

GROUP VOLUNTEERS AWARD



The Gualala Arts Workshop Committee is this year's Group Volunteers Award winner. Strategically led by Chairperson Gerda Randolph for the last nine years, the 2013 committee of Jane Head, Jennie Henderson, Bruce Jones, Judy Pfeifer, Jane Raymond, Dave Segelstrom, and Karen Tracy has continued to present a widely varied slate of interesting workshops presented by talented artists and instructors. Gerda and her team developed and documented streamlined processes that have led to smoother running workshops that have improved the experience for both instructors and students. Their innovations have included assigning docents for each workshop to help instructors navigate the various tasks necessary to insure a successful workshop, and creating a comprehensive workshop evaluation form that the committee uses to assess the student perception of each workshop and the performance of the instructor.

This year Gerda handed off her chairperson's role to Lynn Bailey after accomplishing many improvements to Gualala Arts workshops, including:

- Increasing the range of media presented in workshops
- Increasing the number of recognized professional artists from out of the area presenting workshops, including some international artists
- Evolving a client feedback system to refine/improve the sign up and evaluation processes
- Annually increased revenue year over year
- Created an ongoing professionalism in suggesting, selecting and auditing workshops

The committee is also spearheading procuring funds for a much needed capital improvement project that will benefit all users of the Mohr Memorial Mezzanine, installing blinds on the windows so as to better control the light. The Workshop Committee deserves this year's Group Volunteers Award for all of the reasons detailed above, and Gualala Arts deeply appreciates their ongoing contribution to achieving our goal of encouraging public interest and participation in the arts. Special thanks to Gerda for using her years of teaching experience to effectively lead an ever changing team of volunteers to present a high quality and diverse set of workshops by talented artists and instructors to both members and non-members.