

**South Central Region EGA
Annual Meeting
June 2, 2021 12:45 p.m. – 1:30 p.m.**

- | | |
|--|---------------------|
| 1. Call to Order | Sandra Harwell |
| 2. Welcome | Sandra Harwell |
| 3. Quorum | Debbie Osborne |
| 4. Minutes of Annual Meeting, March 13, 2020 | Debbie Osborne |
| 5. Officer/Committee Chair Reports | |
| a. Region Director | Sandra Harwell |
| b. Assistant Region Director | Valorie Russell |
| c. Treasurer | Sherri Hagar |
| d. Education | Mary Waldsmith |
| e. Assistant Education | Beth Newton |
| f. Bylaws | Michelle Renee |
| g. Communications | Sherri Seville |
| h. Heart and Hand Award | Denise Hall |
| i. Historian | Pat Lufholm |
| j. Membership | Dr. Linda A. Walker |
| k. Outreach | Judy McGraw |
| l. Seminar Mentor | Shawn Miller |
| m. Special Events | Gretchen Reilly |
| n. Ways & Means | Paula Millhollon |
| o. Webmaster | Jane Major |
| p. Seminar 2021-June 1-5, Austin, TX | Sandy Crow |
| q. Seminar 2022-June 14-18, Shreveport, LA | Lulu Martin |
| r. Seminar 2023-June 6-10, HEG | Dr. Linda A. Walker |
| s. Seminar 2024-June 10-16, SCR-San Marcos, TX | TBD |

Unfinished Business

1. Officer Training
2. Chairmen for SCR Seminar 2024 and National Seminar 2025

New Business

Announcements

Next Meetings

1. Mid-Year Meeting- Embassy Suites, Dallas Park Central, Friday, February 2021, Date to be announced.

South Central Region EGA

2021 Mid-Year Meeting

March 13, 2021

The Mid Year Meeting was held by Zoom due to COVID-19. In addition, the meeting was re-scheduled from February 20, 2021 to March 13, 2021 due to a major snowstorm which affected the South Central Region.

Region Director, Sandra Harwell called the meeting to order at 10:01 AM. She explained Zoom etiquette for the attendees.

Introductions

In attendance: Sandra Harwell, Valorie Russell, Debbie Osborne, Sherri Hagar, Mary Waldsmith, Michelle Renee', Sherri Seville, Beth Newton, Linda Walker, Judy McGraw, Shawn Miller, Paula Millhollon, Jane Major, Sandy Crow, and LuLu Martin. Natalie England, Pat Fisher, Su Doe, Kathy Fielder, Bobbi Norris, Joan Vanderbrink, Kathye Davis, Pat Cooley, Gloria Riley, and Deborah Overath.

Guests: Melanie Norton (Treasurer-elect), JoAnn Jackson (President-DNTG), Mary Lord (Greater Dallas), Pat Sweet (SANG), Karen Hamilton (Greater Dallas), Lynette Crosby (Ft. Worth).

Secretary, Debbie Osborne – Quorum was verified. A minor correction to the minutes from the 2020 Annual Meeting was identified. A motion was made by Deb Overath, 2nd by Judy McGraw to accept the minutes from the 2020 Annual Meeting as corrected. **Motion carried.**

Officer/Committee Chair Reports

Region Director – Sandra Harwell

National Board Report – March 2020: Report stands.

- The South Central Region sponsored 4 GCCs in 2020.

Report from National Board Meetings held September 2020: Report stands.

Assistant Region Director – Valorie Russell: No report.

Treasurer – Sherri Hagar: Report stands.

- Seminar 2021 repaid their loan.
- Checking account balance is currently at \$37,084.14
- Budget cuts for 2021 are: education reimbursement reset to \$300 with a bonus for chapters with over 60 members reset to \$150, and outreach reimbursement reduced to \$300
- Deb Overath asked how much money South Central Region needs in their account to cover bills. Sherri Hagar replied that South Central Region tried to keep enough money to cover several years of bills.
- Shawn Miller asked how many chapters took advantage of the education and outreach reimbursements. Sherri Hagar replied that 3 chapters availed themselves of the outreach reimbursements.

Education – Mary Waldsmith: Report stands.

GCC's – Beth Newton: Report stands.

- At this time, Shimmering Dreams by Mona Hill has made.

Bylaws – Michelle Renee': Report stands.

Communications – Sherri Seville: Report stands.

- Region Representatives should have their members check to make sure they are receiving *Stitches*. If they are not, they should make sure that Sherri Seville has their correct email address.

Heart and Hand Award – Denise Hall: Report stands.

- Sherri Seville will send out an email blast about nominations.
- Judy McGraw asked if a chapter could have more than 1 nominee. The answer is no—only 1 is allowed.

Historian – Pat Lufholm: No report.

Membership – Linda Walker: Report stands.

- Beth Newton noted that the GCCs cannot begin until dues are paid.

Outreach – Judy McGraw: Report stands.

- Chapters are not reporting their outreach to Judy—perhaps a form should be sent to chapters requesting that information.

Seminar Mentor – Shawn Miller: Report stands.

- Seminar 2021 is a go for in-person. Please note that classes will be held Wednesday, Thursday, and Friday.

Special Events – Gretchen Reilly: Report stands.

Ways & Means – Paula Millhollon: Report stands.

- Chapters can email Paula Millhollon with the number of tickets needed and Paula will mail them.
- Bobbi Norris asked if a chapter wins the seminar ticket, is the full \$1500 split amongst the members attending the seminar. Paula Millhollon stated yes but the payment for the seminar ticket must come from the chapter, not individuals.

Webmaster – Jane Major: Report stands.

Seminar 2021 – Sandy Crow: Report stands.

Seminar 2022 – LuLu Martin: Report stands.

- Correction to report: registration begins June 1 not July 1.
- Virtual classes are also being offered and are different than those being offered at the seminar. Lulu Martin also stated that you do not have to be registered for the 2022 seminar to attend the virtual classes.

Seminar 2023 – Linda Walker: Report stands.

- Logo is being sent to National for approval.

Unfinished Business

Officer Training:

- South Central Region is looking for a place to hold the training.

Chairman for SCR Seminar 2024 and National Seminar 2025:

- Nominating has been formed: Michelle Renee', Lois Alpert, Debbie Osborne

New Business

Seminar Cancellation Policy:

- See Bylaws report for details.
- Lulu Martin stated that EGA has a new teacher contract which has an in-person teaching section and a virtual teaching section.

Change to SCR Group Correspondence Course Policy:

- See Bylaws report for details.

Slate of Officers:

- The slate of officers has been emailed to all Region Representatives and Executive Committee Members. The vote will be held by email on April 7, 2021

Announcements

- Workshop immediately follows the end of this meeting.

Next Meetings:

- Annual Meeting – Austin Seminar, Sheraton Austin Georgetown, Georgetown Texas, Wednesday, June 2, 2021; 12:30 PM

The meeting was adjourned by **Sandra Harwell** at 11:09 AM



Report from National Board Meetings held March 2021

- The Master Craftsman program for Smocking and Quilting has been retired.
- National now has insurance coverage for internet fraud.
- National now has a Shop affiliation program for shops interested in joining EGA. Reach out to EGA's headquarters for more information about membership and its benefits.
- National continues to accept donations for the Crown Jewels fund raising program and for the Heritage Fund. Contact EGA's headquarters for more information.
- National Outreach Program: The National President chose America's wounded service members as her outreach program. These programs are only sold during her term as President. Visit egausa.org to see all available sets!
- Registration is now open for National Seminar 2021, The Magnificent Stitch, will be held September 1-5, 2021 in Chicago, Illinois.
- National Seminar 2022, Broadway Bound, will be in New York City August 24-28, 2022.
- National Seminar 2023, Boston Stitch Party, has been rescheduled for September 1-5, 2023 in Boston.
- Revisions have been made to the Policies and Procedures to combine the Teacher Certification Program and the Certified Graduate Teacher Program. This combined program is now referred to as the Teacher Certification Program. This program has been reworked to emphasize teacher development and encourage growth.
- Technical Excellence Certification Programs are being developed. National hopes to pilot them after October 2020 with a program debut in 2021.
- Sign in to egausa.org to see all that EGA offers its members!

Respectfully Submitted,

Sandra Harwell
SCR Region Director

Year End Report
Assistant Region Director

The mid-year meeting was held via Zoom on March 13, 2021. A small ringed grosgrain ribbon scissor fob was chosen as the project to make it easy to present on zoom. The project was advertised through the call to meeting email. Participants that signed up and paid were mailed instructions and materials before the meeting. After the meeting the members were instructed on how to assemble the fob.

Respectfully submitted,
Valorie Russell
Assistant Region Director

Embroiderers Guild of America, South Central Region
Financial Report
As of May 12, 2021

Cash	Checking account balance	30,988.32
	CD balance	<u>27,595.34</u>
	Total cash	<u><u>58,583.66</u></u>

Notable Budget Cuts for 2021:

Education reimbursement reset to \$300

Bonus for chapters with over 60 primary members reset to \$150

Outreach reimbursement reduced to \$300

Membership One chapter has reported and paid dues so far.

Embroiderers Guild of America, South Central Region
Statement of Financial Position
As of May 12, 2021

	Total
ASSETS	
Current Assets	
Bank Accounts	
Bank of America - Checking	\$ 30,988.32
BOA - CD	27,595.34
Petty Cash	0.00
Total Bank Accounts	<u>58,583.66</u>
Other Assets	
2022 Seminar Loan	5,000.00
2023 Seminar Loan	5,000.00
National Revolving Account	150.00
Total Other Assets	<u>10,150.00</u>
TOTAL ASSETS	<u><u>\$ 68,733.66</u></u>
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Equity	\$ 113,577.68
Unrestricted Net Assets	-41,412.58
Net Revenue	-3,431.44
Total Equity	<u>68,733.66</u>
TOTAL LIABILITIES AND EQUITY	<u><u>\$ 68,733.66</u></u>

Embroiderers Guild of America, South Central Region

Budget vs. Actuals

January through May 12, 2021

	Actual	Total Budget	Over (Under) Budget
Revenue			
Chapters			
Chapter Dues	60.00	4,100.00	-4,040.00
Total Chapters	\$ 60.00	\$ 4,100.00	-\$ 4,040.00
Education			
SCR-GCC Income	0.00	2,400.00	-2,400.00
Total Education	\$ 0.00	\$ 2,400.00	-\$ 2,400.00
Fundraisers			
Fundraisers	0.00	200.00	-200.00
Opportunity Knocks-Seminar Trip	0.00	2,000.00	-2,000.00
Total Fundraisers	\$ 0.00	\$ 2,200.00	-\$ 2,200.00
Investments			
Interest-Savings, Short-term CD	6.40	50.00	-43.60
Total Investments	\$ 6.40	\$ 50.00	-\$ 43.60
Other Types of Income			
Chapter Donations/RD Gift	0.00	500.00	-500.00
Mid-Year Workshop Class	166.00	250.00	-84.00
Sale of Pins - Longevity	0.00	100.00	-100.00
Sale of Pins - SCR Logo	0.00	25.00	-25.00
Total Other Types of Income	\$ 2.50	\$ 875.00	-\$ 872.50
Seminar Income			
Region Seminar Profits	3,374.36	5,000.00	-1,625.64
Seminar 2021 Loan Repayment	5,000.00	0.00	5,000.00
Seminar 2022 Loan Repayment	0.00	5,000.00	-5,000.00
Total Seminar Income	\$ 8,374.36	\$ 10,000.00	-\$ 1,625.64
Total Revenue	\$ 5,443.26	\$ 19,625.00	-\$ 14,181.74
Gross Profit	\$ 5,443.26	\$ 19,625.00	-\$ 14,181.74

Embroiderers Guild of America, South Central Region

Budget vs. Actuals

January through May 12, 2021

	Actual	Total Budget	Over (Under) Budget
Expenditures			
Education Expenses			
Benefit to Chapters	300.00	7,200.00	-6,900.00
Bonus Chapter Benefit	0.00	750.00	-750.00
SCR Sponsored Online Course	0.00	3,000.00	-3,000.00
SCR-GCC expenses	125.00	4,000.00	-3,875.00
Total Education Expenses	\$ 425.00	\$ 14,950.00	-\$ 14,525.00
Fundraising Expenses			
Fundraisers	0.00	300.00	-300.00
Opportunity Knocks	3,000.00	3,000.00	0.00
Total Fundraising Expenses	\$ 3,000.00	\$ 3,300.00	-\$ 300.00
Operations			
Constant Contact Subscription	0.00	975.00	-975.00
Dropbox	127.79	0.00	127.79
Intuit QuickBooks Online	298.06	900.00	-601.94
Longevity Pins	0.00	150.00	-150.00
Postage	110.00	100.00	10.00
Printing and Copying	0.00	50.00	-50.00
Region Rep Pins	176.00	240.00	-64.00
Supplies	97.85	150.00	-52.15
Wufoo Software	0.00	400.00	-400.00
Total Operations	\$ 809.70	\$ 2,965.00	-\$ 2,155.30
Other Types of Expenses			
Heart & Hand Awards	0.00	250.00	-250.00
Nat'l Annual Fund Contribution	0.00	100.00	-100.00
National Seminar Trip Winner	0.00	3,000.00	-3,000.00
Outreach Benefit to Chapters	0.00	7,200.00	-7,200.00
RD Gift	0.00	500.00	-500.00
Total Other Types of Expenses	\$ 0.00	\$ 11,050.00	-\$ 11,050.00
Seminar Expenses			
National Seminar Mini Class	0.00	600.00	-600.00
Region Day	0.00	2,000.00	-2,000.00
SCR Advertising	0.00	1,500.00	-1,500.00
SCR Seminar Equipment	0.00	500.00	-500.00
SCR Seminar Reg - National	0.00	700.00	-700.00
SCR Seminar Registration - RD	0.00	500.00	-500.00
SCR Seminar Webmaster	0.00	1,000.00	-1,000.00
Seminar 2020 Refunds	2,640.00	0.00	2,640.00
Seminar Loan - 2023	0.00	4,500.00	-4,500.00
Seminar Loan - 2024	0.00	500.00	-500.00
Seminar Mentor Monthly Calls	0.00	500.00	-500.00
Total Seminar Expenses	\$ 2,640.00	\$ 12,300.00	-\$ 9,660.00

Embroiderers Guild of America, South Central Region

Budget vs. Actuals

January through May 12, 2021

	Actual	Total Budget	Over (Under) Budget
Travel and Meetings			
ARD National Travel	0.00	1,000.00	-1,000.00
ARD Site Selection	0.00	1,000.00	-1,000.00
Executive Committee Conference Calls	0.00	560.00	-560.00
Executive Committee Travel	0.00	5,500.00	-5,500.00
Meeting Rooms/Expenses	0.00	1,700.00	-1,700.00
Mid-Year Meeting	163.50	3,000.00	-2,836.50
RD National Travel	0.00	3,000.00	-3,000.00
RD Region Travel	0.00	5,000.00	-5,000.00
Region Rep Travel	0.00	3,000.00	-3,000.00
Total Travel and Meetings	\$ 0.00	\$ 23,760.00	-\$ 23,760.00
Web-Site Expenses			
Web-Site Hosting	0.00	225.00	-225.00
Total Web-Site Expenses	\$ 0.00	\$ 225.00	-\$ 225.00
Total Expenditures	\$ 3,874.70	\$ 68,550.00	-\$ 64,675.30
Net Operating Revenue	\$ 1,568.56	-\$ 48,925.00	\$ 50,493.56
Net Revenue	\$ 1,568.56	-\$ 48,925.00	\$ 50,493.56

INCOME		2022 Proposed Budget	Notes
Chapters			
	Dues	\$3,990.00	798 members @ \$5.00 each
	Total Chapters	\$3,990.00	
Education			
	SCR-GCC	\$2,400.00	Region pays course fees, this income is members text fees we pass on to National
	Total Education	\$2,400.00	
Fundraisers			
	Fundraisers	\$200.00	Pin and dangle sales
	Opportunity Knocks	\$2,000.00	selling of tickets to win seminar trip
	Total Fundraisers	\$2,200.00	
Miscellaneous			
	Interest	\$50.00	CD Matures January, 2023
	Sale of Pins - Longevity	\$100.00	Chapter orders
	Sale of Pins - SCR Logo	\$25.00	Sold at Seminar
	Chapter Donations - RD Gift	\$0.00	Next RD retires in 2023
	Mid-year Meeting Workshop	\$250.00	Kit fees
	Total Miscellaneous	\$425.00	
Seminars			
	Region Seminar Profits	\$5,000.00	2022 Revenue from Seminar
	Seminar 2023 Loan Repayment	\$5,000.00	To be repaid in 2022
	Total Seminars	\$10,000.00	
TOTAL INCOME		\$19,015.00	

EXPENSES	2022 Proposed Budget	Notes
Administrative		
Copies	\$50.00	Meetings
Postage	\$100.00	Stamps and mailing
Constant Contact e-newsletter	\$975.00	Training & annual fee
Quickbooks On Line	\$900.00	Monthly Fees \$75 x 12
Drop Box Subscription	\$150.00	Annual fee
Longevity Pins	\$150.00	Re-orders
Supplies	\$150.00	Office supplies
Wufoo software	\$400.00	Region forms and seminar registration
Total Administrative	<u>\$2,875.00</u>	
Education		
Benefit to Chapters	\$7,200.00	Represents \$300 benefit for each chapter
Bonus Chapter Benefit	\$750.00	Represents a bonus \$150 benefit for each qualifying chapter
SCR Sponsored Online Course	\$3,000.00	One course offered in 2022
SCR-GCC Expense	\$4,000.00	Includes payment of course fees & \$25 award money for completed projects within the designated time frame
Total Education	<u>\$14,950.00</u>	
Fundraising		
Fundraisers	\$300.00	Product re-orders
Opportunity Knocks	\$1,500.00	Seminar trip winner
Total Fundraising	<u>\$1,800.00</u>	
Seminar Expenses		
Region Day	\$2,000.00	Region Day activities underwriting for 2022 SCR
SCR Seminar Equipment	\$500.00	Used to purchase extension cords, white boards, jumbo pads, etc. used each year at Seminar
SCR Seminar Registration-RD	\$500.00	Does not include kit fee(s)
National Seminar Registration - RD	\$700.00	Does not include kit fee(s)
SCR Advertising	\$1,500.00	Advertisements for upcoming Seminars
SCR Mentor Zoom Meetings	\$160.00	1/2 of Zoom subscription
SCR Seminar Webmaster	\$1,000.00	
Seminar Loan - 2024	\$4,500.00	Second Part of Loan
Seminar Loan - 2025	\$500.00	Start-up loan
Total Seminar	<u>\$11,360.00</u>	
Special Projects		
Outreach Benefit to Chapters	\$7,200.00	\$300 per chapter
Heart & Hand Awards	\$250.00	\$50 award x up to 5 recipients
Nat'l. Seminar Fundraiser	\$600.00	Funded 100% by Region
Nat'l. Annual Fund Contribution	\$100.00	Funded 100% by Region
RD Gift	\$0.00	Next RD retires in 2023
Web Site Hosting	\$225.00	Annual contract
Total Special Projects	<u>\$8,375.00</u>	

EXPENSES	2022 Proposed Budget	Notes
Travel and Meetings		
RD Region Travel	\$5,000.00	Chapter visits
RD National Travel	\$3,000.00	Board meetings
ARD National Travel	\$1,000.00	Board meetings
Seminar Mentor Travel	\$1,000.00	Site and teacher selection trips
Executive Committee Travel	\$5,500.00	Annual and mid-year meetings
Mid-year Meeting	\$3,000.00	Meeting expense including workshop
Meeting Rooms/Expenses	\$1,700.00	Annual meeting
Zoom Meetings	\$160.00	1/2 of Zoom subscription
Region Rep Travel	\$3,000.00	Mid-year meeting
Total Travel and Meetings	<u>\$23,360.00</u>	
TOTAL EXPENSES	\$62,720.00	

SCR Education Director 2021 Annual Report

1. Updated GCC policy to state that SCR will sponsor only those GCCs selected annually by SCR. A minimum of five (5) registrants is required for sponsorship. Registration must be submitted during the open enrollment period, as announced by SCR. This year we are limiting the number of available GCCs for sponsorship to three. The SCR reward for completion remains part of the current policy.

2. See SCR Education Assistant Beth Newton's report on GCCs. As outgoing Education Director, it has been my pleasure to work with Beth and I hope she will continue to volunteer.

3. Shining Needle status.

a. The latest Shining Needle class, a beading class with Cindy Hambrick, had 90 registrations. The cost was kept to \$74.

b. Past participation in Shining Needle classes during my tenure: Kurdy Biggs (needlepoint) 40; Cranberry Star by Kathy Rees (needlepoint) 57, and Beaded Lighthouse by Cindy Hambrick 119.

c. Interest in these classes may have run its course, particularly with the increased number of online needlework classes now available.

Mary Waldsmith

GROUP CORRESPONDENCE COURSE REPORT
ANNUAL MEETING, REGION REPS
June 2021

Welcome back (at last) to face to face Seminar!

Brief summary of 2020 GCCs: of the five offered four made, only one withdrawn due to Covid. They proceeded normally, after initial delays due to supplies and postal service issues.

This year we have decreased the number offered to 3 classes for budgeting purposes. They are

1. Cosmos by Kim Sanders, Needle Painting in silk or cotton, Intermediate level (\$32.00)
<https://egausa.org/courses/cosmos-with-kim-sanders/>
2. Undulations by Gail Stafford, Bargello plus extras, Intermediate level (\$40.00)
<https://egausa.org/courses/undulations-ii/>
3. Shimmering Dreams by Mona Hill, Counted Canvas, Intermediate level (\$54.00)
<https://egausa.org/courses/shimmering-dreams/>

All of these were announced at the Semi Annual Meeting and published in Stitches. Enrollment is open, and will close just after Seminar or around June 30th.

Fortunately, we did not have to increase class size minimums (still 5) or eliminate the \$25.00 incentive reward to finish. However, we will no longer be able to sponsor an additional class as we have in the past, other than the ones presented above.

At this time, Shimmering Dreams has already made, and Undulations is very close. Cosmos has had very little interest*

Covid presented challenges to National as well, as they are still working short staffed and often from home. This is worth mentioning because of the effect it will have on dues and GCC processing again this year. The effect this has is a possible delay in starting dates. ***Best possible start date is September 1st, but this can be delayed due to late dues payments, shipping/postal issues, printer problems, etc. Do not lose hope just remember it'll get there***

I will have my little red box, enrollment forms, and pictures with descriptions. As of this report, I'm working with seminar people to figure out where to put it, but we'll let you know.

Have fun at Seminar, and happy stitching!

Respectfully submitted,

Beth Newton
Ass't Education, GCCs.

Communications Report for the Mid-Year Meeting

for the Period of January 2020 – February 5, 2021

Stitches has been changed to an even month, bi-monthly (every other month), publication sent to all the members of the Embroiderers' Guild of America (EGA) in the South Central Region (SCR), along with the Board of Directors and all other Region Directors. The purpose of the newsletter is to keep our members updated about happenings in the Chapters around the Region. We share ongoing news and tips from other chapters, along with any workshops being offered in order to increase participation.

The **cut-off** date for submission of items to be published has **changed** to the **fifteenth (15th) of the month** prior to the month it will be sent to members (**due dates are January 15th, March 15th, May 15th, July 15th, September 15th and November 15th**). If additional information is needed, you will be contacted when the newsletter issue is being drafted.

Stitches was sent out in February, April, July, September and January. There were 10 special announcements sent regarding "COVID-19", "Seminar 2020 & GCCs", "Seminar Refunds & Seminar 2021", "Seminar 2021 Goes Live", "First Day Registration", "Firecracker Needlecase", "SCR 2021 Update", "Security Alert" SCR 2021 Update" and "GCCs 2021". **The January / February 2021 newsletter is being finalized and will be sent after this report has been submitted.**

January 2020 – February 5, 2021

Issue	Date Sent	Type	# Sent To	Opens	% Mobile/Desktop	Did Not Open**	Link Clicks	%	Bounces	%	Spam Reports	Opt Outs	%
Jan/Feb	2/18/20	NL	914	580	38.3 / 61.7	292	345	59.5	42	4.6	0	1	0.1
Mar	4/20/20	SA	915	592	42.4 / 57.6	288	109	18.4	35	3.8	0	0	0.0
Mar/Apr	4/21/20	NL	932	613	42.8 / 57.2	284	330	53.8	35	3.8	0	0	0.0
May	5/16/20	SA	932	651	44.7 / 55.3	246	313	48.1	35	3.8	0	1	0.1
June	6/9/20	SA	931	605	42.8 / 57.2	291	278	46.0	35	3.8	0	0	0.0
June	6/9/20	SA	931	593	44.3 / 55.7	302	204	34.4	36	3.9	0	1	0.1
Jul/Aug	7/17/20	NL	931	600	40.8 / 59.2	294	341	56.8	37	4.0	0	1	0.1
Sept	9/22/20	SA	879	548	40.3 / 59.7	282	150	27.4	49	5.6		2	0.2
Jul/Oct	9/25/20	NL	877	546	42.7 / 57.3	281	294	53.8	50	5.7	2	2	0.2
Oct	10/3/20	SA	876	578	39.8 / 60.2	260	223	38.6	38	4.3	0	0	0.0
Oct	10/19/20	SA	875	582	39.4 / 60.6	257	327	56.2	36	4.1	0	0	0.0
Oct	10/26/20 th	SA	875	603	40.9 / 59.1	239	139	23.1	33	3.8	0	0	0.0
Nov/Dec	1/5/21	NL	875	562	34.9 / 65.1	279	300	53.4	34	3.9	0	3	0.3
Jan	1/31/21	SA	865	562	39.2 / 60.8	255	255	45.4	30	3.5	0	1	0.1
Feb	2/1/21	SA	864	535	33.3 / 66.7	300	308	57.6	29	3.4	0	1	0.1

NL = Newsletter

SA = Special Announcement (listed above)

**Includes Bounces

Bounced emails are cleared and then they start again. It is never-ending. Members **ARE NOT** checking their emails as listed with their Membership Chair in the Chapter and minor mistakes remain in the Membership List from National that cause bounces. I am open to any suggestion on how to correct this problem!

IT IS IMPERATIVE that REGION REPS make sure EVERY MEMBER of their Chapter has a correct email address! PLEASE have them check spaces, dashes, etc. PLEASE. If it cannot get corrected by National, we have a dedicated MEMBERSHIP CHAIR in SCR that CAN get it corrected. One member had a . after their name and before the @ symbol causing them not to get emails from . This shows how simple things prevent emails from going and bounces to occur!

Thank you,

Sherri Seville, CAP

Communications Chair

South Central Region of the Embroiderers' Guild of America

SOUTH CENTRAL REGION (SCR) Membership – June 2021

According to EGA National's membership list (a), on April 3, 2020, SCR had 899 primary members of which 77 were Members at Large. As of April 14, 2021, SCR had 877 primary members of which 112 were Members at Large. In addition, the region had 59 plural members who live outside the region and 3 plural members who live inside the region. Our primary membership reflects 22 less members or a 2.5% membership reduction.

SCR presently has 24 chapters ranging from 8 to 92 primary members. The following table compares overall primary membership for the past five years and reflects membership changes from 2020 to 2021:

SCR Primary Chapter Membership								
Chapter	City	State	Number of Primary Members 4/5/2017	Number of Primary Members 3/23/2018	Number of Primary Members 3/4/2019	Number of Primary Members 4/3/2020	Number of Primary Members 4/14/2021	Differ- ence
Austin Stitchery Guild	Austin	TX	97	90	93	98	92	-6
Bay Area Renaissance Stitchers	Houston	TX	9	8	8	10	8	-2
Bella Vista	Bella Vista	AR	24	28	29	28	24	-4
Brazos Valley Stitchers	Bryan	TX	19	18	19	18	13	-5
Concho Pearl	San Angelo	TX	9	9	9	10	8	-2
Dallas Needlework & Textile	Dallas	TX	90	100	105	102	94	-8
Diamond	Little Rock	AR	35	33	33	28	28	0
East Texas	Tyler	TX	29	27	25	30	27	-3
Embroiderer's Guilds of OK	Tulsa	OK	25	23	21	20	18	-2
Fort Worth	Fort Worth	TX	47	40	40	40	38	-2
Greater Dallas	Dallas	TX	51	44	36	39	39	0
Houston Embroiderers' Guild	Houston	TX	70	80	79	78	68	-10
Louisiana Lagniappe	Baton Rouge	LA	37	34	31	37	37	0
Norman	Norman	OK	25	24	23	22	21	-1
Permian Basin Needle Arts	Midland	TX	10	9	11	10	7	-3
Red River	Wichita Falls	TX	14					
San Antonio Needlework Guild	San Antonio	TX	54	49	53	54	54	0
Shawnee Sew & Sews	Shawnee	OK	11	10	11	10	9	-1
Shreveport Rose Stitchery	Shreveport	LA	36	41	41	41	37	-4
Spindletop Stitchers	Beaumont	TX	18	16	16	16	16	0
Texas Star	Waco	TX	18	17	19	19	15	-4
Texoma Needle Arts	Durrant	OK	11	11				
The Woodlands	The Woodlands	TX	13	13	12	12	13	1
Tip of Texas	Harlingen	TX	67	66	64	51	50	-1
West Texas	Lubbock	TX	13	15	15	15	15	0
Yellow Rose	Houston	TX	30	26	31	34	34	0
Members at Large (MAL)			71	75	79	77	112	35
Total			933	906	903	899	877	

As displayed in the previous table, we have 22 members less than the previous year and according to the 14 chapters who responded as to why a member did not renew, we lost 38 members. In 2019, 18 chapters responded to this request and indicated that the Region actually lost 91 members. Obviously, our guilds are working hard at maintaining membership; however, I wonder about the chapters who never responded as this number may be much greater.

Why Didn't They Renew Categories in 2020	Number
Deceased	4
Health and/or Age (covid)	1
No longer stitching	4
Family Issues	6
Moved outside of SCR	4
Moved in Region	1
Transferred Primary Membership to another chapter within the Region	1
Other, be specific	
Work Issues	2
Didn't want to be a member of EGA	2
Unknown (tried emailing and calling)	13
Total	38

Recruiting and retaining members is everyone's business if we wish to preserve our love of the needle arts and our organization well into the future. It is also important to remind our members of what they get for the national portion of their dues as many are unaware. **My CHALLENGE to every chapter is to increase your primary membership by 10 % (based on the April 14, 2021 primary membership).**

I continue to send corrections and/or updates to National but in order to do this I need every chapter to verify their chapter's membership list which is usually sent in August or September. Last fall I received updates from 11 chapters which were sent to National. The breakdown follows: 3 new members, 2 long time members missing from list, 1 member's first name was incorrect, 11 members had address corrections, 19 had incorrect phone numbers, and emails were incorrect for 18 individuals.

I also verify membership for individuals we have registered for SCR sponsored Group Correspondence Courses.

The following three request are made yearly: 1) August or September, verify membership and all member information (corrections and/or additions should be sent to me), 2) Indicate why a primary member not renew, and 3) Verify plural members who live outside of our Region. Spreadsheets are sent to membership chair with a copy to chapter presidents.

Dr. L. A. Walker, SCR Membership

a) I am comparing membership numbers to April 2020 as that is the last accurate list, I have prior to renewal time in May.

Seminar Mentor Report

June, 2021

- Conference calls were held in February, March, April and May. Faculty Chairs were invited to join the call in February and Registrars were invited to join in April.
- We continue to use Zoom as a platform. Unless there are internet issues, the participants enjoy seeing each other; albeit virtually.
- Seminar Schedule is as follows
 - **2021** – Austin held in Georgetown June 1 – 4, 2021 **← NOTE DATE CHANGE!!! Classes are now Wednesday – Friday!**
 - **2022** – Shreveport Rose, June 14 – 18, 2022
 - **2023** – Houston Embroiderers’ Guild, June 7 – 10, 2023
 - **2024** – Held in San Marcos, June 9 – 13, 2024. SCR Region will host in San Marcos.
- Seminar Guidelines continue to be a living document. The latest revisions were published in October, 2020.
- We continue to gather statistics on seminar registrations by month. Hopefully, this data will help with planning future seminars.
- The Seminar Chairs agreed that the Future Seminar committee meeting, traditionally held at Seminar, is no longer necessary because of our monthly Zoom meetings.

Seminar Mentor Call Schedule

Month	Chair	Major Tasks	Timeframe
January	Seminar Chairs	• N/A	• 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	• N/A	• 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	• N/A	• N/A
June	No Meeting! Enjoy Seminar!		
July	Seminar Chairs	• N/A	• N/A
August	Hospitality	<ul style="list-style-type: none"> • ordering pins and bags • favors and decorations 	• One year prior
September	Seminar Chairs	• N/A	• 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	• N/A	• N/A
December	NO MEETING! Enjoy the holiday season!		

Special Events Coordinator:

I have been trying to iron out the final details for the Embassy Suites contract for February 2022 mid-year meeting. Hopefully by the time you read this in June, we'll have a signed contract. Costs have risen greatly. We should expect to pay higher prices, especially for food.

* I have no opinion on this, but if the Region is going to pay for a Zoom account for the foreseeable future, we should consider whether to end in-person mid-year board and general membership meetings. The cost savings of not having in-person meetings at the hotel might offset some of the cost of maintaining a Zoom account. Something for the board to consider....

SOUTH CENTRAL REGION, EGA
EXECUTIVE COMMITTEE
and

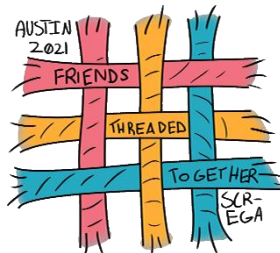
WAYS & MEANS REPORT

June 1 & 2, 2021

Tickets for the Opportunity Drawing for the trip to the “Krewe of Needle and Thread” 2022 SCR Seminar in Shreveport, LA hosted by the Shreveport Rose Chapter were mailed to those Region Reps that requested them. All money, ticket stubs and unsold tickets will be collected at seminar in Georgetown, Texas before the last banquet when the drawing will take place. Tickets will also be sold during seminar along with thimble pins, spool year dangles & region pins.



Louisiana Lagniappe Chapter is the winner of the 2021 trip to the “Friends Threaded Together” Seminar in Georgetown, TX hosted by the Austin Stitchery Guild. Shreveport Rose Chapter was the winner of the trip to the 2020 "Create A Vision" Seminar in San Marcos, TX hosted by the San Antonio Chapter that was cancelled due to the COVID-19 pandemic. Both chapters received congratulatory letters with instructions to send an SCR reimbursement form to Sheri Hagar, SCR Treasurer to claim their \$1500 winnings.



Respectfully submitted,
Paula Millhollon, Chairman
scr.waysandmeans@gmail.com

(432) 770-3156

SCR Website Report

June 2021

The SCR website along with the 2022 Seminar website and all future seminar websites will be hosted using WIX.

I've also been working on updating the chapter information that has been provided by the Chapter Officer Report Form and the Chapter Annual Report Form. Please look at your Chapter's link/page to add whatever information you would like the public to see such as meeting place, meeting times, contact person, chapter website, chapter facebook page, etc. I've created a form for your use and it's available under the Online Forms tab on the website.

A Calendar of Events has also been added to the home page of the website. We encourage all chapters to submit their upcoming events, classes, retreats, etc. You never know who's visiting your area or moving to your city and looking for an EGA chapter to join!

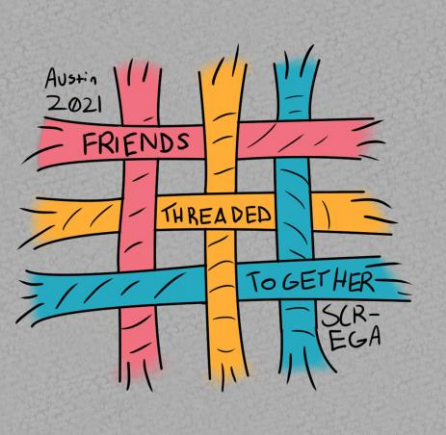
As always, your suggestions, comments, etc. are welcome!

Respectfully submitted,

Jane Major

**SCR Seminar 2021
Committee Report
May 24, 2021**

Status	36 MONTHS (or more) – June 2018
Complete	Seminar chair and treasurer selected and approved by region executive committee.
Complete	Seminar committee jobs assigned to chapter members or, if region sponsored, committee jobs assigned to chapters.
Complete	Initial loan made to seminar from region. (As of 6/2015, \$500)
	<ul style="list-style-type: none"> Bank account opened 9/4/2018.
Complete	Site Selection.
	<ul style="list-style-type: none"> Contract signed with Sheraton Hotel in Georgetown, for June 1 – 5, 2021.
Complete	Confirm dates with National. Ask to be informed if another region has scheduled a seminar for the same dates.
Complete	Seminar website domain is secured by seminar webmaster. The name will be: SCR<year>Seminar.org. (Example: SCR2016Seminar.org)
Complete	Seminar email addresses are created and assigned as committees are filled. (See Appendix B for list of email addresses.)
	<ul style="list-style-type: none"> Names and emails sent to SCR Webmaster in 2018 for creation of Gmail email accounts.
	32 MONTHS – October 2018
Complete	Initial budget approved (at the Fall executive committee (EC) meeting)
	<ul style="list-style-type: none"> Draft budget has been prepared and will be reviewed by the SCR Seminar 2021 Exec Committee on 9/9/2018. After approval it will be sent to the SCR EC for review and approval during their 9/22/2018 conference call. Provisional approval of the budget received during the fall 2018 SCR EC conference call. Changes were requested to the teacher salaries. A revised budget has been prepared for review and approval by the SCR 2021 Committee at their Feb. 10, 2019 meeting. Once approved it will be submitted to the SCR EC. Approved Feb 2019
Complete Dec - 2018	Remaining loan made to the seminar treasurer (after initial budget has been approved). (As of 6/2015, \$4,500)
	30 MONTHS – December 2018
Complete 10/7/2018	Seminar logo and theme selected by host unit.
	<ul style="list-style-type: none"> Seminar Theme – Friends Threaded Together Seminar Logo –

		
Complete 11/19/2018	Logo sent to EGA product design and sales committee for approval. (See Appendix A for logo guidelines as of 2015.)	
	28 MONTHS – February 2019	
Complete	Teacher pay, including per diem and allowed incidentals is determined.	
	<ul style="list-style-type: none"> Teacher pay rate and per diem amount included in budget presented for approval at SCR Mid-year meeting on Feb 22, 2019. 	
Complete 4/15/2019	Seminar website is up with call for proposal information.	
Complete	Dean of faculty prepares a list of potential teachers. The list from the previous year may be used as a starting point.	
	26 MONTHS – April 2019	
Complete 4/29/2019	<ul style="list-style-type: none"> Begin publicity for teachers. Request for proposals e/mailed to potential faculty. The request will direct the teacher to the seminar website for proposal information. As of May 13, forty-nine have been contacted and seven have responded thus far: Six will send proposals, and one has declined since she will be retiring in 2020. 	
	23 MONTHS – July 2019	
Complete	<ul style="list-style-type: none"> Reminder email to teachers to submit proposals is sent by dean of faculty 	
	21 MONTHS – September	
Complete	<ul style="list-style-type: none"> Second reminder email to teachers to submit proposals is sent by dean of faculty 	
Complete	<ul style="list-style-type: none"> Faculty proposals due on September 30, 2019 As of September 30, 2019 - 98 proposals have been received from 20 teachers. 	
Complete	<ul style="list-style-type: none"> Selection committee reviews due to faculty chair on October 14, 2019 	
	20 MONTHS – October	
Complete	<ul style="list-style-type: none"> Class selection committee chooses seminar classes on October 19, 2019 (The region director and SCR seminar mentor are de facto members of the selection committee. The RD, ARD or seminar mentor should attend the selection in person as an observer.) List of teachers selected is sent to region director. Region director sends list to national Director of Education for approval. 	
	19 MONTHS – November	
Complete	<ul style="list-style-type: none"> Notify faculty of acceptance or rejection with return of all hard copy proposals. 	
	18 MONTHS – December	

Complete	<ul style="list-style-type: none"> • Faculty contracts due to dean of faculty.
	17 MONTHS – January
Complete	<ul style="list-style-type: none"> • Website/brochure development begins
Complete	<ul style="list-style-type: none"> • Committee making Save the Date table favors for Saturday lunch at SCR 2020
Complete	<ul style="list-style-type: none"> • Committee making Registration favors for the first x# of those to register for SCR 2021
	14 MONTHS -- April
Complete	<ul style="list-style-type: none"> • Initial website data is sent to webmaster. (April 1st)
Complete	<ul style="list-style-type: none"> • Website is developed in partnership with host unit and webmaster. (Month of April and May)
	13 MONTHS – May
Complete	<ul style="list-style-type: none"> • Website is developed in partnership with host unit and webmaster. (Month of April and May)
	12 MONTHS – June
Complete	<ul style="list-style-type: none"> • Complete seminar information is available on-line • Faculty preview at region seminar – <u>only available online</u> due to COVID-19 and Seminar 2020 cancellation • Registration opens – opened June 10 • Registration invitation letter and registration form mailout ready to mail. Includes Saturday luncheon – Save the Date table favors
	9 MONTHS – September
Complete	<ul style="list-style-type: none"> • Cancel teacher contracts with low numbers <ul style="list-style-type: none"> • The 3 teachers with low numbers have agreed to extend their cancellation date until December 1 to see if additional registrations are received • Repay loan to region – requesting an extension from region due to low registrations. • Boutique Vendor canceled due to Covid
	8 MONTHS – October
Complete	<ul style="list-style-type: none"> • Class assignments made – <ul style="list-style-type: none"> • scheduled for October 10 • Registrar's letter/invoice confirming class assignments and account status is emailed to students. • Letter confirming class status is emailed to teachers. <ul style="list-style-type: none"> • Email notification has been sent to teacher's whose classes have made
	5 MONTHS – January
Complete	<ul style="list-style-type: none"> • Registrar sends out invoices for final payments due on Feb. 1. • Solicitation letters sent to vendors requesting donations for door prizes • Invitations sent to vendors encouraging participation in Merchandise Night • Invitations sent to chapters providing them information about Opportunity Knocks • Email blast sent out to region indicating that YES seminar will be held this year and outlining the Covid-19 protocols that will be followed by the hotel.

	4 MONTHS – February (Added due to Covid-19)
Complete	<ul style="list-style-type: none"> • Held Walkthrough of hotel to review space availability based on Social Distancing requirements • Hotel committee working on class/classroom assignments with regard to size and social distancing requirements • Maximum Class sizes are adjusted to satisfy social distancing requirements • Maximum registrations will be adjusted to accommodate social distancing requirements • Repay loan to region
	3 MONTHS – March
Complete	<ul style="list-style-type: none"> • Cancellations postmarked on or before March 1, 2021 will receive a refund less the \$85 nonrefundable registration fee • Cancellations between March 1 - May 10, 2021 will receive a refund less the \$85.00 nonrefundable registration fee in addition to a \$100.00 cancellation fee. • Registrar furnishes information collected from registration forms to various seminar committees.
	8 WEEKS – April
Complete	<ul style="list-style-type: none"> • Teacher sends student letter and pre-work where required.
	4 WEEKS – May
In Process	<ul style="list-style-type: none"> • Participant deadline for cancelling classes. • Cancellations after May 10, 2021 will be reviewed by the seminar committee to determine the amount of refund, if any. • No refunds will be considered after May 31, 2021. • Registration count = 137; 7 teachers • All preparations for seminar are being finalized.
	FINAL WEEK – May 31 – June 4
	<ul style="list-style-type: none"> • Seminar!
	120 DAYS AFTER – October (In time for fall executive committee meeting)
	<ul style="list-style-type: none"> • Complete seminar report with financial statement attached due to region director and region treasurer. • Financial summary completed and given to region treasurer for inclusion in region's Annual Financial Report and for region representative's information. • Any funds remaining returned to region treasury. • Seminar bank account closed. • Region audit of seminar treasurer's financial records.

Respectfully submitted,

Sandy Crow

SCR Seminar 2021 Chair

May 24, 2021



Shreveport, LA is the place to be to join the Krewe of Needle and Thread, June 14-18, 2022. The Shreveport Rose Stitchery Guild is hard at work planning and preparing for the 2022 SCR Seminar. We will begin registration June 2 in-person at the 2021 SCR Seminar at Georgetown and on-line. There are eight great teachers lined up to teach three 3-day classes and five 2-day/1-day classes along with two additional virtual classes taught by two teachers beginning July 2022-September 2022. You may choose to take in-person classes along with virtual classes, but if you have a scheduling conflict you can still be take part in Seminar 2022 by taking one or both of the virtual classes offered. Some Seminar favors and goodies will be available to the virtual only attendees.

We will not have nametag kits but will be offering something new, Bag Tag Kits for \$20. These will have everything you need to create your own monogrammed luggage style tag for your suitcase or your stitching bag. We are also excited about a wonderful Region Day planned to travel to the local **Mardi Gras Museum** and an exciting new nighttime event, **Dinner and a Movie** at Robinson Theater. You will not want to miss these fun Wednesday events.

The seminar will once again be located at the Shreveport Convention Center and the recently remodeled Shreveport Hilton is the attached convention hotel. We are excited to welcome everyone back to Shreveport in 2022.

LuLu Martin
SCR Seminar Chair 2022

SCR 2023 Sugar Land Express Seminar
Tuesday, June 6 to Sunday, June 10, 2023



Location: Marriott Town Square in Sugar Land, Texas

Rates: \$153.00 per night. Room rates are the same three days prior and three days after the Seminar. Concierge level is \$30 more per night.

Valet: \$16 instead of \$25.

Complimentary wireless will be in guest rooms and all meeting rooms

Once our logo was approved by EGA's Product Design and Sales Committee we sent a posting to National and SCR's website (under seminars).

As a result of our financial workplan being approved by SCR's Board, we have received the remaining loan from SCR (total loan \$5,000).

Request for teacher proposals was sent /posted (electronic submissions only). EGA's National teacher contract is approximately 20 pages (large section on whether teachers would teach virtually).

We are planning to have Mini classes, Boutique (already contracted with 3 Stitches), Exhibit, and a Merchandise / Stash Event. Plans for Region Day are underway.

We started to have face to face meetings in April (no more zoom meetings). Yes!!

Respectfully submitted

Dr. L. A. Walker, 2023 Seminar Chair