



2024

ANNUAL REPORT

AH HAA SCHOOL FOR THE ARTS  
AMERICAN ACADEMY OF BOOKBINDING  
TELLURIDE, COLORADO



# WORLD OF POSSIBILITIES



**MARTY WOLLESEN**  
Executive Director

Ah Haa School for the Arts is driven by curiosity and the desire to provide space and opportunity for people of all ages to find and share their voice... and more importantly, to discover and activate their potential. We celebrate another wonderful year of artmaking, community and joy, in large part, because of your support and commitment to making a meaningful impact in our community. You are a driver of possibility.

Thank you for making a difference.  
More fun ahead!



**BETH MCLAUGHLIN**  
President, Board of Directors

The world of possibility that we created at Ah Haa School for the Arts in 2024 was made possible by over 30 years of innovation and community engagement. I am so proud of our many partnerships that allow us to broaden our reach and deepen our impact. For us, the art of creation is a collaborative endeavor and a life affirming adventure.

Thank you for your intrepid support and enthusiastic participation.



# CREATING JOY AND COMMUNITY THROUGH ART

## CORE COMMITMENTS

- Honoring diverse voices in a safe and supportive environment
- Developing authentic collaborations with organizations committed to diversity, equity, inclusion and belonging
- Removing financial and cultural barriers to participation
- Providing experiential learning in small and intimate class sizes
- Encouraging discovery and exploration through interactive and participatory experiences
- Celebrating the arts, artists and the artistic process



# GENEROSITY

Ah Haa values fostering inclusion, access and opportunity for all!

# TUITION ASSISTANCE

99

YOUTH & TEEN  
STUDENTS  
utilizing tuition assistance

\$14,300+

GIFTED TUITION  
ASSISTANCE FOR  
YOUTH & TEEN  
PROGRAMS

\$54,330

TUITION ASSISTANCE  
GRANTED  
AT AH HAA  
& AAB

Ah Haa's Youth & Teen programming served over 490 students of which 20% utilized our Tuition Assistance Programs. Ah Haa School for the Arts believes in access and opportunity for all with a commitment to removing financial barriers to participation. We believe that creativity is a fundamental human experience. Our Tuition Assistance program supports free classes for organizations like One to One Mentoring and San Miguel Resource Center.

MOUNTAINSCAPES SUMMER CAMP

# ACCESS & OPPORTUNITY

Removing financial barriers to participation

## PAY AS YOU CAN

34%

OF STUDENTS  
WERE FIRST TIME  
PARTICIPANTS

122  
CLASS  
REGISTRATIONS  
25  
CLASSES  
OFFERED

May As You Can and Fall For Art were introduced this year, allowing youth and adult students of all abilities to participate at whatever financial level they were comfortable paying. Ah Haa values the culture of art within our community, supporting artists and giving everyone the opportunity to try something new.

“AMAZING!”

It was informative while also being casual and social. I'm not sure if I would have taken the leap to try a class if not for this format!  
Thanks Ah Haa!

JUST SAY GNOME SUMMER CAMP

# CONNECTION

Ah Haa values creating community and a sense of belonging

# HAHA

**\$175,000+**

RAISED BY  
DONATIONS &  
TICKET SALES

**926**

HAHA ATTENDEES

**18**

HAHA ARTISTS

The Ah Haa HAHA

is a vibrant celebration of community, thoughtfully designed to empower artists and creative innovators in crafting an event that is not only fun and participatory but also deeply engaging and accessible to individuals of all ages.

This values-driven event is at the heart of our mission: to foster joy and unity through the transformative power of art. Local, national, and international artists play a pivotal role, contributing their talents to ensure that this event becomes the highlight of our summer.

HAHA is more than just an event; it is a collective effort to strengthen our community bonds and celebrate the creative spirit that unites us all.



# CELEBRATING ARTISTS

Encouraging discovery and exploration through participatory experiences

# DISCOVERY

12

GALLERY  
EXHIBITIONS

From celebrating local artists to showcasing visiting creative voices, Ah Haa offers artists of all ages a safe space to develop big ideas and broaden connections. A nexus of exploration, Ah Haa's classes, studios, exhibitions and events encourage discovery and exploration through interactive and participatory experiences. Ah Haa's robust exhibitions program allows access to art for all!

16

PARTNERSHIPS  
WITH  
NON-PROFITS

73

INDIVIDUAL  
ARTISTS  
SUPPORTED  
& EXHIBITED

# COMMUNITY

Providing experiential learning and facilitating connection

# BUILDING BELONGING



363

Locals Lunch  
& Seasonal Supper  
Attendees

2,416

CLASS PARTICIPANTS  
CREATING  
COMMUNITY

At its core, Ah Haa cultivates community and creative connection, providing a sense of belonging that reflects the place we live. Our Culinary program's Locals Lunches and Seasonal Suppers highlight a local chef at affordable prices where residents and visitors make and share a meal together. Ah Haa's commitment to building connection is reflected in all aspects of programming and events.

THE ART AND SCIENCE OF CANNING



# AH HAA MOMENTS

Embracing creativity, curiosity and learning as a path to joy and inspiration

## RE•TREAT



56

Re•treat  
STUDENTS

Re•treat brought a transformative series of six unique, curated workshops, each dedicated to providing a rich exchange of ideas and skill enhancement between artist and students.

Rebecca Crowell, Gordon Studer, Elin Noble, Hollie Chastain, Ron Pokrasso, David Kassan and Shana Levenson filled the Ah Haa studios with new techniques, new perspectives and creativity! This inaugural program gives the modern art traveler a chance to reimagine, reengage, refocus and reinvigorate their art making practice along side renowned artists in an intimate classroom setting.

1,680  
STUDIO  
HOURS

LINES AND MARKS AS ABSTRACT LANGUAGE

# CULTIVATING POSSIBILITIES

Celebrating the art and craft of bookbinding

# THE BIG REVEAL



33

STUDENTS  
AWARDED  
SCHOLARSHIPS

American Academy of Bookbinding opened the doors to the bindery on September 5th for The Big Reveal, to showcase works from students Lara Kemp Reusch, Beth Redmond and Holly D'Oench as well as instructors Coleen Curry and Lang Ingalls.

Maxwell/Hanrahan Foundation has awarded AAB a \$15,000 grant to support scholarships for students with financial need as well as those who are traditionally underrepresented in the field of bookbinding. This will enable more bookbinders to have their "Ah Haa Moment" in Telluride!

111

STUDENTS  
29% INCREASE

from 2023

47%

NEW  
BOOKBINDING  
STUDENTS



**DIANA MULLIGAN**  
Trustees

Trustee support for the American Academy of Bookbinding provides incredible access and opportunity for individuals to explore and expand their interest in the book arts. AAB students come to recognize that through immersive effort, beautiful and important works take shape in the form of restoration, creativity and inspiration. Students not only gain admiration for their craft and lasting friendships, their work expands into a multi-dimensional art form that embodies knowledge, expertise and devotion.

*Diana Mulligan is an avid bookbinder and member of AAB's Open Studio Program. She serves on Ah Haa's board and is a generous supporter.*



**BEVERLY CRILLY  
& LOU MINTZ**  
Trustees

Ah Haa nourishes.

Whether it's with their amazing culinary classes, hosting the just right class that gets your creativity going, or stretching your brain with new ideas - Ah Haa is always building community.

And we're grateful for all of it!

*Beverly Crilly is a working artist based in Brooklyn, NY and Telluride, Co. She and Lou have generously supported Ah Haa since its inception.*

# STRATEGIC PLAN

Creating a pathway for possibility

## 2024-2026

### GOAL 1

#### ENHANCE

PROGRAM GROWTH,  
VISIBILITY AND  
PARTICIPATION

### GOAL 2

#### ENHANCE

ACCESS  
AND  
OPPORTUNITY

### GOAL 3

#### STRENGTHEN

DONOR  
DEVELOPMENT

### GOAL 4

#### STRENGTHEN

FINANCIAL  
STABILITY

In 2022, Ah Haa School for the Arts embarked on a strategic planning process. In collaboration with staff, students, instructors, board members, and community partners, together we spent valuable time reflecting on our past accomplishments and envisioning an exciting future. Approved by the Board of Directors in November 2023, our strategic plan outlines priorities and actions for 2024-2026.

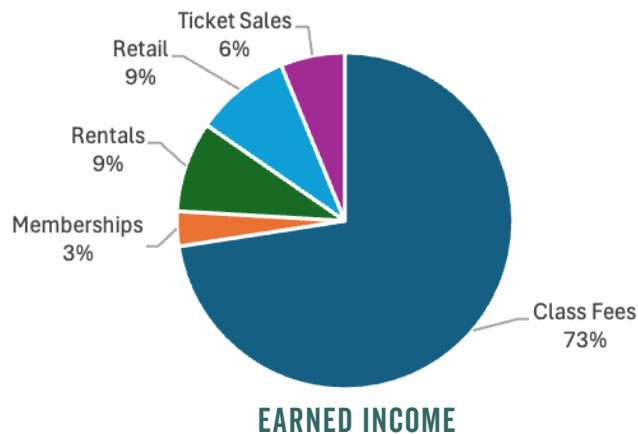
To view  
the plan,  
please visit:  
[ahaa.org/  
strategicplan](http://ahaa.org/strategicplan)

# STRENGTHENING FINANCIAL STABILITY

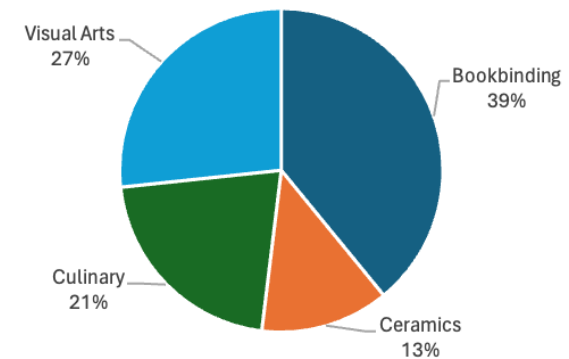
These charts reflect the 12-month period between October 1, 2023 – September 30, 2024. If you would like more detailed about information about these charts, please contact Marty Wollesen, Executive Director (marty@ahhaa.org).

## INCOME

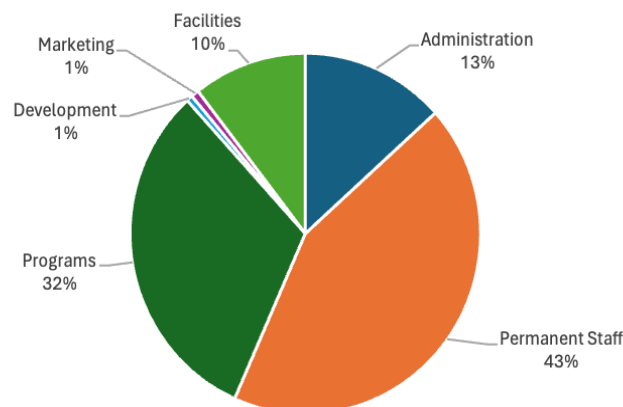
**EARNED INCOME 46% (\$1,041,035)**  
**CONTRIBUTED INCOME 54% (\$1,201,207)**



## REVENUE BY PROGRAM



## EXPENSES



## AH HAA SCHOOL FOR THE ARTS

Ah Haa continues to grow and expand our programs. In the first half of the year alone, we have increased the number of offerings compared to the same time last year with a 28% uptick in attendance and a 47% increase in class fee revenue.

Our commitment to access and opportunity also means that we will have offered almost \$60,000 in tuition assistance and scholarships this year. Additionally, we offer free as well as bilingual classes with our community partners (Wilkinson Public Library, One to One Mentoring, Tri-County Health, San Miguel Resource Center among others). This year we inaugurated Pay-As-You-Can classes through May As You Can and Fall for Arts (see Access & Opportunity page 4).

Not reflected in the pie charts were two significant gifts (a total of almost \$5 million) to Ah Haa School for the Arts. We are now proud custodians of a two-bedroom condo to lodge our American Academy of Bookbinding students, and the historic Stone Building that is the heart and soul of AAB. These two acts of generosity are a testament to the enduring impact AAB has on the field of bookbinding, nationally and internationally.

## INDIVIDUALS

### INNOVATORS \$25,000+

Anonymous\*  
Stephanie Ansin and Spencer Stewart  
David and Denise Barmak  
Carl and Judy Ferenbach\*  
Lisa Hogan and Mark Giles  
Lang Ingalls\*  
Ilene and Don Kramer  
Beth McLaughlin\*  
Lou Mintz and Beverly Crilly  
Aela and Don Morgan  
Kimberly Perutz

### ACTIVATORS \$10,000+

Amy Boebel, Camille and Aaron Botelho,  
Bridgitt and Bruce Evans, Carol and John  
Keogh, Bill Lewis and Rick Underwood,  
Tristan and Martin Mannion, Catherine  
McNamee and Chris Miller, Diana  
and Sean Mulligan\*, Carolyn Murray  
and Bradley Abelow\*, Kim Roberts,  
Diane Sherman, Jane West\*, Mary and  
Lawrence Whalley

### CREATORS \$5,000+

Katherine Borsecnik and Gene Weil,  
Douglas Bradbury, T. Randall and Jyl  
Cain, Marcia and Alan Docter, Kathleen  
Fisher, Elizabeth and Martin Korman,  
Jean McLaughlin, Wendy Rolson and  
Sam Spencer, Carolyn and Jason Soules,  
Brian Wolahan

### INSTIGATORS \$2,500+

Myssie and Barry Acomb\*, Arline  
Baker, Helen Ballard, Karen Baughn,  
Penninah Brodie and Kyle Rosenbaum,  
Dan Caton, Meg Clark, Bonnie Cohen,  
Brian and Karen Conway, Holly Garner,  
Rose Gutfeld and Peter Edwards, Steve  
Jayne and Karen Shaff, Chrissy and  
Rob McLaughlin, Tim and Annie Swan,  
Meg Taylor and Franz Rasmann\*, Anna  
Teerlink, Megan and Dustin Wells

### EXPLORERS \$1,000+

Patty and Chris Arndt, Colby and Leslie  
Barrett, Elizabeth and Andrew Bruce,  
Sue M. Cobb, Bonnie Cohen, Becky  
Cullen, Coleen Curry\*, Rosie Cusack,  
Janice deLuca, Cathe and Chip Dyer,  
Marie Gamweger, Pia Gideon, Amy and  
Kelly Gray, Kathy Green\*, Ellen and Rick  
Greubel, Kathy Harker and Curt Moe,  
Bettie and Hill Hastings, Tami Huntsman,  
William and Barbara Huntsman, Rob  
Kraus, Tim Lafferty and Jenna Cichanski,  
Mark and Kimberly Lowes, Rebecca and  
John Markley, Christine Ring\*, Donald  
Rosenthal, Sara and Paul Steinfeld,  
Nancy and Keith Swanson, Andrew  
Varney, Ashley Story Von Spreecken,  
Cate and Stephen White

### CONNECTORS \$500+

Ana and Matt Bowling, Erin Dace Behling,  
Josephine and Erik Fallenius, Nicole and  
Steven Finger, Marissa and Dan Gudal,  
Barbara and Walter Hinterkopf, Carlotta  
Horn, Daniel Kanow, Gail and Fred Kittler,  
Shari Mezrah, Tam and Lauren Murray,  
Carol Nordstrom, Randy Podolsky,  
Estee Portnoy, Jennifer Price, Lindsay  
Reimann, Joanie Schwarz Rosenthal,  
Jimena and David Smith, Ronna Stamm,

Kimille Taylor and Steve Morton, Laura  
Wait\*, Lindsey Walker, Laura Welch and  
Mike Lundgren, Elizabeth Werner, Margi  
White, Lauren Woodward, Rick Young and  
Bonnie Beamer

### SUSTAINERS \$250+

Diane Atkinson\*, Natalie Binder, Robert  
and Vicky Bray, Corinne Cavender,  
Lucinda Carr and Nancy Heim\*, James  
Cassel, Meg Elmore Clark, Inga Hanks  
Susan Heinz, Judy Kohin and Midnite  
Scholtes, Kristin Kwasniewski, Susie  
Meade, Sarahbeth Pipkin, Deborah  
Pruett, Laurel Rafter, Susan Ritchey,  
Deborah Rosenthal, Josie Russo, Susan  
St. Onge, John Stathis and Gail  
Connelly, Mike Weist Sally Whitehead,  
Michael and Mary Young

### SPARKS UP TO \$250

Brian Adams, Katie Adams, Lisa Eaton-  
Adams\*, Tracie Amend, Vengan Anandan,  
Kelly Atkins, Diane Atkinson, Theresa  
Angelo, Elijah Ball\*, Susan Barringer,  
Kathryn E Baum, McKenzie Baumann,  
Jeff Bednarz, Pamela Bennett, Jeff  
Bodenman, Brenda Bogart, Heather  
Boucher, Raymond Bowers, Mamie  
Breard, Joanne Brown, Todd and Lauren  
Brown, Jennifer Büchi\*, Kai Burrus, Katja  
Butts, Adrienne Christy, David Cohen,  
Dylan Cooney, Hallie Coulter, Rosie  
Cusack, Sarah and Thomas Cyphers,  
Laura Czapski, Holly D'Oench\*, Barclay  
and Tony Daranyi, Janice deLuca, Aubrey  
Ellison, Mark Esser\*, Lucia Farias, Jo Ann  
Fenton\*, John Feren, Micaela Ferrari,  
Nancy B Frank, Karen Jowdy Friedman,  
Cindy and Rick Fusting, Katie Geissler,  
Ellen Geldbaugh, Sarah Gluckstern,  
Jennifer Gremmert, Jane Griffith, Josey  
and Cristy Griffith, Baerbel Hacke,  
Marla Hodes, Heather Hoffmann,  
Rebecca and Kate and Quinn Hogan, Jin  
Hu, Tami Huntsman, Christina Jones,  
Karen Jones\*, Travis Julia, Saree and  
Michael Kayne, Christopher Keating,  
Judy Kennedy, Judy Kohin and Midnite  
Scholtes, Monique Lallier, Amy Levek,  
Margo Libman\*, David Levy, Darwin Phil  
Lowry\*, Marian Macintire, Mary Mandell,  
Rebecca and John Markley, Sage Martin,  
Bridgett McGraw\*, Marla  
Meridith, Ben Merritt, Marshall  
Merritt, Consuela Metzger\*, Elizabeth  
Joy Mueller, Carolyn Murray, Yiselle  
Navarrete, Hayley Nenadal, Lisa and  
Victor Neneroff, Patricia Owen\*, Todd  
Pattison\*, Erin Paulson\*, Barbara  
Peters, Richard Pollock-Nelson\*,  
Alexander Price, Beth Redmond, James  
Reid-Cunningham\*, Flair Robinson,  
Martha Rome \*, Anna Rotman, Molly  
and Peter Sante, Liam Scanlon, Elliot  
Schiff, Ricardo Schneider, Geneva and  
Laura Shaunette, Susan Smilanic\*, Joe  
Sitter, Elizabeth Smith, Chris Sommers,  
Joanne and Jim Steinback, Ashley Story,  
Chandra Stubbs, Marta Tarbell, Drake  
Taylor, Judi Temple, Colleen Thompson,  
Linda Tueller, Stacie Turk\*, Peter and  
Gabe Waldor, Leslie Walthers, Hans  
Watford\*, Susan Williams, Fran Windsor,  
Martin Wollesen\*, Travis Young

## TRUSTEES

### Anonymous

**Stephanie Ansin and Spencer Stewart**

**David and Denise Barmak**

**Amy Boebel**

**Camille and Aaron Botelho**

**T. Randall and Jyl Cain**

**Richard Cornelius and Lynn Brubaker**

**Beverly Crilly and Louis Mintz**

**Bruce and Bridgitt Evans**

**Carl and Judy Ferenbach**

**Lang Ingalls**

**Ilene and Don Kramer**

**Lisa Hogan**

**Beth McLaughlin**

**Catherine McNamee and Chris Miller**

**Sean and Diana Mulligan**

**Kim Perutz**

**Jane West**

## ORGANIZATIONS

### FOUNDATIONS

Anonymous  
The Maxwell/Hanrahan Foundation\*  
El Pomar Foundation  
Johnson Family Foundation  
Just for Kids  
Lisa and Victor Neneroff Foundation  
May Foundation Trust  
Petty Heftle Family Foundation  
Telluride Foundation  
WESTAF

### GOVERNMENT

CCAASE – Town of Telluride  
Colorado Creative Industries  
Colorado Department of Local Affairs

### CORPORATE

Alpine Bank  
Basin Electric Power Cooperative  
Butcher & Baker  
Capital One Points  
Citizen's State Bank  
Lalo Tequila  
MIXX Projects  
Polistini Conservation Materials\*  
Reese Henry & Company, Inc.  
San Miguel County Public Library District #1  
San Miguel Power Association  
Ship It / Copy It  
Slate Gray Gallery  
Telluride Brewing Company  
Telluride Express  
Telluride Jewish Community  
Telluride Mountain Lodge  
Telluride Reserve  
Telluride Table  
Tito's Vodka  
Tri County Health Network

\*indicates a direct donation to AAB

# CREATE POSSIBILITIES

Ah Haa School for the Arts and the American Academy of Bookbinding are dedicated to inspiring individuals of all ages to explore, develop and celebrate their creativity. Your contribution is a direct investment in the vitality of the arts in Telluride. Donations provide critical funds giving access and opportunity for people of all ages to engage in creative experiences throughout the year! There are multiple ways of showing your support and care.

### Direct Donation

Your direct donation via our websites makes an immediate impact to the daily operations of our programs and services.  
[ahhaa.org](http://ahhaa.org) / [bookbindingacademy.org](http://bookbindingacademy.org)

### Become a Trustee

As a Trustee you provide a launchpad of possibility for people of all ages to imagine and wonder. Your multi-year commitment is foundational to our long term planning and sustainability, providing us the ability to be more resilient and responsive in a changing world.

### Lodging & Travel

Support our ability to provide a high level of creative experiences for our community by providing your home, condo, guest house or airline miles to a Visiting Artist or Instructor for their stay.

### Gifts of Stock

Gifts of stock are a convenient way to make a difference by using assets other than cash. The transactions can be handled with you directly or with your financial representative.

### Real or Personal Properties

Property is another attractive way to make a gift. When you make gifts of property, certain value appraisals are required. These transactions will be handled with you directly and in conjunction with your legal representative.

### Bequests and Beneficiary Designations

Gifts made through your estate plan or retirement plan (including IRAs) can help you realize your philanthropic goals, and may allow you to make a more significant gift than is possible during your lifetime.

## MAKE AN IMPACT!

To discuss how you can give,  
please contact Development  
Director, Christin Marcos  
[christin@ahhaa.org](mailto:christin@ahhaa.org)

# BOARD & STAFF

## Board

**Beth McLaughlin**, President  
**David Barmak**, Vice President  
**T. Randall Cain**, Treasurer  
**Alexander Price**, Secretary  
**Amy Boebel**  
**Ana Bowling**  
**Kathy Green**  
**Diana Mulligan**  
**Wendy Roloson**  
**Jane West**

## Past Presidents

**Lisa Hogan** (2021 - 2023)  
**Richard Cornelius** (2012 - 2021)  
**Josephine Fallenius** (2008 - 2012)  
**Fran Windsor** (2005 - 2008)  
**Robin Sedgwick** (2003 - 2005)  
**Catherine McNamee** (2000 - 2003)  
**Daniel Tucker**, *Founder* (1991 - 2000)

## Administrative

**Martin Wollesen**  
Executive Director  
**Chip Schilling**  
Managing Director,  
American Academy of Bookbinding  
**Malarie Clark**  
Director of Marketing & Communications  
**Christin Marcos**  
Director of Development  
**Kelley Potter**  
Front Desk and Registration Manager

## Programming

**Jennifer Büchi**  
Program Coordinator,  
American Academy of Bookbinding  
**Tara Carter**  
Director, Ceramics  
**Kris Kwasniewski**  
Manager, Exhibitions  
**Jess Newens**  
Director, Culinary Arts  
**Lulu Priddy**  
Manager, Visual Arts  
**Maggie Stevens**  
Director, Visual Arts





## AH HAA SCHOOL FOR THE ARTS

PO BOX 1590 | 155 W Pacific Ave  
Telluride, CO 81435  
970.728.3886  
ahhaa.org  
@ahhaaschooltelluride

## AMERICAN ACADEMY OF BOOKBINDING

PO BOX 1590 | 117 N Willow St  
Telluride, CO 81435  
970.728.8649  
bookbindingacademy.org  
@americanacademyofbookbinding