

League of N.H. Craftsmen



signature of excellence



ANNUAL REPORT
2025-2026

INTRODUCTION

We're excited to share the League of NH Craftsmen's Annual Report—a vibrant snapshot of a dynamic year filled with creativity, growth, and progress. This comprehensive report highlights our accomplishments, financial performance, and the impactful work we've done to support and celebrate fine craft across New Hampshire. Told through the voices of our dedicated leaders and partners, this summary reflects a year of meaningful collaboration and bold steps forward. As we look back with pride and ahead with purpose, we remain inspired by our mission and energized for what's to come.

OUR MISSION

The mission of the League of NH Craftsmen is to advance, cultivate and champion excellence in fine craft. We pursue that mission through educational programming, leadership initiatives, marketplace strategies and support services.

THE BOARD OF DIRECTORS

ZACHARY JONAS, CHAIR
BEVERLY WOLF, VICE CHAIR
HETHRE LARIVEE, TREASURER
ANDY HAMPTON, EVENTS CHAIR
CHRIS ARCHER, STANDARDS CHAIR
SABRINA BEAVENS, MEMBER AT LARGE
GRAYSON MEAD SHEPHARD, MEMBER AT LARGE

ADMINISTRATION

KATE SAUNDERS, EXECUTIVE DIRECTOR
SARAH NYHAN, ASSOCIATE EXECUTIVE DIRECTOR
MOLLY HARPER, ADMINISTRATIVE COOR. STANDARDS & OPERATIONS
SARA PETIPAS, MEMBERSHIP & RETAIL DATA MANAGEMENT
ALICIA BERGERON, COMMUNICATIONS & GRAPHIC DESIGN ASSOCIATE
LISA ALMEIDA, EDUCATION COORDINATOR
KARINA JONAS, EVENT MANAGER

A Message from the Board Chair



The League should look back on 2025 with a well-earned sense of accomplishment. If 2024 was a year of transition, 2025 was a year of transformation—marking Kate Saunders' first full year as Executive Director. Her leadership, combined with the passion and dedication of the staff and the membership, made for an extraordinary period of growth and momentum.

Our mission—to advance, cultivate, and champion excellence in fine craft—guides every aspect of the League's work. In 2025, we made meaningful progress across each of our core areas: education, leadership, marketplace development, and member support. Highlights include the revitalization of our education programs—expanding outreach to schools across the state, strengthening collaboration with peer organizations, and growing the League's own class offerings—as well as increased visibility through statewide arts advocacy and the design of a new holiday craft fair. We also deepened and renewed key partnerships that will support the League's work well into the future.

The Board of Directors continued its efforts to strengthen governance practices while beginning a thoughtful expansion of its own membership. Our goal is steady, intentional growth—bringing in a diverse range of perspectives and expertise while maintaining strong representation from our Juried Members. This balance will help ensure that the League remains both rooted in its traditions and responsive to new opportunities and challenges.

The 92nd Annual Craftsmen's Fair at Mount Sunapee was a standout success, with notable increases in both attendance and sales. Just as meaningful was the feedback we received: members and visitors alike spoke to a palpable sense of optimism, support, and shared purpose. That spirit was further affirmed when the Fair was recognized as "Best of NH" by New Hampshire Magazine.

We also saw record-setting fundraising in 2025. We are deeply grateful to all who contributed. The strength of this organization rests on a community that believes in its mission, and this extraordinary level of support signals clear confidence in the League's direction. To our donors, members, and staff—thank you.

We look ahead to 2026 with energy and optimism, confident in the foundation we have built and excited for what lies ahead.

Sincerely,

A handwritten signature in black ink, appearing to read "Zack Jonas". The signature is fluid and cursive, with a long horizontal line extending to the right.

Zack Jonas

Chair, Board of Directors

A YEAR MAKING HISTORY!

**RECORD
SETTING
ANNUAL FUND
CHALLENGE!
OVER \$120,000
RAISED**

**OVER \$105,00 IN
INCREASED
SALES FOR
LEAGUE OWNED
STORES IN
CONCORD AND
HOOKSETT!**

**OVER 3M IN SALES
AT THE ANNUAL
CRAFTSMEN FAIR**

A Message from the Executive Director



Over the past year—now with a full cycle behind me—I remain inspired by the extraordinary talent and community that define the League of New Hampshire Craftsmen. What continues to resonate is that the very principles guiding fine craft must also guide our future.

Across every medium, there is a shared process rooted in empathy—the discipline of listening, observing, and understanding before acting. It reminds us to set aside assumption and engage deeply with our members, our audiences, and a changing world in order to shape work that is meaningful and lasting.

Over the past 18 months, we have embraced this approach through thoughtful research, conversation, and reflection. What we've uncovered is both grounding and energizing: a 93-year legacy built on excellence, a strong and respected identity, and a community that cares deeply about its craft. At the same time, we recognize that to remain vital, we must evolve with intention.

This year has marked a meaningful shift forward. We have explored new ideas, strengthened relationships with arts organizations and educators, and opened the door to new partnerships. The response has been clear—there is a strong desire to collaborate and to see the League continue to lead.

That momentum is made possible by a shared commitment to trust, respect, and responsibility. Each of us plays a role in shaping what comes next. When we look beyond our individual perspectives and align around a common purpose, we strengthen both the organization and the broader creative community.

We are especially grateful for partners like the Common Man organization, whose generosity has helped us pilot new models centered on member success—expanding opportunities, strengthening financial outcomes, and increasing visibility. Participation continues to grow, with consistent and meaningful engagement across programs.

At its core, the strength of the League lies in its people—our juried members, our staff, our volunteers, and our Board—working together with a shared belief in the future of craft. Listening will continue to guide our path, as member feedback directly informs how we test, refine, and build what comes next.

I am deeply grateful to be part of this community and for all who believe in the power of craft to connect and inspire.

For me, craft is, at its heart, a human act—shaping not only what we create, but how we understand and connect with one another.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kate Saunders', written in a cursive style.

Kate Saunders
Executive Director



**OVER 1,000
MORE
TICKETS
SOLD FOR
THE FAIR!**

**NEW LEAGUE
AWARD WITH
NHAA
SUPPORTING
EMERGING
CRAFTSMEN!**

**OVER 2,600
VOLUNTEER
HOURS
COMPLETED!**

**OVER 7K IN
EDUCATION
OPERATIONS
GRANTS TO THE
LEAGUE AFFILIATED
GALLERIES**

**FIRST PROFESSIONAL
DEVELOPMENT
WORKSHOP AT
SANBORN MILLS
FARM**

**NH'S JPP GRANT
PROGRAM
SUPPORTED
THE ANNUAL
FAIR WITH
\$46,000!**

**NEW STORE:
HOOKSETT
SOUTHBOUND
UNDERWAY!**

Marketing and Communications

The craftsmen are at the heart of the League's marketing and communication efforts year-round.

The main goals of the League's Marketing Program are to:

- encourage attendance at the iconic League of NH Craftsmen's Annual Craftsmen's Fair, drawing in tourists from beyond NH
- educate the public regarding the artists and processes behind the creation of handcrafted work
- elevate and expand the League's promotional efforts on behalf of our juried members, including exhibitions, educational programs and special events
- utilize League video resources to amplify educational initiatives for the next generation of makers

In preparation for the overall marketing of the League and its events and activities in 2026, the organization was provided with a restricted financial gift to pursue a professional evaluation of our past marketing efforts. This SWOT analysis, completed in December of 2025 by SquareSpotDesign (Concord, NH), has provided useful information to guide us through thoughtful planning for this year's effort.

Take Aways from the recent SWOT Analysis:

It was noted that we have a highly cohesive brand system across all creative assets, and high-quality photography and visual storytelling assets. It was also noted that we have a wide geographic reach across high-value cultural markets and a strong earned media footprint across trusted outlets. Our print collateral is serving us well, and we have developed strong trust across our audience.

We also identified areas where we plan to make strategic shifts in 2026. We are tightening up all media areas to the most relevant outlets, increasing the rotation of images to ensure broad storytelling, and ensuring we are boldly sharing the League's story across all elements.

We are also adding more tracking to marketing components to assess reach more effectively. We are working closely with community partners to extend our reach to varied groups, including cultural tourists, families, community seekers, young creatives and experiential learners.

Marketing Grant Funding:

We are fortunate to continue to receive funding through the State of NH's Joint Promotional Program, which provides matching dollars for marketing that drives tourists to the State. This program essentially doubles the budget we are able to use for Fair promotion. In 2025, we received over \$46,000 through JPP to amplify our event promotion.

The League reaches its followers as well as new audiences with printed pieces such as rack cards and postcards, radio promotion, social media and digital advertising (including the use of professional videos), email campaigns, and traditional print advertising in regional and national publications. We will continue to build out our resource library of images and videos this year, and focus our efforts on introducing our members to the public.

Annual Craftsmen's Fair



The 92nd Annual Fair was the recipient of a Best in NH Award



Fair Program Guide



Fair Impact

The Gate

20,000 attendees
1,000 more paid tickets
than 2024!



Revenue

OVER 3M for League artists
OVER 41K for NHAA
OVER \$16,700 for the
Woodworkers Guild



Overall Impact

This event yields a tremendous financial impact to the region each year. As we grow attendance and forge stronger relationships—the League will remain a leader in NH for the creative economy.



League of N.H. Craftsmen
92ND ANNUAL CRAFTSMEN'S FAIR
 AUGUST 2-10, 2025 • 10AM-5PM
 Mount Sunapee Resort, Newbury, NH



SCAN ME

New Hampshire
 LIVE FREE
 VISITORS GOV




- ▶ interact with hundreds of artists + be inspired
- ▶ experience engaging demos
- ▶ shop fine craft ▶ explore curated exhibitions
- ▶ enjoy lively music + delicious food

TICKETS AT **NHCRAFTS.ORG**

League of N.H. Craftsmen
92ND ANNUAL CRAFTSMEN'S FAIR



ENGAGE



EXPERIENCE



INSPIRE

AUGUST 2-10 ▲ MOUNT SUNAPEE RESORT

16,000 Fair postcards
 were mailed to addresses
 across the state and New
 England region.

20,000 rack cards were distributed at information centers in all
 of the NH State rest areas, and other tourist hubs across the main
 travel routes in the state, as well as through our League galleries.

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TICKETS AT **NHCRAFTS.ORG**



From interviews to ads, the League spread the word about the Fair far and wide in 2025. We utilized media sponsorships to leverage discounted marketing opportunities, and ensured additional organic reach through good old fashioned storytelling on our social media channels. Fair preparations were on the front page of newspapers, and media partnerships put the Fair in front of online video and tv viewers.

Even outside of the Fair, the work of communications interns from Keene State College helped the League capture the stories of our members, especially noted in the “A Change of Season” and “Setting the Standard” exhibitions.

In 2025 we saw more than 1.75 M views on our Facebook account, demonstrating strong continued interest in art, craft and the creative community.



“Weekends with Yankee” Episode 910: Handmade in New England



Online, on screens, over the airways, and along the roads...

Outreach & Partnerships

Outreach and partnerships were a defining focus for the League this year, as we began laying the groundwork for some of the most meaningful and strategic relationships to advance the future of craft.

Traveling to forge new connections played a central role in this effort, allowing us to better understand creative communities and forums across New Hampshire—from independent galleries and museums to private and public schools, as well as colleges and universities. By engaging with leaders across these spaces, the League strengthened its network and gained a deeper understanding of its role within the state's broader cultural landscape.

It was particularly inspiring to witness the next generation of craftspeople emerging in maker spaces, where innovation and collaboration are shaping new pathways for creative expression. These environments are not only fostering artistic growth, but also exploring ways to make craft more financially viable and sustainable for those pursuing it.

Strengthening partnerships with established organizations was another key priority. As **NH Furniture Masters** celebrated their 30th anniversary, we collaborated to broaden our shared reach—aligning exhibition schedules and identifying new ways to support one another while engaging a wider audience of craft advocates.

Recognizing that the cultural and historical significance of the League is a cornerstone of our legacy, we also partnered with the **New Hampshire Preservation Alliance** for programs and events that expanded our voice and impact. These collaborations introduced our work to new audiences who value the story behind how things are made, while also creating platforms for our members to share their expertise—such as the “Details Make the Difference” panel this past March.

These outreach and partnership efforts directly reflect our mission—to advance, cultivate, and champion excellence in fine craft. Through educational programming, leadership initiatives, marketplace strategies, and support services, we continue to strengthen the craft community today while building a more connected, sustainable, and vibrant future for craft.



Generations of craftsmen connecting at Old Home and Barn Expo



Finance Committee Report

Hethre Larivee, Chair



Resilience & Vision

The League remains in a strong and stable financial position, backed by another year of clean audit results and a healthy endowment. Despite a shifting economic landscape, our foundation is solid, and we are well-prepared to navigate future challenges with confidence.

Financial Performance & Highlights

Our community's generosity continues to be our greatest strength. This year, we are thrilled to announce:

Historical Fundraising:

This year, the Annual Fund more than doubled, increasing from just over \$40,000 to more than \$92,000. Fueled by the success of our challenge gift, total giving surpassed \$120,000—marking a historical milestone in our fundraising growth.

Operational Integrity:

Our annual audit was completed with zero errors or exemptions, validating the strength of our internal financial systems.

Strategic Resilience:

A robust endowment ensures we remain agile and secure despite market volatility.

Gallery Performance:

Handmade fine craft remains a cornerstone with our community, as reflected in the 7% sales growth vs the prior year.

Brand Evolution:

Supported by a generous anonymous gift, we are optimizing our marketing and communications. This will allow us to share our story more effectively, grow our audience, and create new opportunities for our artist members.

Through disciplined management and the unwavering support of our community, the League is not just weathering change—we are embracing it to better serve our mission of education and inspiration.

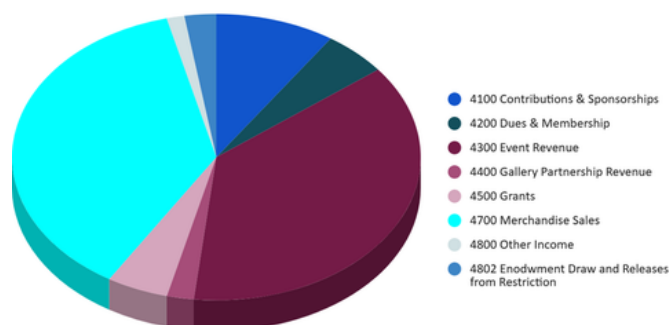
League of NH Craftsmen Statement of Activities Unaudited

April 2025 – March 2026

Income

4100 Contributions & Sponsorship	\$191,216.54
4200 Dues & Membership	\$102,660.00
4300 Event Revenue	\$752,851.62
4400 Gallery Partnership Revenue	\$43,169.81
4500 Grants	\$98,501.05
4600 Merchandise Sales	\$754,446.51
4800 Other Income	\$28,392.87
4802 Endowment Draw	\$50,900.00
Total Income	\$2,022,138.40

Cost of Goods Sold	\$488,252.56
Gross Profit	\$1,533,885.84

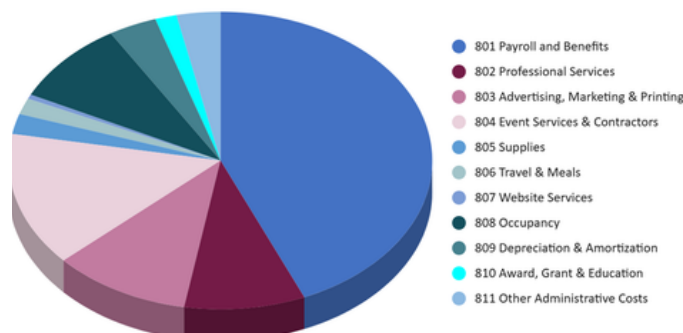


Expenses

801 Payroll and Benefits	\$656,660.26
802 Professional Services	\$139,202.47
803 Adv., Marketing & Printing	\$158,814.32
804 Event Services & Contractors	\$220,070.64
805 Supplies	\$33,203.26
806 Travel & Meals	\$26,500.74
807 Website Services	\$7,223.36
808 Occupancy	\$135,969.07
809 Depreciation & Amortization	\$55,629.46
810 Award, Grant & Education	\$24,789.57
811 Other Administrative Costs	\$50,519.51

Total Expenses	\$1,508,582.66
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Net Operating Income	\$25,303
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We are very pleased to report that we have moved from a projected deficit position to a surplus of over \$25,000 due to controlling our expenses, increased sales and the extraordinary generosity of our community. In addition we have maintains a cash reserve of \$456,946.

Record-Breaking Annual Fund

We are thrilled to share that, because of you, this year's Annual Fund Challenge was more than a success—it was historic.

Together, we didn't just meet the challenge—we surpassed it, raising \$ \$92,134 and, with the full matching gift, we generated **more than \$120,000 in total support** for the League. This is an extraordinary new record.

This remarkable achievement reflects the very best of our community: generosity, belief, and a shared commitment to one another and to the future of craft in New Hampshire. Every gift, every message, and every act of participation helped propel us far beyond what has ever been accomplished before.

We are also deeply grateful to the anonymous donors whose vision and leadership inspired this moment. Because of this transformative investment, we are now positioned to prioritize key areas of our strategic plan, strengthening the foundation for the future of craft and laying the groundwork for our Centennial celebration in 2032.

This support will allow us to focus on three critical priorities:

- **Advance** – Strengthening our core operations to ensure a sustainable and resilient organization
- **Cultivate** – Nurturing craft and community through expanded educational programming, professional development, and a continued commitment to excellence
- **Champion** – Elevating our voice and impact by promoting and advocating for our mission, including deepening our branding and communications to broaden our reach and visibility through events and storytelling

As we look ahead, this milestone is more than a number—it is a powerful signal of who we are and where we are going. It affirms that the League is strong, relevant, and deeply valued—and that together, we are building something that will endure for generations to come.



Endowment Update

The purpose of an endowment for the League of NH Craftsmen is to strategically ensure long-term financial sustainability, support innovation, and protect the organization's ability to fulfill its mission regardless of economic fluctuations.

The League's current market value of the endowment was valued at **\$986,652 as of April 30, 2026.**

Strategic Purposes of the Endowment:

Preserve the League's Legacy: Provide permanent support for preserving and advancing traditional and contemporary craft.

Fund Strategic Initiatives:

Support future-focused programs, outreach, or innovation that may not be possible through annual operating funds.

Stabilize Operations:

Provide a financial cushion during lean years or economic downturns, reducing dependence on volatile income streams.

Encourage Donor Confidence:

Signal fiscal responsibility and long-term planning, making it easier to attract major gifts and planned giving.

Empower Leadership:

Give future leaders flexibility and resources to act on opportunities aligned with the League's mission.

United leadership, paired with intentional strategic partnerships, ensures the endowment is not only preserved but actively leveraged to expand impact, deepen community connections, and sustain the League's mission for generations to come. Together, they transform financial stability into a dynamic engine for growth, resilience, and shared purpose.

Retail Gallery Performance

The League of NH Craftsmen galleries experienced a 6.8% increase in gross sales overall. The League also received a special opportunity to open a new store in the Welcome Center with the Common Man organization to open in May 2026.

Gallery Performance Sales

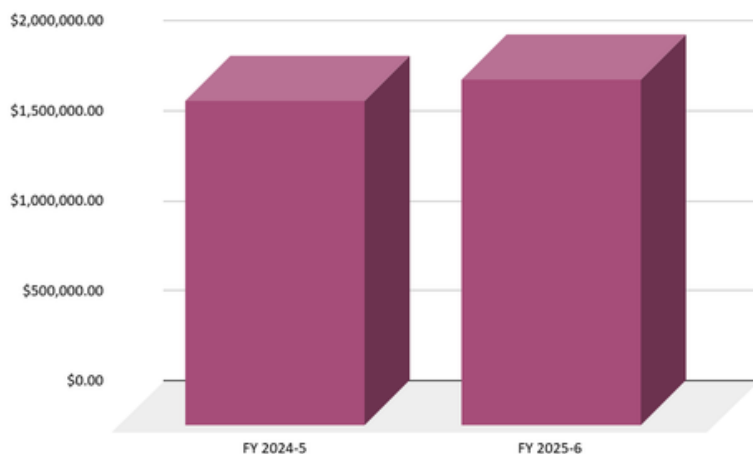
FY 2025-6 \$ 1,925,889.68

FY 2024-5 \$ 1,803,683.43

Increase of 7%

Net Increase \$122,206.25

****\$105K of the increase was from
League owned locations***



Craft Education Operations Grant

The Craft Education Operations grant is designated to support the galleries that host lectures, classes, demonstrations, etc to support the future of craft. This year the League granted a total of **\$6,750** to the following sites, Sandwich Home Industries, Meredith/Laconia Arts and Crafts, North Conway Fine Craft Gallery and Littleton Fine Craft Gallery. This grant program has a point system for educational events hosted at sites.

Juried and Supporting Membership

As of the end of March 2026, there are just under 700 state-juried members on our rolls, and nearly 350 supporting members who continue to stand by us year after year. These numbers highlight a continued belief in the value of belonging to our craft community.



Board representatives from Sandwich Home Industries and the League of NH Craftsmen in the library where one of the first sales event took place in Sandwiich, NH 100 years ago.

Governor's Award For Leadership

The Governor's Arts Awards were presented in October at the NH State House. The League of NH Craftsmen was well represented, as Bev Wolf, the current Vice-Chair of the League's Board, and her husband Dan, both longtime arts advocates and supporters of our organization, were honored as 'Arts Champions'.

Dan and Bev Wolf are esteemed advocates for the arts, preservation, and community stewardship across New Hampshire. For decades, they have led with humility, generosity, and unwavering dedication – supporting organizations such as the League of NH Craftsmen and the New Hampshire Furniture Masters. Bev's leadership was instrumental in guiding the League through a transformative period, while Dan's career in public service and non-profit leadership reflects a deep commitment to the common good. Together, they have profoundly enriched the cultural life of the state.



Annual Ornament



The League's 2025 Annual Ornament, **Theodore** by Meggin Dossett was another sell out! We released the 2026 Ornament by Walker Boyle, **One Horse Open Sleigh** in early May 2026.

Navigating the Year Ahead

Growth often requires intentional investment. As we look to the next fiscal year, we are proactively managing a controlled \$62,000 deficit driven by:

- Rising vendor and operational costs.
- Strategic investments in our long-term infrastructure.
- Shifts in the local and federal grant landscape.



Our Commitment:

We have set a clear goal to reduce this deficit by at least 50% through disciplined expense management and strategic prioritization, ensuring every dollar is used effectively.

Expanding Our Impact: New Spaces & Programs

This year, we are launching several key initiatives designed to increase visibility for our artists, deepen public engagement, and create new revenue streams to support our mission.

- **Hooksett Southbound Gallery:** A new, permanent gallery location that provides a year-round platform for member work, helping us reach new audiences and grow our organizational footprint.
- **Makers on the Mount:** A premier partnership with the M/S Mount Washington on Lake Winnepesaukee. This event features juried craftsmen providing live demonstrations and sales, with a portion of ticket proceeds directly benefiting the Annual Fund.
- **Regional Event Expansion:** The debut of ***Handmade in the Harbor***, a boutique, two-day gallery-style show in downtown Portsmouth, bringing our members' work to a high-traffic coastal setting.
- **Craft Beer Collaboration Series:** A creative marketing campaign pairing 16 local breweries with League members across various media. This six-week regional initiative creates limited-edition experiences and boosts brand awareness.
- **Collaborative Partnerships:** Deeper strategic alliances with esteemed institutions—such as the New Hampshire Furniture Masters, Sanborn Mills Farm, AVA Gallery, and the Currier Museum of Art—reinforcing the League's leadership within the state's creative ecosystem.



Over the year ahead we look forward to supporting our partners and enhancing educational programming throughout NH. This year's grant recipients are ...

League Gallery – Sandwich Home Industries

The League of NH Craftsmen is proud to support Sandwich Home Industries as they mark their centennial year—honoring a century of craft, creativity, and education. As part of this milestone, they are expanding their impact by building a new ceramics and printmaking studio to serve their growing community of makers. The program Enhancement Grant will help them purchase equipment to build out their new studio spaces!

NH Wood Workers Guild – New Education Space for Youth

We're thrilled to support the Guild of New Hampshire Woodworkers in bringing a dedicated kid-focused education area to the League of NH Craftsmen's Fair! This grant will further build out the hands-on space and will give youth the opportunity to learn traditional woodworking techniques with guidance from skilled mentors. It's all about inspiring the next generation of makers—stay tuned for more details!

Twin State Makers Space – Artist in Residence

The Claremont Makerspace has launched its Spring Artist in Residence program—made possible with support from the League of NH Craftsmen! This exciting program empowers regional artists with space, tools, and mentorship to create and grow.

NH Potters Guild

The New Hampshire Potters Guild (NHPG) is excited to build a large outdoor tent to host hands-on workshops and live demonstrations throughout the season. One highlight will be a spring raku firing workshop led by master artist Frank McGinn—an incredible opportunity to experience this dynamic ceramic process firsthand!



Sandwich Home Industries



Claremont Maker Space

New Juried Members & Standards Committee Update

Chris Archer, Chair & Molly Harper, Staff Liason

We've had a dynamic year, filled with policy updates, new jurors and engaging jury sessions - please join us in welcoming all of the new faces to the League! View the newest members from 2025 & 2026 on our website.

New Members of the League

- 24 juried members, 8 conditional acceptances (pending product reviews), 22 deferrals - over 50 applicants!
- 13 critique sessions - opportunities for current members, emerging craftsmen, and prospective applicants who seek peer review and constructive feedback

League Jurors - THANK YOU!

- 46 media jurors volunteered their time, experience, and expertise
- Juror Training in February - onboarded 10 juried members as new jurors
- Interested in contributing? We are always looking for more media jurors.
 - Reach out to jury@nhcrafts.org for more information.

Policy Updates & Revisions

- *Reproductions Policy* - updated to permit cards & calendars from select medias - in response to feedback from League members and the Fine Craft Galleries
- *Response to Substandard Work Protocol* - updated to establish a clear process for addressing and resolving Standards concerns

Looking Ahead

- *Media Guidelines Updates* - As technologies, materials, and processes evolve, so do our guidelines. We're continuing to work with our jurors to maintain current and consistent standards across the media categories.



(L-R) Craft by newly juried members Stephen Giles, Christine Pellerin and Damian Carlson

Newly Juried Members



Find even more new members on our website

Event Committee Update Looking Ahead

Kathy Litchfield, Chair & Andy Hampton, Outgoing Chair
Karina Jonas, Event Manager/Staff Liason

The Events Committee is pleased to share that planning for the 2026 Annual Fair is well underway, with strong participation and continued enthusiasm across all areas of the event. Interest in TSATF, ACD, and the Sculpture Garden remains high, and we're excited to welcome a vibrant mix of returning favorites and new participants.

We'd also like to formally welcome Kathy Litchfield as the new Events Committee Chair, following Andy Hampton's completion of his term on the Board.

The Guest Artist Program remains an important part of the Fair, helping to broaden the range of work represented while maintaining the League's high standards. We received a strong pool of applicants this year and, following a thoughtful jury process, invited a select group of artists whose work complements and enhances the overall Fair experience.

This year, the Committee and staff have focused on refining key processes to better support exhibitors and the long-term success of the Fair. Updates to booth scoring and placement have created a clearer, more streamlined system while still honoring the traditions that define the event. Early results show that the majority of exhibitors were placed within one of their top booth choices, reinforcing our commitment to fairness and transparency.

We've also continued to strengthen internal processes, including committee engagement and communication, to support the Committee's role as an effective advisory group. Ongoing conversations have included areas such as the Annual T-shirt program and broader exhibitor feedback, as we look for ways to build on past successes and evolve thoughtfully.

We are also excited to introduce a new curated event in Portsmouth, Handmade in the Harbor, which will feature 35 participating Craftsmen.

The Committee meets regularly in collaboration with staff, ensuring a strong balance between day-to-day operations and long-term planning as we look ahead to August.

We're grateful to all who contribute their time, ideas, and energy to make the Annual Fair possible. It's truly a collective effort, and we look forward to another successful year.



Annual Financial Impact to Craftsmen in 2025

\$3,138, 310

\$54,508

ACD SALES

- 2nd highest sales in the last 5 years
- Representing over 100 members finest pieces

\$2,946,216

BOOTH SALES

- Nearly 3M supporting the craftsmen
- Outstanding commitment to quality presentation

\$137,586

THE SHOP AT THE FAIR

- New systems to support the craftsmen and customer experience
- New record for commission payment processing



Annual Fair 2025

With more than six decades at Mount Sunapee Resort, the 92nd Annual Craftsmen's Fair honored tradition while embracing meaningful progress. Financially, the 2025 Fair was extraordinarily successful, with net income rising **from \$487,605 to \$535,366** and total reported sales **exceeding \$3 million**.

We welcomed approximately **20,000 visitors**, supported by targeted improvements designed to enhance both the maker and guest experience.

A centerpiece of this year's advancement was the modernization of ***The Shop at the Fair***, where more than 60 League craftsmen participated. Updates included a new 70% commission structure and a fully digitized inventory system, improving accuracy, reducing checkout wait times, and enabling commission payouts within two weeks of the event—ensuring artists received revenue more quickly than ever before. We extend our sincere thanks to Su Eagan and Sara Petipas for their exceptional leadership in advancing key initiatives that continue to strengthen and evolve this cherished event.

Post-event survey results reflected strong engagement and overwhelmingly positive feedback. **More than 95% of participating craftsmen** rated event communication as strong, and many noted appreciation for thoughtful enhancements such as the expanded coffee offerings and more flexible setup and breakdown scheduling. Notably, more than 70% of respondents reported meeting or exceeding their sales goals.

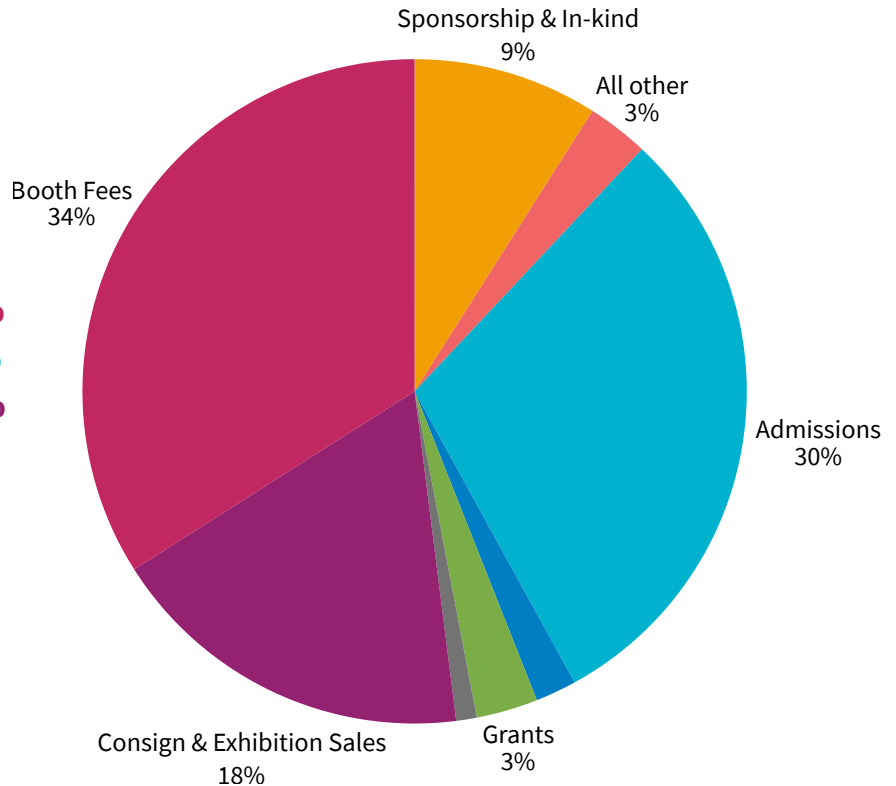
Community engagement remained a defining strength of the Fair. Expanded family programming, including Kids Create activities and interactive displays, brought new energy to the grounds, with more than 1,000 participants engaging in the pottery tent alone, alongside scavenger hunts and hands-on experiences throughout the event.

This success is made possible through an extraordinary spirit of volunteerism. Community partners contributed more than 875 volunteer hours, complemented by an additional 580 hours from our own juried members—an inspiring reflection of the shared commitment that sustains the Fair.

Overall Fair Revenue / Expense and Net Income Summary by Source

Revenue Sources

Booth Fees	34%
Paid Tickets	30%
Sales	18%
Sponsorship/In Kind	9%
Grants	3%
Fees	2%
Raffle	1%
Other	3%



Website and Social Media Traffic

Source	Impressions	Clicks
Meta	923,942	48,511
Google	265,001	7,364



PARAGON
DIGITAL MARKETING



 		Jul 28, 2025 - Aug 10, 2025	
Website Summary		Data From Google Analytics 4	
Total users	Sessions	Views	Engagement rate
37,295	55,669	156,346	59.92%
↑ 94.2%	↑ 128.9%	↑ 137.3%	↑ 17.5%

- >1.2 million impressions brought a 26% lift in total views and a 24% lift in active users on the tickets page during our campaign flights year over year.
- Additionally, sessions and new users to the main fair page were up 21% and 24% during our campaign flights respectively compared to last year.

Volunteer Community



**Thank you to
group volunteers!**



EVERSOURCE

Community Volunteers

Gate Greeters, Info/Raffle Tent Assistants, Tent Volunteers, Pottery Tent, Kid's Create Assistants, Demonstrator Support

- ★ **129** individual volunteers!
- ★ Over **875** hours contributed!

Juried Members

Unload/Load, Painting, Set-Up, Greeters, Tent Assistants

- ★ **92** Juried Members!
- ★ Over **580** hours contributed!

Art, Craft & Design and Sculpture Garden

As we look ahead to next year, based on the feedback from the survey and Exhibition and Events committees we are considering the following:

- Increasing the quantity of tall pedestals and acrylic cases
- Increase the lighting and fans
- Incorporating a theme to unite the show

Over \$8,000 in awards was given to ACD participants from our sponsors.





Exhibitions

We began this year's exhibition season with a dynamic and thoughtfully curated range of opportunities that reflect the importance of the wider craft community, the depth of our craftsmanship and our enduring commitment to the next generation. Central to this was our continued collaboration with the Maine Craft Association through the Craft Apprentice Program, reinforcing the vital role mentorship plays in sustaining and evolving the field.

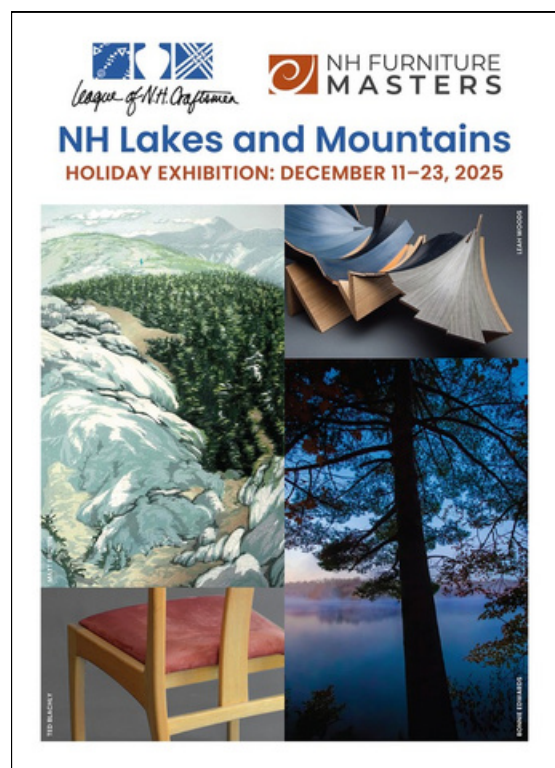
Over the summer months we celebrated our wider community through ***Together in Craft: A Showcase of NH Craft Guilds***. As the seasons shifted, we welcomed the fall with ***A Change of Season***, an exhibition that explored the evolving narratives behind a craftsman's work over time. This was followed by a special solo exhibition featuring the work of Stephen Procter,

Inspirations, Opportunities, and Influence: Making a Life in Craft, which we thoughtfully integrated with presentations from this year's Craft Apprentice Program. Together, these exhibitions created a meaningful dialogue around the importance of apprenticeship, and the people and communities that nurture artistic growth. We ended the year with a festive holiday exhibition celebrating the beauty and spirit of ***NH Lakes and Mountains***, bringing the season—and our shared work—full circle.



TOGETHER IN CRAFT

A Showcase of NH Craft Guilds





We began the new calendar year with ***Setting the Standard*** which honored the jurors who uphold the League's tradition of excellence, followed by ***Materials to Masterpiece***, an engaging exhibition revealing the process behind craft. Each opening event drew over 100 guests per evening and reflected a growing spirit of collaboration, including partnerships with the New Hampshire Furniture Masters and Sanborn Mills Farm to bring craft communities together through shared learning and experience.



League of N.H. Craftsmen



signature of excellence

**INSPIRATIONS,
OPPORTUNITIES,
INFLUENCE:**
MAKING A LIFE IN CRAFT

October 10–December 5

CRAFT APPRENTICE PROGRAM

In partnership with the Maine Arts Commission & the League of New Hampshire Craftsmen, and with generous funding from the National Endowment for the Arts, the Maine Crafts Association offers the Craft Apprentice Program (CAP) – an opportunity for Maine & New Hampshire based mentor craft artists and apprentices to learn and create. A seven month program, a lifetime of connections.

This fiber-based apprenticeship in rug hooking paired mentor Pam Bartlett with apprentice Lynda Hadlock for 100 hours of training over seven months. Throughout the apprenticeship, Lynda created a custom pattern inspired by her design ideas, transferring it to the backing and developing a thoughtful color plan. As she worked, she dyed and prepared wool to match her design, explored different textures and shades. Lynda also refined her project as it progressed, learning advanced techniques and experimenting with alternative materials and 3-D effects to elevate the final piece.



This fiber-based rug hooking apprenticeship paired mentor artist Grace Collette with apprentice Kaileigh Sargent for 100 hours of one-on-one studio training in Raymond, New Hampshire. Throughout their time together, Kaileigh expanded her knowledge of design principles, such as color planning and composition, while developing and applying these skills to her first rug design. As she progressed, she explored various dyeing techniques, along with learning new textile skills like creative stitches, punch needle, and embroidery. The apprenticeship also covered finishing techniques, including needle felting and embellishing with beads and novelty yarns, culminating in the submission of three pieces for jury consideration into the League of NH Craftsmen.

Education Committee Update

Education has been a cornerstone of the League since its founding. Education Coordinator, Lisa Almeida, Education Board Liaison Beverly Wolf, and Executive Director Kate Saunders have worked as a team this year to ensure a sustained and meaningful focus on craft education designed to nurture current and future generations of craftsmen.

The two-prong strategy employed toward achieving those objectives includes outreach and program development.

Outreach

The outreach focus is on building relationships with schools, universities and organizations throughout the state that are committed to advancing art and craft education. Dozens of offsite and onsite meetings have led to budding partnerships that are already delivering mutual benefit.

- Sanborn Mills Farm hosted a Standards professional development Lunch & Learn event last fall and is a participant in the extraordinary Materials to Masterpiece exhibition currently on display.
- Claremont Makerspace received one of our Education Enhancement Grants to support their spring Artist in Residency program. And a Learn about the League presentation last fall led to the addition of a Juried Member this spring.
- Kimball Jenkins, which excels in the area of youth art education, is partnering with us in the Kids Create Tent at the 93rd Annual Craftsmen's Fair.
- We are in our 4th year of partnership with the Maine Crafts Association Craft Apprentice Program (CAP), with three Juried Members participating as both mentors and mentees.

Program Development

Workshops: A survey of the Juried Membership provided exceptional insight into the type of educational opportunities they want from the League. We put their feedback into action by creating a series of workshops at our Concord classroom spaces this spring –something that has not happened for many years– that include beginner to advanced techniques.

Mentorship:

- Collaboration with Standards led to critique and deferred jury applicants being offered the opportunity to mentor with a Juried Member, resulting in four pairings last fall.
- Collaboration with the NH Art Association's exhibition Fledgling; artists under 30 included a Best in Craft Award and an opportunity for craft participants to schedule a professional critique. Six critiques will take place in the fall.
- There are eleven kids in the Next Generation program this year with eight expected to participate in the Fair, which is twice as many as 2025.

This has been an exciting year for advancements in our education efforts with hopes for even greater outcomes in the future.



Meghan Landry, winning Best in Craft in NHAA's "Fledgling: artists under 30" Exhibition—the first League craft award with NHAA



Visit to the Materials to Masterpiece Exhibition, Leah Woods' class from UNH.



Professional development regarding critique language held at Sanborn Mills Farm with UNH Professor/League and Furniture Masters member Leah Woods



Third generation maker Nathaniel Lowell in the Next Generation Tent for his first year



League Executive Director, Kate Saunders (center) with Maine Crafts Association leadership, Whitney Gill, Executive Director (left) and Lizz Brown, Program Director and Director of Guild Fine Craft Shows (right) at the opening of the Craft Apprentice Program Capstone Exhibition in Concord

Strategic Plan

Goals and Priorities

I. Advance: Strengthen Core Operations

- Governance: Improve Board effectiveness through recruitment, evaluation, and training.
- Business Model: Diversify revenue via events, online sales, and partnerships.
- Professional Development: Address member needs through education, partnerships, and peer learning.

II. Cultivate: Nurture Craft & Community

- Education: Expand outreach and engagement through strategic programming and inclusivity.
- Juried Membership: Refine structure to support artistic growth and broaden participation.
- Standards: Update jurying practices to reflect modern media and technology.

III. Champion: Promote and Advocate

- Advocacy & Branding: Launch communications to engage younger audiences and elevate the craft's relevance.
- Marketplaces: Expand and modernize venues for member sales (fairs, galleries, online).
- Field Leadership: Boost visibility through events, publications, and thought leadership.
- Centennial Planning: Prepare for LNHC's 100th anniversary (2032) with strategic national collaborations and celebrations.



Blacksmith Garry Kalajian celebrated 25 years of demonstrating for all 9 days at our Annual Craftsmen's Fair in 2025!

Garry's unwavering commitment to education, his warm and welcoming spirit, and his ability to engage every passerby have made him a cornerstone of the Fair's identity. He embodies what it means to be a craftsman, a teacher, and a true community leader.

In honor of this milestone, Garry was presented with a special horn made just for him by the incredibly talented Shana Brautigam, for use in the Fair's opening ceremony. Thank you for all you have given to our community, Garry!



League Staff at the 2025 Annual Craftsmen's Fair



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