

SGAA Launches an All-New Online Resource Center



by The Staff of SGAA Headquarters

After almost an entire year of research, development, and programming, the Stained Glass Association of America (SGAA) is excited to launch an all-new website at www.stainedglass.org. During the summer of 2018, the Board of Directors took a hard look at the association's tools, resources, and publications for members and the public and drastically reenvisioned how SGAA can be a resource center while facilitating awareness for the glass industry online.

An Abundant Resource for Stained Glass Enthusiasts

Many publications that have previously been available in limited print quantities have already been added to the new SGAA website, with additional resources scheduled to be added throughout the next year. Visitors to the new website will be able to learn more about the different potentialities of architectural glass, how to be good stewards of their stained glass, and other basic knowledge about stained glass as a material.

One of the key features of the new SGAA website is an online member profile page, or resource listing, that highlights the work of our members in *Accredited Professionals and Professional Studios: A Sourcebook Online*. It is searchable and has the distribution and availability that our printed version could no longer provide. These profiles serve as a searchable directory for visitors to "Find a Studio" that provides services they may be looking for close to their own location. Basic assets of the website have also been completely redesigned to be more user friendly. Maintaining membership, subscribing to *Stained Glass* quarterly magazine, and purchasing back issues have all been streamlined.

Building New Relationships

As part of the website's launch, SGAA has scheduled an intense travel schedule for Executive Administrator Megan McElfresh to continue building new relationships in person across the industry. During the summer and fall of 2019, she will attend notable conferences and events around the country to publicize and raise awareness for the new website, SGAA's resources and publications, and the services of its members.

Meanwhile, other programs continue to grow and see renewed energy. Planning continues for the most intense, ambitious SGAA conference yet, and continued improvements are being made to *Stained Glass* quarterly magazine. The organization is working hard to connect with a new, growing subscriber base and increase the awareness of SGAA in general within the greater field of architectural and public art as it relates to stewardship and preservation.

It has been so exciting to completely rebuild a foundation for the SGAA in a way that will allow for a new, convenient digital avenue to serve our community and our members. We are looking forward to the years ahead and will continue to build on these exciting changes.

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Visit www.stainedglass.org to view the new additions to the website and learn more about becoming a member of SGAA.

