



**Sun Region**  
**Embroiderers' Guild of America**  
**Call to Meeting: October 2011**

**To:** Sun Region Board of Directors

**From:** Lynn Abbey  
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Leesburg, FL 34748  
352-315-0456  
E-mail: [lynn@lynnabbey.com](mailto:lynn@lynnabbey.com)

**Date:** September 9, 2010

**Re:** Sun Region Board Meeting,  
Ponte Vedra, Florida  
October 14-16, 2011



**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:** September 7, 2011 - **Rates:** \$129. Plus 10% tax.

**Call:** (800) 457-4653 and state you are with **Sun Region EGA**.

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

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

**Reservations for the luncheon should be made by October 5.** To reserve, please send the **Clip and Mail** (*on page 4*) with a check for \$22.00, payable to Sun Region. Please indicate if you are participating in the Saturday evening program. Mail the completed coupon to ARD Betty Baechle at 10716 Mirasol Dr #602, Miromar Lakes, FL 33913.

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

Special committee reports, due to Secretary Lynn Abbey ([secretary@sunregionega.org](mailto:secretary@sunregionega.org)) by Sept 23, will be published in the meeting packet for the following:

- RD's Report from National
- Executive Committee members
- Seminar 2011 Chairman – Initial 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 by **October 7**. Please do not hesitate to suggest any special topics that you want to be included. Suggestions should be sent to **Region Director Jenna McClooney** by **October 8**, email: [rd@sunregionega.org](mailto:rd@sunregionega.org) or snail mail to 13631 Allyn Drive, Hudson, FL 34667.

**Be sure to bring the Representative's notebook** to this meeting. Please update your notebook with the revised pages (bylaws & policies) that you received from Adrienne Meyer. If you are unable to print this material, please contact Bylaws Chairman, Addrienne Meyer at [bylaws@sunregionega.org](mailto:bylaws@sunregionega.org) and she will provide a printed copy at the board meeting. **This Call contains the official 30 day notification of the proposed slate of officers for 2011-2014 you will be asked to vote on.** . See pps 4-5.

**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 **May 31, 2011**?
- How were these new members attracted to EGA? (Announcements in publications, EGA website, word of mouth, brought to a meeting by a member? etc.)
- Number of members who did not renew (reasons why???)
- Recruiting opportunities planned for 2011-2012.

*Thank you from your Sun Region Marketing Team!*

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

Stitching Gators Chapter will be conducting our educational program for this meeting at the Sawgrass Marriott Hotel.. As always, please bring the usual stitching supplies and share the fun with your sister stitchers.

**When you send in your *Clip and Mail* coupon for the luncheon, please indicate if you will be attending the Saturday night get-together.**

**Clip & Mail**

**October 15, 2011 Sun Region Meeting Luncheon Reservations – Sawgrass Marriott, Ponte Vedra,  
11:30 am.**

<b>Name</b>	<b>Chapter</b>
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<b>E-mail</b>	<b>Phone</b>
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**Mail your reservation and check for \$22.00 (payable to Sun Region EGA)**

**Checks must be *received* by **October 5.****

**Betty Baechle – Meeting Coordinator**

**10716 Mirasol Dr #602,**

**Miromar Lakes, FL 33913 – Phone: 239.405.2553**

**Y**

**N**

**I will be participating in the Sat. evening program hosted by Stitching Gators.**

## Sun Region EGA Proposed Budget for 2011

<b>Revenue</b>		<b>2012</b>
2	Member Dues	\$2,200.00
3	Interest	\$100.00
4	Educational Events	\$0.00
5	Seminar (loan Payback for SC)	\$1,500.00
6	Exhibit	\$0.00
7	Fund Raising (W&Ms)	\$150.00
8	Sales (W&Ms)	\$800.00
9	Advertising	\$0.00
10	Community Outreach	\$0.00
11	Contributions (unrestricted)	\$200.00
12	Contributions (restricted)	
	National Opp baskets	\$150.00
	Stitcher's Celebration	\$500.00
13	Parties/Meals (RM lunches)	\$1,400.00
14	Retreats (Stitching Celebration)	\$1,250.00
15	Contributions/Gifts	\$0.00
16	Printing	\$0.00
17	Other	
	Taxes	\$48.00
	Miscellaneous	\$50.00
<b>18</b>	<b>Total Revenue</b>	<b>\$8,348.00</b>
<b>Expenses</b>		
21	Educational Events (GCCs)	\$1,200.00
22	Seminar	
	Region 2013 (Loan)	\$2,000.00
23	Exhibit	\$0.00
24	Fund Raising (Ways and Means)	\$25.00
25	Cost of Sales	\$400.00
26	Rent (Region Meetings)	\$600.00
27	Newsletter	\$75.00
28	Administration	
	Director	\$150.00
	ARD	\$25.00
	Treasurer	\$150.00
	Secretary	\$75.00
	Other Committees	\$150.00
29	Officer's Travel	
	National Meeting (RD)	\$1,600.00
	Regional Meetings	
	Lunches	\$200.00
	Travel	\$750.00
	Lodging	\$1,500.00
	Within Region Travel (RD)	\$750.00
30	Community outreach	\$0.00
31	Parties/Meals (RM lunches)	\$1,600.00
32	Retreats (Stitcher's Celebration)	\$4,500.00
33	Contributions/Gifts	
	EGA Annual Fund Campaign	\$200.00
	Stitcher's Celebration Charity	\$500.00
	National Opportunity Drawing	\$400.00
34	Printing	\$0.00
35	Other	
	Bank Fees	\$25.00
	License and permits	\$75.00
	Taxes	\$48.00
	Miscellaneous	\$100.00
<b>28</b>	<b>Total Expenses:</b>	<b>\$17,098.00</b>
	Transfer from Savings	\$8,750.00
	<b>Balance</b>	<b>\$0.00</b>

Notes:

21 \$100 available to each Chapter for a GCC or Workshop

32 See attached workplan for explanations.

## **Recommendation from nominating committee to be voted on Oct 16, 2011**

**Please review the following recommendation for vote at the region Board of Director's meeting on Sunday, October 16, 2011.**

The Nominating Committee recommends the following slate for the three-year term commencing on October 16, 2011:

Region Director - Jan Clark  
Assistant Region Director - Betty Baechle  
Secretary - Lynn Abbey  
Treasurer - Pam Doffek

Nominations from the floor will be accepted before voting begins. Biographies of each nominee appear on pages 5-6 of this CTM.

Respectfully submitted,  
Sun Region Nominating Committee

## **Please Be Prepared!**

The Sun Region Board must elect a new Nominating Committee during the "Organizational Meeting" on Sunday October 16.

Qualified nominees are: elected executive committee members, chapter elected region reps, past board members and committee chairs. We need 3 NC members plus 2 alternates. NC members are required to attend all region meetings.

The Nominating Committee will serve from October 2011 through September 2014, concurrent with the new slate.

We prefer that you nominate a qualified person, or if you wish to serve, ask to be nominated. If you nominate someone not in attendance, you must present a signed note that indicates their permission.

# Sun Region's Proposed Slate of Officers

To serve from October 2011- October 2014 – Election to be held on Oct 16, 2011



## Jan Clark – Region Director

Jan was introduced to needlework of all forms at an early age by her mom. They did lots of handcrafts together over the years. Jan considers herself a Central Florida Girl having been a Florida resident since her family moved from Virginia in 1959.

Jan's involvement with EGA started in the late 80's when she joined the Indian River Chapter. She has been involved with the chapter having held different positions as Region Rep, newsletter editor and web mistress. Her involvement with the region has taken several forms, Web mistress, Region Newsletter editor, Region Seminar Registrar. Jan became involved at the national level through the Education Office by assisting with the On-Line GCC registrations and as the liaison between the teachers and students.

Jan's most notable contributions to the organization are little known successes. In 2000 she worked with then-EGA President Deanna Powell and Pam Doffek to establish the EGA Website and One-List e-mail group when Sun Region hosted the National Seminar. She was also Assistant Registrar to Adrienne Meyer that year. Jan came out from the organization's shadows a bit when she served as the 2008 National Seminar Registrar - EGA's 40th Anniversary celebration. She currently serves as a member of the National Nominating Committee.

Jan's professional career reflects expertise in project management, budget planning and personnel management.



## Betty Baechle, ARD

Betty has been active in EGA since 1980 when she joined a chapter while residing in Illinois. She has been a stitcher most of her life and was excited to learn that a group existed that shared her love for stitching. A local shop owner told her about EGA and within the week she joined the Fox River Valley Chapter that met in St. Charles. In 1994 Betty and her husband moved to Bonita Springs, Florida. Once settled she joined the Neapolitan chapter. Her involvement at the local chapter level was membership chairman and region representative.

Currently at the Sun Region level she is ARD and Outreach Chairman. She is Dean of Faculty for Seminar 2011 and Co-Chairman for Stitcher's Celebration which will be held in the spring of 2012 in Celebration, Florida. Betty was part of the marketing committee that created the region marketing handbook 3R'S "*Reach out, Recruit & Retain*".



### **Pam Doffek, Treasurer**

Pam Doffek started in EGA almost as long ago as Jan Clark. But it was Cousin Nancy Paul (Pam's Mom's cousin) who told them about EGA and started the whole thing off. Pam can't remember a time she didn't attend a Sun Region meeting (except for those 2 short years when she didn't have a local chapter in Pensacola, but she kept her membership with Sand Dunes). She has been a chapter treasurer, region/alternate representative, presented programs, helped with membership. At the Region level Pam has been Librarian, Strategic Planning committee member and all around supporter. At the National level she and Jan co-conspired on the One-List and website; also writing a regular column for NeedleArts on items tech related.

Everything Pam knows about embroidery and needlecraft was learned through EGA correspondence courses, chapter programs, region and national seminars, Fiber Forum and the interactions with everyone involved therein. As Dr Seuss would say "Oh the Places you will Go" (with EGA)....but that's another lecture in the arsenal.



### **Lynn Abbey, Secretary**

Lynn was fortunate to be surrounded by threadbenders as a child. Her mother and both her grandmothers knit, sewed, knotted, and crocheted. They shared their skills with her regularly, but sometimes competitively so it was no great surprise that she gravitated toward a threadbending art that did not fascinate her mentors: embroidery.

She learned embroidery in a thoroughly haphazard, self-taught manner until discovering the EGA by accident in 1978 (A neighbor's copy of Needle Arts appeared in her mailbox by mistake!). After that, embroidery became Lynn's passion. She joined the Ann Arbor (MI) chapter and volunteered to be its education officer at her first meeting.

In Ann Arbor, Lynn went on to serve as newsletter editor, region representative, and president. From Ann Arbor she moved to Oklahoma and joined the Central Oklahoma chapter where she took over their newsletter. In 1997 she moved to Central Florida and joined the Chain Stitchers chapter where she has served as region representative, president, and other positions; she is currently the chapter's newsletter editor and outreach co-chair.

Lynn has held several committee positions in both the Sun and Great Lakes regions. Since 2010 she has served as Sun region secretary and succeeded Jan Clark as mistress of the region's website. Lynn worked with the 2011 national seminar (Flamingo Fandango) committee as their publications coordinator and will be producing the brochure for the 2013 national seminar (Winner By A Stitch).

**Tentative Sun Region Meeting Schedule**  
**Sawgrass Marriott Resort & Spa**  
**October 14-16, 2011**

**Friday, October 14, 2011**

Executive Committee meeting 7 PM – 9 PM

**Saturday, October 15, 2011**

Finance Committee meeting 9:30 AM – 11:00 AM

**Luncheon** hosted by Stitching Gators 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 Stitching Gators 7:00 PM

**Sunday, October 16, 2010**

Board Meeting Reconvened 9:00 AM  
Complete Region Business  
Officer Elections  
Installation  
Organizational Meeting Called to Order  
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](mailto:rd@sunregionega.org) by October. 8.**  
***(If preferred, the identity of the person submitting topics can remain anonymous)***



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

**Saturday, October 15, 2011 1:00 PM – approximately 5:00 PM**

**Sunday, October 16, 2011 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**
- **Budget discussion and approval**
- **Standing and Special Committee Reports:**
- **Bylaws, Education, Membership, Nominating, Outreach, Marketing, Sun News, Ways and Means, Website, SR Seminar 2010, EGA Seminar 2011.**
- **Report from EGA board meeting in Naples**
- **Seminar Discussion**
  
- **Recess**
  
- **Evening Program**
  
- **Reconvene Sunday Morning, 9:00AM**
- **Additional Business**
- **Chapter Reports**
- **Special Reports**
- **Election**
- **Installation**
- **Organizational Meeting called to order**
- **Election of nominating committee**
- **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.