

# South Central Region EGA

## Annual Meeting

June 7, 2017

Sugar Land Marriott Town Square, Sugar Land Texas.

**Dr. Linda Ann Walker** called the meeting to order at 10:04 on June 7, 2017.

**In attendance:** See sign-in sheets.

**Secretary – Karen Heller in Marian Hoffman’s absence** – Minutes from the last meeting were accepted as published with corrections.

### **Announcements:**

- A new banner is being created for the SCR region.
- Make sure to fill out a “Change of Officer” report if your chapter has made any updates.

**EGA President – Leslie Gagliardi:** National has hired a firm that assists with Strategic Planning for Non-Profit groups. From that exercise have come goals and committees. Some highlights of accomplishments:

- The funds development committee was faced with a shortage of \$59,000. Through the development of the “Crown Jewels of EGA” we now have \$80,000 in new pledges.
- Our policies and procedures were a mess. We are now working on a new organization system that is similar to the military numbering system.
- We have developed a survey for new members and have developed a new member packet.
- EGA sponsored a booth at the Pittsburg Creative Arts Festival. We are trying to get regions and chapters to sponsor booths at other shows. National has allocated up to \$750 per show.

### **Officer/Committee Chair Reports**

**Region Director – Dr. L. A. Walker:** Report Stands. National is working on records retention policy. Thank you to region reps. Currently SCR has 933 members of which 66 are at-large members living in our region. The South Central Region represents 10.2% of the total national membership. We are one of the few regions that always has a region seminar.

### **Assistant Region Director – Shawn Miller:**

**Seminar Mentor:** Report stands. We have seven years of seminars scheduled. Next seminar opening is 2024.

2018 – Guildy Treasures, Dallas DN&TG

2019 – Explore the Arts, NW Arkansas

2020 – San Antonio

2021 – Austin

2022 – Shreveport

2023 – Houston

**Assistant Region Director Report:** Report stands. Since the election the new board has been having monthly conference calls. The focus next year is Education. The proposed budget for education is \$18,000, which represents an increase of \$11,000 over previous years. However, the region always estimates revenues low and expenses high. The region will continue the Chapter Education benefit, the GCC program, and will sponsor two Shining Needle classes in 2018. Region members will only pay a \$15 registration (instead of \$40) plus any kit or text fees. Kit cost will be down from our first class because the feedback from members was that the kit was too expensive. The first class will be canvas and the second is TBD.

**Treasurer – Sandra Harwell (absent, Shawn Miller summarizing):** The 2018 budget is a large deficit budget and includes \$18,000 for education (but we estimate that the actual expenses will be lower unless everyone participates). We have approximately \$126,000 in our bank account at this time. The 2017 actuals are currently tracking under budget. A motion was made by Beth Newton to accept the 2018 budget. The motion was seconded by Karen Dittmar. Motion carried unanimously.

**Education – Karen Heller:** The executive committee approved the establishment of a new Education and Newsletter Scholarship. SCR will provide two scholarships annually and the recipients will receive \$200 (\$100 up front and \$100 upon completion of an article for the *Stitches* publication). The scholarship will apply to an EGA Individual Correspondence Course, Group Correspondence Course, Online Class or an Extended Study Program. The purpose of the new scholarship is to help advertise EGA classes and to increase awareness and participation by having individuals that take a class submit an article for the SCR *Stitches* Publication. Details about applying for the new scholarship will be included in the next *stitches* publication.

**GCC's – Beth Newton:** Report Stands. Note that there was not a region sponsored GCC in 2016 due to the online course "Berries So Red". A new timeline for GCCs was presented at the last meeting of the Executive Committee. The 2018 region sponsored GCCs are being announced at seminar and registrations are being taken at Merchandise Night. The 2018 region sponsored GCCs are as follows:

- 1) Indulgences II by Gail Stafford (Bargello) \$40.00
- 2) Maharaja's Elephant by Mary Long (Canvas) \$40.00
- 3) Snowflake Ball by Denise Pratt (Counted, 3-D) \$35.00
- 4) How Does Your Garden Grow by Carol Peao Currier (Crewel) \$35.00
- 5) My Favorite Bracelet by Jeanette Carmichael (Beading) \$38.00

**Bylaws – Sandy Crow:** Report stands. Every ten years we need to review our by-laws. As a region we are complete with our By-Law review with the exception of Texoma. 2026 will be the next time By-Law reviews are required.

**Heart In Hand Award – Carol Parker:** Nominations for the Heart in Hand award have been distributed to the elected members of the executive committee who will rank the applications. 5 awards are given each year and will be announced at the Banquet on Friday.

**Leadership Development – Pat Lufholm:** No Report.

**Historian – Georgia Peterson:** Records were a mess when received by the Historian. Rubbermaid totes and binders were purchased and the records are being organized. The goal is to get everything online eventually.

**Out Reach – Lyn Thomas:** Report stands.

**Communications – Sherri Seville:** Report stands. Most newsletters get a 30% read rate, we have been averaging 60 – 65 %. We are still getting lots of bounce backs. If someone in your chapter is not receiving the publication, there may be a problem with their email address. Linda Walker is the new membership contact for SCR and can assist with the correction of membership data. Please submit articles, the cut-off is the 1<sup>st</sup> of the month in odd months.

**Special Events – Amanda Garcia-Slater:** The Mid-Year Meeting, Saturday, February 10<sup>th</sup>, (will be in Dallas at the same Embassy Suites.

**Ways & Means – Paula Milhollon:** Report stands. Please turn in your tickets for the opportunity drawing for the trip to Seminar 2018. If you don't have tickets yet, they are being sold at merchandise night.

**Webmaster – Jane Major:** We have outgrown our server and had to switch to another. This new server provides us with new capabilities and our Website will be redesigned this year.

**Seminar 2017– Sugarland, TX – Tami Cowen:** The Tip of Texas has 66 members of which 28 are here at seminar. Volunteers are wearing aprons. Thank you to all committee leads and volunteers. Welcome to seminar.

**Seminar 2018 – Dallas, TX – Karen Dittmar:** Report stands.

- This is the first seminar to have a totally online registration.
- Seminar website is "live".
- No tote bag, project bag instead.
- Hope to see many signups.

**Seminar 2019 – Rogers, AR – Donna Hagaman:** Report stands. Keep June 2019 free. Crystal Bridges will be part of region day.

## **New Business**

**Marketing and Branding – Karen Hamilton:** Karen is on the National Marketing and Branding committee. The goal of the committee is to increase EGA membership. We must do something or we won't exist in 10 years.

- **Consumer shows:** If you know of a show please contact region. National has budgeted for 3 – 4 shows/year on a first come first serve basis.
- **Social media:** continuing to explore Facebook, Instagram, Twitter, and Pinterest. Karen has brought reminder cards with relevant addresses.
- **If you have information or photos that can be posted, contact Rand Duren at National EGA.**  
[rduren@egausa.org](mailto:rduren@egausa.org)
- **1300 copies of the “Little Book of Embroidery Basics” (written by our own Pat Lufholm) have been distributed.** It is available for printing from the EGA National Website under Resources/Free Projects. Before the book was posted on facebook, the National website was getting about 300 hits/month. Afterwards we are getting about 12,000 hits/month.
- **National is planning to renovate its website to make it more user friendly, modern, and purposeful.** Getting ready to hire a firm, hopefully this fall.
- **Looking for new audiences. Need to identify our target audiences. Who are we? And What do we want to be? We want to be refreshed and relevant. Exploring a name change.**
- **Look for the new refreshed ad in the next issue of Just Cross Stitch, Halloween Biscornu**

## **Old Business**

There was no old business

## **Announcements**

**Opportunity Knocks tickets are for sale.**

**Future Meeting:**

- **February 2018 (Embassy Suites by Hilton Dallas Park Central, Dallas, TX)**
  - EC Meeting - Friday, February 9 -- 6:00 p.m.
  - Mid-Year Meeting - Saturday, February 10 -- 9:30 a.m.
  - Workshop -- 2:00 p.m. to 5:00 p.m.

## **Questions**

**How can I get a copy of the social media card that Karen Hamilton brought?** Karen has cards, but the information will be printed in the newsletter.

The meeting was adjourned at 11:18 am.