				
Exhibit	0.00	200.00	-200.00	0.00
Indexing/Transcripts	250.00	200.00	50.00	1800.00
Legacy Zoom	100.00	0.00	100.00	0.00
Luminary Interviews	0.00	1200.00	-1200.00	4000.00
<b>Total Projects</b>	<b>350.00</b>	<b>1600.00</b>	<b>-1250.00</b>	<b>5800.00</b>
<b>Total Expense</b>	<b>1762.83</b>	<b>2770.00</b>	<b>-1007.17</b>	<b>7600.00</b>
<b>Net Income</b>	<b>-400.84</b>	<b>0.00</b>	<b>-400.84</b>	<b>-480.00</b>

## KENTUCKY CRAFT HISTORY AND EDUCATION ASSOCIATION BOARD OF DIRECTORS

**Phillis Alvic, President** is an artist, weaver, and writer. Since graduating from the School of the Art Institute in Chicago, she has shown her work in exhibitions throughout the country. In 1977 she was awarded the Certificate of Excellence from the Handweavers Guild of America and received an Al Smith Fellowship from the Kentucky Arts Council in 1996. She has published over 100 articles and papers on crafts and crafts history and two books, one on early 20<sup>th</sup> century Appalachian weaving centers and the other on crafts of Armenia. She served as an international craft development consultant through agencies funded by USAID.

**Larry Isenhour, Treasurer** is a Kentucky registered Architect with Green Scheme Design. He is a collector of Kentucky art and folk art and has been a supporter of the arts in Kentucky as past president of the Lexington Art League and board member of the Kentucky Folk Art Center, Mid-south Sculpture Alliance, and Kentucky Museum of Art and Craft.

**Fran Redmon, Secretary** has a B.F.A. in Commercial Art from Western Kentucky University. From 1986 through 2007, she served as director of the Kentucky Craft Marketing (CMP), a program of the Kentucky Arts Council, an award-winning and nationally modeled program. She received the 2007 Craft Organization Development Association's (CODA) national award for "Outstanding Service, Creative Thinking, and Leadership" having a significant impact on the crafts field. State and national leadership positions include serving on numerous boards, advisory councils and state government committees. She has consulted with programs in Georgia and Pennsylvania and CODA. She is currently a Kentucky Peer Advisor for the Kentucky Arts Council and marketing chair for the Appalachian Artisan Center. She is a part-time business co-owner of Redmon2 Marketing + Design and a working artist.

**Tim Glotzbach** is a studio artist/lecturer. He earned a Master of Fine Art in Jewelry/Metalsmithing from Southern Illinois University- Carbondale and was a Professor of Art at both the State University of New York-Oswego and 21 years at Eastern Kentucky University. Tim's work led him to serve as the Academic Dean of Heritage and Humanities at Hazard Community & Technical College and he was founding Director of the Kentucky School of Crafts. In 2018, Tim retired as Director of Berea College Student Crafts program. Throughout his career, Tim's work has been included in numerous national/regional invitational and juried exhibitions and he continues to serve as a board member for a number of arts and local non-profit organizations. In 2003, Tim was awarded the Rude Osolnik Award for outstanding individual efforts in crafts advocacy and education, and excellence in personal design and workmanship.

**Judy Kushner**, formerly from Danville, Illinois and Louisville, Kentucky, now resides in Georgetown. She is a self-taught fiber artist producing a colorful line of hand-painted neckties and silk scarves. Her work that began with a focus on Derby designs has expanded in subject matter with an emphasis on color, mood and motion. She is a juried member of the Kentucky Crafted Program (Kentucky Arts Council), Kentucky Guild of Artists and Craftsmen, and the Louisville Artisan Guild. She exhibits at the award-winning Kentucky Crafted Market, and other regional fairs. She received a grant to teach in schools and has received several commissions. Numerous corporate clients include Alltech, Yum!Brands, and Visa among others. Judy received a commission from the Commonwealth of Kentucky to design an ornament for the White House Christmas tree.

**Karen McIntyre**, is an accredited Fiduciary Investment Advisor (AIF®) at Unified Trust Company. She joined the firm in 2012 and has more than 12 years of experience working with high-net-worth clients as well as the emerging affluent in matters of financial management and retirement planning. Originally, from Ohio, Karen studied finance and economics at Bowling Green State University and received a Bachelor of Science in Business Administration from Indiana Wesleyan University before moving to Lexington in 2011. She is currently working on the Certified Financial Planner (CFP®) designation. In her free time, Karen offers her time as a volunteer and fundraiser for several local charities.

**Peggy McAllister** is a graphic designer, artist, storywriter, building restorer and fan of the arts. After earning a BFA at Eastern Kentucky University, she spent 30 years at the Lexington Public Library in the marketing department as the graphic designer and Central Library Gallery exhibits manager. She is currently a docent at the Mary Todd

Lincoln House and project manager for Bee & Clover Renovations. She is on the board of the Kentucky Ecuador Partners and serves on the City of Winchester Design Committee and a member of Winchester Innovative Business Association.

**Mary Reed** is a craft artist and co-owner of Appalachian Crafts. She attended the University of Kentucky where she studied fine arts. She is a juried member of the Kentucky Guild of Artists and Craftsmen, the Kentucky Craft Marketing Program, the Kentucky Peer Advisory Network, and a Community Scholar. She serves on the advisory council of the Kentucky Appalachian Artisan Center and as a mentor for the Kentucky Craft Marketing Program. She has conducted numerous crafts workshops and artist residencies in elementary schools and her work has been presented in numerous exhibitions. Mary is the current chair of Artist Advisory Council, Appalachian Artisan Center. She is the founder and current president of the Estill Arts Council.

**Karen Riggins** Karen is a Quilter who loves all styles of quilts, from traditional hand made to machine made, using a variety of fibers and techniques that can be expressed as wall art, bed quilts or clothing. She has been making quilts and teaching quilt making for over forty years. While quilts are the main focus of her art work, she also loves other fiber arts such as knitting, embroidery, felting, crochet and dyeing fabric. She lives on a farm in Woodford County, with her husband of 50 years, where she indulges in her other passion of creating delicious meals and gardening, which involves raising vegetables, herbs, flowers and providing native plants for wildlife.

**Abby Vaughn**, works as development director for Unified Trust Company's Wealth & Trust Management team with over 30 years of expertise in investment sales and banking. Prior to coming to Unified Trust Abby worked for a Global Financial Services Company and a Fortune 500 Bank focusing on high-net worth families. She is skilled in providing personalized service in collaboration with financial partners. She believes strongly in giving back to the community and has served on various boards including Lexington Humane Society, OperaLex, Lexington Art League, and Woodland Executive Board. Abby assists with fundraising for Blue Grass Community Foundation, Commerce Lexington, KET, and The March of Dimes. She spends her free time dabbling with home design and is passionate about animal rescue.

## **EMERITUS**

**Susan Goldstein, Founding President**, an artist, curator, and art collector, graduated from the University of Vermont with a B.A. in Elementary Education and earned a M.A. degree in Counseling Psychology from Tuft's University. An innovative clay artist, her work has been included in many national and regional exhibitions, including the Governor's Mansion in Frankfort and the Congressional Office Building in Washington DC. She has numerous past and present board affiliations including the Kentucky Museum of Art and Craft, the Lexington Art League, Lexington Fayette County Government, and the Kentucky Guild of Artists and Craftsmen, where she served as president. In 2009, nominated by the Lexington Arts Council, she received the National Philanthropy Day Award.