

# Tennessee Valley Region

## The Embroiderers' Guild of America, Inc.

### Board Meeting Minutes, Friday, April 15, 2005

Sandy McIlrath, Region Director, called the Tennessee Valley Region Board Meeting to order and thanked the Knoxville Chapter for hosting. She also welcomed new chapter representatives for Alabama, Birmingham, Dixie, and Tri-Area Needle Arts. Roll call was taken with 17 chapters present. **ABSENT:** Bays Mountain, Cotton Valley, Cyberstitchers, Georgia, Jubilee, Plateau, and Southern Stitchers. A quorum was established.

#### MINUTES

##### CORRECTIONS:

- Chattangooga Chapter moved that TVR make our contribution to the 2004 National Seminar Market Place one gold and one silver Seminar 2005 Charm.
- Alabama Chapter moved that the SAS chapter notebooks be discontinued and that the photos and descriptions of the classes be put on the TVR website.

**MOTION:** Tri-Area Needle Arts Chapter moved that we dispense with the reading of the minutes as corrected. Bristol seconded. The motion passed.

**MOTION BETWEEN SESSIONS:** To change from the EGA logo on the back of the Seminar 2005 Charm to the TVR logo. This was approved unanimously by the Executive Board in favor of the change.

**TREASURER:** Pat Amos, Treasurer, presented the following reports:

- Balance sheet as of March 31, 2005 (cash basis).
- Reviewed the budget comparison numbers.
- Quarterly membership numbers show a loss in 2004 of 2.08%. She will start doing monthly comparisons and report these numbers at the next meeting.
- Quarterly Membership Reports -- only 8 reports were received to date. Make sure to turn in on time. Sandy stressed members could lose benefits if not renewed in a timely manner.
- Proposed budget for 2006 - This will be voted on at the TVR Annual Meeting in September. Travel expenses increased due to gas and airline increases. Also, last year duplicate officers offset some of the travel expenses.

**BYLAWS:** Nancy Bowers, Bylaws Chairman, reported the National Nominating Committee will be looking for replacements. She will check with Ruth Ann Gates to make sure we are in compliance. The new version of Roberts Rules is out now. This is recommended by National. Chapters needing review in 2005 are: Chattanooga, Cheekwood, Cotton Valley, Cyberstitchers and Louisville. Cumberland Chapter is past due.

Renewals for 2006 are Central Alabama, Dixie, Knoxville and Tri-Area Needle Arts Chapters.

The Bylaws Committee reported that the changes sent to Region Representatives on the Standing Rules need to be voted on. Dogwood Chapter so moved and Birmingham seconded. Motion carried.

**EDUCATION:**

- Sandy McIlrath presented Time to Teach certificates to Western KY/TN and Tri-Area Needle Arts Chapters.
- Educational Grant money from TVR was presented to Dogwood, Iris, Cyberstitchers and Bristol. This grant must be used by the end of 2005.
- Birmingham Chapter presented a Perforated Paper Tree Ornament to all chapters. They use this to help teach children.

Mary Renquist, Education Chairman, reported:

- New Petite Projects should be in the next president's mailing. The next one is on surface embroidery. Please check with your chapter to make sure you have received this information. She reminded the Reps that if the chapter uses a Petite Project they should send the designer a copy of their newsletter to show that it is being used.
- Study Boxes and Slide Programs are available from National. Suggestion: keep a \$50.00 deposit at National for easy check out.
- New Group Correspondences will be in the March issue of **NeedleArts**.
- There will be a new Youth Project in the Education Catalog, P. 48.
- Member interest surveys are in the Officer's Notebook.
- If you have a popular program from your chapter, please have this information to Mary Renquist by September 6, 2005. This should become part of the files kept by your Education Chairperson.
- There are Time to Teach Grant forms on the national website. Two more chapters can apply.
- Extended Study Program offerings: Scholarship, Awards and Challenges.

**EXHIBIT:** Dorothy Graves, Exhibit Chairman, was absent but sent a written report of dates and locations for the 18<sup>th</sup> National Exhibit and Margaret Parshall Gallery: March 1- May 31, Master Craftsmen; June 1 - September 30, Carolina's Region.

Nancy Pardue reported for Dorothy. If anyone would like to exhibit a collection or a chapter has items to exhibit, please let Dorothy know and she would check on an invitation.

**HISTORIAN:** Ardith Bryan, Historian, reported the following items have been added to the scrapbook:

- Cheekwood Chapter newspaper article about Share-A-Stitch.
- *Crayons to Threads* article from **NeedleArts** for the Needle's Eye 17<sup>th</sup> National Exhibit held in Huntsville, Al.
- Article from Western KY/TN Stitchers, *A Stitch Back in Time*.
- From **NeedleArts**, September 2004 Knoxville Chapter's annual Fantasy of Trees fundraiser and Western KY/TN Stitchers Habitat samplers.

She is accepting information for the scrapbook at this time.

**NEWSLETTER:** Ellen Daniels, Editor, reported:

- Over 140 people receive the TVR Review newsletter.
- Only 3 chapters are not yet submitting their articles: Central Alabama, Cotton Valley and Greater Memphis.
- Chapter newsletters should include the Seminar 2005 ad as well as the Seminar 2005 Charm ad.
- Newsletters should also include all Share-a-Stitch Birthday Party ads that have been mailed or handed out.
- If using any needlework charts in your newsletters, please make sure they are not copyrighted or that written permission has been received.
- Please send any pictures you would like to have in the TVR newsletter.
- The next TVR newsletter will be out in approximately 2 weeks.

**NOMINATING:** Winona Bays proposed the slate for the 2006-2007 TVR Nominating Committee: Vera Grimsley, Majestic Mountains, Chairman; Nancy Pardue, Iris Chapter; and Mary Lou Able, Louisville Chapter. This slate will be voted on at the TVR Annual Meeting in September.

**MEMBERSHIP:** Donna Etkin, Chairman, reported:

- Money for chapter membership and recruitment events is available from National. Chapters may apply for reimbursement AFTER they've hosted an event. Copies of receipts must accompany their request. Sandy will check and make sure this grant is still in place.
- EGA membership brochures are available for chapter use for free in quantities of 300 maximum per request.
- When sending in membership renewals, please send email addresses if possible.
- Only one membership status report, from Tri-Area Needle Arts, was received. Nancy Pardue wanted to know the benefit of this. Per Nadine Alexander, this is to encourage chapters to talk to their members and find out why they are not renewing. Sandy McIlrath added to also let her know of good things working for your chapter (i.e. phone calls, picking up new membership). Alabama Chapter has calling cards to pass out to potential members and businesses.

**OUTREACH:** Gwen Nelson, ARD and Chairman, gave a written report of all chapters reporting Outreach. She will send deadline reminders sooner next time. The Chattanooga Chapter reported that one of their founding members passed away and members of the chapter went to her home and got a needlework piece that was unfinished. Members are taking this large project and finishing it for the family. Gwen also reported the National Outreach Project for the American Heart Association is a new beaded project. This is good to use as a chapter project.

**POSTAGE STAMP:** Sandy McIlrath reported we are still on hold on this project. Please continue to have members send in requests to have this stamp created.

**TVR WEBSITE:** Nancy Bowers reported that permission slips must be filled out if your information is on the National, TVR or Chapter website. Please send a copy to Nancy and she'll forward to Sandy and National. Sandy would like a website contact and outreach contact for the TVR website. If you need anything put on the TVR website please let Sandy know and she will get the information to Tink Boord-Dill, webmaster.

**SAS XXV:** Ardith Bryan, Chairman, reported they are still taking registrations. Cost is \$15.00. There are 125 registrants so far. Pins have been ordered. A new bulletin for chapter newsletters was passed out. Ardith will check with Ellen and have this sent via email as well. Please try to stitch a nametag. Two non-partial judges have been selected: Armida Taylor, EGA President, and Adrienne Meyer, the Vice President of Operations. If registered but not coming, you still can send a stitched nametag for judging and a chance to win the prizes. First place prize is a \$175 paid registration fee for SAS XXVI; 2<sup>nd</sup> place is \$65.00 toward a fee at SAS XXVI and 3<sup>rd</sup> place is \$45.00 toward a fee at SAS XXVI. Information regarding SAS XXV will come in the seminar packet. By show of hands, most are bringing small gifts for the party.

The SAS Advisory Committee recommended \$400 be paid for a room for use by the SAS XXV Chair, \$175 to pay for the nametag contest winner, and \$400 for a room for use by the SAS XXVI chair. This carried unanimously.

**SAS XXVI:** Gwen Nelson, Chairman, reported pins are in process now. They have received 87 teacher proposals. Ruth Kerns has been contracted to furnish the books for the bookstore. Pre-registration will be held at EGA National Seminar 2005 in Atlanta. Alice True, Assistant Chairman, reported opportunity tickets to own "Swinging Sensation" by Lenox can be reproduced and sold to your chapter members. Drawing will be at SAS XXVI.

The SAS Advisory Committee recommended that pre-registration be raised from \$25.00 to \$35.00, a nonrefundable fee. This carried unanimously.

**SASXXVII:** Lois Threlkeld, Chairman, issued an invitation to SAS XXVII in Knoxville, TN. "Discover Needlework Treasures" is the theme and dates for the event are June 21-24, 2007. The logo was shown. Tri-Area Needle Arts suggested changing the state abbreviation to WV instead of WVA. This was so noted. They are working on Tennessee gaming laws about a teacup auction. The room rate will be \$99.00 and a breakfast buffet of \$7.95 will be offered. Budget and logo were approved and seed money of \$3000.00 will be loaned.

**SEMINAR 2005:** Donna Smith, Chairman, reported as of today there are only 141 days until Seminar. Ellen Daniels was given a great round of applause for the brochure.

- Try to get at least 2 ads for the Seminar Student Handbook from your chapter area.
- Put information in your chapter newsletter regarding Merchandise Night.

- We need volunteers! Please advertise this need in your chapter newsletters and announce at your meetings.
- When you volunteer, you will wear a special Seminar apron that can be purchased for \$18.00 afterwards.
- Pam Roberts explained that chapter members need to be aware they need to sign up for more than just one class. Classes may not fill, have to go to lottery or teachers may have a problem and not be able to fulfill their job. So far 176 registrations have been received and 49 of these are TVR members. We must have 350 rooms booked per night to meet the room block. Counting on 650 to attend. Favors have been done for this amount.
- Sleep shirts available for \$24.00
- On-line registration was available for the first time. Encourage members to use this form of registration.
- Newsletter contest: Name the Seminar Newsletter! You will have your name in the newsletter. "Southern Sayings" was suggested. Please submit by August 1. Newsletter to go out daily. One or 2 southern recipes will be printed daily also.
- This will be the first seminar that you can pre-register for the following year's seminar.
- Tote bags available today. A Check for \$4500.00 was repaid to TVR for advance purchase of 200 tote bags.

**SEMINAR CHARM :** Sandy McIlrath reported 51 Seminar 2005 Charms have been sold for a profit so far of \$850.00. The back of the charm had to be changed per direction from National. Please continue to run the ad in the chapter newsletters.

**TAPESTRY:** Druscilla Defalque reported 5 panels will be at National when finished. The panels should flow. The panels may travel with the future national traveling exhibit.

**UNFINISHED BUSINESS:**

Make sure membership reports are sent in on time. Remind your chapter of all information needed for the newsletter.

**NEW BUSINESS:**

- Bristol Chapter moved that the Standing Rules be suspended for 2005, changing to two TVR Board Meetings in 2005 instead of three. Birmingham seconded. Motion carried.
- Alabama Chapter moved to donate one gold and one silver Seminar 2005 Charm for the Seminar 2005 Market Place as our gift. Chattanooga seconded. Motion carried.
- Sandy McIlrath passed out tickets for the opportunity baskets at EGA Market Place and reported she will have extra tickets if you need any. She also has tickets for the All Expense Paid Trip to Seminar 2006. Please put this info in your newsletter for 2006.
- Sandy McIlrath reported we have had a chapter dissolve, Jubilee. This will be presented in May at the EGA National Board Meeting for acceptance. They will be giving \$100 to TVR for the SAS XXV Birthday Party and door prizes. Tri-Area Needle Arts asked if the region center will be moved as the result of this dissolution. Sandy responded she didn't think it would affect this.

- Gold Thread Award nominations are due by May 1, 2005 and can be completed on forms available online. Central Alabama Chapter will have a nomination.
- Color and Design Grant - Sandy will check if this is for chapters or the region.
- SAS XXVIII - It's time for chapters to start thinking about hosting this Share-A-Stitch. Two chapters together would be acceptable.
- National Dues Increase: Letter from Armida Taylor, EGA President, was sent to chapter presidents in February.

Discussion:

**Bristol:** This is the first time in 14 years for a dues increase and we need to pay.

**Birmingham:** Why is the budget not balanced?

**Sandy:** One problem is that recent National Seminars have lost money. Postage and insurance are going up. One less board meeting will cut costs. **NeedleArts** is now going through a mailing service which allows the office staff to concentrate on other things. The National Board's per diem of \$25 per day will not be increased. Money currently in some education funds can't be touched for ordinary operating expenses; it has to be used for what it was earmarked for. We have an office manager, Sandy Sweeney, who is knowledgeable and progressive. We are looking for a new location for headquarters. The structure of EGA is being reexamined. Seminars may be restructured. Also a new telephone system was installed and new computer software is making the office staff more productive. No more new contracts for national seminars many years out are being signed in order to avoid locking in hotel room rates that might be too high. For the first time, we are soliciting corporate donations. Life membership will increase to \$1500.

**IRIS:** Will TVR dues be raised?

**SANDY:** Not in the next few years.

**PAT AMOS, TREASURER:** We have money in CD's and should be okay.

**WESTERN KY/TN STITCHERS:** What at national level is being discussed on how membership is doing? Will children's programs be cut and how to reach them?

**SANDY:** Yes, there is a lot of discussion on all levels about membership. There is a National Membership Chairman, Mamie Ney, who is working hard on new approaches to retain and increase membership. Children's programs will be increased, not cut.

**WESTERN KY/TN STITCHERS:** If we could do a program to help involve children, could we think out of the box?

**DOGWOOD:** All organizations are facing this problem in regards to age group. We may need to revamp the way younger generations look at EGA. Commission a new study to find out new marketing strategies.

**SANDY:** New donations are being studied and sought, but EGA really needs to address younger generations. This info will be passed on.

**STONES RIVER:** Info was shocking. Appeared to only come from the National Board. Then overkill on information sent out.

**NANCY BOWERS:** This info had already been planned to be sent out. Mamie will present a new junior program proposal soon.

**STONES RIVER:** Wished this would have come sooner and in smaller increments.

**WESTERN KY/TN STITCHERS:** A letter to let members know they were discussing this might have been nice.

**STONES RIVER:** This makes it seem like we are an elitist group. With membership loss, this came at a poor time.

**SANDY:** This was purely financially driven and didn't happen until there was no other choice.

**MAJESTIC MOUNTAIN NEEDLE ARTS:** We started a president's scholarship for children or people on a fixed income. Any child that wants to join can. No child has to pay money if with an adult with our board approval.

**IRIS:** We have an on-going fund if members need it to continue joining.

**SANDY:** Will this make you not rejoin? A 10-month notice has been given.

**WESTERN KY/TN STITCHERS:** Is someone listening to our responses?

**SANDY:** The decision was made and they do listen. They are also looking at National Seminars. Room blocks are not being met. This dues increase must be made or EGA could not continue to exist.

#### **ANNOUNCEMENTS**

- The TVR Annual Board Meeting will be held during Seminar 2005 on Tuesday, September 6, 2005, 11:30 to 1:30. Please bring your own lunch. We must have a quorum. Leave your class 5 minutes early to get in lunch line quickly.
- SAS XXV will be held on Tuesday, September 6, 2005 from 5:00 to 6:30. Don't forget your nametag. You can come anytime to visit others in the TVR Hospitality Suite.
- Pre-registration for SAS XXVI will be held at this seminar. You must be registered for SAS XXV to pre-register for SAS XXVI.
- Meeting reminders: Wear Nametags  
No Scents!

There being no further business, the meeting was adjourned.

Respectfully Submitted,  
Amy Robinson  
Secretary