



Greenville
Museum of Art
NORTH CAROLINA

2017 - 2018

ANNUAL REPORT



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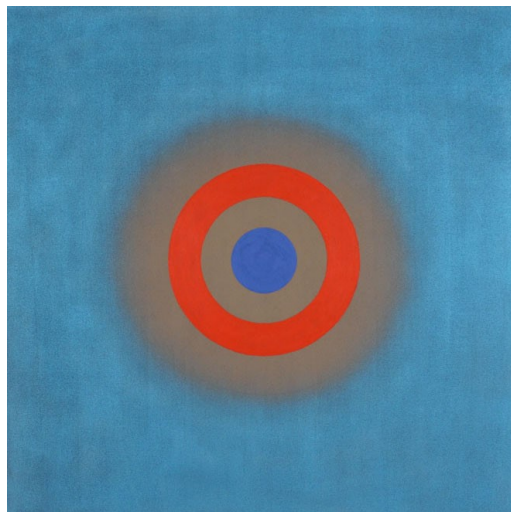
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Kenneth Noland (American, 1924-2010)
Mysteries: West Light, 2001
acrylic on canvas
Collection Greenville Museum of Art, 2002.1

2017 - 2018 GMA Board of Trustees

Missy Goldstein, *President*
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 Katie Cannon, *Treasurer*
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Lynn Pischke
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Edward Vera
 Charetta Walls
 Wayne Washington

2017- 2018 GMA Staff

Edward M. Puchner, *Executive Director*
 Jenna Leissner, *Development Director*
 Trista Reis Porter, *Assistant Curator of Exhibitions and Collections*
 Alyssa Morales, *Office Coordinator*
 Marie Hamra, *Outreach Coordinator*
 Gail Ritzer, *Outreach Coordinator*
 Nadine Strickland, *Groundskeeper*

Greenville Museum of Art
 802 Evans Street
 Greenville, NC 27834



Francis Speight (American, 1896-1989)
Albemarle Sound at Scotch Hall, 1960
 oil on canvas
 Collection Greenville Museum of Art, 1996.1



President's Message

It has been an absolute honor to serve as President of the Greenville Museum of Art (GMA) Board of Trustees this year. Since our last annual report was published, the Greenville Museum of Art has experienced some changes (both in personnel and in layout), all of which have proved beneficial as we continue to position the GMA to be a regional destination for the Fine Arts in Eastern North Carolina.

Our Executive Director, Ned Puchner, has just wrapped up his first year in the position to resounding success. In addition to organizing and planning outstanding exhibitions like *Jupiter Optimus Maximus* and the upcoming *Postmodern Native*, he has been instrumental in making the GMA more visitor-friendly. He has redesigned the layout of the Museum, moving the offices upstairs and creating a beautiful reception area in the rear of the building. With the help of McCall Orthodontics, the old office space was transformed into the family-oriented McCall Creation Workshop, where children and adults can explore their creativity through a variety of crafts. Ned has also been working on the renovation of our courtyard, which will soon become a lovely, contemplative place to showcase our outdoor sculpture. He has been a rallying figure for our staff and volunteers, and has quickly gotten the Museum in shape and poised to make its mark in our revitalized Uptown district.

We also had some additions to our staff this year. In November, Jenna Leissner came onboard to serve as our new Director of Development. She fearlessly plunged into the world of fundraising and marketing for the Museum and we are continually thrilled with her hard work. She has been working tirelessly to meet the Museum's goals and has brought us much-needed fresh ideas. Under her leadership, we celebrated the 45th Annual Fine Arts Ball in March at Rock Springs Center and look forward to a brand new event in August – Fashion on Display – as well as many other events scheduled for this year. In April of this year, Trista Reis Porter joined our staff as Assistant Curator of Exhibitions and Collections. Her knowledge and experience will help Ned in organizing our collection and furthering the Museum's focus on art in our community.

While these changes have been wonderful for the Museum, we also experienced some bumps in the road. As the Museum buildings continue to age, the costs to maintain them have become more expensive. Our budget had to absorb significant facility repairs due to aging equipment and weather-related HVAC issues. We have adjusted the 2018-19 budget to account for future facility costs, but the deteriorating building continues to be an ongoing concern for board members and the staff. We are at a pivotal moment in which important decisions must be made about the facility to allow us to protect our collection for years to come. A quality art museum in a growing city like ours is a priceless asset; museums attract not only tourists but serve as an incentive for new people to come here and put down roots. We hope to receive continued support from our membership and the community as we navigate what to do next.

I would like to thank my entire 2017-2018 Board of Trustees, as well as GMA staff, for their unflagging support this past year. To our membership, thank you for your ongoing support of the Museum. I am certain that the 2018-2019 leadership team under President Emily Coffman will continue to ensure that the GMA maintains its high-quality membership and programming, and offers long-term value to Greenville, Pitt County, and all of Eastern North Carolina.

Missy Kay Goldstein
2017-2018 President, Greenville Museum of Art Board of Trustees



Executive Director's Message

Thank you for your generous support. The Greenville Museum of Art (GMA) relies on the generosity and participation of members and volunteers to provide exciting exhibitions for the Greenville community and the region of eastern North Carolina. Your support helps sustain engaging, educational programming for people of all ages, and offer exhibitions and programs for free. So, on behalf of the staff of the GMA, thank you.

In the past year, the Museum served over 10,000 visitors and presented a total of ten high-quality exhibitions, including six featured exhibitions: Hanna Jubran's *Universe of the Mind*; *Greenville Brushstrokes: Painting Down East*; *FOP in Black and White*; *Jupiter Optimus Maximus*, featuring the work of William Fields, Robert Ruckman, and Samuel Taylor; *Revisiting Cornerstones: The Louis Orr Etchings of North Carolina*, comprised of works from our permanent collection, and *NC Civil Presents: To the Core*, an exhibition on West Greenville created by community-based, civic advocacy non-profit, NC Civil. These shows, along with a significant lecture by Brooke Davis Anderson, Director of the Museum at the Pennsylvania Academy of Fine Arts in Philadelphia, two public discussions sponsored by ECU's Downtown Dialogues in the Humanities program, and two artist's talks, all significantly added the vital cultural opportunities available to Greenville and Pitt County. Indeed, the Museum is making powerful strides in its impact on our audience.

Over the last year, there have been superb additions to our permanent collection thanks to the generosity of the Rachel Maxwell Moore Art Foundation and other private donors. The kindness of these and other generous individuals affect both the quality and breadth of our exhibitions and our ability to educate the public on important North Carolina artists through our collection.

The Museum building itself also witnessed significant change this past year in part as a complement to the broader changes occurring throughout the City of Greenville and Pitt County. We sought to embrace change by considering how to enhance the ways in which we engage with our visitors and our community. For those that have visited the GMA recently, you have seen the improvements that we have made to the facility. In recent months, we enhanced our reception area to make it more welcoming and helpful to our visitors. We added the McCall Creation Workshop – a dedicated, interactive, educational space for children and young adults, that encourages families to explore art making together. And, with the removal of the Carriage House last year, we now have a usable courtyard that offers great potential for programs and events.

We made these changes because the GMA wants to understand its audience better. With the new lobby, we can greet visitors face-to-face. With the Workshop, visitors can leave a record of their visit and can share their creativity with us. Through this exchange, visitors communicate. Through this exchange, we can respond to the needs and interests of our audience, even as they change amidst the shifting landscape of Greenville. There is much to see here at the GMA in the coming year, so please come back often.

Edward (Ned) M. Puchner, PhD
Executive Director, Greenville Museum of Art



Greenville Museum of Art (GMA) 2017 - 2018 Operating Budget in Review

RECEIPTS

Super Family Fun Day	2,250.00
Halloweeni ARTini	4,885.00
Golden Jackpot	16,000.00
Breakfast with Santa	3,400.00
Fine Arts Ball	98,670.25
Games Meet Art	1,002.00
Summer Shindig	12,743.00
Other Fundraising	31,183.10
Children's Sponsorships	2,000.00
Exhibition Sponsorships	6,485.00
Grants	9,400.00
Annual Museum Memberships	32,507.00
Educational Program Tuition/Fees	11,921.00
Museum Facility Rental and Retail Sales	12,949.44
Misc.(incl sales tax refund)	1284.28
Total Receipts	246,680.07

DISBURSEMENTS

Super Family Fun Day	0.00
Halloweeni ARTini	375.00
Golden Jackpot	5000.00
Breakfast with Santa	502.03
Fine Arts Ball	35,606.53
Games Meet Art	0.00
Summer Shindig	2,194.24
Bank and Credit Card Fees	2,257.06
Office Expenses and Collection Maintenance	6,402.66
Dues and Subscriptions	1,968.00
Network/Internet/Telephone	5,738.74
Cost of Retail Sales	140.00
Employee Costs/Fees/Honoraria	164,955.97
Equipment/Facility Repair/Maintenance/Cleaning	25,913.95
General Advertising	2,524.65
Insurance	10,625.00
Meals and Entertainment	1808.87
Occupancy Expenses (Utilities, etc.)	25,554.48
Printing & Reproduction/Postage	12,774.36
Miscellaneous	4,356.95
Total Disbursements	308,698.63

Year-End Net

-62,018.56

Summary:

As seen below in the *GMA Operating Budget in Review*, the Museum's faced some significant challenges this year in the wake of considerable facility repairs and unexpected staff changes. In an effort to alleviate the rising cost of repairs, GMA Trustees modified the financial expectations for maintenance costs in the coming fiscal year, while also devising effective new ways to fundraise.

GMA Trustees and staff are committed to being good financial stewards of the Museum, and aim to provide the general membership good news at the end of every fiscal year.

Rachel Maxwell Moore Art Foundation

The Rachel Maxwell Moore Art Foundation celebrates and honors the vision and commitment of Rachel Maxwell Moore (1890-1964), an Eastern North Carolina native, Greenville resident, and civic leader, who believed in the power of art to enrich and transform lives and communities. Mrs. Moore’s vision guided her efforts in establishing both the East Carolina Art Society and the Greenville Art Center, now known as the Greenville Museum of Art (GMA). Her legacy continues in the work of the Rachel Maxwell Moore Art Foundation, which she established in 1963 to acquire many works of art now housed at the Museum.



The Rachel Maxwell Moore Art Foundation Gallery honors Ms. Moore’s spirit. The GMA recognizes the essential role of the Foundation in building the permanent collection of the Museum, as well as in creating exhibition space for items in the permanent collection.

2017 - 2018 Rachel Maxwell Moore Foundation Officers

Will Corbitt
Rick Webb
Ann Whichard

Rachel Maxwell Moore Foundation Account

Beginning Value	\$ 329,166.19
Additions	\$ 0.00
Disbursements	\$ 13,875.75
Gains/Earnings	\$ 16,932.93
Ending Balance	\$ 332,223.37

Greenville Museum of Art Endowment

The Greenville Museum of Art (GMA) Endowment, established by former President June Ficklen (shown at right) at a gathering of 30 patrons several years ago, supports the ongoing operations of the GMA. It is a foundational financial piece of the Museum's operations and has made a significant positive impact supporting our mission.



In 2016, June passed away, leaving a bequest that more than doubled our endowment. To honor her legacy to GMA Endowment, the GMA Staff and Board of Trustees hosted the first in a new lecture series - GMA's **June Ficklen Lecture Series**. Presented in conjunction with the exhibition, *Jupiter Optimus Maximus*, featuring three artists from Winston-Salem, Brooke Davis Anderson, who serves as the Edna S. Tuttleman Director of the Museum at the Pennsylvania Academy of Fine Arts in Philadelphia, lectured on two murals by North Carolina artist, John Biggers, entitled *Origins and Ascensions*, produced by the artist for Winston-Salem State University. The lecture series is a great way to educate the broader public about the visual arts, and we look forward to furthering June Ficklen's legacy through this exciting new lecture series in the coming years.

Greenville Museum of Art Endowment

Beginning Balance	\$326,643.00
Additions	\$507,074.00
Distributions	\$ 3,285.60
Earnings	\$ 30,424.00
Ending Balance	\$853,834.00

2017-2018 Exhibition Season

Thank you all for a great year of exhibitions and events!

Following the *K-12: Works by Pitt County Schools' Art Students* exhibition that closed out last year's exhibitions, the 2017-2018 exhibition season at the GMA hosted two other community-focused exhibitions: *Little Rembrandts: Art from Children's World Learning Center and Walton Academy* and *Greenville Brushstrokes: Painting Down East*. *Little Rembrandts* featured artwork from 20 different students, and all were inspired by the landscapes and technique of the 17th-century Dutch Master, Rembrandt van Rijn.



For 15 years, the membership-based art organization, **Greenville Brushstrokes**, has provided a platform for regional painters to share their art and foster their own creative growth. In the 2017 exhibition of their work, members displayed their appreciation for regional imagery and culture. This group show demonstrated the individual passion each member feels for a sense of family, time, and place in Eastern North Carolina.



2017-2018 Exhibition Season

September 2017 brought our first major exhibition of the season, *Universe of the Mind: Inquiry & Inspiration by Nature*, the work of East Carolina University professor, Hanna Jubran. Comprised of over thirty wall relief sculptures in bronze and aluminum, as well as large-scale, free-standing steel sculptures, *Universe of the Mind* showcased a recent series of work based on Jubran's interest in astronomy and fascination with celestial objects, and presented simulations, or imaginary universes that suggest important questions about the cosmos. Jubran structured each universe around the four elements—earth, wind, fire, and water—in order to explore our human reliance on each; to study how these elements produce basic shapes in nature; to admire the endless complexities of form that exist; and to imagine the origins of life.

During *Universe of the Mind's* run, the GMA hosted the Visual Arts Academy for art students from Pitt County Schools. Their exhibition featured work by 12 students who participated in the program and benefitted from a guided tour of the exhibition and a studio setting.



Constellation of Virgo
2017
Copper



2017-2018 Exhibition Season

In October, the GMA hosted an exhibition of the Friends of Photography (FOP)—a group of museum members dedicated to the support and advocacy of photographic art in Eastern North Carolina. This FOP exhibition, *Friends of Photography: In Black and White*, honored the significance of the black and white image in human history and was juried by Durham-based artist Chris Ogden.



Jamie Konarski Davidson, *Savannah Oaks*, 2017

Following a short *This Just In! Recent Acquisitions* exhibition, which highlighted recent additions to the Museum collection, including works by Francis Speight, Paul Hartley, Catherine Walker, Gail Ritzer, Aleta Braun, James Beaman, and more, the GMA hosted its second major exhibition of the season, *Jupiter Optimus Maximus*. This was the first presentation of a collaborative, five-year project organized by three artists from Winston-Salem: painter Robert Ruckman, mixed-media artist William Fields, and experimental musician Samuel Allen Taylor. It placed the work of these three distinct artistic voices within one overarching, spiritual vision to create a unified, multimedia space that inspires awe and reflection.



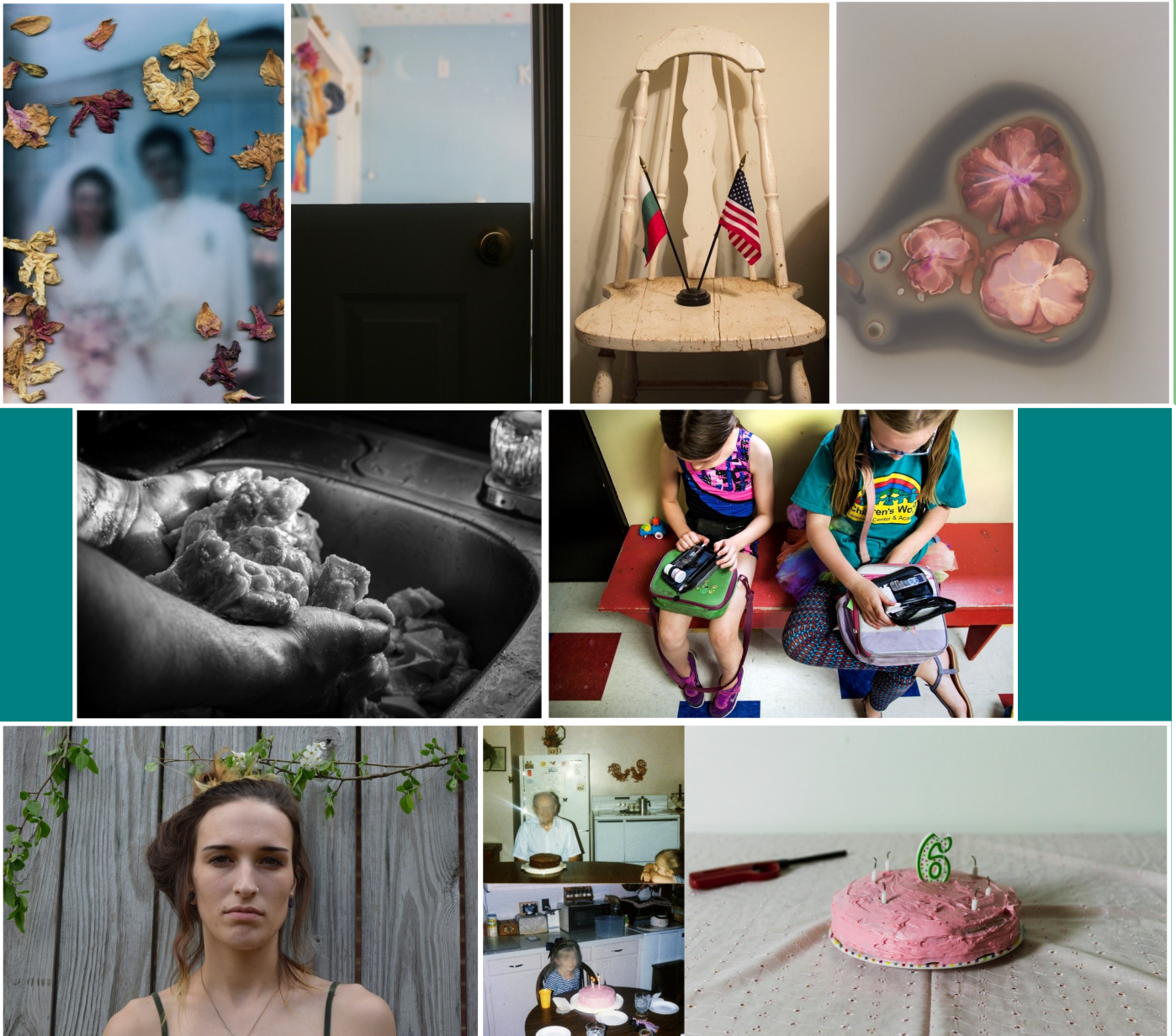
Left: William Fields, *Animus-Verchiel-Leo*, Colored pencil and pastel on paper

Right: Robert Ruckman, *Animus-Verchiel-Leo*, Acrylic on canvas

2017-2018 Exhibition Season

This spring, the GMA hosted three short community-based exhibitions with educational institutions located in Pitt County. The first, *Photography BFA Thesis Exhibition*, showcased the work of 8 BFA students in East Carolina University's School of Art and Design: Amberlynn Bishop, Genesis Burgos, Kevin Cirmitski, Jordan Davis, Frances Isaac, Tricia Kalcheff, Ronnie Peoples, and Stefanee Powell. Many thanks to ASAP Photo + Camera and the Friends of Photography for creating and presenting awards, and congratulations to Jordan Davis for her great work and for receiving "Best in Show"!

From left to right, top to bottom: Amberlynn Bishop, Kevin Cirmitski, Tricia Kalcheff, Ronnie Peoples, Genesis Burgos, Frances Isaac, Stefanee Powell, Jordan Davis



2017-2018 Exhibition Season

The second spring exhibition, the *Pitt Community College (PCC) Graphic Design Portfolio Show*, exhibited the work of 15 local graphic design students. This exhibition is an annual collaboration that represents important intersections between education, design, and business within Greenville. It provides PCC students with an opportunity to both exhibit their work and present themselves as entrepreneurs, while also demonstrating a direct link between the arts and local economic development. We had a wonderful time at the opening reception, along with over 200 visitors!



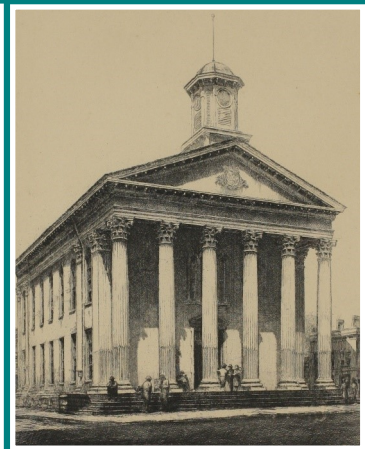
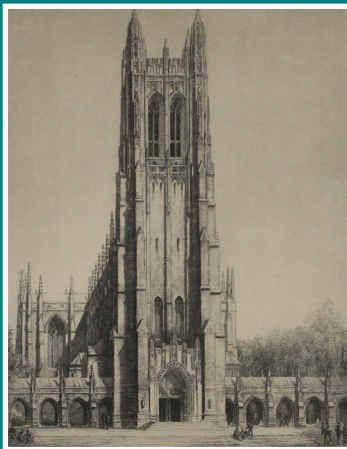
The final spring exhibition, *Art from Pitt County Schools Grades 9-12*—a collaboration with the Arts Education Programs of Pitt County Schools—presented art in a variety of media from roughly 80 high school students. The exhibition both provided a platform for student achievement and demonstrated, as in previous years, the importance of arts education in our public school system.



Angie Day
Lucky Steps
playing cards
South Central High School, 11th Grade

2017-2018 Exhibition Season

To close out the 2017-2018 exhibition season, we had two additional exhibitions. In the West Wing Gallery, *Revisiting Cornerstones: The Louis Orr Etchings of North Carolina* showcased nearly 50 etchings of North Carolina landmarks, initiated through the preservation efforts of Robert Lee Humber, and created by Orr between 1939 and 1951. This exhibition returned to the GMA walls to promote discussions of the places and histories we remember and memorialize, and also illuminated the complexities of *how*, *why*, and *when* we remember certain places, people, and events, yet forget others.



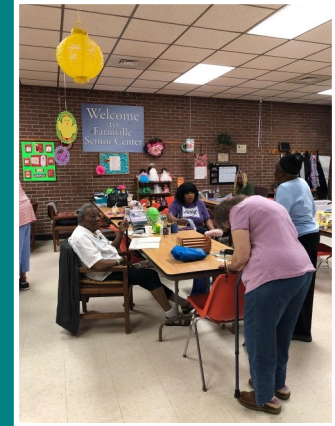
From left to right: Duke University Chapel, Durham; Biltmore House, Asheville; Davidson County Courthouse, Lexington

In the Commons Gallery, *NC Civil Presents: To the Core* celebrated the history and culture of West Greenville. Created in collaboration with NC Civil, a grass-roots organization focused on systematic impact in the community, it focused on some of the sites and people important to the history of the black community in Greenville, as well as work by contemporary artists from or living in the community, including the Inter-generational Community Center Quilters, Shenavery Cherry, Matt Amante, Rob Horton, and Cornelius Baker. We had an incredible opening reception with over 160 visitors, opening remarks by NC Civil Director, Jermaine McNair, dance performances from the Katura Dance Academy, and an oral presentation by longtime local educator and West Greenville native, Mrs. Ella Harris!



2017-2018 Outreach Highlights

As part of the Greenville Museum of Art's mission to provide and promote the visual arts, the Museum offers grant-funded educational outreach programs to members of the community to whom the museum is inaccessible, as well as educational development opportunities for art students from Pitt County Schools.



This year, GMA Outreach teachers worked with the Jarvis Church site of the Boys and Girls Club, Operation Sunshine, and five locations of the Pitt County Council on Aging in Ayden, Greenville, Fountain, Bethel, and Grifton. These Outreach programs attracted over 3,000 participants - 2136 adults (1493 African American, 629 Caucasian, 16 Latino) and 954 children (861 African American, 73 Caucasian, 18 Latino). Through hands-on engagement with a variety of materials, students and adults were able to find new forms of communication, to learn and appreciate other cultures, and to challenge the perspectives of others.

GMA's Visual Arts Academy provided an additional learning experience. Through this mentorship program, public school students (grades 5 - 8) work with licensed art instructors within a guided studio setting. Over the past year, 24 students (including 10 returning students) participated in the Academy program, expanding their knowledge of how the visual arts can be used to express critical ideas.



2017-2018 Event Highlights



2018 Fine Arts Ball

Celebrating our 45th year of the Fine Arts Ball (FAB) under the leadership of the event chair Heather Stepp made this year a memorable one.

The Rock Springs Center hosted 300 guests in their ballroom for the evening. From the cuisine to the decorations, a dynamic Sapphire theme carried through the elegant event, making the FAB one to remember.



Held on March 17, 2018, the FAB brought in over \$100,000 in income with less than \$30,000 in expenses. A variety of art, culinary experiences, and travel packages were offered in the silent and live auctions. President Missy Goldstein closed out bidding with a hugely successful appeal to fund GMA's Art + Autism program.

Thank you to the entire committee who worked with Chair Heather Stepp to make this year's event so successful: Missy Goldstein, President; Christie Martin, Table Host Chair; Mary Elliott, Decorations Chair; Brian Farkas; Annalee Neuhoff; Kristen Nobles; Ned Puchner; and Jenna Leissner.



Photo Credit: Marlen Luna for The Daily Reflector & Ned Puchner



Super Family Fun Day & Games Meet Art



Halloweeni Artini 2017



2017 Breakfast with Santa



Summer Shindig 2018



Photo credit: ASAP Photo and Camera



Incoming President's Message

It is an exciting time to be working with the Greenville Museum of Art. Under the leadership of Missy Goldstein, and the museum staff, we ended our 2017-18 fiscal year with record attendance at the Summer Shindig. And, we are kicking off this year with a new fundraiser, *Fashion On Display*, a fashion show, cocktail party and raffle sale event at the Museum on August 30th. Plans are also well underway for the 2019 Fine Arts Ball, which will feature a masquerade theme; so mark your calendars now for March 23, 2019. I would be omitting a most important goal of the board this year if I did not mention our efforts to more than **double** our Museum's membership. I am excited to report we started off in the right direction by surpassing our membership goal for July.

Now, if you have not already picked up on the over-riding message above, I will just spell it out – this year GMA is all about fund raising. The Greenville Museum of Art is run by a Board of Trustees, (and I cannot thank you all enough for your hard work), that is presented and approved by the general membership each year at the Annual Membership Meeting in April. When you join the museum of art you are not just paying membership dues – you are becoming a part of the Museum and have a vote in our direction. With that said, it is a crucial time for the museum. We continue to have wonderful art on display with exciting new works being presented throughout the year. While our staff is working hard to preserve our growing art collection and bring new exhibitions to the Museum, the executive committee and board will be working diligently to draft a new strategic plan. At the forefront of that plan is, honestly, what do we do about the financial drain incurred by the building? What options exist for the museum to address this issue which has been at the forefront of the Museum's financial woes for probably more than 25 years?

I am sure that together we will find the best solution to the problem, one that will make GMA an asset not only to its members, but also to the City, the County, and all of eastern North Carolina. In the coming weeks, we will be meeting with past presidents, board members, community leaders, and contributors to discuss the issues and options that will affect the future growth and development of the Museum. With their feedback, we will begin further research by visiting other museums that have faced similar challenges. At our annual board retreat, we started this process by reviewing and discussing a new Mission Statement. Overwhelmingly, the board all agreed to the following: "The Greenville Museum of Art should be for both those who are familiar with art and those for whom art is a new experience." I ask you to join us on this exciting journey as we transform the Greenville Museum of Art into a museum that will meet the needs of the community.

Emily Coffman
2018-2019 President, Greenville Museum of Art Board of Trustees

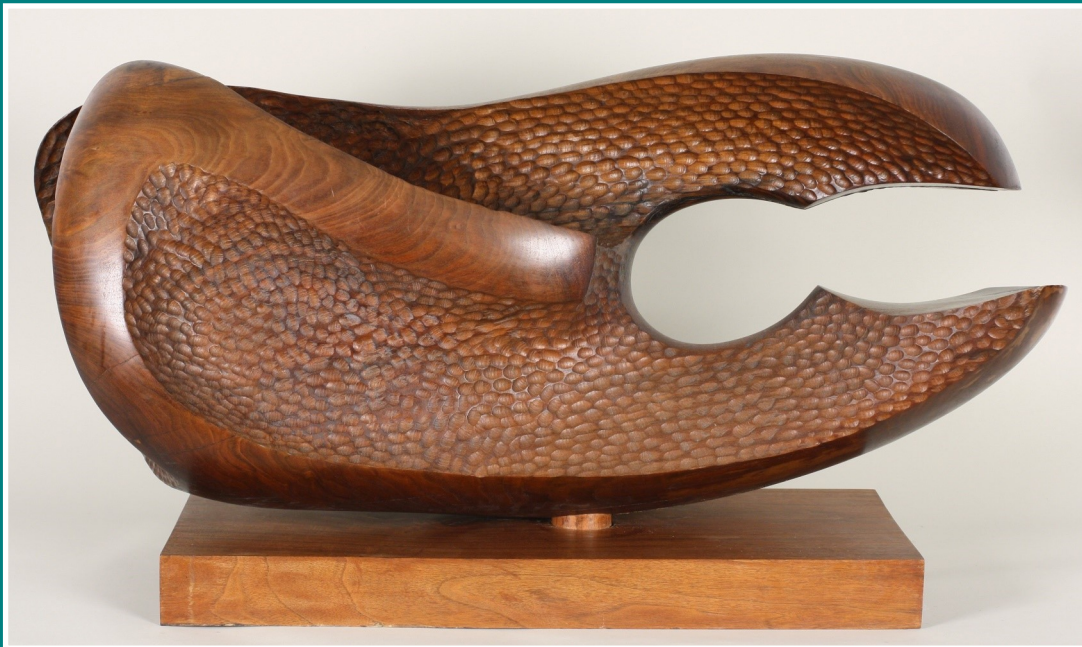
Incoming 2018 – 2019 GMA Board of Trustees

Emily Coffman, *President*
Taylor Qualls, *Vice President*
Katie Cannon, *Treasurer*
Betsy Leech, *Secretary*
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Javier Castillo, Jr.
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Wayne Washington

Edward Vera
Taylor Qualls
Dawn Raiford
Donna Gooden Payne
Paul Sheehan

Melanie Tripp
Charetta Walls
Timothy Heinle
Casey Taft
Chris Davis



Peggy Burke (American, born 1935)
Untitled
ca. 1970
walnut
Gift of the Rachel Maxwell Moore Art Foundation
1971.02.01



Greenville
Museum of Art
NORTH CAROLINA



Mark Your Calendar

» UPCOMING EVENTS

August 2018

Thursday, August 30, 6:00 - 8:00 pm
Fashion on Display

October 2018

Friday, October 26, 7:00 - 9:30 pm
Halloweeni Artini

November 2018

Wednesday, November 7, 6:00 - 7:30 pm
Downtown Dialogues in the Humanities

Thursday, November 8, 5:30 - 7:00 pm
Opening reception for
*Postmodern Native: Contemporary
Lumbee Art*

December 2018

Saturday, December 8, 9:00 - 11:00 am
Breakfast with Santa

Saturday, December 15, 10:00 am - 2:00 pm
Sugar Plum Pop-up Holiday Sale

January 2019

Wednesday, January 23, 7:00pm
Friends of Photography presents:
Burk Uzzle, Recent Works and New Directions

February 2019

Saturday, February 2, 1:00 - 4:00 pm
Games Meet Art

February 2019

Saturday, February 2, 8:00 - 10:00 pm
Barcade

Wednesday, February 20, 6:00 - 7:30 pm
Downtown Dialogues in the Humanities

March 2019

Saturday, March 23, 6:00 - 11:00 pm
Fine Arts Ball

April 2019

Friday, April 5, 5:00 - 8:00 pm
Opening reception for
*ECU School of Art & Design
Photography BFA Thesis Exhibition*

Saturday, April 20, 1:00 - 4:00 pm
Super Family Fun Day

May 2019

Friday, May 3, 5:00 - 8:00 pm
Opening reception for
*Pitt Community College
Graphic Design Portfolio Show*

Wednesday, May 22, 7:00 pm
Friends of Photography presents: Film Night

June 2019

Wednesday, June 12, 7:00 - 10:00 pm
Summer Shindig

Dates and times listed above are subject to change



Greenville
Museum of Art

NORTH CAROLINA