



ANNUAL REPORT

2019-2020

Kentucky Craft History & Education Association
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Kentucky Craft History & Education Association

Annual Report 2019-2020

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BOARD OF DIRECTORS

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Lexington, KY

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Lexington, KY

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Frankfort, KY

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Georgetown, KY

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Founding President
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Nicholasville, KY

Sherry Jelsma
Shelbyville, KY

Crit Luallen
Frankfort, KY

Kay Lowe Masuhr
Louisville, KY

Juanita Peterson
Lexington, KY

January 2021

Dear Friends and Supporters:

The Kentucky Craft History and Education Association (KCHEA) is pleased to present its 2019-2020 Annual Report. KCHEA continues to make strides toward our mission of documenting and presenting the ongoing impact of craft in Kentucky. We started out our fiscal year in a typical manner, but as everyone knows the world changed drastically in mid-March. When the realization set in that mobility and access to public spaces would be limited, the board has been reassessing how we can meet the challenges and still deliver on our mission.

Highlights of KCHEA's 2019-2020 programming:

- Added two new Board members – Karen Riggins and Tara Bellando.
- Planned and helped install the Kentucky Craft Luminaries: Sharing the Stories exhibit at the downtown Lexington Public Library Gallery.
- Continued to add to the Craft Luminaries interviews at the Kentucky Historical Society with their transcripts and indexing of subject matter.
- Conducted the Annual Meeting on Zoom
- Began to have monthly Zoom Board meetings.
- Explored opportunities to explore virtual programming and researched future opportunities

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 -- 2019 Update

KCHEA: *Saving the Story of Kentucky Craft*

MISSION:

The Kentucky Craft History and Education Association gathers, conserves and presents the history and on-going impact of crafts in Kentucky

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 in order to implement KCHEA programming.

Objective 3: Establish a Financing and Fundraising Plan.

Objective 4: Expand membership as a category for participation 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 Craft Luminaries 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: Establish a Kentucky Craft Timeline on the KCHEA website.

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 2019 -2020

GOAL I:

Strong Organizational Capacity to achieve KCHEA mission

Administration:

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

Board Development:

- Identified several potential new board members for consideration.
- Tara Bellando joined the Board in August 2019.
- Karen Riggins joined the Board in February 2020.
- Board participation in professional development activities with the Kentucky Museum and Heritage Alliance, Kentucky Folklife Network, University of Kentucky Appalachian Center, LexArts, Wild Apricot, and American Craft Council.

Funding:

- Proposed joining KET fundraising in exchange for publicity.
- Joined the Lexington Chamber of Commerce and planned a table for their events.
- Wrote a grant to the History Trust Fund for the partial funding of the Legacy Workshop.
- 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)

- Acquainted Kitty Dougoud of Kentucky Main Street Program with our organization and discussed possibilities of cooperation.
- “Community Archiving Profile: Saving Kentucky Craft History” written by Philis Alvic was published in *Appalachian Curator*, September 19, 2019.
- Worked with the Doug Tatterstall from the Lexington Public Library Gallery to present the Craft Luminaries Exhibit.
- Updated materials and worked with the library on display plan for the exhibit.
- Worked with Doug to identify public programming to accompany the Craft Luminaries Exhibit.
- Peggy McAllister designed the postcard invitation to the Craft Luminary Exhibit and it was printed by the library.
- Press releases, event listings, and social media publicity was developed and circulated for the library exhibit. Peggy McAllister and did a radio interview.
- Information and educational materials developed for the Craft Luminary Exhibit were posted on the KCHEA website.
- Organized an Luminaries exhibit tour to be part of the Appalachian Studies Conference scheduled in Lexington.

- Began exploring a way to honor deceased Craft Luminaries, who were not interviewed.
- Linked the balance of transcribed and indexed 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

- Conducted oral history interviews as part of ongoing Craft Luminary Project with Judy Sizemore September 28, 2019 and Dobree Adams November, 2019.
- Selected artists and updated their information for the Craft Luminary Exhibit at the Lexington Public Library Gallery.
- Judy Sizemore developed educational materials to accompany the Craft Luminary Exhibition.

GOAL IV:

A Strong Brand Identity for KCHEA

- Maintained KCHEA web site -- posting annual report, activity announcements, and press releases.
- Increased presence on social media accounts including Facebook, YouTube, Pinterest, and Twitter.
- Posted individual profiles for each artist in the Craft Luminary exhibit on Facebook page.
- Visibility with national and regional organizations including American Craft Council, Kentucky Museum and Heritage Alliance, University of Kentucky Appalachian Center, LexArts, Critical Craft Forum, and Kentucky Folklife Network.

KCHEA GOALS FOR 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:

- Identified several potential new board members for consideration.
- Surveyed 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 the 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, Twitter, and Instagram.
- Participate in activities of national and regional organizations.

KCHEA COMMITTEE REPORTS

CRAFT LUMINARY INTERVIEW PROJECT REPORT

Philis Alvic, Fran Redmon and Mary Reed reviewed and updated the data base of interviews that have been conducted to date. There are seven interviews that need to be transcribed, indexed and digitized before being given to the Kentucky Oral History Center to be archived. They are Craig Dial, Elmer Lucille Allen, Warren Brunner, Neil and Mary Colmer, John Taylor, Judy Sizemore and Dobree Adams. Joanna Hay Productions did the work.

It seems that the 17 Luthier interviews had not been posted on the KHS website. Sarah Schmitt is working on it from her home office. Fran Redmon's second interview and Tim Hall's interview were also missing, but has been corrected.

Two interviews were completed in 2019 with Judy Sizemore in September and Dobree Adams in November. Bob Gates did the interviews with Daniel Coy as videographer.

Bob Gates said he is willing to train more Board members to conduct interviews. Mary contacted Mark Brown, a folklorist and Community Scholar trainer with the KAC about partnering with us to conduct training. Chris Cathers, KAC Director, who expressed interest in Mark assisting us. Then Covid-19 arrived and most events and gatherings have been cancelled until further notice.

Because of Covid-19 no more interviews have been schedule during 2020. However, the Board has discussed the idea of doing interviews via ZOOM, but will need to investigate the technical issues involved. It would not be the same as a live interview, but better than taking a chance of not recording an artist's story.

Mary Reed, Committee Chair

KCHEA COMMITTEE REPORTS

MARKETING COMMITTEE REPORT

Marketing activities for the past year focused primarily on promoting the “Kentucky Craft Luminaries: Sharing the Stories” exhibit at the Lexington Downtown library. It involved information posted on the KCHEA website, including an event listing, the educator’s guide, and individual listings for each artist with personal photos and links to their bios. Other efforts involved press releases on the exhibit and educator’s guide, Facebook event listings, individual features on each artist on Facebook with links to their online interviews, and online calendar listings with magazines and public radio. KCHEA worked with a graphic designer to provide updated exhibit signage (Title and Historical Overview). A printed postcard announcing the exhibit was sent to 170 contacts on KCHEA’s mailing list. Necessary updates were made to Facebook and web site when the exhibit was put on hold.

Social media was used to feature two luminaries, Tim Hall (Governor’s Award) and Walter Hyleck. Meet our board member, Judy Kushner, was also featured on Facebook. A media release announced newly elected board officers and appointed board members. Web site updates included updates to the board listing, annual report, and updates to Luminary interview list.

Digital Statistics

Kchea.org site – August 13, 2019 - August 12, 2020

- 835 visitors (down 5% from previous year)
- 1836 page views (down 9% from previous year)
- Sources, 65% direct, 17% search, 12% referral (up from 10% in 2019), 6% social media (up from 5% in 2019)

Facebook

- 257 Posts July 2019-June 2020 (up from 149 previous year)
- Page likes increased from 434 to 549 (up 115—was 46 in 2019 and 25 in 2018)

Other Social Media

- Twitter posts
- Updates to Luminary posts on Pinterest, and new listing for exhibit.

Fran Redmon, Marketing Committee Chair

KCHEA COMMITTEE REPORTS

Kentucky Craft Luminaries: Sharing the Stories

“Kentucky Craft Luminaries: Sharing the Stories,” a program of the Kentucky Craft History and Education Association (KCHEA) is currently on exhibit at the Lexington Public Library Central Library, Main Street, Lexington, Kentucky. The exhibit was set up in March of 2020, but the public viewing schedule remains uncertain because of the Library’s Covid-19 restrictions. The exhibit is the third in a series of exhibits featuring the works and stories of the state’s recognized craft artists representing basketry, furniture, weaving, pottery, glass, wooden folk art, and stringed instruments.

Kentucky has a strong and rich craft history representing a diversity of artists working in traditional, folk, and contemporary forms. It also has a national reputation for the quality of work produced in the state and the strong leadership and support for the artists who are part of our unique culture and heritage. The purpose of the exhibit is to communicate the message that KCHEA, as an organization, is striving to document our craft history, bringing the stories to life, and making them accessible to the public in an educational format.

The Exhibition Committee met with Doug Tattershall, the gallery director, to plan the exhibit, publicity, and public programming. Larry Isenhour designed the gallery space and updated display materials. Doug and Larry installed the show. Peggy McAllister designed the exhibition announcement postcard. Fran Redmon coordinated the publicity.

The exhibit features 22 of the artists that have been interviewed over the last several years as part of KCHEA’s Craft Luminary Project. The video interviews, which also include organization leaders and public officials, focus on their important contributions to Kentucky’s craft movement. A video presentation featuring a sampling of these interviews will be presented in conjunction with the exhibit. Many of the interviews were conducted in artist studios and with examples of their completed works.

Unfortunately, the week the exhibition was supposed to open, the Kentucky Governor shut down spaces where people could gather. A virtual tour of the show was filmed including narration by Gwen Heffner, Kentucky Artisan Center Curator. The exhibition and the Educator’s Guide was listed on LexArts resources for teachers.

Philis Alvic and Larry Isenhour, Committee Co-Chairs

KCHEA Profit & Loss for July 2019 – June 2020
Proposed Budget for July 2020 – June 2021

	'19 – '20'			'20 – '21
	Actual	Budget	Over/Under	Budget
Income				
Contributions	100.00	2,500.00	825.00	2,200.00
Grants	0.00		-1,000.00	1,700.00
Other	106.33	100.00	-65.02	120.00
Total Income	206.33	2,450.00	-240.02	4,020.00

Expense				
Operating				
Board Training	0.00	0.00	0.00	0.00
Fees	54.70	50.00	4.70	60.00
Insurance	0.00	430.00	-430.00	440.00
Memberships	0.00	125.00	-125.00	100.00
Office Supplies	0.00	300.00	300.00	100.00
Postage	103.00	120.00	-17.00	120.00
Promotion	514.40	200.00	314.00	500.00
Software	0.00	0.00	0.00	150.00
Travel/Misc.	0.00	0.00	0.00	0.00
Total Operating	672.10	1,225.00	-552.90	1,470.00
Projects				
Exhibit	1,362.27	0.00	1,362.27	200.00
Indexing	630.00	630.00	0.00	500.00
Legacy Zoom	0.00	250.00	-250.00	250.00
Luminary Interviews	534.44	2,000.00	-665.56	400.00
Transcripts	0.00	0.00	0.00	1,200.00
Total Projects	2,526.71	4,000.00	446.71	2,550.00
Total Expense	3,198.81	5,200.00	-106.19	4,020.00
Net Income	-2,992.48	-2,550.00	-2,287.48	

KENTUCKY CRAFT HISTORY AND EDUCATION ASSOCIATION BOARD OF DIRECTORS

Philis 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 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.

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 program chair for the Appalachian Artisan Center. She is a part-time working artist in pastel painting, Fran Redmon Fine Art.

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, storyteller, 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.

HONORARY FOUNDERS

Marlene Helm, of Nicholasville has a M.A. and Ph.D from the University of Kentucky and a B.A in Education from Kentucky State University. She most recently served as the Commissioner of Public Services for Lexington-Fayette County Urban Government. Marlene has held numerous positions in education, and state and city government throughout her career. Notable among them she was an Adron Doran Fellow at Morehead State University, Interim Dean for the College of Education at Eastern Kentucky University, and a visiting professor at Georgetown College. She served as the Secretary of Arts, Education and Humanities with the Commonwealth of Kentucky, having oversight of the Arts Council, Heritage Council, and Historical Society in that role. She served for many years in several positions with Fayette County Public Schools. Dr. Helm has received numerous awards and acknowledgements for leadership, education, and achievement in her fields of endeavor.

Sherry K. Jelsma, graduated from Eastern High School in Middletown, KY, earned her B.A. at Harvard College, and M.A. from New York University. She was elected to three terms on the Jefferson County School Board from 1982–1991, when she left the board to serve under Governor Brereton Jones as Secretary of the Education, Arts, and Humanities Cabinet. Introduced to the Craft Marketing Program, she committed to strengthening it and its Craft Market. In 1997, she served as interim CEO of the Kentucky Center for the Arts. In 2002 and 2003, she served as Cultural Arts Liaison to Mayor Jerry Abramson of Louisville. Now retired, she lives in Shelby County in the 1830s home she and her husband restored.

Crit Luallen, a Frankfort Kentucky native, has been in public service for over 30 years and most recently served as Kentucky State Auditor from 2003 through 2011. Prior to public office, Ms. Luallen served seven years as Secretary of the Governor's Executive Cabinet. During her public service career, Ms. Luallen worked for six governors in the positions of State Budget Director, Secretary of the Finance and Administration Cabinet, Secretary of the State Tourism Cabinet, Commissioner of the Kentucky Department of the Arts, and Special Assistant to the Governor. During her state government tenure, Ms. Luallen helped secure funding for the Governor's School for the Arts and the Kentucky History Center. She was also instrumental in the development of the Kentucky Craft Marketing Program. The significance of Ms. Luallen's work has been recognized with many honors including the 2011 recipient of the Livingston Taylor Ethics Award and Governing Magazine's Public Official of the Year 2009 Award. Ms. Luallen is a graduate of Centre College, where she serves on the Board of Trustees.

Kay Lowe-Masuhr, a lifelong native of Louisville, has a B.A. in Fine Arts and Education from the University of Kentucky. Her career started as a graphic artist with the local Public TV/ KET station, while an active leader in various national & southern communication associations. After completion of her M.A. in Fine Arts at Eastern Kentucky University, she left WKPC/Louisville to become the Creative Services Director for the Kentucky Department of Information, and later Director of Information and Creative Services, Kentucky Department of Tourism. She served as Deputy and then Commissioner of the Kentucky Department of the Arts, which oversaw the promotion of the state's artists and craftsmen. Kay served as Community Relations Director for the Louisville Free Public Library. She and her husband, Burkhard, are partners with Masuhr International Marketing, Inc., which markets and produces events for artists, tourism, equestrian and international trade clients and actively produces the Library's Authors Events.