



Annual Report
for
Fiscal Year 2021-22
for the
International Guild of Miniature Artisans, Ltd.

Annual General Meeting
September 25, 2022

Table of Contents

PRESIDENT'S MESSAGE	3
ARTISAN AND FELLOW COMMITTEE	4
ARTISAN.....	4
FELLOW.....	4
AUCTION COMMITTEES	5
SILENT AND LIVE AUCTION.....	5
EDUCATION COMMITTEE.....	5
COLONIAL WILLIAMSBURG	5
GVL - GUILD VIRTUAL LEARNING	5
MESDA, WINSTON-SALEM, NC.....	6
GUILD STUDY PROGRAM TOOL POOL REPORT	6
FINANCE COMMITTEE	6
SHOP THE GUILD FORMERLY GALLERY OF THE GUILD	7
GUILD OFFICE	7
GUILD SCHOOL	8
GUILD SHOW	9
INDEPENDENT STUDY PROGRAM	10
MEMBERSHIP COMMITTEE	10
NOMINATING COMMITTEE.....	11
PUBLIC RELATIONS COMMITTEE	12
THE CUBE	12
IGMA WEBSITE – WWW.IGMA.ORG	13



President's Message

By: Audrey Tripp, President

Following the lost year that was 2020-2021, IGMA has celebrated a return to in person activities with a successful, if unprofitable, Guild Show in 2021 and successful study programs in Maysville, Kentucky in October 2021 and Colonial Williamsburg, Virginia in January 2022 along with a bounty of first time students at this past June's Guild School. Virtual classes continue to be extremely popular and a second 'Cabin Fever' event was held in March of 2022.

Thanks to a unique new opportunity which came our way, IGMA partnered with Marble Media to provide prizes for the contestants of their new miniatures based show. The Board of Trustees felt that the media exposure would help with name recognition and voted to award the winning contestant a student residency at Guild School, and every contestant was given a one year general membership. The winner was at school this past June with several other contestants from this show, and one from a similar British miniatures show. IGMA has been approached to do the same for season two of the show and the Board has agreed. The show "Best in Miniature" hit television screens last spring in Canada and England but has yet to find a US broadcaster. There were some episodes on YouTube before being removed for copyright infringement. Fingers crossed this exciting competition will be broadcast where the majority of our members can tune in.

In an effort to continue to incorporate current technology into Artisan and Fellow guidelines, a committee was formed to define the parameters by which 3D printing will be judged in future applications. The committee defines 3D printers as a tool, like any other, it is the documentation of the artist's creativity and the processes for which they use a 3D printer that will form the basis by which their work will be considered. Those guidelines will be added to the current guidelines posted on the website shortly.

There have been several small changes to the By-Laws to bring them in line with the way Guild work is actually being performed, some of those being the acknowledgement of a rotating membership year rather than a calendar based membership year, and the duties of the current Administrator being adjusted to include financial oversight of day-to-day operations.

Financially the Guild has returned to a more stable footing having seen profits rise over the past year from additional memberships, its Study Programs, Guild School and the Virtual Classes. It is hoped that with continued exposure more IGMA members will become interested in developing classes for the virtual program. There is extensive help and coaching available and a large pool of students hungry for knowledge and this style of learning.

Another step forward in the past year has been incorporating the Gallery of the Guild program into the website with a name change to 'Shop the Guild'; giving Artisan and Fellow members one more avenue by which to sell their work.



In closing I would like to acknowledge the work of Diane DeGan, who has served on the Board for 3 years, her efforts have been appreciated. And, in recognition of Carol Hardy's many years of service to this organization, the Board of Trustees voted for the first time ever to award our former Administrator, lifetime membership. Without the knowledge and dedicated service that she brought to the position; our organization would not be what it is today.

Going forward, we will continue to offer virtual classes, study programs, and our week long intensive Guild School. We will partner with organizations that promote miniatures and the people that create them such as Marble Media, the KSB miniatures collection, The National Museum of Toys and Miniatures Museum, and the Association of Professional Model Makers.

Thank you and I hope you continue having a wonderful weekend at the show. If you would like to become more involved behind the scenes with the Guild, please reach out to a Board member and let us know of your interest. When we all come together, we can have the best Guild possible.

Artisan and Fellow Committee

By: Sally Manwell and Susan Robbins, Chairpersons

ARTISAN

To date, thirty people indicated that they were applying for Artisan. Twenty-three have actually applied.

FELLOW

To date, not one person has notified me of intentions to apply for Fellow.



Auction Committees

SILENT AND LIVE AUCTION

By: Sandy Kraft, Peggy Tyler and Audrey Tripp, Chairpersons

The auction committee held live and silent auctions at Hartford, CT during the Guild show in 2021. The silent auction team led by Sandy Kraft held a Friday night auction, during Desserts and Demos, which was very successful. Silent auctions were also held Saturday and Sunday during show hours. The live auction held Saturday, after the show closed, kicked off a fun evening. Our volunteer auctioneer, Darren Scala kept the bidding lively.

We held the second live auction of the year at Tom Bishop's Chicago Miniature show to a packed room. We had some nice items to auction thanks to donations from our members and the Mary Yankey estate.

During the year, the Study program released tools that were no longer needed and the committee was able to sell those to members and other interested parties. At times we sell items that don't meet the auction committee needs through eBay.

For 2022-2023 we will have the live and silent auctions at the Guild Show and a live auction in April at the Tom Bishop show in Chicago. We are always in need of items to auction, please keep that in mind as you add your new purchases to your existing collection.

Education Committee

By: Pete Boorum and Patricia Richards, Co-Chairpersons

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

COLONIAL WILLIAMSBURG

Brochures have been distributed for 2023 and the information is posted on the IGMA website. There will be four classes taught by Jeannie Anderson, Bob Hurd, Phyllis Hawks and Craig Labenz. Registrations are coming in quickly.

GVL - GUILD VIRTUAL LEARNING

Tori West headed the second GVL program which was very successful. All of the student reviews were good, and students are anxiously awaiting more classes! We are actively seeking instructors, we provide training for them, and also for the students. Members get a discount on the classes, and also get the first look and registration opportunity for classes when they become available. Since most classes have filled up within 24 hours, that could translate to a significant benefit for Guild members.



MESDA, WINSTON-SALEM, NC

Joanna Marsland is continuing to explore the feasibility of a Guild Study Program in Winston-Salem, NC, in partnership with Museum of Early Southern Decorative Arts for fall 2023 or 2024.

GUILD STUDY PROGRAM TOOL POOL REPORT

By Pete Boorum, Chairperson

The tool pool is now located at Pete and Pam's residence in Bedford, NH, and Pete is coordinating it. **Thanks to Tim Kraft for his years of service.**

Finance Committee

Treasury Report FY 2021-22

By: Cary LeGeyt, Treasurer and Chairperson

Committee Members:

Pat Hartman, Audrey Tripp

The Guild will show a small profit for the 2021-22 FY as we continue to see good membership numbers and participation in our established education programs. The Board continues to review programs to maintain good fiscal stability for the organization.

The Finance Committee prepared the budget for the 2022-23 FY and it was approved by the Board at their July 2022 meeting. The budget forecasts a small profit for the year. As mentioned last year, growth in membership and successful auction and education programs will help meet our goals for the year.

Thank you to the members of the Guild who contributed their time and talent this past year. Please consider joining the Finance Committee to help with the review of and formation of budgets in future years.



Shop the Guild formerly Gallery of the Guild

By: Ruth Clay, Chairperson

The Gallery of the Guild had a table at 3 shows this year: the IGMA Show, the Philadelphia Show, and the Chicago Show. I staffed the table at the first and last and Isabel Leininger/Susan Robbins staffed it at the Philadelphia show.

We have been putting items on line and are starting to get some traction with sales.

We have changed the name to Shop the Guild to make it clearer that IGMA has items for sale. The table will not be next to the School table to eliminate any confusion as to what is on exhibit and what is for sale.

Guild Office

By: Sophia Harris, Guild Administrator

The Guild Office provided support to the Board members, various committees and the membership at large. We processed approx. 120 new members throughout the year. We processed payments for Membership, Guild Study Programs, Guild Virtual Learning, The Guild Show, Shopping the Guild (formerly Gallery of the Guild) along with donations and fundraising monies.

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



Guild School

By: Barbara Davis, Guild School Director

The 2022 Guild School, *Make the Connection*, was held the week of June 11-18, 2022, at the Maine Maritime Academy in Castine, Maine. This was our 40th anniversary celebration. There were 29 instructors, all Artisans and Fellows of the Guild, offering a selection of 40 different classes. Classes included furniture construction, plant making, upholstery, metalworking, folk painting, needlework, wood turning, food making and sculpting. Skill levels ranged from beginner to advanced. 219 students attended (highest enrollment); 60 were first-year students (highest ever). There were 27 guests. Students and instructors joined us from 41 states and 14 countries. Several scholarship/ sponsorship students were unable to attend because of US travel restrictions or health reasons; they will attend next year. Those who attended were Beth Krum from England, Tom Brown from Canada and Shibani Pandya from India. Fátima Doña from Spain attended as the recipient of the Cristina Minischetti Memorial sponsorship. Susete Saraiva from Canada attended as the winner of the Best in Miniature TV realty show winner; her prize was a residency at the Guild School. In addition to providing scholarships, auction proceeds went towards the purchase of tools and equipment for the Tool Pool and towards the general operating expenses of the school. The 2022 school silent and live auctions brought in an amazing grand total of \$57,132. Other activities which took place during the school week included; new student orientation; opening banquet and program; school exhibit; two nights of seminars; a lobster cookout; live auction; four days of silent auctions; sell night; display of student projects; graduation banquet and party; and nightly social gatherings. This is in addition to 36 or 48 hours of daily instruction over 6 days.

Plans for the 2023 Guild School began on the closing day of 2022 school with the convening of the Guild School Committee for the purpose of selecting instructors for the following year. Over the months of July and August, instructors and classes were finalized and contracts signed. The *Catalogue of Class Offerings* will be available in September. Throughout the year, the school is marketed through various means: pre-registration (former students and word-of-mouth); postings on Facebook and Instagram; regular email blasts *Guild School News*; the IGMA website; and staffing a table and giving presentations at nationally recognized miniature shows. The theme for 2023 is *Where the Small Things Are*.

2022 Guild School Committee

Director
Guild Administrator
Office Manager
Scholarship Chairperson
Auction Coordinator
Exhibit Coordinator & IGMA President
Tool Pool Coordinator & IGMA Education Chairperson
Social Media Liaison
Students at Large

Barbara Davis
Sophia Harris
Annelle Ferguson
Peggy Bugg
Peggy Tyler
Audrey Tripp
Pete Boorum
Pat Richards
Steve Davies
Vivi Chionilos
Elizabeth Gazmuri
Diane Almeyda
Mary Grady O'Brien

Instructors at Large

2022 Guild School Scholarship Committee

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

Guild Show

By: Linda Zechel, Chairperson

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

The 2021 Guild Show was the first show to return after the COVID-19 shutdown. We did very well in spite of the COVID situation and the absence of our international members. It was a great turnout and the dealers reported very positive sales. The show was well attended by members and guests.

We have worked hard to organize the 2022 show and computerize the registration process for show registration, classes, dinners, dealers and advertising. To date, we have sold 85 dealer tables and the hotel is sold out. This year we welcome back our international dealers and many new ones as well. We have many classes including a virtual class. We look forward to a great show in September, 2022.



Independent Study Program

By: Christine Pratt, Chairperson

Committee Members: Stuart Kleeman, Barbara Davis, Annelle Ferguson, Peter Kendal, Pat Richards, Carol Hardy, and Sue Krysko

The IGMA board funded the Independent Study Program for the fiscal year 2022 in the amount of \$2000.

Past ISP committee members stayed on the ISP committee and Sue Krysko joined the committee.

The committee reviewed a letter to be sent to IGMA Fellow Members encouraging them to apply for a grant. The letter was sent to IGMA Fellow members in November 2021.

Since we received no applications a second letter was sent in March of 2022 to Fellow members.

The application date of February 14, 2022 was changed to a rolling date.

Members of the ISP committee who were at the Chicago show spoke to IGMA Fellows at the show encouraging them to apply for the grant. ISP committee members at Castine also spoke with IGMA Fellows to encourage them to apply. We have received no applications for 2022.

Membership Committee

By: Peggy Meyers, Chairperson

Membership information from Wild Apricot.

Renewals	- 341
New	- 105
Reminders sent	- 97



Nominating Committee

By: Pat Hartman, Chairperson

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

In April a call for write-in nominations was sent to the general membership for election to the Board of Trustees. As of the May deadline there were no write-in suggestions made.

All Trustees with terms ending in 2022 have agreed to continue for a second term except Diane DeGan who opted to finish her first term but not to continue for a second term. Chris Pratt agreed to replace Diane. Formal ballots for all nominees were sent along with their biographical sketches to the general membership. The ballots will be counted prior to the Annual meeting and those people elected will be introduced at that time.

The committee had a zoom meeting in July to review the tally sheets submitted by Board members to elect members to the Executive Committee. The list of names was then submitted and approved by the Board as follows:

President: Audrey Tripp
1st Vice President: Peggy Tyler
2nd Vice President: Ruth Clay
3rd Vice President: Cindy Adams
Treasurer: Cary LeGeyt
Recording Secretary: Peggy Meyers
Corresponding Secretary: Sandy Kraft

Also, at the July meeting, the committee updated what is considered a “Long List” of potential future trustees. Anyone interested in being on the Board of Trustees, please contact the committee chair to be added to this list.

Public Relations Committee

By: Cindy Adams, Chairperson

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

The year has certainly flown by as usual and we are able to report another successful PR year!!!

Pat Richard's Guild School page has over 2,000 members and continues to grow as did the school this year. We have a multitude of pictures to post that folks have kindly shared.

Kate Ünver's Instagram for the Guild School and the IGMA Group has over 28,000 followers in total. She continues to keep the interest in both with her posts.

Linda Zechel has been posting to the Guild Show Instagram and has already gained 1,430 followers. She has worked very hard to have a wonderful show this year.

Christina Goodman continues to keep the Gallery of the Guild Instagram up to date with many new items. The site now has 857 followers.

For some reason the IGMA Miniature Community Facebook page EXPLODED this summer!! We are well over 30,000 members in the group. We have been busy advertising the Guild Show and promoting other miniature shows as well. Trying very hard to get folks back to the mini world. Some of the people posting have joined the Guild. Many have amazed us with their creations. We will continue to promote our Artisans, Fellows and members.

The CUBE

By: Isabel Leininger, Editor

I would like to thank the people who have written us such delightful articles about Guild School and the Show, as well as all the other articles. I've been enjoying articles about miniature museums, also, most recently the Midwest Miniatures Museum and the Thorne Rooms at the Knoxville Museum of Art, and the St. Louis Miniature Museum. The CUBE would welcome articles about other miniature museums or sites of particular interest to miniaturists, so please keep the CUBE in mind as you travel, and get on touch with me at i.leininger@earthlink.net.

I want to thank Sophia Harris for her great efforts in the design and layout of the CUBE, and many thanks to my splendid proofreaders and checkers, and to Misty Barth in particular for her heroic proofreading.

Both printing prices and postage costs have gone up over the past year, despite Sophia's best efforts in finding us a (relatively) low-cost printer, and we expect printing costs to rise again for the upcoming year, from \$815 for the spring issue.



IGMA Website – www.igma.org

By: Betsy Roxby, Web Designer

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

Google Analytics reporting from August 1, 2021 to July 31, 2022 report is attached. The main driver of traffic to the website is the school, followed by Guild Show classes, and Guild Virtual Learning.

Acquisition shows 17,761 users with 8,494 coming to the site through inputting the address, 5,952 from search engines, and 3,103 from social media. These numbers are consistent with previous years. 68% of users were from the U.S. followed by 7% from Canada, 4% from the U.K., then followed by China, Spain, Australia, Germany, Switzerland, France and the Netherlands. 50% of users access the site from a desktop and 45% from a mobile device.

As usual, updates to the site included the 2022 Guild School catalog, 2022 Guild Show information and classes, Guild Study Program in Colonial Williamsburg, Guild Virtual Learning, Gallery of the Guild (Shop the Guild) and new Artisans and Fellow information.

We continue to increase utilization of Wild Apricot for class and event registration and the sale of show dealer tables, advertising and Gallery of the Guild items. This year we added an online registration option for the Colonial Williamsburg study program.



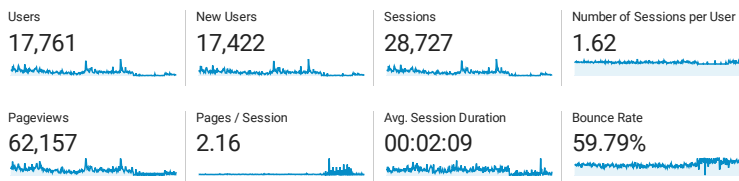
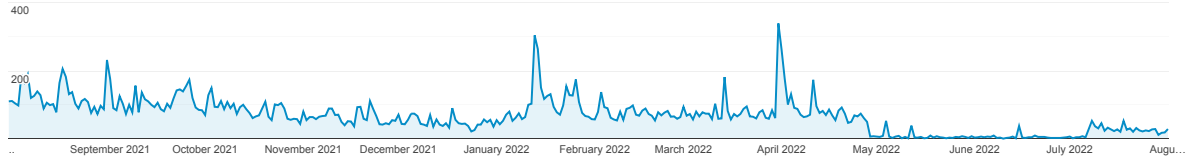
Audience Overview

All Users
100.00% Users

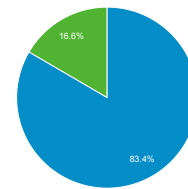
Jul 31, 2021 - Aug 1, 2022

Overview

Users



New Visitor Returning Visitor



Language

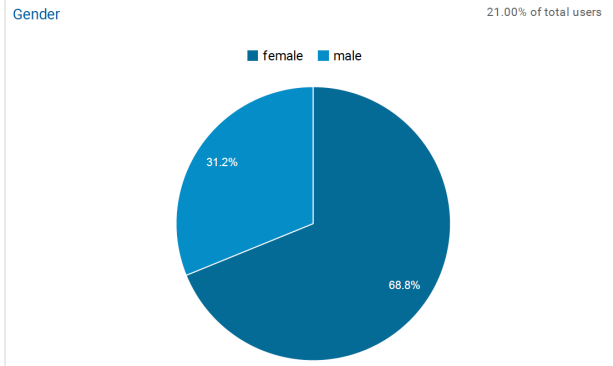
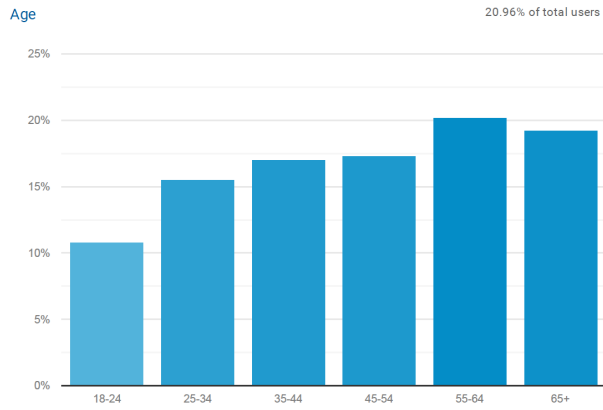
Language	Users	% Users
1. en-us	13,170	73.91%
2. en-gb	988	5.54%
3. en-ca	749	4.20%
4. zh-cn	456	2.56%
5. es-es	315	1.77%
6. en-au	225	1.26%
7. en	221	1.24%
8. fr-fr	158	0.89%
9. de-de	141	0.79%
10. nl-nl	124	0.70%

Demographics: Overview

All Users
100.00% Users

Jul 31, 2021 - Aug 1, 2022

Key Metric:



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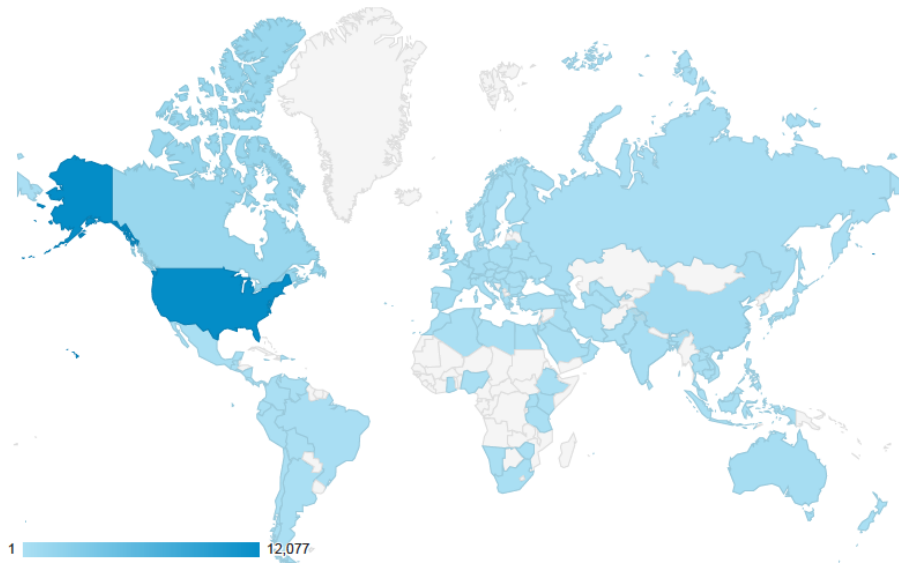
Location

All Users
100.00% Users

Jul 31, 2021 - Aug 1, 2022

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	17,761 (100.00% (17,761))	17,443 (100.12% (17,422))	28,727 (100.00% (28,727))	59.79% Avg for View: 59.79% (0.00%)	2.16 Avg for View: 2.16 (0.00%)	00:02:09 Avg for View: 00:02:09 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: \$0.00 (0.00%)
1. United States	12,077 (67.92%)	11,816 (67.74%)	21,149 (73.62%)	56.91%	2.26	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Canada	1,241 (6.98%)	1,230 (7.05%)	1,847 (6.43%)	57.17%	2.28	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. United Kingdom	780 (4.39%)	769 (4.41%)	945 (3.29%)	66.03%	1.87	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. China	534 (3.00%)	534 (3.06%)	540 (1.88%)	97.59%	1.06	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Spain	340 (1.91%)	338 (1.94%)	453 (1.58%)	75.50%	1.77	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Australia	262 (1.47%)	257 (1.47%)	346 (1.20%)	58.67%	2.25	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Germany	222 (1.25%)	215 (1.23%)	287 (1.00%)	74.56%	1.72	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Switzerland	196 (1.10%)	193 (1.11%)	227 (0.79%)	84.58%	1.57	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. France	187 (1.05%)	181 (1.04%)	273 (0.95%)	56.78%	2.18	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Netherlands	171 (0.96%)	167 (0.96%)	283 (0.99%)	63.25%	1.83	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 115