2017 - 2018 Annual Report

to the

Membership



Board of Directors:

Hope C. Lewis

Lynn Schweikart

Pearl Lewis

Cris Riedel

Mike Lockett

Northeast Storytelling Annual Report to the Membership

March 25, 2018

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President's Annual Report 2018

Your Board is responsible for assuring that NEST functions according to nonprofit guidelines, creates and maintains a clear vision, is responsible with our members' money, drives forward projects that reflect well on storytellers and storytelling in the Northeast, keeps a vibrant connection with NSN, creates a quality conference where members can come to together to learn and celebrate our Art, and reflects the wishes of our membership.

This last year began with a bang as we saw the beginning of our total organizational update, including name, website, and strategic plan. We began an effort to prioritize the most important tasks, as the number of board volunteers available to help with essential tasks decreased significantly. The current Board is a caring, accomplished but extremely small crew of volunteers.

We felt that **MEMBER COMMUNICATION** is an essential, so we maintained the Newsletter, the Listserv, the Museletter, the Website, Blog and Facebook page. In addition, we have a calendar of events on the website and have posted a list compiled by the Program Committee of guilds, meetings and recurring events throughout the region. We continue to invite members at large to our Fall retreat to insure that we are listening to you, our membership.

We completed our intense Branding initiative as the first step in creating a website that truly reflects us. Our 2017 initiative to update our **WEBSITE** is enormously successful and brings a fresh image to storytelling in the Northeast. Our creative new logo shows our clever Raven plucking a gold ring. For us storytellers, of course, the gold ring is a perfect new story. The new website has been created by our own Deb Roe

Another central concern is maintaining a **ROBUST FINANCIAL PROFILE**. To this end, we worked diligently to update the budget to reflect our current needs and our members' wishes.

Thanks to a generous and committed membership, we have continued to be able to reach out a hand to offer scholarships and assistance opportunities to members wishing to participate in STF. In this time of soaring costs, we have done all this and still held the line on membership costs to you.

PROMOTION required us to focus on how we are perceived in our communities as well as how to support storytelling throughout the region. Taking a lesson from the Maine Muster, which holds a community fundraiser the night before the event, we provided two free concerts in local Plymouth libraries in the two days before STF. We have also presented story concerts in local schools thanks to the brilliant Simon Brooks. We found that providing charity events in the community (before a conference) draws more people to storytelling and educates them about our art. We hope to continue this outreach.

Our Facebook presence offers a way to promote events and opportunities throughout the region. In addition, we have reached out to the public by offering **NEST Fest** in our STF plans with the intention of engaging the community.

We have supported important tasks (Connections & Storytelling Guide) that help us to reach out to not only other organizations, but also to potential new tellers and novices among us.

Let us all gather to celebrate another Brother Blue and Ruth Hill Award winner, to reaffirm our commitment to story, to teach and learn, and to imagine together more success, projects and opportunities.

Thank you all

Hope C Lewis

President of the NEST Board of Directors

Executive Director Annual Report 2018

Membership

The current membership as of February 2018 is 229. Membership is steady, perhaps growing slightly. NEST continues to look for ways to bring in new members and also ways to increase active participation amongst members.

Governance

A new strategic plan was approved in November 2017 with the following goals.

- 1) Build NEST's reputation and presence as the umbrella organization for storytelling in the Northeast
- 2) Support awareness and development of the professionalism, art, and craft of storytelling
- 3) Diversify NEST's membership and programming
- 4) Develop an active membership willing to take part in helping NEST accomplish its goals
- 5) Help members develop their storytelling businesses
- 6) Increase NEST's financial resources in order to support our mission

In order to accomplish these goals, there is a great need for membership to participate more actively on the Board and committees.

Communications

This year was a significant one in the organization's history. With the name officially changed to Northeast Storytelling, Inc., the Board set about tasks related to branding. Led by marketing expert and committee chair, Lynn Scwheikart, the Board defined a new mission statement and vision. A new logo was adopted – one that we believe will be memorable. The raven dropping/taking the "o" of Northeast storytelling symbolizes the idea of story, the Northeast, intelligence, sometimes serious and sometimes playful. In the future, it is hoped that we will be able to create different animations of the Raven.

In addition to the logo, a new website was created at nestorytelling.org. This site based on the Envato Gaea theme provides several enhancements over the previous website both in terms of aesthetics and functionality. Modifications will continue after Sharing the Fire has passed. Members have been encouraged to thoroughly explore the site and to update their profiles. To this end, several videos were created to help members with the transition.

One of the goals in the new strategic plan is for Northeast Storytelling to become the hub of storytelling in the Northeast. As part of this initiative, an extensive list of storytelling events and organizations is

now on the website. Also, people are beginning to use the events submission form more. This is an important piece of keeping up-to-date on the storytelling happenings in the Northeast.

Programs

The 2017 STF was a huge success both in terms of numbers and positive feedback. The 2018 STF committee is building upon the success in Plymouth and for the first time, we have made progress in gathering the support of the community. We have received a grant from the Plymouth and Massachusetts Cultural Councils for our Plymouth Perspectives storytelling. The grant will allow us to provide free tickets to this performance for Plymouth residents. We are also glad to be working with Plimoth Plantation this year to produce a historical storytelling intensive. Additionally, NEST is presenting free programs at the public library and some of the public schools as both a way to give to the community, to extend the reach of storytelling, and to promote the conference & festival. To continue what will hopefully be a successful run, we have booked Hotel 1620 for 2019 as well. Then for 2020, we will move to the Saratoga Springs, NY to recognize the support of our NY membership.

Due to lack of volunteer support, some programs that were recognized as initiatives that the organization would like to pursue have been placed on hold. This includes the Story Trail project discussed at the 2017 membership meeting.

Finances

Finances are highly dependent on the success of Sharing the Fire. The last two years have been strong and placed the organization in a good place financially (assuming the registration for 2018 is equal to that of the two previous years). A strong financial foundation could open the door for other programs – such as NEST grants for performances and storytelling programs around the region.

Submitted by: Deborah Roe, Executive Director

Date: March 2018

Governance Committee Annual Report 2018

In spite of dwindling numbers, the Board continues to function well with each Board member pulling with the rest of team. This determined effort to keep NEST flourishing is reaching a critical point, however. Without the support of the membership, NEST will soon be unable to continue. Of the 18 individuals who stated their interest in being on the Board last year at STF, only one has stepped forward to fill that role.

2018:

Mike Lockett	Director	1/1/18 – 12/31/20	(joined Board 1/1/18)
Cris Riedel	Director	1/1/18 - 12/31/20	(joined Board 2/10/18)
Pearl Lewis	Treasurer	7/1/15 – 12/31/18	(joined Board 7/1/15)
2019:			
Hope Lewis	President	7/1/16 – 12/31/19	(joined Board 7/1/13)
Lynn Schweikart	Vice President	7/1/16 – 12/31/19	(joined Board 7/1/13)
Open	Director		(term open)
2020:			
Open	Director		(term open)
Open	Director		(term open)
Open	Director		(term open)

Besides responsibility for the Board of Directors and its training and function, the Governance Committee takes as its task organizing the Board Retreat in November. The retreat meets three goals: First, orientation of new Board members, second, inclusion of members at large in decision making, and finally one of the two face-to-face board meetings of the year.

This last November's retreat gathering brought board members and members at large together to create our organizational strategic plan for 2017-2022. The goals agreed upon are:

- 1) Build NEST's reputation and presence as the umbrella organization for storytelling in the Northeast [Increase NEST's usefulness to storytellers, story listeners, and organizations in Northeast]
- 2) Support awareness and development of the professionalism, art, and craft of storytelling
- 3) Diversify NEST's membership and programming
- 4) Develop an active membership willing to take part in helping NEST accomplish its goals
- 5) Help members develop their storytelling businesses
- 6) Increase NEST's financial resources in order to support our mission

We are hopeful that more members will step into the critical role of Member of the NEST Board of Directors. The future of NEST depends upon it.

Thank you

Hope C Lewis, Chair, NEST Governance Committee

NEST Guide to Storytelling Task

The NEST Starter Kit that was available on the NEST website has taken a pause to transform itself into the Nest Guide to Storytelling. The goal of this task continues to be to provide information to those exploring the world of storytelling.

The collection of worthy articles has taken a dramatic jump from just a handful to well over 30 articles from notable storytellers. The articles continue to be solicited to cover areas of storytelling not previously covered. There will be a strong section for novices, but established tellers will find much to intrigue them.

We are enormously grateful to the storytellers who have kind enough to share their insights and expertise on the website so that others may learn. Their engaging and informative articles are being collected, edited and reformatted. The articles will be accompanied by a photo, bio and video of the author. The final version of this rich resource will become available within the next six months and be posted on the website.

Thank you

Hope C Lewis, Chair, NEST Storytelling Guide Task

A draft of the outline of this prodigious undertaking follows:

Introduction to Storytelling

- Storytelling for Everyone
- Storytelling: An Introduction and History Mike

Getting Started in Storytelling

- How to Become...
- Storytelling Bibliography
- Links to Explore
- Using online Research
- Guide to the Storytellers' Sourcebook
- How to Find a Story
- To Tell or Not to Tell: US Copyright Law for Tellers
- Your Voice
- The Power of Traditional Tales
- Starting and Building a Guild
- Interviewing for Stories
- Creating well-told story
- Traditional Tales
- Folk Tales
- Personal Stories
- 3-part harmony
- Family History stories
- Understanding the other
- Pourquoi tales Edgecomb

Essential Elements of Stories and Storytelling

- Values
- When to Act... (character)

- The Plot Thickens
- Body Language/Performance
- Audience Participation
- When the Audience Weeps (Emotions)

Performing the Story

- Preparing a Program
- What is a Story Swap, and how do I prepare a story for one?
- Battle Pay
- Storytelling and Theatre
- Humor
- House Concert
- Role-Playing
- How to video record your stories

Performance Techniques to Explore

- Music & Storytelling
- Origami
- Sound Effects
- Storytelling and Dance
- History and Storytelling

Storytelling for All Audiences

- Bilingual (deaf)
- Immigrants
- Outdoor education
- Sharing Stories with neuro-diverse
- Dementia & Memory Care
- Stories Across Languages
- National Park
- More than words
- Young Children
- Preschoolers
- Schools?
- Families?
- Businesses?

Publicity and Marketing

- Marketing
- What is cost
- Working with Libraries

Storytelling in the Community and the World

- Change the World
- Eco telling
- Climate disruption

Downloadables

• Guide to the Storytellers' Sourcebook

• Introduction to Storytelling

Storytelling for Teachers – Herman – pending

• Storytelling Bibliography for Teachers –Gail

Storytelling for Librarians – pending

- Storytelling for Librarians
- How to Hire a Storyteller
- My favorite Links (educational and craft sites)
- Adding Puppets and Other Manipulatives to Your Storytelling
- Audience Participation
- Guide to the Storytellers' Sourcebook
- Music & Storytelling
- Origami
- Sound Effects
- Storytelling and Dance

Outreach Committee Annual Report 2018

MEMBERSHIP

Membership in 2017 reached 235, up from 193 in 2016. Membership fees came to \$10,000, up from \$7,689.

REBRAND

The long-discussed LANES re-brand has been completed. Hooray! We have restated the NES purpose, mission, and vision statements, as well as our brand positioning and personality. Using this information, we have created a new logo, new acronym, and new website. Take a look, if you haven't already at www.nestorytelling.org

BLOG

Musings, the NES online blog continues to be published, though it has not been easy to source content. We encourage any member who wants to submit an article to do so – both new pieces or repurposed pieces that have run on other forums or formats, as long as one has permission to reprint. Blog posts are promoted on the NES Facebook page and Twitter feed, as well as on the Storytellers and Northeast-ish Storytelling Facebook pages. Our goal is to post twice a month; weekly in the lead-up to STF. Email lkschweik@aol.com or nestorytelling@gmail.com with submissions and/or questions.

SOCIAL MEDIA

We have been continuing our social media efforts. We have recruited additional people to help keep our Facebook page lively, engaging, and up to date. As of February 2018, we have 517 likes. Last year at this time, we had 486.

If you're on Facebook and haven't "liked" us yet, do so—just go to https://www.facebook.com/nestorytelling/people.

Our Twitter feed changed with our name and is now @nestorytelling. At this time last year, we had 103

followers and were following 86 individuals and groups. Today, we have 173 followers and were

following 113 accounts. As of this year, we have 243 followers and were following 147 storytelling-

related accounts.

We use both these platforms to send out news/information about LANES, our guilds, and our members.

We also share information and news from our followers, which include individual storytellers and local,

regional, national, and international storytelling organizations, including the Facebook storytelling

groups, Storytellers and Northeast-ish Storytelling.

We are looking to activate ourYou-Tube channel, and start an We will also look into Instagram account.

If any one would like to take on the task of handling these efforts, please let me know.

MUSELETTER

The Museletter continues under the fabulous editorial leadership of Meg Gilman. A new issue should be

coming out soon.

OUTREACH TO NEW AUDIENCES

We are looking for innovative ways to reach out to new audiences, both storytellers and story-

lovers/listeners. These efforts need some additional helpers. If you're interested, please let me know.

Submitted by: Lynn Schweikart, Chair

Date: 2/16/18

Program Committee Annual Report 2018

Members: Jo Radner (Chair)

Vicky Dworkin

Muriel Horowitz

Joy Kelly

Andrea Kamens

Lee-Ellen Marvin

Hope Lewis (ex officio)

According to the NEST Bylaws, the Program Committee

is responsible for long-range planning, oversight, and publicity for NES events such as conferences, classes, teleconferences, etc. Subcommittees and task forces may be appointed to take responsibility for specific programs.

Our committee set out with twin goals this past year: to produce another successful Sharing the Fire conference in Plymouth, MA, and to strengthen NEST as a regional storytelling organization by forging connections with storytelling organizations and recurrent events across the Northeast and by developing programming that would begin to connect these disparate groups into an effective web.

1) Planning toward Sharing the Fire 2018

The Planning Committee: Deb Roe (presiding genius)

Jo Radner *(chair)* Joy Kelly

Madelyn Folino Doug Lipman

April Armstrong Andrea Lovett

Jim Hawkins Vicky Dworkin

Muriel Horowitz Hope Lewis (ex officio)

Once again we chose a conference theme with real significance – *Discovering Authenticity* – and invited a keynote presenter (Tim Tingle) whose work, though internationally celebrated, is not yet well-

known to our Northeast Storytelling audience. We also preserved several of the innovations begun in 2017, including *Stories Galore*, a series of storytelling performances running parallel to the Saturday and Sunday workshops; *discounted Stories Galore registration* for attendees who prefer story-listening to interactive classes; and *Fringe performances*, chosen by lottery, to give attendees a chance to present and experience longer storytelling programs by single performers. Within the same general time-frame, we introduced a few innovations, many of them involving stronger connections with the Plymouth region:

- A partnership with an important local organization, **Plimoth Plantation**, which has hosted and provided half of the instructors for one of the pre-conferences and has offered STF registrants significant discounts on museum admission before, after, and during the conference.
- New emphasis on the performance aspect of STF, renaming it "...Conference and Festival" and publicizing the performances throughout the weekend.
- Reduction of the new teller workshop series to two introductory sessions, one on folktales, one on personal story, ticketed at a reduced rate.
- Reaching out to the local community to create "Plymouth Perspectives," a program of Plymouth tellers presenting stories about the region. This performance is free to Plymouth residents because—another innovation—we applied for and received a grant from the Plymouth Cultural Council.
- Instead of scheduling a final performance on Sunday afternoon (for which many attendees could not stay), we re-located the final performance (Motoko's "Radiant: Stories from Fukushima") to Sunday morning and included it in the conference registration.
- This rearrangement has allowed us to reach out much more strongly to the local community by
 creating the NEST Fest, a Sunday-afternoon family storytelling festival. To build awareness and
 attendance, NEST members presented programs at local libraries in advance of the conference,
 Simon Brooks performed at four Plymouth schools the day before the conference, and flyers
 and discount tickets were distributed widely.
- Thanks to Kim Miot (who has also made vital connections with Plymouth schools), local PACTV filmed and broadcast an advance interview to publicize STF in the area.
- We also rectified a few difficulties that appeared last year, including adding a Saturday breakfast buffet.

2) Strengthening NES as a regional organization

Survey of Northeastern storytelling: As attendees will remember, at STF 2017 we presented a large display—map and notes—reporting the committee's discovery of dozens of storytelling organizations and recurrent storytelling events within our seven-state region. During the conference, we requested corrections and additions to the list. The results are now posted on the NEST web site (https://www.nestorytelling.org/find-a-local-group/) — a very useful guide to what's happening in storytelling in the Northeast. (Of course, it's already out of date, as new groups and events and programs keep springing up! As with the published events calendar, this "find a local group" listing needs a constant monitor.)

The Program Committee met to discuss how to proceed, now that we have a much clearer and more comprehensive picture of storytelling in the region. How can we be useful to such groups? How can we link together a web of support? As we delineated at the 2017 Annual Meeting, possible actions ranged from publicizing activities, to inviting participation in NEST through blogs and slams, to developing a full-fledged regional "Story Trail," a series of performances and residencies/workshops across the region in collaboration with local storytelling groups, funded (if possible) by an Expeditions Grant from the New England Foundation for the Arts. (We also regard the evolving NEST Storyteller Startup Kit as a major contribution to regional telling.)

In the process of considering programmatic actions, we came up against a hard lesson—one that NEST must in future attend to: *The Chair of the Program Committee should not also be Chair of the Sharing the Fire Planning Committee.* Sadly, as planning for STF became more demanding, I (Jo Radner) simply lacked the time to mobilize the rest of the Program Committee to advance on actions toward the Story Trail. This planning has been on hold, though Deb Roe and I laid a solid foundation for it in 2016-17 (see the 2017 Annual Report) that I hope the 2018 Program Committee will build on. Regional development remains a crucial goal for NEST.

Submitted by Jo Radner

March 2018

Accrual Basis

Northeast Storytelling

Summary Balance Sheet

As of March 10, 2018

	Mar 10, 18
ASSETS	
Current Assets	
Checking/Savings	97,904.61
Accounts Receivable	575.00
Total Current Assets	98,479.61
TOTAL ASSETS	98,479.61
LIABILITIES & EQUITY Liabilities	
Current Liabilities	
Accounts Payable	400.00
Total Current Liabilities	400.00
Total Liabilities	400.00
Equity	98,079.61
TOTAL LIABILITIES & EQUITY	98,479.61

Accrual Basis

Northeast Storytelling

Profit & Loss

February 2018

1 Columny 2010		
	Feb 18	3
come		
Conference Fees		
Performances		
Friday Night Concert	20.00	
Total Performances		20.00
Registration - Main Conference		
New Teller - non-member	60.00	
Full weekend - Non-Member	650.00	
Sunday - Member	105.00	
Stories Galore - Member or NonM	900.00	
Saturday - Member	875.00	
Full weekend - Member	9,800.00	
Friday - Member	1,235.00	
Total Registration - Main Conference	13,6	25.00
otal Conference Fees		13,645.00
Donations - General		525.00
Donations - Restricted		
Scholarships		
STF Support	-250.00	
Total Scholarships		250.00
Total Donations - Restricted		-250.00
Membership		2,695.00
Sales (Gross Sales)		
Program Book Ads		310.00
Total Sales (Gross Sales)		310.00

Total Income 16,925.00

•	
Credit Card Fees	338.64
Insurance (Insurance)	
D&O	144.00
Total Insurance (Insurance)	144.00
Office (Office Expenses)	
Computer Software	110.00
Total Office (Office Expenses)	110.00
Program Expenses	
Advertising	12.12
Total Program Expenses	12.12
Website	
Domain Name	20.17
Total Website	20.17
Total Expense	624.93
Net Income	16,300.07

	Mar 10, 18	Mar 10, 17	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Webster Checking	57,887.44	53,487.27	4,400.17
Webster Savings	40,017.17	40,012.45	4.72
Total Checking/Savings	97,904.61	93,499.72	4,404.89
Accounts Receivable			
Accounts Receivable (Unpaid or unapplied customer invoices and credits)	575.00	0.00	575.00
Total Accounts Receivable	575.00	0.00	575.00
Total Current Assets	98,479.61	93,499.72	4,979.89
TOTAL ASSETS	98,479.61	93,499.72	4,979.89
LIABILITIES & EQUITY Liabilities			
Current Liabilities			
Accounts Payable			
Accounts Payable (Unpaid or unapplied vendor bills or credits)	400.00	0.00	400.00
Total Accounts Payable	400.00	0.00	400.00
Total Current Liabilities	400.00	0.00	400.00
Total Liabilities	400.00	0.00	400.00
Equity			
Net assets (Undistributed earnings of the corporation)	81,573.05	66,265.08	15,307.97
Net Income	16,506.56	27,234.64	-10,728.08
Total Equity	98,079.61	93,499.72	4,579.89
TOTAL LIABILITIES & EQUITY	98,479.61	93,499.72	4,979.89

	% Change
ASSETS	
Current Assets	
Checking/Savings	
Chooking Cavings	
Webster Checking	8.2%
Webster Savings	0.0%
Total Checking/Savings	4.7%
Accounts Receivable	
Accounts Receivable (Unpaid or unapplied customer invoices and credits)	100.0%
Total Accounts Receivable	100.0%
Total Current Assets	5.3%
TOTAL ASSETS	5.3%
LIABILITIES & EQUITY Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (Unpaid or unapplied vendor bills or credits)	100.0%
Total Accounts Payable	100.0%
Total Current Liabilities	100.0%
Total Liabilities	100.0%
Equity	
Net assets (Undistributed earnings of the corporation)	23.1%
Net Income	<u> </u>
3	9.4% Total Equity
4.9% TOTAL LIABII	LITIES & EQUITY
	5.3%

Personnel Committee Annual Report 2018

E.D. Deb Roe continues to perform in an outstanding fashion for NEST.

Overseeing her performance is a breeze and a joy. In her annual review, Deb submitted a list of goals, a number of which she is well on her way to achieving. As a Board, we are always looking for ways to support Deb and help her grow. Another goal is to help Deb find an intern who can help make it easier for her to support NEST's strategic plan. Deb needs another pair of hands.

Submitted by: Lynn Schweikart

Date: February 15, 2018

Connections Task Report

Sadly, the Connections Task has been slowed by lack of member support. We have too few board members to lead the charge on connecting with other organizations to whom NEST is related through story.

We have added the Jewish Storytelling Coalition to our connections this year and maintain connection to existing friends.

Through a private donation, NEST began awarding its first MLA -NEST Honor Award to the Maine Library that best personifies the "Storytelling: Bringing Stories to Life" theme. This creates a collaborative connection between the Maine Library Association and NEST. In addition, it promotes storytelling throughout the state.

It is hoped that other states will copy this program with members stepping forward to collect a significant amount for the financial award. It is also hoped that additional Maine members will donate to increase the financial award.

If you are a member of another organization that relates to storytelling, let us know so that we can reach out to them with an offer to work collaboratively.

Thank you

Hope C Lewis, Chair, NEST Connections Task

