

2022 ANNUAL REPORT



Bergstrom • Mahler
MUSEUM
OF GLASS

EXECUTIVE DIRECTOR

It is my pleasure to serve as the Executive Director of Bergstrom-Mahler Museum of Glass and an incredible honor to be inspired by a remarkable board while working alongside a talented staff.



This year, our efforts focused on community building and new directions. Partnering with Benefactor Group, a strategic firm specializing in non-profit community plans, the Museum board and staff listened hard and learned from focus groups, surveys, and one-on-one interviews. From that feedback, and with Benefactor Group's guidance, a vibrant and robust five-year strategic plan was created. We forged a new mission to chart our course: *We provide extraordinary glass experiences to spark fun, kindle creativity, and illuminate learning for all.* Alongside our strategic planning work, we partnered with Fox Valley Technical College and Rayon Brown, FVTC Vice President of Diversity and Inclusion to help us craft our first diversity, equity, inclusion, access and belonging (DEIAB) definition and framework. The resulting statement, named "Our Community Commitment," is now interwoven throughout every facet of our work. We are deeply grateful to the community members whose insights helped chart our future course.

Likewise, we amped up our community offerings this year. We initiated late hours on Thursday nights with enhanced programming to include our popular rebooted *Art After Dark* series, fed our minds and bodies by creating our *Yoga on the Lawn* summer series (free for members), and begun taking our new mobile furnace "Ray" out for community partnership events. Due to huge demand, we significantly increased our class offerings. The Museum featured Wisconsin based artist Michael Meilahn's installation *Primordial Shift*. Thanks to the generosity of the Bergstrom family and their friends, our Sulfide Gallery is now named in honor of D. Wally Bergstrom IV. The Museum traveled its exhibition, *Paperweights in Bloom* to the Paine Art Center and Gardens. We held our first-ever gala, "The Crystal Ball," and hosted the Paperweight Collectors Association annual conference. In August of 2022, we premiered the nation's first-ever GLASS Arts Festival to over 3,500 attendees.

Glass-making is all about collaboration and building communities. Similarly, our work and play at Bergstrom-Mahler strive to ensure extraordinary experiences for you, our community. Thank you for visiting, participating in our programs and events, providing thoughtful feedback and, most importantly, for being part of the magic of glass at the Museum. Can't wait to share what we have planned next year!

See you in the Galleries!

Amy G. Moorefield, Executive Director

BOARD OF DIRECTORS PRESIDENT



I am pleased to present this annual report to all those who are inspired by the Bergstrom-Mahler Museum of Glass. Having served on the board for the past 8 years, I've witnessed significant positive events at the museum and even the ongoing presence of the COVID pandemic hasn't negatively impacted the regular museum activities. We are hopeful that the impact of the pandemic has passed, but as Past-President, Mick Meilahn wrote in 2021, the Museum thrived despite numerous short-term closures during the year. During the 2022 fiscal year, many classes were conducted virtually, including kits mailed to participants. Shop sales significantly exceeded the annual budget revenue through Shopify sales. The Museum had an excellent year. Also of note, the museum staff were able to grow memberships, secure incredibly significant grants, sponsorships and gifts to further secure the future of the Museum.

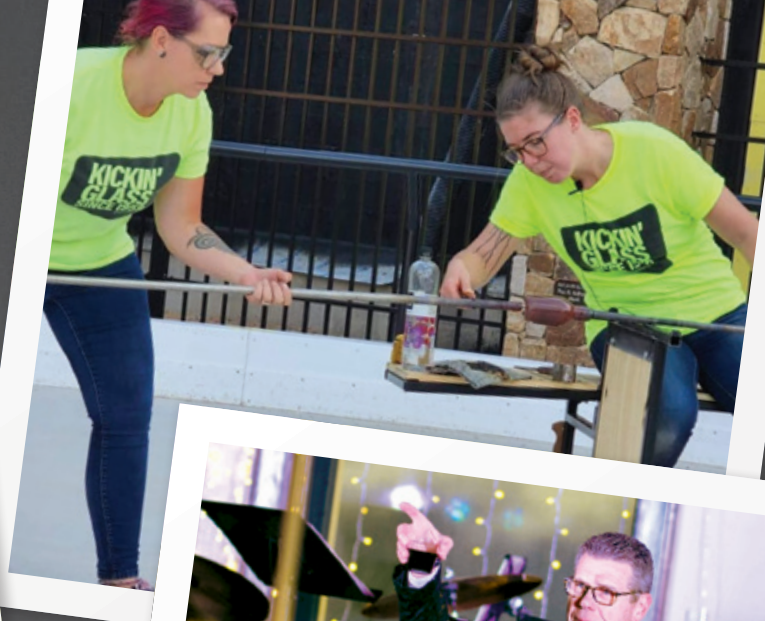
Recently, we had an extraordinarily successful GLASS Arts Festival on the grounds of the Museum. Having transitioned to a glass museum roughly 12 years ago, the opportunity to bring gifted and diverse glass artists to the Museum provided a venue for members and guests for a day long display of contemporary glass. Museum Executive Director Amy Moorefield has outlined details of the event in her report, but suffice it to say, the event exceeded expectations for the inaugural event.

The Museum just concluded the *Primordial Shift* exhibit, the retrospective works by the immediate past president of the board of directors, Michael "Mick" Meilahn. Mick not only provided excellent leadership during his time on the board but is also a gifted artist. The Museum was so pleased to have presented his exhibit before its presentation at The Health Museum in Houston, Texas.

I would also like to thank Roy Fine, our outgoing board member who dedicated nine years on the Board of Directors. His legal and business acumen and enthusiasm for the Museum will be missed.

The Bergstrom-Mahler Museum of Glass is among the top five glass museums in the United States and your continued support is so appreciated.

Walt Koskinen, President, Board of Directors



We provide extraordinary glass experiences to spark fun, kindle creativity, and illuminate learning for all.



BOARD OF DIRECTORS *(as of June 30, 2022)*

Walt Koskinen, President

Chief Compliance Officer and
Principal, Windward Wealth
Strategies, Inc., Retired

Kathleen Brost, Treasurer

Vice President and Senior
Trust and Financial Advisor,
Legacy Private Trust

Amy Pietsch, Secretary

Director of Venture Center, FVTC

Simon Abrahms

Glass Art Collector and Gallery
Owner, Chesterfield Gallery

Ben Bruns

Executive Vice President, BOLDT

Jon Clark

Artist and Professor Emeriti,
Tyler School of Art

Rick Conne

Glass Art Collector

Roy Fine

Attorney, Murphy Desmond SC

Frank Juarez

Artdose Founder, Art Educator,
Artist and Curator

Mayor Jane Lang, Ex-officio

Mayor of Neenah

Fred Schwertfeger

President, Horicon Bank

Dan Steiner

Ex-officio, Alderperson
Representative

Congratulations to the following
Board members whose terms
were renewed based on the
approved Member voted proxy*
at the annual member meeting
held on October 26th, 2022:

Simon Abrahms

Glass Art Collector and
Gallery Owner
(2nd three-year term)

Amy Pietsch

Director of the Venture
Center, FVTC
(2nd three-year term)

These renewed Board of Director
members are approved through
mailed proxy by 19% of overall
membership.

*Bergstrom-Mahler Museum of Glass Board
By-Laws require 10% of all membership
approve new or renewing Board of Directors

WITH DEEP APPRECIATION FOR THEIR BOARD SERVICE



Our deepest appreciation and thanks to retiring board member Roy Fine who served on Bergstrom-Mahler Museum of Glass' Board of Directors for three consecutive terms from 2013-2022. Roy Fine was an attorney with Murphy Desmond SC (retired from his law practice on January 1, 2023) after serving Wisconsin clients for over 40 years.

Fine's impact on the museum was tremendous from assisting in strategic planning, governance, and contracts. His contributions were greatly valued by board members, Walt Koskinen, Board President, and Amy Moorefield, Executive Director. We wish him a fruitful and relaxing retirement.

BERGSTROM-MAHLER MUSEUM OF GLASS STAFF MEMBERS



AMY G. MOOREFIELD
Executive Director



JOHN TIMMER
Assistant Director



MELISSA JO BARBEAU
Museum Shop Manager



KATHRYN DREIFUERST
Development &
Engagement Manager



CASEY EICHHORN
Curator of Collections
& Exhibitions



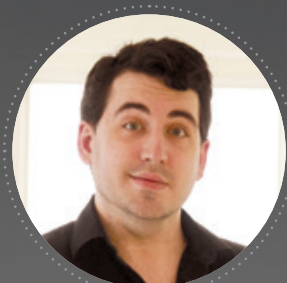
JENNIFER ELWOOD
Visitor Services
Team Member



KOURTNEY KOSITZKE
Education & Community
Program Manager



TAYLOR MOELLER-ROY
Glass Studio Manager



CASEY NASH
Facilities Coordinator
& Preparator



KEVIN RAU
Marketing & Public
Relations Manager



RILEY SEIB
Glass Studio Assistant



KELLY STOLL
Membership Coordinator
& Executive Assistant



ALLEY TAMAYO
Visitor Services Team
Member



JAYME WHITLOW
Visitor Services
Coordinator

NEW MISSION, VISION, AND STRATEGIC PLAN

It's been a very busy year at Bergstrom-Mahler Museum of Glass with a great deal of work happening behind the scenes. With our strategic planning partners Benefactor Group, a firm specializing in museum and non-profit planning, we have created a new mission and vision that reflects our forward trajectory both reaffirming and celebrating our commitment to glass.

Our new mission approved by the Board of Directors at the May 2022 meeting is:

We provide extraordinary glass experiences to spark fun, kindle creativity, and illuminate learning for all.

And our new vision:

The global gathering place where lives are enriched and transformed by glass.

We are so thankful to members of the community, museum members, board, volunteers, and staff for providing feedback to shape our new mission and vision.

Along with excellent guidance of Benefactor Group, we also developed a community-based five-year strategic plan. They reached out to hundreds of our community members, partners and stakeholders in one-on-one interviews, surveys, and focus groups to obtain insightful feedback on what we are doing well and opportunities for growth for our institution. Using a score card from their research, Benefactor Group worked alongside our board, executive director and staff to craft eight initiatives to chart the museum's five-year future path:

1 *Bergstrom-Mahler Museum of Glass delivers excellent programming and effectively serves its constituencies.*

2 *Bergstrom-Mahler Museum of Glass has the internal structures and systems to ensure the Museum operates efficiently and effectively.*

3 *Bergstrom-Mahler Museum of Glass has sufficient and diverse revenue sources to achieve its mission and vision.*

4 *Bergstrom-Mahler Museum of Glass has a clear definition of who it serves and is well-known among the constituencies identified by the Museum.*

5 *Bergstrom-Mahler Museum of Glass has a high-performing Board of Directors that is reflective of the communities that it serves.*

6 *Bergstrom-Mahler Museum of Glass creates strong ambassadors who understand and share the values of the Museum.*

7 *Bergstrom-Mahler Museum of Glass has enough space to allow it to fully realize its mission and vision.*

8 *Bergstrom-Mahler Museum of Glass reaffirms its commitment to its community through a strong DEIAB definition and framework*

Alongside our work with Benefactor Group, we have been working with our partner Fox Valley Technical College and Rayon Brown, their Vice President of Diversity, Equity and Inclusion/Chief Diversity Officer to create the first definition of Diversity, Equity, Inclusion, Access, and Belonging for our museum.

We thank Rayon Brown, Fox Valley Technical College, and the Community Foundation for the Fox Valley Region for their collaborative spirit and partnership in our commitment to our community.

DISCOVERY SCORECARD



COMMITMENT TO OUR COMMUNITY



Diversity, equity, inclusion, access, and belonging are core principles at Bergstrom-Mahler Museum of Glass. We recognize the need for ongoing commitment to creating an authentic space, accessible and welcoming to all. We envision a place where all people can participate in exciting discoveries in glass without regard to their personal characteristics or identities. Our core principles of diversity, equity, inclusion, access, and belonging extend to all we do as an organization. We strive to be positive stewards of the ancestral lands on which we operate.

DIVERSITY

At Bergstrom-Mahler Museum of Glass diversity refers to the conscious efforts to welcome people of all identities and characteristics as individuals or groups. These characteristics or identities are celebrated as the factors that add value to our organization and make us unique. Diversity includes but is not limited to race, age, gender, religion, sexual orientation, cultural backgrounds, status, and abilities.

EQUITY

At Bergstrom-Mahler Museum of Glass we recognize that each member of our community has different needs, experiences, and foundations. We are committed to actively find ways to create balance and allocate the right resources, at the right time, for the right person to ensure that activities are accessible to all.

INCLUSION

At Bergstrom-Mahler Museum of Glass inclusion is the active process of providing equitable access to

resources, educational opportunities and experiences for individuals or groups resulting in a high sense of well-being and belonging. Inclusion also involves actively inviting marginalized members of our communities to be a part of the conversations aimed at finding solutions focused on success. We are committed to centering and listening to the voices of all stakeholder groups.

ACCESS

At Bergstrom-Mahler Museum of Glass we focus on ensuring that all stakeholders have equitable access to our services and facilities regardless of human abilities, backgrounds and/or experiences. We continue to learn and work to eliminate real and perceived barriers that may limit accessibility.

BELONGING

At Bergstrom-Mahler Glass Museum we are consciously aware that the sense of belonging is critical to foster well-being in all spaces we operate. We work to create an environment that supports, celebrates, and accepts everyone's authentic self and identities. We acknowledge that belonging is only possible through targeted, proactive practices that are centered around inclusivity.

Bergstrom-Mahler Museum of Glass recognizes, respects, and celebrates Indigenous Peoples as traditional stewards of this land and the enduring relationship that continues between Indigenous Peoples and their traditional territories. Bergstrom-Mahler Museum of Glass sits on the ancestral homelands of the Ho-Chunk Nation, Menominee Nation, other First Nations of Wisconsin, and the Ojibwe.

ACQUISITIONS

So many generous donors have uplifted our Museum this year. We are grateful to the individuals who helped us grow our collections by significant gifts of paperweights and contemporary glass.



Harvey Littleton
(American, 1922-2013)

Black and White Web, 1972

Upright aluminum "A" frame supports eleven horizontally arranged pulls of opaque white and black glass. Signed and dated.

Gift of Carol L. Shay

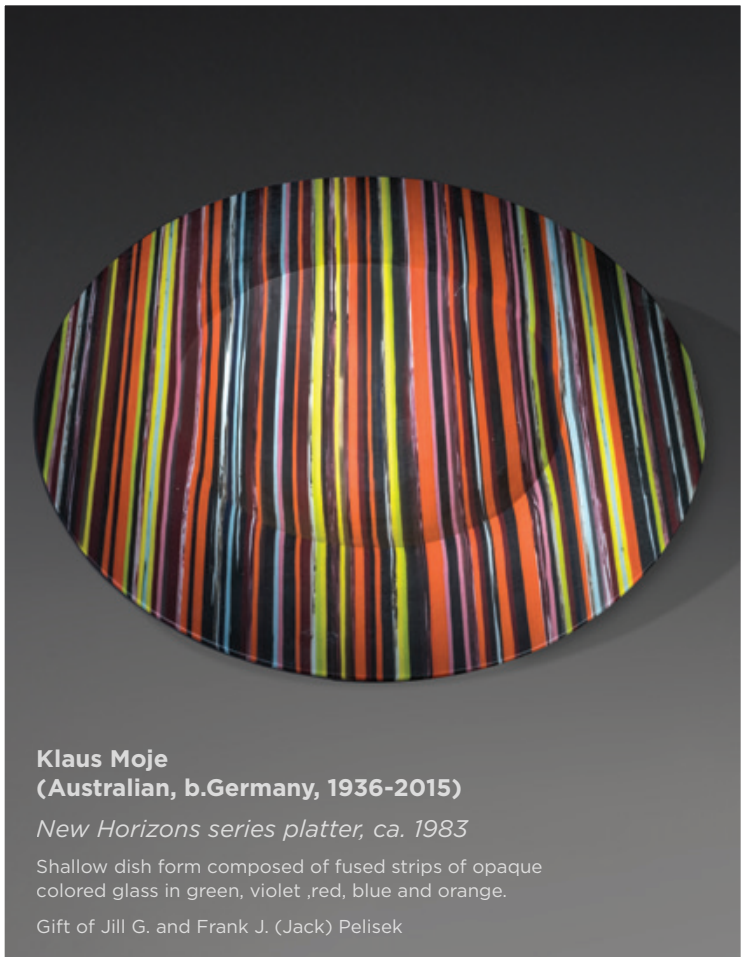


Marvin Lipofsky
(American, 1938-2016)

Series Crystalex-Hantich Novy Bor 1982-1983 #7

Mold blown glass, cut, sandblasted and acid etched.

Gift of The Marvin Lipofsky Studio

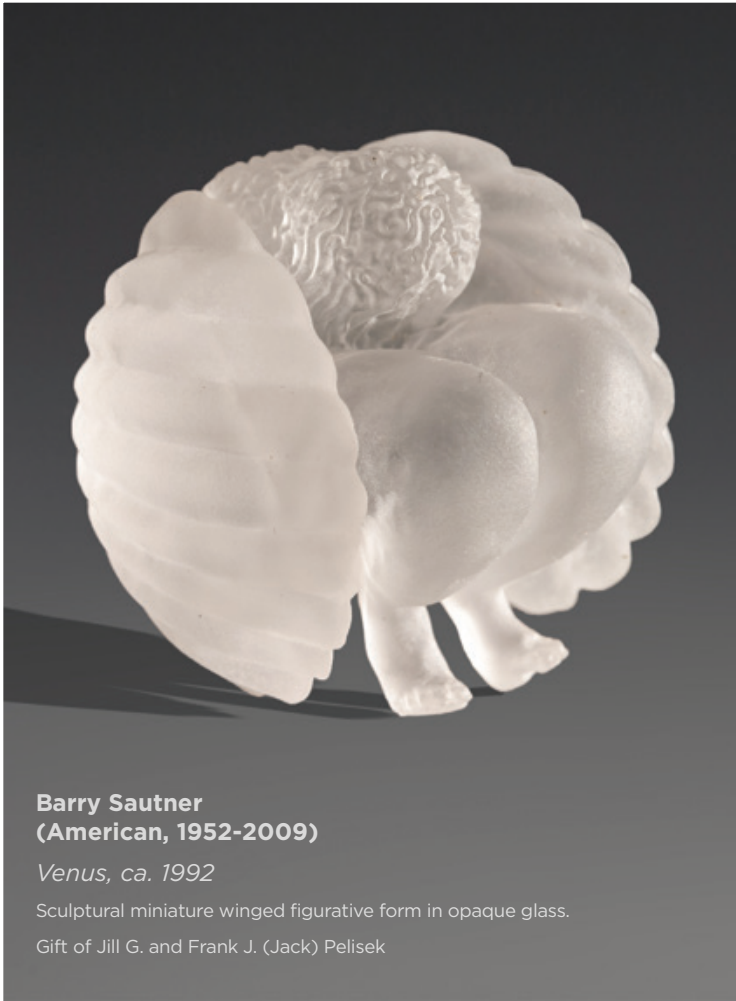


Klaus Moje
(Australian, b.Germany, 1936-2015)

New Horizons series platter, ca. 1983

Shallow dish form composed of fused strips of opaque colored glass in green, violet, red, blue and orange.

Gift of Jill G. and Frank J. (Jack) Pelisek



Barry Sautner
(American, 1952-2009)

Venus, ca. 1992

Sculptural miniature winged figurative form in opaque glass.

Gift of Jill G. and Frank J. (Jack) Pelisek



Stephen Hodder
(American, b.1951)

Pictures of the Same Place #97, 1982

Wide, shallow vessel form in black glass with sandblasted geometric designs. Signed and dated.

Gift of W. Stephen Hodder

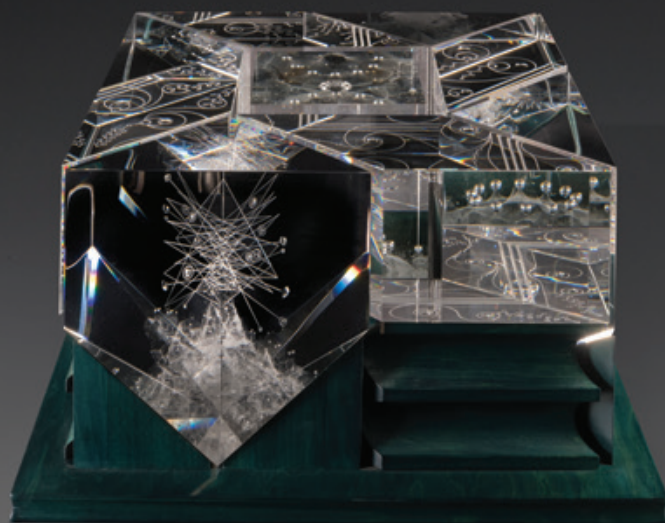


Howard Ben Tre
(American, 1949-2020)

Cast Form XXIX, 1983

Pour cast glass sculptural form in opaque white (a).
Heavy wood base filled with sand (b).

Gift of Jill G. and Frank J. (Jack) Pelisek



Eric Hilton
(Scottish, b.England 1943)

Cosmic Seed, 1999

Engraved sculptural form in clear optic crystal.
Multiple components rest on wood base.

Gift of Jill G. and Frank J. (Jack) Pelisek



Christina Callahan
(Canadian)

Healthcare Worker in the time of COVID, 2021

Miniature paperweight composed of complex murrine featuring
a masked healthcare worker surrounded by COVID molecules.

Gift of Christina Callahan in honor of healthcare professionals

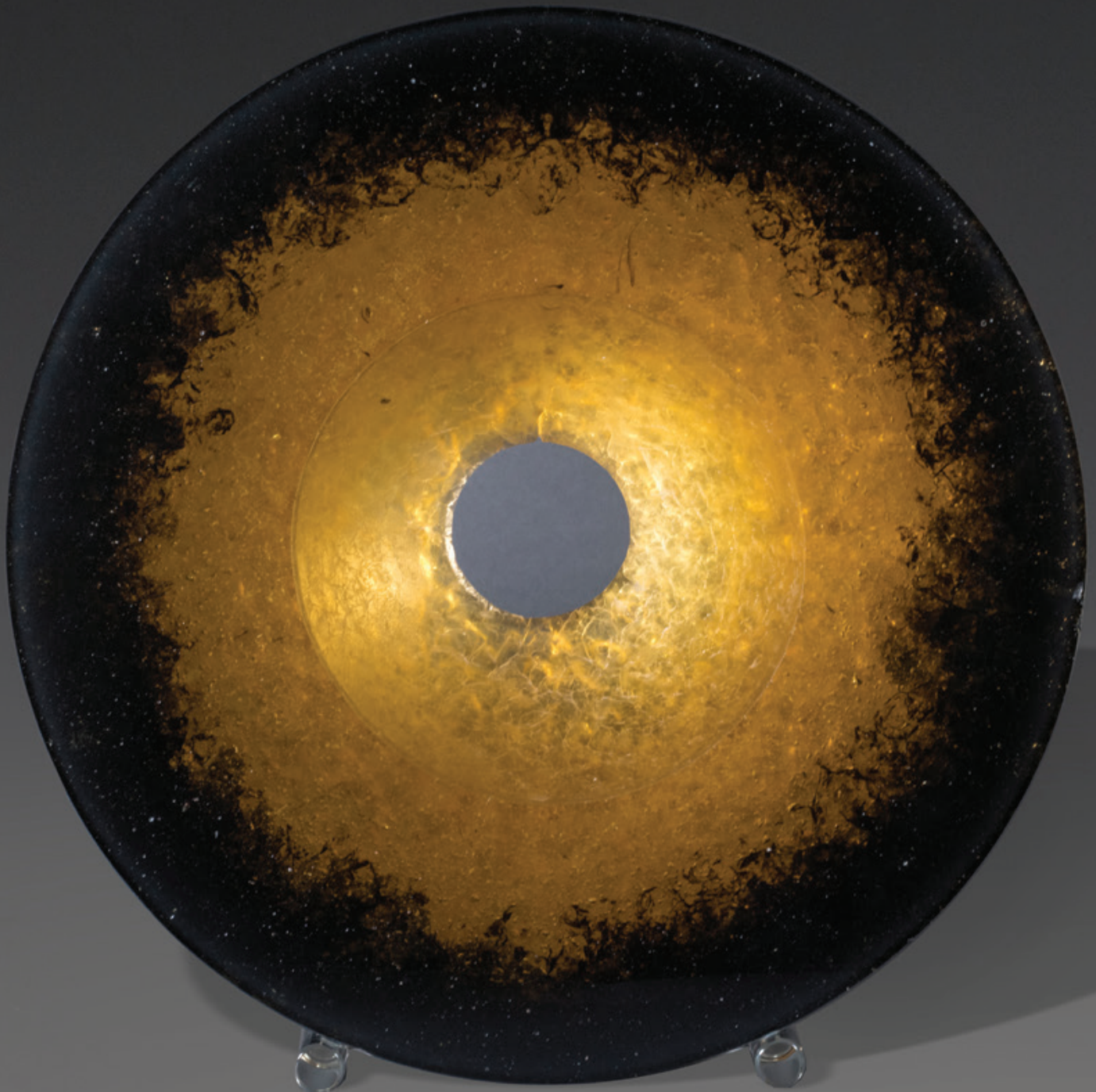


Frederick Carder
(English, 1863-1963) for Steuben Company

Matsu Vase, ca. 1925

Acid-etched green jade glass over alabaster vessel featuring matsu
imagery of pine blossoms, branches & clouds/scrolls. Unsigned.

Gift of Gary & Marge McClanahan



Mark Fowler
(American, 1954-2016)

Black Sun, ca. 1992

Shallow cast "dish" shape form composed
of transparent amber and brown glass.

Gift of Jill G. and Frank J. (Jack) Pelisek



**Christina Callahan
(Canadian)**

Murano Murrine, 2019

Miniature paperweight composed of complex murrine
of Murano surrounded by millefiori flowers.

Gift of Christina Callahan in honor of healthcare professionals



Stephen Hodder
(American, b.1951)

Wedding of the Cranes #8, 2006

Wide, shallow vessel form in clear and shades of yellow, orange, amber and purple depicting mating cranes and separate juvenile. Sandblasted. Signed and dated.

Gift of W. Stephen Hodder



Richard Ritter
(American, b.1940)

Family Portrait Murrine, 1976

Blown glass vessel with four murrine portraits of the artist's parents and sister. One of approximately ten made. Signed and dated.

Gift of David Huchthausen



Rick Ayotte
(American, b.1944)

Garden Sculpture, 2007

A Lady's Slipper Orchid grows among upright green leaves with a green moss and multi-colored rock ground with a lady bug crawling on one of the rocks.

Gift of Gordon Park in Memory of Bob White



Rick Ayotte
(American, b.1944)

Bird's Eye View, 2012

A Parula Warbler perches on a branch with red berries and green leaves in the foreground, and a landscape with trees and sky in the background.

Gift of Gordon Park in Honor of Amy Moorefield

EXHIBITIONS

NEW ON VIEW (PARTLY IN PREVIOUS FISCAL YEAR)

MAY 28 – AUGUST 22, 2021

Since 1959, Bergstrom-Mahler Museum of Glass has cultivated what has become the world's largest, most representative collection of glass paperweights on public display as well as a burgeoning contemporary studio glass collection. In 2012, the museum reaffirmed its commitment to glass by shifting its mission and collection focus to exclusively represent that medium.

A museum collection is its foundation. Following in the footsteps of founders Evangeline and John Nelson Bergstrom and Ernst and Carol Mahler, today's donors to the permanent collection recognize the importance of exhibiting, researching, and preserving works of glass for future generations. The museum's collection is evolving due to the many donors who have helped it grow through their generosity.

This exhibition showcases more than 200 acquisitions of paperweights and contemporary studio glass collected by Bergstrom-Mahler Museum of Glass during the past three years. A special highlight includes a significant selection

of antique and contemporary glass paperweights from the collection of longtime supporters Gary and Marge McClanahan. New On View includes important works from artists such as Lisabeth Sterling, Marvin Lipofsky, Ken Rosenfeld, Debbie Tarsitano, and Marc Petrovic, many of which have never been publicly exhibited.



BETWEEN US: A RETROSPECTIVE OF WORK BY JOHN LITTLETON AND KATE VOGEL

OCTOBER 1, 2021 – FEBRUARY 13, 2022

John Littleton and Kate Vogel are nationally renowned American Studio Glass Movement artists who work and reside in Bakersville, North Carolina. Their creative partnership began in the mid-to-late 20th century when they began collaborating on their first glass pieces

in 1979 after meeting as art students at the University of Wisconsin–Madison.

John Littleton and Kate Vogel create sculpturally blown and cast glass works and installations that speak to the importance of their relationships to one another, their family, and their community. This retrospective exhibition highlights important works, milestones, and innovations in their shared careers, all while tying their experiences and influences back to John's father, Harvey Littleton, an American glass artist, educator, and one of the founders of the American Studio Glass Movement.

Harvey Littleton, whose influential work was also shown in the exhibition, is often referred to as the "Father of the Studio Glass Movement." In his role as an educator, he initiated the first hot glass program offered by an American university at the University of Wisconsin–Madison and promoted the medium of glass as a course of study in university art departments in the United States. Littleton's students went on to become the dominant figures in the American Studio Glass Movement while broadening the study of glass art and university-level hot glass programs throughout the U.S.



Kate Vogel and John Littleton's work has appeared in several group exhibitions, such as the Sculpture Objects and Functional Art (SOFA) in Chicago and the Smithsonian Museum of American Art in Washington, D.C. Their glass works can also be seen in private and public collections in North America, Europe, and Asia. The Museum produced a perfect bound exhibition catalogue documenting the

exhibition with essays by Amy G. Moorefield, Executive Director, Casey Eichhorn, Curator of Collections and Exhibitions and Susie J. Silbert, Curator of Postwar and Contemporary Glass at the Corning Museum of Glass. Bergstrom-Mahler Museum of Glass is grateful to exhibition sponsors Sharon and John Amdall, AACG and the Boldt Company.

PAPERWEIGHT COLLECTOR'S ASSOCIATION MEMBER ARTIST SHOWCASE

FEBRUARY 1 - MAY 21, 2022



In celebration of the biennial meeting of the Paperweight Collector's Association taking place in Appleton, Wisconsin from May 18 through May 21, 2022, submitted work of PCA member artists on exhibit in the Mabel R. McClanahan Memorial Study Gallery. The Paperweight Collectors Association, Inc. (PCA) is a non-profit organization dedicated to appreciating and collecting glass paperweights. For over a half century, PCA has championed the study and collection of antique, vintage and contemporary glass paperweights. The mission of PCA is to promote education: to increase knowledge about paperweights, their creators, and the astounding glass medium from which they are created.

PAPERWEIGHTS IN BLOOM: SELECTIONS FROM BERGSTROM-MAHLER MUSEUM OF GLASS

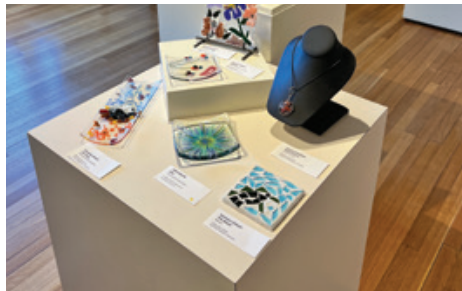
FEBRUARY 19, 2022 TO MAY 22, 2022

Paperweights in Bloom: Selections from Bergstrom-Mahler Museum of Glass at the Paine Art Center and Gardens in Oshkosh, WI.

Paperweights in Bloom highlights more than fifty antique, vintage and contemporary glass paperweights from the collection of Bergstrom-Mahler Museum of Glass. Featuring floral motifs in the lampwork and millefiori styles, this exhibition serves as a companion to Rooms of Blooms and Ubuhe Women: Beadwork and the Art of Independence showing at The Paine in Oshkosh and is held in conjunction with the biennial meeting of the Paperweight Collector's Association, May 18-22 in Appleton.



EXHIBITIONS



FOX VALLEY AREA HIGH SCHOOL GLASS EXHIBITION

FEBRUARY 24 – MARCH 27, 2022

The annual *Fox Valley Area High School Exhibition* was very successful. Five schools participated in Glass Experience Days at the museum: Chilton High School, New London High School, Valley New School, St. Mary Catholic High School and Mishicot High School. Students toured the museum to learn about glass art and find inspiration for their creations, and had the opportunity to learn one of two separate

glass art techniques. Five additional schools, Neenah High School, Xavier High School, Berlin High School, Appleton North High School, and Wrightstown High School created some amazing pieces in their own schools' art rooms. Our deepest thanks to our award sponsors: Oshkosh Fine Arts Association, Jack Richeson and Co., The Art Haus, The Hang Up Gallery of Fine Art and the Lilian Noble Memorial Fund.



PRIMORDIAL SHIFT AND THE ART OF MICHAEL MEILAHN: A RETROSPECTIVE

APRIL 23 – AUGUST 21, 2022 (partly in following fiscal year)



Primordial Shift is an installation dealing with the implications of genetic modification of corn. It consists of 32 hand-blown glass ears of corn averaging 4' high suspended on stalks of cast bronze and blown glass, tethered with rope from the ceiling combined with audio and video projected as a backdrop to create an illusion of corn gently swaying in the field.

The creative force behind the project is Michael “Mick” Meilahn, who like others of his generation, learned glassmaking as a university student in Wisconsin in the 1970’s, and subsequently participated in the wave that became The American Studio Glass Movement. In the 20th Century, a paradigm shift occurred in genetics, when scientists discovered how to unravel genetic code; the genetic code itself, DNA; and the commodification of GMOs and implications for consumers. Meilahn’s installations are about the fragility of glass and genetic modification. They afford museum patrons the opportunity to experience the story of corn, its production, and agriculture from the perspective of this unique and amazingly talented and visionary artist. Furthermore, his work speaks to the importance indigenous peoples have played in cultivating corn, “... a symbol as sacred to Native Americans as the cross was to Christianity.”

Other works of Meilahn’s creation, including *Bonanza Blue*, a seven-foot diameter basket featuring large ears

of blue corn. Other works in the exhibition were drawn from the artist’s personal collection, private lenders, and the permanent collection of Bergstrom-Mahler Museum of Glass.

Michael “Mick” Meilahn grew up on a family farm near Pickett, in Central Wisconsin. After graduating in 1964 from high school in Ripon where he excelled in art, he entered the University of Wisconsin-River Falls to study agriculture. He subsequently switched his major to art, after he realized agri-business was not his passion. At UW-River Falls he took his first course in glass, and in 1966 he started blowing glass. As an undergraduate, Mick Meilahn spent a Quarter abroad working with glass legend Erwin Eisch in Frauenau, Germany (on the Bavaria/Czech border, an area with a rich tradition of glass making). After graduation in 1971, he spent a year in Bolivia as an idealistic Peace Corps volunteer intent on helping people in South America by sharing the knowledge he’d learned from farming. After that, he enrolled at Illinois State University in Normal, where Joel Philip Myers had begun a glass program, and earned his Master’s degree in art.

Bergstrom-Mahler Museum of Glass is grateful to David J. Wagner, L.L.C. for providing assistance with the display of *Primordial Shift*. We thank our exhibition sponsors: Horicon Bank, The Boldt Company and Image Studios.

EXTRAORDINARY EXPERIENCES

PAPERWEIGHT COLLECTOR'S ASSOCIATION CONFERENCE

In the month of May 2022, we hosted the Paperweight Collector's Association conference and welcomed more than 130 attendees to the museum. David Graeber, Clinton Smith, Cathy Richardson, and Damon MacNaught, all paperweight artists represented in our collection, dedicated their time to demonstrating their own personal techniques and putting all of our new studio equipment to the test. David Graeber and Damon MacNaught used our mini dragon, "Ray" to create marbles and millefiori paperweights. Cathy Richardson, David Graeber, and Clinton used both our GTT bobcats and our new Carlisle CC torches to make flameworked paperweights. Many of the artists generously donated pieces of equipment that they utilize in their own creations.

SPARK!

With the expertise of our new Community and Education Program Manager, Kourtney Kositzke, we've been able to add new types of programming for people living with memory loss and their care partners. Not only have we gained new regulars but also added interest from multiple other couples that come to some specific themes they're interested in. One of our most popular themes combined

SPARK! with our 5-6 year old kids in art camp. The dynamic between these two completely different age groups was interesting and inspiring.

CLASSES

This last fiscal year, our classes have been expanding in multiple ways. Due to the demand, we've added new kinds of classes including our Ocean Wave Class, Stencils on Glass, and Pumpkin Platters. We've also added classes on Tuesdays, Thursdays and on weekends.

UPDATED EQUIPMENT

Through major gifts by generous donors, the Glass Studio now has new tables, hoses, and torches that have transformed the studio into a more functional workspace for students and artists. The equipment that we used to be limited to, GTT Bobcat torches, got a professional tune up, cleaning, and new hoses from Glass Torch Technologies themselves in order to keep up with demand for beadmaking classes and utilize for small components of sculptures and paperweights.

NEW SPRING BREAK WORKSHOP

In order to provide additional opportunities for younger ones to get involved in glass art, both in the galleries and the studio, a Spring Break workshop for children from the Neenah School district was offered based on the museum's exhibition *Primordial Shift and the Art of Michael Meilahn: A Retrospective*. The workshop involved a tour of the exhibition and a related activity in the Glass Studio.

CAMPS

Every summer we offer six Kids Camps for ages 5 and 6, 7-10 and 11-14 years. Two camps are offered for each age range. At the camp, kids make at least one glass activity each day, various art projects, have multiple chances to tour the galleries and go on scavenger hunts. The camps are extremely popular and have waiting lists.

ART ACTIVITY DAYS

Our popular Art Activity Days saw greatly-increased attendance prompting the Glass Studio to employ a system that encourages visitors to sign up for time slots online in advance and prevent long lines. Participants arriving at pre-arranged, pre-paid times helped prevent large groups of people experiencing extended wait times. Participants are able to complete all glass projects within about 30 minutes.





MASTER CLASS

In October, exhibiting artists John Littleton and Kate Vogel ran a master class in our glass studio. Students were able to cast their own hand in glass. In a 3-day intensive workshop, John and Kate taught students about their artwork and the techniques they use, and worked with them to assist the process. Students learned a variety of processes like creating molds, sculpting wax, and the glass casting process.

OUTREACH & THE STUDIO

GOLDEN TICKET SCHOLARSHIP PROGRAM

From a golden pitch to the Community Foundation by Amy Moorefield, Executive Director, the museum received funding for our Golden Ticket Scholarship Program. Golden tickets were put in the hands of 193 families that benefitted from a complimentary Art Activity Day project. One Golden Ticket covered the cost of a complimentary Art Activity Day project. Tickets were distributed to Butte des Morts Elementary, Taft Elementary, Tullar Elementary, Appleton Library, Menasha Library, Innovative Services, The Brigade and the Neenah Menasha YMCA.

The museum also provided Golden Ticket programming either at the museum or offsite at community organizations. Catalpa Health invited us to teach glass mosaics to their intensive outpatient program which serves local teens. This opportunity will be ongoing with the museum visiting the teens every few months. In May, the museum staff spent time with a group of mothers and their children at the Christine Ann Center. The Boys and Girls Club of Menasha held an in-house experience of the Golden Ticket, which included a museum tour and fused glass art piece.

ART-ABILITIES WORKSHOP

April 23, 2022 we held an Art-Abilities workshop in collaboration with IntoWishin' Arts. IntoWishin'



Arts aims to give artists with disabilities the opportunity to explore their creative potential and increase personal independence through the arts. Participants learned about the museum and our collection through a docent-led tour, followed by creating a spring-flower suncatcher in our classroom.

CHILDREN'S DESIGN CONTEST

As part of the Paperweight Collectors Association Convention, we developed a children's design contest. Children from all over the



Fox Cities submitted paperweight designs in the style of five different paperweight artists. Those artists, Clinton Smith, Gordon Smith, David Graeber, Damon MacNaught, and Cathy Richardson all selected their favorite designs and developed those designs into paperweights. During the weekend of the Convention, the design winners were able to meet each of the artists and watch them demonstrate how they made the paperweight. The paperweights were on display through September 3, and then given to the design winners to cherish.

VISITOR ENGAGEMENT PLAN

As a part of re-accreditation, the museum was tasked in developing a Visitor Engagement Plan. The Visitor Engagement Plan was a new document required for re-accreditation. The initial draft was created, by Education and Community Outreach Manager, Kourtney Kositzke. Through many meetings with the task force consisting of Casey Nash, Casey Eichorn, Lynne Phillips and Taylor Moeller-Roy, the original draft went through many edits and re-writes. With oversight from Amy Moorefield, John Timmer and the board this document was submitted with all additional re-accreditation documents.

ART AFTER DARK

On September 16, 2021, *Art After Dark* was the first public event held at the museum since the beginning of the pandemic. The theme was *Let It Glow!*, and the museum staff wore day-glo yellow-green T-shirts, jewelry, and shades. Over 500 people attended and enjoyed three Mile of Music acts, a variety of foods from regional food trucks, and handcrafted micro brews. The family-friendly event hosted a free Kids' tent for making glowing fireflies and the Glass Studio was open for a paid glass project. It was clear that the community was ready to return to *Art After Dark* fun at the museum.



On December 16, 2021 *Art After Dark* featured the fictional holiday of Festivus with a Seinfeld trivia contest. Dozens of visitors toured the museum enjoying complimentary holiday treats and Festivus-related activities, such as the Airing of Grievances, engaging in Feats of Strength, and posing for selfies with an aluminum pole. In addition, visitors came decked in what they considered to be their ugliest holiday sweater in order to compete for the top honor.



Our *Art After Dark* on March 17th of 2022 had our guests celebrating all things St. Patrick's Day. We continued our art Activity Day project for the month and a wide variety of kids and adults made rainbow charms in our classroom. Visitors explored our glass collection with a St. Patrick's Day themed scavenger hunt, provided green beverages and lucky snacks, and were challenged from leprechauns in a game of Blarney or No.

80's Prom was the theme of our June *Art After Dark*, held on June 23, 2022. A DJ filled the night with our favorite 80's hits for guests to dance the night away. Our volunteers made baked goods for our prom snack table, participants made slap bracelets, and we crowned a king



and queen. Local food trucks and breweries filled our visitors with sustenance and cold drinks.

TRAIL TREASURE HUNT

In April of 2022, the museum was approached by Future Neenah to assist in the coordination of a *Trail Treasure Hunt*. Future Neenah was interested in having our team blow glass orbs that then would be hidden around the Loop the Little Lake Trail. The idea was that this would assist in bringing attention to the museum's GLASS Festival in August. Future Neenah applied for funding from Thrivent through their Community Impact Card program. We were gifted a \$250 card to fund the program. Taylor Moeller- Roy, Casey Eichorn and Kourtney Kositzke created 13 orbs and paperweights that the Thrivent team then hid



around the Loop the Little Lake Trail. The Thrivent team hid two items a week on every Wednesday starting June 20th through August 4th.

CHILDREN'S BOOK READING

Our mini dragon, "Ray" was set to go on many adventures this summer. Unfortunately, due to weather and illness, we weren't able to utilize "Ray" till August 2022. We were privileged to have "Ray" out in the sun for the first time at the Neenah Public Library on August 24th, 2022. The Neenah Public Library read the children's book *Elena's Serenade*. A delightfully fresh take



on the "anything you can do, I can do better" theme, *Elena's Serenade* follows a feisty little Mexican girl on a quest to prove to her father—and herself—that she can be a glassblower, even if she is a girl.

YOGA ON THE LAWN

As a special way to reward and promote membership, we developed *Yoga on the Lawn*. It was a time for art reflection and exercise during the lunch hour. Each week the yoga instructor starts off with time for reflection on the item of the week, as selected by museum curator, Casey Eichhorn. *Yoga on the Lawn* ran from July 19th to September 27th.



NEW SPECIAL EVENT IN 2022

The Crystal Ball, originally conceived as a Valentine's weekend event, was postponed until May 7, due to high regional COVID transmissions. Attendees enjoyed dancing to music by Erin Boehme and The Jazz Orgy at the Ballroom at the Reserve. Funds raised were for educational programming. Sponsors included The BOLDT Company, Horicon Bank, Bergstrom Automotive, Artdose Magazine, and Kerber Rose.

MEMBERSHIP, DEVELOPMENT & ENGAGEMENT

MEMBERSHIP

- New Membership roll-out included upgraded benefits, new levels, and more.
- Club 165 created, offering special events to Victorian level members and above.
- Artist level membership created, with option to waive GLASS Arts Festival application fees.
- Evangeline Bergstrom Circle created for members who want to ensure a portion of their membership payment goes to funding future museum acquisitions.
- Special member invites to openings, dinners, Crystal Ball, GLASS Arts Festival VIP preview night, and more.
- Spring Membership BOGO offered, with Spring Fund Drive, had a great response with over 70 renewals and new memberships processed.

FALL FUND DRIVE

- Gift match provided by Roger and Lynn Van Vreede
- More than 10% over our stretch goal
- Over \$100,000 raised- a record high in fall fund drive revenue

GRANTS

- 39 grants submitted, 24 grants awarded
- \$73,476.79 received in fiscal year 2022

SPONSORSHIPS

- 1 new seasonal sponsor
- 4 new corporate sponsors for the inaugural year of GLASS Arts Festival
- Seasonal Sponsors are Miron Construction Company, Inc., Community First Credit Union, The Boldt Company, North Star Asset Management, Inc., City of Neenah, Associated Bank, and Remley Law, S.C.

PROGRAMS, EDUCATION, AND THE COMMUNITY

Tools and materials for the Mobile Glass Studio were purchased through generous funds from the following organizations, foundations and donors:

- *The William and Helen Burger Memorial Fund**
- *The Basic Needs Giving Partnership Fund* supported by the U.S. Venture Fund for Basic Needs, the J. J. Keller Foundation, Inc, and other community partners*
- *The SECURA Insurance Companies Charitable Fund**
- *Jewelers Mutual Charitable Giving Fund**
- A donation from The Paperweight Collectors Association
- A donation from Gordon Park
- The *Fox Valley Area High School Glass Exhibition* was supported by donations from the Oshkosh Fine Arts Association, Richeson School of Art and Gallery, and The Art Haus, and a grant from the Chilton Area Community Foundation.
- *Art After Dark*, our free quarterly event postponed during the pandemic, returned in September, 2021, with a theme of *Let It Glow*. 500 visitors came to hear Mile of Music musicians, eat from a variety of food trucks, and sample micro-brews from local breweries, as well as tour the museum. Indoor events continued in December with a Festivus theme, a Seinfeld Trivia contest, and an ugly holiday sweater contest. On March 17, a St. Patrick's Day theme was celebrated. In fiscal year 2022 *Art After Dark* was sponsored by Amcor Cares, We Energies Foundation, and Festival Foods.
- *Catching Fire*, our first online auction, was June 1-11, 2022, with a live auction on June 9. \$103,368 was raised for the museum with \$33,273 used to provide direct support to the glass artists, whose incomes were impacted by the pandemic. Sponsored by Legacy Private Trust Company.

*within the Community Foundation for the Fox Valley Region

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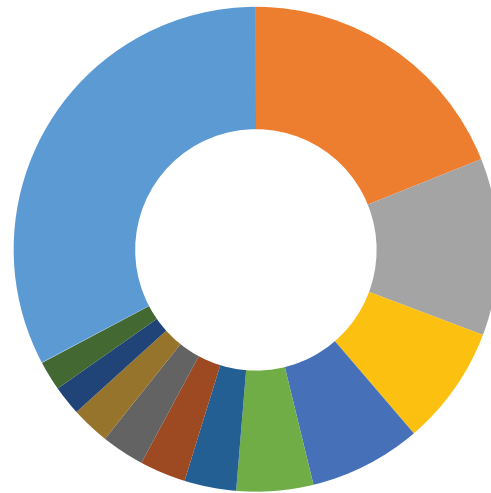
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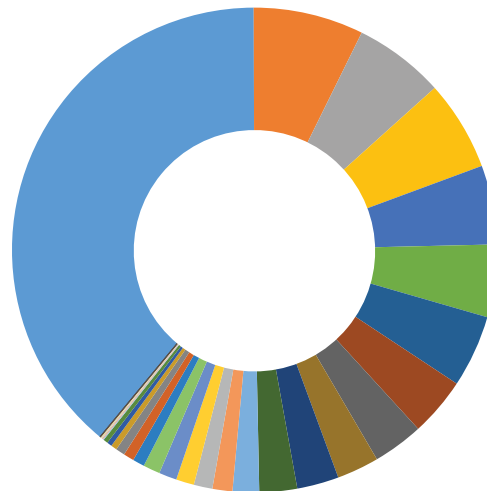
Bergstrom-Mahler Museum of Glass had another robust year in programs but the ongoing pandemic and its variants did adversely affect our financial position in the fiscal year ending in 2022. However, our community supported us with their generosity in our largest annual fund drive to date, virtual and in-person fundraisers and events. Some items to note: our second PPP loan of \$103,390 was forgiven; following the national trend, our endowment investments did poorly this year with a loss of approximately 15%; Museum Shop revenues increased approximately 44% from the prior year; and museum memberships increased about 37% from last year.

Total income for the fiscal year was less than expected; however, our contributions outpaced the planned budget, the amount was lifted by a bequest from the Smith Trust and contributions for naming the D. Wally Bergstrom IV Gallery. Education, Membership, and Museum Shop revenue all outpaced budget projections for the fiscal year. Our total expenses were slightly over budget. Education expenses were higher than anticipated for the fiscal year with the addition of the mini dragon furnace and supplies. It is important to note much of this expense was offset by directed contributions and an increase in Education revenues. Exhibition expenses were over budget with transportation costs for the current exhibit and installation structures needed for multiple exhibits. The installation expenses were offset by in-kind discounts afforded by the Boldt Company. Special event expenses and technology expenses ran higher throughout the fiscal year.



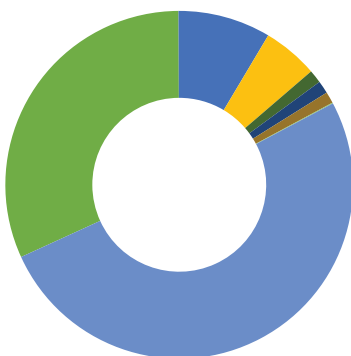
2022 INCOME

- Endowment Transfer 33%
- Sales/Shop 19%
- Contributions 12%
- Other Revenue 8%
- Fundraising Events 7%
- Education 5%
- Grants 3%
- Special Event Income 3%
- Membership 3%
- In-Kind Contributions 3%
- Exhibition Income 2%
- Municipal 2%



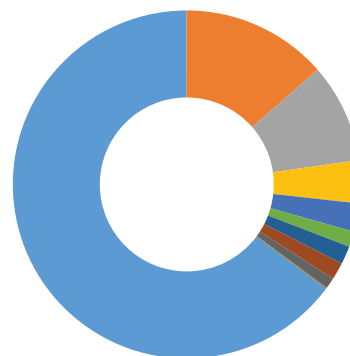
2022 EXPENSES

- Salaries & Wages 39%
- Shop/Cost of Goods Sold 7%
- Insurance 6%
- Professional Services 6%
- Advertising 5%
- Exhibitions Expense 5%
- Building Expenses 5%
- Depreciation Expense 4%
- Education Expense 3%
- Special Event Expenses 3%
- Payroll Taxes 3%
- Utilities 3%
- Staff Development 2%
- Computers & Technology 1%



2022 ATTENDANCE: 25,225

- General Admission: 8,009
- Events: 2,175
- Classes: 1,298
- Tours: 310
- Tour/Class Combos: 298
- Zoom Meetings & Events: 268
- Off-site Classes: 19
- Off-site Exhibitions: 12,848



2022 VOLUNTEER HOURS: 3,978

- Shop: 2,576
- Administration: 540
- The Glass Studio: 367
- Collections: 159
- Baking: 105
- Facilities: 57
- Special Events: 68
- Miscellaneous: 64
- Docent/Gallery: 40
- Exhibits: 4

THE MUSEUM SHOP

Our Museum Shop welcomed new glass artists and merchandise throughout the 2022 fiscal year and saw an increase in sales by 44% compared to the prior year. The Museum Shop also saw a transition with the hiring of Melissa Barbeau, our new Museum Shop Manager in the summer of 2022. In the interim, our deepest appreciation to John Timmer, Assistant Director who took on additional leadership duties in the Museum Shop! We thank our Museum Shop volunteers as well for assisting John and Melissa this past year.

44%
SALES
INCREASE

This year, we debuted our annual paperweight titled *A Glass of Bubbly*, a solid hand-sculpted glass orb with colorful ribbons of cane spiraling alongside encased bubbles. Created specifically by Scott Garrelts for our Museum Shop, in a limited edition of 75 signed, numbered, and dated 2022. The Museum Shop supports more than 100 glass artists, workshops, and companies throughout the United States and abroad. Visit the Museum Shop often to see new and exciting glass items or go to our online store: bmmglass.com/online-shop

VOLUNTEERS

At Bergstrom-Mahler Museum of Glass, we deeply appreciate our volunteers' hard work and dedication. With in-person tours ramping up after the COVID-19 pandemic, and High School Glass Experiences being offered again, our docents have been in high demand. Our curator was also able to tackle some large projects in the collection thanks to new curatorial helpers.

Our Museum Shop volunteers are always willing to lend a hand to our Museum Shop manager. We thank them for keeping our Museum Shop stocked, organized, clean, and inviting. Our Glass Studio volunteers do so much: prepping glass and other activities, facilitating Art Activity Day, firing projects, set-up and clean-up, organizing, and so much more. We've been offering more classes than ever, and the Glass Studio volunteers have been up to the challenge. Our special events volunteers have helped out at several of our events such as *Art After Dark*, Art Activity Days, the Crystal Ball and member openings.

TOTAL 2022 VOLUNTEER VALUE:

\$119,220

This year, our museum volunteers provided 3,978 hours at a value of \$ \$29.97 per hour* for a total of \$119,220.66 of annual in-kind support. Without our volunteers, we could not provide our robust programs and services

to our community. We also had many new community members join us to keep our volunteer corps going strong. They have dived in with enthusiasm and a strong commitment to the mission of the museum and to our visitors. A tremendous thank you to our volunteer family.

VOLUNTEER SPOTLIGHT: THAIS ALVES HAMAJI

Thais Alves Hamaji started volunteering in collections, exhibitions and The Glass Studio at the beginning of 2022. She has focused her efforts on designing new, more accessible and uniform labels for the paperweight spaces, and has already completed the Millefiori Gallery and much of the D. Wally Bergstrom IV Gallery.



Originally from Campinas in the State of São Paulo, Brazil, Thais earned her Bachelor's and Licentiate degrees in Biology from the University of São Paulo (USP). Most recently, she served as a Research and Development Lead Scientist for the North American Materials Team at Kimberly-Clark, where she oversaw all steps of material testing projects and qualification procedures for baby products.

In her free time, Thais enjoys spending time with her husband and dog. She fosters dogs from community animal shelters, and she enjoys traveling and learning new languages, such as Italian. She's also fluent in both Portuguese and English, and proficient in Spanish.

*Independent Sector (IS), a national non-profit data collection organization estimated value of a volunteer hours in Wisconsin at \$29.97 in 2022. <https://independentsector.org/resource/value-of-volunteer-time>

LOOKING AHEAD



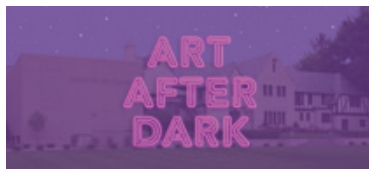
As we move forward with implementing our new strategic plan and our commitment to Diversity, Equity, Inclusion, Access and Belonging (DEIAB), we also have a full year of extraordinary glass experiences planned for you. Come visit the museum often!

Amy G. Moorefield,
Executive Director

2023 EVENT PREVIEW



Catching Fire Online Auction: June 7 – 17, 2023 with a live virtual auction on June 14th at 6:45pm CST. An artful auction presenting the best in glass art to benefit Bergstrom-Mahler Museum of Glass educational programs and participating artists.



Art After Dark: A quarterly admission free night at the Museum in the months of March, June, September, and December. Join us on June 22nd from 6-9:30pm CST for a special birthday party for the City of Neenah! Take in the stunning art in our galleries while you enjoy live music from Got Wisco, games, crafts, refreshments, and fun on beautiful Lake Winnebago. Our galleries and shop will be open late.



GLASS Arts Festival: Saturday, August 12th, 2023 from 10am to 5pm CST. Now in its second year, this admission-free event features artists, art, and activities at the museum along beautiful Lake Winnebago. The festival includes the best in glass art for sale, glass blowing demonstrations, artisan food and beverages, live music and kid's art activities.





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OUR MISSION

We provide extraordinary glass experiences to spark fun, kindle creativity, and illuminate learning for all.

OUR VISION

The global gathering place where lives are enriched and transformed by glass.



Bergstrom-Mahler Museum of Glass is accredited by the American Alliance of Museums, the highest national recognition afforded the nation's museums. Originally awarded accreditation in 1974, the museum has been continuously accredited for 48 years and is one of only 21 museums in the State of Wisconsin to have that distinction.