

Tennessee Valley Region

The Embroiderers' Guild of America, Inc.

Board Meeting Minutes, November 7, 2003

Host: Cotton Valley Chapter

Nancy Bowers, Region Director, called the Tennessee Valley Region Board Meeting to order with -- chapters present. She welcomed Sarah Brewer representing the Greater Memphis Chapter and Laura Meadows, the Central Alabama Chapter Rep. Absent: Bay's Mountain, Bluegrass, Bristol TN/VA, Cumberland, CyberStitchers, Georgia and Jubilee.

MINUTES:

MOTION: Chattanooga Chapter moved to dispense with the reading of the minutes. The motion was seconded and passed.

MOTION BETWEEN SESSIONS: The SAS Advisory Committee moved to bring the following changes to Section VI of the Standing Rules before the whole board for a vote. The motion was seconded and passed.

In the TVR standing rules, Section VI. REGION SEMINARS, R.1. change the first sentence to read as follows: "Early or pre-registration is a perk for TVR chapter members attending a SAS."

Then, under 2.a., in the same section, change "participant" to "TVR chapter member."

TREASURER: Pam Roberts, Treasurer, presented the following reports.

- Budget as of October 31, 2003.
- Balance Sheet as of October 31, 2003
- TVR Quarterly Membership Statistics. Pam noted a 14% loss pattern for 2003.
- Proposed Budget for 2004. Pam noted that the decrease was due to the 14% loss pattern for 2003. The 2004 Budget reflects only a \$26.00 increase over 2003's Budget (\$7150.00 vs. \$7124.00) because expenses have been decreased and \$700.00 has been added based upon proposed money received from Share-A-Stitch.

MOTION: Dogwood Chapter moved to accept the Proposed Budget for 2004 as presented. The motion was seconded and passed.

BYLAWS: Nancy Bowers, Bylaws Chairman, reported she is still hoping for 100% compliance from TVR chapters. As of this meeting, 84% of TVR chapters were in compliance.

EDUCATION: Amy Robinson, Education Chairman, presented her report noting the following:

- Be sure the new Petite Projects are passed on to chapter Education Chairman.
- She received no new chapter programs, and asked the reps to have their chapter Education Chairmen send to Amy information about their chapters' favorite programs.
- Time to Teach grant - \$100 is available from National and must be used this year or it will be lost and not replenished. Nance reviewed the procedure for applying for the money.
- Extended Study Program – Check out the website for what's new – it's a way to take your needlework skills to the next level.

On behalf of the Alabama Chapter, Assistant RD Sandy McIlrath presented a report about the Through the Needle's Eye exhibit currently on view at the Huntsville Museum where this meeting took place. Chapter members demonstrate stitching at the museum while the exhibit is on view. School children are invited to stitch on a candy cane canvas. The chapter will finish the piece and there will be a drawing for the piece when the exhibit closes. The chapter sends letters to the parents of stitchers to encourage them to come see the exhibit and what their child stitched.

EXHIBIT: Dorothy Graves, Exhibit Chairman, reported the following:

- Youth exhibit for 2005
- Art quilts are currently on exhibit at National. They were made by local quilters/artists.
- Greater Pacific Region is the host of the next exhibit at National headquarters.
- Check the website for a piece from the current exhibit at National.

- The 17th Traveling Exhibit is currently on view at the Huntsville Museum of Art.
- The 18th Traveling Exhibit will open in Los Alamos, NM, April 16 through May 22, 2004. It then goes to Louisville, KY. The 18th Traveling exhibit will be on view in Clarksville, TN, Fall 2004.

HISTORIAN: Ardith Bryan, Historian, reported receiving additions to the scrapbook from the Knoxville Chapter, the Shelbyville Satellite of Cheekwood Chapter and SAS XXIII photos.

NEWSLETTER: Ellen Daniels, Newsletter Editor, presented her report. Of the 152 people who currently receive the TVR newsletter, 99% receive it online. More National news is distributed online. Ellen reported that the following chapters have not sent in reports for the newsletter: Alabama, Bluegrass, Georgia, Louisville and Plateau.

Currently, the region newsletter has four advertisers. A business card size ad is \$20 for three issues, an 80% decrease in cost. Reps are urged to solicit advertisers for the newsletter.

The chapter newsletter competition will continue. The new national newsletter reviewer, who should now receive copies of chapter newsletters, is:

Joyce M^cCoig
 EGA National Newsletter Reviewer
 5622 Evers Road
 San Antonio, TX 78238-1762
 e-mail: eganewsletters@satx.com

Ellen requested that chapter news, committee reports and other information to be included in the region's newsletter be sent to her by the next board meeting. REMINDERS:

- Do not use the word "raffle" in chapter newsletters, per IRS regulations. "Teacup Auction" and "Opportunity Drawing" are acceptable terms.
- Include the TVR and national websites in each chapter newsletter: www.egatvr.com; www.egausa.org
- Chapter reps should inform Ellen as soon as possible if and when their chapters have a new newsletter editor. .

NOMINATING: Nadine Alexander reported for Wanda Arnold, Chairman, and her committee. The following nominees were approved as members of the 2004-2006 nominating committee.

Winona Bays, Chairman
 Ellen Daniels, Cheekwood Chapter
 Grace D. Grundon, Plateau Chapter

MEMBERSHIP: Nadine Alexander, Membership Chairman, presented her report. Noting that an aging membership is a common problem nationally, the targeted audience for new membership campaigns is the 35-55 age group. There is a new form for membership reporting. It is the responsibility of each chapter's membership chairman to follow up with each new and non-renewing member. The use of e-mail to stay in touch with members is strongly encouraged.

New EGA brochures were passed out to reps, who were reminded that they can order 300 brochures at a time.

NeedleArts is totally indexed and on the website.

OUTREACH: RD Sandy M^cIlrath, Outreach Chairman, distributed her report, which included the following information:

- **Alabama Chapter:** When not stitching on various projects, the chapter has assembled all the committees and volunteers to help present the 17th National EGA Exhibit at the Museum of Art in Huntsville, AL. The Alabama Chapter will have a side exhibit at the museum of their own stitching which will be presented for two weeks in conjunction with the national exhibit, the opening reception, and the Gallery Walk on opening Sunday. The chapter will also provide stitchers during the exhibit to demonstrate different stitching techniques. Members will also work with school groups touring the exhibit to teach basic stitching methods to the children. A large candy cane to be stitched by children visiting the exhibit and finished by chapter members will be given to one of the groups, chosen at random, at the end of the exhibit. Flyers will be given to the children to take home to parents to encourage a return visit to the exhibit with family and friends. Brochures about EGA and the local and region organizations will be provided to visitors.
- **Bays Mountain Chapter:** As a special Outreach project for November and December, the Bays Mountain Chapter of EGA has agreed to fulfill the request of a local shelter for women and children for personal items and hygiene items. They will collect these during the meetings in November and December to be delivered in early December.
- **Birmingham Needlearts Chapter:** The 3rd quarter community service project was supplying a teacher with crayons, markers, construction paper, tissues, paper towels, tubs for the children to keep their stuff in, enough for the remainder of year. The next project is to help the children of a family for Christmas through the Salvation Army. Because the

chapter members are so generous, they decided to not do just one child from the "angel tree".

- **Bluegrass Chapter: Bristol TN/VA Chapter:** The chapter continues to do their smocked baby gowns for local hospitals. They collected over 50 children's books for the Children's Advocacy Center and Abuse Alternatives. When they have their Birthday Party and Christmas Party, they exchange gifts. This year they decided to also bring a book to give away instead of just concentrating on themselves.
- **Central Alabama Chapter:** No report.
- **Chattanooga Chapter:** No report
- **Cheekwood Chapter:** The chapter is still making the Komfort Kerchiefs for ladies undergoing chemo and needing a head covering. They have been collecting knitting yarns for the female inmates at the Tennessee State Prison as well as needlework kits to send to the armed forces troops.
- **Cotton Valley Chapter:** No new activities to report.
- **Cumberland Chapter:** The Cumberland Chapter EGA is planning on their end of year activities. In November the Chapter will hold it's annual business meeting. This meeting will be held at the Montgomery County Library on November 19 at 6 p.m. Items on the agenda are elections, community outreach, show and tell, 2004 project selection and refreshments. In December the Chapter will be having their annual holiday tea. The binkies for the community outreach projects will be collected at the November business meeting and will be distributed to the Clarksville Police Department in December.
- **CyberStitchers:** The Outreach committee is working on new ideas for next year.
- **Dixie Chapter:** The Dixie Chapter participated in the Lee County Historical Society Fair in Loachapoka, Al. on October 11, 2003. (This is also known as the Loachapoka Syrup Sopping - trust me, that really is what it is called.) This fair draws a large crowd each October. The chapter had tables set up in the Historical Society's museum where they demonstrated stitching techniques, exhibited embroidered and beaded articles and gave out information about the Dixie Chapter.
- **Dogwood Chapter:** In addition to their ongoing projects of making jingle blocks for the children's hospital here, the premie caps and gowns for premature babies, teaching beginning needlework to a Girl Scout troop, constructing padded hangers for the Atlanta History Center for hanging the restored garments for exhibits there, making teddy bears for the local fire and police departments to keep on hand for accident victims, and sewing lap blankets for several nursing homes, the chapter has several members who have been dedicating their time to restoring garments for the present exhibit at the Atlanta History Center. The name of the exhibit is Gone With The Girdle and has had wide coverage in the Atlanta Journal and Constitution yesterday. They also have a team of ladies who are beginning work on replacing the tassels on draperies in the Swan House in Buckhead.
- **Georgia Chapter:** No report
- **Greater Memphis Chapter:** No report
- **Iris Chapter:** This year has been an active one for the Iris Chapter. The members strive to contribute to their community whenever they can. The members were involved in the county fair. They registered needlework items for competition from the area women and men. They aided the judges who decided the winners in about 30 different needle craft classifications. Another big project the members participated in was assisting in the Algood Quilt Show in September. This is a national show of quilts along with two days of quilting classes. The chapter hosted an open house where members taught cross stitch, needlepoint and blackwork to area residents. The chapter has renewed friendships with past EGA members throughout the year with a special February luncheon and two other potluck lunches during the summer. At the February luncheon all former members were invited with about 20 former members attending. They have already begun community service for 2004! The members are stitching a band sampler that will be donated to the local public television station in Cookeville for their annual fund raiser.
- **Jubilee Chapter:** The chapter is continuing their outreach program of making Habitat for Humanity Samplers. They have them framed and present them at the ceremony when the new owners are given the keys to their house.
- **Knoxville Chapter:** The Greater Maryville Interest Group of the Knoxville Chapter has been hand stitching framed samplers with the theme "Home Sweet Home" for the Habitat for Humanity-Blount County, TN since 1995. The number of samplers varies from 5 to 8 per year, depending on the completed homes.

This group also displayed an exhibit at the Blount County Library during the month of May 2003. It contained a display of stitched nametags, Christmas tree ornaments (made for the Fantasy of Trees, a fund raiser for Children's Hospital), plus many other member projects. There are 12 active members of this group who contributed 78 pieces.

The Knoxville Chapter this year produced cross stitch design #28 for the series of museum house and landmark places in Knoxville. Recently, the Farragut Arts Council chose the chapter as "Artist of the Month" and invited the chapter to

hand a display of these stitched pieces for the month of September, 2003, in the Farragut Town Hall. This information was also published in the Knoxville News-Sentinel and on the Knoxville Community News Channel.

- **Louisville Chapter:** The Louisville Chapter continues to make caps, gowns, and blankets for the University of Louisville Hospital Neonatal Intensive Care Unit. Three members have machine embroidered and stitched a baby quilt for an auction for The Christian Church Homes of Kentucky. The home serves older adults, troubled children and persons with developmental disabilities and acquired brain injury.
- **Majestic Mountains Chapter:** Majestic Mountains has nothing new to report in Outreach activities. They have been involved with getting pieces together for their show at the Charleston WV Federal Building in November and December.
- **Plateau Chapter:** No outreach news to report.
- **Southern Stitches Chapter:** No outreach news to report.
- **Stones River Chapter:** This year the chapter decorated the library with a beautiful display of stitched items and also donated a quilt that many members stitched on to the local hospital.
- **Tri-Area Needle Arts (TANA) Chapter:** The chapter has accomplished the following Outreach projects:
 - ◆ Therapeutic therapy, both morning and afternoon sessions, for adults, at St Mary's Hospital
 - ◆ Habitat Samplers for the Layne, Osbourne, and Brumfield families
 - ◆ School supplies collected and sent to Iraq
 - ◆ Toiletries for Branches (domestic violence center)
- **Western KY/TN Stitches Chapter:** The chapter is working with Murray State University again this fall to provide the students in Hester Residential College the opportunity to do some counted cross stitch. The chapter is providing kits and members to work with the students to do a counted cross stitch of their mascot which is a hedgehog. The kit and design is being provided by The Posy Collection.

The project for the Habitat for Humanity Samplers is underway. The chapter has seven Samplers completed with more being stitched for future families. The Sampler that they are using is going to be made available to other EGA Chapters.

They are working with a fourth grade classroom in the Murray City Schools during their unit of study "Kentucky History" in January. The members are enabling the students to learn about embroidering and how it was a part of the early settler's lives. Each student will have the opportunity to cross stitch a Sampler with the guidance and help of the chapter members. Member Posy Lough drew up a Sampler and has put a kit together for each student.

Some of the members are supporting member Nancy Burchman in a project she has started called Hearts and Hands Project of Calloway County which provides outfits for premature infants.

Charmed Hearts, national's outreach project for the American Heart Association, is finishing up. It was one of Alabama Chapter's most popular programs. The Shelbyville Satellite Group of the Cheekwood Chapter used it for a program, too. Ideas for use of finished Charmed Heart pieces included donating them to doctors' offices and Heart Institutes. Instructions are available for loading images of finished Charmed Heart pieces onto EGA's website.

EGA POSTAGE STAMP: Pam Roberts, Postage Stamp Committee Chairman, reported that the petition is ready to be sent in. She displayed the completed petition at the meeting by rolling it all the way down the center of the room.

WEBSITE: RD Nancy Bowers reported for Tink Boord-Dill, Webmaster, that reps and members should check out the website. It is updated consistently. Nancy is the contact.

Sandy McIlrath reported that after November 30, 2003, the state of Alabama is discontinuing its offer of free websites to nonprofits. Chapters will have to find another host.

SAS XXIII: Amy Robinson, SAS XXIII Chairman, presented her final report and final statement. SAS XXIII had a net profit of \$12,427.54, of which, \$9,324, presented her final report and final statement. SAS XXIII had a net profit of \$12,427.54, 75% of which, \$9,324.50, was given to TVR. This amount was possible due to the great contract with the hotel that the host chapter was able to get, plus freebies and other great contracts they successfully negotiated.

SAS XXIV: Nadine Alexander presented this report for Jo Rita M^cMurray, SAS XXIV Chairman. SAS XXIV will take place June 17-19, 2003. Labels are due by December 1, 2003.

SAS XXV: Ardith Bryan and Pat Kyser, co-Chairmen presented their report and their budget. They will have pre-registration for SAS XXV at SAS XXIV. They asked reps to run ads for SAS XXV in chapter newsletters and encourage their chapter members to attend. Admittance to SAS XXV activities will be by pin only during Seminar 2005. Those who attend SAS XXV will be able to pre-register for SAS XXVI.

SAS XXVI: Alice True reported for Gwen Nelson, Chairman, that they are just getting started with their planning. The seminar will take place at the historic Seelbach Hotel, the only five-star hotel in Kentucky. They will return to the half-day – full day – half-day format. Pre-registration will be available at SAS XXVI.

2005 NATIONAL SEMINAR, ATLANTA, GEORGIA: Donna Smith, Chairman, presented her report. Liz Redford is the volunteer chairman and Donna asked for volunteers from each chapter. She also asked each chapter to sell one ad for the Seminar booklet from retailers in their area. A tour company has been selected. Carry-on size tote bags with a silk-screened logo, wheels and a pull-up handle will be available for purchase. Orders may be taken immediately. Reps were asked to present to their chapters the suggestion that each chapter donate something special for the last night's banquet as a personal gift from their chapters to an attendee at the Seminar 2005 final banquet. The donation does not have to be a stitched item and this donation is separate and distinct from donations to the National Seminar fundraiser.

TAPESTRY: Druscilla Defalque reported that TVR, which is responsible for panel 2 of five panels along with the Great Lakes Region and part of the Sun Region, is the first region in the country to finish its appliqué. While the goal is to finish the entire tapestry by Seminar 2006, we hope to finish ours by Seminar 2005. The theme is flora and fauna of each of the five regions of the United States, superimposed upon a U. S. map, and the style is impressionist. Those who stitch may keep the fibers given to use.

The following reports were presented by RD Nancy Bowers

OLD BUSINESS:

- EGA videos are available.
- Pin sales at Seminar 2003 were successful. Members of the CyberStitchers chapter who attended the seminar helped man the booth. 34 chapter pins and 13 TVR pins were sold, along with 13 cookbooks.

NEW BUSINESS:

- TVR CHARM:** It was proposed that as a fundraiser, a special TVR charm be designed and sold. The charm would be available in 14 kt. Gold or sterling silver and would be struck by the Huntsville, Alabama who does them for ANG (American Needlepoint Guild). If this proposal is approved, a marketing plan would have to be developed. The jeweler keeps the inventory; the region takes the orders, which must be accompanied by payment.

MOTION: Stones River Chapter moved to proceed with the TVR charm fundraiser project. The motion was seconded and passed.

- FUNDS FOR CHAPTER EDUCATION:** It was proposed that, starting immediately, money from SAS XXIII profits be made available to chapters to use for a group correspondence course or to offset the cost of a teacher. Two chapters could work together and get double the allotment.

MOTION: Tri-Area Needle Arts Chapter moved that from the SAS XXIII profits, each chapter in TVR will be given \$150.00 to be spent by December 31, 2005, on a group correspondence course or to offset the cost of a teacher. To be reimbursed, each chapter must provide the TVR Treasurer with a copy of the chapter's cancelled check. The motion was seconded and passed.

- GIFT FOR SEMINAR 2004 MARKET PLACE:** TVR's donation in recent years has been a sterling silver needlework charm necklace that is different from most other items in the auction. For Seminar 2003, this necklace raised over \$1,000.00, so it was suggested that we donate another one for Seminar 2004.

MOTION: Tri-Area Needle Arts Chapter moved to keep the sterling silver needlework charm necklace as TVR's donation to the Seminar 2004 fundraiser. The motion was seconded and passed.

- SATURDAY BOARD MEETINGS:** The Fall 2004 TVR Board Meeting in Clarksville, Tennessee, will be on a Saturday. By current policy, the host chapter and the executive board decide which day of the week to hold the meeting, and the board decided not to change this policy.

- SAS ADVISORY COMMITTEE:** RD Nancy Bowers reviewed the committee's recommended changes to the Standing Rules regarding the Region Seminar, which were approved in total.

MOTION: Alabama Chapter moved to change Section VI of the Standing Rules as follows (copy of whole section is attached). The motion was seconded and passed.

In the TVR standing rules, Section VI. REGION SEMINARS, R.1. change the first sentence to read as follows: *"Early or pre-registration is a perk for TVR chapter members attending a SAS."*

Then, under 2.a., in the same section, change to read *"Must be a TVR chapter member registered for the current SAS."*

ANNOUNCEMENTS:

- **18TH NATIONAL EXHIBIT:** This exhibit opens in Los Alamos, New Mexico, on April 16, 2004, and will be on view at The Art Center at Fuller Lodge through May 22, 2004. The TVR venue for this exhibit is the Custom House Museum in Clarksville, Tennessee, in the fall of 2004.
- **WHO, WHAT, WHEN, WHERE:** Do not send the Annual Chapter Report this year. Deadlines for each item were reviewed. The National Newsletter Reviewer's e-mail address is for newsletters only. The members profile need not be sent this year.
- **RECEPTION FOR 17TH NATIONAL EXHIBIT:** The reception for the opening of this exhibit at the Huntsville Museum of Art will be held from 2:00-4:00 p.m. on November 9, 2003.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Donnajeane M. Etkin, Secretary

STANDING RULES

VI. REGION SEMINAR (Suggested changes in quotation marks and bold letters.)

- A. The purpose of the Tennessee Valley Region's Share-a-Stitch shall be to provide a quality educational experience for the members of the region at a reasonable cost **“and be the primary fund raiser for the region.” (11/03)**
- B. The region will follow the newest version of policies and procedures as contained in the *Region Seminar Guidelines* of The Embroiderers' Guild of America, Inc.
- C. The region will schedule its seminar, Share-a-Stitch upon acceptance of an invitation by a chapter at least two years in advance, Chapters may co-host. Co-hosting chapters shall upon issuance of the invitation provide their proposal for delineation of duties and distribution of profits. (4/88)
- D. Dates of the seminar shall be scheduled with the region director and as soon as confirmed shall be sent to the national office and to the national secretary for inclusion in the master calendar.
- E. Registration is available first to TVR members and then to other EGA members. (4/88)
- F. Region teachers shall be given first consideration and chosen when possible, which is consistent with the purpose of Share-a-Stitch.
- G. **“Pending budget approval by the advisory committee,”** loan money in the amount of six thousand dollars (\$6,000.00) will be advanced to the chapter(s) hosting the seminar. This will be loaned as follows: two (2) years ahead three thousand dollars (\$3,000.00); one (1) year ahead three thousand dollars (\$3,000.00) **“if needed.”** (4/97; 11/03)
- H. All loan money will be repaid within thirty (30) days of the opening of registration. Loan money is not to be considered in the calculation of profits or any division of profits.
- I. Seminar profits shall be share with seventy-five per cent (75%) going to the TVR and twenty-five per cent (25%) to the host chapter(s). This per cent can be reviewed for each seminar. If a deficit can be foreseen, the Seminar will be canceled. If a loss occurs, expenses incurred will be shared seventy-five per cent (75%) by the region and twenty-five per cent (25%) by the host chapter(s). (4/88; 7/94)
- J. Helping chapters will not receive a share of the seminar profits.
- K. A seminar advisory committee will be in place composed of two past seminar chairmen, **“all future chairmen with a signed site contract,”** the executive committee, and as ex officio the region director nominee and the treasurer nominee, **“with the Region Director as chairman.”** (7/88; 6/02; 11/03) **“All committee members will have voting privileges.”** The duty of this committee will be to review and approve the proposed seminar budget as well as the division of labor between hosting and helping chapters. (11/03)
- L. The preliminary site contract will be presented to the **“executive”** committee no later than fifteen (15) months prior to the seminar. The committee will make recommendations and reply to the seminar committee within one (1) month. (11/03)
- M. **“The preliminary budget will be presented to the executive committee no later than fifteen (15) months prior to the seminar.”** (11/03)
- N. Seminar reports and accounting reports will be sent to the TVR director and the advisory committee. As budgets are revised or vary in significant amounts, the TVR director and the advisory committee should be notified.
- O. The seminar chairman shall be selected by the host chapter.
- P. Sale of merchandise or needle related services will be limited to the region seminar merchandise night and shall not be offered at any other region activity.
- Q. The final region seminar report including the complete financial report will be given at the TVR annual meeting following that seminar. (4/88; 6/02)
- R. **“SAS Pre-Registration Requirements:**
 - 1. **Early or pre-registration is a perk for TVR chapter members attending a SAS. Pre-registration will be held during the preceding year's SAS. It is NEVER to be on a first come first serve basis.**
 - 2. **Other requirements are as follows:**
 - a. **Must be a TVR chapter member registered for the current SAS.**
 - b. **May only register for yourself.**
 - c. **Submit the required registration form with a \$25.00 non-refundable deposit only by check or cash.**
 - d. **List second choice in case your first choice is cancelled or goes to pre-registration lottery.**
 - e. **Submit the final payment before date or class space will be forfeited.”** (11/03)