



# **ANNUAL REPORT**

## **2022-2023**

**Kentucky Craft History & Education Association**

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**Kentucky Craft History & Education Association**  
**Annual Report**  
**2022-2023**

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**Kentucky Craft History  
& Education Association**

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**BOARD OF DIRECTORS**

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Richmond, KY

Jessica Evans, Vice President  
Lexington, KY

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Crit Luallen

Kay Lowe Masuhr

Juanita Peterson

Dear Friends and Supporters:

The Kentucky Craft History and Education Association (KCHEA) is pleased to present its 2022-2023 Annual Report. KCHEA was able to advance meaningful activities toward documenting and presenting the ongoing impact of craft in Kentucky.

Highlights of KCHEA's 2022-2023 programming:

- Successfully implemented and expanded a second Friends campaign
- Board members worked with the Oral History Commission to secure a commitment for all KCHEA interviews to be included on their site.
- Successfully coordinated a *Sharing the Stories* exhibit at Behringer-Crawford Museum in Covington, KY.
- Interviewed Victoria Faoro, Lou DeLuca and Lawren Watson for the Craft Luminary Project.

We hope you will review the following report and find that this work is worthy of your continued support. The KCHEA board is all-volunteer and has been able to make great, new progress.

Please be on the lookout for KCHEA updates and activities on social media and the Internet.

Sincerely,

Tim Glotzbach  
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 2022 - 2023**

### **GOAL I:**

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

Objective 1: Increase Board Membership to a total of 12.

Objective 2: Cultivate partnerships with organizations to implement KCHEA programming.

Objective 3: Establish a Financing and Fundraising Plan.

Objective 4: Offer a “Friends of KCHEA” category with benefits.

### **GOAL II:**

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

Objective 1: Develop one annual public program per year.

Objective 2: Continue to seek additional venues for the Sharing the Stories exhibition.

Objective 3: Continue to make the Craft Luminary video interviews accessible.

Objective 4: Provide other means for delivering the Legacy Workshop information.

Objective 5: Encourage museums and galleries throughout the state to collect and/or exhibit crafts.

### **GOAL III:**

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

Objective 1: Continue the Craft Luminary Project (oral history videos).

Objective 2: Continue to encourage the Legacy Project “everyone has stories to tell” where people document their own traditions and history.

Objective 3: Formulate methods for brokering between donors and historical repositories.

Objective 4: Continue to support and expand the 30TU Kentucky Crafts OverviewU30T

### **GOAL IV:**

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

Objective 1: Maintain a strong public presence through social media and the KCHEA website.

Objective 2: Continue to strive toward making KCHEA’s work a national model.

## KCHEA ACCOMPLISHMENTS 2022 - 2023

### **GOAL I:**

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

- Established a new fundraising committee and began to develop a plan to increase corporate donors and program/project specific donors.
- Successfully completed a second “Friends of KCHEA” campaign that increased donor giving above previous the year.
- Promoted Friends Campaign on Facebook and in other social media areas, producing a positive response to giving and open rate for emails and shares.
- Identified new potential board member candidate.

### **GOAL II:**

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

- Worked to make sure all KCHEA website videos accurately were transcribed and linked to the Kentucky Historical Society online digital collection.
- Planned, organized and collaborated with the Behringer-Crawford Museum in Covington, Kentucky. to produce the “Sharing Our Stories” exhibit.

### **GOAL III:**

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

- Coordinated and completed interviews with Lou Deluca and Victoria Faoro of Berea, Kentucky and Lawren Watson, Alexandria, Kentucky.
- Continued to encourage the Legacy Project “everyone has stories to tell” where people document their own traditions and history.
- Continued to support and expand the Kentucky Craft Encyclopedia, edited by Tom Adler.

### **GOAL IV:**

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

- Revised KCHEA website and functions.
- Continued to monitor success of marketing activities, website metrics, social media posts, open rates for email blasts, etc., especially for the Sharing the Storied exhibit and Friends campaign, which were highlighted as successes.

### **KCHEA Craft Luminary Project Committee Report 2022-2023**

Interviews were conducted with Louis DeLuca and Victoria Faoro on October 16, 2022, in their home in Berea, Kentucky. Daniel Coy was the videographer. Lou and Victoria, both arts administrators with Kentucky state government were instrumental in the development of Kentucky arts and artists. Anna Barnard LeMay was contracted to transcribe, sync, and index the interviews, which were sent to the Kentucky Oral History Commission (KOHC) and placed into the Oral History Metadata Synchronizer (OHMS) system. The cost of approximately \$400 for processing the interviews was approved from the KCHEA general budget. On March 4, 2023, Lawren Watson was interviewed in the Newport Public Library by Mary Reed, and Daniel Coy was the videographer. Lawren is a retired potter and was participating in the Sharing the Stories Exhibit at the Behringer-Crawford Museum in Covington. Processing of her interview will be included in a future KOHC Transcription grant.

It was discovered that many (24) of the Luminary interviews were no longer accessible online. The collection had been added to the Pass the Word site at the KOHC. Some interviews were missing as it was discovered that KOHC could not locate the corresponding release forms. Release forms for all but seven were sent and posted and arrangements were made for the remaining interviews to be posted with KCHEA taking responsibility for any copyright infringement claims.

### **Sharing the Stories Exhibit Report 2022-2023**

Planning for the “Kentucky Craft Luminaries: Sharing the Stories” exhibit at Behringer-Crawford Museum (BCM) in Covington, Kentucky, continued in the Fall 2022, with Jason French of the BCM. An exhibit was originally planned for Spring 2024, but planning was hastened when a date opened in the BCM’s spring 2023 exhibition schedule.

Interviewing a Northern Kentucky artist as a potential Craft Luminary was discussed as a means to engage the communities in the Newport/Cincinnati area. The short list of candidates consisted of quilter Larry McKenney and potter Lawren Watson. The committee drafted and mailed letters and emails with an artwork submission form to Luminaries requesting their participation in the exhibit. Seventeen of 23 Craft Luminaries responded, agreeing to submit artwork.

As a method to ease the expense to the exhibiting artists, KCHEA board members arranged for and manned a centralized artwork drop off location in Lexington, as well as coordinating the option for artists to mail their work directly to Behringer-Crawford or dropping it off in person. On Saturday, March 4th, Board members delivered the work, and BCM staff installed the exhibit.

BCM hosted an opening reception for Sharing the Stories on Saturday, March 11th at 1:00 p.m. KCHEA members, friends, and exhibiting artists were given free admission to the museum. The reception was well attended with approximately 70 people cycling through the exhibit hall. BCM promoted the exhibit and reception on their website throughout. Behringer-Crawford routinely shared posts on their Facebook page including a one-minute video filmed by the BCM curator, explaining the mission of KCHEA, as well as highlighting the incredible work of the exhibiting craft luminaries. WEKU’s Cheri Lawson interviewed both BCM Curator and a Board member for an article published online April 13, 2023.

### **Friends Campaign Report 2022-2023**

The Friends Campaign began in the 2021-2022 FY to garner continuing support from supporters of KCHEA’s work to “gather, conserve and present the history and on-going impact of crafts in Kentucky”. This 2023 campaign saw an increase in giving from those contacted. A new Friends postcard was created and distributed to 178 people identified as past supporters or newly identified individuals. Printing (\$220) and mailing (\$120) costs were covered by a donation. Giving for the 22/23 FY totaled \$1,750.00 surpassing the \$1,250, which had been projected in the budget. The board continues to encourage greater participation, especially from the group of Craft Luminaries whose stories are promoted on the KCHEA site.



## **KCHEA Marketing Report 2022-2023**

The KCHEA website is a well-designed and functional repository for craft research and investigation of the stories surrounding individual Craft Luminaries. Organizations, schools and individual communities use the site to gain a greater understanding of their culture. It cannot be overemphasized that the KCHEA site and its many functions requires a major dedication of time and energy, as well as expertise in social media marketing. Continual updates and maintenance to the site in general, as well as the Oral History list bios, links, etc. must be made, and result in active use of various areas on the site. Page views were up 57.4%, with visitor sessions up 54.2%, Top page visits were Home page, Sharing the Stories Exhibit, and Friends. Mailing lists are continually updated and prepared for various Board members involved in Friends mailing, and Mailchimp e-blasts. Press Releases were routinely prepared for KCHEA related events such as the Oral History Grant Press Release, of July 26, 2022, which had a 38 % open rate, 168 opens, and 4 link clicks. The KCHEA Officer Elections/Board Appointments Press Release of September 8, 2022 had a 32% open rate, with 145 opens and 14 link clicks.

Facebook continued to be an effective tool to communicate with the art and craft community and, thus, became a regular and important tool for KCHEA communications. Regular Facebook posts totaled 48, with a reach of 8K, up 437% over the previous year. Visits of 697, were up.3K over the previous fiscal year.

Promotion of the Friends Campaign required an updated payment form, friends listing, email notices, ads and regular Facebook postings. Testimonials were gathered from Craft Luminaries and other supporters and used to create multiple e-blasts and Facebook postings. Nine of the top 20 Facebook postings were related to the Friends campaign, with a reach of over 4K.

**KCHEA Budget FY 2022-23**

<b>Income</b>	<b>Actual</b>	<b>Budget</b>	<b>Over/(Under)</b>	<b>'23-24 Budget</b>
Contributions	\$598.95	\$2500.00	\$(1,901.05)	\$2,500.00
Friends Campaign	\$1750.00	\$1250.00	\$500.00	\$1,850.00
Sponsorships	\$0.00	\$1500.00	(\$1500.00)	\$1,800.00
Grants	\$0.00	\$1500.00	(\$1500.00)	\$0.00
<b>Total Income</b>	<b>\$2,348.95</b>	<b>\$6,750.00</b>	<b>(\$4901.05)</b>	<b>\$5850.00</b>
<b>Expenses</b>				
<b>Operating Expense</b>				
Office Supplies	\$0.00	\$300.00	\$300.00	\$300.00
Postage	\$191.00	\$200.00	\$9.00	\$200.00
Insurance	\$0.00	\$450.00	\$450.00	\$0.00
Fees	\$24.70	\$50.00	\$25.30	\$50.00
Memberships	\$25.00	\$125.00	\$100.00	\$100.00
Promotion	\$933.74	\$550.00	(\$383.74)	\$550.00
Software	\$0.00	\$100.00	\$100.00	\$100.00
Marketing	\$0.00	\$0.00	\$0.00	\$500.00
<b>Total Operating</b>	<b>\$1,174.44</b>	<b>\$1,775</b>	<b>\$500.56</b>	<b>\$1,800.00</b>
<b>Projects Expense</b>				
Friends Campaign	\$109.38	\$700.00	\$590.62	\$600.00
Fundraising Event	\$0.00	\$0.00	\$0.00	\$200.00
Indexing & Transcription	\$0.00	\$650.00	\$650.00	\$400.00
Exhibits	\$0.00	\$1,500.00	\$1,500.00	\$850.00
Luminary Interviews	\$1740.15	\$1,500.00	(\$240.00)	\$1,800.00
Legacy Events	\$0.00	\$250.00	\$250.00	\$0.00
<b>Total Projects</b>	<b>\$1849.53</b>	<b>\$4,600.00</b>	<b>\$2750.62</b>	<b>\$3850.00</b>
<b>Total Expense</b>	<b>\$3027.97</b>	<b>\$6,375.00</b>	<b>\$3,251.18</b>	<b>\$5,650.00</b>
<b>Net Income</b>	<b>(\$675.02)</b>	<b>\$375.00</b>		<b>\$200.00</b>

## KENTUCKY CRAFT HISTORY AND EDUCATION ASSOCIATION BOARD OF DIRECTORS

**Tim Glotzbach, President**, 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 twenty-one 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.

**Jessica Evans, Vice President**, has a BFA in Ceramics from East Tennessee University. When Jessica, a Boyd County, Kentucky native, took a pottery elective to fill a hole in her schedule as a college freshman, she had no idea the world of creative experiences and opportunities that it would open up. She has since used her eye and penchant for expression in production pottery work, exhibit curation, graphic design and marketing, teaching, and administrative roles at galleries, museums, and art centers. Jessica now has a decade of leadership experience in non-profit and arts administration. Prior to joining CEDIK in January 2020 as an Arts Extension Associate, she served as Executive Director of the Appalachian Artisan Center in Hindman, Kentucky. There, she envisioned and implemented a half-million-dollar Creative Place-making Initiative termed the "Culture of Recovery" which has gained national acclaim utilizing the power of the arts in addiction healing. Jessica's additional training as a Community Scholar and as a Kentucky Rural-Urban Exchange Cohort informs her work to bridge divides within communities through creativity and good stewardship. At CEDIK, Jessica continues and expands her work of integrating arts into recovery efforts, developing a statewide curriculum and toolkit for use by community partners who wish to strengthen existing treatment programs for substance use disorder through the addition of arts-expression programming.

**Karen McIntyre, Treasurer**, is an accredited associate (AIF®) at Meridian Wealth Management LLC in Lexington, KY. She has more than 15 years of experience working with high-net-worth clients as well as the emerging affluent in matters of investment management financial planning. Originally from Ohio, Karen studied at Bowling Green State University and received a Bachelor of Science in Business Administration from Indiana Wesleyan University before moving to Lexington in 2011. In her free time, Karen offers her time as a volunteer and fundraiser for local charities, practices yoga and enjoys walking with her husband, Dan, and black Labrador, Abby.

**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 working artist former part-time business co-owner of Redmon2 Marketing + Design.

**Philis Alvic**, 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 20th century Appalachian weaving centers and the other on crafts of Armenia. She served as an international craft development consultant through agencies funded by USAID.

**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.

**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.

**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.