



Annual Report

for

Fiscal Year 2020-21

for the

International Guild of Miniature Artisans, Ltd.

Annual General Meeting

September 26, 2021

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President's Message

By: Audrey Tripp, President

Welcome to the Annual Membership meeting of the International Guild of Miniature Artisans. It is a pleasure to see you this year and it is even more of a pleasure to be resuming in person events. Many of us enjoyed a successful week of school in Castine this past July, and this weekend the annual Guild Show is kicking off the Guild's new fiscal year. I hope you are enjoying yourselves.

With the shuttering of most live events and classes in 2020, IGMA moved forward with plans for a virtual learning program under the guidance of Tori West. We hired Ann Pennypacker, also a dealer here this weekend, and Karon Barone, two facilitators with extensive experience in the use of technology for educational purposes, to train our instructors and students on how to successfully teach and learn on-line. With their guidance, IGMA was able to offer 5 classes in April and May. Most of these classes filled up quickly, one in about 24 hours, and some instructors added additional video only classes. This team is now working on new classes.

Because of the pandemic, no study programs were scheduled during the 2020-2021 year. We're making up for lost time with two on the calendar this year, one in Maysville next month and the annual Colonial Williamsburg study program in January. Hopefully being able to offer a show, study programs, and Guild School will make September 2021 to August 2022 a wonderful year.

In July 2020, the Board accepted the resignation of Show Director Christine Engel and started the search for a new director. After examining applications and speaking with references, the board hired, Linda Zechel. Taking on the position during a pandemic, with only a paper trail to follow, Linda and her team of volunteers, have successfully gotten us to this point. Isn't it wonderful to examine miniature treasures in person again!

Membership remains steady as miniatures seem to be enjoying a wider audience than ever. Miniatures hit the television screen last fall with the HGTV series "The Biggest Little Christmas Showdown" which featured some of our members. You can look forward to additional shows in the future that will feature miniature making challenges and encouraging others to join IGMA. Our organization is as strong as our members, if you would like to become more involved and help support IGMA by volunteering, please speak to a Board member or our Guild Administrator, Sophia Harris.



Auction Committees

SILENT AND LIVE AUCTION

By: Sandy Kraft and Audrey Tripp, Chairpersons

Silent auction sold through ebay - total sold from August 19, 2020 to July 31, 2021 was \$3,269.14. This was revenue for items sold from the inventory left when the children's tables were eliminated. I stopped selling on ebay July 31, 2021. At that time a check in the amount of \$209.11 was mailed to the IGMA office.

Because all shows were cancelled in the 2020-2021 annual year, the live auction committee had no expense or income. Items were received and cataloged for future auctions.

Education Committee

By: Pete Boorum and Patricia Richards, Co-Chairpersons

Committee Members: Corky Anderson, Annelle Ferguson, Barbara Davis, Ruth Clay, Ann Pennypacker and Tori West. President Audrey Tripp and Guild Administrator, Sophia Harris are permanent members of the committee.

COLONIAL WILLIAMSBURG

Due to the pandemic, there was no Study Program held in Colonial Williamsburg in 2021. Brochures are currently being distributed for 2022 and the information is posted on the IGMA website. There will be four classes taught by Jeannie Anderson, Pete and Pam Boorum, Mark Murphy and Fran Sussman. Registrations are beginning to come in.

KENTUCKY GATEWAY MUSEUM, MAYSVILLE

The program will take place October 22-25, 2021, taking advantage of a new exhibit being launched at the Kaye Browning Collection. Pre-registration is complete and there are 31 students and 7 guests expected in three classes, two of the three classes are completely full. A fourth class was cancelled due to health issues. Instructors will be Nell Corkin, Bob Hurd and Sue Veeder. In addition to the regular schedule, there will be a tour of the collection on Friday, and a cocktail party hosted by Lou and Kaye Browning Saturday evening.

GVL - GUILD VIRTUAL LEARNING

Headed by Tori West, the GVL program was launched in the Spring of 2021 with the assistance of Ann Pennypacker and Karen Barone. Five classes were held via Zoom, instructors were Michael Yurkovic, Tori West, Sandra Rubin, Deb Mackie and Shannon Moore. Four of the five classes were sold out.



Plans are continuing to repeat the program and expand offerings.

The same team is now working with Linda Zechel, Guild Show Director to bring one or more Guild Show classes to the internet, specifically Beth Freeman-Kane who because of the pandemic would not otherwise be able to travel to Hartford to teach the class in person.

GUILD STUDY PROGRAM TOOL POOL REPORT
By Tim Kraft, Chairperson

Tools were cleaned and verified for next request. They are in working condition and are being stored until the next program.

Finance Committee

Treasury Report FY 2020-2021

By: Cary LeGeyt, Treasurer and Chairperson

Committee Members:

Pat Hartman, Audrey Tripp

The COVID pandemic continued to impact the Guild in 2020-21 but we will close out with a profit thanks to the successful launch of the GVL Program, donations made to the Guild, an increase in membership dues collected and the hard work of our Guild Administrator to secure another PPP Loan and cut costs where possible.

The budget for the 2021-22 year shows a small profit and, as I explained to the Board in July, this will be possible if we are able to grow our membership, increase sales through our auctions and/or the Gallery of the Guild, have successful education programs and perhaps develop a successful fundraising program. Please feel free to contact any member of the Board with your ideas and suggestions.

Thank you to the members of the Guild who contributed time and talent to carry us through this past year. We all look forward to gathering once again to share, create and purchase fine miniatures.



Fine Miniatures Forum

By: Tamra Brogdon, Chairperson



WWW.FINEMINIATURESFORUM.COM

September 15, 2021 - The Fine Miniatures forum has experienced 40,558 page views from the period of August 1, 2020 to July 31, 2021. More than 150 applications to request to join the Fine Miniatures Forum were submitted in the same period. The top 10 countries and number of visits to the forum is illustrated below from Live Statistics associated with the Forum Software Provider.

Top 10 visiting Countries and Percentage of visits to the forum:

USA	49.15%	South Africa	1.96%
United Kingdom	12.51%	Germany	1.82%
Canada	4.79%	Netherlands	1.77%
Australia	2.99%	Spain	1.65%
China	2.61%	France	1.50%

As of today there are 1,098 Total Topics and 8,176 Total Posts.

The forum is a wonderful way to reach additional members for IGMA. Friendly, enthusiastic volunteers to post content about miniatures and their experiences with IGMA are welcomed!

Thank you to Betsy Roxby for her continued technical support to the Fine Miniatures Forum. Betsy recently added the Fine Miniatures Forum to Google Statistics, and we can review the statistics annually in the future.



Gallery of the Guild

By: Ruth Clay, Chairperson

Carol Block gave me two totes, one with supplies and one with merchandise. As instructed by the Board, she had returned pieces to the following domestic artisans/fellows:

- Diane Almeyda
- Laurie Landa
- April Haswell

Mariella Vitale's 10 pieces were sold on-line and at the 2019 Philadelphia Show. I am returning Jon Almeda's pieces as he is no longer a member of IGMA.

The following Artisans/Fellows are still in the inventory:

- Gaby DiCarlo - will ask if they will be in Chicago and return
- Iulia Chin Lee - has given new pieces, old pieces will be returned after the Show
- Deniz Akbulut - will ask if they will be in Chicago and return
- Lee Silverstein - is sending new pieces for this Show
- Skulteri - will ask if they will be in Chicago and return
- Gail St. Clair - will return after the Show
- Bonnie Backe
- Sergio Macedo Netto - will ask if they will be in Chicago and return
- Tracy Balanski - will ask if they will be in Chicago and return

Julie Hagel and I approached all dealers at Minis, Munchies and More who are not scheduled to be at Guild Show and now have pieces from the following:

- new pieces from Diane Almeyda
- Jan Patrie
- Troy Schmidt
- Sue Veeder
- Jane Graber (will be sending me new pieces for the Show)
- Sandra Wall Rubin

There are also pieces by Beth Freeman-Kane and Daniella Kiefhaber from Minis, Munchies and More.



Guild Office

By: Sophia Harris, Guild Administrator

The Guild Office provided support to the Board Members, various committees and the membership at large. We processed approx. 105 new members throughout the year.

The Guild Office worked with Federal, State (California/Florida) and local government offices to maintain all of our reporting and licensing requirements. Monthly reports of detailed office activities were submitted to the President and Treasurer. Quarterly Reports were submitted to the Board.

I am looking forward to our world opening up again and being able to attend more shows.

Guild School

By: Barbara Davis, Guild School Director

The 2021 Guild School, *Minis Make Me Smile*, was held the week of July 24th through 31st at the Maine Maritime Academy in Castine, Maine. There were 20 instructors, all Artisans and Fellows of the Guild, offering a selection of 29 different classes. Classes included furniture construction, plant making, upholstery, metalworking, folk painting, needlework, wood turning, food making and sculpting. Skill levels ranged from beginner to advanced. 127 students attended; 29 were first-year students. There were 17 guests. Students and instructors joined us from 35 states and 3 countries. Our enrollment was down from previous years due to the COVID-19 pandemic and the date change. Several scholarship students were unable to attend because of US travel restrictions; they will attend next year. Those who attended were Marc Mead from Oklahoma from 2020, Amanda Dillon from Florida and Laura Moore from New York from 2021. The two Bonnie Backe Memorial sponsored students were Chris Toledo from Los Angeles and Amanda Kelly from Virginia. In addition to providing scholarships, auction proceeds went towards the purchase of tools and equipment for the Tool Pool and towards the general operating expenses of the school. The 2021 school silent and live auctions brought in \$33,216. Other activities which took place during the school week included; new student orientation; opening banquet and program; school exhibit; two nights of seminars; a lobster cookout; live auction; four days of silent auctions; sell night; display of student projects; graduation banquet and party; and nightly social gatherings. This is in addition to 36 or 48 hours of daily instruction over 6 days.

Plans for the 2022 Guild School began on the closing day of 2021 school with the convening of the Guild School Committee for the purpose of selecting instructors for the following year. Over the month of August, instructors and classes were finalized and contracts signed. The *Catalogue of Class Offerings* will be available in September. Throughout the year, the school is marketed through various means: pre-registration (former students and word-of-mouth); postings on Facebook and Instagram; regular email blasts *Guild School News*; the IGMA website; and staffing a table and giving



presentations at nationally recognized miniature shows. The theme for 2022 is ***Make the Connection.***

2021 Guild School Committee

Director	Barbara Davis
Guild Administrator	Sophia Harris
Office Manager	Annelle Ferguson
Scholarship Chairperson	Peggy Bugg
Auction Coordinator	Carol Hinkle
Exhibit Coordinator & IGMA President	Audrey Tripp
Tool Pool Coordinator & IGMA Education Chairperson	Pete Boorum
Social Media Liaison	Pat Richards
Students at Large	Steve Davies
	Vivi Chionilos
Instructors at Large	Diane Almeyda
	Mary Grady O'Brien

2021 Guild School Scholarship Committee

Peggy Bugg, Chairperson
Jolie Gaston
Bill Robertson
Maria Vitale
Linda Zechel

Guild Show

By: Linda Zechel, Chairperson

Committee Members: Vivi Chionilos, Diane DeGan, Annelle Ferguson, Juliana Hagel, Marcia McClain, Ann Pace, Sophia Harris, Audrey Tripp

I took over the role of Guild Show Director in September 2020. The 2020 Guild Show had already been canceled due to COVID-19 and the prior Guild Show Director resigned.

I have worked to organize the 2021 show and computerize the registration process for show registration, classes and dealers along with Web designer Betsy Roxby and Sophia Harris.

I thank the Guild for the opportunity to serve as the New Guild Show Director. We look forward to a successful show in September 2021.



Membership Committee

By: Peggy Meyers, Chairperson

This period cover July 9, 2021 through August 31, 2021

Renewals	141	
New members	32	
Missing	8	(These are people you contacted about renewing and they did not respond.)

Nominating Committee

By: Pat Hartman, Chairperson

Committee Members: Cindy Adams, Ruth Clay, Annelle Ferguson and Peggy Meyers

All five of the currently seated Trustees have agreed to continue as members of the board for 2021-2024. The first four are serving their first term and Tori West is serving her second term. They are as follows:

1. Cary LeGeyt
2. Peggy Meyers
3. Troy Schmidt
4. Peggy Tyler
5. Tori West

Trustees serve a three year term and are eligible to be re-elected for a second term.

In June 2021, formal ballots for all nominees were sent along with their biographical sketches. Ballots returned by August 15, 2021 have been received and will be counted at the Guild Show in September. The new Trustees will be announced at the annual meeting.

Public Relations Committee

By: Cindy Adams, Chairperson

Committee Members: Kate Unver, Isabel Leininger, Tori West and Christina Goodman

As we all know this has been another hard year for all of us. This year we will celebrate the fact that we can have a live membership meeting in Windsor/Hartford. Hopefully our international friends will be with us once again in 2022.

Isabel Leininger published two wonderful issues of the Cube for us with a great deal of information about the Guild. She will be sending out the Fall 2021 issue in November.

Kate Unver has been keeping the Instagram page going between traveling from East to West coasts. She has been advertising the Guild School and it is a popular site. The page has over 12,000 followers.



The Gallery of the Guild is now on Instagram thanks to Christina Goodman. The recent items can be found for sale on our web page. They have a following of 548.

Tori West started a Guild Virtual Learning page on Facebook. Here you will find the classes that will be taught online. Right now, we are in the process of talking to different teachers. The last classes we had were a great success.

We have a Guild School page on Facebook which is very popular with the folks who attend the school. Pat Richards keeps everyone up to date with the classes and events. To date she has 1,999 people following the page.

The IGMA Miniature Community page on Facebook has grown through the year. October 1, 2020 we had 13,704 members. We have now grown to 16,309 as of today. Through the year we have also been promoting the Guild show, the Guild Virtual Learning classes, Maysville classes, the Guild School, Gallery of the Guild and the upcoming classes for Williamsburg. We have also promoted the on line shows at Kensington and other shows that our members are a part of. Many on the page have asked the administrator about joining the Guild as well as applying for Artisan. There is so much talent in the miniature world it is just amazing. It truly is an International group as we have folks from all over the world. The top countries are:

United States - 7,587
United Kingdom - 1,406
Canada - 690
Australia - 520
Spain - 460
Netherlands - 457
Mexico - 410
Italy - 386
Germany - 352
Brazil - 297

We hope that our miniature world will start to open up again with more classes and shows on the way.



The CUBE

By: Isabel Leininger, Editor

The printers Sophia found continue to allow us to keep costs at a reasonable level, and delightfully, they print all pages in color, which is much more attractive than the old way of color on the outside pages, and black-and-white inside.

Several people have written articles about miniature museum exhibits, which I hope will be of interest, and I will welcome articles on topics of interest to our readers. If any members have ideas for articles, please get in touch with me.

As always, I am grateful to Sophia for her devoted work on layout, and to the proofreaders, especially Misty Barth, Barbara Davis, and Audrey Tripp, who find the errors I miss, and clarify the big picture, too.

IGMA Website – www.igma.org

By: Betsy Roxby, Web Designer

The website continues to be a successful way of communicating with members and potential members. The site has been maintained and updated regularly.

Google Analytics from August 1, 2020 to July 31, 2021 report is attached. The main driver of traffic to the website is the school, followed equally by Guild Show classes, Membership, and Guild Virtual Learning.

Acquisition shows 17,714 users with 7,299 coming to the site through inputting the address, 6,285 from search engines, and 3,636 from social media. 67% of users were from the U.S. followed by almost 5% from the U.K and Canada. and followed by China, Australia, Germany, Spain, the Netherlands, France, and Italy.

As usual, updates to the site included the 2021 Guild School catalog, 2021 Guild Show information and classes, Guild Study Program in Colonial Williamsburg and Maysville, KY, Gallery of the Guild and new Artisans and Fellow information. This year we introduced a new program - Guild Virtual Learning.

Another major change was the utilization of Wild Apricot events to sell GVL classes, Show classes, dealer tables and advertising. We also used the Wild Apricot store to sell items for Gallery of the Guild online. Although there was a bit of a learning curve, the reporting, email options and data collection were very useful.

