

# Sun Region Board of Directors' Meeting Packet



**April 6-7, 2013  
Jacksonville, Florida**

**Sun Region Meeting Schedule  
Embassy Suites - Baymeadows, Jacksonville  
April 6-7, 2013**

Friday, April 5, 2013

Executive Committee meeting 7 PM - 9 PM

Saturday, April 6, 2013

SR Seminar 2013 Status Meeting 8:30 AM - 9:00 AM  
Event 2014 Status Meeting 9:00 AM - 9:30 AM  
Finance Committee meeting 9:30 AM - 10:30 AM  
Ways & Means Update 10:30 AM - 11:00 AM

Luncheon hosted by du Clay 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

**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 2013 issue of Sun News.**

**Call to Meeting, received by e-mail on March 2, 2013.**

**This Meeting Packet.**

**Be prepared to announce:**

**How many new members has your chapter signed up since October, 2013?**

**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 2013.**

Saturday Evening Program

7 PM to 9 PM



**Furoshiki – Using Fabric to wrap items with Pat Maeda**

**This is a great Make-and-Take project to share with your chapter!**

With paper and plastic bags falling out of favour around the world, we are left to wonder if heavy canvas bags or bulky reusable bags are the only method left to us for carrying our groceries. One eco-friendly alternative is the ancient Japanese art of Furoshiki, which uses a simple square of silk or nylon cloth as a means of wrapping and carrying just about anything. Because Furoshiki uses silk or nylon, the knots are very durable but also very easy to untie.

**Please bring:**

- A pair of 7" bamboo handles
- a 42" square of fabric or a scarf of similar size
- any size water bottle, empty or full.

Join us and share the fun with your sister stitchers.

**Sunday, April 7, 2013**

**Board Meeting Reconvened**

**9:00 AM**

**Chapter & Reports,**

**Region Representatives**

**Membership statistics since October**

**Items not included in the March 2013 *Sun News***

**Recruiting efforts,**

**Outreach**

**Education Grant**

**Meeting adjourned**

**Region Rep Training (Please bring your Region Representative's Notebook)**

**note: the time and location of the Event 2015 Committee meeting will be announced on Saturday**

**Sun Region Board Meeting Agenda  
Embassy Suites – Baymeadows, Jacksonville  
April 6-7, 2013**

Saturday, April 6, 2013 1:00 PM – approximate 5:00 PM \*\*

Sunday, April 7, 2013 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 2012 meeting	Lynn Abbey
Selection of 3 readers for minutes of this meeting	
Announcements and Presentation of New Region Rep Pins	Jan Clark
Executive Committee Reports:	
Director’s Report to Sun Region	Jan Clark
Assistant Director	Betty Baechle
Treasurer	Pam Doffek
Confirmation of Between-Sessions Actions	Jan Clark
Standing Committee & Special Reports:	
Bylaws	Jineen Kulczynski
Education	Marge Holmes
Finance	Pam Doffek
Historian	Karan Quintero
National Board Meeting	Jan Clark
Nominating Committee	Pat Carrington
Outreach	JoyceAnne Stevens
Sun Region Roster	Kathy Singleton
Social Media Coordinator	Jenna McClooney
<i>Sun News</i>	Adrienne Meyer
Ways & Means	Bonnie Hearl
Call for volunteer(s) to take this committee	
Region Web Coordinator	Lynn Abbey
2013 Viva Punti Team	Jan Clark
2014 Retreat Team	
2015 Event Research Team	Adrienne Meyer/Pam Doffek/Janet Kassing/Linda Dean
New Business	
2015 Event Discussion	
Venue Selection, Theme, Committee Members	
Reinstate the Region Planning Committee	

## Director's Report to the Sun Region

Jan Clark

I'd like to thank all the chapters for getting their Financial Reports submitted to National on time. This is a big task sometimes with difficult timing and you all completed it well before the deadline. Thanks. I'd like to apologize for the shortfall of the Board at the October meeting. The Board gave the region the impression that we were not conducting the region's business appropriately and I'm sorry for that. Things got away from us and we weren't as prepared as we should have been. I can assure you that the region's affairs have not been mismanaged and things are back on track. I appreciate your concern, patience, and continued confidence and support that we can do the jobs you've elected us to.

### **Synopsis Report from the National EGA Board Meeting**

The March 2013 meetings in Louisville went very well. The newly elected EGA National Executive Committee conducted the meetings. Also attending were two incoming RDs. All the RDs were congratulated on meeting the deadline for submitting the Financial Reports.

### **Education Committee**

Incoming Director of Education, Leslie Gagliardi, commented that one of her goals was to develop, pilot and release an on-line class. She has already started the course selection process to determine if she will use an existing course or a newly developed course.

### **Seminars**

National 2013 registration is in full swing. The committee is gearing up for a nice 55th anniversary celebration. National 2015 just completed faculty selection. Site selection for National 2016 is in work. Several regions are participating in the International Teacher Tour in 2013. In Sun Region, the Sarasota chapter has contracted for Gary Clarke to teach. A comprehensive list of locations, classes, and dates is on the national website. There is a direct link from the home page under Events and then International Teacher Tour.

### **Marketing and Membership**

Our member numbers continue to increase. As of Dec. 31st, 2012 we had 10,251 members. As of March 1st, 2013, we are at 10,465. Most of these new members are joining chapters vs. remaining MALs.

Discussions were held as to the rationale behind the closing of the Yahoo discussion list. The bottom line is, the Yahoo list was not an EGA-sanctioned forum. Much of the discussion threads were by non-members and reflected negatively on the organization. There was considerable concern that this forum may affect the public's perception of EGA and we needed to cut that off.

Western Kentucky Digital Designs, our developer, was present and led an informative session on the different areas of the EGA website. One tip that came from the session was to always purge your web browser's cache each time you log out of a session. Our web browsers save images of web pages visited so the next time we visit that page it displays quickly. With the amount of changes happening over the next months, we need to see fresh pages on each visit not ones stored in memory.

To report errors in function and typos needing correction please send as much specific information as possible to aid in the location and correction of the errors quickly. An example would be send the URL, the location of the error on the page i.e., paragraph 2, sentence 3 or the sentence that begins.... These specifics make it more efficient to resolve problems. To report a problem on the website, either call the office or use the [egahq@egausa.org](mailto:egahq@egausa.org) email address. This address is watched 24/7 so problems can be resolved quickly.

The Region Directors discussed the DMC mentoring program as a possible means to reach new potential members. We were encouraged to seek out and establish contact with military bases in our areas with the emphasis on the Morale, Welfare and Recreation (MWR) programs as possible places to teach and seek new

members. County fairs and participating in community events are still the most frequent activities that chapters participate in for recruiting and exposure. Stitching in Public and exhibits are also effective in letting the local community know about EGA.

### **Assistant Region Director's Report**

**Betty Baechle**

An expanded report will be presented at the meeting. In the meantime...

Please mark October 26-28, 2013 on your calendars. These are the dates of our next region meeting, which will be held at the recently renovated Plantation Golf Resort and Spa in Crystal River (site of our 2014 Region Event).

### **Bylaws Report**

**Jineen Kulczycky**

A detailed report was included in the March issue of the *Sun News*. No amendments to either the bylaws or P&P will be considered at this meeting. Current copies of both documents can be downloaded from the region website.

### **Education Report**

**Marge Holmes**

A detailed report was included in the March issue of the *Sun News* and we will be discussing education initiatives for 2013 at this meeting.

In addition, Gail Wood is looking for pilot stitchers for an upcoming GCC. See me for more details.

### **Finance Committee Report**

**Pam Doffek**

An expanded report will be presented at the meeting.

### **Historian's Report**

**Karan Quintero**

A detailed report was included in the March issue of the *Sun News*.

### **Nominating Committee Report**

**Pat Carrington**

A detailed report was included in the March issue of the *Sun News*.

**Treasurer's Report****Pam Doffek**

	2013 Budget Approved 1- 15-13	Actuals Jan-Mar 14, 2013	
<b>Revenue</b>			
2 Member Dues	\$ 1,869.00	\$5.25	
3 Interest	\$ 50.00	\$0.96	
4 Educational Events	\$ 1,200.00		
5 Seminar	\$ 13,992.00	\$11,187.00	\$11,187.00
6 Exhibit	\$ -		
7 Fund Raising (W&Ms)	\$ 150.00	\$105.00	
8 Sales (W&Ms)	\$ 400.00		
9 Advertising	\$ -		
10 Community Outreach	\$ -		
11 Contributions (unrestricted)			
12 Contributions (restricted)			
13 Parties/Meals (RM lunches)	\$ 600.00		
14 Retreats			
15 Contributions/Gifts	\$ 150.00	\$61.00	anonymous donor
16 Printing			
17 Other	\$ 150.00		
Money Market savings transfer	\$ 5,102.00		
<b>18 Total Revenue</b>	<b>\$ 23,663.00</b>	<b>\$11,359.21</b>	
<b>Expenses</b>			
21 Educational Events (GCCs)	\$ 1,500.00	\$100.00	
22 Seminar			
Seminar 2014 seed money	\$ 1,000.00		
Seminar 2013 (Viva Punt)	\$ 15,358.00	\$300.00	Room rental payment
23 Exhibit			
24 Fund Raising (Ways and Means)	\$ 100.00		
25 Cost of Sales			
26 Rent (Region Meetings)	\$ 645.00		
27 Newsletter			
28 Administration			
RD	\$ 50.00		
ARD	\$ 25.00		
Treasurer	\$ 60.00		
Other	\$ 75.00		
29 Officer's Travel (lodging and lunches)			
National Meeting-RD	\$ 1,500.00		
Region Meetings	\$ 2,340.00		
30 Community outreach			
31 Parties/Meals (RM lunches)	\$ 600.00		
32 Retreats			
33 Contributions/Gifts			
EGA Annual Fund Campaign	\$ 100.00		
National Seminar Opportunity Drawings	\$ 150.00		
34 Printing			
35 Other			
licenses & Fees	\$ 10.00	\$60.12	
Taxes	\$ 150.00		
<b>28 Total Expenses:</b>	<b>\$ 23,663.00</b>	<b>\$460.12</b>	
Difference	\$ -	\$10,899.09	

## Outreach Committee Report

JoyceAnne Stevens

A detailed report was included in the March issue of the *Sun News*.

## Sun Region Roster

Kathy Singleton

The most current edition of the roster was distributed by email on March 27.

## Social Media Report

Jenna McClooney



Any Sun Region member is invited to post on our Sun Region facebook page. The process is the same as posting on your own page. Go to Sun & Sea Embroiderers and "Share what you've been up to..." in the Status box. Upload photos or videos from the same location.

Our facebook page can be a valuable tool for attracting people interested in needlework, but it is only effective if we continually post interesting information and photos. Share information on your current project, chapter events and other interesting tidbits related to needlework. As Lynn Abbey says..."We must feed the beast" in order to make it work for us!

Please don't hesitate to contact me if I can be of assistance in answering questions or posting on your behalf.

Jenna McClooney - Sun Region Social Media Coordinator

## Sun News Report

Adrienne Meyer

The March/April/May 2013 issue of the newsletter was distributed on March 2.

## Ways and Means Report

(Vacant)

Due to other commitments, Bonnie Hearl has opted to step down from chairing this committee. If you would like to be the chair, please see Jan Clark.

## Region Website Report

Lynn Abbey

We've added more content, both at the region and chapter level. After a short, one-on-one lesson/demonstration the Sand Hill Crane chapter is now actively maintaining its chapter page within the site. If you or someone in your chapter has a spare hour, I'd be happy to show them how to add information to your chapter page.

I'm aware that the site is slow to load and refresh. I've been working with our hosting company, but so far



we've been unable to pin down the source of the problems.

## **Viva Punt! Report**

**Jan Clark**

Excitement is building as the opening day approaches. Finishing touches are being put on the event preparations. We currently have 70+ students enrolled. Pam is receiving spreadsheets of books for the sale. She can report on how many chapters are participating so far. Name tag charts and fabrics were mailed to 40 enrollees who requested it. I look forward to seeing everyone's interpretation of the name tag. Debbie Bowers of Needle Orts has made arrangements for exclusive trunk shows to be in the Boutique and some unique event merchandise that hasn't even appeared in the shops. Sounds exciting.

We need a chair for the Ring Toss activity. If you think you'd like to do this see me at the break. This could be a 2 or 3 person committee. So you and a couple of friends could spell each other on Sat. and get this done. Think about it.

## **Crystal River Stitching (2014 Retreat) Report**

**Jan Clark**

At the October meeting "Crystal River Stitching" was voted to be the title for the retreat event. The dates are May 2-4, 2014 in Crystal River. Our host property is the Plantation on Crystal River. You may know it as the Plantation Inn. They have changed management and undergone a renovation. The rooms are very nice with new soft furnishings and revamped air conditioners. The wing that we're holding for our room block has an elevator. They have added some very nice spa features. There are also facilities for golf, tennis, fishing, bicycling and boating that they are already known for.

The event's big reveal will be at the Viva Punt! seminar in Orlando. Seminar attendees will have the opportunity to sign up during the seminar weekend.

Several committee chair positions were filled and the event has a strong start. Thanks to the folks below for stepping up to help with this event.

Chairman

Co-Chairman

Facilities - Betty Baechle

Registrar - Debbie Sewell

Treasurer - Kathy Singleton

Brochure/Announcement -

Fundraising Coordinator -

Goodie Bags - Betsy Harris

Handbook - Adrienne Meyer

Logo / Name Tag Coordinator - Betty Baechle

Luncheon Coordinator -

Make & Take Its - Deby Talley

Pin/Charm -

Publicity -