



Sun Region
Embroiderers' Guild of America
Call to Meeting: September 2010

To: Sun Region Board of Directors

From: Lynn Abbey
1112 W. Main St, E05
Leesburg, FL 34748
352-315-0456
E-mail: lynn@lynnabbey.com

Date: August 16, 2010

Re: Sun Region Board Meeting,
Ponte Verde, Florida
September 24-26, 2010



Location: Sawgrass Marriott Resort & Spa, 1000 PGA Blvd, Ponte Vedra Beach FL, 32082 (Near Jacksonville Beach)

Directions to Hotel: Ponte Vedra Beach is located south of Jacksonville and north of St. Augustine. PGA Tour BLVD is directly off SR A1A. Exact driving directions from your home address to the resort can be obtained by going online to the resort web site. Tried it and found them to be accurate from my location.

Hotel reservation deadline: August 27, 2010 - Rates: \$129. Plus 10% tax

Call: 800 457 4653 and state you are with Sun Region EGA or

Web: go to www.sawgrassmarriott.com, select Reservations, and enter the group code SUNSUNA for a standard King or 2 Double beds.

To qualify for our group rate: At least one guest in each room is a Sun Region member and attending the Sat or Sun meeting.

Luncheon : 11:30 AM on Saturday, September 25, at the hotel.

Reservations for the luncheon should be made by September 15. To reserve, please send the Clip and Mail (on page 4) with a check for \$20.00, payable to Sun Region. Please indicate if you are participating in the Saturday evening program and mail it to ARD Betty Baechle at 10716 Mirasol Dr #602, Miramar Lakes Fl, 39913.

****Regular Committee and Chapter reports are now only included in Sun News.**

Special committee reports, due to Secretary Lynn Abbey by Sept 3, will be published in the meeting packet for the following:

- RD's Report from National
- Executive Committee members
- Sun Seminar 2010 Chairman (Final Report)
- Marketing & Membership Report
- Special reports that are needed for meeting

This Call to Meeting includes a Tentative Agenda that will be replaced with a detailed agenda in the meeting packet that you will receive on September 17. Please do not hesitate to suggest any special topics that you want to be included. This bears repeating: *If there is any issue that your chapter wants to bring to the region's attention for discussion at the September meeting, let our Region Director, Jenna McClooney know so the issue can be added to the final agenda.* Additional agenda topics should be sent to Region Director Jenna McClooney by September 5 to rd@sunregionega.org or snail mail to 13631 Allyn Drive, Hudson, FL 34667.

Be sure to bring your Representative's notebook pages with updated pages that you received on August 13 to this meeting. If you are unable to print this material, please contact Bylaws Chairman, Carol Tsoukalas at bylaws@sunregionega.org and she will provide a printed copy at the board meeting. **This Call contains the official 30-day notification of Bylaw and Policy & Procedures changes as well as the proposed budget for 2011 that you will be asked to vote on. See pages 4-6.**

Special Assignment for Region Representatives

Please contact your chapter membership chairperson and obtain the following information:

- How many new members has your chapter signed up since April 1, 2010?
- How were these new members attracted to EGA? (*Announcements in publications, EGA website, word of mouth, brought to a meeting by a member? etc.*)

Also, please be prepared to give a short presentation...

on the number of new members your chapter recruited as well as events that either your chapter has participated in that promoted EGA and provided recruiting opportunities or are planned for sometime during this year. These presentations will be given during the board meeting at the time "Chapter Reports" come up on the agenda. (*Examples could include exhibits, "Stitch in Public", etc.*)

Thank you from your Sun Region Marketing Team!

Important Notices

Grants – If your chapter has not planned a promotional item and submitted your marketing grant request, time is running out. Why pass up this opportunity??? The deadline to submit reimbursement up to \$100. is the end of November. For more information, go to www.sunregionega.org , then to "Members", and to "Marketing"

Have you Invited your Friends to visit "Sun & Sea Embroiderers"? Please review the information in your June-August Sun News for instructions on how to do this.

From your nominating committee: We are shy some resumes from sitting reps and any chapter members so inclined. It is our hope to start interviewing candidates to accept positions for the 2012-2014 region board at the Region Board Meeting at Sawgrass, Ponte Vedra. If there is a potential candidate within your chapter that would make a great addition to the board please forward their contact info and the nominating committee will contact them. Let's continue our current momentum of being the best and most active region in EGA. contact nominating@sunregionega.org

Jo-Ann's Discount Card: Apply for your 10% discount card by going to www.egausa.org and click on the Jo-Ann's box.

Saturday Evening Program at the Sawgrass Marriott Resort, 7 PM to 9 PM

Biscayne Chapter will be conducting our educational program for this meeting. As always, please bring the usual stitching supplies and share the fun with your sister stitchers. A kit fee of \$5.00 will be collected during the class.

When you send in your *Clip and Mail* coupon for the luncheon, please indicate if you will be attending the Saturday night program, so that enough kits can be prepared.

Clip & Mail	
September 25, 2010 Sun Region Meeting Luncheon Reservations - Sawgrass	
Name	Chapter
E-mail	Phone
<p>Mail your reservation and check for \$20.00 (payable to Sun Region EGA) to be received by September 15.</p> <p>Betty Baechle – Meeting Coordinator 10716 Mirasol Dr #602, (Questions? Miramar Lakes, FL 33913 239.405.2553</p>	
Y	N
I will be participating in the Saturday evening program	

Recommendation from bylaws committee to be voted on September 25, 2010

Please review the following recommendation for vote at the region Board of Director’s meeting on Saturday September 25, 2010.

Proposed Bylaws Revision

Recommendation: I Carol Tsoukalas, bylaws chair, recommend that the Sun Region board amend its bylaws as follows: Text to be changed is in the left hand column (current language) and new text is in the right hand column (proposed language).

Rationale: Library and touring teachers have been eliminated and marketing and website chairs have been added.

Bylaws Article VIII Section 1 on page III-C-4 in Rep's notebook and Sun Region Website.

Current Language	Proposed Language
Section 1. The standing committees of this region shall be: bylaws, education/library, finance, historian, membership, newsletter, nominating, outreach, seminar, touring teacher, ways and means, and youth. (2/08)	Section 1. The standing committees of this region shall be: bylaws, education, finance, historian, marketing, membership coordinator, newsletter, nominating, outreach, seminar, ways and means, website, and youth

Proposed Policy & Procedures Revisions

Recommendation: I Carol Tsoukalas, bylaws chair, recommend that the Sun Region board amend its standing policies and procedures as follows: Text to be changed is in the left hand column (current language) and new text is in the right hand column (proposed language).

Rationale: To conform with bylaws changes.

Proposed Policy & Procedure Changes

Current language	Proposed language
III-D-1	
III. MEETINGS The region shall hold three (3) meetings per year unless otherwise ordered by the board of directors. The meetings shall be the annual meeting, a meeting in conjunction with the region seminar (if a seminar is held), and one or more additional meetings per year.	III. MEETINGS The region shall hold two (2) meetings per year unless otherwise ordered by the board of directors.

III-D-3	
<p>B. <u>Education/Library</u> The education/library chair shall: 3. Maintain and update the region’s library. Provide a listing of library materials for the representative’s notebook. Collect late fees and send to the treasurer within seven (7) days of receipt for deposit in region accounts. (2/04)</p>	<p>B. <u>Education</u> The education chair shall: 3. Administer region paid group correspondence courses per procedures. 4. Administer touring teacher program per procedures.</p>

III-D-4	
<p>E. <u>Membership</u> The membership chair shall: 1. Act as liaison between chapter membership chairs and national. 2. Encourage chapters to sponsor activities that promote the recruiting and retention of new members. 3. Maintain a file of each chapter’s recruiting and retention projects and communicate these ideas to all chapters. 4. Write an annual summary report of the region’s chapter activities prior to region meetings. 5. Send a report to EGA’s membership chair. 6. Keep an updated list of all region members. Reconcile region membership list with individual chapter membership lists.</p>	<p>E. <u>Marketing</u> The marketing chair shall: 1. Encourage chapters to sponsor activities that promote the recruiting and retention of members. 2. Maintain a file of each chapter's recruiting and retention projects and communicate these ideas to all chapters. 3. Execute region sponsored programs designed to promote EGA and provide membership value. F. Membership Coordinator The membership coordinator shall: 1. Act as liaison between chapter membership chairs and national. 2. Assist chapter membership</p>

III-D-5	
<p>F. <u>Newsletter</u> 2nd Paragraph: It shall be distributed free of charge to each member of the region board, past Sun Region directors, chapter presidents, alternate region representatives, program chair, education chair, membership chair and newsletter editor of Sun Region; as well as the national newsletter reviewer. Subscriptions shall be offered at \$5.00 for one year (four issues) or free to any region member who wishes to subscribe electronically. (2/05)</p>	<p>G. <u>Newsletter</u> It shall be distributed free of charge to Sun Region board members and committee chairs, chapter presidents and chapter newsletter editors, as well as current and past region directors and region newsletter editors of all the other regions, and select national officers. Individual subscriptions for printed and mailed copies will be available for \$5. Per year. E-mail copies and subscriptions are free.</p>

The following changes to the lettering result from adding the Marketing Chair category.

III-D-5	
<u>G Nominating Committee</u>	<u>H. Nominating Committee</u>
III-D-7	
<u>H. Outreach</u>	<u>I. Outreach</u>
<u>I. Seminar</u>	<u>J. Seminar</u>
III-D-8	
<u>J. Touring Teacher Program</u>	<u>K. Touring Teacher Program</u>
<u>K. Ways and Means</u>	<u>L. Ways and Means</u>
<u>L. Website</u>	<u>M. Website</u>
III-D-9	
<u>M. Youth</u>	<u>N. Youth</u>

From Your Marketing Team!

We need your chapter’s individual survey forms.

Region Representatives: Please collect the individual survey forms from the appropriate person in your chapter and bring them to the Sun Region board meeting Sept 25-26. These are the individual survey forms that were completed by your chapter’s members.

Gulfview, Sand Hill Crane & Neapolitan are exempt – we already have yours!

Are you ready to take your membership recruiting efforts to a new level?

The new guide for membership recruiting and retaining will be previewed at the September board meeting.

After the meeting, the Guide will be available on the Sun website and electronic copies will be E-mailed to all chapter presidents, region reps and membership chairs.

Recommendation from finance committee to be voted on September 25, 2010

Please review the proposed budget for 2011 (located on the next page of this Call-to-Meeting document), for vote at the region Board of Director’s meeting on Saturday September 25, 2010.

Proposed 2011 BUDGET

Revenue		2011
2	Member Dues	\$2,200.00
3	Interest	\$200.00
5	Seminar 2011	\$9,000.00
7	Fund Raising (W&Ms)	\$200.00
8	Sales (W&Ms)	\$800.00
11	Contributions	\$200.00
13	Other	
	Region Meetings (lunches)	\$1,600.00
	National Opportunity Drawing	\$200.00
	Taxes	\$48.00
	Miscellaneous	\$50.00
14	Total Revenue	\$14,498.00
Expenses		
17	Educational Events	
	Correspondence Courses	\$2,400.00
18	Seminar	
	Region 2012 (Loan)	\$2,000.00
20	Fund Raising (Ways and Means)	\$25.00
21	Cost of Sales	\$400.00
22	Rent (Region Meetings)	\$600.00
23	Newsletter	\$75.00
24	Administration	
	Director	\$200.00
	ARD	\$50.00
	Treasurer	\$50.00
	Secretary	\$150.00
	Other Committees	\$350.00
25	Officer's Travel	
	National Meeting (RD)	
	RD	\$1,600.00
	Incoming RD	\$800.00
	Regional Meetings	
	Lunches	\$200.00
	Travel	\$750.00
	Lodging	\$1,500.00
	Within Region Travel (RD)	\$750.00
27	Other	
	Bank Fees	\$25.00
	License and permits	\$75.00
	Region Lunches	\$1,600.00
	National Opportunity Drawing	\$400.00
	EGA Annual Fund Campaign	\$200.00
	Taxes	\$48.00
	Miscellaneous	\$250.00
28	Total Expenses:	\$14,498.00
	Balance	\$0.00

Tentative Sun Region Meeting Schedule
Sawgrass Marriott Resort & Spa
September 24-26, 2010

Friday, September 24, 2010

Executive Committee meeting 7 PM – 9 PM

Saturday, September 25 2010

Finance Committee meeting 9 AM – 11 AM

Luncheon hosted by Biscayne chapter 11:30 AM – 12:30 PM

Sun Region Board Meeting

Sign-in 12:45 PM

Board Meeting Called to Order 1:00 PM

Board Meeting recessed approx. 5:00 PM

Saturday Evening Educational Program - Hosted by Biscayne chapter 7:00 PM

Sunday, September 26, 2010

Board Meeting Reconvened 9:00 AM

Adjournment at conclusion of day's activities

This is your opportunity!

Do you have topics that you would like to include in the board meeting agenda on the next page?

Do you or your chapter members have questions, concerns, improvements that you would like to address in our meeting?

To appear on the packet agenda, please send your request to rd@sunregionega.org by Sept. 5.

(If preferred, the identity of the person submitting topics can remain anonymous)

Sun Region Board Meeting- Tentative Agenda - Sawgrass Marriott Resort & Spa

Saturday, September 25, 2010 1:00 PM – approximately 5:00 PM
Sunday, September 26, 2010 9:00AM – until close of business

Call to Order and Introduction of Board Members and Guests

Executive Committee Reports

RD: Jenna McClooney, ARD: Betty Baechle, Treasurer: Pam Burke, Secretary: Lynn Abbey

Standing and Special Committee Reports:

Bylaws, Education, Finance, Marketing, Membership, Nominating, Outreach, Sun News, Ways and Means, Website, SR Seminar 2010, EGA Seminar 2011.

Report from Louisville

Sun Website Presentation

Recess

Evening Program

Reconvene Sunday Morning, 9:00AM

Additional Business

Chapter Reports

Special Reports

Adjourn

Reminder: If any chapter representative is unable to attend, please give this notice to the alternate rep, along with the completed proxy form (a copy of Page IV-C-1 in your Representative's notebook), signed by the President of your chapter.

STITCHING GATORS

Betsy Ann Harris

We have had a change of officers this summer. Lynn Parkes has been our president for some time now. In May, she applied for a one to two year mission with her church and tendered her resignation as the Stitching Gators President. So we had nominations and voted. Marion Jones is our new President. Tracey Devlin was voted in as Vice President, filling the vacancy that Marion left. We think Marion and Tracey will be a fabulous team and look forward to their leadership.

We spent our April meeting touring the EGA website and looking at a few stitching related websites. In May, we had the opportunity to make name tags, using the free patterns from the EGA website. In June, we learned about Penny Rugs and were given a pattern for a small, adorable rug. It is always amazing to see how our members take the same pattern and come up with so many wonderful interpretations! In July, we tried our hand at making Tamari balls. We do not hold a meeting in August due to vacations. In September, we looked at many beautiful examples of needlepoint and stitched a simple project.

Our chapter is fortunate to have some very talented stitchers with diverse interests and a willingness to share their expertise. That is how we are able to offer such varied programs to our members. Everyone is always eager to learn something new.