



“

WHAT ART
OFFERS IS
SPACE — A
CERTAIN
BREATHING
ROOM FOR
THE SPIRIT.

”

~ John Updike, Writer





MESSAGE FROM THE DIRECTOR

The years of 2013 and 2014 were years of challenge, transition and, ultimately, triumph for the Arrowmont School of Arts and Crafts. Arrowmont began this two-year period burdened by uncertainty about its continued existence, but ended 2014 as an independent organization with financial stability and a bright future.

This gives me an opportunity to reflect on the community, local and national, that came together to make this possible. The challenge of raising \$8,000,000 in seven months required a perspective that is almost naïve in the belief that a funding consortium of public and private partners would come together to preserve a legacy and ensure the future of this much-loved institution. This is the opportunity to thank again the city of Gatlinburg, Windgate Charitable Foundation, Sevier County, numerous banks, businesses and foundations, the Arrowmont Board of Governors and 126 private citizens. Please see a complete list of donors in this report.

Although April 2, 2014 was the date we celebrated purchase of our campus, the time during these negotiations and fundraising was a time of ongoing commitment to our mission and progress in expanding our programs and improving our facilities. During 2013 and 2014 we continued to serve our constituents – touching the lives of nearly 30,000 artists, educators, K-12 students, and those who attended workshops, visited exhibitions, attended conferences and participated in events on our campus. Over this two year period, Arrowmont increased its enrollment, provided over \$350,000 in scholarships and aid, and strengthened its financial position.

Every day, I am inspired in my work because I am supported by a dedicated Board and work alongside a talented staff. We, in turn, are supported by the many friends of Arrowmont who share our belief in the power of art experiences to transform lives, that these experiences should be accessible to everyone, and that changes in individual lives lead to changes in our culture.

We have begun to craft the plan to lead Arrowmont into the next 100 years. We will continue to participate in the national conversation about the importance of art-to individual development, and to its role in a vibrant culture and strong economy. It is a joy to ask people to join in believing rather than despairing. I hope you will join me and the Arrowmont community as we move purposefully into the future.

Bill May
Executive Director

“

THE SECRET OF CHANGE IS TO FOCUS ALL OF YOUR ENERGY, NOT ON FIGHTING THE OLD, BUT ON BUILDING THE NEW.

”

~ Socrates

HIGHLIGHTS

THE MISSION

Arrowmont School of Arts and Crafts enriches lives by developing aesthetic appreciation and fostering self-expression with hands-on experiences in a variety of media, classes, conferences and seminars. On the leading edge of arts education, Arrowmont utilizes contemporary and fine arts techniques to build upon a foundation of traditional arts and crafts.

2013-2014 HIGHLIGHTS

Arrowmont purchased its 13-acre campus from the Pi Beta Phi Fraternity for Women on April 2, 2014—the culmination of several years negotiations and an \$8,000,000 fundraising campaign.

For over 100 years, Arrowmont has presented high quality arts and crafts instruction by nationally and internationally recognized studio artists and university faculty. And although the decision to purchase the campus and the subsequent campaign required significant investment of time and effort during 2013-2014, Arrowmont's Board, staff and faculty continued to carry out Arrowmont's mission.

During the negotiations to purchase the property and subsequent capital campaign, Arrowmont continued to focus on its mission as a high quality arts and crafts education center offering nearly 300 national workshops, 40 community classes, ArtReach for 2,000 Sevier County Students, the Smoky Mountain School for 160 eighth graders, hosted the Children's Art Show annually, presented six exhibitions including the Sevier County Biennial, and engaged nearly 30,000 campus visitors over the two year period.

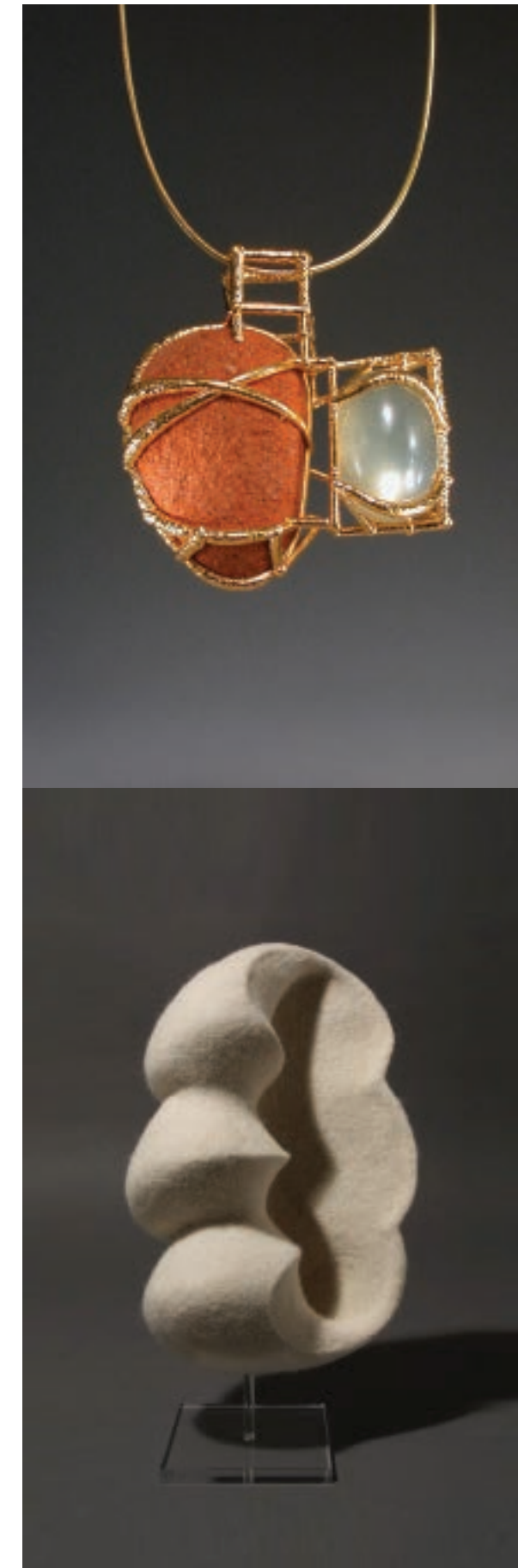
Arrowmont continued to serve the local business community hosting Leadership Tomorrow, Leadership Sevier, Knoxville Art Teachers in-service, and Smoky Mountain Youth Leadership. Arrowmont launched Partners in Progress, a partnership initiative that works with local and national corporations to build support for Arrowmont.

Shine, Wine & Dine, Arrowmont's annual fundraising dinner and art auction continued to grow and in 2014—the fourth year of the event—raised more than \$100,000. The Annual Golf Tournament also in its fourth year raised nearly \$30,000 and a number of smaller fundraisers contributed to making new friends and raising new revenue.

Arrowmont's basic challenge during 2013-2014 was to establish its independence from its founding organization and re-establish its relevance and importance to those who value arts and crafts as essential to our culture. Now, our goal is to build on our strong foundation and create and implement the plan for the coming 100 years.

ARROWMONT BY THE NUMBERS

	2013	2014
K-12 TEACHER SCHOLARSHIPS	54	63
NATIONAL WORKSHOP STUDENTS	1,097	1,163
NATIONAL WORKSHOPS OFFERED	143	152
COMMUNITY CLASS WORKSHOPS OFFERED	18	26
ASSISTANTSHIPS	123	145
LOCAL SCHOLARSHIPS	84	102
ARTREACH	1,200	900
SMOKY MOUNTAIN SCHOOL	80	80
RETURNING SOLDIERS SCHOLARSHIPS		12
CAMPUS VISITORS	10,218	10,478
ARTISTS ENGAGED	892	923
SCHOLARSHIPS GRANTED	\$199,094	\$150,914



Volunteers are vital to Arrowmont's ability to provide outstanding support and service and help achieve our mission to bring high quality arts and crafts education to our community and nationally. Because our volunteers are integral to our continued success, we want you to meet a few of them.



KATE LYDON

KATE LYDON

Kate Lydon is from Pittsburgh, Pennsylvania and serves on the Arrowmont Board of Directors. Kate brings her valuable knowledge and experience of the arts and crafts community to the Board. By day, she is the director of Exhibitions at the Society for Contemporary Craft (SCC) in Pittsburgh. Kate oversees the installation of exhibitions mounted at SCC's main Strip District gallery and at the BNY Mellon satellite gallery in downtown Pittsburgh.

In that capacity, Kate participates in all decisions regarding exhibition development, selection of work, touring of exhibitions and the development of public programming. With more than 27 years of experience at SCC, Kate believes that she brings to the Board "a strong working knowledge of the contemporary craft field, artist and process, and public education about craft." She joined the Board of Governors in 2006.

Kate enjoys her time spent on campus and shares that, "There's a wonderful sense of community when I visit the school. Arrowmont is an excellent facility with an international reputation, and offers the finest in craft education, and the staff and artist educators are top notch."

Kate supports Arrowmont with her time because she believes in its mission. "Not only does the school provide great education, but the management is very fiscally responsible and advocates for strong artistic endeavors," she explains.

She shares that one of the intrinsic strengths at Arrowmont is that it provides excellent instructional programs for both regional and national audiences. "By connecting artists with community they are changing the lives of individuals on a daily basis through arts education," she says.

Kate believes that since the Arrowmont's transition from a Settlement School to an Arts and Crafts institution has greatly impacted the studio craft movement. She explains that "Arrowmont is playing a pivotal role in introducing new methods, forms and materials to an audience of national and international students by encouraging discourse and the exchange of ideas among scholars and artists." She continues that, "The school continues to raise the standards for understanding and appreciating the creative process."

She says that Arrowmont is invaluable to the local community as well. "The school provides an entry point for young people in the Gatlinburg community and Sevier County to understand the history of the region through art and arts programming that they might not otherwise have access to," she concludes.

“ I FOUND I COULD SAY THINGS WITH COLOR AND SHAPES THAT I COULDN'T SAY ANY OTHER WAY — THINGS I HAD NO WORDS FOR. ”

~ Georgia O'Keeffe, painter

PROFILES

SANDY PITTARD

Sandy Pittard lives in Walland, Tennessee and is a volunteer in Arrowmont's woodworking studio. Sandy is retired from a division of Johnson & Johnson and has been a small business owner with over 35 years' experience.

Since he was a young boy, carpentry has been one of Sandy's passions. As an adult he found his way to the Great Smokey Mountains and Arrowmont to take a class taught by instructor Alf Sharp. During the class Sandy built a country Chippendale chair and woodworking became his game. "Alf is a master woodworker and excellent teacher, and I learned more from taking Alf's class than all the books I had read about woodworking," he explains.

Because Arrowmont has helped him to become a better woodworker, he decided to volunteer at the school to share his knowledge of woodworking and to give back to the students. Currently, he is working with former Artist-in-Residence Heather Ashworth in the wood shop making improvements to the wood program.

Sandy shares that one of the many reasons he chose to volunteer is because of the leadership Executive Director Bill May has brought to Arrowmont and his passion for the school. He says, "It is hard not to want to get involved when you listen to Bill passionately speak about Arrowmont and the value it represents to our local and national communities."

Sandy describes that his goal in volunteering is "to help make the Arrowmont experience rewarding for its students." He continues, "Arrowmont creates a welcoming and encouraging environment that makes learning fun. Students encounter world-class instructors who share their knowledge and passion for their craft."

Sandy also took a course this past summer which was taught by Jenna Goldberg on building bandsaw boxes. He said, "Jenna's instruction helped open up my mind to adding color and texture to my work." Sandy also believes that Arrowmont fills a void when local arts and crafts programs are sometimes omitted from the school curriculum. "Arrowmont instructors teach skills that may lead to a career choice for many young people," he explains.



SANDY PITTARD

ELAINE FRONCZEK

Elaine Fronczek lives in Knoxville, Tennessee and was raised in an extended family. During her childhood her parents worked, so her grandmother took care of her during the day. Elaine shares that her grandmother was an amazing seamstress and says that, "I learned to love fabric and design at an early age."



ELAINE FRONCZEK

Elaine was also interested in science, so she studied to become a pharmacist and practiced clinical pharmacy for 41 years. "However, she said, "I always kept my interest in fiber arts and took my first course at Arrowmont in 2008."

She enrolls in classes every year and explains that "I embrace the creative atmosphere fostered in classes at Arrowmont, and not only in the classes I take, but throughout the entire program. I have met some amazing individuals at the school and have developed great friendships."

Elaine also volunteers at Arrowmont. "The school gives me so much, not only great instructors and invaluable knowledge but an amazing sense of accomplishment, and I volunteer so that others can enjoy programs now and in the future," she explains.

She believes that Arrowmont has kept the arts and crafts movement alive even when, at times, the world has embraced less creative and overwhelming pursuits. She continues, "It offers people the opportunity to learn how to use their creative side and allows both the young and old to realize their creative potential."

Finally, Elaine shares her thoughts about Arrowmont, "The school offers a picture of Gatlinburg history and traditions. It gives the people, especially the children, a hands-on experience that they don't get in their daily lives."

PROFILES

STAN FRONCZEK

Stan Fronczek is from Knoxville, Tennessee and just may have something in common with his wife, Elaine — a great appreciation for Arrowmont!



In high school Stan studied drafting and architectural design and as an adult he pursued a career in mechanical engineering. When he retired a few years ago, Stan decided to renew his interest in design and went back to school to learn furniture making.

Attending Arrowmont provided Stan the opportunity to expand his knowledge of the design of furniture and the techniques needed to build it. He explains, “Being in the studio allows one to become energized and provides for the confidence to be creative.”

Stan is sold on the time he spends at Arrowmont because, “It gives me a better understanding of the school and its needs, and I enjoy helping everyone.” He continues, “The school fosters a community of talented professionals and a place where the staff, instructors and especially students can achieve their goals.”

Stan believes that Arrowmont has fostered the “Made in America” movement for over 100 years. He describes the school “as both an educational and cultural center for providing programs to elementary students, residencies for emerging artists and galleries for visitors.”

He says that Arrowmont has been “a great forum for the interaction of students and instructors sharing ideas, methods and materials.”



ROWLAND RICKETTS

Rowland Ricketts is a former Arrowmont Artist-in-Residence and currently an instructor and associate professor of Studio Art at Indiana University in Bloomington. During Rowland’s early career he trained in indigo farming and dyeing as an apprentice in Japan, before returning to the U.S. to pursue his MFA in Art at Cranbrook Academy of Art, Bloomfield Hills, Michigan.

When Rowland completed his MFA, the opportunity to participate in Arrowmont’s Artist-in-Residence program piqued his long-term interest in the school and the curriculum. Rowland explains, “During the second year of a

“
CRAFT IS WHEN
SOMEONE
COMBINES SKILL,
CREATIVITY
AND INTELLECT
AND HAS MADE
SOMETHING
UNIQUE.
”

~ Carol Sauvion, potter and producer of
PBS’ *Craft in America*

PROFILES

two-year MFA program, I really began to understand the work I wanted to be making. The year in residence at Arrowmont allowed me to fully develop and complete the work I had envisioned during my MFA studies.”

Rowland says that he got interested in art and craft specifically while he was living in Japan. “I was doing a lot of black and white photography then, and I learned that all the chemicals I put down the drain were going directly into the local river,” he remembers.

That struck a chord with him. He looked for ways of making dyes that were more environmentally sound, “That’s when I began learning about locally gathered natural dyes, which led to my interest in indigo, my apprenticeship, and eventually to the residency at Arrowmont.”

Rowland’s experiences at Arrowmont have become a large part of his life, family and professional achievements. He says, “the opportunity to really focus on my work in the studio set the foundation for what I’ve done since leaving Arrowmont. On a more personal level, our oldest son was just an infant when we moved to Arrowmont. Because of the year we spent there, the Arrowmont community, as well as the environment of the campus and the region, has become a large part of our family’s story.”

Rowland says becoming part of the school’s community has been hugely important in his art. The history of Arrowmont as a settlement school and subsequent transformation into a craft school “is central to the history and narrative of craft in the U.S. Arrowmont “remains today an active participant in the field, both as a point of convergence for artists

from around the country and a living storehouse of the collective history of the craft.”

Rowland considers that the mission of the school contributes extensively to the tradition of arts and crafts, and extends it to the community through the expertise of the faculty, staff, students, and donors it brings to the region.

He explains: “As a nexus of craft education, Arrowmont serves the greater community through the workshops it organizes and the conferences held on site. By bringing people together to engage in the act of “making,” as well as re-envisioning the sharing of our collective craft knowledge and history, Arrowmont contributes extensively to the living tradition of craft in this country.”

Rowland says “with all the immediacy of life in the digital age, Arrowmont fosters a slower, deeper connection with the world.”

ARROWMONT IS BUILDING THE FUTURE ON ITS FOUNDATIONS OF THE PAST:

“In my opinion, Arrowmont represents the best part of Gatlinburg. It serves as the connection between the past and the present. In some ways, it is an integral part of our National Park.”

~Former Justice Gary R. Wade, Supreme Court,
State of Tennessee

TIP TOLAND

Tip Toland is a studio artist and art instructor residing in Vaughn, Washington. She has a BFA in Ceramics from the University of Colorado at Boulder and MFA in Ceramics from Montana State University in Bozeman.

Tip has been an arts and ceramics instructor in schools and cities in the Upper Northwest throughout Washington and Montana, an Artist-In-Residence and assistant professor at Louisiana State University, participated in many panel discussions and her work has been featured in numerous art exhibits. She conducts workshops across the United States, Europe and the Middle East. Tip is the recipient of numerous awards including the Windgate Fellowship Award in 2014.

Tip explains that she has been an avid artist ever since she was in school. “I really was no good at any other classes except gym, so I stayed with art. I was always working on some page of a coloring book trying to shade things in to make them look 3-D. I went from there to taking refuge in art classes in every school I attended.”



TIP TOLAND

2013 VOLUNTEERS

	<i>Volunteer Since</i>
Marilyn Anderson	2011
Donna Arensbak	2000
Lynn Bland	1999
Vickie Bradshaw	2009
Tammy Bulman	2000
Frances Fox Shambaugh	1983
Elaine Fronczek	2010
Stan Fronczek	2010
Carol Grantham	2005
Jill Greene	2010
Susan Kunze	2010
Barbara Lauritzen	2006
Joy Meadows	2007
Doris Raskin	2012
Bette Raymond	1981
Pat K. Thomas	2000
Debi Veranth	2010
Toby Ward	2012
Nelson Ziegler	2006

2014 VOLUNTEERS

	<i>Volunteer Since</i>
Marilyn Anderson	2011
Lynn Corsi Bland	1999
Vickie Bradshaw	2009
Tammy Bulman	2000
Frances Fox Shambaugh	1983
Elaine Fronczek	2010
Stan Fronczek	2010
Ethel Hamlin	2014
Shelly Kravig	2014
Susan Kunze	2010
Barbara Lauritzen	2006
Kevin Leiva	2014
Joy Meadows	2007
Doris Raskin	2012
Bette Raymond	1981
Lynn Straka	2014
Pat K. Thomas	2000
Ali Tinney	2014
Debbie Troutman	2014
Debi Veranth	2010
Toby Ward	2012
Rob Whittier	2014
Loretta Woods	2014
Nelson Ziegler	2006

PROFILES

Tip will share her knowledge and expertise with others during the summer of 2016 by teaching an intensive clay sculpture workshop during Arrowmont's Master Weekend. The workshop "Sculpting from the Inside Out," will push the boundaries of the students' imaginations by having a live model as part of the class.

This is not the first class Tip has taught at the school. "Originally, I came to Arrowmont to teach a workshop on sculpting a clay bust. I was so impressed by how prepared the faculty and staff were for me. Every aspect was provided, including the tools, an excellent studio space and fantastic students as well."

"It's such an opportunity for students who want to spend time with a particular artist in a place that bends over backwards to facilitate this connection." Arrowmont and Tip became a great match for each other. After that experience, she was invited back for a figurative symposium, and then once again to teach a figure sculpting workshop.

Tip feels that Arrowmont is one of only a handful of schools that offer classes in a variety of media, taught by artists from all over the country who are incredibly good at what they do. "Other instructors are extremely willing to come to the school and generously share their know-how with students."

"Arrowmont is legendary in its historic role as a school for the arts and crafts, but it goes further to provide residencies for young artists who want to really focus on their medium for an extended length of time," she explains.

Tip feels that Arrowmont is a very special place, that's why she is always keen on returning to teach: "It is always very inspiring to visit the studios and an honor and privilege to teach at Arrowmont."

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

	December 31	
	2014	2013
ASSETS		
Cash	\$ 537,054	\$ 719,216
Cash restricted for property acquisition	217,676	28,293
Promises to give for operations	100,000	200,000
Promises to give for property acquisition	1,035,893	384,183
Inventory	108,008	118,121
Other restricted cash	159,408	239,882
Marketable securities	6,229,671	6,146,479
Beneficial interest in assets held by others	162,561	159,050
Property and equipment:		
Land	1,589,625	111,625
Buildings	7,753,126	4,633,424
Equipment	682,474	651,009
Furniture and fixtures	220,404	220,404
Vehicles	74,382	74,382
Leasehold improvements	721,545	717,309
	11,041,556	6,408,153
Less: accumulated depreciation	4,007,847	3,711,387
Total property and equipment	7,033,709	2,696,766
Investment in real estate partnership	85,000	85,000
Other assets	49,358	34,102
Total assets	\$15,718,338	\$10,811,09
LIABILITIES AND NET ASSETS		
Accounts payable and accrued expenses	\$121,408	102,323
Deferred revenue	138,119	80,369
Long term debt	1,315,445	-
Total liabilities	1,574,972	182,692
NET ASSETS		
Unrestricted	4,105,772	4,238,112
Temporarily restricted for property	4,597,185	811,009
Temporarily restricted for operations	1,396,335	1,535,205
Permanently restricted	4,044,074	4,044,074
Total net assets	14,143,366	10,628,400
Total liabilities and net assets	\$15,718,338	\$10,811,092

See accompanying Notes to Consolidated Financial Statements.

AUDITED FINANCIAL INFORMATION

	2013	2014
INCOME		
Student Tuition & Fees	665,235	665,337
Contributions, Grants and Special Events	1,512,716	4,435,078
Housing & Board	649,744	647,770
Investment Gain	464,399	189,522
Other Income	149,066	136,585
Total Revenue & Support	3,441,160	6,074,292
EXPENSE		
Programs & Services	1,122,663	1,238,947
Administration	382,592	426,527
Fundraising & Public Relations	251,888	314,230
Maintenance & Other Operating	92,035	88,869
Dining Hall & Housing	429,219	490,753
TOTAL EXPENSES	2,278,397	2,559,326

TEACHERS TAKE JOY IN THEIR WORK AND MUST SEE TEACHING AS THE MOST MEANINGFUL WORK THEY CAN DO:

"Not only has Arrowmont played an integral role in enhancing my teaching, the school has provided resources for my students who have shown special talent and interest in visual arts. The Resident Artist Program... has provided fresh artistic influences for my students."

~ Alice Fisher, Gatlinburg-Pittman High School, Teacher and Fine Arts Department Chair



ARROWMONT ENRICHES
THE LIVES OF PEOPLE
THROUGH ART:

*“We make a noticeable
contribution to the lives of
the people...in Sevier County.
As we grow through
partnering relationships
[like that with Arrowmont]
we positively impact our
citizens and community...”*

~ Jay Lowe, Executive Director,
Leadership Sevier, Inc.

Our sincere appreciation to our donors whose support makes the work at Arrowmont possible. Following is a list of the dedicated, generous individuals. We have made every attempt to list every donor and make sure that listing is accurate. If you find an error or have questions, please call us. And again, thank you.

2013 CAPITAL CAMPAIGN

Anonymous
Hampton Inn of Gatlinburg
Texas Presbyterian Foundation
The Village Shops,
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Polly Allen
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2013 FOA MEMORIAL

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City of Gatlinburg
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East Tennessee Foundation
ExxonMobil Foundation

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ILM Rentals, LP
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Little & Milligan, PLLC
Lofton Insurance Company - State Farm
Lufkin, TX Alumnae Club
Mountain Press
Nashville, TN Alumnae Club
National Endowment for the Arts
National Theatre
New Morning Gallery
Objective Clay
Old Mill
Ole Smoky Distillery
Park Place Condominiums
Pi Beta Phi Alumnae Club of San Jose
Pigeon River Restaurant Associates, LLC
Pilot Travel Centers, LLC &
Pilot Corporation
Potter Insurance Agency, Inc.
Rocky Mountain Alumnae Club
San Antonio, TX Alumnae Club
San Mateo County, CA Alumnae Club
Savannah, GA Alumnae Club

Sevier County
Sevier County Bank
SmartBank
Smoky Mountain Spinnery
Tennessee Arts Commission
Texas Presbyterian Foundation
The Village Shops, Gatlinburg, TN
Valley of the Moon, CA
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Dottie Schoettle
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Gillaspie
David Taylor
Nancy Thompson
Robin and DeAnn Turner
Wonderworks - Pigeon Forge
Stuart Worden
Frank and Eva Jo Wu

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OF ARROWMONT**

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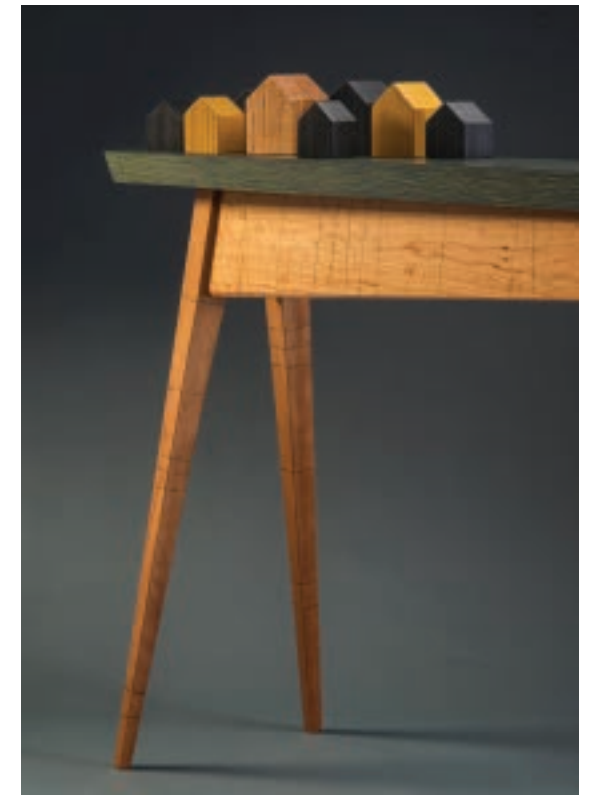
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 THROUGH ART:

I was very happy to read that you were able to purchase the property and keep the school in its original location. I have taken classes...and your location enabled people from the most diverse directions [to attend]. We all share a passion for the arts and a thirst for more.

~ Wendy Weyant, Donor, Millerstown, PA

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ALL OF US WHO TEACH... WANT TO REKINDLE THE SPARK:

"As I recall the movie "Field of Dreams" there is a scene in which a ballplayer walks out of the cornfield and looks around in wonder asking, "Is this heaven?" His sense of wonder and happiness is exactly what I experienced at Arrowmont...and in JD Wissler's plein air painting workshop."

~ Terry Smith, Student, Augusta, GA



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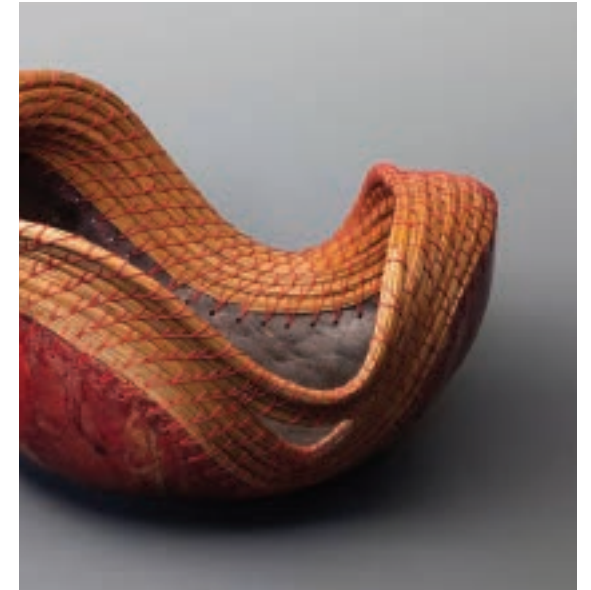
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~ Jennie Harriman, Donor, Vermont

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“The rich heritage of Arrowmont School of Arts and Crafts has laid a foundation for the development of tourism in Gatlinburg and has become a part of the fabric of our community. From the fledgling cottage industry a century ago to the burgeoning arts and crafts community today, Arrowmont has led the way in the development of the arts and crafts community.”

~ Vicki Simms, Executive Director,
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