



Sun Region Embroiderers' Guild of America

Jan Clark, Region Director

Minutes of Sun Region, EGA
Board of Directors Meeting
Hilton Orlando / Altamonte Springs, FL
April 13-15, 2012

Present (Voting Members)

Jan Clark, RD (& Marketing)
Betty Baechle, ARD (& 2012 co-chair)
Lynn Abbey, Secretary (& Website)
Pam Doffek, Treasurer (& Finance)
Marge Holmes, Biscayne (& Education)
Linda Dean, Canopy Oaks
Deby Talley, Central Florida (& Nominating)
Judy DeMeglio, Gulfview

Jineen Kulczycky, Indian River (Bylaws & Nominating chair)

Janet Kassing, Neapolitan
Kay Dune, Sand Dollar
Linda Hansen, Sandhill Crane
Bonnie Hearl, Sarasota
Julia Nikolich, Sea Grape
Betsy Harris, Stitching Gators
Jenna McClooney, 2012 co-chair (& Social Media)

Non-voting Members and Guests

Karan Quintero, Historian
Adrienne Meyer, Newsletter
Pat Carrington, Nominating Committee
Margaret Kinsey, Parliamentarian

Kathie Dougherty, Sand Dollar (guest)
Donna Christie, Gulfview (guest)
Kathy Singleton, Central Florida (guest)
Robin Geis, Sarasota (guest)
Jacque Clemens, Canopy Oaks (guest)

Quorum verified by secretary

Call to Order: 1:00PM by RD Jan Clark

Introduction of Board Members and Guests

After all introductions, Jan thanked members of the Canopy Oaks chapter for hosting this meeting so far from their home base. Jan then presented Region Representative pins to Bonnie Hearl and Jineen Kulczycky.

Minutes from the October 15-16, 2011 meeting (Marriott/Sawgrass / Ponte Vedra, FL) were filed as published.

Volunteer readers for drafts of the minutes of the current meeting:

Margaret Kinsey, Jenna McClooney, Linda Dean

Reports

1. **Directors Report (Jan Clark)** – The report stands as presented on page 1 of Sun News.
2. **ARDs Report (Betty Baechle)** – The autumn meeting of the Sun Region Board of Directors will be held on October, 13-14, 2012 at the Hilton Grand Vacations Club on International Drive. The room rate will be \$109 (studio)/\$129 (1-brdrm suite).

Room reservations must be made by September 11, 2012

Luncheon details are unfinalized, but we're trying to keep the total price under \$22. Details will be released in the Sun News, the Call-to-Meeting, and on the website.

Brochures were distributed. This venue will also be the location for the Sun Region 2013 Event: *Viva Punt!*

3. **Treasurer's Report (Pam Doffek)** – Report stands as printed in the Sun News and Board Meeting Packet.

4. **Bylaws (Jineen Kulczycky)** – the Bylaws chairman recommends that the Region Representative’s Notebook, Section III (F-2) G be edited to have the words “1099-MISC” stricken and the correct title of the “EGA Treasurer Payment Reporting Form. A newly completed W-9” entered in their place.
Rationale: To conform with National Policies and Procedures.

The recommendation was discussed, then tabled for additional research.

5. **Education (Marge Holmes)** – Marge distributed the updated 2012 Region Education Subsidy guidelines. These will be added to the website. The guidelines (will be/are) appended to these minutes.

6. **EGA National Seminar 2011 (Donna Christie)** Donna formally announced that the region’s share of the 2011 Nation Seminar proceeds is \$18061.63. A check for that amount has been presented to the region for deposit in its account.

7. **Finance (Pam Doffek)** – the Finance chairman made the following recommendation:
The Finance Committee recommends that the proceeds of \$18,061.63 that the region received from the National Seminar 2011 be deposited in a money market. The proceeds would then be distributed in 13 annual installments to fund chapter education reimbursements.

Rationale: The Finance Committee believes this is the best way to ensure that the region supports education and “gives back” to our membership.

Motion Carried.

8. **Membership and Marketing (Jan Clark)** Jan began by announcing that the Suncoast chapter has been dissolved. Many of the chapter members reaffiliated with the Gulfview chapter. The chapter’s residual assets were dispersed according to National guideline.

Jan reported that she has received updated membership numbers at the beginning of April. Sun Region membership is up 7 people since October. Membership on a National level is up 639 (with 475 joining chapters and 142 joining as Members-at-Large) since Oct. 2011.

With regard to Marketing, Jan said that at the March National Board meeting, Sue Hacker Nelson put out a call for suggestions on what tools or materials chapters would like to see National either provide or assist with to help chapters in their recruiting efforts. Jan will survey the region informally to gather ideas that can be passed along to Sue.

9. **Social Media Coordinator (Jenna McClooney)** – Jan created this position and introduced Jenna as the volunteer who agreed to fill it. Jenna’s report (will be/is) appended to these minutes.

10. **Stitcher's Celebration – Sun Region Event 2012 (Jenna McClooney and Betty Baechle)** Betty announced that 66 embroiderers have registered for the event, including EGA National President, Lorie Welker. She said Registration would be open until the 16th (this changed *after* the meeting – Sec’y’s note) She explained that the Saturday luncheon will be a “box lunch” to encourage informal dining and socializing.

Jenna talked about chapter fund-raising for Ronald McDonald House, which, so far, has exceeded expectations. Chapter checks were due this weekend, but checks can still be sent to Pam Burke (not Pam Doffek). A Ronald McDonald House representative will visit the event on Sunday to receive the final fund-raising donation.

Jenna noted that the event’s fund-raising focus has changed because of the unexpectedly large proceeds from Seminar 2011. She proposed that all fund-raising revenue generated in conjunction with the event be donated to move to RMCH. Although no motion was made, ensuing discussion demonstrated a general consensus for this outcome.

There will be a Stitcher’s Celebration name-tag challenge. Details are being finalized and will be distributed when they’re ready. Betty is collecting lunch/diet requirements

Finally, Betty recognized the members of the Stitcher’s Celebration committee.

A more detailed report (will be/is) appended to these minutes

11. **Summary Report from the National Board Meeting (Jan Clark)** – Report stands as printed in the Board Meeting

Packed with additions:

- A. National Seminar Committee: A National Seminar Committee has been created. 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 elected term that encompasses a year of training and transition. These positions will be elected by the National Board.
Rationales: 1) To transfer some of the VP workload to a committee.
2) To create consistency and professional interface for National Seminar functions.
- B. Education Changes: 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.
Rationales: 1) Sue is actively researching this feature which the members have asked for.
2) Possible future income stream.
3) Making seminar classes more accessible to members who can't attend.
4) Establishing a presence on YouTube for EGA.
- C. Budget Discussion: The current National Board of Directors has approved a \$3 National dues increase but the next National BoD may not put it into effect, if the budget situation has improved.
Rationale: 1) Expenses have been cut back to the point that any further cuts would mean a loss of services to our members. It would also result in a loss of products and features that we've come to depend on.
2) Several years ago the National Board instituted a policy of regular dues increases to prevent having to levy large increases like we had in 2006.
3) 65% of National budget is covered by dues revenue.
- D. National Tapestry will not travel after June 2013.
Rationale: To preserve the tapestry and reduce the wear and tear on the piece. It is beginning to show its age. As an artifact of EGA it was felt it needed to be preserved. It is on display in the Louisville office. Coming really soon!!
- E. The W Jefferson lease lawsuit is proceeding. Our lawyers are keeping us well briefed.
- F. Margaret Kinsey has agreed to be chairman for the 2015 International Embroidery Conference.
- G. SLATE of National Officers and Directors for the next term beginning Oct. 2012:
President - Gwen Nelson (TVR) Director of Bylaws - Sydney Mace (CAR)
Vice President - Molly McLaughlin (GPR) Director of Education - Leslie Gagliardi (MAR)
Secretary - Barbara Orend (HRT) Director of Marketing - Sue Hacker Nelson (GLR)
Treasurer - Pamela Harding (GPR)
- H. DMC has entered into an partnership with EGA to develop materials to be used in a Youth Teaching program.
- I. New EGA merchandise is being prepared for sale.
1) a denim shirt in a soft Chambray blue (includes the EGA logo);
2) a fleece jacket similar to Lands' End styling which is more modern looking than what we currently offer. Available in 2 colors, blossom pink and forest green;
3) a Jersey knit 3/4 long-sleeved cardigan/shrug with a tone on tone logo; teal and black;
4) a rip-stop nylon foldable shopping bag that folds almost to the size of a roll of quarters with a word collage screened on one side.
These items will be available at Seminar in Santa Fe.
12. **2013 Region Event (Betty Baechle)** -- Betty briefed the board. The event will be held at the Hilton Grand Vacations Club on International Drive where we are holding our October board meeting. The resort has Italianate architectures; the committee has decided to call the event *Viva Puntì* (Long live the Stitches! In Italian.) The dates will be May 3-5, 2013. Room rates are \$99/night for a studio; \$129/night for a 1-bdrm unit. The committee will contract with Debbie Bower of *Needle Orts* for the event boutique. Pam Doffek will coordinate a book swap. The committee is investigating the possibility of holding a Friday night wine-tasting as a fundraiser. Class projects are being selected and will be unveiled next month at *Stitcher's Celebration*.
13. **2014 Region Event (Jan Clark & Betty Baechle)** -- The event will *not* be a cruise. Instead, the committee is negotiating with the recently renovated Plantation Inn of Crystal River which is soliciting our business.

14. **Nominating Committee (Jineen Kulczycky)** The Nominating Committee is tasked with recommending a candidate to be considered for membership on the National Nominating Committee. The committee recommends that this candidate be Jan Clark.
Rationale: She is currently on the National Board and would be attending the meetings. She is currently on the National Nominating Committee.
After discussion, the motion passed.
15. **Outreach (JoyceAnne Stevens)** – Report stands as published in Sun News.
16. **Sun Region Roster (Debbie Sewell)** – Speaking on Debbie’s behalf, Jan reminded everyone that additions and corrections for the roster should be sent to Debbie. Also, if anyone is unable to use email as their primary method of communication, please do not submit an email for the roster.
17. **Sun News (Adrienne Meyer)** – June 1st is the next deadline.
18. **Ways and Means:** Jan announced that she is still seeking someone to head this committee.
19. **Region Web Coordinator (Lynn Abbey)** – Jan thanked Lynn for the recent redesign and upgrade of the website then Lynn reminded everyone that every chapter has a dedicated “page” on the redesigned site. If a chapter chooses, it can take direct control of its page or it can send specific update information to Lynn.

Unfinished Business

Disposition of Seminar 2011 merchandise. All remaining merchandise and other residual items have been turned over to the region which will use them to support *Stitcher’s Celebration*.

Meeting Recessed at 3:45PM

Meeting Reconvened at 9:05AM

Tabled Business Brought Forward:

Bylaws chairman, Jineen Kulczycky withdrew her recommendation.

Region Treasurer Pam Doffek offered a replacement recommendation:

The Sun Region Treasurer recommends the Sun Region Policies and Procedures include the following: The “Embroiderers Guild of America Chapter/Region Financial Guidelines” be the guiding document for the payment reporting forms to teachers/lecturers as independent contractors. These guidelines supercede the former 1099-MISC instructions. Add to P&P V Fiscal Policies / A. General Policies / 8 (added)

Rationale: as before.

The motion was discussed and once again tabled for further research

New Business

1. Jan announced that registration for Seminar 2012/Santa Fe Enchantment is now open. Seminar 2012 chose against using an online registration service. Registration fees can be paid by check or credit card, but the form must be submitted by mail.
2. Awards Submissions – Jan reminded the reps to remind their chapters that nominations for the Bobby Pilling and Gold Thread awards must be received at the national office by May 1st.
3. On behalf of Ways and Means, Geni Dickinson announced that we had collected \$112 for the weekend opportunity drawings and \$35 for the silent auction.
4. Karan Quintero, region historian, announced that she hoped the chapters would send her items of current interest for inclusion in future region newsletters and on the website.

The meeting was adjourned at 9:58AM

Lynn Abbey,
Sun Region

Social Media Report

Sun Region Board Meeting – April 14, 2012

I would like to start my report with an explanation of “social media”

What is Social media? includes web-based and mobile technologies (like using a computer and phone) and turns communication into interactive dialogue between organizations, communities, and individuals. It uses technology to allow people to create and exchange a large amount of information or content. (Andreas Kaplan) This community of users has the potential to be massive.

There are several characteristics of social-media and, in combination, set social media apart from other ways to communicate and collaborate.

Participation The only way to achieve a real benefit from social media is by getting the community to participate.

People collect around the Facebook to contribute their profile information. People collect on Wikipedia to add information to encyclopedia articles. People collect on YouTube to share videos. In these examples, as in all social media, people collect around the content to contribute rather than individually create the content and distribute it. So, social media is **collective**.

Another characteristic is **Transparency** Transparency means that participants can see each other’s content. They get to see, use, reuse, ad-to, critique and rate each other’s contributions. Without transparency, there is no real collaboration on content.

Also, .. Participants can collaborate no matter where they are or whoever else may be posting content at that time. So there is an aspect of **Independence**

Finally, with social media, the activities of participants contributions are captured (or archived) and available for others to view, share and ad-to. The sharing of information is stored and available.

Social media takes on many different forms and some that you might be familiar with are:

Internet forums,
weblogs,
wikis,
podcasts,
photographs or pictures (sharing pictures are called vlogs),
Twitter (micro blog),
video content communities (e.g., YouTube),
social networking sites (e.g., Facebook),
virtual game worlds picture-sharing, instant messaging, music-sharing

Why should we be involved with social media? Simply stated it is one of the ways that we can advertise EGA, our region, chapters and events.

What do we currently use? We have a blog on our Sun website and we have a facebook page. Our facebook page originated in February of 2010 – so we have had it for 2 years.

In the future we could consider using Twitter.

There is no reason why we couldn't use u-tube with videos of messages to our members, capturing events or hopefully in the near future, EGA will utilize this for our national education department for teaching purposes.

Although it isn't usually listed as social media, **LinkedIn** is a way to connect with other professionals and actually spread the word on our volunteering and interests.

I would like to refer you to the Sun News ad (p4)

Invite your friends to Visit

- First, you need to have a facebook account. How many have one?
Is there anyone who would consider setting up an account but could use a little help in getting started? *Or have one and need some help?*

To invite, you simply:

- Go to your facebook account and follow the steps in the ad.
- This is the most positive & effective way to spread the word. (have facebook invite for you)
- As of Friday, we had 223 individuals who "like" our site.
- We need your help to make progress

Make it Interesting and Fun

- In a nutshell - We have to have content!
- We have to have you and your chapter's participation to keep this going and make it work for us.
- People simply won't go back or recommend it if there is nothing new to see.

There are a number of ways to help:

1. Make sure your board is aware of the value of this and what we need.
2. Encourage your board to designate someone to submit pictures and information.
3. For those who have posted pictures yourself, thank you very much.
4. I am always available to receive pictures and information attached to an e-mail and I will post them for you.
5. This includes: **exhibits, celebrations, special events, workshops, anything of interest**
6. **Don't forget to let me know about future events like exhibits, so I can set up an "event" in advance.**

Any questions?

Thank you.

These are the 2012 Education Grant P&Ps -- they can also be found on the Region Rep Notebook page at the Sun Region website

Workshop Grants – Nuts & Bolts

Teacher qualification:

1. Teacher has been selected to teach at national and regional level events for at least one of the following: EGA, ANG, NAN, EAC, NETA, and Callaway Gardens within the last 10 years.
2. Class will consist of a piece or notebook originally designed by the teacher.
3. Workshop teacher is not a member of the chapter holding the workshop.

Class size minimum

1. 12.

Deadline to Submit

1. Complete Workshop Grant Reimbursement Form below.
2. Postmarked by December 1, 2012.

Advertising

1. Chapters are encouraged to advertise workshop in region newsletter and website and share with other chapters.
2. Advertising is voluntary and there is no minimum time required.

Workshop Grant Reimbursement Form

Chapter Name _____

Teacher Name _____ Class Title _____

Most Recent Class Taught _____
(Year) (Location) Name of Class

Current Class Date(s) _____ Number of Students Enrolled _____

Technique _____ Number of days/hours _____

Contact Person's Name _____ e-mail _____ Phone # _____

Make Check out to: _____ for \$ _____
(Name of chapter) (Maximum of \$200.00)

Mail Check to: _____
(Treasurer's Name) (Address)

*This form must be postmarked no later than Dec 1, 2012 and addressed to Sun Treasurer:
Pamala Doffek, 9320 Royal Troon Drive, Tallahassee, FL 32313*