

OUTGOING PRESIDENT'S REPORT

Your Society has had a productive and successful membership year.

Before I share some of the organization's specific successes, I want to remind you that while this has been a challenging financial year around the world—with many businesses closing their doors and arts organizations and museums folding—the Society of Decorative Paintings is still going strong. We all remember days when membership numbers were higher and our art form was more popular. I am asking you not to focus on the past.

Here in the present day, with more than 16,600 members, SDP is still one of the largest international arts organizations in the world. We have a lot to be proud of.

Many positive things have taken place this year that I am pleased to report to you.

The first display at Headquarters of the SDP Permanent Collection has been installed, and it is very impressive. Headquarters received several much-needed major repairs and the building and grounds look lovely.

I am pleased to report a settlement has been reached with Gaylord Opryland to not have conference in Nashville in 2012. This was absolutely necessary in order for the Society to remain financially sound. A new conference location will be announced soon.

In the spirit of looking toward a bright future, I am excited to tell you that the SDP website is undergoing a redesign and you are going to love its new look and easier navigation style. In addition to other changes, we will be making the financials and bylaws available to you on the website. Also, to save the cost of postage and long distance service, much of the board business is being handled electronically.

The Society has gone from facing an overall deficit of \$253,000 to being in the black. This is due in part to a turnaround in SDP's financial investments, and in part to cost-cutting measures. In the past twelve months, your board of directors, your SDP staff, and I have continued to work diligently to cut budgets and reduce expenses while maintaining the programs and services that you love. This is the first time we have been in the black for many years.

At the same time, individual members and chapters have generously donated more than \$22,000 to support SDP. This also played an important role in our turnaround. We are so grateful to everyone who contributed, especially during this difficult period. I'm also pleased to tell you that the Peoria Conference came very close to breaking even.

I feel confident when I say that the choice to host Conference in Wichita this year and next is a fiscally responsible one. It also gives us the opportunity to offer you reasonable rates at a beautiful hotel as well as wonderful dining and shopping options that are affordable and fun. Response from attendees at this year's conference has been overwhelmingly positive, and we eagerly anticipate returning to Wichita in 2011.

It has been an uplifting year for us and we have reasons to celebrate. We also have a lot more work to do. We will continue to focus on fiscal responsibility. And we will continue to listen to you when you offer suggestions, concerns, and support.

Please understand that we are so grateful for your support and contributions, because they keep strong this organization that we all love so dearly. I am not just talking about the tens of thousands of dollars you have so kindly given. I am talking about the students our teachers have recruited, the community service projects done by chapters all over the world, the friends and neighbors members

have taught to paint at their kitchen table. The ways in which we can all contribute to this organization—and this industry—are endless.

Thank you for all your support this past year.

—Nancy Genetti
SDP President Pro Tem

OUTGOING TREASURER'S REPORT

Society of Decorative Painters, Annual Meeting, May, 2010

The Accounting Firm of Regier Carr & Monroe LLP audited the Consolidated Financial Statements and Statement of Financial Position of the National Society of Tole and Decorative Painters Inc. and the Society of Decorative Painters Foundation.

In their opinion, the audited financial statements as prepared by management present fairly, in all material respects, the financial position of the society as of December 31, 2009. Such information has been subjected to the auditing procedures in accordance with generally accepted accounting standards. The financials have been consolidated in accordance with the Financial Accounting Standards Board and the AICPA rules.

The total assets of the Society equal \$1,212,694 which includes Foundation assets of \$184,907.

The combined income had a net operating loss combined with investment income and net realized and unrealized gains to equal a positive bottom line of \$59,949. A copy of the financial report follows. There is also a separately stated Financial Statement for the SDP Foundation included elsewhere in this issue of *The Decorative Painter*.

For the first time in seven years our organization has shown an overall positive bottom line, due in part to the recovery in our investment portfolio. Despite a challenging economy, the board's focused strategy and solid execution enabled the Society to finish the year in this position. This accomplishment demonstrates our ability to execute long-term planning and validates our deep commitment to achieving the goal of financial robustness for the Society. True to our heritage, the board and staff have been innovative in ways to make scarce resources continue to provide the services you, our members, expect.

The future holds more, and many, challenges. We have cut as much as we can cut; now it is time to turn our attention to revenues. There is no doubt in my mind that we are still in for some soul searching and planning. One option, a dues increase, will need serious consideration in the near future. In addition, the board will need to investigate other existing sources of revenue and identify and develop potential new ones.

You and I as painters, industry providers, and supporters are the history of decorative painting. But to continue *our* heritage, we must spread the word about decorative painting, recruit new members and, more important, be open to new methods, means, and opportunities.

Looking back at nearly four decades of growth and accomplishments, we see a heritage rich in the creativity of its artists, the passion of its collectors, and the desire to pass that distinctively American heritage to future generations.

It has been a privilege being your treasurer.

—Kaye Singer
Outgoing SDP Treasurer