

SUSQUEHANNA ART MUSEUM  
AT THE MARTY AND TOM PHILIPS FAMILY ART CENTER

# THE YEAR OF CHANGING PERSPECTIVES

2020 ANNUAL REPORT



## CHANGING PERSPECTIVES

**Perspective** is an element of every work of art. Artists help us to see things from different perspectives through their creations.

In 2020, our perspectives of the world **shifted dramatically**.

For Susquehanna Art Museum, the global pandemic required us to **alter our perspective on how to serve our community**. With our doors closed for 72 days starting in March, we began moving our exhibitions and programs online. We sought to bring the beauty and the healing power of art to people through Facebook, Instagram, our website, and YouTube. Our digital outreach had improved considerably by the time COVID forced another month-long closure to end the year.

COVID taught us to **embrace flexibility**. We offered Pay-What-You-Wish admission for as many days as we were closed. Staff conducted interactive virtual tours with school classes using a camera phone jury-rigged to a cart. We offered socially distanced concerts in the Lehr Gallery, and they sold out. Our first virtual gala, hosted by Alicia Richards of ABC27, raised more than \$30,000 for SAM's programs.

The swift actions of SAM's Board of Directors prevented the pandemic from becoming a financial catastrophe. With amazing customer service from Mid Penn Bank, **SAM received \$195,900 in federal COVID relief assistance**, which enabled the Museum to maintain its full-time staff throughout the year. Kudos and thanks to them!

Sadly, COVID claimed the life of **board member Mark Van Blargan**. Mark had enormous gifts, certainly in his work life as a key part of the management team at McNeese Wallace & Nurick. Beyond that, Mark was always willing to share his many talents with those of us in the nonprofit sector. His contributions to SAM as a board member were numerous and colorful, as was his life.

We are **immensely grateful** to the individuals, businesses, and foundations that continued to support the Museum and the arts during a year like no other. The Museum is blessed to have such a stalwart band of art lovers in our corner.

We hope to **see you soon at SAM at The Marty!** That's a perspective we can't wait to see.



**JENNIFER HOLMAN ZABORNEY**  
President, Board of Directors



**ALICE ANNE SCHWAB**  
Executive Director



Marc Chagall, *L'Incendie dans la Neige*, 1940-1943, gouache and pastel, 24.5" x 19.5".

On loan courtesy of Eric and Amy Huck.



## MODERNISTS LEADS TO BENEFICIAL PARTNERSHIPS

SAM's own exhibition on Modernism was a perfect fit for a year of changing perspectives. *The Modernists: Witnesses to the 20th Century*, **curated by our staff, featured 36 works from private and museum collections** across the United States. These works

illustrated how artists in the early to mid-20th century rejected the realism favored by their predecessors and experimented with new subjects, techniques, and media in a move toward abstraction.

*Modernists* **provided the basis for new digital programming** during its run, which was twice the usual length thanks to COVID. Programs included in-person and online art and history discussions, a poetry workshop, a documentary screening, and concerts.

Among the works included in *The Modernists* was a never-before-exhibited 1912 oil on canvas by Albert Bloch entitled *Duell (Duel)*. Its loan from Art Bridges—a foundation created by arts patron Alice Walton (the daughter of Walmart's founder)—**opened the door to multiple rays of hope** in a challenging year.

Art Bridges provided not just the loaned painting but also \$9,800 to support the exhibition's educational programming. In response to the pandemic, Art Bridges' Bridge Ahead Initiative provided grants of up to \$20,000 for partner art museums to help create digital or print assets to **engage communities while they were closed**. SAM received the full amount, which helped fund our new digital resources.

SAM was the **first museum in the nation to partner with the Crystal Bridges Museum of American Art in its Collaboration for Ongoing Visitor Evaluation Studies (COVES) Art Bridges program**. The program provides a system that will allow us to learn directly from visitors about their museum experience. Participating museums systematically collect information from visitors and receive financial assistance, training, and reporting support. Our COVES partnership will enable SAM to bring visitor experience to the forefront of future decision making.



Peter L. Robinson, Jr., *Wine and Cheese*, 1956, oil on canvas, 18" x 24".

© Peter L. Robinson, Jr., 2009, Photo by Greg Staley, 2018.

Art Bridges | COVES

# 2020 EXHIBITIONS

The year's events disrupted touring exhibition schedules nationwide. Some shows stayed at SAM longer. Others were postponed to the future. **Having no collection of our own to display**, the Museum borrows every piece in every exhibition.

## LEHR GALLERY (FORMERLY THE MAIN GALLERY)

*Many Visions, Many Versions: Art from Indigenous Communities in India* – Contemporary works from four major indigenous artistic traditions  
Sponsored by Harrisburg University of Science and Technology

*Creating Joy* – SAM's annual juried exhibition presented 34 artists' creations inspired by music, complete with an online soundtrack.  
Juror: Melissa Feldman | Sponsored by Highmark and ABC27

*The Modernists: Witnesses to the 20th Century*  
Sponsored by UPMC



Sita Devi, *Krishna*, c. 1970s, mud, oxide colors on particle board.

© 2015, Courtesy of BINDU Modern Gallery.  
Photo: Sneha Ganguly.



Sanh Tran, *Camouflage or Aposematism*, No. 1, 2020, photography, digital c-print

## DESOTO FAMILY VAULT

*Picturing the Body* by Millersville University students

*Country Charm* by Sanh Brian Tran



Graig Kreindler, *Among the Greatest*, 2019, oil on linen, 12" x 16" x 1.5"

On loan courtesy of Ryan Christoff.

## S. WILSON AND GRACE M. POLLOCK EDUCATION CENTER GALLERY

*Explore: Found Objects*

*Separate and Unequaled: Celebrating the 100th Anniversary of the Negro League*  
Sponsored by Carmen and Tonia Finestra

*Once a Future Kingdom* – Mixed media work by Anthony Cervino



Anthony Cervino, *Regalia*, 2018, mixed media, 42" x 42" x 7"

## LOBBY GALLERY

*FLASHPOINTS: Material / Intent / Fused* – Works incorporating encaustics (pigmented hot wax) by Kristy Deetz, Reni Gower, Jane Nodine, and Daniella Woolf

*Historic Memory* – Paintings by Joerg Dressler and Shawn Huckins

*Sun + Light* – Artist Charles Edward Williams' own personal encounters, past and present, juxtaposed with the Civil Rights movement of the 1960s

Sponsored by Harrisburg University of Science & Technology and J. Randall and Barbara Grespin



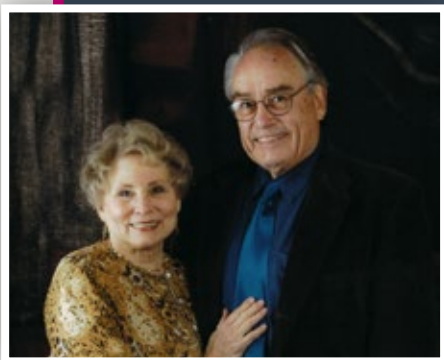
Charles Edward Williams, *American Dream*, 2017, oil and gesso on watercolor.

On loan courtesy of the Reginald M. Browne collection.

## HONORING OUR VISIONARIES

While presenting many challenges, COVID-times have also provided time for reflection—perhaps a silver lining when so many aspects of our lives have been altered. In that pause to reflect, I have contemplated how fortunate we are at Susquehanna Art Museum at The Marty and Tom Philips Family Art Center to have a **treasure trove of visionary leaders who have helped form us**. Through their continued passion for this organization, their guidance, their wisdom, and their devoted support, they have helped us weather the difficult times. They see this Museum as a harbinger of great things to come while appreciating what we have accomplished and cheering us on along the way.

**Clyde McGeary and Bill Lehr** are the individuals I have been thinking about most. They are **both luminaries in Harrisburg's visual arts scene**, although their contributions could not be more different.



Barbara and Clyde McGeary

Clyde McGeary was one of several art educators who envisioned and created Susquehanna Art Museum at its beginning. Clyde's role as the head of the Arts Education facet within the Commonwealth's Department of Education empowered him to lead several other art educators to lay the groundwork for an art museum that had education at its core. There was nothing like it in the Commonwealth's capital city. Now as a board member emeritus, **Clyde's wisdom and vision continue to spark the Museum** with exciting educational goals and aspirations.

Bill Lehr is a philanthropist who is every non-profit's dream donor. He gives because he cares deeply and believes that the arts are an imperative for a civilized society's health and welfare. There can be no greater vision than this for any organization's success. Bill has quietly and effectively served as a leader in corporate America, and the residents of Central Pennsylvania are incredibly fortunate that Bill has given of his time, many talents, and personal resources to make a world-class art museum here a reality. **Bill's tenure as SAM's board president (2016–2019) set us on the path to success and sustainability.** As thanks for a major gift from Bill and his wife, Beverlee, in 2020, the Museum renamed our main exhibition area the Beverlee and Bill Lehr Gallery.

—Alice Anne Schwab



Beverlee and Bill Lehr



## THE PIVOT TO DIGITAL

During 2020, the Museum transitioned as many programs as possible to the digital realm. We wanted people to still be able to see and experience art! Staff **created our first virtual tours and ramped up our social media feeds** by participating in the international #MuseumFromHome initiative. We **designed Digital Field Trips** for individuals, families, or teachers looking for self-led, accessible art content that addresses core curriculum goals. The virtual trips include *Honoring the Susquehannok*, *100th Anniversary of Negro Leagues Baseball*, and *Indigenous Communities of India*. These resources remain available on our website, as do videos of programs presented onsite during the year.

Schools closed just as our VanGo! Museum on Wheels was about to depart for schools throughout the region. VanGo! was poised for another banner year. To enable people to still experience its *Surreal System* exhibit, which explores surrealism and science, staff **made its content accessible online by creating a VanGo! Virtual Tour and Surreal System Story**. Inspired by early 8-bit videogame graphics, the story contains animated versions of artworks and concepts in the exhibition. The combined efforts succeeded in growing SAM's online audience.

## BY THE NUMBERS

2019 | 2020  
**16,555** | **2,490**  
 TOTAL ONSITE ATTENDANCE

**72**  
 DAYS OPEN WITH  
 PAY-WHAT-YOU-WISH ADMISSION

**25**  
 VANGO! PROGRAMS  
 CANCELLED IN 2020

2019 | 2020  
**25,439** | **32,147**  
 WEBSITE USERS

2019 | 2020  
**34,621** | **39,172**  
 WEBSITE SESSIONS

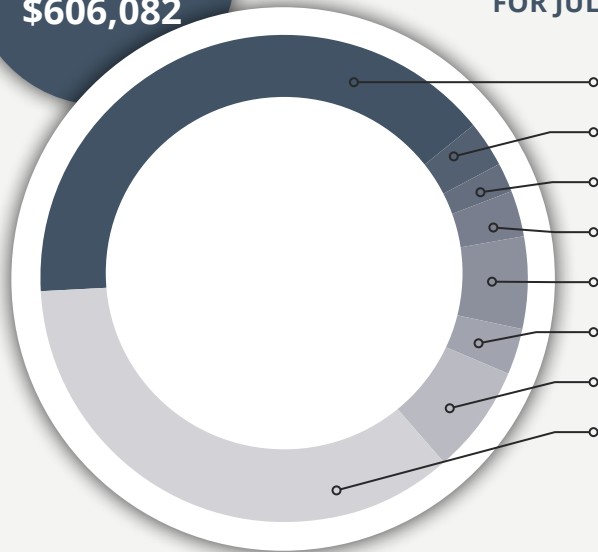
MARCH 2020 | MAY 2021  
**4,850** | **5,540**  
 FACEBOOK FOLLOWERS

MARCH 2020 | MAY 2021  
**2,110** | **2,587**  
 INSTAGRAM FOLLOWERS

**INCOME  
(UNRESTRICTED)  
TOTAL:  
\$606,082**

## 2019-2020 FINANCIALS

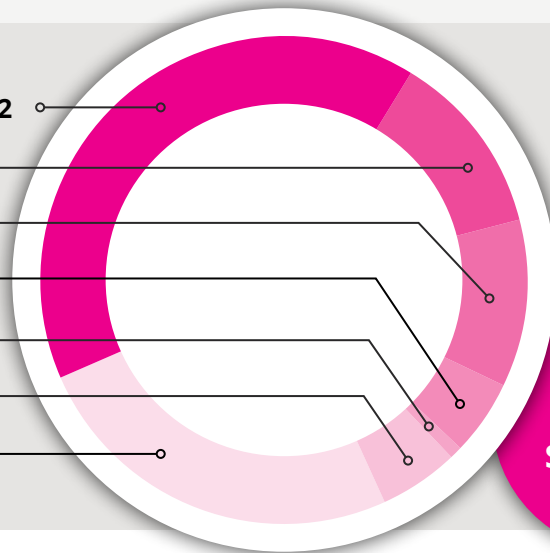
BASED ON AUDITED FINANCIAL STATEMENTS  
FOR JULY 1, 2019-JUNE 30, 2020



- CONTRIBUTIONS | **\$213,636**
- GRANTS | **\$41,981**
- SPECIAL EVENTS | **\$20,851**
- MEMBERSHIP | **\$36,800**
- ADMISSIONS, GIFT SHOP | **\$21,129**
- PROGRAMS | **\$14,729**
- VENUE RENTALS, MISCELLANEOUS | **\$18,695**
- NET ASSETS RELEASED FROM RESTRICTIONS | **\$238,261**

*NOTE: The \$195,900 SAM received in federal COVID relief assistance is not included above. It will appear in our 2020-2021 financials.*

- SALARIES, BENEFITS, PROFESSIONAL FEES | **\$302,402**
- EXHIBITS AND EDUCATION | **\$90,711**
- FACILITIES | **\$81,608**
- TECHNOLOGY | **\$38,910**
- ADVERTISING | **\$10,401**
- INTEREST/BANK CHARGES | **\$41,414**
- DEPRECIATION | **\$189,903**



**EXPENSES  
TOTAL:  
\$755,349**

## BOARD OF DIRECTORS 2020-2021

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Mark A. Bradshaw, *Weekend Visitor Services Manager*  
Liliana Wara-Goss, *Weekend Visitor Services Manager*

## OUR MISSION

Susquehanna Art Museum: Experience creativity and explore meaning through the visual arts.

## OUR 2020 SUPPORTERS

We thank the individuals, businesses, and foundations listed below who donated \$150 or more during 2020.

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Marion C. Alexander Fund for SAM,  
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Williams  
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Dale & Bonnie Yingst  
Robert & Eileen Young  
Jen & Ray Zaborney

\* Deceased

### BUSINESSES & ORGANIZATIONS

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The Minotty Family Foundation  
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TJA Manawale'a Fund



Donations listed were received  
January 1–December 31, 2020.

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ASchwab@SusquehannaArtMuseum.org  
or 717-233-8668 x2006 so we may correct  
our records.

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