



2020 ANNUAL REPORT



FROM THE EXECUTIVE DIRECTOR

"Flexible pivots" has been our mantra over the past year as we find nimble ways to continue to serve our community in pandemic times. We have moved much into the virtual world, found ways to remain safely open, and most importantly continued to provide high-quality experiences regardless of global setbacks.



I like to use the phrase, "It's *YOUR* museum" because BMMOG has been serving the Fox Cities since 1959, an impressive 61 years now. I am beyond humbled by the warm welcome and generosity of our community since my arrival in September in 2020. My family and I are grateful to many who helped us acclimate to life in the Midwest and especially in our new hometown of Neenah. Thank you!

Likewise, it takes a creative village to uplift a museum and BMMOG has benefited greatly from the community's philanthropic spirit. Highlights for our museum are the great support from our community as we opened in limited capacity on July 2nd, 2020 while migrating several of our programs to a virtual platform. Questions we were constantly asking ourselves: How can we serve our community during this difficult time and what platforms/pathways can we use to connect with our members and our community? Your generosity, affirmation, and support helped uplift our efforts as we navigated these unusual times. We couldn't thrive without the support of our dedicated Board of Directors, staff, volunteers, and members. Our successes are earned in great part to your support and advocacy of *YOUR* museum!

Your generosity continues to help uplift us to bring new innovations and exhibitions to BMMOG as we begin to open back up after the pandemic. We look forward to seeing you in person for our revamped "Art After Dark" community celebrations, new studio classes, exhibition talks, and summer camps. We need the arts now more than ever to heal and re-center. Let us be that place for you. Come make a trip to *YOUR* museum soon, we are here for you. See you in the galleries!

Amy G. Moorefield

Executive Director

FROM THE PRESIDENT OF THE BOARD OF DIRECTORS

The persistent COVID-19 pandemic, coupled with political unrest and division, has been an emotional roller coaster for us all. I feel optimistic and pleased to focus my remarks on the positive aspects of change.



Twelve months ago, I attended our last board meeting in person at the museum. Then, Zoom! This simple tool, while not perfect, enabled the museum to function. Even though BMMOG was closed more often than it was open, the board unanimously voted to retain all staff which gave way to creative operations and offerings. Having access to scheduled meeting technology, enabled our committed Board of Directors to govern Bergstrom-Mahler Museum of Glass and select a new Executive Director.

It is undeniably a win to realize that the level of our technology and the remarkable knowledge of our staff is current and up to the task. Technology and tenacity facilitated the staff to meet most of their objectives; to connect with docents, volunteers, collectors, artists, members, financial supporters, and new audiences. Considering the huge challenges caused by the pandemic, BMMOG continues to thrive.

A sincere thank you to all and, in particular, to former Executive Director, Jan Mirenda Smith, Interim/Assistant Director, John B. Timmer, and current Executive Director, Amy G. Moorefield, for a cohesive transition of leadership. While the core foundations of the museum are both its endowment and members, Zoom was the conduit for human interaction. A success story in difficult times, indeed! Let's stay positive.

Michael O. Meilahn

President, Board of Directors

WISCONSIN IDEAS, GLOBAL INFLUENCES

October 10, 2019 – February 22, 2020

This exhibition focused on the wide-reaching impact Wisconsin glass artists have had on shaping the global landscape of contemporary studio glass during the past 70 years. Exploring the many qualities of the medium, these artists have developed meaningful, lasting works for new generations of audiences and collectors.

The exhibit included the work of artists Eoin Breadon, Beth Lipman, Chuck Savoie, Deanna Clayton, Keith Clayton, Stephanie Trenchard, Michael Meilahn, Wes and Wesley Hunting, John Littleton and Kate Vogel, Kristin Thielking and Lisa Beth Robinson, Jeffrey Stenbom, Lisa Koch, David Huchthausen, Kent Ipsen, Harvey Littleton, Audrey Handler, Marvin Lipofsky, Gary Beecham, Jeremy Popelka, and Doug Johnson.



JEFFREY STENBOM (American)
Lasting Impressions: Delta, 2019
On loan from the Collection of Jeffrey Stenbom



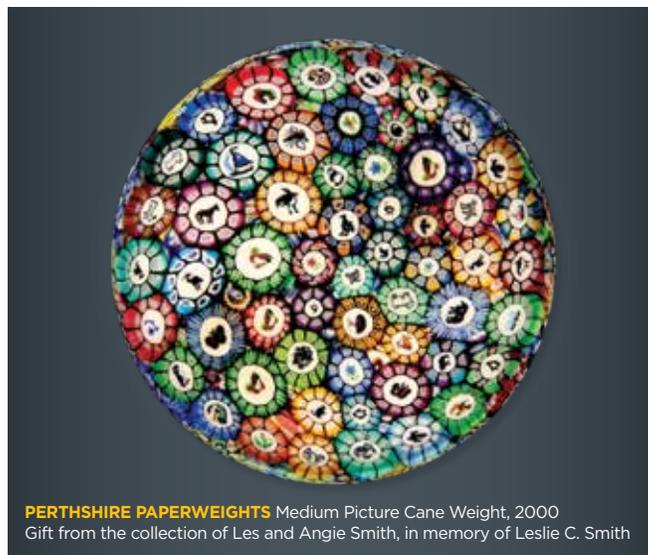
CHARLES SAVOIE (American, b.1959)
Zanfirico Goblet, 2013
Museum Purchase



HARVEY LITTLETON
(American, 1922-2013)
Crown Series, Yellow Vertical Movement, 1982
On loan from the Collection of the Milwaukee Public Museum



Les and Angie Smith



PERTSHIRE PAPERWEIGHTS Medium Picture Cane Weight, 2000
Gift from the collection of Les and Angie Smith, in memory of Leslie C. Smith

PERTSHIRE PAPERWEIGHTS FROM THE COLLECTION OF LES AND ANGIE SMITH

September 28, 2018 – September 20, 2020

View more than 900 weights from the renowned Scottish paperweight maker, Perthshire. This exhibit is the first showing of the gift to Bergstrom-Mahler Museum of Glass from the collection of Les and Angie Smith. Perthshire paperweights

are known for their superb quality that rivals that of 19th century French makers.

Exhibit sponsors include The Parsley Kreilein Bravo Fund to honor collaborative glass artists John Parsley and Peter McDougall.

ACQUISITIONS AND ACCESSIONS



Compagnie des Verreries et
Cristalleries de Baccarat

Newel post finial and standard, ca.1890

Hand-blown, cranberry overlay
faceted newel post finial and
brass standard.

*Estate of Richard Vernon Simpson and
Irene Vitiline Simpson*



Gary Beecham
(American, b.1955)

EX-AP Beecham, 1979

Prototype millefiori paperweight
in clear, blue and white glass.

Gift of David Huchthausen



Michael Taylor (American, b.1944)

Emotional Temperature of the Encounter, 2005

Cut, polished, and laminated sculpture
in clear and translucent blue, green, yellow,
orange and red glass.

Gift of the Robert M. Minkoff Foundation, Ltd.



Martin Blank (American, b.1962)

The Seeker, undated

Clear pipe-formed glass depicting a humanoid form
curled into a ball position and carrying a gold-leaf
adorned boat upon its back.

Gift of Gerald Silverstein



Audrey Handler (American, b.1934)

Hi Honey, I'm Home, 2012

Blown glass bowl and two plates of colored and clear glass
with 24K gold leaf containing separately blown-shaped
fruit. Two sets of sterling silver figures are attached to the
larger dish via museum wax. One antique fruit knife with
silver plated handle signed R. Wallace 1835.

Museum purchase in memory of David H. Woods



Stephen Knapp (American, 1947-2017)

Anam Cara, 2017

Light painting featuring ten individually mounted pieces of dichroic plate glass on VHB board.

Gift of Stephen Knapp Family Trust

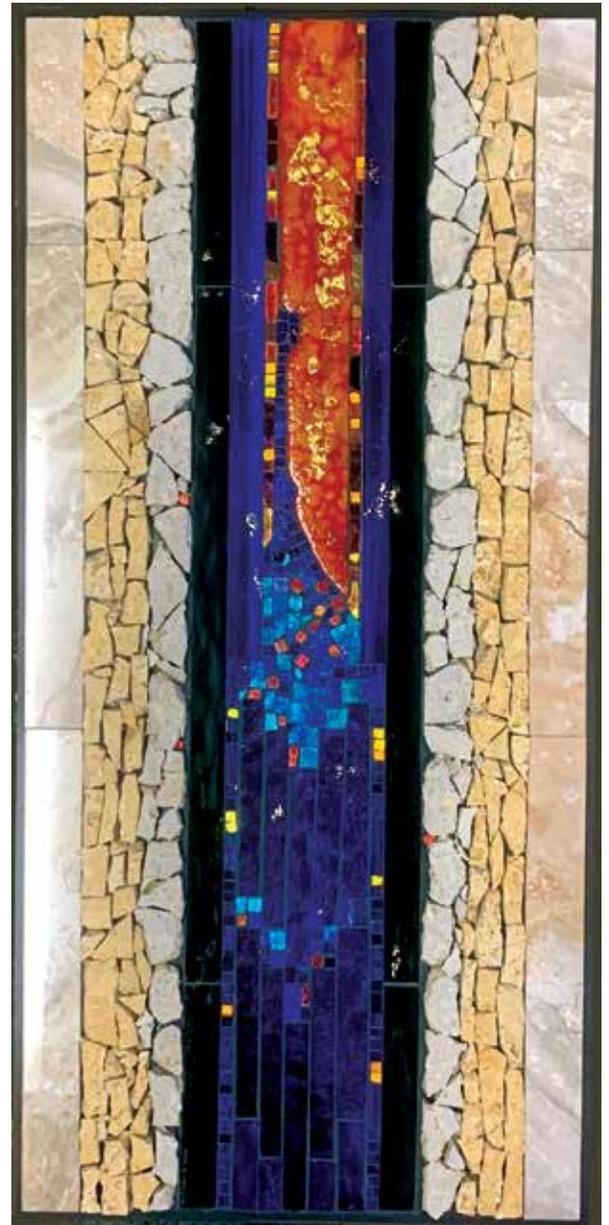


Marc Petrovic (American, b.1967)

Untitled, ca.2008

Wall hanging featuring two horizontally stacked shelves, the top containing ten blown translucent clear glass bottles, the bottom containing one translucent clear glass boat trimmed in amber glass, all mounted upon a nautical map.

Gift of Sharon Karmazin



Linda Muldoon (American, b.1942)

Fire in the Water, 2008.

Glass and stone mosaic with gold leaf.

Museum purchase

Daum Frères

Untitled, ca. 1928

Acid etched geometric art deco vase in yellow glass.

Gift of David Huchthausen

David Huchthausen (American, b.1951)
for Milropa Studios

Air Trap Vessel, 1979

Air trap vessel with internal iridescence.

Gift of David Huchthausen

Paul Seide (American)

Innervisions Experimental, 1978

Prototype experimental paperweight in transparent blue glass.

Gift of David Huchthausen



Lino Tagliapietra (b. 1934)

Dinosaur, 2011

Museum purchase with contributions from Lino Tagliapietra, Inc. and the Tagliapietra Family, Roger and Lynn Van Vreede, Jim Schantz and Kim Saul, Bruce Bachmann, Frank H. Douglas, an Anonymous Donor, and the Ronald and Ruthellyn Musil Family Fund within the Community Foundation for the Fox Valley Region.

Art Alliance for Contemporary Glass Wisconsin Artists Series

During 2020, Bergstrom-Mahler Museum of Glass played host to the Art Alliance for Contemporary Glass Wisconsin Artists Series. Initially planned as a season of in-person workshops, lectures and demonstrations, the series shifted to an online format following the museum's temporary closure due to COVID-19. Invited artists included those currently working or having been trained in Wisconsin, including Wes and Wesley Hunting, Deanna Clayton, Lisa Koch, Stephanie Trenchard, Lisa Beth Robinson and Kristin Thielking, Jeff Stenbom and Beth Lipman. All sessions were recorded and made available for access through the museum website.



Later in the year, the popular Art Activity Days were restarted utilizing take-home, pre-fired glass art project kits, and live, online instructional sessions. The kits were a hit, selling an average of 36 per month and shipped to areas as far away as Texas. This collaboration between the Glass Studio Manager and our Visitor Services staff was a much-needed success and created a new outreach program that can be distributed to multiple states throughout the U.S.

The Fox Valley Area High School Glass Art Exhibition

Bergstrom-Mahler Museum of Glass strives to expose the community to the versatility of glass while encouraging the creativity of talented young artists in the area. The encouragement of our young people and their development in the arts is crucial to our future economic and social development. We are pleased to exhibit glass art made by high school students in the Fox Valley area. Through creating art in the classroom and at home, students have the opportunity to share their work in a public setting.

This year was a challenging year. The COVID-19 pandemic restricted many glass art-making activities at both the high schools and at our own studio. The students and art teachers from Berlin, Neenah, New London, and Xavier high schools that contributed to this exhibit made the most of their creative time and really came through to make a wonderful show.

The Glass Studio During a Pandemic

Due to the COVID-19 pandemic, all in-person classes were cancelled from March until July. This provided quite the challenge for our Glass Studio Manager, Taylor Moeller-Roy to develop ways to continue educational programming at the museum. Several attempts were made to provide in-home activities that were not related to glass. With much planning and adaptation like smaller class sizes, mandatory masking, special sanitizing protocols, and holding all classes under the main ventilation hood, in-person classes resumed in July.



SPARK! Programming Goes Virtual!

As part of the SPARK! Alliance of museums and cultural organizations in Wisconsin, the specially trained staff at Bergstrom-Mahler Museum of Glass found a way to continue



the monthly program virtually, via online Zoom meetings. Attendance was lighter than past in-person events, but the importance of regularity and continuing the program for those that sought it out was very rewarding. The online conversations which were usually centered around a glass art piece, were lively and entertaining. Kudos to the participants, their caretakers and our staff for adapting to a challenging situation using the latest technology.

COVID-19 Creates a Pause in Popular Community Events

The COVID-19 pandemic affected many aspects of museum programming and that was certainly true for our large-scale community events during 2020. The popular Art After Dark series and the much beloved summer Arts Festival had to be cancelled due to large gathering restrictions. Of course, this was a major disappointment for the museum staff and supporters, as well as the artists and community members who attended these popular events. The future of these events is unshaken, however, and they will be coming back to the community as soon as local health conditions allow.

THE MUSEUM SHOP

The Museum Shop adjusts and expands online sales

As with other areas of the museum's operations during 2020, the COVID-19 pandemic provided unique challenges and opportunities to the Museum Shop. Laureen Endter, the Museum Shop Manager, and her staff of dedicated volunteers forged ahead by creating more online opportunities for buyers to purchase items from the shop representing about 200 artists. They devised a bustling curb-side pick-up system that was especially robust during the holiday shopping season. During that period, they sold over 220 glass icicles and more than 1450 ornaments. During the pandemic period, the Museum Shop team even managed to implement and train a new point of sale system within the shop itself.



VOLUNTEERS

Volunteers are the life force of any great non-profit, especially smaller organizations. As a cultural institution within the Fox Valley community, we understand that we could not provide all of the community programming, beautiful



Docent Patricia Rosenak

exhibitions, nor run our museum shop without the work of our volunteers. We're lucky to have dozens of volunteers that come in early on weekends and stay late to go the extra mile. Each individual person who volunteers with us selflessly uses their special talents and expertise to make the museum a great place to engage, excite, and educate

visitors. Our volunteers divide their time between certain areas of our museum.

Docents help teach people about glass as an artistic medium through leading guided tours and special programs. Curatorial volunteers assist staff with photographing, researching, and documenting the works of glass art in our collection.

The Museum Shop relies on volunteers to keep the shop humming. Our volunteer team does so much more than just wait on customers: They unpack and put tags on incoming merchandise, fulfill corporate orders, inventory the merchandise, make boxes and fold tissue, and dust the thousands of pieces of glass in the shop, in addition to helping our customers find that perfect gift.

Volunteers in The Glass Studio make programming happen by prepping, assisting, and finishing artwork made in The Glass Studio. When we have 40-60 kids running around at events or participants in our memory loss program that need a little extra attention and patience, we can always count on our volunteers to go above and beyond.

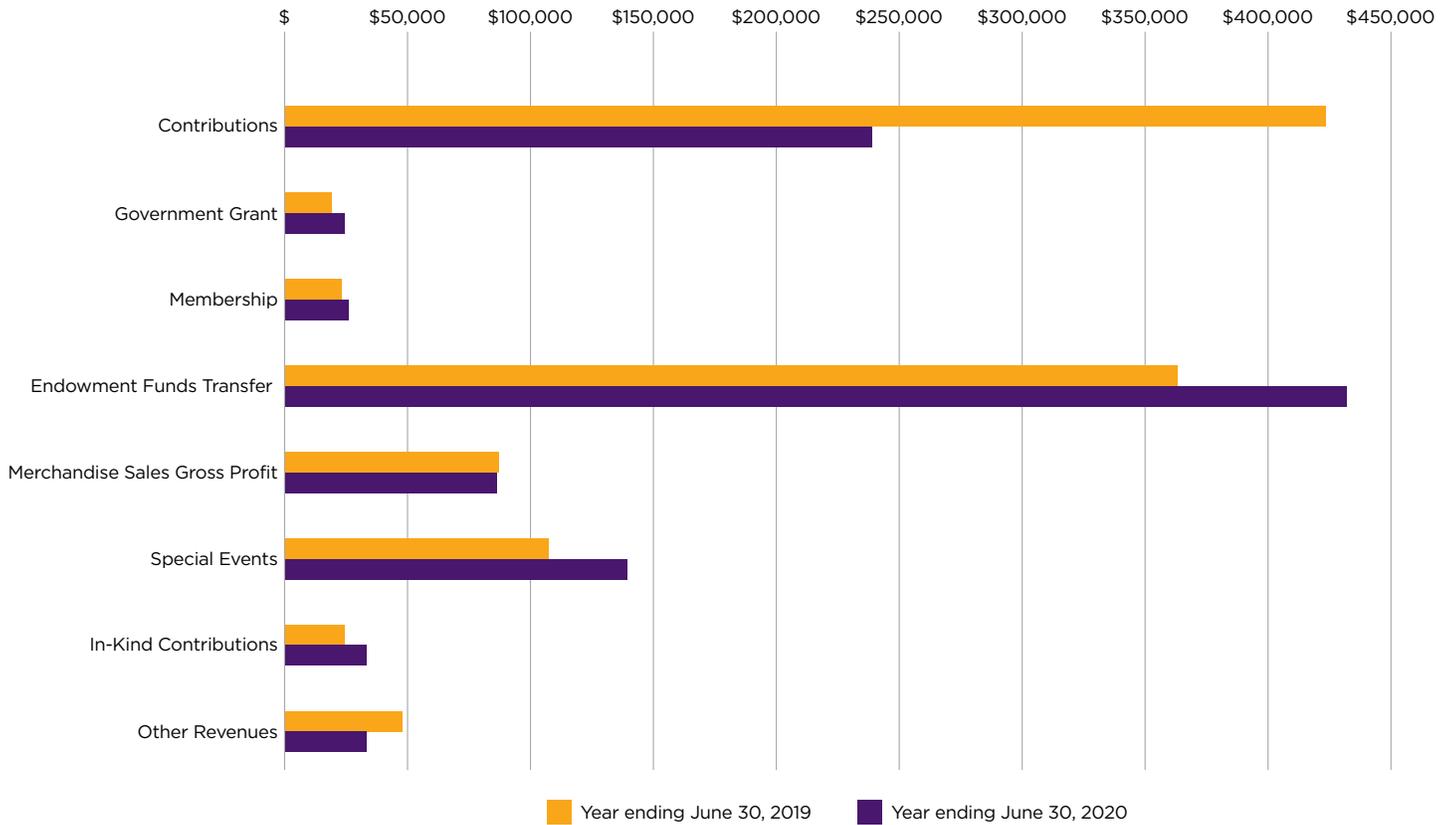
VOLUNTEER SPOTLIGHT

Tom Langkammer started volunteering with us a couple years ago after taking a class at the museum. He started in The Glass Studio helping prepare materials for upcoming classes, camps, art activity days, and more. After only a short time, he's become a star studio assistant. He has now become a major part of Art Activity Days, Art Camps, Scout programming, and more.

Our curator discovered his talents in painting and patching so he also helps in the galleries. His efforts and talents spread to many parts of the museum, even helping out our Executive Director. We are extremely grateful for the help and kindness Tom has shown our museum and we cannot wait to see what staff member ropes him into a project next. Thank you, Tom for all that you do!



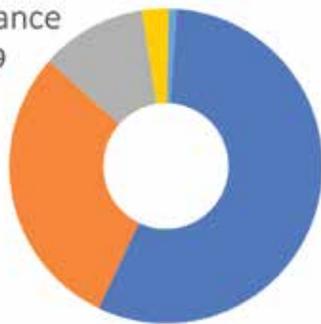
FINANCIALS / YEAR IN REVIEW



Year in Review – Attendance

Total attendance: 11,949

- 6,685 general admission
- 3,529 attended events
- 1,310 attended classes
- 330 attended tours
- 95 attended a class/tour

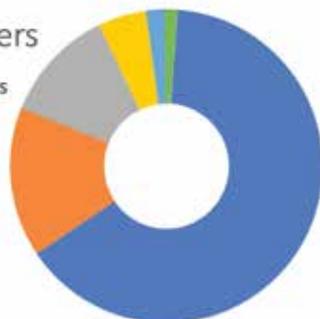


The Financial Impact of the COVID-19 Pandemic

Bergstrom-Mahler Museum of Glass was physically closed to the public from March 17, 2020 through July 1, 2020. We opened in a limited way on July 2nd with a 10 person limit and closed every other day. On July 21st we reopened to our regular daily schedule with limited audience in galleries, shop, and classes. During the time of the closure BMMOG lost revenue from special events, fundraisers, educational programming, memberships, sponsorships, and Museum Shop sales. Expenses continued as we maintained the building, collections, and retained our personnel. Our outstanding organization worked diligently to create virtual content to update and connect with our audience and supporters to continue our mission.

Year in Review – Volunteers

- The Museum Shop : 1532 hours
- The Glass Studio: 369 hours
- Artfest: 281 hours
- Hospitality: 119 hours
- Gallery: 46 hours
- Docents: 30 hours



TOTAL ANNUAL VOLUNTEER VALUE:

\$64,364

Based on rates provided by Independent Sector, independentsector.org



Mattia Salvatore (Italian)
and Marco Salvatore (Italian)

Palm #3, ca.2013
Gift from the collection of
Herbert and Jane Rozoff

JAN MIRENDA SMITH

Executive Director

2006-2020

In August of 2020, we said good bye to Jan Smith as the Executive Director of Bergstrom-Mahler Museum of Glass. Jan began with the museum as Curator from 1989-1999. When she took on the Executive Director commitment, she recognized that in the midst of the contemporary glass movement, BMMOG was “not in the game” even though its roots were embedded in glass. Her vision was to transform the museum from “local to global” recognition.

To commemorate Jan’s leadership and years of dedicated service, a special fund has been created in her honor, the Jan Mirenda Smith Fund to be used specifically for the promotion of Wisconsin glass. This fund will help BMMOG include and promote Wisconsin glass starting with Harvey Littleton at Madison and to embrace all artists and work with ties to the state who have been, or will be, involved in the Contemporary American Glass Movement.



BARBARA KELLY

Board Member, Policy Committee Chair

2010-2021

Our deepest gratitude is paid to Barbara Kelly for her decade plus service on our Board of Directors. Barb has been a leader and advocate in our community for many years and her time spent serving as a Board Member specializing in policy for the museum has been extremely valuable. We wish Barbara well!



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René Lalique (1860-1945)
Ceylan, ca. 1924
Gift to the Mahler Collection
from Pauline Mahler Stafford

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Nancy Alfano
Abbey Aylward
Georgia Bailey
William Banks
William Bardens
Ian Bartlett
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Richard Borgquist
Kathy Brost
Trini Burich
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Jacklyn Dickens
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Carol Goldstein
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Joseph Jankowsky
Donna Jedryczka
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Katherine Kottke
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Shari Lloyd
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Susan Morrissey
Peggy Murphy
Richard Naffier
Laurel Nobbe
Susan Radtke
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Pam Reinhold
Dana Reneau
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Carolyn Bauer
Kim Becker
Susan Blair

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Mary Florek
Cindee Garnett
Jill Geniesse
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Gerald Silverstein



Toots Zynsky (American, b.1951)
Sculptural Vessel, ca.2004
Gift from the collection of
Herbert and Jane Rozoff

BOLD VISION | COMMUNITY TREASURE

In the coming year, we will begin to move forward as a team in a variety of strategic ways in creating a new vision that embraces the community.

FUTURE DIRECTION: Bold Discoveries in Glass for All

CALL TO ACTION: The center for extraordinary glass experiences, the Bergstrom Mahler Museum of Glass offers engaging discoveries to **ignite** creativity, **spark** fun and **inspire** learning for all.

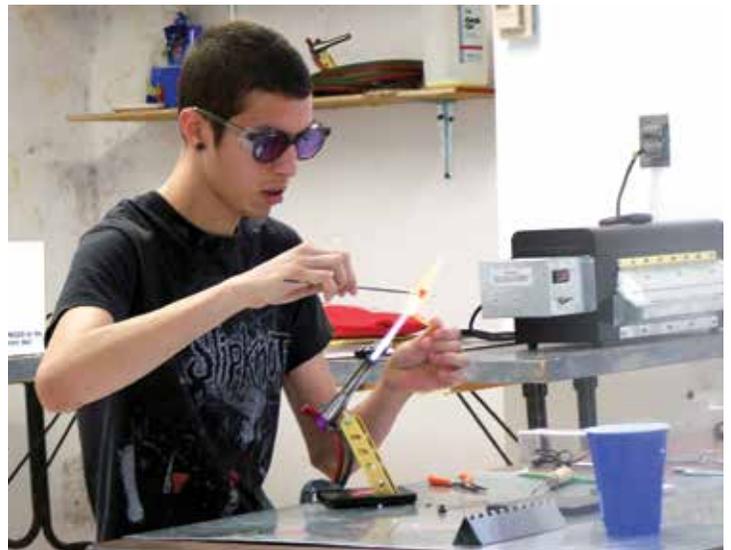
Accomplished through:

- Creation of extraordinary glass experiences and community-based projects with artists of diverse cultural backgrounds.
- Listening to our community: Developing deep and mutually beneficial partnerships with stakeholders in our community as well as on the national level to provide new experiences for all.
- Quality Fun-Raising: Having fun and trying new things by rebooting our arts festival for 2022 as well as a new Art After Dark series among others with community partnerships.
- Epic Friend-Raising: Finding new and unique ways to celebrate our members including a special artful online auction and behind the scenes opportunities.

Most importantly, our future success is in many ways due to your support and feedback Please stay tuned for future innovations and reach out to me anytime at moorefield@bmmglass.com.

We are grateful for you!

Amy G. Moorefield
Executive Director
Bergstrom-Mahler Museum of Glass



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OUR MISSION

Engage, excite, and educate our regional and global audiences using our world renowned glass paperweights, glass collections, and changing exhibitions.

OUR VISION

The Place for Exciting Discoveries in Glass!



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