



Sun Region
Board of Directors' Meeting Packet
October 15-16, 2011
Ponte Vedra Beach, Florida

Sun Region Annual Meeting Schedule
Sawgrass Marriott Resort & Spa, Ponte Vedra Beach, FL
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 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 PM

Board Meeting Recessed approx. 5 PM

Evening Educational Program (Hosted by Stitching Gators Chapter) 7 PM

Sunday, October 16

Board Meeting Reconvened 9 AM

Organizational meeting

Adjournment at the conclusion of the day's activities.

Region Representative Checklist

What to bring to this Sun Region board meeting.

- Region Representatives' Notebook.
Include revised pages of Sun Region bylaws and policies.
- September 2011 issue of Sun News.
- Call to Meeting, received by e-mail on September 1, 2011.
- This Meeting Packet.
- Membership information.

Be prepared to state (verbally) the number of new members since May 31, 2011 and how your chapter recruited these members.

Sun Region Board Meeting Agenda

Sawgrass Marriott Resort & Spa, Ponte Veda Beach, FL

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 establish quorum	Jenna McClooney
Introduction of Board Members and Guests	Jenna McClooney
Adoption of Minutes of the March 2011 meeting	Lynn Abbey
Selection of 3 readers for minutes of this meeting	
Executive Committee Reports:	
Director's Report to Sun Region	Jenna McClooney
Assistant Director	Betty Baechle
Treasurer	Pam Burke
Standing and Special Committee Reports:	
Bylaws	Adrienne Meyer
Education, Sampler	Marge Holmes
EGA National Seminar 2011	Donna Christie
Finance - 2012 Budget	Pam Burke
Membership/Marketing	Jenna McClooney
National Board Meeting	Jenna McClooney
Outreach	Betty Baechle
Sun Roster	L-A Buehler for Debbie Sewell
Stitcher's Celebration	Betty Baechle/Jenna McClooney
<i>Sun News</i>	Linda Anne Buehler
Ways and Means	Geni Dickinson
WWW.sunregionega.org Coordinator	Lynn Abbey
Unfinished Business	
Boutique and Seminar 2011 merchandise	Betty Baechle/Jenna McClooney
New Business	
Future Sun Region Seminars	Jenna McClooney
Memory Wall – Sun Website	Jenna McClooney

Recess – Evening Program

Stitching Gators chapter will host our educational program this evening at the Sawgrass Hotel. (a kit fee of \$2.00 will be collected at the beginning of class) bring your "usual stitching supplies")

(Please see next page for Sunday Morning Agenda)

Reconvene – Sunday Morning, 9 AM

Chapter & Membership Reports

(Reps report on the number of new members since May 31, 2011 and items not included in written report in the September edition of Sun News.)

Region Representatives

Presentations and Farewell Message

Election of New Officers

Installation of New Officers

Organizational Meeting

Election of new nominating committee

Final Business

Fundraising Drawing & Silent Auction Announcement

Jenna McClooney

Jenna McClooney

Patricia Carrington

Jan Clark

Adjourn

Please Be Prepared!

We must elect a new Sun Region Nominating Committee (NC) during the “Organizational Meeting” on Sunday.

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.

Director's Report to the Sun Region

Jenna McClooney

My experience at board meetings and seminar was quite different from the 3 past years. This time it was "my" region putting on the show and I was indeed proud.

Much hard work, sweat and tears goes into the planning and execution of an event of this magnitude. It's easy to get caught up in the responsibilities and forget a special and every important element of the EGA experience; the element of joy! Joy comes from many things; seeing the successes relating to this seminar, attending classes with great teachers, shopping in the boutique, visiting the exhibit and spending quality time with like minded friends and volunteering . It's about having plain old fun.

As I moved through the areas of the hotel where we gathered, I saw so many smiles, heard so much laughter and excitement about the classes and teachers as well as meeting up with new and old friends. Our guests quickly adapted to the "Florida lifestyle" by dressing casually and sometimes acting a bit crazy. You even saw it in our seminar volunteers, who have worked so hard - they were having fun! I hope that those of you who attended and served take this element back to your chapters because it's contagious.

As I look toward the future, I am confident that this region will be in good hands with a very competent new executive committee and very dedicated board in general. I think you for your hard work over the past 4 years – without your support this region would not have accomplished so much in such a short time.

Don't forget, "When the going gets tough, the tough do what they do, while the wise find the game in it." (Anonymous)

Assistant Region Director's Report

Betty Baechle

I received some feedback that Sawgrass responded with a few confirmations that indicated there would be a fee for self parking. I want to assure you that self parking will be free - you will only be charged if you valet park. Thank you all for getting your reservations in on time.

There is a kit fee of \$2.00 for the Saturday evening program.

The location, date and other details of our next Region Board of Directors meeting will be announced at the October/Sawgrass meeting.

Marketing & Membership Report

Jenna McClooney

Activities in the marketing area have been limited due to our region's focus on seminar. Membership numbers reported after May 31 renewal period are disappointing. But, there's bad news and good news – so stay tuned. I'll discuss this at our region meeting

**Sun Region Financial Report
 Budget Reconciliation (as of 9/30/2011)
 September Region Meeting 2011**

Revenue	Actual	Budget	Difference
2 Member Dues	\$2,072.25	\$2,200.00	(\$127.75)
3 Interest	\$80.07	\$200.00	(\$119.93)
5 Seminar			
National 2011		\$9,000.00	(\$9,000.00)
Region 2012 (Stitcher's Celebration)	\$2,250.00		\$2,250.00
7 Fund Raising (W&Ms)	\$78.00	\$200.00	(\$122.00)
8 Sales (W&Ms)	\$228.11	\$800.00	(\$571.89)
11 Contributions	\$94.00	\$200.00	(\$106.00)
13 Other			
Region Meetings (lunches)	\$740.00	\$1,600.00	(\$860.00)
National Opportunity Drawing	\$330.00	\$200.00	
Taxes	\$13.69	\$48.00	(\$34.31)
Miscellaneous	\$9.25	\$50.00	(\$40.75)
14 Total Revenue	\$5,895.37	\$14,498.00	(\$8,602.63)
Expenses			
17 Educational Events			
GCC/Workshops	(\$1,500.00)	(\$2,400.00)	\$900.00
18 Seminar			
Region 2012 (Loan)	(\$1,500.00)	(\$2,000.00)	\$500.00
20 Fund Raising (Ways and Means)		(\$25.00)	\$25.00
21 Cost of Sales	(\$364.06)	(\$400.00)	\$35.94
22 Rent (Region Meetings)	(\$170.04)	(\$600.00)	\$429.96
23 Newsletter		(\$75.00)	\$75.00
24 Administration			
Director	(\$51.09)	(\$200.00)	\$148.91
ARD	(\$22.62)	(\$50.00)	\$27.38
Treasurer		(\$50.00)	\$50.00
Secretary		(\$150.00)	\$150.00
Other Committees		(\$350.00)	\$350.00
25 Officer's Travel			
National Meeting (RD)			
RD	(\$867.97)	(\$1,600.00)	\$732.03
Incoming RD	(\$208.50)	(\$800.00)	
Regional Meetings			
Lunches	(\$100.00)	(\$200.00)	\$100.00
Travel	(\$169.84)	(\$750.00)	\$580.16
Lodging	(\$558.09)	(\$1,500.00)	\$941.91
Within Region Travel (RD)	(\$78.01)	(\$750.00)	\$671.99
27 Other			
Bank Fees		(\$25.00)	\$25.00
License and permits	(\$10.00)	(\$75.00)	\$65.00
Region Lunches	(\$489.82)	(\$1,600.00)	\$1,110.18
National Opportunity Drawing	(\$374.66)	(\$400.00)	\$25.34
EGA Annual Fund Campaign	(\$200.00)	(\$200.00)	\$0.00
Taxes	(\$1.80)	(\$48.00)	\$46.20
Miscellaneous	(\$9.00)	(\$250.00)	\$241.00
28 Total Expenses:	(\$6,675.50)	(\$14,498.00)	\$7,822.50
Balance	\$12,570.87		

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Region Director's Report from the September National Board Meetings Jenna McClooney

EGA national board meetings were held prior to seminar in Naples. As usual, we covered a lot of ground in our discussions involving the current status of many areas in addition to making plans for 2012 and beyond.

Archives: Over the years, EGA has attempted to manage the storage of a large volume of historic and business documents, requiring a great deal of office space. We recently contracted with an archival company called The DataVault (see <http://thedatavault.com/> if you are interested in learning more about the company and process.) For a very reasonable cost, a total of 19 large crates of historical archives were scanned and the electronic records were reviewed on the company's website. Eventually these documents will be loaded on the EGA server. In the near future we will work with business documents such as minutes and financial data. This process results in better management of office space and an efficient way to accessing documents.

Future Events:

- ! Seminar 2014 will be held in Phoenix AZ.
- ! The 20th National Exhibit, "Through the Needle's Eye" (TNE) will be held in 2014 at the Tri-Lakes Center in Palmer Lake, CO with Becky Autry as chair. Did you know that the TNE exhibit and the EGA Traveling Exhibit are two separate events? The TNE exhibit is held at a specific location and is complete when the allotted exhibit time is over at the selected opening venue and the financial books and other reports are closed. It then becomes the traveling exhibit and is managed by EGA headquarters staff.

Future National Seminars: Shortly after we completed our e-mail discussion regarding future of Sun Region seminars, the EGA board was asked to participate in a similar discussion on the national level. Some outcomes of this discussion are to:

- ! continue to hold EGA seminars every year.
- ! experiment with a shorter seminar time frame of 4 to 5 days with a weekend included.
- ! Create three elected national seminar advisor positions consisting of a chairman, registrar and treasurer, who will serve 3-year terms. Their goal is to eliminate the continual "reinvention of the wheel" experienced by each new seminar committee and share in the heavy time related work that the EGA Vice President has had to shoulder. Details of their responsibilities will come later.
- ! Create a better marketing plan for seminars.

Social Media – We are seeing success with Director of Marketing, Sue Hacker Nelson's programs to improve communication. Publishing the President's Mailing to all EGA members as well as the Constant Contact newsletter provide opportunities to communicate directly to individual members. This ensures that all members are receiving the same information and results in reducing potential rumors and misperceptions. More interactive forms of communication such as Facebook, the EGA website blog, and the Yahoo Group provide the opportunity for members to express their concerns and have their questions answered. The expected outcome is to create an environment of open communication. There is a plan in the works to conduct a survey of citizens that do not know about EGA but are interested in stitching. The goal would be to see what other citizens think about EGA and find out if they would like to join our organization. In addition, there is a plan to test development of YouTube videos showcasing specific stitches in conjunction with our education department's future vision.

Website Development: -We plan to have an approved contract with a web designer by November of this year

and go live with a Content Management System (CMS) by in March of 2012. This will allow a number of designated individuals to add and update information, saving EGA professional website maintenance fees. If you haven't looked at our www.egausa.org site since early September, please do so. Modifications were made to our existing system that allowed Logan Roulet to make some very attractive changes as well as complete updates quickly.

Bylaws: Our director of bylaws reminds us that all chapters and regions are responsible for keeping copies of their bylaws.

Collection: Infrastructure modifications in our new facility are complete, and we now have ample space to store all of our collection as well as present small exhibits in the entry and office area. Brad Cape, our curator is in the process of going through each item in the collection, making condition reports, performing necessary conservation activities, and identifying pieces for display in various exhibits and on our website. We received a number of new donations including two framed Audrey Francini pieces that were bequeathed by our own Martha Ellis who passed away in January of 2011. The lending library is now available to members. Books can be checked out through the EGA website or by calling headquarters. Almost 700 books consisting of duplicates or non stitching related topics have been sold through Amazon bringing in approximately \$2000.00 after fees and postage costs.

IEC: The International Embroidery Conference was held the weekend before seminar and was a big success in terms of the quality of speakers and attention to details by Margaret Kinsey and her committee. IEC's attendance has declined over the years, but EGA will continue to support this concept because of the value to our organization. In the future the chair will have carte blanche in the selection of location, timing and structure.

Headquarters: Our executive committee is working on the job description for a headquarters office manager that will be hired by the end of November. Currently, our three staff members and some of our elected officers handle all administrative functions. This results in an extraordinary work load for the officers as well as the challenges of supervising business office activities from a distance. Reminder: Please make sure your chapter uses the Bardstown address for headquarters!

Group Correspondence Courses (GCC): We have 16 new GCCs in the development process with about half of them close to being ready to release. Two new GCCs were introduced this year. Two are retiring on December 31 – "*Dutch Legacy*" (Sandy Rogers) and "*Crewel Choices*" (Judy Jeroy).

Nominating Committee: Our national nominating committee is tasked with providing nominations for the following positions for elections in October 2012 at annual meeting in Santa Fe, NM: Executive committee: president, vice president, secretary, treasurer, directors of marketing, education, and bylaws, and the 3 seminar advisors; chair, treasurer, and registrar. Please contact Carole Rinard at crinard@salina57.com with information that will assist the committee.

EGA Finances: Finally, I'm excited about sharing details of successful year-end numbers for 2010 as well as progress on 2011 at the upcoming region meeting.

See you at Sawgrass!

Jenna McClooney, Sun Region Director

Reminder!

We will continue our discussion about future region seminars.
Please be prepared to participate in this discussion.

We want to assure you that:

- You will not be pushed into making a change. The outcome of our decision should be to increase the value of our seminars vs cost, and to find ways to increase attendance.
- If it is recommended that we make changes, the vote will take place on Sunday – allowing you to “sleep on it.”

Thank you, your executive committee.

Sun Region EGA Ways and Means Projects

Sun Region Boutique				Sun Region Project Bags			
	Income	Expense			Income	Expense	
4/3/2008		\$ (189.75)	portfolios	1/12/2010		\$ (508.62)	bags
4/15/2008		\$ (792.25)	straps, plates	3/1/2010	\$ 194.27		
6/22/2008	\$ 911.64			4/12/2010	\$ 1,410.67		
7/22/2008		\$ (179.50)	portfolios	4/12/2010		\$ (469.03)	bags
8/14/2008	\$ 90.94			5/23/2010	\$ 895.48		
8/29/2009	\$ 200.00			5/23/2010		\$ (1,048.84)	bags
9/18/2008	\$ 688.92			6/14/2011	\$ 828.12		
10/5/2008	\$ 65.00			9/29/2010	\$ 264.19		
12/7/2008	\$ 75.00			Total:	\$ 3,592.73	\$ (2,026.49)	\$ 1,566.24
3/19/2009		\$ (201.50)	portfolios	Opportunity Drawings		Silent Auctions	
3/23/2009	\$ 15.00			2/20/08 (50/50)	\$ 110.00	9/18/2008	\$ 100.00
4/10/2009	\$ 530.00			6/22/2008	\$ 137.00	4/10/2009	\$ 179.00
5/12/2009	\$ 15.00			4/10/2009	\$ 112.00	10/12/2009	\$ 150.00
10/12/2009	\$ 105.66			4/5/2010	\$ 68.00		
4/4/2011	\$ 30.00			9/29/2010	\$ 70.00		
7/4/2011		\$ (364.06)	portfolios	4/4/2011	\$ 78.00		
9/23/2011	\$ 198.11						
Total:	\$ 2,925.27	\$ (1,727.06)	\$ 1,198.21	Total:	\$ 575.00	Total:	\$ 429.00

Fundraising Events for the October Board Meeting

Ladies

The marketing department of DMC gave us a wonderful donation to use as our fundraising activity for the region meeting in Sawgrass. I have attached a picture along with the description of the contents. The donation for tickets will be \$2. for 1 ticket and \$5. for 3 tickets. It's OK to collect from friends who aren't attending but still might want to participate. Please don't include this information in your newsletter, however.

Here is the description of the contents:

Tote with images of stitching items printed on it

5 colors of Floche

8 colors of Light Effects

5 colors of Tapestry Wool

18 colors of Color Variations

18 colors of Pearl Cotton Variations #5

60 colors of Satin Floss

10 colors of Color Infusions (Memory Thread)

DMC Color Chart – fold out

Thread & Yarn Cutter



For easier accounting, and to ensure that all the entries are the same size and therefore have the same chance of being drawn, the Exec Comm encourages Board members to use the fundraising template on the back page when making this fundraising opportunity available to anyone who will not be at the Sawgrass Board Meeting.

But wait, there's more!

Donna Christie has donated a beautiful necklace and bracelet (that she beaded) featuring Tila beads that will be offered as a silent auction.



I'm looking forward to seeing all of you in just a few weeks!

DMC Fiber Basket
Sun Region Fundraiser
October 16, 2011

Name _____
Email or Phone _____

DMC Fiber Basket
Sun Region Fundraiser
October 16, 2011

Name _____
Email or Phone _____

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Name _____
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Name _____
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DMC Fiber Basket
Sun Region Fundraiser

Suggested Donation

1 Ticket — \$2.00
3 Tickets — \$5.00

Winner Need Not
Be Present



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Sun Region Fundraiser

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Name _____
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Winner Need Not
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