



ANNUAL REPORT

2024-2025

Kentucky Craft History & Education Association

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kchea.org

Kentucky Craft History & Education Association
Annual Report
2024-2025

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**Kentucky Craft History
& Education Association**

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Dear Friends and Supporters:

The Kentucky Craft History and Education Association (KCHEA) is pleased to present its 2024-2025 Annual Report. KCHEA was able to advance meaningful activities toward documenting and presenting the ongoing impact of craft in Kentucky.

Highlights of KCHEA's 2024-2025 programming:

- Successfully implemented a fourth Friends campaign
- Board members implemented a Project Grant of \$6211 from the Kentucky Oral History Commission for the Craft Luminary Project – "Natural Intelligence – Shining Across the State"-- six video oral history interviews which were collected from eastern, central and western Kentucky.

I'm immensely proud of the work our board has completed over the past year on this latest addition of interviews to the Craft Luminary Project and progress toward our goals of documenting and making Kentucky's craft history accessible to the broader public. Transitioning into the role of board president this year has been an honor that has only been made possible through the support of my fellow board members and officers. It is my goal in the coming year to continue leading the board in its collection of Kentucky craft history and expanding its presentation through our traveling exhibit and supplemental materials.

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

Sincerely,

Jessica Evans
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 2024 - 2025

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 2024-2025

GOAL I:

Strong Organizational Capacity to achieve KCHEA mission

- Moved forward with the pursuit of one of the two potential board members previously identified and invited them to participate in KCHEA regular board meetings.
- Successfully completed 4th “Friends of KCHEA” campaign with contributions of \$975.00.
- Exploration and planning of potential future fundraising event including venue, promotional handouts, and auction items.

GOAL II:

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

- Worked to make all KCHEA website videos accurately transcribed and linked to the Kentucky Historical Society online digital collection.
- Provided brochures with Sharing the Stories Educators Guide INSERT to Kentucky Historical Society for the Kentucky Council for Social Studies Conference.
- Coordinated requests for collaboration with KCHEA involving resources or providing information on the craft industry.

GOAL III:

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

- Coordinated/facilitated the completion of \$6211 matching Kentucky Oral History Commission (KOHC) Grant for Craft Luminary Project – “Natural Intelligence – Shining Across the State”. Six interviews collected: Audrey Schulz, Wayne Bates, Sarah Culbreth/Jeff Enge, Melvin Rowe, Jim Sams, Al Cornette.
 - Secured and coordinated with two videographers, including one new to the collection of Craft Luminary Interviews, which supports flexibility in scheduling future video interviews.
 - Completed the preparation/training of two new board member interviewers, increasing the capacity of KCHEA to be able to complete future interviews.
- Continued to encourage the Legacy Project “everyone has stories to tell” where people document their own traditions and history.

- Collaboration/discussion with KOHC staff about the request process for adding our new interviews placed at Kentucky Historical Society (KHS) as part of our ongoing Craft Luminary Collection.
- Continued to support and expand the Kentucky Craft Encyclopedia, (KCE) where the site averages roughly 15 visits per day. Links and information are being routinely updated and corrected.
- KCE continues to publish and promote its “*Crafter of the Month*” online through Facebook.

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 KHS Grant Award for “Natural Intelligence” and the Friends campaign, which were highlighted as successes.
- Distributed brochures and Friends card at Kentucky Crafted: The Market to exhibitors. Buyers, and placed them at the info desk.
- Distributed brochures and Friends card at Handcrafted Weekend, Greenbo Visitors Center, Greenup, KY, April 12-13, 2025.
- Re-printed KCHEA brochures.
- Designed and distributed branded graphic slides to videographers to be used at the beginning of all newly recorded Craft Luminary Interviews in order to reinforce organization branding.
- Maintained an account with Turbify (formerly Yahoo) for KCHEA email domain.

KCHEA Budgets**Profit/Loss '24/25****Proposed '25-26**

Income	Actual	Budget	Over/Under	'24-25 Budget
Contributions	\$528.77	\$2,500.00	-\$1971.23	\$1000.00
Friends Campaign	\$975.00	\$1,850.00	-\$875.00	\$1,250.00
Sponsorships	\$0.00	\$0.00	\$0.00	\$500.00
Grants	\$6211.00	\$6211.00	\$0.00	\$0.00
Total Income	\$7,714.77	\$10,561.00	-\$2,846.23	\$2,750.00
Expenses				
Operating Expense				
Office Supplies	\$0.00	\$515.00	-\$515.00	\$100.00
Postage	\$207.00	\$200.00	\$7.00	\$200.00
Fees	\$26.84	\$50.00	-\$23.16	\$50.00
Memberships	\$0.00	\$100.00	-\$100.00	\$50.00
Promotion	\$737.76	\$550.00	\$187.76	\$800.00
Software	\$248.22	\$100.00	\$148.22	\$250.00
Marketing	\$0.00	\$500.00	-\$500.00	\$250.00
Total Operating	\$1,219.82	\$2,015.00	-\$795.18	\$1,700.00
Projects Expense				
Friends Campaign	\$62.61	\$600.00	-\$537.39	\$400.00
Fundraising Event	\$0.00	\$500.00	-\$500.00	\$500.00
Indexing & Transcription	\$0.00	\$0.00	\$0.00	\$400.00
Exhibits	\$0.00	\$850.00	-\$850.00	\$0.00
Luminary Interviews	\$2519.31	\$3810.00	-\$1290.69	\$1800.00
Travel	\$1417.10	\$2186.00	-\$768.90	\$200.00
Legacy Events	\$0.00	\$0.00	\$0.00	\$0.00
Total Projects	\$3,999.02	\$7,946.00	-\$3,946.98	\$3,300.00
Total Expense	\$5,218.84	\$9,961.00	-\$4,742.16	\$5,000.00

Net Income	\$2,495.93	\$600.00	\$1,895.93	-\$2,250.00
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KCHEA Marketing Report 2024-2025

The Kentucky Craft History and Education Association (KCHEMA) continued to expand its outreach, communications, and public engagement efforts throughout the year through targeted marketing, promotional activities, and organizational support. KCHEMA issued press releases highlighting the Oral History Grant Funds announcement and Officer Elections/Board Appointments, reaching hundreds of recipients with strong email engagement. KCHEMA provided educational materials and brochures to organizations including the Kentucky Arts Council and the Kentucky Historical Society, supporting awareness of Kentucky craft history and educational resources. The organization also maintained its digital infrastructure, updated website content, responded to public inquiries, and explored new promotional opportunities through video and social media advertising.

KCHEA's online presence continued to grow through consistent website and social media activity. KCHEMA shared 200 Facebook posts that helped maintain engagement with members, supporters, and the broader craft community. Targeted Facebook advertising campaigns helped increase visibility and attract new followers. Website traffic also showed positive growth, with increased page views and visitor sessions, and continued interest in key resources such as oral histories, membership information, the Craft Encyclopedia, and the Craft Luminary Project.

KCHEA Friends Campaign Report 2024-2025

Despite the 2024-2025 Friends campaign soliciting a lesser amount of donations than in recent past years, the Friends campaign remained an important focus for strengthening community connections and support for KCHEMA's mission.

A total of **twenty-six individuals** contributed a **total of \$975** to this year's campaign, with donors contributing in increments of \$25, \$50 and \$100. Each received a KCHEMA magnet and sticker as a thank-you for their support as well as the opportunity to participate in select KCHEMA events, as they are available. All new donors to the organization also received the KCHEMA USB drive, which includes a brief video highlighting the work undertaken by the organization. **ALL COSTS** associated with the mailer and gifts were covered by donation.

KCHEA developed and maintained online sign-up tools, coordinated email outreach, prepared promotional materials, and supported donor communications and acknowledgements. Multiple email campaigns reached current and prospective Friends with consistent engagement, while mailing lists, organizational records, and communication resources were maintained to support ongoing operations. Through these combined efforts, KCHEMA enhanced awareness of Kentucky's craft heritage, expanded its network of supporters, and continued building resources for education and preservation.

KCHEA Craft Luminary and Grant Report 2024-2025

The Board scouted and secured two videographers for the collection of video oral histories for the awarded Spring 2024/2025 KOHC Project Grant entitled “Craft Luminary Project – Natural Intelligence – Shining Across the State”. Daniel Coy, who had filmed previous Craft Luminary Interview for KCHEA and Tyler McDaniel, a recommended videographer whose prior work samples were reviewed and approved by the Board. Artists were then contacted and dates set for the collection of interviews for the Project Grant. Invoices for video interview digital files were received and grant funds reimbursed from submitted invoices.

- Audrey Schulz, a fiber artist from Louisville, Kentucky was interviewed by Fran Redmon with videographer Daniel Coy on November 21, 2024;
 - Audrey discussed how she began her work in designing and creating her soft sculpture horses and other animals. She credits the state of Kentucky (Kentucky Craft Marketing Program) for her ability to pursue her craft work as career. She participated in the Kentucky Crafted Market and the New York International Trade Shows which focused on wholesale accounts along with other fairs and events throughout the state. She discussed her process of designing, building and painting each piece. She talks about how her business grew, where she sold and how she marketed her work. As her business grew she was able to build a studio at her home and eventually employ others to help produce her work. She primarily credits the state support with her being able to be successful. She no longer actively markets her work but will still fill an occasional order. She indicated that the age of technology and its growing demands has been difficult for her and affected her ability to market and communicate. She talked about the value of having her work appreciated, knowing that she contributed to her family income, and the peace and fulfillment it gave her.
- Wayne Bates, a potter from Murray, Kentucky was interviewed by Jessica Evans with videographer Tyler McDaniel on November 23, 2024;
 - In his interview, Wayne described his roots from Georgia, and that he has been a potter in Murray, Kentucky, for decades, contributing significantly to the Kentucky Craft Community. He identifies as studio potter, blending art and craft in his functional pottery. Influenced by cultures like Mimbres, Wayne described his process of transforming clay into finished work using wheel techniques, crafting his own engobes and focusing on surface designs. He shared how his family, especially his wife, has supported his journey. His work has been recognized in galleries, permanent collections, and through awards. Wayne reflected on the positive impact of art on his life and his role in the art community.
- Sarah Culbreth (and Jeff Enge), a pottery duo from Berea, Kentucky were interviewed by Mary Reed with videographer Daniel Coy on January 26, 2025;
 - Interview touched on both Sarah’s and Jeff’s backgrounds, how they came to Berea College, and their early careers before they met. Sarah had a store front called Studio 105 with several other artist that worked in different mediums and Jeff had one called Stone Wall Pottery, both in Berea. Then Jeff came to work for Sarah, they started dating, married, had their son David, established and opened Tater Knob Pottery & Farm. They talked about the shows they did and how they got the public to come to their studio in the woods and built their following. They talked about how the Kentucky Guild of Artists and Craftsmen and the Kentucky Craft Marketing Program helped them develop as artists and a business. Sarah talked about her involvement with non-profits in Berea and how they had busloads of school children come and visit them in the studio.
- Melvin Rowe, a potter from Sulphur, Kentucky was interviewed by Jessica Evans with videographer Tyler McDaniel on May 10, 2025;

- Melvin described his background, growing up near Churchill Downs and how he began as a potter, including his education at WKU and U of L and teaching art at the start of his career at Jefferson Community College and Spalding University. He also became Director of Metro Arts Center in Louisville but left in 1981 to pursue being a full-time artist and business owner. He spoke of his work's influences, the techniques he used, and making his own clay and glazes, as well as describing some notable work. He described exhibiting at craft fairs in the "early days" and going through the Kentucky Crafted Program. Melvin was very active as part of many arts organizations over the years and took on apprentices to teach the craft. He has had to stop making pottery due to rheumatoid arthritis.
- Jim Sams, a wood carver from London, Kentucky was interviewed by Mary Reed with videographer Daniel Coy on June 12, 2025;
 - Jim had been working in a grocery store during the days and carving at night. At his first craft show, he sold out and came home and quit his day job so he could carve full time. That was in 1979 and he hasn't stopped. He carves ducks, birds, and wildflowers. He uses basswood for the birds and tupelo gum for the flowers. He paints them using acrylic paints. Jim has been a member of the Kentucky Guild of Artists and Craftsmen, the Kentucky Craft Marketing Program, and the Southern Highlands Guild in Asheville, North Carolina. He has been featured in Traditional Home and southern Living Magazines. Jim has done the Smithsonian Craft shows and the Philadelphia Craft Show.
- Al Cornette, a willow chair carver from Slade, Kentucky was interviewed by Mary Reed with videographer Daniel Coy on June 16, 2025.
 - In the interview, Alan talked about his early life and how it evolved to the present. Alan is multitalented in several mediums, including willow furniture making, painting in oils, and has written and published five books. He can't make the willow furniture anymore at his age, but he still paints and writes daily.

KCHEA Kentucky Crafts Encyclopedia Report 2024-2025

The Kentucky Crafts Encyclopedia (KCE) continues to serve as a valuable free online resource dedicated to documenting, preserving, and sharing the history and traditions of Kentucky craft. The domain www.ky-crafts.com will remain active through January 2027, ensuring continued access to this important educational resource. KCHEA's support of the KCE helps sustain a digital archive that connects researchers, educators, craftspeople, and the public with information about Kentucky's rich craft heritage.

Throughout the 2024-2025 fiscal year, Tom Adler continued maintaining the Kentucky Crafts Encyclopedia as an independent project, providing ongoing updates, corrections, and improvements. Regular maintenance of the site included removing broken links, refining existing content, updating the historical timeline, and adding new discussions, essays, and commentaries related to Kentucky crafts. The "Crafter of the Month" feature continues to help draw visitors to the site, with increased traffic typically occurring at the beginning of each month when new features are promoted through social media channels. These outreach efforts demonstrate continued public interest and engagement with the encyclopedia's content.

KENTUCKY CRAFT HISTORY AND EDUCATION ASSOCIATION BOARD OF DIRECTORS

Jessica Evans, President, has a BFA in Ceramics from East Tennessee University. When Jessica, a Boyd County, Kentucky native, took a pottery elective as a college freshman, she had no idea the world of creative experiences and opportunities that it would open. 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 through the addition of arts expression programming.

Tim Glotzbach, Vice-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 for 21 years at Eastern Kentucky University. At ECU, Tim also served as Arts Consultant with the Center for Economic Development, Entrepreneurship & Technology (CEDET) in the initial planning stages of the Kentucky Artisan Center at Berea. Tim’s work led him to serve as the Academic Dean of Heritage and Humanities at Hazard Community & Technical College, where he was founding Director of the Kentucky School of Crafts and was responsible for the planning of the Kentucky School of Bluegrass & Traditional Music. In 2018, Tim retired as Director of Berea College Student Crafts program. Throughout his career, Tim’s work has been included in multiple national/regional invitational and juried exhibitions, and as a jeweler, he continues to complete numerous private commissions. Tim’s volunteer work involves serving as a board or committee member for various arts and local non-profit organizations. In 2003, Tim was awarded the Rude Osolnik Award for outstanding individual efforts in craft advocacy and education, and excellence in personal design and workmanship.

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 and 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.

She is the former director of the Kentucky Craft Marketing (CMP), a program of the Kentucky Arts Council. 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 numerous boards, advisory councils and state government committees. She has consulted with numerous programs and is currently a Kentucky Peer Advisor for the Kentucky Arts Council. She is a working artist and pastel painter at Fran Redmon Fine Art. She currently serves on the Board for Yes Arts, Frankfort, Kentucky. She is a former program and marketing chair for the Appalachian Artisan Center Board. She and her husband formerly operated 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.

Mary Reed Mary is a lifelong craft artist and co-owner with her husband Robin of Appalachian Crafts. She studied fine arts at the University of Kentucky and the University of New Mexico. Mary is a juried member of the Kentucky Arts Council Kentucky Crafted program, a consultant with their Kentucky Peer Advisory Network and a Community Scholar with the Kentucky Folklife Program. She is the founding president of the Estill Arts Council, and a founding member of the Kentucky Craft History and Education Association. In the recent past she has served for many years on the Kentucky Guild of Artists and Craftsmen, the Appalachian Artist Center, and the River City Players board of directors. Mary has conducted numerous craft and business workshops, been an artist-in-resident in the schools, and taught teachers how to integrate the arts into the curriculum. Her crafts have sold throughout the United States and Europe, and she has participated in numerous exhibits.

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.