

The mission of the Embroiderers' Guild of America is to inspire passion for the needle arts through education and the celebration of its heritage.

Tennessee Valley Region Board of Directors Meeting

November 18, 2016 9:00 AM (EST)

Holiday Inn Express

140 East Lanier Avenue

Fayetteville, GA 30214

TVR Director Margaret Steincamp called the meeting to order at 9:00 AM. She welcomed all to Fayetteville and introduced new chapter representatives: Marilyn Roberts - Cheekwood Chapter, Connie Beveridge – Alabama Chapter, Debbie Cosper – Majestic Mountains Chapter (alternate). She also thanked the Georgia Chapter for hosting the meeting in such a nice venue.

The Roll Call by Mary Lou Able, Secretary, showed a quorum present. The following chapters were absent: Bays Mountain, Central Alabama, Cyberstitchers, Dogwood, Greater Memphis, Mississippi Needlearts, Southern Stitchers. And Western KY/TN Stitchers.

Margaret informed us that an appointed committee had reviewed the minutes of the previous meeting of June 23, 2016 in Huntsville, AL and had approved them as corrected. Having the minutes approved between sessions creates more time in the meetings.

Vicki Reuter, Treasurer, reported that the Region was in good financial standing. She reminded those present who have travel expenses paid by the Region must submit them to her with receipts. We are allowed \$0.14 per mile, one half of a room charge, and \$20.00 for one meal for a Board meeting.

COMMITTEE REPORTS

Membership – Chairman Vera Grimsley submitted a report showing our membership is down by six from 2015. She filed a report comparing membership numbers from 2010 to November, 2016.

Bylaws and Standing Rules – Chairman Catherine Talley reported that the Chattanooga Chapter has had its Bylaws approved and that all chapters must have theirs approved by December 31, 2017. Information may be found on the National website.

Education – Chairman Liz Alexander will send out an e-mail to promote the use of the Gay Phillips Grant. Any balance remaining on December 31, 2017 must be returned to National. There is a reimbursement form on the EGA website.

Historian – Chairman Donna Etkin displayed two articles from West Virginia publications concerning the local chapters. She reminded everyone to contact their local or regional publications to cover activities of their chapters. Smaller publications sometimes need articles to fill in their pages and are more than happy to receive interesting ideas and photos.

Outreach – Chairman Marnie Graley has changed the format of her report to reflect our mission statement. A chapter's Facebook page can be used to invite the public to exhibits, lectures, classes. The Knoxville Chapter has charted thirty-four areas of interest to be sold to the public.

Newsletter – Temporary Chairman Marnie Graley reminded us that we need an editor for the Regional newsletter. She edited the post SAS XXXVI newsletter. It is published twice a year. Please inquire in your chapters about a possible replacement.

Nominating Committee – Chairman Rita Osterhage presented the slate of nominees for the TVR Board. They are Marnie Graley for Region Director, Vera Grimsley for Assistant Region Director, Brenda Willis – Secretary, and Debbie Cospers, Treasurer. The present Nominating Committee members will nominate a new nominating committee in April, 2017 to be elected in November, 2017.

SAS XXXV – Chairman Fay Shaw was absent but sent a report that she was still waiting on an outstanding check written to the state of Mississippi. When that check clears, she will be able to close the books showing a profit of about \$2100.00.

SAS XXXVI – Chairman Peggy Huffine submitted a report. It showed that 125 had registered for SAS 36. There was a total profit of \$2140.24 with 65% or \$1391.16 going to the Region and 35% or \$749.08 to be split by the eight chapters who had manned the various committees. There was also a report showing how the profits were distributed according to a division of responsibilities taken by the chapters. Margaret explained how this distribution system will be used in the future for any Region sponsored Share-A-Stitches to provide equal reimbursement for equal responsibilities.

SAS XXXVII – Chairman Lois Threlkeld reported that her committee is promising a terrific time at SAS XXXVII “Come Rock With Us” the First TVR Retreat April 27-30, 2017 at the Carson Springs Conference Center in Newport TN. The cost will be \$225 for Thursday evening thru Sunday (8 meals included) or \$160 for Friday evening thru Sunday (5 meals) with free parking. There were 65 stitchers pre-registered with space for 99 participants. Those pre-registered must have their registration forms completed with the appropriate check due in by March 1, 2017. Information is on the TVR website. Planned for Thursday after dinner is a “Keep Calm and Put Your Jammies On” party with games, prizes, and a make-your-own sundae bar. Friday morning after breakfast is set-up time for the silent auction, book sale and SAS 38 pre-registration. After lunch are the SAS Advisory Committee Meeting and the TVR Board meeting. At this time the silent auction, book sale and SAS 38 pre-registration will be open. Friday after dinner is a mini project by the Birmingham Chapter and free time. Saturday after breakfast there will be chapter or Petite Projects demos, SAS 38 pre-registration, set-up for the chapter stash bash and free time. Saturday after lunch is the chapter stash bash and/or free time to stitch or shop in Pigeon Forge or Sevierville. Saturday night is chapter stash bash, dinner, Silent Auction winners, an invitation to SAS 38, an optional biscornu project and stitch or free time. Sunday we will have breakfast and free time. Check out is 11 AM. Lois will ask the Conference Center if we may check in earlier than Thursday after 4PM or perhaps even on Wednesday for those who want to shop/tour Gatlinberg, Sevierville, Pigeon Forge or the Smokies. Those individuals and chapters who want a table at the stash bash should contact Nancy Pardue at nancypardue@charter.net.

SAS XXXVIII – Chairman Debbie Cospers reported that SAS XXXVIII will return to the Kingsport, TN Marriott Inn and Resort June 21-24, 2018. Rooms will be \$139.00 with free parking. Nineteen teachers have submitted 58 projects. Debbie’s committee chairs include Margaret Steincamp as Faculty Chair, Angela Farrington as SAS Brochure and Student Handbook Chair, Marlene Buckles as Registrar, Marjorie Sink as Site Chair, Brenda Willis as Treasurer and Lena Lundgren as Boutique Chair. Debbie still needs the following chairs: Bookstore/Used Bookstore, Hospitality, Merchandise Night, Silent Auction and Thursday Evening Event. The proposed theme and logo are “Blooming Stitches” with a rhododendron blossom and a silver moon floating over a mountain silhouette. The theme and logo will be sent to National for approval.

SAS XXXIV – Acting Chairman Marnie Graley reported that Majestic Mountains has invited SAS 39 to Charleston, WV in June of 2019. She is looking for a Chairman and committee members.

UNFINISHED BUSINESS

The original TVR quilted banner was last seen in Birmingham, AL. PLEASE ask anyone who attended that SAS to look in all their stash hiding places, garages, attics, friends' hiding places for the banner so it may be returned to its original quilter.

April TVR Board Meeting – The SAS Advisory Committee Meeting will be Friday April 28, 2017 at 1:00 PM (CDT) and the TVR Board Meeting will be at 2:00 PM (CDT).

“Through the Needle’s Eye Award” ribbon – Nancy Pardue has completed the TVR logo. We will offer a \$100.00 prize to a TVR member who has entered the exhibit. Deadline for the application is February 28, 2017. Additional Information is on the EGA website. If a chapter is interested in sponsoring the traveling exhibit, they should contact Brad Cape at EGA headquarters.

We broke at 10:12 and began again at 10:40.

Marnie Graley received several volunteers during the break on behalf of SAS XXXIX. Brenda Willis (Alabama) volunteered as Faculty Chairman, Marlene Buckles (Bristol) as Registrar, Sue Fullgraf (Knoxville) as Bookstore, Boutique, and Silent Auction Chair and Tri Area Needlearts for the Logo and Pins, Slogans and Favors.

Report from National Board Meeting

“Star Spangled Seminar 2016” National Seminar, Alexandria, VA, November 1- 6, 2016 – Margaret Steincamp reported that the seminar consisted of a five day format with the classes beginning on Wednesday, November 2nd and ending on Sunday Evening, November 6th. She commented that it was very fast paced, she was very tired, but she had a great time. She really preferred the former style of seminar that began on Sunday with a free day on Wednesday and ended on Saturday evening.

“Blue Ridge Rendezvous” National Seminar, Ashville, NC, August 16-20, 2017 – Margaret reported that 225 participants are pre-registered. There is an overflow hotel in Ashville. Registrations are open now thru the end of November. This seminar will also have the five day class sessions with four mini-classes (3 hours) on Tuesday evening, August 15th. Carol Wilcox will be teaching earrings. Visit EGA’s website for further information.

“Diamond Jubilee 60th Anniversary” National Seminar, Louisville, KY October 3-7, 2018 - Information on this seminar will be in “Needle Arts”. Please see the website for additional information.

EGA’s 21st National Exhibit “Through the Needle’s Eye” – This exhibit will be opening at the Transylvania Community Arts Council in Brevard, NC, August, 2017. A description of the exhibit can be found on page 42 in the March, 2016 issue of “Needle Arts”.

Financial Report – EGA is in sound financial health. Closure is near in the Gay Phillips Estate. The audit has been completed.

Gay Phillips Estate – Of the \$350,000 EGA received in cash from the Gay Phillips Estate, \$65,000 was allocated for the grant which gave each chapter \$225 to be used for educational purposes by December 31, 2017 and to fund “A Little Black Book of Embroidery Basics”. This booklet is online and can be downloaded for free. A free hard copy can be requested by contacting Brad Cape at headquarters. It is available to the public. This would be a great tool for “Stitch in Public Day” February 4, 2017.

Strategic Plan – Strategic Plan Phase 1 is website development. When in place it will open a new area of customer relations on our website. It will have new software with inter-active capabilities such as the ability of a member to change her address or other membership information. These changes should occur before Christmas. Phase 2 of the Strategic Plan is Crown Jewels.

Crown Jewels – This new gifting program replaces “my EGA” and encourages members to more fully support our mission statement with significant financial donations over a four year period. There are three levels of giving: Emerald – a gift of \$2000.00 donated in 4 annual installments of \$500.00 each, Ruby – a gift of \$4000.00 donated in 4 annual installments of \$1000.00, and Diamond – a gift of \$6000.00 donated in 4 annual installments of \$1500.00 each. A contribution to the Crown Jewels will be announced in “Needle Arts” and acknowledged by a crystal crown pin. Members who wish may still donate to the annual giving fund.

Phase 3 of the Strategic Plan is to employ a marketing firm that specializes in marketing a non-profit group such as EGA to the general public and prospective members. New members will receive a “new membership packet” from the chapter. (Chapters should already have such a

packet for new members or should start developing one.) National will then send a survey to new members in three or four months to inquire how they have been received by the chapter and what improvements could be made to encourage the new members to remain with the chapter.

Rand Duren is the new Electronic Media Coordinator at EGA headquarters.

President's Outreach New Projects – Leslie Gagliardi, EGA President, has chosen the Alzheimers' Association as her outreach project. The projects can be downloaded or Brad Cape can be contacted for hard copies. The \$30.00 fee for the four projects will go directly to the Alzheimers' Association.

EGA has been approached by the DMC Corporation to enlist in a mutually profitable joint venture: as we grow, they grow and vice versa.

New Business

Appointment of Audit Committee – Debbie Cospers, Vera Grimsley, and Liz Alexander were appointed by Margaret Steincamp.

Appointment of Committee to Approve Minutes – Druscilla Defalque, Vicki Reuter, Marnie Graley and Margaret Steincamp were appointed to read the minutes from the previous Board meeting, then approve and/or correct them to expedite the distribution of these minutes to the Board members before meetings.

SAS Teacher Salary Increase – We have spoken about salary increases a number of times. Mary Lou Able moved that we research where we stand in regard to other regions on the salary issue with a report to be given at Carson Springs in April, 2017. Lois Threlkeld provided a second. The motion passed. A salary increase could not occur before 2019.

TVR Budget for 2017 – Treasurer Vicki Reuter presented the proposed budget. After much discussion and several changes, Vera Grimsley moved that we accept the 2017 Budget as amended. A second came from Lois Threlkeld. The motion was passed.

Nancy Pardue asked about the possibility of exhibiting the National Tapestry. Margaret replied that the Tapestry has sustained some damage due to shipping. It is presently being repaired.

Election of TVR Officers – The slate of nominees was presented by Rita Osterhage earlier in the meeting. There being no nominations from the floor, Lois Threlkeld moved that the slate be elected. The following were elected: Marnie Graley as Region Director, Vera Grimsley as Assistant Director, Brenda Willis as Secretary, and Debbie Cosper as Treasurer.

Installation of TVR Officers – Margaret Steincamp called the new officers forward and installed each one in her new role.

Closing Remarks – Margaret reminded us all to support our new Board officers. She thanked all the outgoing officers and the rest of the Board for their help and support during her term of office. She said it had been a joy and a privilege to serve as TVR Director.

Outreach and Chapter Reports are due March 31, 2017, to Marnie and Vera.

Meeting adjourned at 12:30 PM (EST).

Mary Lou Able
Secretary