



**ANNUAL REPORT**

**April 22, 2019**

## *An Opening Message from the Board of Directors*

2018 was a year of considerable change for the NAA. Several goodbyes were accompanied by a beautiful facelift of the Hills Gallery and steady progress on the development of new studio space for our art education programs (more on that below). In August, we sent best wishes as our long serving Treasurer Catherine Cashman stepped down from the Board after many years of faithful and cheerful service. In December, we bid farewell to our wonderful Executive Director Elena Bachrach whose eight year tenure brought the NAA to new heights on so many levels – increased membership, an ever increasing and vibrant calendar of exhibitions and classes, as well as partnerships with local schools, businesses and other art associations. The galleries were bursting with well wishers at her going away party; an honest and heartfelt testament to the many people she touched in her time with the NAA.

In January, the Board launched an extensive search for a new Executive Director. With the generous help of Koya Leadership Partners, a nationally recognized leader in non-profit executive searches, who offered to post our job opening on their website for free, we received many more applications than expected. The Board interviewed six candidates before making its final decision. Tonight, we welcome our new Executive Director Jessica Pappathan who brings both her perspective as an artist and her experience with non-profit management and fundraising to the position. Not only eminently qualified, Jessica also promises a level of energy and enthusiasm necessary to face the multiple challenges the NAA will face in the coming year.

With Elena's departure, the Board developed a plan to ensure that the NAA would continue to operate at 100% during the executive search and concurrent transition period. In December, Director Sara Demrow Dent offered to step down from the Board for 6 months to take on the part-time role of Interim External Relations Director. Working closely with Associate Director Annemarie Smith and the NAA staff, Sara has proven to be the best possible fit for this unique task at this time. In addition to managing multiple organizational needs on a day-to-day basis, Sara has consistently made time for member outreach, offering individual professional advice and encouragement.

As we look forward to a promising new chapter in the life of the NAA, we extend our best wishes to departing Board members Pat Forbes, Jenna Signore, Nicole Nadeau and Paul Swindlehurst with sincere thanks for their many contributions of time, talent and treasure. We will be welcoming new Directors tonight (Deb Pare and Jean Trim) and over the coming months will keep the membership apprised of all new additions to the leadership. On this special night the Board would like to express its sincere thanks to the NAA's amazing and committed staff (Heather Benoit, Rosalie Cuttichia, Sara Demrow Dent, Kathy Porter, Annemarie Smith, Susan Spellman) and all of our volunteers who have stepped up with extraordinary dedication during the past several months of transition.

We also extend our thanks to you our members. With your continued engagement and input we are confident that the NAA will continue to thrive and grow in the coming year.

## MEMBERSHIP

The Newburyport Art Association is an open, membership-based organization that prides itself on offering a wide range of exhibition and education opportunities for all artists. Empowering an active and engaged membership is central our mission. Seeking member input and feedback helps staff to design programming that nurtures member energy, creative passion, and success. In 2018 the NAA welcomed 124 new members. Our goal in 2019 is to continue to grow membership particularly among young artists in the formative stages of their careers. Complete membership data for fiscal year 2018 is detailed below.

<b>Memberships: December 31, 2018</b>		<b>New Patron Circle &amp; Sponsor Members*</b>		Dec-18
Artist Member	395	Platinum		5
Artist Plus	130	Gold		2
Beginner Artist (as of 12/1/17)	8	Silver		6
<i>Total Artist Memberships</i>	533	Bronze		9
<b>Other Artist Memberships</b>		Artist Guild		66
Honorary	3	Artist Muse		49
Lifetime Artist	15	<b>Total Patron Circle Members</b>		137
<i>Total Comp Memberships</i>	18	<b>Sponsor Members</b>		
<b>Non-Artist Memberships</b>		Platinum Sponsor		
*Supporting Member (includes Corporate)	73	Gold Sponsor		5
<i>Total Non-Artist Memberships</i>	73	Silver Sponsor		1
<b>Active Memberships Total</b>	<b>624</b>	Bronze Sponsor		
		<b>Total Corporate Sponsorships</b>		6
		<b>Total Patron Circle &amp; Corporate</b>		<b>143</b>

\* Please note: the number of Patron Circle member number does not match the number of Supporting Memberships because artists who are also donors are not counted twice. In those cases, the Artist Membership is counted rather than the supporting membership attached to their donation.

## EXHIBITIONS

Providing opportunities for members and non-members to exhibit their work remains the NAA's top priority. With a total of 34 shows (NAA Shows = 16, Featured Artists = 11, Featured Interest Group shows = 7), the 2018 exhibition calendar below dramatically illustrates that commitment. Exhibition opportunities are available to a wide range of artists through open and juried shows as well as those designed for youth in the Young & Budding Artists, National Art Honor Society at NHS and the developmentally disabled through our partnership with Opportunity Works.

2018 NAA SHOWS	FEATURED ARTIST SHOWS	FEATURED INTEREST GROUP SHOWS
Winter Juried, Part 1	Robert Currier	Wednesday Night Life Drawing Group
NAA Adult Student Show: Oil & Drawing	Sue Charles	Photography Interest Group
Winter Juried, Part 2	Dale Partis Greene	Abstract & Experimental Artists Group
NAA Volunteers Invitational	Janice Reynolds	Watercolor Featured Interest Group
NHS –National Art Honor Society	Ron Emmerling	Newburyport Ten Plein Air Painters
NAA Adult Student Show: Pastel & Watercolor	Russ Seidel	Printmakers Interest Group
Young and Budding Artists	Patricia Doherty	Band of Brushes
Regional Juried Show	Brent Rotsko	
OpArt Show	John Stephen Hatch	
New England Sculpture Association Show	Christine Molitor Johnson	
Art Adventure Grant Finalists Show		
Eight Cubed		
Fall Members Open	Ryan Kelley	
Fall Members Juried Show, Part 1		
Fall Members Juried Show, Part 2		

Holiday Gift Show & Sale

EDUCATION

A total of 24 classes were offered in 2018 serving 145 members and 55 non-members. In addition, 16 one & two day workshops saw attendance of 81 members and 41 non-members. The ever-popular Life Figure Drawing class met for 16 sessions before pausing in May. Happily that class has resumed and is now meeting weekly again at the NAA.

2018 ART EDUCATION SUMMARY		Sign		Non-	Fees	Fees	NAA	
Classes		Ups	Mmbr	Mmbr	Charged	Rcv'd	Income	
<b>Winter</b>	Photography Trends Panel Discussion	46	29	14	20/25/5	\$945	\$0	
	Exploring Watercolor Painting with Susan Spellman	13	6	7	180/200	\$2,480	\$744	
	Face & Figure: Portrait & Figure Drawing with Susan Spellman	4	3	1	185/205		\$0	
	Elevating Your Skills in Pastel or Oil with Robin Thornhill	7	7		180/200	\$1,260	\$378	
	Purley Pastels with Robin Thornhill	8	7	1	160/180	\$1,220	\$366	
	Eye Candy: Designing & Painting Still Life with Sue Charles	7	7		225/240	\$1,575	\$473	
	Introduction to Encaustic Painting with Amy Vander Els	4	4		180/200	\$720	\$216	
Your iPhone Camera--beyond the basics with David Stone	5	5		110/130	\$550	\$165		
<b>April</b>	Continuing the Journey in Painting with Rosalie Sidoti	10	9	1	180/200	\$1,820	\$546	
	Sketch Booking Your Personal Path with Heidi Zander	9	6	3	80/100	\$780	\$234	
	Elevating Your Skills in Pastel or Oil with Robin Thornhill	6	6		90/100	\$540	\$162	
	Purely Pastels with Robin Thornhill	6	5	1	80/90	\$490	\$147	
	Explorations in Art for Area Veterans: Photography w Jay McCarthy	5			25	\$125		
	Exploring Watercolor Painting with Susan Spellman	7	2	5	180/200	\$1,360	\$408	
	Introduction to Encaustic Painting with Amy Vander Els	3	1	2	180/200	\$580	\$174	
Exploring the Art of Drawing with Susan Spellman	11	8	3	160/180	\$1,820	\$546		
<b>May</b>	Plein Air Painting, Alla Prima with Sue Charles	8	3	5	200/220	\$1,700	\$510	
	Explorations in Art for Area Veterans: Oil Painting w Rosalie Sidoti	6			25	\$150		
<b>Sept</b>	Finding Your Uniqueness within a Painting with Rosalie Sidoti	10	9	1	150/170	\$1,280	\$384	
	Purley Pastels-clouds & skies (morning) with Robin Thornhill	8	8		160/180	\$1,255	\$376.5	
	Purley Pastels-clouds & skies (afternoon) with Robin Thornhill	6	6		160/180	\$960	\$288	
	Explore Watercolor Painting with Susan Spellman	10	4	6	180/200	\$1,920	\$576	
	Fundamentals of Drawing I with Susan Spellman	6	3	3	160/180	\$1,020	\$306	
	Fundamentals of Drawing II with Susan Spellman	10	8	2	160/180	\$1,640	\$492	
<b>2018 Workshops</b>		<b>Sign</b>	<b></b>	<b>Non-</b>	<b>Fees</b>	<b>Fees</b>	<b>NAA</b>	
		<b>Ups</b>	<b>Mmbr</b>	<b>Mmbr</b>	<b>Charged</b>	<b>Rcv'd</b>	<b>Income</b>	
<b>Feb</b>	Taking the Mystery out of Color Mixing (Oils) with Rosalie Sidoti		12	10	2	100/120	\$1,240	\$372
<b>April</b>	Introduction to Encaustic Painting with Amy Vander Els	4	3	1	240/260	\$980	\$294	
	Seeing Color with Heidi Caswell Zander	8	7	1	15/20	\$125	\$38	
<b>May</b>	Introduction to Encaustic Painting with Amy Vander Els	3	1	2	240/260	\$760	\$228	
	An Afternoon with Donald Journey	23	16	7	20/25	\$495	\$495	
<b>June</b>	Demo: How to Evoke the Nature of Watercolor by Gary Tucker	2	2		15/20	\$30		
	The Starting point to an Oil Painting- What's Inside Your Paintbox with Robert Richardson	4	1	3	180/200	\$780	\$234	
<b>Aug</b>	Artistic Explorations WS Series: Block Printing Basics with Julia Bethmann	4	3	1	20/25	\$85	\$25.50	
	Increase Joy & Meaning in Your Life by painting watercolor with Richard Burke Jones	9	4	5	100/120	\$1,000	\$300	
<b>Sep</b>	Big Loose & Easy Watercolor Flowers with Dustan Knight	10	5	5	75/100	\$875	\$262.50	
<b>Oct</b>	Introduction to Encaustic Painting with Amy Vander Els	0			240/260			
	Golden Acrylics Demo & Lecture Workshop with Adria Arch	16	14	2	5/50/70	\$660		
<b>Nov</b>	Artistic Explorations Series: Experimental Pastel w Collage- The Landscape with JPottle	6	5	1	90/110	\$560	\$168	
	An Artist's Talk: Jeff Briggs - The Greenway Carousel & The Fox	15	7	9	20/25	\$365		
<b>Dec</b>	Holiday Cards & Gift Tags with Julia Bethmann	5	3	2	20/25	\$110	\$33	
<b>Wednesday Night Life Drawing with Gordon Przybyla</b>								
	January		55					
	February		31					
	March		29					

Total revenue from the NAA's art education offerings in 2018 was \$37,323. This result represented a 25% increase and a rebound from a low of \$29,799 in 2017. Attendance at classes offered in the first quarter of 2019 has been very strong and we are planning a full schedule with some new offerings for this fall.

#### OUTREACH & OTHER PROGRAMMING

Over the past decade the NAA has built a solid outreach network through which we bring art education to youth, veterans, the elderly and the disabled across the Greater Newburyport community. Each of these programs is funded primarily with donations with little to no cost to the participants. OpART our longstanding partnership with Opportunity Works brings weekly instruction to adults with developmental disabilities entered its 10<sup>th</sup> year in 2018 and now operates at both the Newburyport and Haverhill locations. ARTLINK is the umbrella name for all programming conducted in collaboration with area schools after-school workshops, mentoring, scholarships, gallery visits, among others. *Explorations in Art* serves area veterans with low/no cost instruction in several media with some support from the local Department of Veteran's Services. Here are some highlights from the NAA's outreach in Newburyport and surrounding communities.

OpArt is a partnership between the Newburyport Art Association and Opportunity Works. OpArt's mission is to encourage and support individuals with disabilities to fulfill their life's ambition through the creative process. Artists are supported to professionally create, exhibit and market their artwork by a team of OpArt volunteers. The program is based on the idea that all people have the ability to create and that visual artistic expression is an important tool for self-growth. This program is offered free to artists and all supplies are donated or covered by the NAA.

Under the direction of Jenna Signore and Shelly Champion, with the outstanding support of dedicated volunteers Michelle Gray, Susan Leck, and Maureen Condon, and Jay McGovern, OpArt open studio sessions are held weekly at the Haverhill and Newburyport locations of Opportunity Works. There are 35 artists currently being served at these two locations. Artists are encouraged to work freely with materials offered (paint, pastels, collage, drawing, sculpture, etc.) to create artwork centered on a particular theme or are welcomed to work independently. All forms of expression are encouraged, and the result is artwork that is fresh, exciting and innovative.

As part of OpArt's mission to assist artists in exhibiting and marketing their work, there are a number of art exhibitions held throughout the year. The largest of these shows takes place in June at the NAA and serves as the culmination of the year's efforts. The main gallery is filled with OpArt work and every artist in the program is represented. This event is a highlight for the artists and features an "Artists' Party Opening Reception" to celebrate the occasion. Attendance and art sales from the OpArt exhibition have been impressive and the proceeds from the sale of OpArt works go directly to the artists.

Over the past few years OpArt work has also been exhibited work at a number of businesses in our community, such as: Northern Essex Community College, Firehouse Theater for the Arts, Lowell's Boat Shop and Carry Out Café.

Another program highlight is the annual museum field trip to the Addison Gallery of American Art at Phillips Academy in Andover. This trip provides artists with a unique opportunity to visit a beautiful museum, to look at professional art first hand and to find inspiration for their own artwork.

The pride that many of the artists feel in sharing their work is especially powerful. At the annual June exhibition at the Newburyport Art Association in particular, artists have a chance to see their artwork displayed in a professional way in a beautiful gallery, under the lights, and providing a unique opportunity to share their achievement with family, friends and the community.

**The OpArt annual exhibition will be held at the NAA on June 13-23rd.**

Artists' Party Opening Reception: June 13th 10-12:00

All are welcome!

ARTLINK:

*The Art of HER*-- A collaboration with the Newburyport High School, poet Rhina Espaillat and the NAA  
In this program 10 students from Deb Szabo's NHS Creative Writing Class met at the NAA in March of 2018 for a presentation by nationally known poet Rhina Espaillat. After an inspiring talk by Rhina they were tasked with choosing a work in the galleries (2 shows in the gallery at that time were the 2018 Young and Budding Artists show and 2018 Artwalk Group Show) that spoke to them. They then wrote poems based on that work and shared them out loud.

*Cashman Elementary School, Amesbury*

NAA Instructors: Susan Spellman and Donna Seim

Susan (professional children's book illustrator) and Donna (children's book author) visited the Cashman school in December and held 3 drawing sessions on a single day while learning about how a story comes to life in pictures. Susan conducted a hands-on demo to a packed auditorium of approx. 100 kids in each session. They drew a yellow-bellied sap sucker following Susan's directions.

*Amesbury Middle School, Amesbury*

Instructor: Ryan Kelley, NAA Board member and professional sculptor

Ryan visited the Amesbury Middle School twice in October. On one visit, Ryan demonstrated how he sculpts with wire to create different styles of trees to a fascinated group of kids. On another visit, Ryan worked with the students to create wire names as part of the 2D unit of line drawing they were working on in their classrooms.

*Bradford Christian Academy, Bradford*

Instructor Ryan Kelley visited the Bradford Christian Academy elementary and high school aged kids in the November. He helped create wire flowers with the elementary aged kids and worked on 3D forms and creations with the high school kids.

ARTLINK Scholarships

7 candidates applied for 5 scholarships totaling \$3,800. Scholarships are awarded to graduating seniors who have been accepted into a 4-year program to study fine art, design, art education, and/or arts management. There were no candidates for the Mass Art Summer Studio, a full scholarship for a 5-week summer intensive program sponsored by The Hemphill Family Foundation.

*Atria Merrimack Place, Newburyport- Christmas Craft Class*

NAA Instructors Susan Spellman, Rosalie Cuticchia, and Christine Johnson spent 3 Mondays- October 1, 22 and 29, working with residents of this Assisted Living facility to make decorations for their Christmas tree for the Festival of Trees at the Blue Ocean on Salisbury Beach. The theme of their tree was "the stars of Atria". The instructors helped them create their ornaments using a variety of different materials.

**EXPLORATIONS IN ART FOR AREA VETERANS- Painting, Photography, Drawing with Pastels**

In the Spring and Fall of 2018 the NAA collaborated with the local Veterans Administration and the City of Newburyport to offer a schedule of art classes for area veterans. The classes provided an opportunity for veterans to explore various art forms in a comfortable and safe environment. Classes were held at the NAA and required a minimal registration fee. All materials and supplies are provided at no cost (made possible with institutional and individual donations). In 2018, a total of 31 students were served in the six classes listed below.

Photography	11 (Spring & Fall)	Instructor Jay McCarthy
Oil Painting	5 (Spring only)	Instructor Rosalie Sidoti
Drawing with Pastels	9 (Spring & Fall)	Instructor Robin Thornhill
Watercolor	6 (Fall only)	Instructor Ann Jones

NAA staff is working to identify additional donor and grant support in 2019 that will allow us to extend this important part of our outreach services to the community.

With designated funds raised at the 2018 Auction, the exterior painting renovation was completed in the fall. Warren Moskowitz took on and completed window repair in the attic, allowing for better heating/cooling of the building and sealing out any weather.

In early 2019, we focused on interior painting, which started with the complete overhaul of the Hills Gallery that included thorough cleaning, patching and fresh paint for walls, ceiling and trim. All prep and cleaning was done by a small group of volunteers: Warren Moskowitz, Budd, Stephanie and Ryan Kelley and Terry Rooney. The full costs of the paint and the painting contractor's labor were donated 100% to the NAA. This job was finished in time for the first Featured Artist show of the year. Next up will be the Sargent Gallery and then finally the Hartson Gallery. We hope to complete these upgrades in the fall of 2019.

Earlier this winter, Stephanie Kelley spent many hours going through and professionally cleaning and organizing the main office and the kitchen, with plans to continue tackling the closets and basement.

#### EDUCATION PROGRAMMING EXPANSION-Project Management Team Update

Throughout 2018 the PMT continued to work on options for creating suitable studio space at Opportunity Works' Newburyport site in the industrial Park. In the fall of 2018, local architect Charles Nutter of Woodman Associates prepared preliminary drawings and a code review. PMT members met with the city's Building Inspector and Zoning Department to inform them of the project and our goals for the space. City staff in both offices have been very supportive of our plans to date.

Background: The available studio space is located at Opportunity Works (OW), a social support & employment training agency for developmentally disabled adults. The NAA has provided weekly art instruction to clients of this agency for a number of years. In the spring of 2018, OW contacted the NAA to discuss expanding art education for both its clients and those of the Shared Living Collaborative (SLC- based in Merrimac, which serves developmentally disabled adults and children). OW offered to make space available in its industrial park location that could accommodate the programming needs of all three organizations (NAA, OW, SLC) within a shared class schedule.

The available space is comprised of 2 adjoining rooms (approximately 2500 sf total) located at one end of the existing building and has a separate entrance. Our plan is to use the larger of the rooms (1,350 sf) as a multi-media classroom and the smaller room (1,070 sf) as a ceramics studio with 1 or 2 electric kilns and 2-3 pottery wheels. A loading dock area in the smaller room will be retrofitted with a new entryway and a wheelchair lift to establish a separate, accessible access so that NAA and SLC students may enter the studios without going through OW's program space. Our renovation plans also include installation of two handicap accessible half-bathrooms, industrial sinks in each studio, HVAC, separate network connection- cat6 & wifi, and a separate alarm system.

Creation of these specialized studios in a building that is fully accessible will permit significant expansion of the NAA's current art education programming in class size, breadth of curricula offered and scope of student populations served. As the leaseholder, the NAA will fund and direct all renovations with the selected contractor.

In February 2019, a Request for Proposals (RFP) was sent to 3 general contractors who were recommended by the architect. In March, we received a joint proposal from two of the contractors. In an effort to obtain comparable information on the renovation costs, the PMT submitted the RFP to 3 additional contractors and we hope to have those within the next 3-4 weeks.

On a separate front, the PMT's Curriculum Development sub-committee has been working to assemble input on class offerings and time frames that are most attractive to youth and other potential students. That committee will also explore ways to gather input from the NAA's current students about class offerings not currently available that they are interested in seeing in the new education program.

To date \$205,000 has been raised to support this project and the PMT is working on plans to seek additional donor and grant funding.