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# PENLAND LINE

PENLAND SCHOOL OF CRAFTS • PENLAND NORTH CAROLINA 28765 • WINTER 1993

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## PENLAND LAUNCHES ANNUAL FUND DRIVE

Fundraising has a new look at Penland this winter. Traditionally gifts to Friends of Penland have been solicited through a year-end letter and as a part of the registration process. But now the Fundraising Committee of the Board is launching an Annual Fund Drive, which will bring Penland's fundraising more in line with similar institutions. Solid annual giving through a fund drive will strengthen Penland's hand in applications for corporate and foundation grants. Contributors to the Annual Fund Drive will still be members of Friends of Penland and receive all the benefits.

Gifts to the Friends of Penland stretched a long way this past year.

- ◆ Book Arts and Papermaking classes found a sparkling new studio in the Northlight Building awaiting their arrival for the summer sessions.

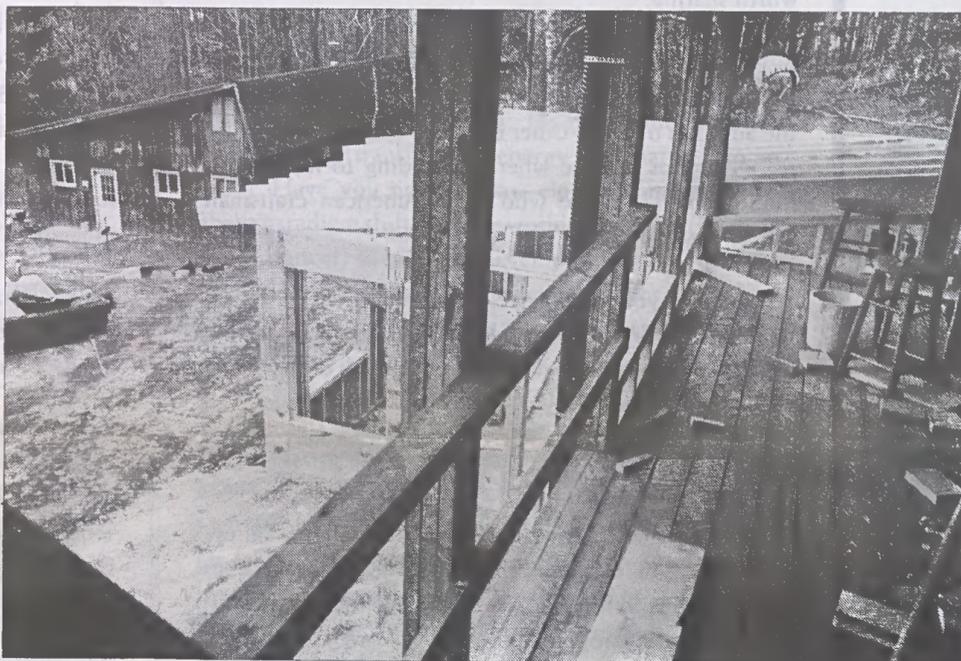
- ◆ Students staying in Horner Hall welcomed the morning light when renovations added skylights and ventilation in the middle stretch of heretofore windowless rooms.

- ◆ Bathers in Radcliffe and Horner were pleasantly surprised when drains emptied rapidly, and fixtures behaved more reliably once many plumbing problems were corrected.

- ◆ Visitors no longer wandered randomly in search of the Penland Gallery and Information Center once it was moved to its convenient and spacious new location in Horner Hall.

Friends of Penland helped make all of these improvements possible with their generous support. Penland continues to operate during the winter through the income that tuition, housing and fees generate; however, the long-term winter projects to repair and rebuild the facility depend on outside support.

In 1993, this could mean more funds available to purchase new equipment for each of the studios, to con-



tinue improvements to student and instructor housing, to keep the costs of tuition and housing at an affordable level, to develop the year-round program, and to build the Penland Library into a more comprehensive resource.

### A CONTINUING TRADITION

Penland School stands at an important crossroads in this The Year of American Craft as we anticipate the appointment of a new director. The visionary leadership of the four previous directors has positioned the school to remain in the forefront of quality crafts education, and the 1992-93 Annual Fund recognizes the considerable contribution that Penland's rich past continues to bring to bear on its future.

Three long-time Penland friends and members of the school's Board of Trustees extend the invitation to participate in this year's Annual Fund. They are Fiber Artist **Susan Morgan Leveille**, Ceramist **Norman Schulman**, and Glass Artist/Printmaker **Harvey Littleton**.

A great-niece of Penland's founder Lucy Morgan, Susan Leveille reminds us that the school was not just born: "Penland was built stone upon stone, log upon log, over decades of determination. This gives Penland its character, its stability. It brings a delicacy, a fineness to Penland."

Former Resident Artist and Penland Instructor, Norm Schulman recalls his arrival with his wife, Gloria, for a six-month sabbatical in 1971: "We immediately sensed a tradition encompassing hospitality, mutual support and working at one's craft. ... Bill and Jane Brown oversaw all of that with grace and good humor." The Schulmans have been permanent residents of the community since returning to settle here in 1978.

Harvey Littleton retired from university teaching to build a home and studio outside Spruce Pine with his wife, Bess, in 1976. A deciding factor in the move was the opportunity to "settle in a community which engendered work." He says that

Penland "provides an important function that universities are finding increasingly hard to support. While universities have had to cut back, Penland continues to be able to maintain the complexity of the workshops necessary to further crafts instruction. That brings us into a position to work more in conjunction with credit-granting institutions."

### A WEALTH OF FRIENDS

Since Penland School of Crafts is a tax-exempt educational institution, all contributions to the Annual Fund are tax deductible. All Friends of Penland receive the **Penland Line** and course catalogs. Donors at the \$250 Patron Level receive a Penland T-shirt; Benefactors (\$500+) receive two Sunday Brunch Gift Certificates. Penland Advocates at the \$1000 and above level receive two tickets to the Annual Benefit Auction Luncheon, while Sustainers (\$2500 and above) receive two Patron-level tickets to the Annual Benefit Auction Weekend.

Turn to page 10 to learn how to contribute to this year's Annual Fund. Your continuing interest and your generosity are greatly appreciated. We're always mindful, as Miss Lucy said so many years ago, that "Penland's greatest wealth has been our multitude of friends." 