

ANNUAL REPORT

Business Year 2019



ANNUAL MEETING

Thursday, March 19, 2020

DoubleTree by Hilton Hotel, Burlington, VT

5:00 pm – 7:00 pm

AGENDA

1. Welcome and Overview
2. Board of Directors
3. Review of ballot and nominations from the floor
4. Review of proposed Bylaws
5. Activities in 2019
6. Plans for 2020
7. Budget for 2020
8. Advertising
9. Other Business

Annual Membership Meeting Warning Notice & Ballot

To place your vote on matters affecting the business of Vermont Hand Crafters, Inc., you must either attend the Annual Business Meeting at the DoubleTree by Hilton on Thursday, March 19, 2020

OR

Mail in the Official Ballot postmarked on or before Thursday March 19, 2020 to the VHC office.

Your Official Ballot must be placed inside a sealed envelope within a larger envelope and mailed to VHC. The larger envelope must be marked with your name and address in order for your ballot to be counted.

BALLOT for 2020
is available at
www.vermonthandcrafters.com.

Vermont Hand Crafters – Official Contact information

Office: P.O. Box 1184, Williston, VT 05495

Phone: 802-872-8600 or 800-373-5429

Web Site: www.vermonthandcrafters.com

Email: officemanager@vermonthandcrafters.com

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2019 Board of Directors

President	Barry Genzlinger
Vice President	C. Emily Culver
Treasurer	Maureen Genzlinger
Secretary	India Tresselt
Volunteer Coordinator	Elizabeth Boudreau
Jury Co-Chair	Meta Strick
Jury Co-Chair	Sarah Rosedahl
Member at Large	Beth McDowell

Employees

Office Manager	Katie Varricchione
Director of Events	Elizabeth Boudreau
Web Master	Jon Zap
Director of Marketing and Promotions	Colleen Decker

VERMONT HAND CRAFTERS ANNUAL MEETING MINUTES - 2019
DOUBLETREE HOTEL 3/21/19

Annual Membership Meeting
 March 21, 2019

Present: Barry Genzlinger, Meta Strick, Maureen Genzlinger, C. Emily Culver, Carl Newton, Colleen Decker, Jamie Harmon, Katie Varricchione, Sarah Rosedahl, Beth McDowell, Gary Walz, Daryl Storrs, Carmel Blanchard, Brian LaPointe

Meeting called to order at 6:03 P.M. by Barry Genzlinger, President

Topic	Discussion	Comments/Action
Introductions	Attendees introduced themselves.	
2018 Review	<p>Barry reviewed highlights from the 2018 annual report:</p> <p>-Craft Vermont: VHC is comprised of the most amazing, talented artists in the State. When they are all together in one room, it makes for an experience that is different than any other craft show!</p> <p>2018 had two new additions to the show:</p> <ol style="list-style-type: none"> 1. Collaboration table - The work on this table needs to be made by two or more members together to create one piece of art. VHC is looking forward to having this table again next year with more artists participating. 2. Young artist booth – There were three participating artists who were all 12 or 13 years old, related to a VHC member, and juried and accepted to share this booth. <p>Connor Byam draws cartoon characters and writes comic strips and is Anya Byam’s son.</p> <p>Tess Follensbee is a painter and is Barry and Maureen Genzlinger’s granddaughter.</p> <p>Kealey Ouellette does silk screening with his own designs and is Bob Michaud and Trenny Robb’s grandson.</p> <p>This booth was a big hit and VHC looks forward to having a young artist booth again next year.</p> <p>-Affiliated Galleries: VHC is always looking to have more affiliated galleries.</p>	

	<p>Please let us know if there is a gallery you think should be included. At least 20% of the gallery's total exhibitors need to be VHC members. It doesn't cost the gallery anything to be affiliated with VHC and the gallery will be included on VHC marketing materials.</p> <p>-Capital Region Visitor Center: The Vermont Hand Crafters organization will no longer have a designated display area at the Capital Region Visitor Center in Montpelier. The Center now has a coordinator who will be overseeing all displays, including the area that was previously handled by VHC.</p> <p>-Congratulations to the new 2018 Lifetime Members:</p> <p>Carol Crawford, weaving John Geery, photography Woody Jackson, painter Mary Stone, clay whistles</p> <p>Lifetime Members David Epstein and Albert Pike were also recognized for their support of VHC for well over 30 years.</p> <p>-VHC had full jury sessions last year and very few applicants that did not become members. Existing VHC members continue to be the best promoters. Thank you for encouraging others to consider becoming members!</p> <p>-Social media continues to be the biggest advertising platform. VHC uses Facebook, Twitter, Pinterest, and Instagram.</p>	<p>If you are interested in having your work displayed at the Center, contact Rachel Grossman at Rachael.Grossman@vermont.gov or (802) 828-5981.</p> <p>The board has placed an indefinite moratorium on pet-use products. This means that no applicants will be invited to jury pet-use products.</p> <p>As with all indefinite moratoriums, current members who already offer them may continue to include pet-use products in their inventory display and sales at all VHC venues.</p> <p>Send Colleen images! VHC would like to share all members work.</p>
2019 Plans	<p>The board is going through VHC policies and updating them as needed.</p> <p>The board also plans to review the VHC bylaws. This was last done in 2007.</p> <p>Colleen plans to send social media tips to the membership, via email, throughout the year.</p>	<p>Updated policies will be made available for members once complete.</p> <p>This is official notification that the board will be looking at bylaws and may or may not have changes to make. If there are changes, a special meeting will be had to announce the changes and the membership will vote the changes at the following membership meeting.</p>
Meeting adjourned at 7:10		

VOTING RESULTS:		
Budget	Membership Dues	Board Member Nominations
15 members voted to approve the budget.	15 members voted to keep annual dues at \$75 for regular members and \$35 for support members.	15 members voted for the following Board of Directors positions:
0 members voted not to approve the budget.	0 members voted against keeping annual dues at \$75 for regular members and \$35 for support members.	Vice President, C. Emily Culver Treasurer, Maureen Genzlinger Jury Co-Chair, Meta Strick Jury Co-Chair, Sarah Rosedahl Secretary, India Tresselt Volunteer Coordinator, Elizabeth Boudreau Member at Large, Beth McDowell 0 members voted against the Board of Director positions.

VERMONT HAND CRAFTERS GENERAL MEETING MINUTES - 2019
DOUBLETREE HOTEL 11/23/19


General Membership Meeting

November 23, 2019

Present: Meta Strick, Barry Genzlinger, Maureen Genzlinger, Sarah Rosedahl, Katie Varricchione, Emily Culver, Colleen Decker, India Tresselt, Beth McDowell, Audrey Linn, Ben Thurber, Gail Canedy and several VHC members.

Meeting called to order at 6:16 P.M.

Topic	Discussion	Action																																																									
Craft Vermont	VHC President, Barry Genzlinger, showed a quick time lapse walk through video of the 2019 Craft Vermont show.																																																										
Board Members	Barry introduced the VHC Board of Directors, Colleen Decker the VHC Director of Marketing and Promotion, and Katie Varricchione the VHC Office Manager																																																										
2019 New Members	Barry reviewed the 25 members new to VHC in 2019:																																																										
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	<p>Reed Susan Bonnie Christian Mary Colleen</p> <p>Prescott Rosano Rowell Schoenig Trombly Wilcox</p> <p>Wood Mixed Media Fine Art Metal Jewelry Fine Art</p>	
Scholarships	<p>VHC had two scholarship recipients this year: Courtney Reckord and Paula Galle.</p> <p>Courtney took a stone setting class from member Jane Frank. She flush set a diamond into a gold piece, both of which were new experiences for Courtney: using gold and flush setting. This has given Courtney confidence to continue and develop her use with these skills.</p>  <p>Paula took a class from member Courtney Reckord. The class focused on flush setting small faceted stones and tube setting rose cut stones. These skills were new to Paula and now she is confident in using these techniques on her own.</p> 	<p>The VHC scholarship guidelines and application can be found in the For Members section of the VHC website.</p>
Members in the News	<p>Barry reviewed members that have been highlighted in local news:</p> <p>Made in Vermont Mags Bonham - Really Unique Creations Sue Duprat - Brown Bag and String Studio Rachel Laundon - Rachel Laundon Art Donna Perron - Silver and Stones VT Courtney Reckord - Courtney Reckord Jewelry Robin Perreault - Vermont Bentwood Handcraft</p> <p>St Albans Messenger & Milton Independent Barry and Maureen Genzlinger</p> <p>Studio Art Quilt Associates Global Exhibition Carla White for "Squirrel Aloft"</p>	
Young Artist Booth	<p>Again this year Craft Vermont has a young artist booth in the Emerald room. The two artists are related to a VHC member and have juried and been accepted to share this booth. Both artists participated in last year's show.</p> <p>Connor Byam draws cartoon characters and writes comic strips and is Anya Byam's son. Tess Follensbee is a painter and is Barry and Maureen Genzlinger's granddaughter.</p>	
Collaboration Display	<p>There is a collaboration display table in the Emerald room again this year. Each piece of art on this table was made by two or more members together to create one piece of art.</p> 	
Lifetime Members	<p>Barry Genzlinger, presented 2019 new Lifetime Member Audrey Linn with a Jefferson Cup made by Danforth and congratulated her on 30 years with Vermont Hand Crafters!</p> <p>Lifetime Members Gail Canedy, Catherine Beliveau, and Ben Thurber were also recognized for their support of VHC for well over 30 years.</p>	<p>Beginning in January, visit the VHC website to see biographies and images of the featured Lifetime Members.</p>
VHC By-Laws	<p>Barry presented the proposed revision to the VHC by-laws. The membership will vote on the revisions at the 2020 Annual Meeting.</p>	<p>An email will be sent to the membership containing a copy of both the current bylaws and the</p>

		proposed revised bylaws.
Meeting adjourned at 6:46 p.m.	Next membership meeting will be in the Spring of 2020!	

PRESIDENT'S REPORT – Barry Genzlinger

What is this? 64, 229, 155, 25, 20, 2, 9, 4, 8, and 2. Read on to find out.

On April 11, 1955 Vermont Hand Crafters, Inc. was created. Today, 64 years later, it is the largest juried art organization in the State, with 229 of Vermont's finest hand crafters and artists as its members. Collectively they create in media from traditional to cutting edge: paint, clay, metal, paper, fabric, bark, moss, string, sound, wood, leather, words, digital images, food, fur, vegetables, glass, stone and more. Over those years VHC has become much more than a group that puts on a craft show. Here is a summary of the year's events.

Craft Vermont 2019 was a huge success. The early start to construction at the DoubleTree caused a minor disruption to parking, but that did not dissuade shoppers from coming in record numbers to our much-anticipated show. And they were not disappointed as they visited 155 booths of your amazing work.

Equally as important to the visitors at Craft Vermont is the chance to talk with artists about their work and learn how we all do what we do. This year a total of 25 new members were accepted into VHC. Of these, 20 had booths at the Craft Vermont show. Every year the visitors to the show can count on seeing the beautiful work they have loved in past shows but also on seeing the work of these new members.

Returning to Craft Vermont this year were two special booths that were visitor favorites from last year. The Young Artist Booth gave 2 thirteen-year-old aspiring artists, who were relatives of members, the chance to take part in an amazing craft show and sell their work. They were Connor Byam (son of Anya Byam), and Tess Follensbee (granddaughter of Maureen Genzlinger). The visitors at the show loved them and the young artists were thrilled at the reception they got from both our members and the shoppers.

The second returning special booth was the Members' Collaborative Works booth. Two or more members who work in different media had the opportunity to create a single work and display it in the booth. The 9 pieces on display delighted everyone. The table signs for each piece directed viewers to the booths of the creators.

New to the Show this year were several Facebook Live videos that were broadcast to the world in real time. These were so well received that they will be a regular part of the show next year.

The tradition of having a Celebration of our Members meeting on the Saturday of the Craft Vermont Show continued. Friday and Saturday are long and exhausting days for the members who have booths at the show but this year we had a large number who stayed to share some food, drinks and a great celebration. The party started with a video presentation of every booth in the Craft Vermont Show which stunned the audience. We saw the entire show in 29 seconds. Amazing.

The celebration continued with several slide shows: the introduction of our 25 new members, the 9 collaborative works, biographies of the 2 young artists, and our 8 members who were featured in the news during the past year. We also heard a review of the 2 scholarships that were given to members to further the breadth of their skills. Courtney Reckord and Paula Galle both took a class in Stone Setting.

The celebration concluded with the honoring of 4 long time members. Family and friends were in attendance and were invited to read and comment on the presentation which added a wonderful personal touch. The honorees were Audrey Linn (30 year member), Ben Thurber (36 year member), Catherine Beliveau (39 year member), and Gail Canedy (41 year member). Each was presented with a commemorative cup. Each year we will continue to honor our longtime members at the Craft Vermont Member Celebration meeting.

Our affiliated galleries continue to provide many of our members with opportunities to showcase their work all year long at locations around the state. We currently have affiliated galleries in six locations: Art On Main (Bristol), Artist In Residence Gallery (St. Albans), Deirdre Donnelly Jewelry Art (Quechee), Grand Isle Art Works (Grand Isle), Island Craft Shop (South

Hero), and Northeast Kingdom Artisans Guild (Saint Johnsbury). We are always looking for additional locations to join the affiliated gallery program.

The Vermont Hand Crafters store in the Vermont Building at the Big E continues to be a huge success. Each year the work of our members is seen by tens of thousands of visitors and it has become the place to visit for those attending the Big E. The exposure that both VHC and our members get through this venue translates into sales long after the show ends and into visits to Craft Vermont.

During the year the board of directors took on 2 major projects. The first was to review every VHC policy and procedure to be sure they are all up to date. The second was an overhaul of the Bylaws which have not had a major review in almost 2 decades. The organization has changed a lot in that time. The revised Bylaws will be presented for a vote at the annual meeting.

DIRECTOR OF EVENTS' REPORT – Elizabeth Boudreau

It is wonderful to be closing out the decade with a record breaking year. Both Vermont Hand Crafter's events, the gallery in the Vermont building at the Eastern States Exposition in Springfield, MA (the Big E) and the Craft Vermont Show at the Double Tree in South Burlington, VT experienced increases in revenue as well as attendance.

Big E

The 2019 Big E gallery opened on Saturday, September 13th and ran through Sunday, September 29th enjoying 17 days of near perfect fair weather. The VHC gallery continues to grow in popularity among visitors and Big E vendors. Each year VHC has been able to add new and exciting work from the current membership as well as newly juried members. This has allowed VHC to keep the gallery looking fresh and updated. Again this year, Beverly Hosmer, a local West Springfield artist, joined Sarah Rosedahl and myself as staff. Beverly's skills in sales and customer service are a wonderful addition.

Thirty-two VHC members sent their work to the gallery, with seven of these members joining the staff for Artist of the Day. The 2019 gallery sales saw an increase of approximately \$10,000 making it VHC's best year at the Big E.

The 2020 Big E dates are September 18 through October 4.

Craft Vermont

The 2019 Craft Vermont Show was also a record breaking event with upwards of 5,000 attendees. Every morning the lobby was full when the doors opened at 10:00.

Richard Green took lead as the parking guru and quickly helped the Double Tree figure out how to accommodate the overflow of traffic and parking.

Saturday morning was so busy that I operated an extra cash box to help expedite the customers into the show. The door prizes continued to create an air of excitement throughout the show, with over 40 customers choosing their own prize.

Throughout all three days, multiple interviews were given by both exhibitors and staff to the media which were broadcast live on TV and radio. There was a noticeable increase in the 25-40 year old customer age group and also in out-of-state visitors. This is a sure indicator that the VHC marketing strategy, with it's expanded presence on social media, is working.

155 members participated in the show itself. There were three new member one-day booths with nine members participating and one Sunnie booth with two participants.

Craft Vermont continues to support the young artist booth and collaborative work display. For 2019 details please see the President's Report above.

It will be exciting to start the new decade in the newly remodeled Double Tree conference center. I look forward to working with you all again. Thank you for your continued support and friendship.

Lastly, I would like to thank all the behind-the-scenes volunteers who help Vermont Hand Crafters put on such spectacular events:

Big E: transportation crew, gallery maintenance and set up crew, design team, and the artist of the day volunteers.

Craft Vermont: Floor markers, admissions volunteers, parking guru, wait staff, MMU hockey team, and the many members who go above and beyond throughout the show.

CRAFT VERMONT TICKET SALES

2019

	Friday	Saturday	Sunday	Grand Total
Paid Attendees	1,270	2,241	1,071	4,582
Previously paid/half-price tickets	53	70	56	179
Yellow Tickets (Complementary)	74	86	65	225
Total Customers	1,397	2,397	1,192	4,986

2018

	Friday	Saturday	Sunday	Grand Total
Paid Attendees	646	1,824	1,266	3,736
Previously paid/half-price tickets	20	60	41	121
Yellow Tickets (Complementary)	40	115	72	227
Total Customers	706	1,999	1,379	4,084

MEMBERSHIP STATISTICS

	2019	2018	2017	2016	2015	2014
Renewed Members	186	178	181	183	181	174
Lifetime	17	24	22	20	17	18
Honorary	1	1	1	1	1	1
New	25	20	23	37	27	25
Total Members	229	223	227	241	226	218

VHC Lifetime Members – Albert Pike, Carrye Schenk, Gail Canedy, Catherine Beliveau, David Epstein, Fenton and Barb LaVanway, Jamie Harmon, Ben Thurber, Kristine Myrick Andrews, Evelyn Gant, Sharon Scelza, Daryl Storrs, Amanda Weisenfeld, Carol Crawford, John David Geery, Woody Jackson, Audrey Linn.

New 2019 Lifetime Member –

Audrey Linn

In 1978 Audrey and her husband, along with their two boys aged 6 months and 20 months, moved to Vermont from Chicago. In order to supplement their income they decided to raise sheep. At one time they had a flock of 100 at their small farm. The sheep were sold for meat, fleece was made into yarn and skins tanned.

The skins that Audrey used for sewing needed to be cropped and double faced tanned to be useable for clothing.

In 1980, with no formal education in the arts and crafts, and not having sewn before, Audrey decided to make sheepskin products as a hobby. She developed patterns for slippers and mittens in all sizes for babies and adults. Later she added hats, scarfs, headbands, insoles, toys and quilts. One of her first craft fairs was in the Essex High School gym with the Vermont Craft Workers.

Audrey sews all her items by hand with an awl using a waxed nylon thread for durability. The stitch she uses does not leave a perforated edge so it does not tear. Since it is a seasonal product, and she is the only one making it, she does not sell on the Internet. All the products that Audrey makes are available at the Artisans Gallery in Waitsfield where she works one day a week. She also sells her wares at fall craft fairs including CVU, Vermont Hand Crafters, Barre Craft Show, Richmond Holiday Market and occasionally the Craft Producers shows. This small business keeps Audrey busy and happy in her retirement.

JURY REPORT – Sarah Rosedahl and Meta Strick

The jury sessions during 2019 were well-attended, with many talented and skilled applicants. We continue to receive a great many inquiries throughout the year from Vermonters who produce specialty foods or personal care products. At the present time we continue to limit the number of applicants in these categories.

Thank you to all our members who recruit, encourage, and welcome our newest group of Vermont Hand Crafters!

NEW JURIED MEMBERS – 2019

Kristian	Brevik	<i>Whalefall Light and Sculpture</i>	Burlington	Mixed Media
Amanda	Brunell	<i>Kitchen Table Studios</i>	Colchester	Fine Art
Sherry	Corbin	<i>Across the Grain Pottery</i>	S. Hero	Clay
Todd	Cummings	<i>Forest City Designs</i>	Huntington	Digital Art
Leanne	Cunningham	<i>802 Chenille</i>	Newport	Fiber Wearable
Gene	Felder	<i>Gfelder Vermont Hand Carved Bowls</i>	Shrewsbury	Wood
Hilary	Glass	<i>Hilaryannlove Studio</i>	Middlesex	Fine Art
Christine	Gluck	<i>Studio Acanto - Art Design from Nature</i>	Underhill	Mixed Media
Kathleen	Grant	<i>Kathleen Grant Studios</i>	Shelburne	Fine Art
Sara	Gratz		Grand Isle	Fiber Decorative
Erin	Harris	<i>Elm Harris</i>	E. Montpelier	Jewelry
Jason	Kenwood	<i>Deskpets LLC</i>	Essex	Metal
Jessica Cedergren	LaBonte	<i>Cedar Tree Pottery</i>	Jericho	Clay
Kate	Latz	<i>Positive Purls</i>	Wolcott	Fiber Decorative and Wearable
Barbara	Leber	<i>Barbara Leber Art</i>	Montpelier	Fine Art
Anjanette	Lemak	<i>Lemak, Inc.</i>	Rochester	Jewelry
Steven and Carol	MacLaury	<i>Peabody Mountain Artisans</i>	Weston	Jewelry and Wax
Claire	Payne	<i>Claire Payne Studios</i>	St. Albans	Fine Art and Photography
Elyse	Perambo	<i>East Meets West Family Farm</i>	Richford	Fiber Wearable
Reed	Prescott	<i>Prescott Galleries at Verde Mountain</i>	Lincoln	Wood and Jewelry
Susan	Rosano	<i>Vermont Mosaics</i>	Guilford	Mixed Media
Bonnie	Rowell	<i>Bonnie's Botanicals of Vermont</i>	West Bolton	Fine Art
Christian	Schoenig	<i>Christian Schoenig - Metal Artist</i>	Barre	Metal
Mary	Trombly	<i>Mary Trombly, Jeweler</i>	Colchester	Jewelry
Colleen	Wilcox	<i>Wander On Words</i>	Pittsfield	Fine Art and Fiber Wearable

ADVERTISING REPORT – Colleen Decker

Media consumption continues to evolve with digital growth fueling social media use. According to Pew Research Center, Facebook and YouTube are the most widely used online platforms among adults with 73% of U.S. adults using YouTube and 69% using Facebook. The average YouTube user is aged 18-29, more men than women. Facebook is used by more women than men ages 25-49. Instagram continues to rise in popularity and is used by 67% of 18 to 29 year olds, more women than men. Its strength is the ability to engage the audience with visual and creative content. Twitter usage is lower than Facebook, Instagram or YouTube. Twitter is used by more men than women, ages 18-29. The Twitter platform is ideal for timely content. Pinterest is used to promote inspiration through visuals. It is helpful for gaining brand awareness. Pinterest is used by more women than men, ages 30-49.

In 2019, to reach the targeted demographic, various marketing mediums were used including social media, digital, email, TV, radio and print advertising.

Advertising was utilized to promote members, VHC Affiliated Galleries, VHC supported activities and events including The Big E and Craft Vermont. Member news, featured artists, videos and press releases were posted on social media channels and the website.

2019 Media and Marketing Components:

Vermont Hand Crafters partnerships with WCAX TV, The Point radio and Burlington Free Press provided trade/no charge spots matching or exceeding the Craft Vermont advertising paid schedules. VHC traded ad space with VT Crafts Council receiving an ad in their Fall Open Studio Map and the Crafts Council received an ad in the Craft Vermont program guide. Additionally, promotion with the Vermont Chamber of Commerce Tourism Network provided online and print exposure to over 300 Bus Tour operators and planners. A strengthened relationship with Made in Vermont provided VHC additional media exposure at no cost.

Press releases were sent out during the year promoting jury sessions, new artists, Big E, Craft Vermont, and the Ornament Project.

Elizabeth was featured on Across the Fence on WCAX TV for additional free exposure for Craft Vermont. Comp tickets were sent to radio stations and online partners for giveaways in exchange for additional media coverage.

As sponsor of Craft Vermont, WCAX provided camera crews for show coverage that ran on news programs during Craft Vermont.

Budget:

The 2019 advertising budget was allocated as follows: \$28,198 for paid ads, \$2,027 for collateral pieces; totaling \$30,225. VHC received \$11,760 trade (no charge) media.

Primary geographic markets targeted: Vermont, Massachusetts, New Hampshire, New York, Connecticut, Maine and Canada.

Postcards and Posters:

Craft Vermont printed postcards and posters quantities were reduced in 2019 with an increase in electronic distribution. Postcards and posters were distributed by VHC members and staff for Open Studio Weekend, farmers markets', shows, area businesses, Big E attendees and exhibitors, DoubleTree by Hilton (for college and sporting events), Vermont Department of Tourism, Vermont Department of Agriculture, Vermont Arts Council, Vermont Crafts Council, and Vermont Welcome Centers.

Enewsletters:

Constant Contact newsletters supported a marketing presence throughout the year. Enewsletters were sent to the VHC mailing list featuring VHC artists, VHC Affiliated Galleries, Big E, and Craft Vermont.

Online and Social Media:

The VHC Facebook and Instagram channels were used as the primary media vehicles to distribute the VHC branding and marketing message and to promote member sales, shows and news. Front Porch Forum, VT Digger, Twitter, Pinterest, Google and YouTube were utilized for additional exposure. Paid promotion for the Big E began in August and ended in September. In October paid promotion for Craft Vermont began. During Craft Vermont, Facebook Live videos and hourly

postings on the Facebook, Instagram and Twitter channels were used to generate gate traffic and promote members' products.

Trade:

WCAX was the television sponsor of Craft Vermont. The trade agreement with WCAX included VHC purchasing \$2,675 in TV advertising and receiving \$4,000 trade in online advertising.

The Burlington Free Press was a Craft Vermont show sponsor. VHC purchased \$2,800 in sticky note and print advertising and received \$4,320 trade in online advertising.

The Point radio station was the radio sponsor of Craft Vermont. VHC purchased \$1,520 in radio spots and received \$3,440 in trade radio spots.

2020:

The advertising focus in 2020 will be to increase brand awareness and reach new and existing audiences through the most efficient and effective channels.

Marketing in 2020 is about being trustworthy, relatable and genuine with your audience.

Video marketing continues to dominate social.

2020 will be the year of the customer with a priority on providing fantastic customer experience to keep your customers loyal.

Personalized marketing messages that create a real connection between your brand and your target audience.

With Gratitude:

Member Jon Zap for maintaining the VHC website and to all of the members who distributed postcards, posters and promoted VHC.

Thank you for your eleventh year supporting the Ornaments for the Troops project.

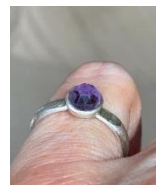
Member JoAnn Flanagan and her husband for the generous donation of the Christmas tree to display the ornaments at Craft Vermont.

Thanks to WCAX, The Point and The Burlington Free Press for their continued support of Vermont Hand Crafters.

The MMU Boy's Hockey Team for assistance with Craft Vermont show set-up and takedown.

SCHOLARSHIP REPORT

Vermont Hand Crafters is now awarding small professional development scholarships to VHC members. In 2019 jeweler Paula Galle was the recipient. Paula took a class from member Courtney Reckord. The class focused on flush setting small faceted stones and tube setting rose cut stones. These skills were new to Paula and now she is confident in using these techniques on her own.



FINANCIAL REPORT

The total income for 2019 was \$181,111.65, total expenses were \$172,077.14, resulting in a net income of \$9,034.51.

- Bills for the following 2019 expenses were not received or paid until January 2020:

VPR	\$2,208.60
Burlington Free Press	\$2,800.00
Gotham City Graphics	<u>\$2,200.00</u>
	\$7,208.60

If these bills were paid in 2019, the net income would have been \$1,825.91.

PROPOSED BUDGET for 2020 vs. ACTUAL 2019 & BUDGET 2019

	<u>Jan - Dec 2019</u>	<u>2019 Budget</u>	<u>2020 Budget</u>
Ordinary Income/Expense			
Income			
3000*OE - Membership Income			
3000-10 - Jury Income	1,270.00	1,500.00	1,500.00
3000-20 - Membership Dues	15,935.00	16,000.00	16,000.00
3000-25 - General Donation	455.00	500.00	500.00
3000-30 - Seals Income	16.00	40.00	24.00
Total 3000*OE - Membership Income	<u>17,676.00</u>	<u>18,040.00</u>	<u>18,024.00</u>
31000 - Event Income			
3200 - Craft Vermont Show Income			
3200-10 - Booth Fees Income	77,979.00	81,000.00	81,000.00
3200-20 - Gate Fees Income	32,608.83	29,000.00	33,000.00
Total 3200 - Craft Vermont Show Income	<u>110,587.83</u>	<u>110,000.00</u>	<u>114,000.00</u>
3300-00 - Big E Income			
3300-01 - Big E Application Income	2,220.00	2,400.00	2,400.00
3300-02 - Big E Sales	50,079.37	40,000.00	54,000.00
Total 3300-00 - Big E Income	<u>52,299.37</u>	<u>42,400.00</u>	<u>56,400.00</u>
Total 31000 - Event Income	<u>162,887.20</u>	<u>152,400.00</u>	<u>170,400.00</u>
3400 - Scholarship Income			
3400-10 - Katherine Washburn Scholarship	245.00	400.00	250.00
3400-20 - Young Artist Booth Scholarship	297.45	500.00	300.00
Total 3400 - Scholarship Income	<u>542.45</u>	<u>900.00</u>	<u>550.00</u>
3800 - Interest Earned Income	<u>6.00</u>		
Total Income	<u>181,111.65</u>	<u>171,340.00</u>	<u>188,974.00</u>
Gross Profit	181,111.65	171,340.00	188,974.00
Expense			
10000 - Event Expense			
1000 - Craft Vermont Show			
Craft Vermont Director of Events Salary			3,000.00
Craft Vermont Administrator Salary			1,500.00
1100 - DoubleTree Rental Fees			
1100-20 - Hotel Room Nights	8,250.00	10,000.00	9,200.00
1100 - DoubleTree Rental Fees - Other	19,922.15	21,000.00	21,000.00
Total 1100 - DoubleTree Rental Fees	<u>28,172.15</u>	<u>31,000.00</u>	<u>30,200.00</u>
1300 - Hired Show Services			
1300-10 - NHS Helpers	350.00	350.00	400.00
1300-20 - Security Expense	2,075.20	2,000.00	2,100.00
1300-40 - Parking Expenses	120.75	110.00	150.00
1300-50 - Admissions Help	280.00		1,000.00
Total 1300 - Hired Show Services	<u>2,825.95</u>	<u>2,460.00</u>	<u>3,650.00</u>
1400 - Misc Show Expenses			

1400-20 · Show Supplies	624.44	200.00	500.00
1400-40 · Show Copies/Postage/Other Costs	0.00	50.00	0.00
1400-60 · Food at the Show	319.04	400.00	400.00
Total 1400 · Misc Show Expenses	943.48	650.00	900.00
Total 1000 · Craft Vermont Show	31,941.58	34,110.00	39,250.00
1300-70 · Director of Events Fees	10,862.50	11,000.00	9,500.00
3700 · The Big E			
3700-10 · Big E Expenses			
3700-11 · Big E Director Salary			
3700-51 · Big E Director - Before Big E	3,500.00		
3700-52 · Big E Director - At Big E	3,500.00	7,000.00	7,500.00
Total 3700-11 · Big E Director Salary	7,000.00	7,000.00	7,500.00
3700-13 · Big E Paid Help	2,889.00	3,000.00	2,500.00
3700-14 · Big E Mileage Reimbursement	1,323.21	1,000.00	1,500.00
3700-15 · Big E Startup/Maintenance Costs	326.96	250.00	300.00
3700-17 · Donations made at Big E	0.00	20.00	0.00
3700-18 · Big E Expenses-12% to Ag. Dept.	5,938.18	4,800.00	5,760.00
3700-19 · Big E Supplies	289.47	500.00	500.00
3700-21 · Big E Lunch Program	128.29	125.00	130.00
3700-22 · Lodging at the Big E	4,071.00	4,500.00	4,500.00
3700-25 · Other Big E Expenses	1.00		0.00
Total 3700-10 · Big E Expenses	21,967.11	21,195.00	22,690.00
3700-30 · Big E Vendor Proceeds	30,945.00	24,500.00	28,800.00
3700-31 · Big E Loss Reimbursement	0.00	100.00	100.00
Total 3700 · The Big E	52,912.11	45,795.00	51,590.00
Total 10000 · Event Expense	95,716.19	90,905.00	100,340.00
1200 · Total Marketing and Promotion			
1200-10 · Radio & TV Advertising	15,386.65		
1200-20 · Newspaper Advertising	3,255.75		
1200-30 · Magazine & other Print Ads			
1200-35 · Internet Advertising	9,954.92		
1200-30 · Magazine & other Print Ads - Other	250.00		
Total 1200-30 · Magazine & other Print Ads	10,204.92		
1200-36 · Design Fees	1,100.00		3,900.00
1200-40 · Printed Items			2,200.00
1200-41 · Postcards	846.37		
1200-43 · Signs & Posters	174.06		
1200-44 · Show Program Guide	2,004.00		
Total 1200-40 · Printed Items	3,024.43		2,200.00
1200-50 · Mailing List Costs			
1200-51 · Constant Contact subscription	540.00	540.00	
Total 1200-50 · Mailing List Costs	540.00	540.00	0.00
1200-70 · Dir. of Mktg and Promo. Fees	15,993.79	15,000.00	17,500.00
1200 · Total Marketing and Promotion - Other	0.00	33,500.00	33,000.00
Total 1200 · Total Marketing and Promotion	49,505.54	49,040.00	56,600.00
2000 · Admin.& Membership Costs			
2000-01 · Administrative & Board Expenses			

2000-10 · Paid Employee Costs			
2000-14 · Employer FICA /Unemployment Cos	42.00	50.00	50.00
2000-15 · Workers Compensation Insurance	<u>256.00</u>	<u>275.00</u>	<u>275.00</u>
Total 2000-10 · Paid Employee Costs	298.00	325.00	325.00
2000-16 · Paid Employee Mileage	386.57	350.00	
2000-40 · Board Expenses			
2000-42 · Board Phone & Mileage	<u>2,957.79</u>	<u>2,500.00</u>	<u>3,000.00</u>
Total 2000-40 · Board Expenses	2,957.79	2,500.00	3,000.00
2000-60 · Stipends	<u>600.00</u>	<u>600.00</u>	<u>600.00</u>
Total 2000-01 · Administrative & Board Expenses	4,242.36	3,775.00	3,925.00
2000-02 · Organizational & Membership Exp			
2000-30 · Bookkeeping & Accounting			
2000-31 · Bank & Credit Card Expenses	3,187.54	3,200.00	3,200.00
2000-32 · Professional fees & Tax Prep	710.00	700.00	750.00
2000-33 · Bookkeeping Expenses	<u>0.00</u>	<u>1,500.00</u>	<u>2,500.00</u>
Total 2000-30 · Bookkeeping & Accounting	3,897.54	5,400.00	6,450.00
2100-10 · Jury Supplies & Expenses	7.35	50.00	50.00
2100-15 · Lifetime Member Recognition	206.20	200.00	200.00
2200-30 · Dues & Subscriptions	-50.00	60.00	60.00
2200-40 · Liability Insurance	<u>770.00</u>	<u>720.00</u>	<u>770.00</u>
Total 2000-02 · Organizational & Membership Exp	4,831.09	6,430.00	7,530.00
2200 · Office Expenses			
2200-10 · Communications			
2200-11 · Email/ Internet Services	555.14	540.00	560.00
2200-12 · Office Phone	947.27	940.00	950.00
2200-13 · Webmaster	<u>3,885.00</u>	<u>3,000.00</u>	<u>4,000.00</u>
Total 2200-10 · Communications	5,387.41	4,480.00	5,510.00
2200-50 · Storage Unit Rental	980.00	960.00	960.00
2300-10 · General Office Supplies	246.31	500.00	500.00
2300-20 · General Postage	381.24	300.00	400.00
2300-30 · P.O. Box	134.00	125.00	134.00
2300-40 · Office Equipment & Maintenance	<u>0.00</u>	<u>300.00</u>	<u>2,300.00</u>
Total 2200 · Office Expenses	<u>7,128.96</u>	<u>6,665.00</u>	<u>9,804.00</u>
Total 2000 · Admin.& Membership Costs	16,202.41	16,870.00	21,259.00
3401 · Scholarship Expense			
3401-10 · Katherine Washburn Scholarship	<u>500.00</u>	<u>500.00</u>	<u>500.00</u>
Total 3401 · Scholarship Expense	500.00	500.00	500.00
66000 · Payroll Expenses	10,150.00	12,000.00	10,500.00
7000 · Charity/Donations	<u>3.00</u>	<u>100.00</u>	<u>50.00</u>
Total Expense	<u>172,077.14</u>	<u>169,415.00</u>	<u>189,249.00</u>
Net Ordinary Income	<u>9,034.51</u>	<u>1,925.00</u>	<u>-275.00</u>
Net Income	<u><u>9,034.51</u></u>	<u><u>1,925.00</u></u>	<u><u>-275.00</u></u>

*Each month \$100 is transferred from the VHC checking account to the savings account

VHC Savings Account December 31, 2019

\$12,600

**Visit
www.vermonthandcrafters.com
to print out the
BALLOT for 2020.**