

timore 🗘 clayworks

ANNUAL REPORT 2012

ORGANIZATIONAL MESSAGE

FROM THE INTERIM EXECUTIVE DIRECTOR:

Year 2012 was a transition year for Baltimore Clayworks. Following 33 years of service, Deborah Bedwell retired as its Executive Director on December 31, 2011. During the past twelve months, our organization has moved through the challenging time of executive change that sometimes comes with such leadership change.



I was pleased and honored to receive an invitation from the Board of Directors to join Baltimore Clayworks in

September as the Interim Executive Director. I found myself surrounded by a dedicated staff, supportive Board and a broad "community" of artists and friends of Clayworks. The common goal for us in September was to come together in a manner to ensure our organization would move ahead in its mission to develop, sustain, and promote an artist-centered community providing outstanding artistic, educational, and collaborative programs in ceramic arts. As this 2012 Annual Report will note, Clayworks was able to meet this goal and was able to end the year on a positive note.

Mid-way in 2012, there had been grave concerns for the financial stability of Clayworks. We immediately gave priority attention to clarify for the Board and Staff in a timely manner, the overall progression of revenue and expenditures. We took every measure possible to reduce expenditures in a manner that would not infringe on services being provided. We redoubled our efforts in fundraising through the work of our Development Office and the Development Committee. Trustees, members of the Clayworks community of artists and friends, corporations and foundations stepped up their investments in support of the work of our organization. Accordingly, we were pleased on December 31 to not only avoid reporting a deficit on FY 2012 operations but to be able to record a small operating surplus.

In summary, I am pleased to report that Baltimore Clayworks is moving forward with confidence and unity of purpose towards further fulfillment of our long standing mission. It has been a personal blessing for me to have been part of the renaissance of spirit and performance that occurred during the latter part of Year 2012.

With warmest regards,

Paul Derstine
Interim Executive Director

COMMUNITY ARTS PROGRAM LAURA COHEN, COMMUNITY ARTS CO-DIRECTOR

The Community Arts department at Baltimore Clayworks had a vivacious and resilient 2012, from cultivating new and old partnerships and programs in community and attending and presenting at conferences to providing ongoing, high quality ceramics programming to folks who otherwise wouldn't have access. We believe that everyone has a right to high quality arts experiences and apply this in many different ways.

Our west-side Clay for All! Centers provided high quality routine ceramics classes and workshops for senior adults, youth, teens and families, building relationships and self-esteem through creating with clay. 2012 highlights from our community arts satellite studios include a visiting artist residency with the 2011-2012 Lormina Salter Fellow, Shalya Marsh, who guest taught in our advanced ceramics class at Zeta Center and an expansion of our multigenerational offerings at Jubilee Arts from a workshop series to 2 ongoing 8-week classes. We reached 400 individuals of all ages who otherwise would not have has access through this initiative.

Community Arts contracted with many organizations, schools and centers in and around Baltimore to provide on-site clay classes, workshops and hands-on activities for community members of all ages in their neighborhoods and communities. Community Arts doubled the number of recreation centers in which we taught ceramics in Baltimore City, bringing the joy of clay to 300 young people in 20 centers. Throughout the winter, spring and fall, we continued to teach high quality clay programming to youth in city schools through ongoing partnerships with the Y of Central Maryland, Black Mental Health Alliance and many others. Community Arts partnered with the Maryland Institute College of Art's Curatorial Studies program and Refugee Youth Project to provide teenage refugees a week-long workshop, encouraging exploration of their native countries historical and contemporary ceramics. Community Arts also provided hands-on activities and artist demonstrations at festivals and fairs in Baltimore including 3 Adopt A Block fairs, the Charles Village Festival, the Station North Arts Festival, Book Festival and many more! Through our contract classes, we reached over 2100 people.

Since 2009, we have been offering weekly ceramics programming to non-violent exoffenders in recovery at Tuerk House. The Fetzer Institute, an organization that believes in the power of love and forgiveness to change the world, engaged and recognized Clayworks because of the innovative programming we do with these men. Co-directors of Community Arts, Laura Cohen and Herb Massie presented at the Italy-based conference, Global Gatherings: A Pilgrimage of Love and Forgiveness on how Clayworks Community Arts is an exemplar of love and forgives through craft.

The Community Arts Gallery presented a new exhibition every 6 weeks, showcasing works created by the diverse communities we engage! The Book and the Maker showed artist Mary Cloonan's residency with our advanced senior class at Zeta Center, funded by the National Guild for Community Arts Education MetLife Foundation. Our Buy A Cup Give a Class program held 7 cup-making workshops and doubled our gallery shelving, opening up 40 spots for student and artist donated cups to sell to support Community Arts programming! The program made \$3365 over the course of 2012.

The Community Arts commitment to providing high quality experiences to people extends to internship offerings to students in high school and college. We work with local higher education institutes and local high schools to provide high quality opportunities to 16-23 year olds in our Community Arts internship program. Young professionals gain real experience working in community and at Clayworks, leaning about non-profits, fundraising, ceramics and teaching. 2012 marked the sixth year we have hosted Community Arts Collaborative AmeriCorps members to work full-time in the Community Arts department.

2012 created a platform for many excited and powerful projects, programs and opportunities for the Community Arts department and Clayworks for 2013! Keep connected to learn about or get more involved with the Community Arts department.





EXHIBITIONS MARY CLOONAN, EXHIBITIONS DIRECTOR

The 2012 exhibitions schedule reflected our mission of artistic collaboration through several prominent partnerships with other ceramic arts organizations and collectives.

The year kicked off with Ceramic Sutra, a book themed show juried/curated by Novie Trump, founder of Flux Studios in Mt. Ranier, MD. Realistic and abstract works explored the influence of literary art upon ceramic art, oftentimes challenging or redefining the notion of a book. In conjunction, Clayworks hosted a book drive to benefit the Baltimore Reads Book Bank collecting over 300 books to support their literacy program. Allison Luce, The Serpent Tree, was featured in the solo gallery.

Our cup exhibition Daily Companions followed, celebrating the humble and ubiquitous form. Juried by Minnesotan potter Linda Christianson and Baltimore writer and potter John Wilson, it overflowed with an abundance of mugs, tumblers, shot-glasses and cups. An inexhaustible array of forms, styles and interpretations were on display. In the solo gallery, The World's Your Oyster, Clayworks collaborated with Oyster Recovery Partnership in showcasing oyster platters.

The spring show highlighted our collaboration with Watershed Center for Ceramic Arts by hosting Watershed's Kiln Gods. Curated by Phyllis K. Sullivan, it featured selections from a pool of artists who received a fully funded "Kiln God" residency that afforded them opportunity to immerse themselves in the rustic environs of Maine and create. This exhibition was part of Watershed's 25th anniversary celebration of supporting ceramics artists. In the solo gallery was the work of Noi Volkov, What is the Truth?

Our favorite show each year is Clay from the Classroom, featuring the talents and triumphs of our students from the past year's sessions. Artwork from children and adults, beginners and advanced students was all on display showcasing their skills and the creative opportunities Baltimore Clayworks offers to all who possess a curious mind, clever hands and a playful heart. Our students did not disappoint and it grows stronger every year. The ceramic work of Huey-Min Teo, International Exchange Program Artist, was on exhibition in the solo gallery.

Shalya Marsh filled the summer slot with her solo exhibition Thought Signs, the culmination of her year in our studio as the Lormina Salter Fellowship Artist. Her work explored the relationship between language and its symbols of communication. The show was an ingenious installation of ceramic objects representing phrases in Binary or Morse code waiting to be deciphered. Resident artist Nick Ramey presented his ceramic artwork in the exhibition, Curious Kitsch, in the solo gallery.

Lavish and Lush was a travelling show originally shown in Seattle at the National Council on the Education for Ceramic Arts Conference (NCECA). It was curated by Tami Rubin and Erin Furimsky and featured work that explored the sumptuous and ornate in surface and form, walking the line between satiation and over-indulgence. The solo gallery hosted The Solo Cup Exhibition where artists donated generously donated over 150 cups to support our organization and programming. Through a voting process, the public voted on the best like cup and the winning artist, Craig Clifford, won a solo exhibition in our solo gallery in 2013.

Baltimore Clayworks was extremely fortunate to partner with Amaco to host Shirts and Skins, curated by Jason Bige Burnett. The exhibition displayed the works of participating artists who attended Arrowmont School for the Arts' Surface Symposium held in January of 2012. Shirts and Skins traveled to us from the Amaco-Brent Gallery in Indianapolis. Their generous sponsorship of the show made it possible for us to host an exhibition of high-caliber, well-crafted and intriguing ceramic work. Lynn Sures'exhibition, Strange Rocks, was on display in the solo gallery.

We closed out the year with Winterfest 2012, our 17th annual show celebrating the gift of art. Once again we hosted emerging talents offering one-of-a-kind, hand-crafted wares that bring joy to the holiday season. The ceramic work by resident and associate artists filled the rest of the galleries for the Annual Holiday Sale.

Baltimore Clayworks is grateful for the encouragement and enthusiasm from our creative community who attend our openings and events, support our artists by collecting their works, and are inspired by the exhibitions to try their hand in clay.

SALES GALLERY YOSHI FUJII, GALLERY MANAGER

In 2012, the galleries received approximately 5600 visitors with an additional 500 visitors that participated in tours, artist lectures and facility rentals. The gallery hours were extended in June so that the galleries would be open until 7PM on Thursdays and Fridays. To offset staffing hours, the gallery opened at noon on Saturdays (versus 10AM). We have not seen a notable increase in foot traffic with the extended week day hours.

In the Sales Gallery, 12 resident artists and 15 member/associate artists were represented. In addition, the Sales Gallery invited ten "invited/featured" artists who exhibited work in the 2012 to sell their work in our retail space. While we still focus on functional pieces – the variety of forms, colors, surfaces and techniques continues to attract faithful patrons as well as new or out-of-town visitors. In comparison to 2011, November and December sales was up 26% and total sales for the year increased 17%. In the fall, miscellaneous items such as magazines, t-shirts and clay tools were made available for purchase at the front desk.

The webstore, which is an online extension of the physical sales gallery, was launched the day after Thanksgiving, on Black Friday, with over 100 items made available. There were 7 orders through the end of December, totaling \$700.50. Sales have been slow in the spring and summer of this year. Our goal is to have all the inventory at our physical gallery, online by the end of summer 2013 and heavily promote the new work and new artists that have joined the sales gallery.

The Sales Gallery 'retail committee' was formed and had their first meeting this past January. With their assistance and guidance, we look forward to implementing new strategies surrounding inventory, pricing, marketing, retail technology and customer service. With these things, I look forward to a better and stronger year in 2013.



MARKETING AND IT BETSY LAUCKS, MARKETING DIRECTOR

At the beginning of 2012, the marketing budget was increased slightly from the prior year to boost marketing efforts and initiate new methods of advertising and promotion on a national level and in the local market. The budget covered the standard marketing mediums that Clayworks has utilized in the past: direct mail postcards; email marketing/communications; limited radio spots promoting classes; and minimal print advertising. The additional allowance in the approved budget was initially allocated to increase the frequency of radio spots and publication advertising to increase awareness nationally and locally.

However, due to financial challenges that arose in May 2012, marketing dollars had to focus on covering the bare essentials: direct mail (8 exhibition mailings, 2 event mailings, 4 education mailings), email blasts including press releases (50), radio spots (2 weeks, 15 spots each — WYPR), minimal print advertising (4 ads: 4 publications), classified ads for workshops in ceramic pubs (6 ads), purchased "new mover" mailing lists (2) for classes and events, and miscellaneous printing costs for marketing materials. At year end, marketing expenses totaled \$20,865.

Through our email marketing we secured free press for: Madhatter Tea Party(Baltimore Sun/Messenger), Executive Transition(Baltimore Sun/Messenger), Lavish and Lush (The Examiner, City Paper), Winterfest Jazz Preview & exhibition (Home & Design Magazine!), Resident Artist Mary Cloonan (Baltimore Sun Valentines Day article), Clay from The Classroom (The Examiner).

A positive addition to 2012 from a marketing standpoint was the repurposing of the 30th anniversary microsite – to the Clay for All! microsite. For \$1000, this \$4500 investment from 2010 was converted into a virtual experience for our community to see and watch our Community Arts Program in action. After the microsite was converted, our CAC member Dominique Hellgeth was tasked to upload numerous videos, pictures and stories covering

all aspects of what happens in the Community Arts classrooms and studios. Because CA programming takes place offsite, it was very difficult for our supporters to relate and really absorb the wonderful outcome that happens every day at these satellite studios. Now, they can. If you haven't visited www.clayforall.org, please take a tour of it today!

In September 2011, I was asked to redesign and rename the webstore, eCeramica, which was intended in 2009 to be a corporate gift website. The redesign was completed in November 2011, to be managed by the Gallery Manager. Due to staffing challenges between then and August 2012, the webstore did not launch until November 29, 2012. Yoshi Fujii currently oversees stocking and management of the webstore. Need a gift for an upcoming occasion — shop from the comfort of your home and visit www.shop-baltimoreclayworks. org!

As Marketing Director, I also manage our IT environment. Most of our computers were manufactured in 2005-2006, the newest being 2009. Our server's operating system is Microsoft Small Business 2003 and showing signs of failure; the majority of us are using Microsoft Office 2003 software (for Word, Excel, etc.). From Spring through Summer of 2012, we lost networking capability on several occasions. We found an electrical issue in the wiring of the building, resulting in power surges, had destroyed 2 network devices. We must replace the server in 2013 and will look to lease a replacement. We will also research and recommend a POS system for our sales gallery. Lastly, we will re-engage staff to update the 2011 evaluation for a new donor and event management database system. A new database system will eliminate double entry, increase productivity, improve our communications with constituents, and make it much easier for donors, members and students to give, renew and register through our website.





RESIDENT ARTIST PROGRAM JIM DUGAN, RESIDENCY COORDINATOR AND WOODKILN MANAGER

2012 was a busy and exciting year for the Resident Artist Program at Baltimore Clayworks. It was one of the most active years in recent memory in terms of Resident Artists arriving, departing and moving spaces. Now that the dust has settled the artists are comfortable in their studios and producing outstanding work which has been showing throughout the region and the country.

One of the greatest highlights of 2012 the was the ceramic work produced in the studio by Shalya Marsh, our 2011-2012 Lormina Slater Fellowship. Shalva created hundreds of hundreds of terra cotta tiles adorned with symbols that created messages in binary code for her solo exhibition, Though Signs. In late August of 2012 we said good bye to Shalya, who has returned to Dick Lehman's studio in Lancaster, PA, and hello to current Lormina Salter Fellowship artist Brett Freund who hails from Pittsburgh, PA. Brett's exhibition will open on June 22, 2013 and is entitled "Bliss Point". This coming exhibition is not to be missed!

2012 also saw the arrival of two new Resident Artists: Ben Freund and Patty Bilbro. Ben creates both large and small scale sculptures out of experimental ceramic materials often with a mechanical or industrial theme. Patty creates functional wheel thrown pottery that is often a canvas for her whimsical cartoon-like characters. Each of these fine young emerging

artists will be with us for up to 5 years.

We also had a number of visiting artists in 2012 including Kate Borcherding from Texas who used three months in the summer to create "Half Moving Memories" a group of sculptures that directly reference architecture and landmarks found throughout the city of Baltimore. Kate will be exhibiting in our solo gallery in the fall of 2014. Baltimore Clayworks also hosted Huey-Min Teo and her partner Thomas Cheong who hail from Singapore and came to us through our exchange program with Tainan National University of the Arts in Taiwan. Huey-Min spent 8 productive months with us in 2012 concluding with a solo exhibition in our gallery, while Thomas split his time between Baltimore and Missouri. These visiting artists and short term residencies inject new energy and ideas directly into the organization and the other resident artists.

Many great artists came to Baltimore Clayworks in 2012, but we also had to say good bye to three wonderful Resident Artists who have moved to other studios in the region and continue to create excellent work in clay. Sonya Meeker was a Resident Artist for more than 14 years and chose to move to a more private and larger studio space at the home and studio of Trisha Kyner. Sonya continues with us as an Associate Artist and beloved member of the community. Tim Sherman has moved to Fredrick with his wife Chelsea where they have bought a home and are setting up a pottery studio. Tim will be missed, but we are happy to see him realizing his dreams. Tim will continue with us as an Associate Artist. Amy Carnahan was a Resident Artist with us for 2 years before having to vacate her studio

to concentrate on the more important task of motherhood. Amy visits frequently and will continue with us as an Associate Artist.

The Resident Artist Program at Baltimore Clayworks creates the artistic and educational backbone of the organization. The program has increased in popularity throughout the country as evidenced by the increase in the number and quality of applications that we receive annually. Young emerging artists from all over the country, and the world have been vying for a coveted space in our residency program. Each year we are seeing at least 30 applications and we have been attracting our top candidate almost every time. Our next Lormina Salter Fellowship Artist will be Kevin Rohde, a figure sculptor. We will be looking forward to his arrival in September 2013.

WOODKILN HIGHLIGHTS JIM DUGAN, RESIDENCY COORDINATOR AND WOODKILN MANAGER

It was another busy year for the Baltimore Clayworks wood kiln. In 2012 the kiln was fired thirty times with 7 Baltimore Clayworks student firings, 8 outside rental firings, 12 community firings and 3 firings of my own work. The outside rental firings and community firings had groups and individuals from The Corcoran School of Art in Washington D.C., Maryland Institute College of Art, the Fredrick Pottery School, the craft school in Greenbelt, MD, Glen Echo Pottery, The Clay Studio in Philadelphia, PA, and other ceramic studios in New York, Pittsburgh, Virginia, and places in between. In total more than 200 individuals participated in wood firings at Baltimore Clayworks in 2012, producing approximately 8 thousand new pieces of wood fired ceramic art.

The students at Baltimore Clayworks have been as enthusiastic as ever about learning the process of wood firing their ceramic work, it is one of the only firing processes at Baltimore Clayworks that allows, and encourages students to take part in the firing of their pieces. Because of this involvement more students are becoming educated about the firing process which continues to inform their endeavors in the classroom. The community minded way that our wood kiln functions makes us able to serve participants who would not otherwise be able to take part in wood firings. I had one concerned participant email me before signing up for a community firing because she thought she would be unable to physically do some of the labor that is involved. I was able to tell her that we would gladly find something less

strenuous for her to do and that her ability to participate in a wood firing is something we take pride in.

The students at Glen Echo Pottery in Washington D.C. continue to play a major role in reserving full kiln rentals. Each spring and fall several groups from that studio rent the kiln 2-3 times, even with the recent construction of their own gas fired soda kiln. This tells me that it is not just a wood fired product that these artists seek, but also the experience that comes along with firing the wood kiln at Baltimore Clayworks. These artists do create outstanding work and have been showing the work form the wood kiln in juried and invitational shows throughout the region. Mike Poness in particular has won several awards for his architectural wood fired vessels.

I cannot forget to mention Jeremy Wallace, who was my assistant in 2012. Jeremy's hard work, good nature and contagious enthusiasm were essential for this program to operate. Just about everybody who fired with us in 2012 commented to me about what a great assistant Jeremy was. In return Jeremy gained more knowledge and comfort with this process than one could hope to acquire in 5 or 10 years. Jeremy has now accepted a residency in 2013-14 at St. Petersburg Clay Company just outside of Tampa Bay, FL. He will be missed here, but the studio where he is going has several wood kilns and is renowned within the field.

The wood kiln at Baltimore Clayworks has become in invaluable resource for students just learning the process as well as professionals in the field and up and coming artists who have a serious

commitment to their future with clay. Wood kilns are not rare, but a kiln that is made available to all who have the time and desire to participate is something that is very special and unique to Baltimore Clayworks.





FINANCIAL STATEMENT 2012

AT A GLANCE

CHANGE IN UNRESTRICTED NET ASSETS

REVENUE AND OTHER SUPPORT

Contributions, donations, and grants	\$432,681
Program and sales revenue	\$461,702
Special events	\$108,017
Investment and other income	\$7,434
Total revenue	\$1,009,834
Net assets released from restrictions	\$62,988
Total Revenue and Other Support	\$1,072,822

EXPENSES

CHANGE IN UNRESTRICTED NET ASSETS BEFORE DEPRECIATION AND INTEREST	\$ \$15.184
Total Expenses	\$1,057,638
Fundraising	\$228,307
General and administrative	\$58,785
Program	\$770,546

Change i	n Unrestricted Net Assets	(\$118,968)	
Interest	(Mortgage)	\$55,982	
Depreciation		\$78,170	

CHANGE IN TEMPORARILY RESTRICTED NET ASSETS

Contributions	\$117,132
Net assets released from restrictions	(\$62,988)
Change in Temporarily Restricted	
Net Assets	(\$54,144)

CHANGE IN PERMANENTLY RESTRICTED NET ASSETS

Beneficial interest in endowment fund \$4,377

Changes in net assets	(\$60,447)
Net assets, beginning of year	\$2,058,749
NET ASSETS, END OF YEAR	\$1,998,302

EXHIBITIONS

JANUARY 14 – FEBRUARY 26 Ceramic Sutra Solo Gallery: Allison Luce Community Arts Gallery: The Book and the Maker

MARCH 3- APRIL 14
Daily Companions
Solo Gallery: The World's Your Oyster
Community Arts: Cups of Community

APRIL 21-MAY 26
Kiln God Exhibition: Watershed Center for Crafts
Solo Gallery: Noi Volkov
Community Arts Gallery: Clay for the City

JUNE 2-16

Clay from the Classroom Solo Gallery: Baltimore Clayworks Teacher Exhibition Community Arts Gallery: Community Arts Collaborative- CAC JUNE 23-AUGUST 4

Thought Signs, Shalya Marsh: Salter Fellowship Exhibition Solo Gallery: Nick Ramey Community Arts Gallery: Creative Aging

AUGUST 11- SEPTEMBER 29

Lavish and Lush

Solo Gallery: Solo Cup Fundraiser Show Community Arts Gallery: Community Arts Teaching Artists

OCTOBER 6 -NOVEMBER 10

Shirts and Skins, Arrowmont Surface Symposium Show Solo Gallery: Lynn Sures Community Arts Gallery: Recreation and Parks

NOVEMBER 19- DECEMBER 31 Winterfest 2012

EVENTS

Ticketed	5
Free	12

ARTISTS

Resident	15
Fellowship	1
Associate	18
Visiting	4
Workshops	4
Exhibiting	322

STAFF

Full Time	6
Part Time	7
Contractual	3

TRUSTEES

Board Members 28

TEACHERS

Mt. Washington	Classes	43
Community Arts	Classes	17

WORK EXCHANGE

Individuals	29
Hours	1,080
VOLUNT	EERS

Interns 29 Misc. 150+

STUDENTS

Mt. Washington	1,845
Community Arts	3.300

OTHER

Gallery Visitors 5,612

COMMUNITY ARTS PROGRAM PARTNERS

Satellite Studio Program Partners

Jubilee Arts

Zeta Center for Healthy and Active Aging Tuerk House

Other Community Partners

Maryland Institute College of Arts Academy of College Career Exploration Morgan State University

Coppin State University Y of Central Maryland World Trade Institute Arc Baltimore

Baltimore City Department of Recreation and Parks Adopt A Block

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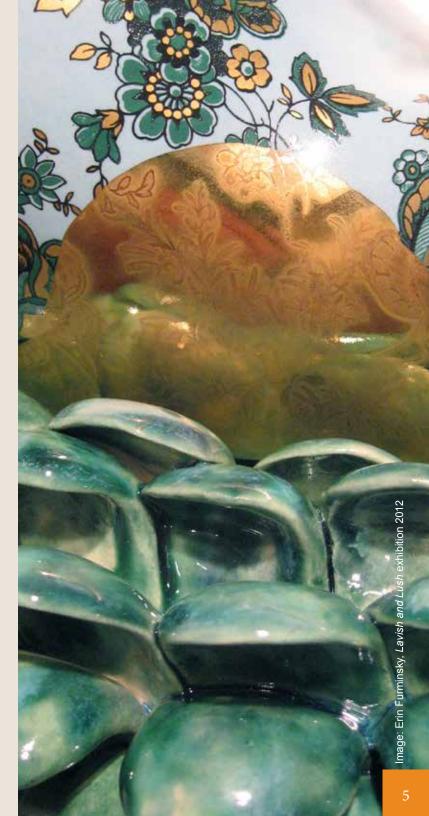
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Baltimore Symphony Orchestra Barrett's Grill The Bead at The Shops at Kenilworth Bowerbox Press Phil and Liz Briscoe Buffalo Wild Wings Colin Campbell Chef's Expressions Alice Cherbonnier Betty Cooke

Craft Show

Blaise DePaolo

Disney World Theme Park

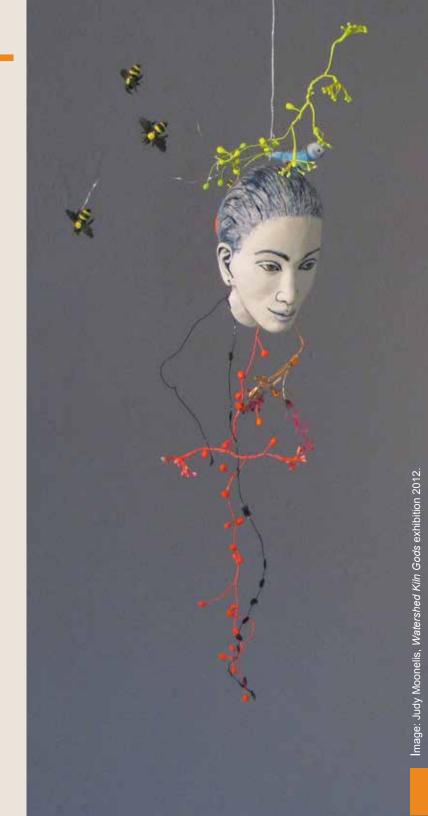
Everyman Theatre

Fitness Together, Timonium & Owings

Mills The Ivy Bookshop Joe's Bike Shop Riva and Marc Kahn Henry Koether Kokopelli Kramer Portraits, New York La Contessa

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