



Annual Report • 2012-2013 In Review

ORGANIZATION

Local Cloth incorporated as a non-profit on June 18, 2012, and its 501(c)3 status has been approved by the IRS. By-Laws were adopted and a five-member Board of Directors was elected on Feb. 23, 2012, and currently includes Judi Jetson, Chairman, Bryan Orr, Vice-Chairman, Karen Donde, Secretary, Teena Tuenge, Treasurer, and Julie Jensen.

MEMBERSHIP

We began collecting dues in 2012 and ended 2013 with 40 paid members. Dues are currently \$25 per year.

FASHION SHOW

Project Handmade 2012, a fashion show designed to promote, educate and illustrate the innovative use of materials and resources available in our region, was held Oct. 25, 2012, at the Asheville Art Museum. It included 29 talented textile artists and designers, 35 volunteers, and attracted an audience of more than 200 and considerable publicity in newspapers, TV and radio. The Asheville Art Museum donated the use of its facility and the North Carolina Arts Council and Echoview Fiber Mill provided major financial support. Other local businesses providing support included photographer Stewart Young, Ananda Hair Studio, graphic designer Angela Kim, Asheville Area Arts Council and videographer Katie Brugger.

FIBER ANIMAL FARMERS FORUM

More than 60 farmers who raise fiber animals, fiber processors, government and extension representatives, and fiber users attended the first annual forum on December 10, 2012, at the WNC Livestock Market in Canton, NC. Two panels inspired a lively discussion about ways to increase markets for local fiber among local textile artists and the general public. WNC Communities donated use of the space and provided lunch. A second forum was held Dec. 9, 2013, at Echoview Fiber Mill in Weaverville, NC with 46 people attending.

FIBER FEEL DAY

More than 400 people visited, shopped for yarn and fleece and learned to spin June 1, 2012, at the WNC Agricultural Center. The event attracted 20 fiber vendors, who generally were pleased with sales and increased public appreciation for locally raised fiber products. WNC Communities sponsored the expenses of the facility and advertising.

TEXTILE STUDY GROUP

This monthly educational presentation organized by member Catharine Ellis is free and open to the general public, and regularly attracts audiences of 40-50 fiber artists, collectors and interested people. The group has completed two full years of monthly programs, which are usually held at HandMade in America in downtown Asheville, and has a full schedule planned for 2014.

SPECIAL PRESENTATIONS

We educated other non-profits and fiber-focused organizations about Local Cloth's work to grow the region's fiber economy at HGA's Convergence 2012, the Weave a Real Peace (WARP) 2012 annual meeting, the Western North Carolina Fibers/Handweavers Guild and the Piedmont Fiber Guild in Gastonia, NC. We also hosted a special presentation in Asheville by visiting artist Rebecca Burgess, founder of Fibershed in Northern, CA.

VIDEOS

Katharine Bartel created a video entitled Farm to Fashion, featuring fiber animal farmers, artists, mills, and educators that make up the region's fiber supply chain. Katie Brugger produced a video of Project Handmade 2012, which is now available in a 12-minute narrated format. Both volunteered their time and resources.

SOCIAL MEDIA

We have established a Local Cloth Facebook Page, Local Cloth Yahoo Group and Project Handmade Facebook page to regularly engage members and the general public in conversations and opportunities for the local fiber community.

WEBSITE

www.localcloth.org went live in November of 2013.

PROFIT & LOSS {7/1/2012 - 6/30/2013}

INCOME

donations	\$261.00
dues	\$925.00
Fiber Feel Day	
vendor fees & sponsorships	\$1,010.00
Project Handmade	
ticket sales & sponsorships	\$4,615.00
Grants	\$500.00
Total Income	\$7,311.00

EXPENSES

Memberships	\$125.00
Office Supplies and Postage	\$16.10
Bank and Paypal Fees	\$40.40
Fiber Feel Day expenses	\$1,288.40
Project Handmade expenses	\$1,528.67
501(c)3 application	\$400.00
Total Expenses	\$3,398.57

ACCOUNT SUMMARY

Checking:	
7/1/2012	\$0
6/30/2013	\$3,912.43

PLANS FOR 2014



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MEMBERSHIP

Our goal for 2014 is to double our membership to 80.

FASHION SHOW

A theme has been chosen for Project Handmade 2014 - Texture & Movement – and a committee of volunteers is hard at work. The event is planned for September 11, 2014, in downtown Asheville. Artists have been advised of the guidelines and entry requirements, with a deadline for submission of June 15, 2014. Our goal is to attract 50 entries with 1-5 complete looks from each artist. We are making a special effort to include fiber artists throughout our Local Cloth region, a 100-mile radius of Asheville, and are creating a special Artist Showcase sales opportunity immediately following the show. Our attendance goal is 300 people.

EXHIBITS

EXCITE: A College-to-College Exhibit of Contemporary Textiles and Fiber Art is planned for Oct. 9-Dec. 6, 2014, at the Mary Cornwell Gallery in the Haywood Community College Creative Arts Building in Clyde, NC. The juror is Rachel Meginnes, a resident artist at Penland School of Crafts. The exhibit will recognize and celebrate the Appalachian region's tradition as a leader in weaving and contemporary textile art education, with entrants taking their inspiration for home textiles and decorative fiber art from the work and teachings of Anni Albers at Black Mountain College. The opening coincides with American Craft Week.

FIBER FEEL DAY

A second expo and sale of local fleeces, fiber and fiber products is planned for June 7, 2014, at the WNC Farmers Market in Asheville, NC. Our goal is to attract 35 vendors of fleece, fiber and farm products and to increase sales and provide education to 400 attendees about raising fiber animals and making yarn and cloth with their products.

NEW GOALS

We set three new priorities for 2014. One is outreach through networking events to forge connections between fiber artists and fiber producers in towns throughout our region. Second is collecting and sharing more accurate data about plant and animal fiber production and value-added fiber resources. And third is undertaking a feasibility study for developing a natural dye enterprise in WNC.

TEXTILE STUDY GROUP

The educational programs scheduled for 2014 are generally held at HandMade in America in Asheville, NC and include:

JANUARY 15

Cassie Dickson, Flax, From Seed to Linen Cloth

FEBRUARY 19

Laura Sims, Marbling Traditions and Innovations

MARCH 19

Andrea Donnelly, Mind Body, Handwoven Cloth (special guest thanks to Shape, an exhibition of Windgate Fellows at the CCCD)

APRIL 16

Barbara Miller, The Brown Book of Weaving Drafts:
Frances Goodrich

MAY 21

Rachel Meginnes, Evolution of Process

JUNE 18

Kate Matthews, Folkwear: Unique Sewing Patterns with Timeless Style

JULY 23

Robin Johnston, Mapping in Contemporary Textile Art

AUGUST 20

Melanie Wilder, Fiber Arts at Warren Wilson College:
Reviving a Tradition, Weaving a Future

SEPTEMBER 17

Anne Berg, Gees Bend Quilts
(in conjunction with an exhibition at CCCD)

OCTOBER 22

Ruth Gaynes, Story of the Talit

NOVEMBER 19

Marjorie Warren, Tartan and Beyond

DECEMBER 17

Liz Spear, Working Collaboratively for Inspiration,
Fun and Profit

Judi Jetson, Chairman • Bryan Orr, Vice-Chairman • Karen Donde, Secretary
Teena Tuenge, Treasurer • Julie Jensen, Board Member