

The image features a large, stylized graphic of the letters 'A' and 'R'. The letter 'A' is primarily yellow, with a dark blue section on its right side that overlaps with the letter 'R'. The letter 'R' is entirely dark blue. The text 'ANNUAL REPORT' is centered within the yellow portion of the 'A'.

ANNUAL
REPORT

July 01 2013 - June 30 2014

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ABOUT ArtsLink NB

MISSION

ArtsLink NB was founded in 2009 to advance the arts in New Brunswick by linking and unifying artists and arts organizations and promoting their value. We represent artists of all disciplines, from all parts of New Brunswick.

MANDATE

- Establish a network that connects individual artists and arts organizations locally, regionally and provincially;
- Foster public awareness of arts and culture throughout New Brunswick and promote the value of arts in society;
- Create a community culture that acknowledges arts professionals and treats them with respect;
- Provide guidance, resources and assistance for artists and their organizations;
- Promote arts education;
- Advocate for issues relating to professional artists and the arts community;
- Facilitate growth, prosperity, and excellence—socially, economically, artistically and culturally.

Message from the PRESIDENT and EXECUTIVE DIRECTOR

The past year has been a very active and exciting one for ArtsLink NB, as the organization participated in a number of provincial initiatives and partnerships while also developing ambitious new programming of its own. The working group on human resource needs in the arts and culture community—from education and training to mentoring and preparation for career transitions and retirement—has completed its original report, and a transition committee is now working on implementation, and the Premier's Working Group on the Status of the Artist has held its initial meetings, with a full agenda ahead. The Cultural Industries Strategy working group's work continues, with a final report expected in winter 2015. ArtsLink has participated in all of these working groups, along with l'AAAPNB, **artsnb**, and representatives from a wide range of educational, artistic, and government groups.

We are very fortunate to have received funding to help build our office capability—students were hired through co-op and internship arrangements from winter 2014 through the summer. As you will recall, last year's AGM included agreement that membership fees are both necessary and desirable, as a means of diversifying our funding base and as an indication of commitment to the benefits and services ArtsLink offers to its members. We launched the membership drive in the spring and have been very encouraged by enrolment levels to date.

We would like to acknowledge the contributions of the board of directors, the volunteers, and especially the members of ArtsLink. Without your support and participation, our organization could not function.



Kathy Hamer, President



Kate Wallace, Executive Director

Executive SUMMARY 2013-2014

ArtsLink NB was very focused this year on developing a solid foundation on which to grow. Highlights from the past year include launching a new website; developing a social media strategy; re-introducing membership fees; hosting our third annual forum/AGM; releasing the report *Sustaining New Brunswick's Arts and Cultural Workforce* by economist David Campbell; and expanding human resources. ArtsLink NB has been very actively engaged in outreach and building partnerships, with staff and directors participating in a number of high-level provincial and transborder initiatives and events that aim to improve the social and economic status of New Brunswick artists.

The organization is poised to embark upon a period of growth, adding human and financial resources to better respond to the needs of its members, and, by extension, to strengthen the arts and culture community of New Brunswick. Our highest priorities are to develop a relevant, enriching and sustainable program of services and activities for its members, and thus to ensure a lasting and meaningful contribution to the cultural fabric of our province.

Connection, communication and collaboration are the core of ArtsLink NB's approach, and the organization has been particularly active in the past year in a wide range of exchanges, including high-level discussions with different levels of government, and increased collaboration with other arts groups, in particular our sister organization, l'Association Acadienne des Artistes Professionnel.le.s du Nouveau-Brunswick (AAAPNB), and **artsnb**, the provincial arms-length funding agency. ArtsLink NB has reached out to the private, public and non-profit sectors, and has been particularly encouraged by partnerships with organizations outside of arts and culture, including those in business, entrepreneurship and innovation.

Whatever the project, whoever the partner, the final aim is the same: to make New Brunswick a place where artists can have long careers that are creatively satisfying and financially viable.

OVERVIEW of Artslink NB Activities: 2013-14

ARTSLINK 2.0: NEW WEBSITE & SOCIAL-MEDIA STRATEGY

ArtsLink 2.0 is a major digital project featuring two related but separate components: a new website and an updated social-media strategy. After many months of consultation and development, the new site went live in May 2014, the same month the social media strategy was completed. Together they comprise a critical means by which ArtsLink NB will fulfil its mandate of advancing the arts in New Brunswick by linking and unifying artists and arts organizations and promoting their value to the community.

ArtsLink NB 2.0 enables ArtsLink NB to serve its members as though it has a team of specialists working for them. Indeed, the very properties that define the web—that it is free, interactive, and accessible anytime, anywhere—help overcome ArtsLink NB’s central challenges, in particular its limited human and financial resources to serve an artistically diverse and geographically dispersed membership. The website is a dynamic tool that can address the top three concerns voiced by ArtsLink members: public advocacy, market development, and training. While the website is not the sole means by which to deliver services and serve the membership, it is foundational to these aims.

The website was developed by ICS, a Saint John firm. The new site is attractive, intuitive and resource-rich. It is a toolbox for members, who have exclusive access to career development and promotional resources. Smart, streamlined, and rich in content, it demonstrates the vitality, range and professionalism of the arts community in New Brunswick. It will serve as a locus of information for members, as well as sponsors, government partners, media and the public.

While in-person events, including an annual forum, will continue to be a crucial part of ArtsLink NB’s programming, the organization is much more effective if its in-person and virtual offerings and programs are integrated.

MEMBERSHIP FEES

With the launch of its new website in May 2014, ArtsLink NB reintroduced membership fees. When the organization was founded in 2009, membership fees were briefly collected, then suspended, as the board felt the organization needed to develop its membership base, as well as its reputation with the cultural community, the government, and other stakeholders, before asking members to contribute financially.

Five year later, with nearly 600 members—including 70 arts organizations—and a growing list of accomplishments and partners, ArtsLink NB has a strong foundation from which to embark upon the next stage of its development. Membership fees are an important part of this process, for reasons both financial and practical.

The Province of New Brunswick has been ArtsLink NB’s primary funder to date, a situation that is limiting and untenable. It is important to diversify sources of operational funding, including grants from private foundations and public-sector sponsorships along with membership fees that are in line with those charged by other provincial professional arts organizations.

More than just a monetary commitment, fees demonstrate the membership’s support for ArtsLink NB’s mandate and mission. The motion to reintroduce fees was passed at the AGM on Sept. 21, 2013.

The reintroduction of fees was also a priority from strategic planning ArtsLink NB undertook in 2012. Below is an overview of the four membership categories and fees:

CATEGORY	Professional Artist	Associate [Emerging or Student]	Arts Organization	Friend of the Arts
ANNUAL FEE	\$50	\$25	\$75	\$40

NEW MEMBERSHIP BENEFITS

ArtsLink knows its members need to see the value in their membership fees, especially in light of the financial challenges many artists experience. Based on member feedback, the organization has added a number of new benefits, including:

- ***Voluntary access to Arts & Entertainment health insurance plan:*** The Arts & Entertainment Plan® provides health insurance benefits for ArtsLink NB members who might otherwise lack this important safety net. The health plan consists of: extended health care; dental care; prescription drug coverage; life and accidental death & dismemberment insurance; and travel emergency medical coverage.
The program is voluntary and its coverage can extend to family members, as well. It was created for, and designed by, the artistic community. The Actra Fraternal Benefit Society (AFBS), the underwriter of the program, is a not-for-profit insurer exclusive to the arts. It offers a comprehensive program with excellent cost and coverage. It has been serving the artistic community for over 35 years, is member-owned and governed; and is federally incorporated, fully solvent and OFSI regulated.
- ***Member profile/gallery on ArtsLink NB website:*** Public-facing bio, contact information, and images.
- ***Events calendar on ArtsLink website:*** Promoting the work and activities of members.
- ***Exclusive member access to online resources:*** A digital library of provincial and national arts organizations, studies and reports on the culture sector, and discipline-specific career guides.

HUMAN RESOURCES

ArtsLink NB has sought creative ways to bring more talent and resources into the organization while respecting the confines of its limited budget. This year, for the first time, it was selected as a recipient of a PricewaterhouseCoopers Co-Op Fellowship in Business at the University of New Brunswick. The program subsidizes the salary of a business student, who spends a term working with a local business or non-profit. ArtsLink NB hired Lindsay Clifford, a third-year business student with an interest in marketing, for the winter 2014 term. The placement was a very useful and cost-effective way to help address staffing issues, and Lindsay contributed significantly in developing ArtsLink NB's social media presence and strategy.

ArtsLink NB has also partnered with the Faculty of Arts at UNBSJ, to offer Anthony Enman, a third-year business and information and communications studies student, a work-term project for credit. Under the supervision of the ArtsLink NB executive director and with consultation from members of ArtsLink NB's marketing and communications committee, as well as its new website development team, Anthony and Lindsay developed a social media strategy for ArtsLink. The arrangement was very successful, and ArtsLink NB is very pleased with the quality of work, while the students, in turn, benefitted from workplace experience, the opportunity to have a professional report in their portfolios, as well as potential references.

In April, ArtsLink NB was approved for funding to hire a summer student through the Canada Summer Jobs program, which completely subsidizes a full-time position. ArtsLink NB was able to hire Emily Craft, a second-year public relations student at Mount Saint Vincent University, for July and August. She provided excellent support in communications and public relations.

ArtsLink NB will continue to take advantage of workforce subsidy programs, and has been approved for the One Job Pledge, a provincial program that supports the hire of recent graduates for a full-time, one-year term.

Professional development has also been a focus. The executive director has pursued a number of opportunities, including studying French in order to increase fluency with Acadian and francophone colleagues; participating in training and workshops offered by the business community, including Enterprise Saint John's project management training, September 2013. In June 2014, Kate was selected as one of the 21 Leaders, a leadership development program for young Maritimers who demonstrate exceptional leadership skills and are attuned to the needs of their communities. The program will provide a valuable networking opportunity, as well as the chance to work with a mentor.

PRIORITY PROJECT: SUSTAINING NEW BRUNSWICK'S ARTS & CULTURAL WORKFORCE

ArtsLink NB formally launched *Sustaining New Brunswick's Arts and Cultural Workforce* on Sept. 21, 2013, at its annual forum, in Fredericton. Author David Campbell, an economic development expert, presented key findings from the report, an analysis of the state of the arts and culture sector workforce in New Brunswick that includes survey results from hundreds of New Brunswick artists and arts organizations.

The report provides insight and recommendations to foster stable labour force development in the arts and culture sector of New Brunswick. Findings include an examination of barriers to attracting and retaining talent, as well as local and export market considerations, infrastructure, and training needs. The report will be a key strategic document for ArtsLink NB as its recommendations continue to guide the organization in program development.

PRIORITY PROJECT: ARTSLINK NB FORUM 2013

The third ArtsLink NB forum, held in Fredericton, Sept. 20-21, 2013, drew approximately 200 participants, the most-ever for the organization's signature annual event.

It opened with an elegant reception at Government House. Elder Imelda Perley opened the celebration with an address and prayer, then introduced a showcase of First Nations performers. Minister Trevor Holder, of the Department of Tourism, Heritage and Culture, brought greetings from the province and introduced Stephen Huddart, president and CEO of the McConnell Family Foundation, in Montreal, who gave the keynote address, 'New Brunswick is a province where culture and innovation can produce breakthroughs relevant to all of Canada.'

The forum resumed Saturday morning at the Charlotte Street Arts Centre. The morning program included an update from l'AAAPNB on two key provincial initiatives: Status of the Artist, and the Cultural Human Resources Roundtable.

Minister of Energy and Mines, Craig Leonard introduced economic development expert David Campbell, who presented key findings from *Sustaining New Brunswick's Arts and Cultural Workforce*.

During the lunch hour, shorts by New Brunswick filmmakers were screened.

The day included two panel discussions:

- **Export and Excellence** with Julie Scriver, creative director, Goose Lane Editions; Morgan Lanigan, senior technologist, Acre Architects; Christine Lavoie, cultural export manager, Strategy for the Promotion of Acadian Artists on the International Scene; and moderator Michael Maynard, adjunct faculty member, UNB, senior advisor to VP academic, and PhD candidate.
- **Building Community Through Culture** with Hugh French, director, The Tides Institute & Museum of Art, Eastport, Maine; Kate Elman Wilcott, founder/artistic director, InterAction School of Performing Arts; Paul Henderson, creative director/co-founder, SappyFest; and moderator Heather Allaby, communications consultant/blogger.

Professional Development Workshops took place in the afternoon, including: **artsnb** grant programs with Robert Bryar, program officer; Social Media is Made for Artists with Jeff Roach, founder, Sociallogical; and Business Plans for Artists with Melanie Vautour of the Saint John Community Loan Fund.

GOVERNMENT WORKING GROUPS

ArtsLink NB is committed to promoting the growth and development of the New Brunswick arts sector by representing the membership through participation in provincial, regional and national government forums and initiatives. ArtsLink NB has been extremely active this year in a number of high-level discussions and working groups that aim to improve the working and living conditions for New Brunswick artists, including:

- **Status of the Artist:** ArtsLink NB's executive director and president participated in an historic provincial conference in Shippigan May 31-June 2, 2013. Both were appointed by David Alward to the Premier's Task Force on the Status of the Artist, and will work closely on the file over the next 18 to 24 months to address the socio-economic risks faced by artists and cultural workers.
- **Renewal of GNB's Cultural Policy:** ArtsLink NB made two presentations during the public consultation phase. ArtsLink chair Kathy Hamer, former executive director Sara Griffin, and director Michael Wennberg contributed to the development of the new policy by sharing knowledge and making recommendations. ArtsLink will seek opportunities for involvement in the implementation of the policy, in the wake of its adoption in June 2014.
- **Cultural Industries Strategy:** ArtsLink NB executive director Kate Wallace, president Kathy Hamer and directors David Adams and Michael Wennberg have been part of this provincial advisory group struck by the Culture Branch to bolster cultural industries, including film, craft, publishing and the performing arts. A final meeting is scheduled for October 2014, with a final report anticipated in winter 2015.
- **Cultural Human Resources Roundtable:** ArtsLink NB president Kathryn Hamer, director Julie Scriver and executive director Kate Wallace have been members of this provincial initiative to develop recommendations in the areas of continuing education and professional development for professional artists and cultural workers. Kate and Julie are members of the transition committee, which is working towards implementation of the recommendations.
- **ME/ NB MOU Taskforce:** ArtsLink NB executive director is a member of this important transborder initiative. She participates in a taskforce conference call every six weeks in which members discuss areas of mutual interest, as well as attending face-to-face meetings a couple times a year. In October, she attended the Maine International Conference on the Arts in Orono.

WORKING WITH PROVINCIAL, NATIONAL AND INTERNATIONAL ARTS GROUPS

One of the top priorities for ArtsLink NB is to work with other arts groups in order to unify and strengthen the voice of the sector. L'AAAPNB, **artsnb** and ArtsLink NB have worked together on several initiatives, including:

- **Arts Day at the Legislature:** The third Arts Day at the Legislature took place April 9-10, 2014. ArtsLink NB, l'AAAPNB, and **artsnb** met with MLAs and leaders from the Liberal, Progressive Conservative, NDP and Green parties to explain and advance the role of culture and the professional artist in New Brunswick. We were well received. The MLAs were prepared to discuss artistic practice in their regions and appeared interested in examining the question of status of the artist legislation and the renewal of the cultural policy. ArtsLink NB subsequently consulted with the NDP on the arts and culture plank of its election platform, while the Green Party advanced many of the recommendations from David Campbell's *Sustaining New Brunswick's Arts and Cultural Workforce* in its platform.
- **Professional Development Workshops** (In progress): ArtsLink NB is working with l'AAAPNB to offer a series of workshops in 2014-15 to their respective members. The proposal includes an aboriginal outreach component, in conjunction with **artsnb's** aboriginal outreach offers. ArtsLink NB has proposed to offer three subjects (Social Media Marketing for Artists, Crowdfunding 101, and Writing for a Grant), with each being presented in three different New Brunswick communities. The aboriginal outreach will involve visiting 8 First Nations in 2014-15, to provide information about the organization, and offer a short professional development session. A funding request has been submitted to the Dept. of Post-Secondary Education, Training and Labour. A reply is expected by September 2014.

- **CARFAC Maritimes:** In September 2013, the ArtsLink executive director joined a small group of artists and arts administrators from across Atlantic Canada to explore the development of a set of best practices for CARFAC Maritimes members. ArtsLink NB hosted CARFAC Maritimes' AGM and public presentation at its offices in June 2014.
- **Music NB:** In October 2013 ArtsLink hosted an industry mixer during Music NB Week in an effort to reach out to the province's musical artists. Approximately 200 delegates attended. The ArtsLink executive director presented an industry award at the Music NB gala on Oct. 20. She was also a member of a Music NB Awards review committee in winter 2014.
- **Harvesting the Arts:** ArtsLink NB took part in this annual autumn event in King Square, Saint John. The organization hosted pumpkin carving, and shared promotional material about ArtsLink NB.
- **Culture Days:** ArtsLink executive director is a member of the New Brunswick committee of this national grassroots movement to increase Canadians' exposure to art. She attended the launch of the event, at Kings Landing Historical Settlement, in August 2013, and promoted Culture Days events and activities to the ArtsLink NB membership. Kate's involvement continued on the 2014 organizing committee.
- **Sheila Hugh Mackay Foundation:** ArtsLink NB ED was a member of organizing and planning committee for Open Space, a provincial conference on the visual arts, that took place April 4-5, 2014, in Fredericton.

WORKING WITH OTHER PARTNERS

ArtsLink NB is actively seeking opportunities for its members outside of the arts community.

- **Arts and Culture Accelerator:** Enterprise Saint John invited the ArtsLink NB ED to lead an Arts and Culture Accelerator, an entrepreneur-development program that includes business skills training and one-on-one mentorship, as part of True Growth 2.0, the agency's economic development plan. ArtsLink NB has expanded the concept to a provincial program, and has worked with staff of ESJ, as well as the Culture Branch, to develop a proposal. A funding request has been submitted to ACOA, and the provincial departments of Post-Secondary Education, Training and Labour; Tourism, Heritage and Culture; and Economic Development.
- **Global Entrepreneurship Week Kickoff (2013):** ArtsLink NB cohosted this event along with the other tenants in the Creative Soup Building. It drew more than 200 business and community members to the ArtsLink offices.
- **Pond-Deshpande Centre Boston Startup Communities Tour:** ArtsLink NB ED was invited to join a group of entrepreneurs on a three-day tour of Boston's thriving entrepreneurial ecosystem. Along with site visits to co-working sites, and attending the awards ceremony for Mass Challenge, the world's largest entrepreneur accelerator program, the ED pursued opportunities to meet with staff of other arts-based nonprofit organizations to discuss how they are applying entrepreneurship and innovation approaches to the arts and culture sector.
- **Enterprise Greater Moncton:** ED participated in an economic development summit (January 2014), including an arts and culture roundtable.

The ArtsLink NB executive director has sought numerous other opportunities to talk about ArtsLink NB with other potential partners, and to offer assistance accessing information or resources in the arts community. She has also met with a number of other organizations who may be of assistance in developing ArtsLink NB programming, including Alberta Culture, Discover Saint John, LearnSphere, Launch 36, the New Brunswick College of Craft and Design, and the Wallace McCain Institute.

FINANCIAL SUMMARY

The summarized financial information is extracted from financial statements reviewed by Belyea Colwell & Associates, Chartered Accountants. A copy of the complete financial statements is available from Executive Director, Kate Wallace at katewallace@artslinknb.com.

STATEMENT OF OPERATIONS (FOR THE YEAR ENDED JUNE 30, 2014)		
	2014	2013
Total Revenue	\$85,815	\$69,376
Total Expenses	88,599	82,183
Deficiency of Revenue over Expenses	\$(2,784)	\$(12,807)
BALANCE SHEET (AS AT JUNE 30, 2014)		
Current Assets	\$7,949	\$3,291
Property, Plant and Equipment	\$1,515	\$2,456
	\$9,464	\$5,747
Current Liabilities	\$10,390	\$3,889
Net Assets (Liabilities)	\$(926)	\$1,858
	\$9,464	\$5,747

ARTSLINK DIRECTORS & STAFF

■ KATHRYN HAMER, (*President*), Sackville

Former vice-president of the University of New Brunswick Saint John and dean of arts at Mount Allison University, Kathy is a seasoned administrator with a passion for the arts. As well as her role with ArtsLink, she serves on the boards of the New Brunswick Museum and the New Brunswick Youth Orchestra.

■ SUSAN CHALMERS GAUVIN, (*Vice President*), Moncton

Founder and CEO of the Atlantic Ballet Theatre of Canada. Susan is a frequent guest speaker on the topics of performing arts management; the importance of Canadian arts and culture to our regional, municipal and national economies; and the role of the arts in enriching quality of life.

■ MICHAEL WENNBERG, (*2nd Vice President*), Rothesay

A retired lawyer, Mike is very active in the Saint John and provincial arts scenes. Former chair of the Saint John Community Arts Board, Mike was instrumental in Saint John being named a Cultural Capital of Canada in 2010.

■ KARA STONEHOUSE, (*Secretary*), Quispamsis

Manager of brand and integrated marketing at UNB, Kara has a background in the international music industry and a BBA in music business. She has a long history in arts administration, including being deeply involved with Performing Arts NB, and as general manager of Symphony New Brunswick.

■ ERIC SAVOIE, (*Treasurer*), Saint John

A senior consultant with Ernst & Young LLP's advisory service practice. He is first Vice-Chair of FUSION Saint John, a networking group for active civic-minded youth in Greater Saint John, secretary of Enterprise Saint John, and Director of the Saint John YM-YWCA. 21 Inc. recently named Eric one of Atlantic Canada's Top 50 Emerging Leaders.

■ ADRIENNE ELFNER-HAZEN, Bathurst

A visual artist, gallery owner and teacher for over 20 years, Adrienne was a founding member and is a former president of the Bathurst Art Society.

■ ALLAN POLCHIES JR., St. Mary's First Nation

Community planner and culture coordinator and top councillor for his community, as well as customer service relations officer and an entertainer at the St. Mary's Entertainment Center's Big Bingos, he sits on the Economic Development Board for St. Mary's First Nation and the Two Spirited Alliance core committee.

■ DANN DOWNES, Rothesay

An Associate Professor of Information and Communication Studies in the Department of Social Sciences at the University of New Brunswick in Saint John, Dann is also a celebrated roots and blues musician. His first solo record, released in 2011, garnered Music New Brunswick Award nominations for folk recording and male artist of the year.



■ DAVID ADAMS, Saint John

A violinist who has gained critical acclaim as a soloist, conductor, chamber and orchestral musician, David is artist-in-residence at the University of New Brunswick Saint John, plays principal violin with the Saint John String Quartet and concert master for Symphony New Brunswick and Atlantic Sinfonia.

■ KAREN LEBLANC, Fredericton

Executive director of the Aboriginal Workforce Development Initiative as well as a fibre artist and weaver who shows her work in Canada and internationally. An award-winning volunteer, she is an active member of the province's cultural community, and was a driving force in the founding of ArtsLink NB.

■ NADINE DUGUAY, Dieppe

A natural leader who is fluent in three languages, Nadine has a solid track record in instigating and implementing successful projects. Executive director of 21 Inc., she believes a leader should give back to her community. Her previous role was as executive director of the Centre of Arts & Culture Dieppe.

■ RAYANNE BRENNAN, Moncton

Vice-president of the Professional Writers Association of Canada's Moncton Chapter, Rayanne runs Brennan Communications, her independent communications consultancy and editorial services firm.

■ JULIE SCRIVER, Fredericton

Creative director at Goose Lane Editions. She's brought her expertise to bear on all manner of art publications, exhibitions, and interpretive sites with many organizations, independent writers, and artists.

■ THADDEUS HOLOWNIA, Sackville

Head of the Fine Arts department at Mount Allison University, a world-renowned photographer whose works are in numerous corporate, private and public collections including the National Gallery of Canada, as well as numerous corporate and private collections. He is a member of the Royal Canadian Academy of Arts.

■ GWEN MARTIN, Yoho

Executive Director of the Writers' Federation of New Brunswick, freelance writer, journalist, editor and workshop presenter, Gwen is a former geologist and prospector. Gwen is a member of the Professional Writers Association of Canada, and Canadian Science Writers' Association.

■ KATE WALLACE, (*Executive Director*)

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