

Sun Region  
Board of Directors' Meeting Packet



April 14-15, 2012  
Altamonte Springs, Florida

**Sun Region Meeting Schedule  
Hilton - Orlando / Altamonte Springs, FL  
April 13-15, 2012**

**Friday, April 13, 2012**

Executive Committee meeting 7 PM – 9 PM

**Saturday, April 14, 2012**

Region Event / 2013 Committee Meeting 8:30 AM - 10:00 AM  
Finance Committee meeting 9:30 AM – 11:00 AM

Luncheon hosted by Canopy Oaks 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 Canopy Oaks 7:00 PM

**Sunday, April 15, 2012**

Board Meeting Reconvened 9:00 AM  
Complete Region Business  
Adjournment

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**Region Representative Checklist**  
What to bring to this Sun Region board meeting.

- Region Representatives' Notebook.  
    Include revised pages of Sun Region bylaws and policies.
  - March 2012 issue of Sun News.
  - Call to Meeting, received by e-mail on March 1, 2012.
  - This Meeting Packet.
- Be prepared to state (verbally)
- How many new members has your chapter signed up since October 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 2012-2013.

**Sun Region Board Meeting Agenda**

Hilton – Orlando, Altamonte Springs, FL

Saturday, April 14, 2012 1:00 PM – approximately 5:00 PM

Sunday, April 15, 2012 9:00 AM – until close of business

Call to order and establish quorum	Jan Clark
Introduction of Board Members and Guests	Jan Clark
Adoption of Minutes of the October 2011 meeting	Lynn Abbey
Selection of 3 readers for minutes of this meeting	
Executive Committee Reports:	
Director’s Report to Sun Region	Jan Clark
Assistant Director	Betty Baechle
Treasurer	Pam Doffek
Standing and Special Committee Reports:	
Bylaws	Jineen Kulczycky
Education	Marge Holmes
EGA National Seminar 2011	Donna Christie
Finance	Pam Doffek
Membership/Marketing	Jan Clark
National Board Meeting	Jan Clark
Nominating Committee – Name for Natl NC	Jineen Kulczycky
Outreach	JoyceAnne Stevens
Sun Roster	Debbie Sewell
Stitcher’s Celebration	Jenna McClooney/Betty Baechle
Social Media Coordinator	Jenna McClooney
<i>Sun News</i>	Adrienne Meyer
Ways and Means	Jan Clark
Region Web Coordinator	Lynn Abbey
<b>Unfinished Business</b>	
Boutique and Seminar 2011 merchandise	Betty Baechle/Jenna McClooney
<b>New Business</b>	
2013 Event Task Team	Betty Baechle / Jan Clark
2014 Event Task Team possible cruise	Jan Clark
Awards – Gold Thread & Bobby Pilling Award Submission	Jan Clark
Reminder	

**Recess – Evening Program**

Canopy Oaks chapter will host our education program this evening at the Hilton – Orlando Hotel. The Saturday evening program will be a presentation rather than a stitching project. SR meeting attendees are welcome to work on their own stitching during this presentation. The title is "17th Century Crewel Embroidery" by Linda Dean. She will lecture on her 17th century embroidery research findings and display several embroideries that she stitched in the 17th century style as part of her Master Craftsman in Crewel Embroidery program.

*(Please see next page for Sunday Morning Agenda)*

Reconvene – Sunday Morning, 9 AM

Chapter & Membership Reports

Region Representatives

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

Presentations to incoming and outgoing  
Chapter Representatives

Jan Clark

**Adjourn**

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**Director's Report to the Sun Region**

**Jan Clark**

My first National Board meeting session in Louisville was quite the experience. It was probably the most intense set of meetings I've ever attended. Mixed with the air of the "all for the greater good" attitude were some very interesting problems, solutions, new concepts for the direction that EGA might head like new ideas for on-line classes, social media and the likes. There are some very talented and interesting RD's and executive officers on the current board.

I was fortunate to meet our National office staff. Our new Administrator, Sharon Chatman, is a real asset. She's a dynamo and I think EGA will definitely benefit from having her on staff. She has a background in non-profits, fundraising and management. Everyone in Louisville has done a great job of settling into the new office space and setting up a beautiful gallery display.

Here are the key take-aways:

A. National Seminar Committee:

A National Seminar Committee has been created under the VPO (no longer operations, just VP), to only work seminars. There are 3 positions: National Seminar Director, who will chair and run all seminars; National Seminar Treasurer who will deal with all financial aspects of the seminar; and, a National Seminar Registrar who will establish the means of registration and tends to all registration functions. These positions initially will be a 2 year appointment evolving into a 3 year term that encompasses a year of training and transition. The host region will have assistants for chair, treasurer, dean of faculty, and registrar. The financial split would change to 60 (EGA) / 40 (Region).

B. Education Changes:

1. On-Line Classes and social media development:

Sue Hacker Nelson, the National Marketing Chair, is researching the mechanics of how EGA would offer on-line classes. These classes could be workshops, GCCs, or possibly classes from seminars. She is also looking into publishing How-To videos on YouTube.

2. Videos and Slides:

These media will be converted to DVD and CD where appropriate and may be a downloaded file from the National website under the Education tab.

C. Redesign of the National Web Site

Work is underway to revamp the EGA website which will result in greater capability for members by facilitating on-line classes and possibly web casts. This goes hand in hand with the push for more on-line education content. The BIG unveiling will be at the Santa Fe National Seminar. We saw a short demo which was very nice.

D. Budget Discussion:

1) EGA membership numbers have increased slightly over last year. Several expense categories have been cut or eliminated in an attempt to streamline our budget. We saw an income increase

in the Education (GCCs, ICCs, Master Craftsman) programs which is very encouraging. We saw a nice profit in the seminar category.

2) We may see a \$3 dues increase in 2013. It has been approved but may not be put into effect if the budget situation has improved.

E. National Tapestry stops traveling in June 2013.

It was decided that the National Tapestry will need to stop making the rounds outside the EGA headquarters. Its last showing will be in 2013. No new requests for the Tapestry are being granted.

F. Coming really soon!! New EGA logo merchandise. Four new items are in the works.

G. Historical documents scanned into a document vault:

Minutes from 1960 forward and historical EGA documents have been scanned into a document vault.

H. A Call to update email addresses was made by Sue Hacker Nelson to ensure the EGA National emails and *Inside EGA* email broadcasts were being received by the widest audience possible. Members who are not receiving the broadcasts may contact Tonya Parks at the National office directly to update or add their email address. This is an Opt-In service being provided to our members.

I. 2015 International Embroidery Conference:

Margaret Kinsey will chair this conference

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## Assistant Region Director's Report

Betty Baechle

This report will be presented at the meeting.

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## Marketing & Membership Report

Jan Clark

Discussions are continuing in reviewing and validating the membership reports coming from Headquarters. In a recent report, membership, for the organization as a whole, is up 339 members. The largest increases were seen at the Chapter level and the second largest increase was in MAL.



**Time is running out.  
Stitcher's Celebration  
Hotel deadline!**



There are only 9 days left to reserve your hotel room at the Bohemian Hotel Celebration

Our special rate is only guaranteed through Monday, April 16

Call 1-888-249-4007 and state you are with EGA. The dates are May 18-20, 2012

Attendees who stay at this hotel will pay only \$25.00 for their registration fee.

## Treasurer's Report

Pam Doffek

Income/Expense by Category  
12/1/2011 through 3/22/2012

Category	12/1/2011 through 3/22/2012	1/1/2012 3/22/2012	OVERALL TOTAL
<b>INCOME</b>			
11. Contributions - Unrestricted	700.00	<b>42.62</b>	742.62
2. Member dues	9.00	3.00	12.00
3. Interest	8.64	9.09	17.73
5. Seminar	300.00	725.00	1,025.00
<b>TOTAL INCOME</b>	<b>1,017.64</b>	<b>779.71</b>	<b>1,797.35</b>
<b>EXPENSES</b>			
17. Educational Events	175.00	0.00	175.00
18. Seminar	0.00	502.80	502.80
25. Officers' Travel	141.90	0.00	141.90
<b>27. Other</b>	<b>0.07</b>	<b>6.90</b>	<b>6.97</b>
<b>TOTAL EXPENSES</b>	<b>316.97</b>	<b>509.70</b>	<b>826.67</b>
<b>OVERALL TOTAL</b>	<b>700.67</b>	<b>270.01</b>	<b>970.68</b>