



# Sun Region Embroiderers' Guild of America

Jan Clark, Region Director

Minutes of Sun Region, EGA  
Board of Directors Meeting  
Hilton Grand Vacation Club / Orlando, FL  
Oct. 13-14, 2012

## Present (Voting Members)

Jan Clark, RD (& Marketing)  
Betty Baechle, ARD (& 2013/2014 Co-Chair)  
Lynn Abbey, Sect'y (& Website)  
Pam Doffek, Treas (& Finance)  
Shina Lyons, Bermuda  
Marge Holmes, Biscayne (& Education)  
Linda Dean, Canopy Oaks  
Deby Talley, Central Florida (& Nominating)  
Geni Dickinson, Chain Stitchers  
JoyceAnne Stevens, duClay (& Outreach)

Judy DeMeglio, Gulfview  
Jineen Kulczycky, Indian River (& Bylaws)  
Janet Kassing, Neapolitan  
Kathy Dougherty, Sand Dollar  
Nancy Reese, Sand Dune  
Linda Hansen, Sandhill Crane  
Bonnie Hearl, Sarasota (& Ways&Means)  
Chris Zogus, Sea Grape  
Betsy Harris, Stitching Gators

## (Non-voting members & Guests)

Betsy Agey, Gulfview President  
Pat Carrington, Nominating Committee  
Robin Geis, Sarasota

Christine Kampmeyer, Indian River  
Adrienne Meyer, Newsletter  
Karan Quintero, Historian

Quorum verified by secretary

## Call to Order: 1:05PM by RD Jan Clark

Introduction of Board Members and Guests

Minutes from the April 13-15, 2012 meeting (Hilton Orlando/Altamonte Springs) were corrected due to a misspelling (Kulczycki s/b Kulczycky) then filed as published.

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

Shina Lyons, Adrienne Meyer, Karan Quintero

## Reports

1 **Director's Report (Jan Clark)** – The report stands as presented in the Meeting Packet

- 2 **ARD's Report (Betty Baechle)** – The next meeting of the Sun Region Board of Directors will be held on April 6-7, 2013 at the Embassy Suites / Bay Meadows in Jacksonville, FL. The room rate will be \$79, plus tax and includes complimentary, full cooked breakfast and beverages and the “Manager’s Special” each evening from 5:30PM - 7:30PM.  
Additional details will be released in the Sun News, the Call-to-Meeting, and on the website.
  - 3 **Treasurer's Report (Pam Doffek)** – Stands as distributed in October 8, 2012 email.
  - 4 **Bylaws (Jineen Kulczycky)** – Reported that she is continuing to reconcile prior revisions to the Policies and Procedures.
  - 5 **Education (Marge Holmes)** – Reported that she needs guidelines for the region’s 2013 Education Reimbursement program, especially with regard to the total amount available for disbursement.
- GOLD THREAD PRESENTATION:**  
In conjunction with the Education report, Marge Holmes and Pat Carrington presented Christine Kampmeyer, charter member of the Indian River chapter, with the Sun Region 2012 **Gold Thread** award.  
Christine thanked the region for the honor and shared about her thoughts about the award, saying that she “follows her heart.” If there’s something to be done, she does it. She believes that each person has a talent...and encouragement will bring that talent to the surface. *Listening* is an important part of our mission statement, as is preservation. And if she has any say, embroidery will never be a “dying art.” Her heart, she concluded, is “100% EGA.”
- 6 **Finance (Pam Doffek)** – Apologized that she was unable to prepare a budget for the upcoming fiscal year. She will deliver the budget within the week. The Board of Directors will be able to vote on the budget within 45 days.  
She asked all committee chairs to submit their budget requests.
  - 7 **Historian (Karan Quintero)** – Requested that the chapter reps research their chapter’s origin and prepare that story for inclusion in the region history. She would also like copies of their logo and/or chapter pins; and issued a general request for information about the region’s disbanded chapters.
  - 8 **Membership and Marketing (Jan Clark)** – Reported that our national membership continues to rise slowly. It is now back over 10,000 members.
  - 9 **Nominating Committee (Jineen Kulczycky)** – Reported that she is unable to continue as a member/chairman of this committee. First alternate Linda Hansen will take her place and the reconstituted committee will announce a new chairman before adjournment tomorrow.
  - 10 **Outreach (JoyceAnne Stevens)** – Report stands as printed. She added that she received data from only three chapters prior to preparing her report and asked the chapter representatives to ensure that their chapters are receiving her emails. Her report to National Headquarters is

due November 15 and she would like to have complete data before she files it.

- 11 **Region Roster** – Jan Clark reported that Debbie Sewell has resigned from this position. Kathy Singleton has volunteered to take her place. The chapter representatives were asked to submit current and future information to Kathy, but advised not to include email addresses unless they are actively monitored.
- 12 **Social Media Coordinator (Jenna McClooney)** – Report stands as published in the Meeting Packet. On Jenna’s behalf, Jan asked if the chapter representatives knew of resistance within their chapters with regard to having their event information publicized on either the region website or on Facebook. By show of hands, the representatives reported that they were unaware of such resistance.
- 13 **Sun News (Adrienne Meyer)** – Reported that she received data from every chapter for the most recent newsletter but that she has difficulty getting that data on time.
- 14 **Ways and Means (Bonnie Hearl)** – Reported that she hopes to reduce the region’s stock of Flamingo Fandango and Stitchers’ Celebration inventory at the National Seminar merchandise event next month. She will also have new merchandise available at that event and hopes to have all our W&M inventory on the website soon.
- 15 **Region Website Coordinator (Lynn Abbey)** – Report stands as printed in the meeting packet.
- 16 **2013 (Viva Puntì) Event Task Team (Jan Clark / Betty Baechle)** – Jan reported that the “Big Reveal” at Stitchers’ Celebration lead to 39 early registrants. The regular registration brochure is being distributed this weekend and the information has been uploaded to the region website.

The name tag was designed by Jineen Kulczycky and will be made available to registrants. Needle Orts has donated appropriate fabric.

Jan asked Pam Doffek to explain the book sale: Participating donors, be they individuals or chapters, will get 50% of the price they set for each item. She has created a record-keeping/accounting spreadsheet that donors should use to catalog their donations. She is not suggesting that chapters dissolve their libraries for this event! Donations need to be in her (or a designated proxy’s) hands no later than Friday morning. No books will be returned to their donators; all unsold books will be donated to a local charity.

Jan reported that we need volunteers for the student/registant’s handbook and to collect ads for that handbook,

- 17 **2014 Event Task Team (Crystal River) (Jan Clark/ Betty Baechle)** – Jan reported that The Plantation Inn in Crystal River has been selected as the event venue. The dates are May 2-4, 2014. The event will have a retreat format with informal “Make-it and Take-it” presentations. Deby Talley has volunteered to be in charge of the “Make-it and Take-it” presentations. An

evening event (Heritage Village Shop-walk) is in the planning stages for Saturday evening.

18 **2015 Event** – Jan called for volunteers to form an event task team for this event. No one responded.

**Meeting Recessed at 4:00PM**

**Meeting reconvened at 9:10AM**

**Tabled Business Brought Forward:**

**Nominating Committee (Pat Carrington)** – Pat reported that she is now the chairman of the nominating committee. She distributed résumé forms to all in attendance and asked that they be filled out and returned ASAP.

**Last Call for volunteers for the 2013 and 2014 events (Jan Clark)**

Karan Quintero volunteered to produce the student/registant’s handbook for 2013

Linda Dean volunteered to handle the banquet centerpieces for 2014

Janet Kassing volunteered to handle the banquet centerpieces for 2013

Adrienne Meyer volunteered to produce the student/registant’s handbook for 2014

Betsey Harris – volunteered to handle the “goodie bags” for 2014 (that is, she will act as the recipient of chapter donations – which need to fit in a quart baggie, preferably a sandwich baggie.)

**Program change for Viva Puntí / Event 2013 (Jan Clark)** – The Wine-Toss has been reinstated.

Chapter will be asked to contribute prizes for the wine toss, in lieu of contributing door prizes. Reps need to provide the event committee with details about their chapter’s donation at the Jacksonville meeting in April. (Non-perishable donations should be turned over to the event committee in Jacksonville.) The committee is accepting donations of 3" embroidery hoops for the wine-toss.

**Naming the 2014 Event (Jan Clark)** – Jan called for suggestions from the floor. Votes were taken.

The event will be called “Crystal River Stitching.” Logo submissions are due December 1, 2012

**Announcing the 2015 “Core” team (Jan Clark)** – Jan announced that Adrienne Meyer, Linda Dean, Pam Doffek, and Janet Kassing have volunteered to be on this team. They will present a report at the April 2013 Region Board meeting

**Host for the 2013 Region Meetings (Jan Clark)** – Jan announced that the duClay chapter will act as host for the April meeting.

Karan Quintero suggested that the Executive Committee set up 7-year rotation for hosting the Region Board meeting. The Executive Committee will take this under advisement.

Sand Dollar (evening program) and Gulfview (luncheon favors) volunteered to co-host the October board meeting, which Betty confirmed would be held at the Plantation Inn October

25-27, 2013.

### **New Business**

- 1 Shina Lyon (Bermuda) - reported on the problems her chapter has had with their 2012 Group Correspondence Courses. Due to a misunderstanding of the region's reimbursement requirements they ran two separate GCCs – neither of which qualified for the reimbursement. More significantly, she reported that they were collectively overwhelmed by the “How To's of Swedish Naversom” course which, though it was labeled “Beginner” proved impossible to complete satisfactorily. Jan advised that the chapter should notify the National Education department about the mis-classification of the course.

Pam Doffek offered the following motion in response:

I, Pam Doffek, move that the Bermuda Guild of Stitchery receive a \$100 reimbursement of GCC registration fees from the Sun Region 2012 Education Reimbursement budget.

The motion carried.

- 2 Bonnie Hearl (Ways and Means) reported that we had collected \$90 from the weekend's silent auction.

The meeting was adjourned at 11:40AM

Lynn Abbey, Sect'y  
Sun Region