

**Harwood Museum of Art  
Annual Report  
July 1, 2010 to June 30, 2011  
Submitted by Susan Longhenry, Director**

***Vision***

The Harwood Museum of Art brings Taos arts to the world and world arts to Taos.

***Mission***

The mission of the Harwood Museum of Art of the University of New Mexico is to collect, preserve, exhibit and interpret the arts, especially those created in, inspired by, or relevant to northern New Mexico. The museum advances the University's mission and engages diverse audiences by stimulating learning, creativity and research through exhibitions, programs and publications.

**Significant Developments During 2010-2011**

Between July 2010 and June 2011 the Harwood Museum of Art served 23,413 people through exhibitions, educational programs and public programs. This figure represents a 27% increase over the previous year's attendance, growth due largely to programs held in the new Arthur Bell Auditorium.

**Expansion and Renovation**

On December 9, 2010, the Harwood Museum of Art opened a new 10,700 square foot wing to the public. Construction on this expansion began on July 1, 2009. This three story addition includes the 1,150 sq ft Mandelman-Ribak Gallery, the adjacent Caroline Lee and Bob Ellis Gallery, the 130-seat Arthur Bell Auditorium, and a 1,700 square foot art collection storage area equipped with a Spacesaver™ art storage system. Additionally, the expansion includes the Brenner- Winter Family Archive Room, a Collection Work Study Room, and a loading and art preparatory room. The final budget for the expansion was \$6,329,352. Fund sources were: 35.34% (\$2.24M) private donations; 48.46% Legislative appropriations and \$16.3% UNM funding. 89% of private gift pledges have been paid with a balance of just \$234.9K to be paid by 2014.

**Strategic Plan**

This year the museum made significant progress against action items articulated in the strategic plan approved in June 2010. An interdepartmental Exhibitions Committee was formed, and the Director's Circle was broadened to include all annual donors at the \$500 level and above. The Advisory Board was renamed the Advisory Council, Governing Board Standing Committees were defined and launched, and position descriptions were written for Governing Board and Advisory Council members. Recommendations from the Conservation Assessment Program were implemented, including window treatments mitigating natural light in the galleries. The museum increased its admission price to \$10 adult, \$8 student and senior, free to the UNM

community, Alliance members, and children aged 12 and under. Consistent public program prices were implemented, with Alliance members receiving a 20% discount.

Finance

Below is a summary of the Harwood Museum of Art's operations for FY11. Total revenues, excluding any balance forwards, totaled \$766,616, of which 51% were contributed by the University by way of Instruction and General Funds. The remaining revenues are a combination of earned income and charitable funds. Approximately 65% of I&G funds and 36% of all other funds are committed to salaries and payroll associated expenses. The remaining dollars support administrative operations, exhibitions, educational programs, repair and maintenance as well as custodial needs.

**Harwood Museum of Art FY11 Operating Summary  
As of June 30, 2011**

**Revenue**

**Charitable**

*Gifts/Grants*

Unrestricted	36,929
Education	52,382
Exhibitions (includes <i>New Mexorado</i> Entry Fees)	39,181
Public Programs	5,000
Collections	500
Endowment	<u>118,171</u>
Subtotal Charitable	<u>252,163</u>

**Operating**

Gift Shop	55,784
Admissions	40,356
Programs	15,212
Education	7,398
Other Sales and Revenue	4,714
Fund Balance Carry Forward	<u>174,671</u>
Subtotal Operating	<u>298,135</u>
Subtotal non I & G Revenue	550,298

Museum Administration	263,519
Museum Maintenance	127,460
Fund Balance Carry Forward	<u>50,970</u>
Subtotal I&G	441,949

**TOTAL REVENUE** **992,247**

## Expense

Museum (non I & G)	144,420
Gift Shop	43,721
Development	27,908
Education	64,587
Public Programs	19,607
Exhibitions	28,854
Collections	10,069
Deficit Reduction	<u>10,000</u>
Subtotal non I&G expenses/balances	349,166
Subtotal non I & G revenue over (under) expenses	201,132
Museum Administration	273,123
Museum Maintenance	<u>150,599</u>
Subtotal I&G expenses/balances	423,722
Subtotal I&G revenue over (under) expense	18,227
<b>TOTAL EXPENSES</b>	<b><u>772,888</u></b>

### *General Operations and Programs*

In FY11, our budgeted charitable revenue goal was \$123,000 for the Harwood's general operations, exhibitions and programs. The total raised was \$133,992. This included \$22,000 from the Harwood Museum Alliance, Inc. (Alliance). In addition there was a contributed amount of \$118,171 from endowment revenue (General, Public Programs, Stockman Family, and Tally Richards).

### *Harwood Museum Alliance, Inc.*

The Alliance is a 501(c)(3) organization that supports the Harwood's operations through memberships and fund raising events. In FY11, the Alliance contributed \$12,000 to unrestricted general operations and \$10,000 for exhibition support.

### *General Revenue*

- Admissions revenue total of \$40,356 in FY11.
- The Museum Store revenue of \$55,784 showed a 16% decrease in sales when compared with the previous year's performance.
- Facility Rental Fees from outside organizations such as the Taos Chamber Music Group totaled \$3500.
- Endowment revenue totaled \$118,171, from which \$10,000 was used to pay down the Harwood's deficit account, leaving a deficit balance of \$110,944.
- UNM Contributed Dollars totaled \$390,979 after the mid-year rescission. This amount covered over half of the salaries and general building operation costs, including utilities, custodial supplies and repair and maintenance costs.

### *Charitable Contributions & Endowments*

For Fiscal Year 2011, a total of \$1,421,912.74 in charitable contributions of cash, art and in-kind services were donated to the University of New Mexico Foundation for the Harwood Museum of Art. This was comparable to FY2010 fundraising, although a much larger percentage of this total was due to gifts of art work and bequests over cash, which was \$623K. (See chart below). In total, 279 gifts were received in FY11, a 54% increase over 2010. In addition to annual operating funds and gifts of art, Harwood fundraising included the 2010 Expansion Capital Campaign and the Take a Seat Public Program Endowment Campaign.

The contributed income goal for annual operations was \$123,000 for FY11 (145% increase over FY10 goal of \$84,800). The total raised for general operations and programmatic expenses was \$124,249 (reconciled with UNM Foundation gift reports), which does not include the nearly \$10,000 raised from *New Mexorado* exhibition entry fees.

### *Unrestricted Funds*

#### *Annual Fund*

The Annual Fund consists of funds raised for unrestricted operations of the Museum. Two mail drives were conducted in October 2010, and April 2011. A color bi-folded card was mailed to 2,488 donors, members and lapsed members in the fall and a letter was mailed to 1,103 in the spring. We received \$13,514 in total from these two mailings: \$5,770 in the fall and \$7,744 in the spring. The Museum received 79 total unrestricted gifts with an average gift size of \$348.

#### *Membership*

Membership to the Harwood Museum is coordinated by the Harwood Museum Alliance, Inc., a 501(c)(3) organization that supports the operation of the Harwood through memberships and fund raising events. In FY11, the Alliance contributed \$12,000 to unrestricted general operations, \$10,000 to the inaugural Mandelman and Ribak in Taos exhibition, and \$5,000 in reserve for art acquisitions. In June 2011 there were 745 Alliance members, 253 of these were new members.

### *Restricted Programmatic Funds*

Restricted gifts are earmarked for specific programmatic aspects of the Museum, primarily education, exhibitions and endowment.

*Major Gifts:* There were 39 gifts valued at \$5,000 or above for FY11.

#### *Grants*

Grants from private Foundations include:

Education Program Support: Quail Roost Foundation (new); Mandelman-Ribak Foundation (multi-year pledge); Taos Community Foundation – Enrichment of Children Through Art Fund. Capital Campaign grants included the McCune Foundation. Exhibition support includes: Robert Lehman Foundation (new) for Agnes Martin Exhibition; and Peters Family Art Foundation and Healy Foundation for Mandelman-Ribak exhibition and catalogue.

Government grants included \$6,100 from New Mexico Arts for the Neighborhood Arts and a grant covering the Harwood's participation in the Museum Assessment Program, jointly administered by the American Association of Museums and the Institute of Museum and Library Services.

### *Director's Circle*

The Director's Circle was restructured this year to include all donors who gave a restricted or unrestricted cash gift, purchased membership, or gave works of art or in-kind services valued at \$500 or above. At fiscal year end, the Director's Circle included 114 individuals and businesses. In FY11 129 cash gifts of \$500 or more were given (23 unrestricted). This compares to only 49 the previous year (9 unrestricted). One-time gifts to the Capital Campaign and the Public Programs Endowment account for 44% of Director's Circle members.

Director's Circle events for FY11 included:

September 2010	Gendron Jensen – Meet the Artist Event hosted by Joy and Frank Purcell
January 2011	John Nichols Gallery Talk on <i>Calaveras Suite</i> prior to lecture
June 2011	Wine Tasting and Collection Tour at the home of Sherry and Robert Parsons.

### *Reported Gifts*

Reported gifts are gifts in-kind and gifts of works of art. The Museum received 41 gifts of art with a total value of \$459,710 and 4 larger in-kind gifts of services and goods. Those gifts included a Siriusware ticketing and retail software system and Graham's Grille catering for the expansion opening festivities, collectively valued at \$89,144. Many additional in-kind gifts were given including those for the Grand Opening raffle, for catering, and for other miscellaneous items and services.

*Capital Campaign:* Capital donations are specific dollars designated toward the Harwood's planned 10,700 sq ft expansion. In FY11, an additional \$56,680 was pledged towards the project. Private donations pledged at the end of June 30, 2011, totaled \$2.236 million. A total of \$1,998,544 or 89% of these pledges were paid by the end of the fiscal year (\$359,452 received this fiscal year). All pledges have been paid according to schedule with a balance of \$234.9K due by 2014.

### *Endowments & Restricted Funds*

Total endowments for the Harwood Museum for this fiscal year are valued at \$2.35 million, with a distribution rate of 4.65%. Overall, endowments for the Harwood Museum increased by approximately \$250K between 2010 and 2011. The Exhibitions Endowment and Public Programs Endowment were added this fiscal year.

#### Summary of Endowments

	FY11
Harwood General Endowment	\$ 1,712,915
Mandelman-Ribak Endowment	\$ 158,904
Degen House Quasi Endowment	\$ 46,419
Public Programs Endowment	\$ 73,525
Stockman Endowment	\$ 179,045
Tally Richards Endowment	\$ 44,201
Veritas - Art Acquisitions Endow	\$ 113,187
Exhibitions Endowment	\$ 23,459

	\$ 2,351,655
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*Take a Seat for the Harwood Campaign:* In September 2010, the Harwood kicked off the Take a Seat for the Harwood Campaign to sell named seats in the Arthur Bell Auditorium for \$1,000 each to help build a Public Programs Endowment. The kick-off event was graciously hosted by Janara and George Bornstein at their home. The Harwood has sold 44 seats and – taking into consideration additional gifts - the value of the Endowment at year end was over \$73,500. The sale of an additional 50 seats will conclude this campaign.

Maryann Evans and Edwin Roos made significant gifts to the Public Programs Endowment and the new Exhibition Endowment.

Paula and Steven Fasken established the Faith Mallams D'Amico Youth Scholarship Fund for the Harwood Museum and family members gave additional gifts. This fund has been established to provide scholarships and defray admission costs for children who would not otherwise be able to pay for a class or performance at the Harwood.

*Summary of Total Private Gifts Received in FY11*

<b>Fund</b>	<b>Gift Sum</b>	<b># Gifts</b>	<b>Avg Gift</b>
Faith Mallams D'Amico Youth Scholarship	\$ 20,100.00	4	\$ 5,025
Bequests	\$ 250,000.00	1	\$ 250,000
Harwood Art Acquisitions Fund	\$ 19,000.00	2	\$ 9,500
Harwood Collection Care	\$ 500.00	2	\$ 250
Harwood Director's Discretionary Fund	\$ 1,025.00	3	\$ 342
Harwood Educational Programs	\$ 47,830.00	55	\$ 870
Harwood Endowment for Exhibitions	\$ 25,000.00	1	\$ 25,000
Harwood Expansion and Renovation Fund	\$ 359,451.99	41	\$ 8,767
Harwood Fall Exhibitions Fund	\$ 6,199.98	3	\$ 2,067
Harwood Foundation - Unrestricted	\$ 27,528.76	79	\$ 348
Harwood Foundation Reported Gifts – Works of Art	\$ 459,710.00	19	\$ 24,195
Harwood Foundation Reported Gifts - Services	\$ 89,144.00	4	\$ 22,286
Harwood Museum Public Programs	\$ 5,000.00	1	\$ 5,000
Harwood Public Programs Endowment	\$ 72,873.00	50	\$ 1,457
Harwood Special Exhibition 1 - Agnes	\$ 10,000.00	1	\$ 10,000
Harwood Special Exhibition 2 Mand-Ribak and Opening	\$ 20,050.00	9	\$ 2,228
Harwood Spring Exhibitions Fund	\$ 5,000.01	1	\$ 5,000
Harwood Summer Exhibitions Fund	\$ 3,500.00	3	\$ 1,167
<b>TOTALS</b>	<b>\$ 1,421,912.74</b>	<b>279</b>	<b>\$ 5,096</b>

**Harwood Museum Fundraising  
FY 10 - FY 11 Comparison**

		<b>FY10</b>		<b>FY11</b>	<b>% Change</b>
Cash Gifts	\$	1,083,987.82	\$	623,058.74	-43%
Bequests	\$	35,000.00	\$	250,000.00	614%
Reported Gifts	\$	310,200.00	\$	548,854.00	77%
	\$	1,429,187.82	\$	1,421,912.74	-1%

Total Gifts #		181		279	54%
Total Cash Gifts #		143		255	78%
Cash Gifts over \$500		49		129	163%
Unrestricted Cash Gifts over \$500		9		23	156%
Median Cash Gift	\$	250	\$	500	100%
Average Cash Gift	\$	4,170	\$	5,096	22%

(\$7,633 w/ \$500K gift)

***Programs and Events***

*Exhibitions*

The Harwood Museum of Art features an active changing exhibition schedule in addition to the four galleries devoted to the permanent collection (the Brandenburg Gallery of Early 20<sup>th</sup> Century Art; The Ellis Clark Taos Moderns Gallery; The Agnes Martin Gallery; and the Hispanic Traditions Gallery). Changing exhibitions are held in the George E. Foster Jr. Family Gallery of Prints, Drawings and Photography; The Peter & Madeleine Martin Foundation Gallery; and the Joyce & Sherman Scott Gallery of Late 20<sup>th</sup> Century Art.

The following is a listing in reverse chronological order of exhibitions during FY 2010/2011

March 05 - June 19, 2011

**NEW MEXORADO: ARTISTS LIVING & WORKING IN THE ALBUQUERQUE-DENVER CORRIDOR**

Galleries: Peter & Madeleine Martin Gallery, Joyce and Sherman Scott Gallery, G.E. Foster Jr. Gallery of Prints, Drawings, Photos, Mandelman-Ribak Gallery, and Bob Ellis and Caroline Lee Gallery. *New Mexorado: Artists Living and Working in the Albuquerque-Denver Corridor* highlighted the work of artists working in the geographic region between Albuquerque, New Mexico and Denver, Colorado.

December 15, 2010 - January 16, 2011

**THE RETURN OF BLUE LAKE**

Gallery: G.E. Foster Jr. Gallery of Prints, Drawings, Photos

December 11, 2010 - February 20, 2011

Presented in collaboration with the Taos Pueblo, this exhibition included historic documents relating to the 1970 return of Blue Lake to the Taos Pueblo.

## **MANDELMAN AND RIBAK IN TAOS**

Gallery: Mandelman-Ribak Gallery

In 1944 Beatrice Mandelman and Louis Ribak left New York City and settled in Taos, NM, forming the nucleus of painters who would come to be known as the Taos Moderns. This exhibition was drawn from a gift of 131 paintings from the Mandelman-Ribak Foundation.

October 02, 2010 - February 20, 2011

### **John Nichols: CALAVERAS**

September 04, 2010 - January 23, 2011

### **GENDRON JENSEN: STONE LITHOGRAPHY**

Gallery: Joyce and Sherman Scott Gallery

In honor of Tamarind Institute's 50th Anniversary, the Harwood Museum of Art was pleased to present Gendron Jensen's entire opus of stone lithographic collaborations to date.

September 04, 2010 - January 23, 2011

### **JOHNNIE WINONA ROSS**

The Harwood Museum of Art was pleased to exhibit a selection of four works printed by Johnnie Winona Ross at Tamarind Institute.

September 04, 2010 - January 23, 2011

### **THE JOURNEY AS DESTINATION: CONTEMPORARY NATIVE AMERICAN PRINTS**

Gallery: Joyce and Sherman Scott Gallery

In honor of Tamarind Institute's 50th Anniversary, the Harwood presented this exhibition of prints by contemporary Native American artists.

June 26 - August 22, 2010

### **GENE KLOSS - FROM BERKELEY TO TAOS**

Gallery: Joyce and Sherman Scott Gallery

Alice Geneva Glasier (1903-1996) was born in Oakland, California. For more than six decades she documented through printmaking, painting and drawing, the people and cultures of the Southwest.

June 26 - September 26, 2010

### **TAOS PUEBLO PHOTOGRAPHS**

Gallery: G.E. Foster Jr. Gallery of Prints, Drawings, Photos

This was an exhibition of original, rare photographs by William Henry Jackson (1842-1942) John Hillers (1843-1925) and Edward Curtis (1868-1952) as well as numerous contemporary photographers.

June 26 - August 22, 2010

### **SANDPAINTING IN WOOL**

Gallery: Peter & Madeleine Martin Gallery

This exhibition featured Navajo weavings reproducing sandpaintings from the Navajo ceremonial Chantways, which are also commonly referred to as Chants or Sings.



June 26 - September 26, 2010

**TAOS FOUNDERS: RETURN TO SACRED PLACES**

Gallery: Dorothy and Jack Brandenburg Gallery

In keeping with the "Return to Sacred Places," theme selected by the Town of Taos for the 2010 travel season, The Harwood Museum of Art presents a showcase of masterworks from its collection,

*Collections*

The Harwood Museum of Art accessioned over 250 works of art into its permanent collection during FY 2010.2011. In March 2011 it began a process of cataloguing, inventorying and moving the collection from the old storage area to the new one. The archive collection has been moved in its entirety to the new location. Both the Mildred Tolbert and the Burt Harwood historic photography collection are 90 percent documented and organized and 75 percent scanned in preparation for online access. New acquisitions have been featured on a regular basis. New work from the collection has been routinely rotated through the permanent exhibitions.

In accordance with the strategic plan for collections many purchases (does not include gifts) have been made during 2010/2011. The purchases have deliberately focused on a broader demographic, as well as on young, promising Taos artists.

Purchases of 2010

Tom Joyce

*Inside out*

2002 cast Iron

Three works by Kristin Bortles

*Domestic Violence*

*Untitled* (two ovals)

*Untitled* (wood grain and white square)

Three works by Beth Haidle

*Labyrinthine Molusku*

*Augmented Pesoral*

*Pericamp*

Purchases of 2011

Peter Chinni (purchases with donated funds)

*Ancient Being*, 1999

Bronze

Angie Coleman

*Cut Hay*

*Sunflowers in Snow*

*Velarde Spring Storm*

*Fall Afternoon*

*Snowy Mountain Clouds*

*Fall Fruit Stand*

Patrocinio Barela  
*The Ascension*  
bas-relief plaque  
Wood

Nicholas Herrera  
*La tierra y el agua rio no se vende*  
Wood, painted

Susan Ressler  
*Abrivado*  
Digital photo

David Michael Kennedy  
*Nicholas Herrera El Rito*  
Palladium print

Cliff Harmon  
*The Nunnery*  
Oil on canvas

Barbara Harmon  
*Peach Blossoms*  
*Bottle, Chalice, and Branches*

Dinah Worman painting  
*Roofs of Saint Francis*  
pastel

#### *Art Education*

One of the Harwood Museum of Art's primary goals is to introduce and to make accessible the museum's collection and special exhibitions to our entire community, young and old. We offer innovative, free and fee-based art programs for children and families throughout the year. We provide art enrichment programs for our local schools, and summer outreach programs that bring art into our most high risk communities. We believe that introducing children to art at an early age provides countless benefits - encouraging creativity, building links to our histories and cultures, while also allowing for fun and experimentation. This past year we established the Faith Mallams D'Amico Youth Scholarship, a needs-based scholarship that provides accessibility to all of the museum's fee-based art programs. In 2011 we continued offering adult fee-based studio art classes, which focused book arts, painting and creativity

Programs during FY10 included:

- Art and Movement for Kids
- Saturday Arts for Families
- Sunday Family Play Date
- Art Exploration workshops –
  - Create a Parade
  - Winter Art Exploration
  - Spring Break Art

- Outside Messy Art
- Art in Museums, a collaborative program of the Museum Association of Taos  
 Home School Art at the Harwood  
 Night @ the Museum – an ART sleepover for Kids  
 Teen Art Open Studio on Friday Afternoons  
 Neighborhood Art Project – Funded by New Mexico Arts  
     Free Art Making in Three Taos Neighborhoods, weekly, all summer  
 Art in Schools – Funded by New Mexico Arts  
     Partnering with Enos Garcia Elementary School to bring Pre-K through 2nd  
     Grade to the Harwood on a monthly basis throughout the school year
- Adult Programs :
- Wednesday Jivamukti Yoga for Adults
  - Winter & Summer Solstice 108 Sun Salutes for
  - Bookmaking Studio Classes
  - Process Painting Studio Class
  - Portrait Studio Class

### *Lectures/Tours/ Special Events/Gallery Talks*

Sunday Docent Tours  
 Collaboration with SOMOS for writers' series  
*Gene Kloss: An American Treasure* with John Armstrong  
 Gene Sanchez - Art of Gene Kloss  
*The Labyrinth - a History*, presented by Sandra Wasko-Flood  
 New Deal "Fireside Chat" Brown Bag Lecture with Beth Daynsh  
 Taos Pueblo Photograph Gallery Talk with Waylon Brown  
 Navajo Sandpaintings in Wool Gallery Talk  
 Taos Pueblo Photographs Gallery Talk  
 Print Seminar: Lithography  
 Print Seminar: J.A.M. Whistler  
 Gendron Jensen Lecture: *Bone of Intention, My Experience with the Bones of Wild  
 Creatures*  
 Your New Harwood: Community Open House!  
 The Return of Blue Lake Exhibition Opening  
*The Nutcracker* – simulcast London Royal Ballet  
 Panel Discussion: Master Printer & Artist with Bill Lagattuta and Gendron Jensen  
 Jean-Michel Basquait: *The Radiant Child*  
 Harwood presents Pecha Kucha  
 Cuban Art & Culture Lectures  
 An Evening with John Nichols  
 Cloud – Wild Horses of West with Ginger Katherines  
*The Flames of Paris* – Simulcast Ballet  
*Dane Rudhyar and the Meta-Physics of Dissonance: An Evening of Music & Art with  
 Richard Cameron Wolfe*  
 Dr. Robert Bell Print Seminar: Kathe Kollwitz  
 4 part film workshop with Andrea Heckman  
 Valentine's Day Event: ART & FASHION  
*The Renaissance in Three Acts:* with Dr. Richard Tobin  
*The Coming Revolution in Medicine* – What It Will Mean For You  
 Winter Ski Films: *Australis, An Antarctic Ski Odyssey*

*Romeo & Juliet* from Globe Theater  
 Winter Ski Films: *The Way I See It* & *ESOTERIC*  
 Taos Shortz Film Festival  
 Dr. Robert Bell Print Seminar: Japanese Prints  
 Taos Opera Institute Spring Concert  
*Louise Bourgeois: The Spider, the Mistress, and the Tangerine*  
 Ballet Extravaganza Week - *Giselle* and *Coppélia*  
*Don Quixote*: The Bolshoi Ballet  
 Santa Fe Opera School Group Program  
 Eli Degibri Quartet in Concert with Friends of Santa Fe Jazz  
 Libby Lumpkin Lecture: *New Mexorado*  
*Certifiably Jonathan* a Film by Jonathan Winters  
 Rivers & Birds Eco Film: *Rivers & Tides*  
 Dr Robert Bell Print Seminar: Durer's Passion of Christ & Religious Prints  
 Alice Neel Film  
*The Promise: The Making of Darkness on the Edge of Town*  
*My Life in Photography* by Chris Enos  
 Live from 92nd Street Y: Howard Gardner and David Brooks: *On Truth, Beauty and Goodness*  
*Rape of Europa* Film  
 Poetry Slam for Middle Schoolers  
 Taos Verse Converse Poetry Slam  
 Dual Demonstration by Master Painters David A. Leffel and Sherrie McGraw  
 Rivers & Birds Eco Film: *Queen of the Sun*  
 Sundance Milagro Writing for Television Workshop  
*As You Like It*: The Globe Theatre  
*Fantastic Mr. Fox*  
 Nora Ephron in Conversation: 92nd St Y LIVE  
*The Magic Flute*  
 REEL fathers film series  
*Backstage at the Kirov* Film  
*Art of the Steal* Film  
*L'Orfeo*  
*Painting Churches* Play  
 Harwood Museum Alliance Annual Meeting  
 Art Streams – Art and Alzheimer Program  
 203 Fine Art Gallery on Ledoux St – Fundraiser for the Art Education Programs  
 Art Openings – Sidney & Gladys Smith Children Art Gallery  
 Shop and Learn Trunk Show – Monthly in the Museum's Store  
 Docent Trainings  
 Harwood Museum Exhibition Opening Receptions  
 Lighting of Ledoux – Christmas Holiday Celebration

### **Museum Store**

The "Shop & Learn Trunk Show" series, started in October 2009, has continued to be a positive event in the Museum Store. On the first Saturday of each month the Store features a different New Mexico artist who demonstrates his or her art form at a free public reception. This program continues to increase Store sales and brings local visitors to the Museum. On-going planning for

the Museum Store includes continued programming of Trunk Shows to relate more closely to scheduled Museum Exhibitions.

Quickbooks Point-of-Sale computerized cash register system was installed at Admissions and in the Museum Store. This system allows for a detailed sales record and comparative statistics of Store sales, admissions and public programs attendance. The annual store inventory will be streamlined and more easily accessible due to Point of Sale system.

### ***Museum Staff***

#### ***Staff Appointments***

Asia Golden - Coordinator of Special Events, September 9, 2010

Nicholas Oppenheimer - Facilities Services Technician, January 26, 2011

#### ***Staff Separations***

Tom Montoya - December 31, 2010

Sherry G. Carlton - June 30, 2011

#### ***Staff Reclassifications and New Positions Implemented***

Meregildo Martinez - Reclassification from Facilities Services Tech to Lead Facilities Services Tech, December 4, 2010

### ***Outside Professional Activities of Staff***

#### ***Susan Longhenry, Harwood Museum Director***

In October 2010, Director Susan Longhenry participated in the Art Museum Partnership's Director's Forum in New York City. She was also nominated for membership in ArtTable, the leadership organization for professional women in visual art.

### ***2010-2011 Harwood Foundation Governing Board Members***

Linda Warning (Chair), Gus Foster, Charles Strong, Wynn Goering, Kate O'Neill, David Harris, Phyllis Nottingham, Marcia Winter, Michael Sudbury.