



South Central Region EGA



MID-YEAR MEETING COMBINED REPORTS

03/07/2026

Embassy Suites, Dallas TX

REGION DIRECTOR – CAROL WALLIN

EGA Seminar 2025, Needlework Faire, held in Dallas, was a financial success, netting @\$32,000 for the region. The final financial report is still to come; nevertheless, the board should begin now to brainstorm how it can use these funds for the benefit of our region members. This will be a topic for discussion at the upcoming meetings.

I was a guest at the Greater Dallas 50th Anniversary Tea in December. EGA President Lea Peacock also attended, congratulating the chapter on its longevity and presenting the chapter with a certificate of recognition.

The SCR Seminar 2026 committee is making a push for registration, since registration for some virtual classes has closed or will soon close. Even though the seminar is not until August, the decision to cancel under-enrolled classes (virtual and in-person) will be made in March. If you have been thinking about attending a class, the time to register is **now!**

The SCR Seminar 2027 committee is hard at work planning a fun retreat. A request for proposals was sent to hotels throughout the region, with the best offers coming from venues in Austin. In January Seminar Chair Shawn Miller, Sandy Crow, and I visited the Embassy Suites Central Austin and the Courtyard by Marriott, Pflugerville. Negotiations are underway with the Courtyard and we expect to have a contract by the time of the midyear meeting.

I was asked by EGA Vice-President Trudy Powhapatchoko to investigate a complaint made to Headquarters alleging ethics violations by an SCR chapter. My investigation is complete and I am awaiting a decision from EGA regarding further action.

On a positive note, I have completed four chapter visits on the way to my goal of visiting all 22 SCR chapters. Thank you for the warm welcome I received from Texas Star (Waco), Greater Dallas, Brazos Valley (College Station), and The Woodlands. After the surprise wore off, they were eager to include me in their monthly program, and I am encouraged by their camaraderie and willingness to share their expertise with newer members.

News from Headquarters

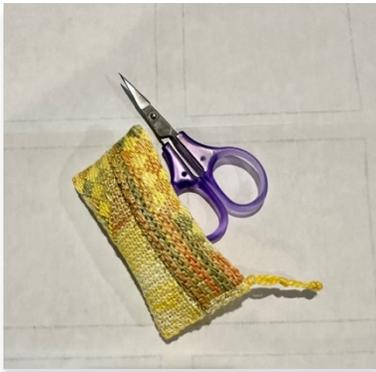
The EGA Board approved a contract with Schultz & Williams, a consulting firm to non-profit organizations, to begin a strategic planning initiative. Part of that process is a survey of various stakeholders, and you should have received a member survey via email in February. The goal is to have a completed report from S&W within 6 months. I am expecting that the progress of this effort will be a significant topic of discussion at the national board meeting March 20-21. I will keep you posted as I learn more. EGA's last strategic planning was completed in 2015 and 2020, and a lot has changed in the embroidery landscape since then.

Future national seminar locations: 2027 in Tucson, Arizona, hosted by the Greater Pacific Region; 2028 in Salt Lake City, Utah, hosted by EGA. The Rocky Mountain Region has been approved as host for 2030.

ASSISTANT REGION DIRECTOR – MICHELLE RENEE

Emergency location forms will be given to the board members at the executive committee meeting on March 7, 2026. Committee members, please be prepared to complete the form on the day of the meeting.

Our mid-year meeting workshop is about compensation stitching. The project will be a small humbug. We will stitch during the workshop. Instructions for finishing the humbug will be provided you to complete on your own later. The cost of the workshop is \$5.



Stitches used in the sample:

- Pavilion Diamonds
- Parisian
- Hungarian
- Skip Tent

Compensation Workshop – The Humble Humbug

Kit contents:

- 8" x 8", 18-count canvas (various colors)
- The working area is 3" x 3", marked off into 3 spaces for stitching.
- DMC Perle Cotton #5
- Caron Collection Watercolours, 3-ply pima cotton, handpainted thread
- DMC floss
- Fiberfill
- A project bag
- Stitching instructions
- Finishing instructions for a humbug

You will need to supply:

- 8"x 8" stretcher bars
- Tacks
- Normal stitching tools and supplies, such as-
Scissors, size 22 or 24 tapestry needles, needle threader, etc.

Optional supplies you may want to bring:

- Threads of the type and color that you prefer.
- Cordless lighting or magnification, if needed.
- Scissors for cutting canvas (if you complete stitching the project).
- Clips for holding the sides of the humbug together (if you complete stitching the project).

TREASURER – VALERIE YSMAEL

Statement of Activity
 South Central Region, EGA
 January 1-December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
Dues Revenue	
Region Dues	3,965.00
Total for Dues Revenue	\$3,965.00
Education	
SCR Mid-Year Meeting Workshop	130.00
SCR-Sponsored Online Class	650.00
Total for Education	\$780.00
Fundraisers	
Region Seminar Trip Tickets	2,390.00
Sales - Other Fundraisers	108.00
Total for Fundraisers	\$2,498.00
Investments	
Interest-Savings, Short-term CD	438.52
Total for Investments	\$438.52
Seminar Income	
Seminar Income	\$2,191.92
Region Seminar Profits	-2,191.92
Total for Seminar Income	\$0.00
Total for Income	\$7,681.52
Gross Profit	
\$7,681.52	
Expenses	
Education Expenses	
Benefit to Chapters	1,500.00
Bonus Benefit to Chapters	300.00
SCR Mid-Year Meeting Workshop	130.00
SCR-Sponsored Online Course	612.09
Total for Education Expenses	\$2,542.09
Fundraising Expenses	
Region Seminar Trip Drawing	21.44
Total for Fundraising Expenses	\$21.44
Operations	
Accounting - QuickBooks Online Subscription	1,847.35
Communications Expenses - Other	28.58
Membership	177.22
Postage	10.45
Shredding service (secure)	16.83
Supplies	86.88
Website - Hosting Subscription	376.71

Statement of Activity
 South Central Region, EGA
 January 1-December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
Dues Revenue	
Region Dues	3,965.00
Total for Dues Revenue	\$3,965.00
Education	
SCR Mid-Year Meeting Workshop	130.00
SCR-Sponsored Online Class	650.00
Total for Education	\$780.00
Fundraisers	
Region Seminar Trip Tickets	2,390.00
Sales - Other Fundraisers	108.00
Total for Fundraisers	\$2,498.00
Investments	
Interest-Savings, Short-term CD	438.52
Total for Investments	\$438.52
Seminar Income	
Seminar Income	\$2,191.92
Region Seminar Profits	-2,191.92
Total for Seminar Income	\$0.00
Total for Income	\$7,681.52
Gross Profit	\$7,681.52
Expenses	
Education Expenses	
Benefit to Chapters	1,500.00
Bonus Benefit to Chapters	300.00
SCR Mid-Year Meeting Workshop	130.00
SCR-Sponsored Online Course	612.09
Total for Education Expenses	\$2,542.09
Fundraising Expenses	
Region Seminar Trip Drawing	21.44
Total for Fundraising Expenses	\$21.44
Operations	
Accounting - QuickBooks Online Subscription	1,847.35
Communications Expenses - Other	28.58
Membership	177.22
Postage	10.45
Shredding service (secure)	16.83
Supplies	86.88
Website - Hosting Subscription	376.71

EDUCATION – RONDA OGDEN

The 2025-2026 region-sponsored Stitch-a-long was an enormous success, with 87 members participating. The project, Cupid's Log from Kathy Rees, included six Zoom sessions for questions, support, and progress celebration. The group meets on the first Tuesday of the month at 7:00 pm for six months via Zoom, starting in August.

Participants paid \$10 each, which covered the Zoom classes and a surprise gift. Participants ranged from brand new stitchers to very experienced stitchers. The feedback was overwhelmingly positive, with many participants eager for a similar project next year.



Cupid's Logs was a canvas piece stitched entirely in Watercolours (18 assorted colors, and 2 skeins are needed for the border). The finished size was 9x9. The cost of the kit was \$124, or the pattern only is \$15.

After getting input from a variety of groups about the choice of project the 2026-27 project has been chosen. This year we will work on a checkerboard done in either blackwork or counted cross stitch. The blackwork project can be purchased from Peppermint Purple titled Chessboard for \$11.00 And the Cross-stitch pattern can be purchased from Etsy (Vivsters Cross Stitch Designs) titled The Queens Gambit for \$9.25. Each participant will purchase their own fabric and threads. The project, will again cost \$10.00 for registration and included six Zoom sessions for questions, support, and progress celebration. The group will meet on the first Tuesday of the month at 7:00 pm for six months via Zoom, starting in September.



COMMUNICATION – SHERRI SEVILLE

SCRCommunications24@gmail.com – If anyone in your chapter is not receiving Region communications, please ask them to add this address to their safe senders list to ensure delivery.

Newsletters/Blasts: A combined Summer/Fall newsletter is in development. Part 1 has been sent for review, and Parts 2 and 3 will be sent this week for review by our director. A blast is also being prepared for three Seminar classes that currently have very few signups.

Publications are emailed to all members of the Embroiderers’ Guild of America (EGA) in the South Central Region (SCR), including primary, plural (out-of-region) and at-large members, as well as the National Board of Directors and all other EGA Region Directors. The newsletter keeps members informed about chapter events across the Region and shares ongoing news, updates and tips from fellow chapters.

Seven email blasts were sent during this period, covering the following topics: two calls for SCR EGA Seminar 2025 volunteers, two for the 2028 Cruise Survey and three for Virtual Classes for Seminar 2026

October 5, 2025 – February 22, 2026

Type	Date Sent	# Sent	Opens	% Desktop/ Mobile	Not Open* *	Link Clicks	%	Bounces	%	Opt Outs	%
SA	02.09.26	886	569	59 / 41	294	147	17	23	3	1	0.1
SA	01.26.26	890	602	54 / 46	265	86	10	23	3	1	0.1
SA	01.12.26	875	593	53 / 42	260	112	13	22	3	0	0.0
SA	01.12.26	875	595	53 / 47	259	145	17	21	2	0	0.0
SA	01.12.26	875	565	63/37	289	128	15	21	2	1	0.1
SA	10.19.25	865	599	53 /48	241	67	8	25	3	0	0.0
SA	10.16.25	865	610	48 / 52	230	115	14	25	3	0	0.0

NL = Newsletter

SA = Special Announcement (listed above)

**Does Not Include Bounces

NOTE: Due to Apple’s Mail Privacy Protection, email open rates will not be consistent with historical measures.

Constant Contact (CC): New members are now added to the email database monthly. Efforts continue to include plural members from outside the Region to ensure they receive SCR communications and updates.

Communications Sent: Too voluminous to list. Anyone who wishes to know may contact me directly.

Bounces in Constant Contact (CC): Bounce rates have dropped since updating the database. I will contact the member/chapter chair listed in the bounce to confirm whether they wish to receive our communications. They have one month to correct the issue on their end. This is the final opportunity to resolve their email issues; after this, any unresolved bounces will be removed from both the distribution list and the Region’s email list.

Region Reps: Please share the following information with your members—especially those who are not receiving Region communications. If a member no longer wishes to receive emails, kindly encourage them to unsubscribe.

Mailbox Full = The contact’s inbox is full and cannot receive new emails until space is cleared.

Other = The contact’s provider returned a non-standard response, so Constant Contact marked it as “Other.”

Suspended = Email addresses that bounce as Non-Existent multiple times are marked “Suspended,” and Constant Contact stops sending to them.

Undeliverable = The contact provider did not respond. Constant Contact will keep trying for up to three days before marking it “Undeliverable.”

Region Reps: You are responsible for printing a copy of the Region Newsletter and/or Special Announcements to present at chapter meetings, ensuring that members who do not receive email communications remain informed.

PLEASE let new members know they will begin receiving the Region Newsletter once they are included in an updated list from National. **New members continue to unsubscribe with the reason “did not subscribe.”** This newsletter is a benefit of membership, and we want all members to enjoy access to Region news and updates.

PLEASE ask your members to UNSUBSCRIBE if they no longer wish to receive the newsletter—and **DO NOT** mark it as spam. Unsubscribes are processed as soon as I receive the notice, though occasionally there may be a delay of up to a month. Please encourage patience if a member has unsubscribed but continues to receive messages during the transition.

Officer & Editor Rosters: The updated Newsletter Editors Roster will be emailed to all editors shortly after the Winter Meeting, as I am still waiting to hear back from several chapters.

Numerous chapters transitioned officers at the end of 2025. Although my goal was to distribute updated rosters to all chapters by January, I am still waiting on responses from several chapters. Updated rosters will be sent to the appropriate chairs once complete, hopefully after our meeting. I am working with our Webmaster to move this process to a fillable Google Form beginning this year, which will automatically forward submissions to the appropriate chairs as well as National. This is an effort to streamline the redundant procedures currently in place. Once this report is complete, updates will be forwarded to the Region Webmaster for upload to the SCR website.

Logos: The parameters for logo design are nearly complete and will be presented at the Annual Meeting. Once finalized, they will be emailed to the Executive Committee and any chapter chairing an upcoming seminar. After logos are approved by the EGA National Committee and I receive the original artwork, I distribute them to all chapter presidents and newsletter editors for use. Please refrain from downloading logos directly from the website, as this often results in distortion. I will provide both a JPG and a PDF file, which are more user-friendly, especially for those less graphically inclined.

Publicity: Pleased to report that no additional advertising has been needed to date.

Training & Tools: Constant Contact is rolling out significant updates to their website and database on March 17, 2026, aimed at improving usability. I will take the tutorial immediately after our Winter meeting to ensure a seamless transition from the previous system, especially with multiple member blasts needing to be composed and sent out.

The Summer/Fall newsletter will be sent out shortly in three parts. The next edition will be prepared in a new program, and I will work to keep the transition smooth and seamless.

BYLAWS CHAIR – LISA ANDERSON

Please extend a warm welcome to Lisa Anderson, our new SCR Bylaws Chair.

This is my final report.

As I reported in the annual meeting in June of 2025, EGA requires that the bylaws be updated for each chapter in SCR during 2026. This is also true for the regional bylaws. Susan Andrews, Chair of the EGA Chapter/Region Bylaws Review Committee (CRBRC) met with Carol and me in 2025. She sent us a presentation document with detailed guidance on the process of making and submitting the updates. Please note the following points that she shared with us:

- The Region Bylaws Chair is a resource, not part of the review or approval chain.
 - The Region Bylaws Chair has no signature authority on chapter bylaws
- The Region Bylaws Chair does not collect the chapter bylaws or send those to the CRBRC Chair.
- It is helpful to include the word “bylaws” in the subject line of any email correspondence with the CRBRC Chair.
- It helpful to use fine names that:
 - Include the name (or acronym) of the chapter.
 - Have a version number.
- Chapters should not:
 - Vote to approve the bylaws until CRBRC Chair has approved them.
 - Sign for membership approval until the chapter votes.
 - Send copies directly to the National Director of Bylaws.
- Recommendations:
 - Choose a bylaws lead and/or team who has word-processing ability.
 - Sue can work with both Word documents and Apple “pages” documents.
 - Download the following documents from the EGA website at: https://egausa.org/document-downloads/?fwp_sitewide_search=bylaws (must be logged in to access the documents)
 - Chapter or Region Bylaws template (recommend the Word version)
 - Chapter or Region Instructions and Checklist
 - Chapter or Region Annotated Sample
 - Compare your existing bylaws to the template on the EGA website.

TO: South Central Region

FROM: Susan Andrews, National bylaws Chapter/Region Review Chairman REGARDING:

Mandatory Review of Bylaws during 10-year cycle

This is the year your chapter and region need to update each's bylaws. As you know, the national board changed the bylaws procedures that require bylaws be reviewed by the chapter and national every ten years to ensure the bylaws meet the chapter/region's current needs and that the documents comply with various federal and state laws.

Bylaws are not complicated. The following directions will make it very simple and quick. National mandatory changes which may have occurred since your group last revised its bylaws. These changes can be found in the Sample Annotated Chapter (and Region) Bylaws on the national website. If you have trouble locating the documents, contact me or Headquarters. If you have not recently prepared a clean electronically stored version of the bylaws, now is the time to do a clean updated version. It is important to incorporate all the updated language in your revision. Please make sure there are page numbers and the current year are at the bottom of each page.

The basic procedure is as follows:

1. Log on to the EGA site at: egausa.org.
2. Download the appropriate bylaws document, either Sample Annotated Chapter Bylaws or Sample Annotated Region Bylaws as well as the Chapter (Region) Instructions and Checklist.

The document link can be found on the left sidebar of your profile.

3. The sample bylaws has "fill in the blank" portions as well as the flexibility for limited customization; the annotations provide information on the "why" of each section and what is required.
3. The checklist will give you a list of what to review before submitting your bylaws.
4. Before voting on your bylaws, send a copy to the Chair of the Chapter/Region Bylaws Review Committee. The Committee tries to catch any problems before the bylaws go for a chapter vote so that the chapter doesn't have to vote a second or third time with changes. We recommend that the chapter discuss any proposed bylaws

HEART AND HAND – JUDY MCGRAW

The theme for this years’ Heart and Hand Award is:

“A member who takes on a position or job that is out of their comfort zone, and has a hard time saying, ‘no.’”

Because this year’s SCR seminar is in August, instead of June, the deadline will be July 15, 2026.

**Heart and Hand Award
South Central Region
Embroiderers’ Guild of America**

The _____ Chapter
Of EGA nominates _____,

For the 2026 Heart and Hand Award for:

A member who takes on a position or job that is out of their comfort zone,
and has a hard time saying “no.”

Please provide the following information about your nominee:

How many years have they been an EGA member: _____

How many years have they been a member of your Chapter? _____

What offices (elected or appointed) have they held? _____

Give a detailed description of how this member fits this theme. (You can attach a separate sheet if needed).

Contact Person: _____

Email or cell phone #: _____

RETURN YOUR NOMINATION NO LATER THAN JULY 15, 2026

Electronically: scrheartandhand2025@gmail.com (Put Heart and Hand in the subject line)

By Mail: Judy McGraw, 9909 Basalt Lane, Denton, TX 76207-1770

You will receive a response within five days from the date you submit your nomination form.

If you have not heard from me, please call 903-816-0975

(This form will be available as a standalone in the document download)

HISTORIAN – JO ANN JACKSON

I have the history and the old region banner.

MEMBERSHIP – LIZ VAN KEURAN

EGA SCR MEMBERSHIP REPORT FOR MID-YEAR MEETING, MARCH 7, 2026

National Membership as of December 31, 2025

	Chapter	Members at Large	Grand Total 12/31/25
Regular	6,011	1,204	7,215
Young Adult	20	5	25
Youth	3	3	6
Life	361	183	544
Totals	6,395	1,395	7,790

Membership in South Central Region

	12/31/2025	Joined Jan 2026
ASG	83	6
BARS	8	
Bella Vista	23	
Brazos Valley	21	1
Diamond	20	
DNTG	108	4
EGOK	14	
ETEG	25	
Fort Worth	86	5
Greater Dallas	29	4
Greater Memphis	16	1
HEG	66	6
LaLag	48	1
MAL	97	
Norman	20	
PBNA	3	
SANG	44	1
Shawnee	4	
SRSG	27	
Woodlands	12	
Tip of Texas	42	1
Texas Star	14	1
West	14	
Yellow Rose	35	
Total	859	31

SCR has 97 Members at Large that live in the region. The lists of these MALs were sent to the Chapters in January with a suggestion to contact these members and invite them to a meeting.

Carol Wallin, Region Director has asked for a report on the SCR members that belong to multiple chapters. I will reach out to each chapter and ask them to report their members that are plural.

Suggestions Welcome!

Liz Van Keuren
Membership Chair
South Central Region, EGA

OUTREACH – VALORIE RUSSELL

Two Chapters requested Outreach Reimbursement Funds. They were approved to receive funds. The deadline for requesting reimbursement funds is November 30.

AUSTIN STITCHERY GUILD – Facebook Page, Newsletter, Participates in “Stitch in Public” events. Celebrating their chapter’s 50th Anniversary w special events

BAY AREA RENAISSANCE STITCHERS – Facebook page, No reported Outreach program

BELLA VISTA CHAPTER – No reported Outreach program

BRAZOS VALLEY STITCHERS CHAPTER – Facebook Page, Newsletter, Donates food to local food banks, Participates in Boonville Days, Stitch in Public Day, and Washington on the Brazos

CONCHO PEARL CHAPTER – Dissolving

DIAMOND CHAPTER – Donates bookmarks to local literacy council, makes monetary donations to literacy council, Stitch in Public Day, Presented a crazy quilt class at a local stitchery store

DALLAS NEEDLEWORK & TEXTILE GUILD – Facebook Page, Participates in Stitch in Public days, Stitched the 12 endangered animal species and donated to the Dallas Zoo, had a booth at the Texas State Fair and gave away small cross stitch kits, collects new toys in December and donates to a local charity. Celebrating their chapter’s 50th Anniversary with special projects.

EMBROIDERERS’ GUILD OF OKLAHOMA – No reported Outreach program

EAST TEXAS CHAPTER – No reported Outreach program

FORT WORTH CHAPTER – Facebook Page, Newsletter, Booth at the Texas State Fair to demonstrate and teach cross stitch – gave away small kits, participates in the Girl Scout Tutoring Program and Stitch in Public Days, Celebrating their chapter’s 50th Anniversary

GREATER DALLAS CHAPTER –Facebook page, Newsletter, had booth at the Texas State Fair to demonstrate and teach cross stitch – gave away small kits, Participates in Stitch in Public Day. Hosting the SCR Seminar in August of 2026, Celebrating their chapter’s 50th Anniversary

HOUSTON EMBROIDERERS’ GUILD– Newsletter, Facebook Page, participated in the Houston Center for Contemporary Craft Community Day- gave away small crosstitch kits, information postcards and brochures

LOUISANNA LAGNIAPPE CHAPTER –Facebook Page, Stitches Quilts for Valor and donates to their organization, made pillowcases for Ryan’s Cases for Smiles (pediatric cancer patients at local hospital), participated in stitch in public day, stitched and donated 3 ornaments to the local Parrothead club for fundraiser.

NORMAN CHAPTER- No reported Outreach program

PERMIAN BASIN NEEDLE ARTS CHAPTER – Stitches samplers for Habitat for Humanity

SAN ANTONIO NEEDLEWORK CHAPTER - Facebook Page, Participates in Hearts for Hospice and Threads of Blessings – an organization which uses “orphan” left over threads to send to Uganda, Stitched in public multiple times, Donates usable stash to Spare Parts – a nonprofit thrift store.

SHREVEPORT ROSE STITCHERY CHAPTER – Newsletter. Celebrated Daddo Middle Magnets Founders Day Celebration with small projects for Middle Schoolers, participated in St. Lukes United Methodist Church Holiday Boutique to promote chapter by showing off stitching projects

SHAWNEE SEW & SEWS CHAPTER – No reported Outreach Program

TIP OF TEXAS CHAPTER – Facebook Page, No reported Outreach program

TEXAS STAR CHAPTER – Facebook Page, Newsletter, participates in the Stitch in Public Day at May Makers Farmers Market, Had school supply drives to support local elementary school.

THE WOODLANDS CHAPTER –Facebook Page, Newsletter, Donates to women’s shelter

WEST TEXAS CHAPTER – No reported Outreach program

YELLOW ROSE CHAPTER – Facebook page, Newsletter, Stitch in public at a local grocery store, Stitches bookmarks regularly to donate, collects old sheets and towels to donate to local Pets Alive Animal Shelter, Donates to Houston Food Bank

PARLIAMENTARIAN – SANDY CROW

No Report

SEMINAR MENTOR – SHAWN MILLER

- Conference calls were held October – March. Treasurer chairs were invited in October, and faculty chairs were invited in February.
- We are continuing the process of reviewing and updating the SCR Seminar Guidelines. They are almost complete.
- We continue to use Zoom as a platform. Unless there are internet issues, the participants enjoy seeing each other; albeit virtually.
- South Central **REGION** Seminar Schedule is as follows
 - **2026** – Greater Dallas Chapter, August 12 - 15, 2026 at Dallas Hilton Lincoln Center. Region Day is Wednesday, August 12 and classes are Thursday – Saturday, August 13-15, 2026. The deadline to register is quickly approaching, so do not delay!
 - **2027** – South Central Region, June 23 – 27, 2027, will be a **RETREAT** at the Courtyard in Pflugerville, TX (northeast of Austin). The theme is “*We Come in Pieces*”. We plan to offer complimentary lectures on finishing and other topics of interest. Daily mini classes will be offered at an additional cost. Look for the call for proposals soon.
 - **2028 – OPEN!** Do you know a chapter or group who would like to host???? Please let Shawn Miller know! (*Note: Our guidelines state that if no chapter volunteers to host seminar, the board will host.*)
- We continue to gather statistics on SCR seminar registrations by month. Hopefully, this data will help with planning future seminars.

Seminar Mentor Call Schedule

Month	Chair	Major Tasks	Timeframe
January	Seminar Chairs	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A
February	Faculty	<ul style="list-style-type: none"> • Write class contract • Call for Proposal Letters • Class selection • Send Class contract to teachers 	<ul style="list-style-type: none"> • Winter 2 years prior to Seminar • Spring 2 years prior to Seminar • Fall 2 years prior to Seminar • Winter 1 year prior to Seminar
March	Seminar Chairs	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A
April	Registrar	<ul style="list-style-type: none"> • Registration form • Opening of registration • Register students 	<ul style="list-style-type: none"> • Spring 2 years prior to Seminar • One year prior to Seminar • June – April prior to Seminar
May	Seminar Chairs	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A
June	No Meeting! Enjoy Seminar!		
July	Seminar Chairs	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A
August	Hospitality	<ul style="list-style-type: none"> • ordering pins and bags • favors and decorations 	<ul style="list-style-type: none"> • One year prior
September	Seminar Chairs	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A
October	Treasurer	<ul style="list-style-type: none"> • Open bank account • Make deposits • Reports 	<ul style="list-style-type: none"> • As soon as seed money is received. October/November • June one year prior to Seminar • Quarterly then Monthly in last year.
November	Seminar Chairs	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A
December	NO MEETING! Enjoy the holiday season!		

Red Dress Exhibit
Museum at Texas Tech University in Lubbock, TX
Friday through Sunday, December 3 – 5, 2027

The Red Dress is coming to Lubbock! This incredible dress was constructed by 380 embroiderers, from 51 countries, over the course of 14 years. For more information, see the website <https://reddressembroidery.com/>.

SCR is working with museum representatives to have a needlework lecture along with the opportunity to view the dress for EGA members. The local EGA chapter is planning a needlework exhibit in conjunction with the dress.

Mark your calendars for this incredible opportunity to view the magnificent embroidery and hear the inspiring stories of the embroiderers.

SCR Cruise Seminar/Retreat in 2028 or 2029 Interest

Executive Summary:

- There were 134 respondents to the survey distributed throughout the region, including several MALs (Members At Large)
- Over 60% of the respondents answered a 4 or 5 to the question, “Please indicate your interest in a **CRUISE** in place of a land based seminar/retreat in 2028 or 2029?”
- Over 50% of the respondents answered 7 or more days and almost 25% answered 4 days to the question, “What are the **MAXIMUM** number of nights you would spend on an SCR cruise?”
- Galveston was the most popular port with 67% and New Orleans was second with almost 40% of the respondents selecting them.
- Royal Caribbean was the most popular cruise line, no preference was second and Holland America and Princess tied for third. Over 50% indicated that Carnival Cruise Lines was to be avoided!
- Over 50% answered a 4 or 5 to the question, “How important is it to have one or more classes available on the "sea days"”

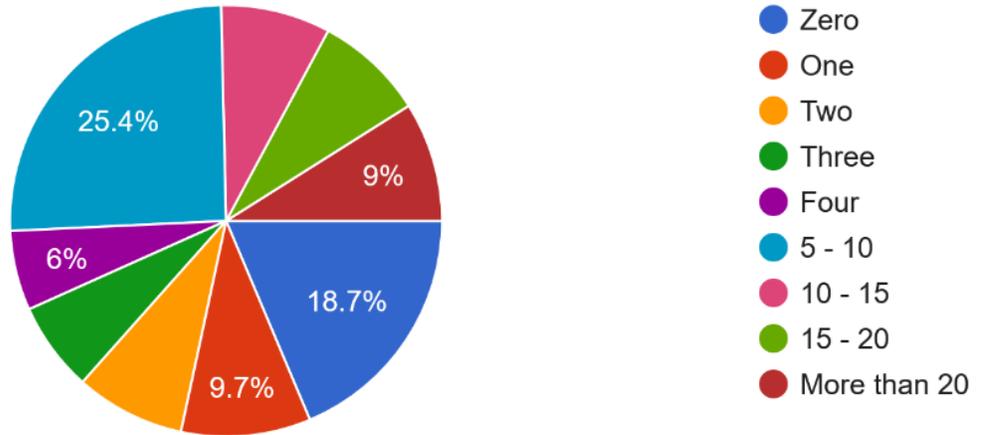
Recommendation

Based on the responses, I recommend that SCR pursue a 7- or 8-day cruise in 2028 from either Galveston or New Orleans with one or two teachers. In my opinion, a 3- or 4-day cruise would not offer enough sea days for classes.

Survey results

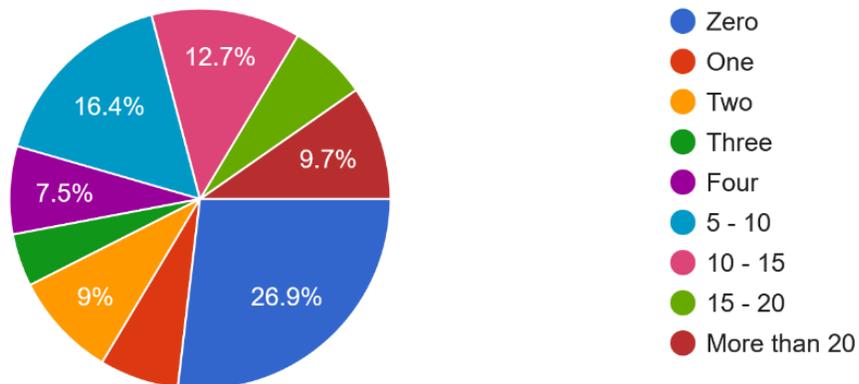
How many SCR Seminars have you attended?

134 responses



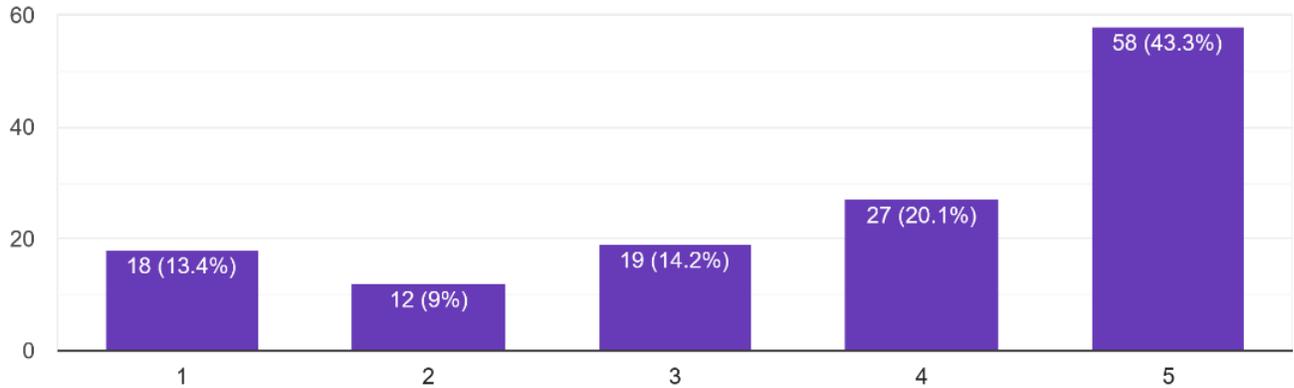
How many chapter sponsored retreats have you attended?

134 responses



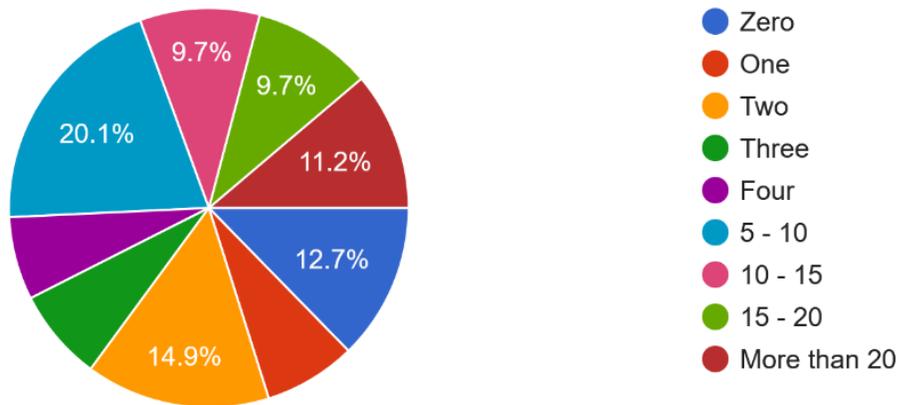
Please indicate your interest in a CRUISE in place of a land based seminar/retreat in 2028 or 2029?
 (Non-stitching spouses, family members, and friends are welcome to cruise with us!)

134 responses



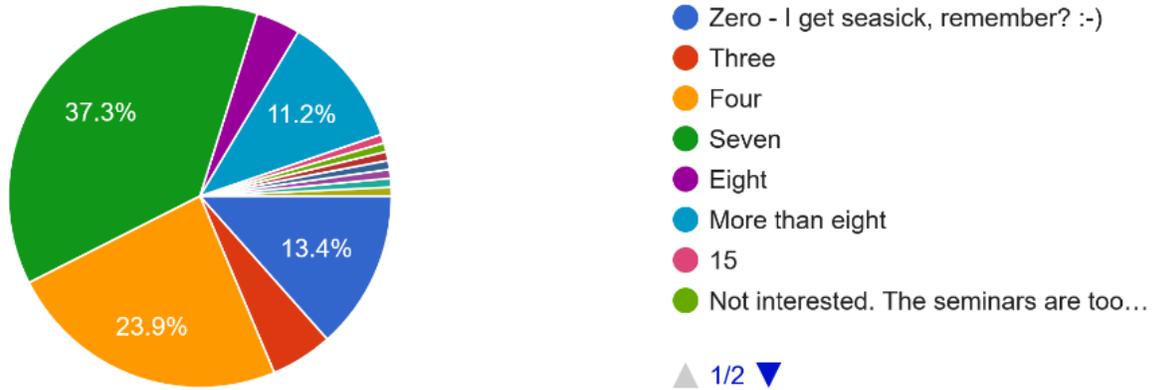
How many other seminars/retreats have you attended? (EGA National/ANG/Shop/etc.)

134 responses



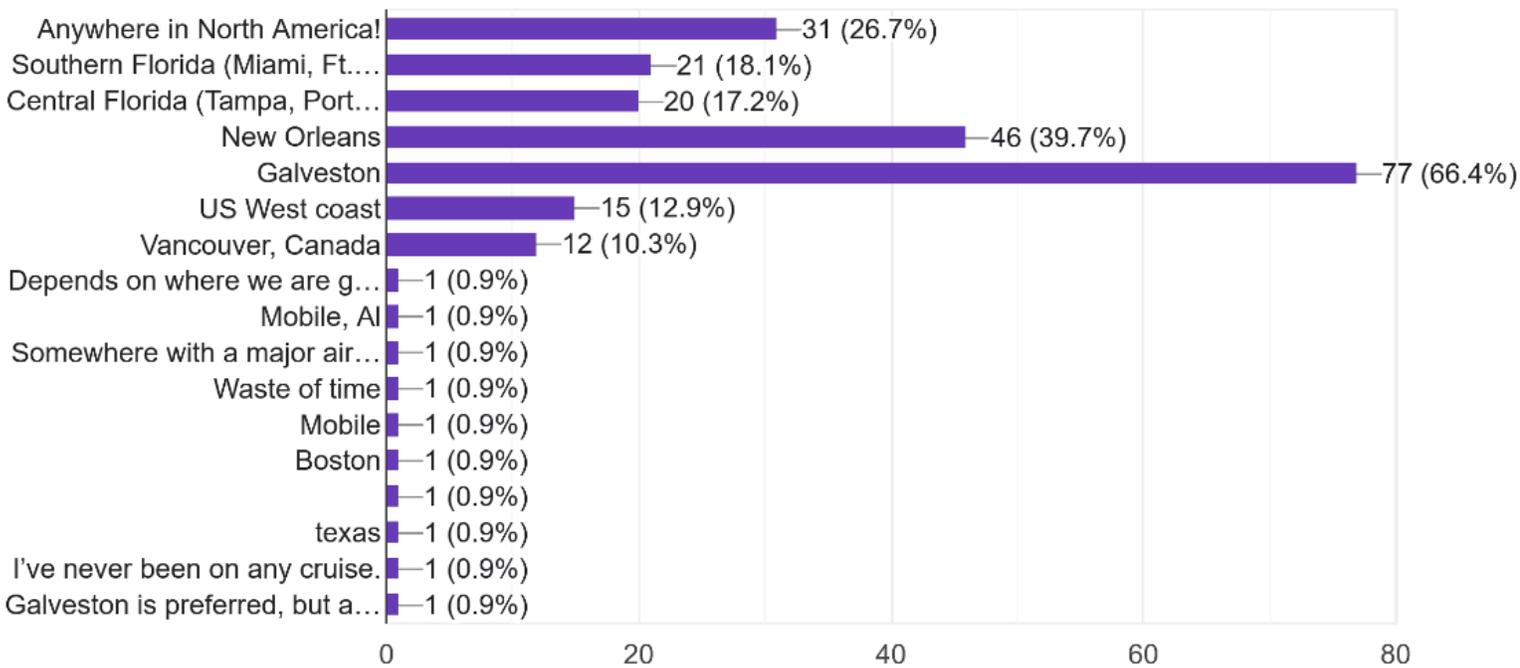
What are the MAXIMUM number of nights you would spend on an SCR cruise? (Spouses and non-stitching friends are welcome to cruise with us!)

134 responses



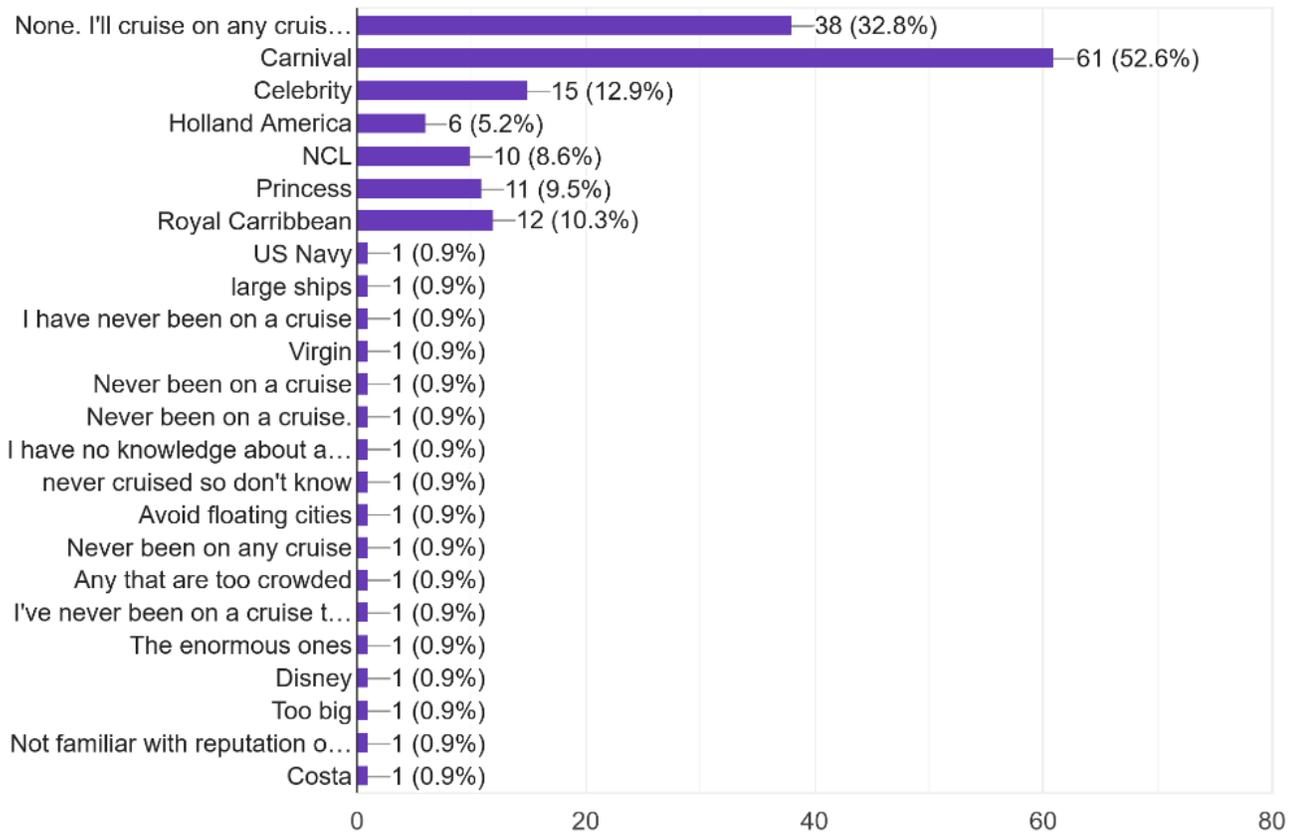
What are your preferred embarkation ports? Choose as many as you like.

116 responses



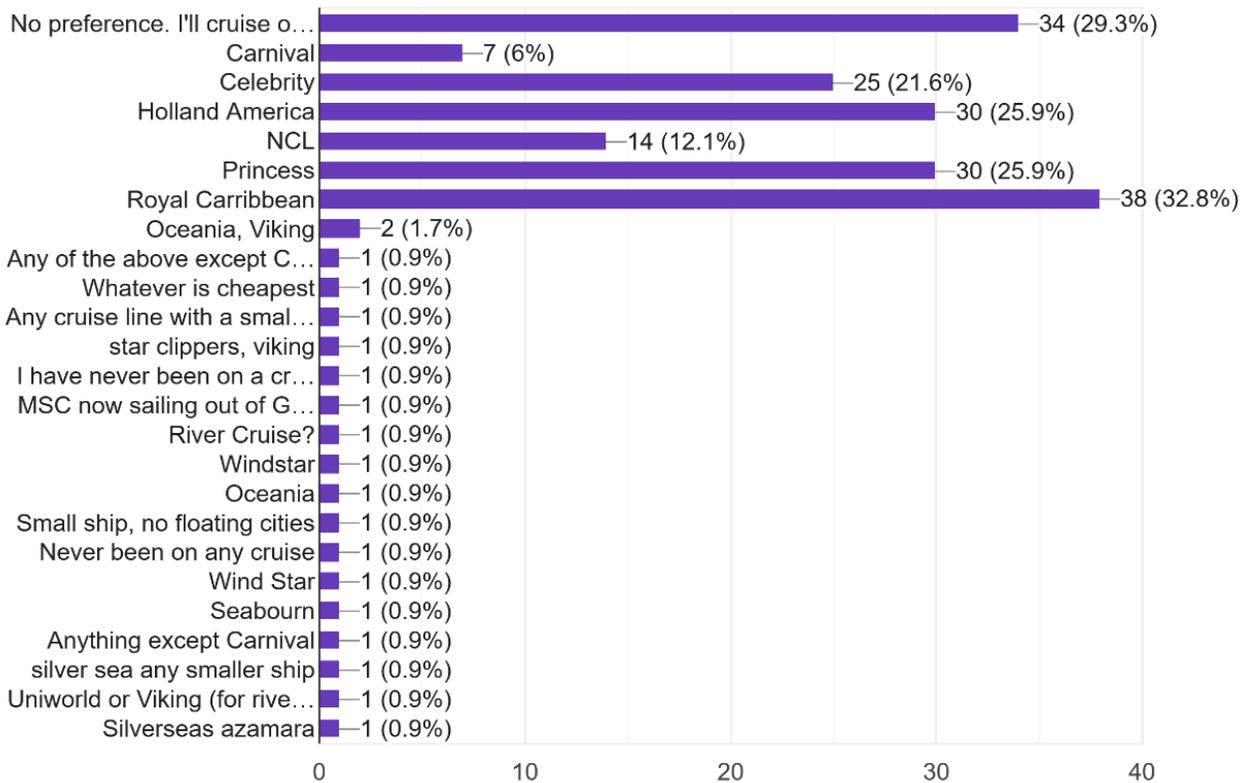
Which cruise lines do you AVOID? (Choose as many as you wish.)

116 responses



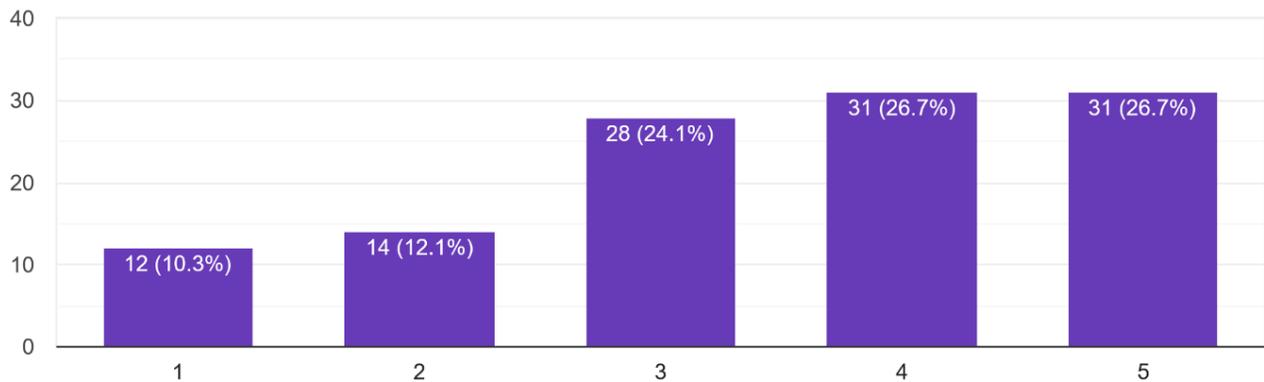
Do you have a preferred cruise line? (Choose as many as you wish.)

116 responses



How important is it to have one or more classes available on the "sea days" (days the ship is not docked in a port)?

116 responses



SPECIAL EVENTS – AMANDA GARCIA-SLATER

Nothing to report.

WAYS & MEANS – PAULA MILLHOLLON

2027 Retreat Trip tickets will be available by mail when the logo has been decided. These will be mailed to Region Reps and/or Presidents upon request.

There are six One (1) Year Spool Dangles & 16 Thimble pins left in stock. There are still quite a few other year's spool dangles (5, 10, 15, 20, 25 & 30) in stock. Sales for these has decreased over the years. Should One Year Spool Dangles & Thimbles be ordered?

WEBMASTER – SUHA AHMAD

No Report

SCR SEMINAR CHAIR 2025 – DEB BESSENT

South Central Region of Embroiderers' Guild of America

2025 Seminar hosted by the Fort Worth Chapter

June 12, 13, and 14, 2025

at the DoubleTree by Hilton, South Fort Worth, Texas

100 Altamesa Blvd. East, Fort Worth, Texas 76134

Final Report

Seminar Committee Members:

Chairman: Debra Bessent

Vice Chairman: Dianne Stauber

Secretary: Anna Todd

Treasurer: Sherri Hagar

Registrar: Marissa McCartney

Faculty: Mendie Cannon

Hospitality: Anne Smith

Meal Table Decorations: Lynette Crosby

Merchandise Night/Pop-up Stores: Cai Smith

Volunteers and Class Angel: Shawn La-Fleur

Opportunity Baskets: Lisa Slay

Summary:

EGA SCR Fort Worth Chapter hosted the 2025 annual seminar for the South Central Region. The Seminar Committee was deeply concerned that the event would not turn any profit because the EGA National Seminar was to be held in Dallas in November of that year. The Seminar Advisor strongly endorsed a shortened 3-day schedule. With the SCR Board of Directors' encouragement, the FW Chapter presented the seminar.

The theme was "Stitchin' Stampede," and a western decoration style was used.

Seventy-two attendees paid \$200 to attend the Seminar. Hotel rooms were not included in the Seminar price, but a discount was negotiated with the hotel. Two dinners and a lunch were included in the Seminar price.

The Region Day event was a western-themed Murder Mystery Brunch purchased as an extra activity. A local theater team was hired to perform its interactive murder mystery show during a brunch catered at the hotel on the first day of the Seminar. The brunch was very popular.

The seminar offered two 1-day classes during the event itself, a virtual 2-day class held before the event, and a 2-day class held after the event. Virtual courses were held on weekends.

Virtual 2-day class before the event:

Kate Barlow taught “Raised Embroidery Sweets” via Debra Bessent’s personal Zoom account on June 7 and June 8 for a \$150 class fee and \$75 kit.



In-person 1-day classes:

Gayle Anderson taught “USA Heart” on June 13 for a \$75 class fee and a \$60 kit. She taught “Texas Heart” on June 14 for a \$75 class fee and a \$60 kit.



Virtual 2-day class after the event:

Deb Bee’s Designs taught a virtual 2-day class, “Ablaze,” for a \$150 class fee and \$130 kit.



Three other classes were offered but did not attract five or more registrants, so they were cancelled. Some students who had been registered for the cancelled classes registered for another class, but most did not.

Mini classes were not offered. There was not enough time in the schedule for them, and teachers were not presenting themselves.

The Seminar Committee offered other fundraising activities:

Frame Weights – 6” plush longhorns, armadillos, and frog princes were modified to weigh between 1 and 2 pounds and offered for sale at \$20 each.

Stitcher’s Jail – “warrants” could be bought for \$1 each, and the stitcher would be found and brought to the “jail”. (The jail was a photo backdrop and screen donated by a member of the FW Chapter.) Stitchers were allowed to take photos of themselves in the “jail”. Stitchers were free once a \$1 bail was paid. A competition arose to see who was arrested the most and who spent the most bail.

FW Chapter Opportunity Knocks Basket – FW Chapter members donated items from their personal stashes to fill the basket.

Pop-Up Shops – 6 vendors paid to sell their merchandise at the Seminar. About half of the vendors set up only for Thursday, while the remaining stayed for the 3 days.

Needle Minders – The seminar included a pin with the event’s logo in each registrant’s welcome packet. A similar needle minder was available for sale at the Registration Desk.

To the 2025 Seminar Committee's pleasant surprise, the event raised around \$5,000. (See the Financial Report for the exact amount and categories.)

SCR Seminar 2025 Final Accounting

	Amount
Income	
Registration	
Non-Refundable Deposit	5,400.00
Retreat Registration	14,000.00
Cancellation Fees	50.00
Texas Heart	1,350.00
USA Heart	1,275.00
Candy	900.00
Ablaze	750.00
Merchandise Night	1,050.00
Region Day	
Reimbursed from SCR	1,386.50
Brunch Ticket Sales	1,820.00
Kit Fees	3,200.00
SCR Loan	5,000.00
Sales	2,824.00
Opportunity Knocks Ticket Sales	1,374.00
Total Income	40,379.50
 Expenses	
Facilities Coordinator	
Contract for services	1,725.00
Per diem	280.00
Cost of Sales	
Frame Weights	948.62
Name Tag Kits	402.02
Needle Minders	180.95
Administration	
Printing, postage, bank charges	390.68
Assumed Name	25.00
PayPal/CC Fees	560.59
Graphic Artist for Logo	318.75
Participant Hospitality	
Seminar pin	242.00
Name tag	27.01
Name tab ribbons	15.00
Project bags for participant packets	32.77

SCR Seminar 2025 Final Accounting

	Amount
Table favors	202.61
Games	19.47
Other Hospitality	
Opportunity Knocks	63.51
Table decorations	357.59
Hotel Expenses	
Venue	10,515.96
AV Equipment	2,633.40
Teacher Expense	
Salary	900.00
Travel	32.20
Hotel Room	236.74
Kit fee - Gayle Anderson	2,220.00
Virtual Classes	
Salary	1,878.75
Kit fee - Kate Barlow	460.57
Kit fee - Debbie Rowley	650.00
Region Day	
Murder Mystery Fee	1,600.00
Brunch by Hotel	1,606.50
Repay SCR Loan	5,000.00
Opportunity Knocks Distributions	1,374.00
Total Expenses	34,899.69
Net Profit	5,479.81
40% to South Central Region	2,191.92
60% to Fort Worth Chapter	3,287.89
	5,479.81

SCR SEMINAR CHAIR 2026 – JAN FAUBION

The Seminar will be held at the Hilton Lincoln Centre, Dallas, August 11-15, 2026.

The budget is based on a registration of 130. Currently, there are 86 registered with 14 of those taking a virtual class and not planning on attending in person. The Seminar Committee is focused on increasing registration.

Six teachers were selected for classes: 2 canvas, 2 linen, 1 beading, 1 finishing. It is doubtful that all classes will make. Three teachers were selected for virtual classes, 2 have had a good response, 1 has not.

Hospitality has everything planned and ready to go but again, it is based on a registration of 130.

Important dates to note are registration for classes will close Friday, May 15th, final class numbers for all teachers will be June 1st, registration for studio time and mini classes will close July 15th. Merchandise night will be on Thursday, August 13. There are 3 lunches and one banquet being planned.

The physical layout at the Hilton is great. All the classes will be on the same mezzanine level. There is a food court that connects to the hotel which services the office buildings. We were given a very reasonable room rate for such a prime location. There is a free shuttle that will go to a local needlework shop and local restaurants. The hotel is 9 miles from Love Field Airport.

If you haven't registered yet, please do.

SCR SEMINAR CHAIR 2027 – SHAWN MILLER

We Come in Pieces!

2027 SCR RETREAT!!!

Wednesday, June 23, 2027 – Sunday, June 27, 2027

- **2027 will be a five-day RETREAT!**
- The stitch room will be open from noon Wednesday, June 23 – 5:00 PM to Sunday, June 27, 2027.
- The theme will be “*We Come in Pieces*”; where you can focus on finishing your UFOs (UnFinished Objects) and perhaps starting new pieces during the free stitching time.

- The hotel will be the Courtyard in Pflugerville, TX which is on the northeast side of Austin. It is a fabulous hotel built in 2017 and is affiliated with the Pflugerville convention center. The room rate is \$149 per night, which includes a buffet breakfast for two guests and free parking! There are plenty of dinner options a short drive away.
- **Four** buffet lunches are included in the registration fee, and perhaps a banquet, the committee is still evaluating the options.
- Lectures on finishing and other needlework topics of interest will be included in your registration fee, as well as games and other fun events.
- Mini classes will be offered at various times most days for an additional fee.
- More information will be coming soon!

2025 NATIONAL SEMINAR CHAIR – JOY COBB

This is the cover page to Joy Cobb's report. The complete report is available as a separate document in the download

February 19, 2026

Joy Cobb, Chairman

Stitchers:

The members of the South Central Region (SCR) did a wonderful job in hosting the national EGA 2025 seminar in Dallas, TX, November 12-16, 2025. We had 316 on site registrants and 54 virtual registrants. We have a profit of \$62, 739 split 50/50 with EGA and SCR. This includes a \$12,000+ refund from the Hilton Anatole for meeting the parameters of the hotel contract.

Attached you will find the final report from the EGA 2025 Seminar committee. This document represents countless hours and much energy spent by the committee members planning and executing EGA 2025. It contains everything you will need to know about EGA 2025.

It was a pleasure working with members of the South Central Region and the EGA executive committee, directors and committee chairman for almost 3 years to produce this event.

Everyone had a great time at the EGA 2025 seminar, and we are proud that we added to the EGA treasury.

A big thank you to everyone that had a part in the production.

Joy Cobb

EGA 2025 Chairman