



2012

SALEM ART ASSOCIATION | ANNUAL REPORT

2012 SAA STAFF

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Sandra Burnett, Executive Director

Ross Sutherland, Executive Assistant

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Meaghan McGraw, Marketing Coordinator

Damon Fournier, Grant Writer

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Sara Masser, Fundraising Coordinator

BUSH HOUSE MUSEUM

Ross Sutherland, Bush House Museum Director

Lee Ann Tandy, Museum Assistant

Katie Loney, Museum Assistant

COMMUNITY ARTS EDUCATION

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Lisa Ryan, School Programs Coordinator

BUSH BARN ART CENTER

Catherine Alexander, Gallery Director

Lee Ann Tandy, Gallery Coordinator

Jennifer Gimzewski, Gallery Coordinator

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Tula Bornholdt, Volunteer Coordinator

Gretchen Carnaby, Project Coordinator

CONTRACTORS

Brooke Serres, Accountant



The Heart of Salem (Detail) by Daniel Ng
2012 Salem Art Fair & Festival Poster Artist

Dear Friends,

Salem Art Association's mandate and passion are to serve a broadly based community spanning Marion, Polk, and Yamhill Counties. As one of the largest community arts organizations in Oregon, SAA annually serves over 105,000 people, including students, artists, educators, professionals, business and civic leaders, families and retirees. We strive to reach across to all the corners of the Mid-Willamette Valley because we know the arts have the potential to touch lives in profound and meaningful ways.

Therefore we are particularly excited about the potential impact of the new Annex/Elevator Project. The first major renovation on the Bush Barn Art Center in four decades, this project will install an elevator at the Bush Barn Art Center and provide ADA access to the upstairs galleries, while also opening up and improving the Bush Barn Annex space for greater functionality. The annex renovation will enable SAA to offer artist residencies all year round, greatly increase our capacity for workshops and lecture series, as well as give us a meeting room and additional office to accommodate the growth in our programming.

We greatly appreciate the \$60,000 pledge from the Compton Family Foundation which will kick start our fundraising efforts for the project. We expect most of the funds to come from grants but invite contributions from individuals who would like to support this vital cause.

Salem Art Association continues to grow and improve its delivery in response to the community it serves. Thank you for being part of this wonderful effort!

Sandra Burnett
SAA Executive Director

"Growing up, I was lucky enough to spend a lot of time in museums and art galleries. Although never an artist myself, I became passionate about the arts. As a Gallery Guide, I now have the opportunity to volunteer for SAA. We provide volunteer staffing at Bush Barn, support receptions at the Barn, run a booth at the annual art fair, and award grants for art projects. It's a joy to be part of bringing experiences with art to children and families in the community."

- Jane Cummins-Fidler, Board of Directors, Gallery Guide Representative

2012 BOARD OF DIRECTORS

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BUSH BARN ART CENTER

In 2012, the Salem Art Association Galleries Program presented 23 art exhibitions in the A.N. Bush, Camas and Focus Galleries at the Bush Barn Art Center. This schedule represents an increase in the number of exhibits from 21 in 2011. Additionally, work by approximately 75 regional artists was showcased in the Gift Gallery through two, six-month exhibition seasons. Many of these artists also participated in SAA's Rental-Sales program. Highlights of the 2012 exhibition schedule include:

Ex Voto: New Work by Jessie Reid—The second exhibition in SAA's Guest Curator Series was curated by Craig Goodworth, a multi-disciplinary artist and writer based in Newberg.

Young Artists' Showcase—A new iteration of this beloved community event included not only work from students in the Salem-Keizer School District, but also children in private, parochial, homeschool and rural school settings in Marion, Polk and Yamhill Counties.

Radius 25: Face-to-Face—A juried biennial exhibition featured works of art by nearly one hundred members of the Willamette Valley community who live or work within twenty-five miles of Salem. Each work of art reflected the theme of interpersonal dynamics in a unique and creative way.

Sculptural Conversations: Works by the Pacific Northwest Sculptors—A group invitational exhibition showcased sculptural artwork by this regional guild. Members of the PNWS also offered art demonstrations at the 2012 Salem Art Fair & Festival in conjunction with this exhibition.

Jonathon Bucci: New Work—This solo exhibition highlighted a new body of work by this noted regional artist who also serves as the Collections Curator at the Hallie Ford Museum.

Holiday Showcase—A favorite destination for those seeking original, hand-crafted holiday gifts, the 2012 Showcase featured several dozen new artists and craftspeople in addition to a number of local favorites. The Galleries Program also concurrently hosted similar fundraising holiday sales for the Bush House Museum and SAA's Community Arts Education Program in the Alcove and Focus Galleries, respectively.

In 2012, the Galleries Program also curated four exhibitions in partnership with Community Arts Education program, as well as an exhibit marking the Centennial of women's suffrage in Oregon in partnership with the Bush House Museum. Two Art Fusion events designed to attract a wider demographic took place in January and July and emerging artist and collegiate internship programs, along with a series of professional development seminars for artists, further supported SAA's mission of keeping visual art alive and strong in our community.



Sculptural Conversations: Works by the Pacific Northwest Sculptors

BUSH HOUSE MUSEUM

Bush House Museum continues to pursue its mission of preserving and interpreting Bush House and Bush's Pasture Park, to illuminate Oregon history and culture associated with Salem's Bush family. Through the collaborative efforts of the Salem Art Association, Museum staff and volunteers, the City of Salem and the Friends of Bush Gardens, Bush House Museum welcomed over 2,500 adults, seniors, students and children for guided tours, special events and educational programs in 2012.

Museum exhibitions were *Rediscovering Women Photographers in Salem (1865-1915)*, *Japanese Decorative Arts in Salem, (1870s-1920s)*, and *Daily Wear to Quilt Square (1880-1920)*. Bush House Museum and the Bush Barn Art Center collaborated on a calligraphy exhibit, *Handwrought: Interpreting the Legacy of Abigail Scott Duniway*. Another program highlight was our participation in *Willamette Women: Our Heritage is Our Strength*, an exhibit at the Willamette Heritage Center where we highlighted domestic labor in Oregon and at Bush House.

Author Barbara Mahoney adapted her *Oregon Historical Quarterly* article into a lecture at the Salem Public Library entitled, *Slavery, Oregon Statehood and Asahel Bush*. In May, Museum supporters were treated to an *Evening of Japanese Culture* featuring live koto music, ikebana flower arrangements and Japanese decorative arts along with Japanese-inspired refreshments. Educational evenings also featured Wayne Haverson, long-time Bush House Museum volunteer, who shared his research on the Bush Family's art collection.

Throughout 2012 Bush House Museum enhanced its public programming by initiating the *Bush House Museum Education & Interpretation Plan, 2013-2019*, generously sponsored by Salem Electric. Staff and volunteers began planning the restoration of the Formal Parlor, circa 1913, using Sally Bush's historic photographs and a 1948 inventory of the entire house. An expanded schedule of group tours also shared the Museum with a broad range of community members, from home-schoolers and high school honor students to parole-probation clients in the Marion County Reentry Initiative.

"The Friends Of Bush Gardens (FOBG) have an army of wonderful volunteers who enhance and maintain the gardens around Bush House Museum for the public benefit. We work under the umbrella of SAA and have so enjoyed working with the staff on the restoration of the Lord & Schryver garden in front of the Bush Barn."

- Gretchen Carnaby, FOBG Coordinator



Clay Ball 2012 Hautebooth | Photo by Erich McVey Photography

FUNDRAISING EVENTS

The Salem Art Fair & Festival (SAF&F) is SAA's largest annual event, showcasing artists from all across the nation during the three-day festival, and it is currently ranked 20th out of over 1,400 art fairs nationwide. The 2012 SAF&F also featured 30 musical acts on two stages, and it helped support over 50 local non-profit organizations. Each year the Art Fair generates approximately 47% of SAA's annual income. In 2012 it netted \$146,804 to help support the year round programs of the Salem Art Association.

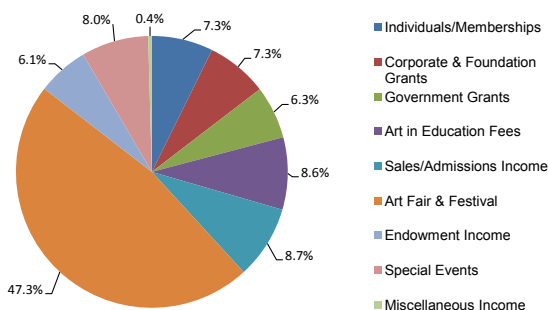
The Clay Ball art auction and dinner is SAA's second largest fundraising event. It is also one of the most anticipated cultural events of the year. Thanks to the generosity of sponsors, artists, local businesses, and art patrons, the 2012 Clay Ball netted \$62,780 and drew 550 attendees.

FINANCIALS

2012 was another successful year financially. SAA once again ended the year with a surplus. Especially exciting was the grant award by the Meyer Memorial Trust to support SAA's capacity building initiative. This initiative will restructure the Development Department and create the position of Development Director. Our stellar Fundraising Director, Debbie Leahy, is currently transitioning to this position. Her focus is now on individual donors, major donors, membership, and endowment and planned giving. These efforts hold the potential for greater revenue growth and greater sustainability of all our programs.

	Income	Expense
Salem Art Fair & Festival	\$453,681	\$306,877
Bush House Museum	\$17,042	\$83,278
Bush Barn Art Center	\$81,934	\$156,969
Community Arts Education	\$150,997	\$166,969
Development & Marketing	\$97,775	\$59,542
Friends of Bush Gardens*	\$14,350	\$11,300
General Administration	\$144,000	\$169,861
Totals:	\$959,779	\$954,796

*FOBG income is net of direct expenses for plant sales.



COMMUNITY ARTS EDUCATION

In 2012, CAE's Artists Services and Schools Program served the communities of Marion, Polk and Yamhill Counties.

The Artists Services Program served the artists community through the Studio Annex Artist-in-Residence (AIR) Program, Project Space, ArtMarket, a Salem Weekly writing collaboration, and a professional development series of workshops for artists. Through these initiatives, CAE served 3,250 attendees/participants for Artists Services programming, hosted eight exhibitions and twelve events/openings/workshops, exhibited 58 artists and published six writers.

SAA's thriving Artists in the Schools program (AIS) served more than 10,000 children, teachers, artists and community members through in-school, afterschool, and workshop experiences. Additionally, SAA's High School Art Apprenticeship Program provided a year-round in-depth program for fifteen students.



2012 AIS McKinley Mosaic

The Hillcrest Oregon Youth Authority Facility Art & Poetry program served 45 students and over 500 community members through two separate art experiences. The first combined a literary/poetry component with a photography module to create a collaborative art piece. The second project incorporated a mask-making activity with a literary module that included recordings made by the authors. Both projects culminated in a gallery exhibit at the Bush Barn Art Center.

SAA ENDOWMENT FOUNDATION

Salem Art Association has an endowment of approximately \$1 million and receives a 5% distribution annually. The endowment is held under the stewardship of the Salem Art Association Endowment Foundation (SAAEF). The SAAEF board is working on strategies to increase the Endowment through legacy and major gifts. A Legacy Society (planned giving program) was launched in 2010.

"I encourage you to consider an endowment gift or to join the SAA Legacy Society. We are a very special group of people who have included SAA in our estate plans, thereby ensuring that the legacy of the arts is handed on to the generations of the future."

– Davida Wilson, Treasurer, SAAEF

Immeasurable thanks and appreciation to the members of the 2012 SAAEF Board of Directors for their service: Michele Patterson (President), Betty Wiley (Treasurer), Davida Wilson (Secretary), Judy Basker, Carol Green, Gary Hardey, Paula Kanarek, John Lake, and Erich Paetsch. Leaving the board in 2012 were Bob Hill, Rich Harcourt, and Tim Van Horn - and a special thank you for your tireless hours of service over many years.

THANK YOU TO THE FOLLOWING SPONSORS & DONORS!

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