

Minutes of the Sun Region EGA  
Board of Directors Meeting  
Marriott/Sawgrass Resort & Spa — Ponte Vedra, FL  
September 25-26, 2010

**Present** (Voting Members)

Jenna McClooney, RD  
Betty Baechle, ARD  
Lynn Abbey, Secretary (and Website)  
Pam Burke, Treasurer (and Finance)  
Kathy Faries, Bermuda  
Marge Holmes, Biscayne (and Ways & Means)  
Pam Doffek, Canopy Oaks  
Deby Talley, Central Florida  
Geni Dickinson, Chain Stitches (and Ways & Means)  
Joyce Anne Stevens, duClay  
Judy DeMeglio, Gulfview (and Historian)

Carol Tsoukalas, Indian River (and Bylaws)  
Janet Kassing, Neapolitan  
Kay Dune, Sand Dollar  
Cheri Hammer, Sand Dune (and Education)  
Donna Christie, Sandhill Crane (by proxy) (and 2011  
National Seminar)  
Eleanor Langlois, Sarasota  
Betsy Harris, Stitching Gators  
Kathy Singleton, SR Seminar 2010/Chairman

(Non-Voting Members)

Diane Atkins, Chain Stitches  
Peggy Beebe, Nominating Committee  
Linda Anne Buehler, Sun Region Newsletter  
Susan Butler, Chain Stitches  
Pat Carrington, Biscayne  
Dorothy Crawford, Biscayne  
Kathie Dougherty, Sand Dollar  
Barb Harrison, Sand Dunes

Margaret Kinsey, Parliamentarian  
Jineen Kulczycky, Indian River /President  
Magda Mathis, duClay  
Adrienne Meyer, Indian River/Webmaster  
Karan Quintero, Biscayne and Nominating Committee  
Debbie Sewell, Sand Dunes/President  
Roberta Smith, Biscayne

**Quorum:** verified by secretary

**Call to Order:** 1:00PM by RD Jenna McClooney

**Introduction of Board Members and Guests** by RD

**Minutes** from the March 27-28, 2010 meeting (Lake Mary) were filed as published

**Volunteer readers for drafts of the minutes of the current meeting:** Deby Talley, Janet Kassing, Judy DeMeglio, and Margaret Kinsey (parliamentarian)

**REPORTS**

**1. Director's report (Jenna McClooney)** – Reports stand as printed on page 1 of the Sun News.

Jenna distributed chapter-specific membership printouts (dated 9-15-10 and prepared by national headquarters) to the members and instructed them to give the printouts to the chapter membership chairs who will check them against chapter records for accuracy. Membership chairs should report discrepancies to Tonya at national headquarters.

She noted that the Sun Region membership total was 708, as of 9-15-2010.

She announced that the RDs are now responsible for the annual Chapter Financial Reports, which are due mid-February, 2011. Accordingly,

- a) Jenna will directly remind chapter treasurers about the report prior to its due date.
- b) Jenna will *ensure* that the national headquarters office manager has an accurate roster of Sun Region chapter treasurers.
- c) Jenna will ask chapters to submit a copy of their report to her, to assist her in resolving any issues that arise.

**2. ARD's Report (Betty Baechle)** – Report stands as printed on page 6 of the Board Meeting Packet

Betty reminded the members of the importance of following the hotel reservation procedures contained in her report. Failure to follow procedures can result in increased expenses to both the members and the region itself.

**3. Treasurer's Report (Pam Burke)** – Reports stand as written in the Board Meeting Packet (Bank Reconciliation and

Budget Reconciliation) and the Sun News (Cash Balance as of July 31, 2010)

Pam explained changes in the reconciliation reports with regard to both Mayday Mayhem and Ways & Means lines:  
We spent additional money on the expense side to generate proportionately more on the income side.

#### (Standing Committee Reports)

#### 4. Bylaws (Carol Tsoukalas) – per written report in the Call to Meeting:

##### Proposed Bylaws Revision:

Committee Recommendation: *I, Carol Tsoukalas, bylaws chairman, recommend that the Sun Region board amend its bylaws as published in the Call-to-Meeting distributed on August 16, 2010*

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

**Motion Carried**

##### Proposed Policy & Procedures Revisions

Committee Recommendation: *I, Carol Tsoukalas, bylaws chair, recommend that the Sun Region board amend its standing policies and procedures as published in the Call-to-Meeting distributed on August 16, 2010*

**Rationale:** To conform with bylaws changes.

**Motion Carried**

#### 5. Education (Cheri Hammer) – Report stands as published in the Sun News.

Cherie will poll the chapters to learn how many members participated in the 2010 GCC initiative. Canopy Oaks had brought the Region Band Sampler for display. They will complete their band and forward the sampler on to the Bermuda chapter.

#### 6. EGA Seminar 2011 / Flamingo Fandango, September 5-17, 2011 (Donna Christie) – Report stands as published in the Sun News.

Donna reported that 190 people pre-registered for Seminar 2011 at Seminar 2010 and that as of 9-15-10 (the close of early registration) a cumulative total of 318 people were pre-registered. She announced that Mary O'Brien was the winner of the Seminar 2011 pre-registrants' opportunity drawing (a 55-minute treatment at the Naples Grand Spa); Diane Bishop is the alternate winner.

She announced the death of Jennifer Ashley Taylor who had been Seminar Signage co-chair with Luan Callery. Luan is now the sole chairman. Also, a volunteer is needed to replace Liz Burns who has resigned as Seminar Publicity chairman and another volunteer to fill the newly created position of Equipment chairman (working under the Angel chairman). Roberta Smith, Volunteer chairman, will need many volunteers during the seminar.

She reminded the members that everyone holding a seminar position needs to attend the Seminar 2011 meeting to be held in conjunction with the March 26-27, 2011 Board meeting in Lake Mary. Chairmen also need to get their brochure information to Lynn Abbey by October 1.

She announced that the hotel room rate will be the \$139/night and that reservations can be made now. The seminar will be the only "convention" group in the hotel throughout the seminar.

Seminar merchandise was available for purchase.

#### 7. Finance Committee (Pam Burke)

Pam explained the changes to the Education items (Line 17 and below on the published budget) that were discussed and approved by both the Executive and Finance committees, then made the committee recommendation *I, Pam Burke, recommend that the Sun Region Board of Directors adopt the 2011 Budget as published in the Call to Meeting and modified during Board of Directors discussion*

**Rationale:** Per EGA policy, the Region requires an approved budget.

**Motion carried.**

#### 8. Marketing (Jenna McClooney)

Jenna announced that Liz Burns has resigned as chairman of the Marketing committee for health reasons and called for a volunteer to replace her. The committee now consists of Betty Baechle, Margaret Kinsey, and Ellen Bristol, with Jenna McClooney as temporary chairman, pending a volunteer replacement.

She announced that five chapters have taken advantage of the Sun Region Marketing Grants. They are Gulfview, Sandhill Crane, Neapolitan, Sand Dollar, and Sand Dunes There is still time for chapters to submit proposals for

the Marketing Grant.

**9. Nominating Committee (Karan Quintero, on behalf of Jan Clark)**

Karan requested resumés from anyone who has not already submitted one. The Sun Region resumé form is available on the region's website.

She announced that the committee is conducting interviews at this meeting.

**10. Outreach (Betty Baechle) report stands as published in the Meeting packet.**

Betty asked Region Representatives to continue to submit additions and corrections as they become available

**11. Seminar 2010 / Mayday Mayhem / April 30 - May 1, 2010 (Kathy Singleton & Jenna McClooney)**

They announced a profit just shy of \$2000, thanks largely to bookstore, boutique, auctions, etc., which proved to be profit centers. 72 members attended the seminar/retreat; 5 classes were conducted; and \$642 was returned to the sponsoring chapter, Central Florida.

Kathy summarized the chapter's sense that, considering the work involved, a 75% / 25% split of the profits is unfair to the chapter. A 50/50 split would be more equitable.

**12. Sun Region Newsletter (Linda Anne Buehler)**

Linda announced the next newsletter deadlines: December 1 and March 1 and reminded members that their chapter reports should be submitted to her for the newsletter rather than held for the Meeting Packet

**13. Ways and Means (Marge Holmes)**

Marge gave a final report on the vinyl bags: they have all been sold and there are no plans to order additional bags and announced her resignation as Ways and Means chairman.

Jenna announced Sun Region's plans to sell its Ways and Means inventory at Seminar 2011's *Merchandise Mania* and that Geni Dickinson had volunteered to be Sun Region Ways and Means chairman. Geni will also sit on the Finance Committee

**14. Sun Region Website (Lynn Abbey) report stands as published in the Sun News.**

**15. IEC / International Embroidery Conference**

Margaret Kinsey, IEC chairman, described this pre-seminar 2011 event and distributed literature for the members to take back to their chapters.

**16. Summary of the National Board Meeting (Jenna McClooney) – report stands as published on pages 4-5 of the Meeting Packet.**

Jenna reminded members that the officer update forms are due at the end of the calendar year and that, with rare exceptions, a chapter need not wait until after its actual election to complete the report,

She distributed a summary of both the national and region member surveys, dues increase talking points, and a copy of the Membership Resource Guide letter of introduction

**NEW BUSINESS**

Jenna announced that Barb Harrison was the recipient of both the Sun Region and National *Gold Thread* award which were presented to her in San Francisco.

Betty Baechle explained the National Touring Teacher program which encourages national seminar teachers to teach at EGA chapters around the country as both a cost-sharing strategy and an educational opportunity. In particular, Betty is the tour liaison for Jane Nicholas and encouraged members to consider workshop possibilities when they return to their chapters.

Jenna noted that the region's expanded 2011 education initiative, which now includes a workshop subsidy, while not limited to the National Touring Teacher program, was designed to accommodate it.

**Seminar 2011 Fundraising** – Jenna asked the members to ask their chapters to budget an opportunity donation and to encourage individual donations to the auction.

**2012 Event** – Jenna led a discussion of possibilities and priorities, of which the salient points were:

1. Event where whole region comes together to stitch and draw attention to EGA
2. Marathon Stitch-in to be held over a Saturday and Sunday in May 2012
3. Hotel location for meeting area (attendees can stay where they want)
4. Include beverages morning and afternoon plus luncheon
5. Saturday evening program where stitch in public – like atrium in hotel lobby, with a theme i.e. pajama party to promote EGA and heart or cancer associations assoc with women's health.
6. Fundraising – possibly partner with another group – i.e. Teal Magnolias (ovarian cancer group) or The Crawl.
7. Opportunity baskets, games etc.
8. Region event that brings members together to stitch, socialize and at a reasonable cost but in a good location to satisfy more members.
9. Registration cost that covers luncheon and fundraising program. Could be under \$50.

At the conclusion of the discussion, Kathy Faries (Bermuda) moved:

*I, Kathy Faries, move that Sun Region hold a marathon stitch-in event in May 2012.*

**Rationale:** Region Policies and Procedures mandate periodic seminar and seminar-like events.

**Motion carried.**

**Meeting recessed: approx 4:30PM**

**Meeting reconvened: 9:05AM, September 26**

Kay Dune, Sand Dollar chapter's Region Representative, received her Region Representative pin.

Betty Baechle called for a show of hands in favor of returning to the Marriott/Sawgrass Resort and Spa for the October 2011 meeting (to be held October 14-16, 2011). By that sign, there was majority support for returning to the Marriott/Sawgrass.

**Region Representative Reports:** Members augmented their Sun News reports with tallies of members gained since September of 2009 and details of their recruitment successes.

#### **Presentations**

1. Sun Region survey results (Jenna)
2. Sun Region web tour (Lynn)
3. Membership Resource guide (3R's) kick-off (Jenna)

Region job descriptions will be updated and online before the March meeting.

Jenna suggested that the region consider adopting 3-yr officer terms as the national board of directors have done. An e-mail discussion will be initiated before the end of October.

**Meeting adjourned approximately 11:30AM**

**Lynn Abbey, Region Secretary**