

BRAHMI

Blowing Rock Art & History Museum

2018 ANNUAL REPORT



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LETTER FROM THE BOARD PRESIDENT & EXECUTIVE DIRECTOR

We mark another year! This is not just a check mark of completion. We have ended a year of accomplishment, quality, expansion, and expectation.

The staff are to be lauded for their accomplishments. This includes major exhibitions from *Painting Ladies: the Remarkable Students of Elliott Daingerfield* to *Thomas Sayre: White Gold* to *Handcrafted: North Carolina Clay* and *The Way Watauga Works*, to name a few. It also includes *Stories, YES!*, an outreach project with Bethel School that involved teaching students how to document oral histories, a project which received recognition from the Smithsonian Institute. It also includes the work we do with the Blowing Rock School children on a monthly basis.

The quality of what BRAHM presents is also recognized. A person commented that they come to BRAHM for programs they really aren't even interested in, but they keep coming because they are never disappointed by what they learn and the quality of the programs. They count on the quality.

Expansion includes growth. Our most significant growth measure this year was with attendance. The Board of Trustees' decision to offer free admission was transformational. Admissions attendance grew from 4976 people in 2017 to 15,004 people in 2018! And 23,616 people attended programs, exhibits, and events in 2018.

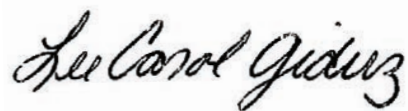
Expectation looks ahead and plans ahead. In looking forward, several of our members have contributed significantly to our endowment. As our endowment grows, we help insure our future. The larger our endowment, the more stable our museum. Our deep appreciation goes out to those members who understand this and invest in the future of BRAHM.

Our 2018 Annual Report gives an overview of our year. It has been a successful year thanks to you, our members.

Warmly,



Bo Henderson
Board of Trustees, President



Lee Carol Giduz
Executive Director



Staff from Left to Right:

JENNIFER GARONZIK, Education Center Director · SHARON CALDWELL, Office Manager · WILLARD WATSON III, Program & Outreach Director · ANNA CLAIR MILLER, Visitor Services & Volunteer Coordinator · LEE CAROL GIDUZ, Executive Director · DIANNA CAMERON, Curator of Exhibitions & Collections Director · STEVE EICHNER, Visitor Services · JASMIN MCFAYDEN, Executive Assistant · ASHLEY WARREN, Marketing & Communications Director · (Not Pictured · ZACH DRESSEL, Curatorial Assistant · MARK BRACKBILL, Facilities Manager)

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Founders Emeriti:

PATRICIA ALEXANDER · WELBORN E. ALEXANDER, JR. · HERBERT COHEN · JOSEPH DAINGERFIELD DULANEY, SR. · LAMONT HUDSON



OUR MISSION

The Blowing Rock Art & History Museum seeks to provide cultural enrichment to the High Country communities by promoting the arts and Southern Appalachian heritage and history through educational programs, exhibitions, activities, and permanent collections.

WHAT WE DO

Enrich EXHIBITIONS

- Hosted our first traveling exhibition from the Smithsonian through its Museum on Main Street program with *The Way We Worked*, and had its first bi-lingual exhibition with the sister exhibition, *The Way Watauga Works*.
- Nationally and internationally recognized North Carolina sculptor, Thomas Sayre, featured at BRAHM through his traveling exhibition, *White Gold*.
- *Handcrafted: North Carolina Clay* displayed over 70 diverse ceramic works created by 31 clay artists and potters across the state, and was guest curated by renowned master North Carolina potter, Herb Cohen.

Educate EDUCATION CENTER

- First annual Blowing Rock Plein Air Festival yielded 63 new works by registered artists, \$2500 in prizes and \$15,800 in sales.
- Young at Art expanded to serve K-3rd grade, a total of 160 students in 2018.
- Developed partnership with the Southern Highland Craft Guild to offer hands on workshops.

Engage PROGRAMS

- *Stories: YES!* project coordinated and taught the 8th grade class of Bethel School how to make documentary films.
- Engaged the local community through exhibits such as *The Way Watauga Works*, which focused on 31 individuals who work in Watauga County, and *Farm. Forage. Feast: High Country Foodways*, which brought food from farms into a fine art setting.
- The introduction of local food items into the gift shop including honey from Faith Mountain Farms and BRAHM's signature Daingerfield Blend coffee from Hatchet Coffee Co..

A Conversation:

HOW DID YOU LEARN ABOUT OR BECOME INVOLVED WITH BRAHM?

L: At first, I took a year off when I had my second child and we actually went to some of the preschool programming that BRAHM did in the very beginning. I loved how BRAHM did a variety of things with the kids. There were a lot of different mediums that were used, it wasn't just pull out your crayons and your markers and start coloring. It was things they don't normally get to do and as a stay at home mom it was really nice because I didn't have time or energy to get all of the materials ready to do it with my kids.

WHAT WERE YOU FIRST IMPRESSIONS OF BRAHM?

L: So as soon as we walked into (the Education Center), it was amazing. I was blown away. It was so inviting. The architecture with the clouds on the ceiling. The fact that there was enough room for everyone to get to the materials that they needed, multiple sinks for cleanup, and they even had aprons to wear. It was just a worry-free environment. I thought that I was going to have to be very strict and cautious with everyone. However, as soon as we came in and I saw the organization and how structured it was and how much room there was, it was very nice as a teacher to not have the stress of feeling like I had to be everywhere with everybody. It was just a safe space for the kids to do what they wanted to do.

WHAT ARE SOME OF YOUR FAVORITE THINGS ABOUT BRAHM? AND THEN SPECIFICALLY, FAVORITE THINGS ABOUT THE EDUCATION CENTER AND WHAT JENNIFER OFFERS?

L: What I really like about BRAHM as far as an organization is the fact that they offer an after school [program] once a week. It's a nice thing for students who were into [Young at Art] to continue [to be involved with art]... I also like the museum's exhibits, it's such a good opportunity for the kids to see something they wouldn't see. The students don't just walk through and look at everything, they study the art and they talk about the piece -- how does this make you feel and the person who painted this, how were they feeling when they painted it? There's a lot more to it than just 'this is a pretty picture.' And then the educational part, when they make their own art, is just really great. Jennifer does a good job of picking things that they don't typically get to do at school. It's such a valuable thing because everyone has different strengths. Some of the kids that I teach, they have strengths academically, and some don't and that's okay. And that's a way for the ones that possibly don't have strengths in other areas, they can shine. I really love the fact that [Young at Art] gives them a break and an alternative to their normal day. I feel like it gives them a chance to see that there are other things outside of the academic world that are important and valuable. And I really like how that is put at the forefront with BRAHM.

"I really love the fact that [Young at Art] gives them a break and an alternative to their normal day. I feel like it gives them a chance to see that there are other things outside of the academic world that are important and valuable."

· LARA WHITESIDE, Teacher at Blowing Rock School and Parent of Students of the Young at Art Program



6 Children's Workshops

8 Field Trips
147 in attendance

5 Adult Workshops
119 in attendance

15 Open Studio Events

9 Sessions of Cork & Canvas
81 in attendance

- Young at Art expanded to serve K-3rd grade, a total of 160 students in 2018
- BRAHM developed a partnership with the Southern Highland Craft Guild to offer hands-on workshops in 2019





72 Sessions of
Young at Art

1016 in attendance

49 Weekly Sessions
of Afternoon Art Club

422 in attendance

92 Sessions of
Doodlebug Club

418 in attendance

3 Open House
Crafting Events

290 children in
attendance

PROGRAMS



"I might come here and learn about paintings, but I might equally come here and learn about geology. So it's really a very wide breadth of Appalachian culture. There doesn't seem to be any limits on that."

• JUDITH PHOENIX, BRAHM patron and frequent program attendee



A Conversation:

HOW DID YOU BECOME INVOLVED WITH BRAHM?

J: When I really got hooked, was Dianna's exhibit dealing with some of the early women of Watauga county. It featured a half dozen local women of history and that did it. That exhibit was fabulous. I saw [it] a half dozen times and I just began to come to the museum more and more after that exhibit.

WHAT WERE YOUR FIRST IMPRESSIONS OF BRAHM?

J: Well, it's changed a lot. My first impressions were [that] it's a nice museum and it's in Blowing Rock and it's a little "hoity toity". But then the tone changed, frankly, from being sort of "hoity toity" to being part of the community and serving the community. And for me it dates from that exhibit (see above).

WHAT ARE SOME OF YOUR FAVORITE THINGS ABOUT BRAHM?

J: Well, Scholars & Scones would probably be high on my list. It's a beautiful building and that helps... BRAHM has brought me to Blowing Rock. I live in Boone, but I didn't come to Blowing Rock. I would go to Moses Cone or I would go to the trails, but I didn't come to Blowing Rock. Crowded. Tourists. Just wasn't going to come to Blowing Rock. Since I've been a member of the museum, I've come to Blowing Rock two or three times a month. So it's totally changed... That's been huge... To have a museum that embraces local tradition and yet extends it. I don't feel like we're stuck. It takes the local tradition and it just kind of keeps moving with it. Which art does. Art takes you out of wherever you are. It grounds you, but then it takes you out...

WHAT KEEPS YOU COMING BACK TO OUR PROGRAMS?

J: I love the Scholars & Scones... I think that's my idea of how to live. To be able to hear someone like MaryRose Carroll [or] professors at ASU, drink good coffee, eat some pastries. I think that's how I like to live... And then of course, [there] was the free admission, but I was already pretty hooked way before that and had joined and become a member.

IS BRAHM PART OF THE REASON YOU KEEP COMING BACK TO BLOWING ROCK?

J: Yeah. BRAHM is a major part of that... It's definitely brought me into Blowing Rock... I really like the local -- by local, I mean regional -- Appalachian [history]. I might come here and learn about paintings, but I might equally come here and learn about geology. So it's really a very wide breadth of Appalachian culture. There doesn't seem to be any limits on that.

WILLARD WATSON III, Program & Outreach Director

45
Programs

1462
Attendees

What we offer...

- Through educational programming, BRAHM is able to engage our patrons with the culture and history of the Appalachian Mountains and expand upon the information in our exhibitions by affording visitors the ability to interact with authors and artists who are featured in the museum.
- BRAHM provides a platform for local scholars to share their research.
- BRAHM's concert series brings a wide variety of performers to Blowing Rock. From Cherokee flutists to up-and-coming bluegrass virtuosos to opera, old-time musicians, contemporary composers and everything in between. The museum truly comes alive with music.
- One day you attend a book signing, the next it's an apple tasting, group singing, ghost stories, or a magic show. The variety of BRAHM's programs truly provide the spice of life to residents of the High Country. You never know what you are going to encounter at the museum!



The 12th ART & ANTIQUES SHOW, AUGUST 3rd-5th, 2018

139
attendees at
the Preview
Party



22 Antique
Vendors

870 Visitors
to the Show

BRAHM GALA: AN EVENING IN VENICE, JUNE 23rd, 2018

21 Hosts for 135 Guests
at various homes & venues
for "A Moveable Feast"

153 attendees
at the dessert
and afterparty

The 1st ANNUAL BLOWING ROCK PLEIN AIR FESTIVAL

63
paintings
shown



\$15,800
in painting
sales

29
paintings
sold

\$2500
in prizes

180 votes placed
in 2 categories

51 Registered Artists
from 4 states

30 hours in which to
paint "en plein air"

63 New Works
by registered artists

EXHIBITIONS & COLLECTIONS

"I'm so impressed with the scope of the programs and exhibits that are taking place there. And I think just keep going.."

· HERB COHEN, BRAHM Founder Emeritus



A Conversation:

HOW DID YOU BECOME INVOLVED WITH BRAHM?

H: In 1998, José Fumero and I got a call from Joe Dulaney, Elliot Daingerfield's grandson, inviting us to attend a meeting of a group of Blowing Rock residents who were interested in developing a museum in town. If there was one, Mr. and Mrs. Lamont Hudson would make a gift of their Daingerfield collection. Of course, many questions needed answers: How to raise funds to develop a museum? Where could one be located? How to raise interest in the possibility of having a museum? We developed a Philip Moose retrospective exhibition borrowing works from Philip and many of his patrons, got the use of any empty store and invited the public to come, and while viewing the exhibit, learn about our plans to have a museum in Blowing Rock and begin a membership campaign.

WHAT ARE SOME OF YOUR FAVORITE THINGS ABOUT BRAHM?

H: The fact that BRAHM is serving Blowing Rock residents and the large tourist community through exciting art and history exhibitions.

CAN YOU SPEAK TO WHAT'S CHANGED? DO YOU THINK WE HAVE SUCCESSFULLY EXECUTED THE VISION THAT WAS THERE IN VERY BEGINNING?

H: The Museum should be proud of its fine staff, excellent exhibitions and varied programs being presented and all the volunteers who assist in bringing all of this to the public.

WELL, YOU SHOULD DEFINITELY FEEL PRIDE FOR ALL OF YOUR CONTRIBUTION TO GETTING IT STARTED. WE WOULDN'T BE WHERE WE ARE NOW IF YOU WEREN'T THERE IN THE BEGINNING.

H: I wasn't the only one. There was a lot of hard work done by a great many people. We worked together and devoted a good deal of time and effort towards realizing a museum.

IS THERE ANYTHING THAT WE CAN IMPROVE UPON? OR IS THERE A DIRECTION OR VISION FOR THE FUTURE THAT YOU WOULD LOVE TO SEE BRAHM HEAD IN?

H: I can't suggest any improvement right now because BRAHM has already gone beyond what I could have expected in this short a time. I'm so impressed with the scope of exhibits and programs that are presented. When we first started, we were just going to have an art museum. But after a number of meetings, it was thought that history should be included. A great deal of discussion took place and the decision was made to include history.

HERB ADDED ONE LAST THOUGHT:

I remember as the building was being planned, among the many discussions concerning future operation and policies, the question arose as to whether or not there would be an entry fee. I was sorry that when the Museum finally opened that there was a fee. I am delighted that is not in effect at the present time and hope it will remain that way.

EXHIBITIONS & COLLECTIONS

DIANNA CAMERON, Curator of Exhibitions & Collections Director

Nationally and internationally recognized North Carolina sculptor, Thomas Sayre, featured at BRAHM through his traveling exhibition, *White Gold*



Handcrafted: North Carolina Clay displayed over 70 diverse ceramic works created by 31 clay artists and potters across the state, and was guest curated by renowned master North Carolina potter, Herb Cohen

BRAHM hosted its first traveling exhibition from the Smithsonian through its Museum on Main Street program with *The Way We Worked*, and had its first bi-lingual exhibition with the sister exhibition, *The Way Watauga Works*, which featured text panels and oral histories translated into both English and Spanish



TOP RIGHT : Thomas Sayre. *Thicket* (detail), 2016. White laminated masonite panel with roofing tar, Kilz paint, and water based acrylic floor sealer. Photograph by Art Howard. Courtesy of Clearscapes, Raleigh, NC. *Thomas Sayre: White Gold* is organized by CAM Raleigh.

MIDDLE LEFT: Bob Meier. *Carved Vase*, 2017. Clay. 28 x 13 inches. Courtesy of the artist

MIDDLE RIGHT: Jenny Lou Sherburne. *Mug Tree in Bloom*, 2016. White stoneware. 36 x 12 x 12 in. Courtesy of the artist.

BOTTOM LEFT: Gallery view of *The Way Watauga Works*. Photograph by Ashley Warren.



Collaborated on a large scale with the Hickory Museum of Art through the loan of works from each of our permanent collections for major exhibitions at each museum: *Outsiders: The Inside Story of Folk Art* at BRAHM, and *A GRAND VISION: Elliott Daingerfield Paints Grandfather Mountain and the Grand Canyon* at HMA

Thanks to the generosity of Alice Naylor, BRAHM received a large donation of works to the permanent collection by artist and children's book author Gail E. Haley that expand on her stories of Appalachian Jack Tales, including original paintings for her book *Jack and the Bean Tree* and original prints for *Jack and the Fire Dragon*, as well as the original painting for *Soldier Jack*.

Visions imagined...

- BRAHM shares and explores a diverse array of contemporary art and craft by North Carolina artists to the High Country community.
- Builds bridges and makes connections between the arts and history through a broad variety of topics relating to our regional culture

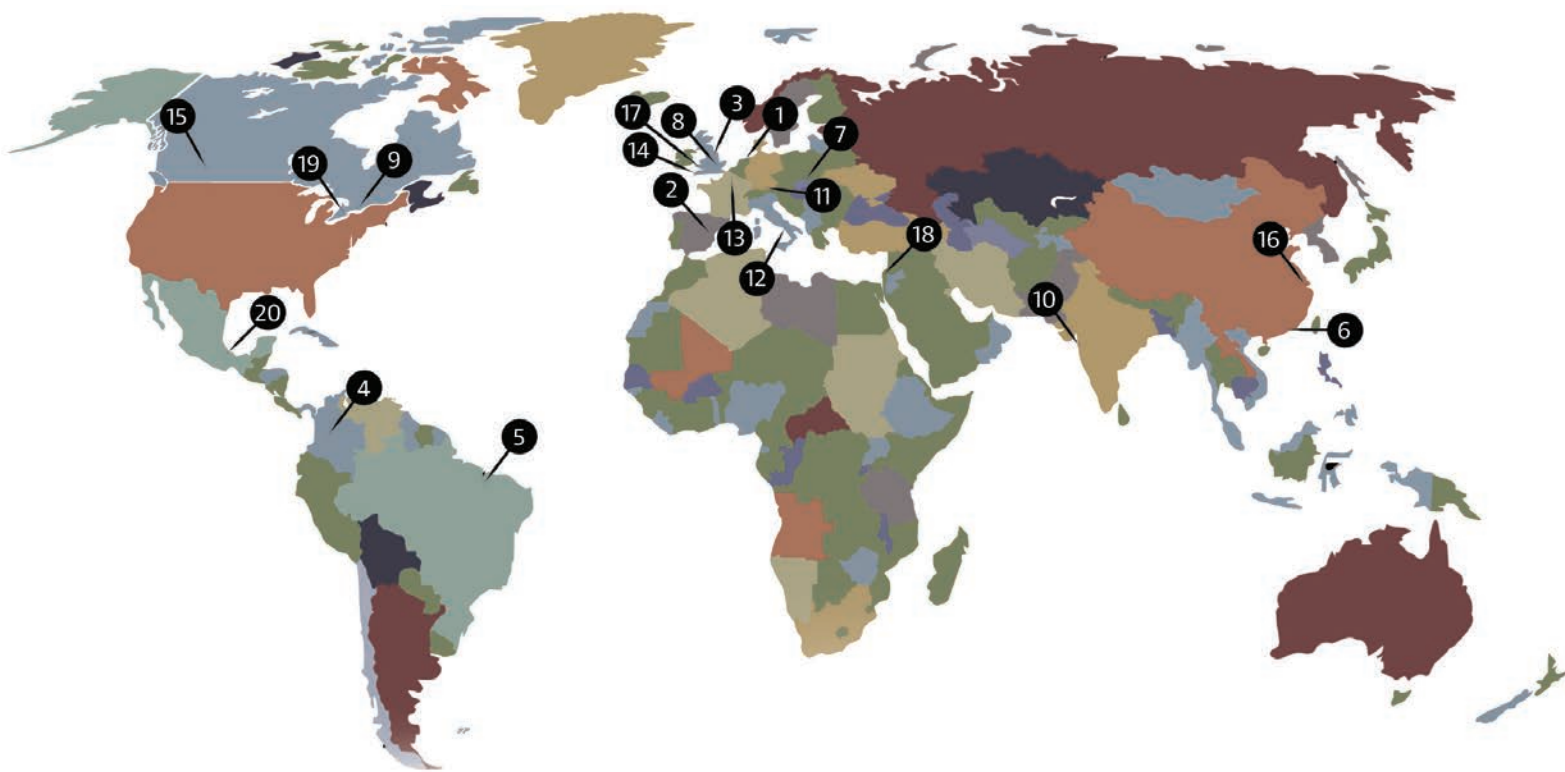
TOP IMAGE: Gail Haley. *Scene from Jack and the Bean Tree*. Mixed media on panel. Gift of Alice Naylor. Collection of the Blowing Rock Art & History Museum, Blowing Rock, NC.

2018 EXHIBITIONS IN NUMBERS

- 10 rotating exhibitions in our main galleries: featuring SIX exhibitions curated by BRAHM staff, ONE exhibition by a guest curator, TWO traveling exhibitions to the museum, and ONE exhibition featuring new works added to the museum's permanent collection
- 2 permanent exhibitions: ONE on the history of Blowing Rock and ONE featuring rotating works from our permanent collection in multiple spaces throughout the museum
- 4 exhibitions featuring works by students and artists within the community
- 1 traveling exhibition outside of the museum
- 32 Works of Art donated to the permanent collection
 - 31 Original works by Gail E. Haley added to the permanent collection
 - 1 Painting by Philip Moose added to the permanent collection



LEFT IMAGE: Nancy Maybin Ferguson. *To the Social Club* c. 1900. Oil on canvas. 38 x 46 inches. Collection of Janet Wilson.



INTERNATIONAL VISITORS WERE FROM:

- | | | | | |
|--------------------|--------------|-------------|------------------|-------------|
| 1. The Netherlands | 5. Brazil | 9. Quebec | 13. France | 17. Wales |
| 2. Spain | 6. Hong Kong | 10. India | 14. England | 18. Israel |
| 3. England | 7. Poland | 11. Germany | 15. Saskatchewan | 19. Ontario |
| 4. Colombia | 8. England | 12. Italy | 16. China | 20. Mexico |



72 SESSIONS
of Young at Art

2105 CHILDREN

Served through
Children's programming

290 CHILDREN
in attendance at Free
Community Events



200 ADULTS
in attendance at
hands-on events



23,616 Visitors
In 2018
(compared to 13,931
visitors in 2017)

124 Volunteers

547 Memberships

3011 Volunteer Hours

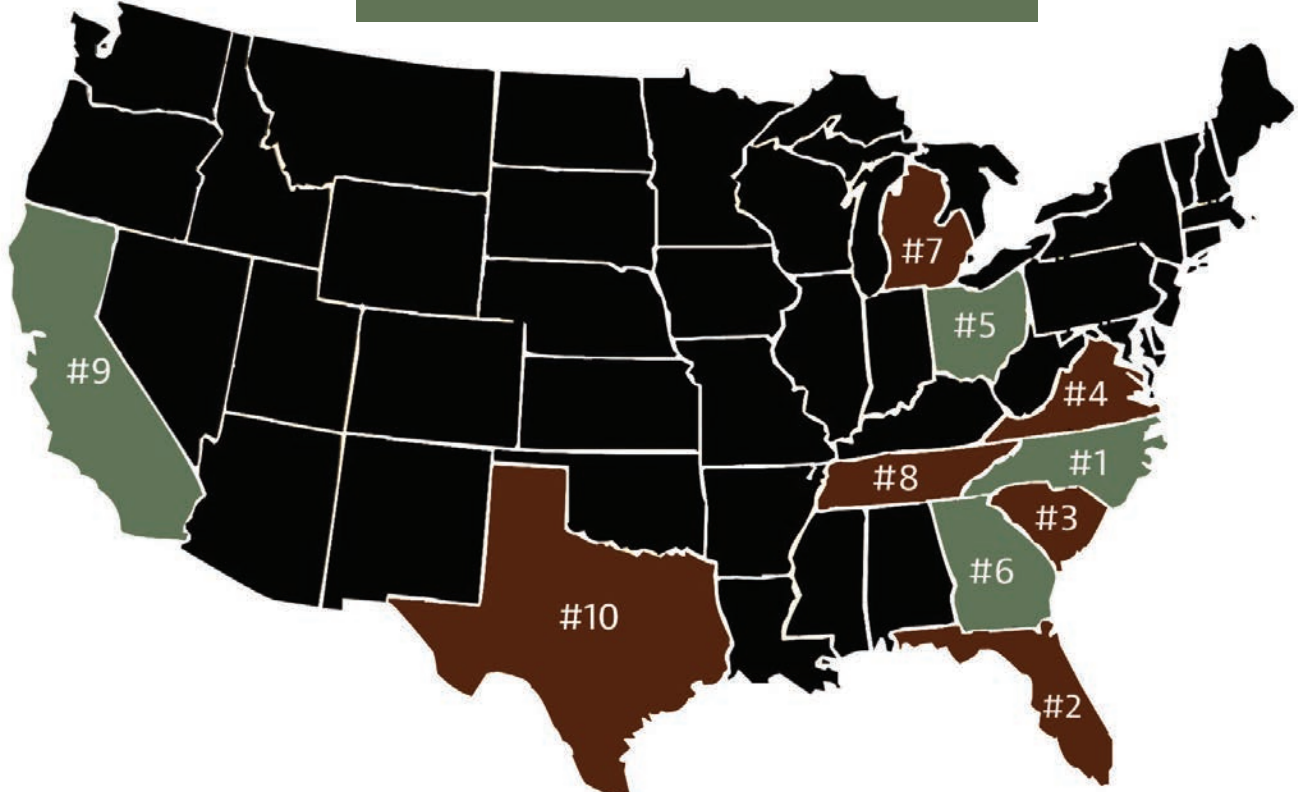


4 Community Exhibitions

Featuring works by students and artists within the community

10 New Gallery Exhibitions

TOP 10 STATES Represented by Visitors



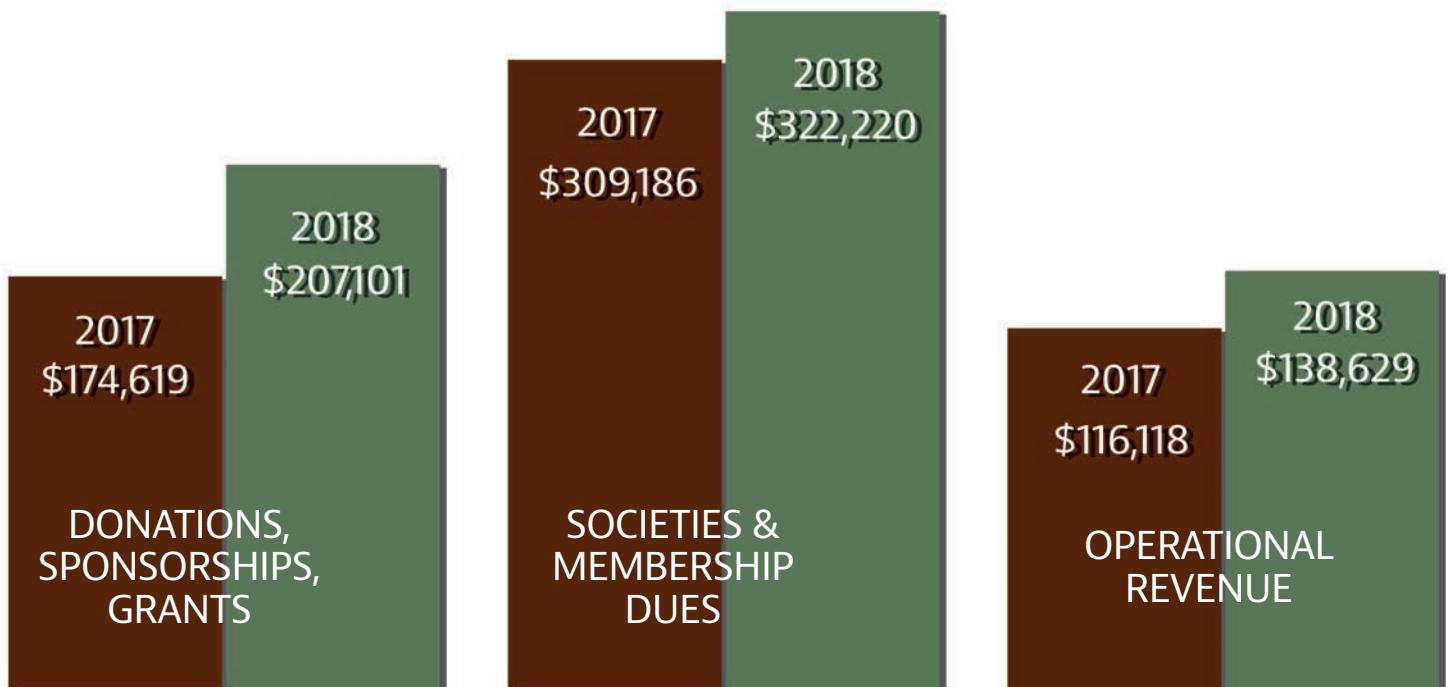
A Note from SHARON CALDWELL, Business Manager

BRAHM continues to grow as a strong fiscal organization, keeping close to our budget goals for 2018 and looking to 2019 for continued growth. 2018 saw generous contributions to the Endowment Fund, an increase of \$266,748 in direct donations, plus pledge promises for coming years. These donations move us towards the goal of having an Endowment Fund that will assist with daily operation costs and sustainability of the Museum in the future. We remain debt-free other than standard operating expense liabilities.

Our goal for the upcoming years is to plan for Capital and Facility improvements and maintenance and to grow our various programs' revenue.

Great appreciation and thanks to go all of BRAHM's Board of Trustees, supporters, members, committees, volunteers and donors who make all of our activities possible.

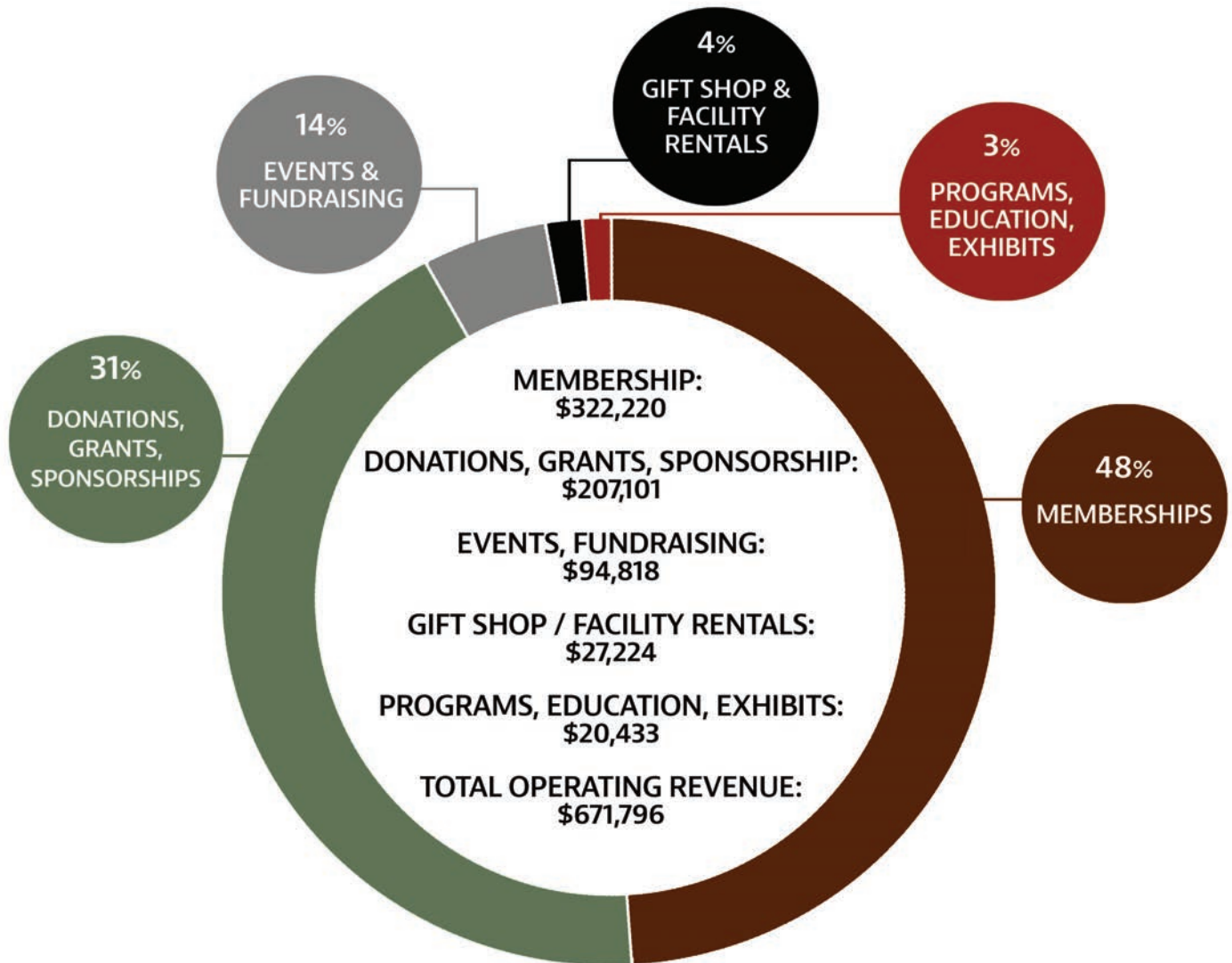
The 2018 Operating Revenue and Expense charts are presented in a condensed fashion for review in this report. Full and unmodified Financial Statements are included in our 2018 Audit Report; which is found on our website, www.blowingrockmuseum.org on the About/Annual Report page. A copy of this Audit report can be requested, as well as BRAHM's 990 tax return, from the business office by calling (828) 295-9099 x 3003 or by email at officemanager@blowingrockmuseum.org.

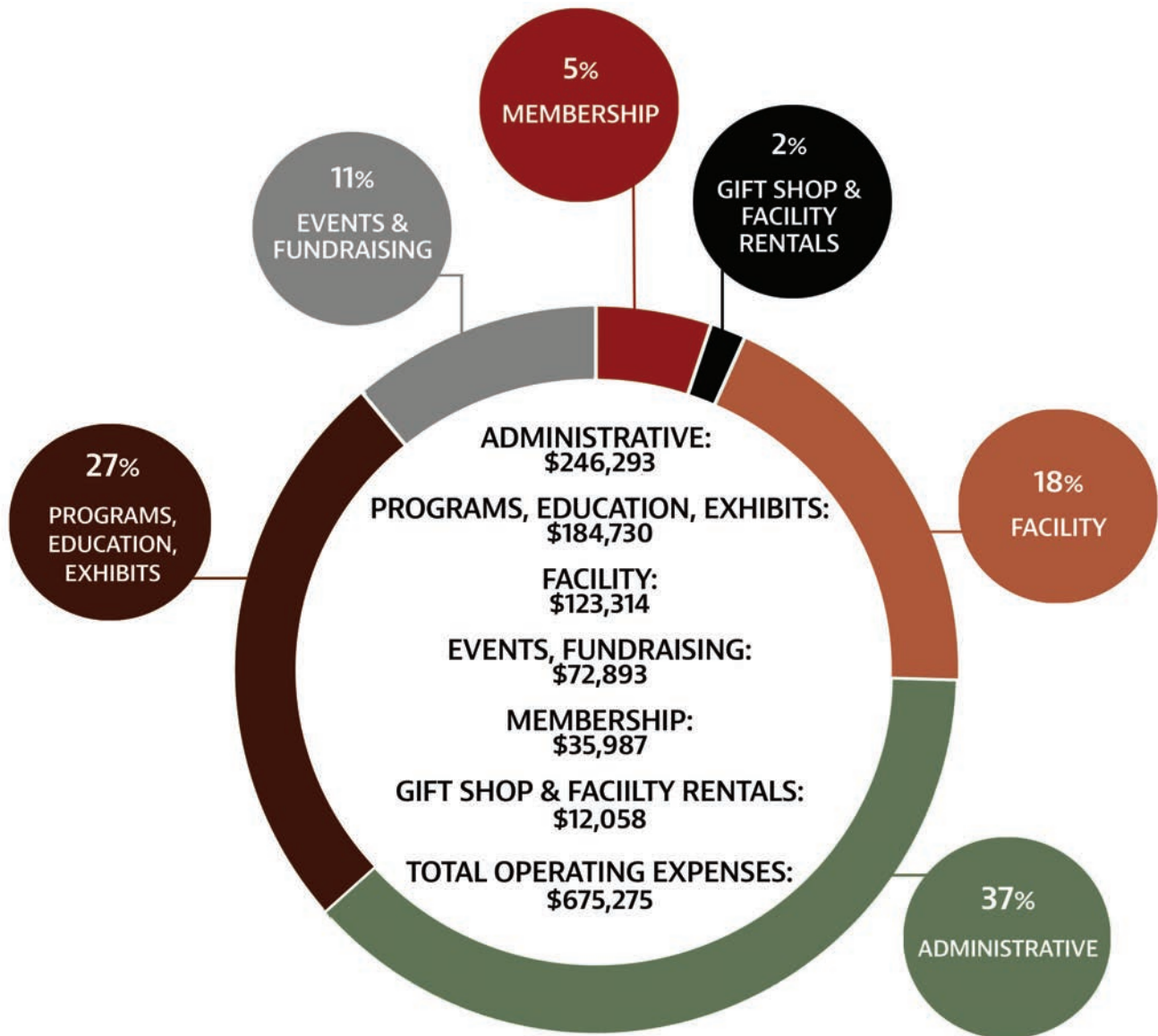


BRAHM Operating Revenue Summary

Investments · Endowment ·
Restricted Funds
(not reflected in chart):
\$308,670

**GROSS
REVENUE:**
\$980,466





BRAHM Operating Expense Summary

| |
|--|
| Depreciation (not reflected in chart): \$191,448 |
| <hr style="width: 20%; margin: auto;"/> |
| GROSS EXPENSES: \$866,723 |

• 2018 Payroll expenses have been allocated by department areas, such as Administration, Facility, etc.

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A message from JASMIN MCFAYDEN,
Executive Assistant and Membership
Development Coordinator:

“Membership continues to be a major source of funding for the museum. Having entered the position in February of 2018, I am so pleased that BRAHM maintained the high number of households from the previous year. Now that we are a free admission museum, we rely on our members more than ever! Thank you for believing in the value of BRAHM in the community.”

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There are so many ways to get involved with BRAHM. From becoming a member to volunteering your time, BRAHM aims to be a community center and relies on its patrons, members and volunteers to continue offering top notch exhibits, programming and education.

JOIN TODAY!

Visit our website at BlowingRockMuseum.org/join-support/ to learn about all the ways you can support your local museum.

INTERESTED IN VOLUNTEERING YOUR TIME?

Call the museum at (828) 295-9099 ext. 3001 to speak to Anna Clair Miller, Volunteer Coordinator.





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