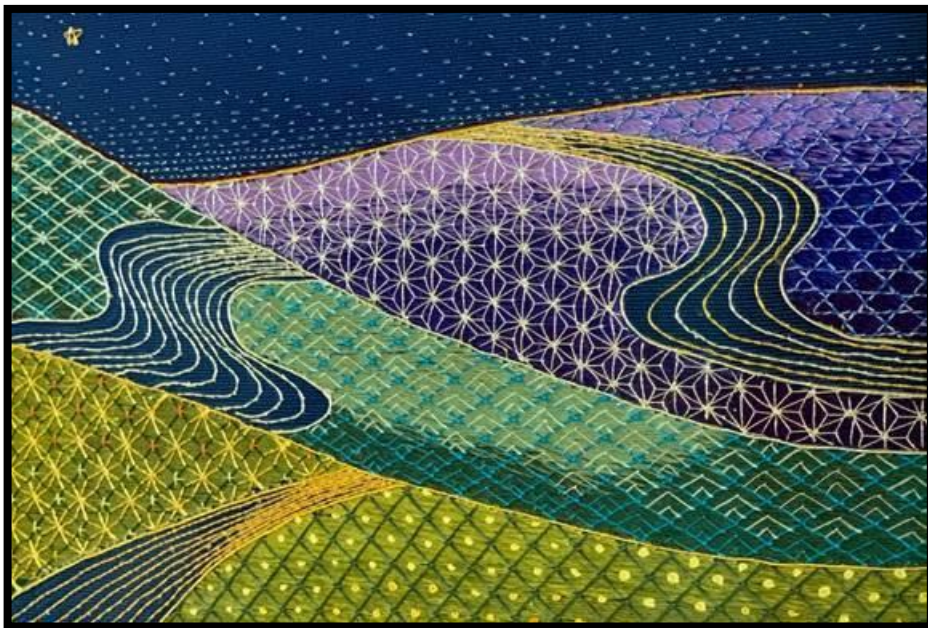




Embroiderers'
Guild of America



Mary Alice Sinton

2020 Annual Report

**Mission: To inspire passion for the needle arts through
education and the celebration of its heritage.**

TABLE OF CONTENTS

	Page
President’s Report	4
Region Visits	4
Strategic Planning Progress	4
Social Media	4 and 24
Marketing/Membership	4, 24, and 28
Operations	4
Fund Raising	5
Policies, Procedures, and Bylaws	5
Diversity/Inclusivity/Equity	6
Montague Joint Venture	6
Library	6
Collection	6
Scholarships and Awards	7
Outreach	7 and 29
National Outreach	7
Youth	8
EGA Office and Staff	8
Education	8
Educational Programs	9
Group Correspondence Courses	9
Individual Correspondence Courses	10
Online Programs/Online Studio	11
Virtual Lecture Series	13
Educational Advancement	14
Extended Study Program	14
Certification Programs	14
Master Craftsman	14
Technical Excellence Certification	15
Teacher Certification, Certified Teacher Graduate Program	15-16
Certified Judge/Master Judge Certification	16
Winning Ways	16
Bobbie Pilling Award	17
Needlework Appraiser Certification	17
Fiber Forum	17
Education Publications	18
Guideline Series	18
Technique Basics	18
Glossary of Terms	18
Petite Projects/Free Projects	18

Projects	18
<i>Needle Arts</i>	18
<i>Designers Across America/World</i>	19
Stitch-A-Long	19
National Seminar	19
International Teaching Tour	19
Region/Chapter Education	20
Special Events	20
<i>Through the Needle's Eye</i>	20
Educational Exhibits	20
Communication	21
Website	21
Newsletters	21
E-newsletter (for members)	21
<i>Needlework Network</i> (for non-members)	22
<i>Needle Arts</i>	22
<i>Inside EGA</i>	22
Summary of <i>Needle Arts</i> Feature Articles	22
Marketing	24
Social Media	24
Website Activity	26
Product Design/Sales	27
Festival Outreach	28
Membership	28
Outreach Report	29
Financial Information	30
Statement of Activities (Revenue and Expense)	30
Statement of Financial Position (Assets, Liabilities, and Equity)	31
Donors	32
Benefactors	32
Memorial and Commemorative Gifts	32
Crown Jewels	34
Ways to Give	34
Key Personnel	35
Board of Directors	35
Staff	35
Service Providers	35

PRESIDENT'S REPORT

Region Visits.

2020 ... The year the COVID-19 pandemic shut down the world. As a result, I was not able to travel to visit any region in person. During 2021, I hope to be able to visit several regional seminars via Zoom, if travel doesn't become possible before the end of my term.

Strategic Planning Progress.

Marketing and Membership. See page 24.

Online Presence/Social Media: See page 25.

Operations. As a result of the COVID-19 pandemic, many of our activities switched to online formats. EGA purchased the professional version of Zoom and disseminated educational materials to regions and chapters on how to conduct business, hold classes, and provide "community stitching" opportunities to members.

The September 2020 Annual Meeting was conducted via Zoom with YouTube livestreaming viewable by an unlimited number of people. Since this didn't make it possible for real-time interaction by YouTube viewers, the membership was requested to send in questions and issues about which they wanted to hear more. In June, EGA also sent ballots to all chapter presidents for mail-in voting on pre-announced issues. This was a huge success: 1,400 people viewed the meeting, either "live" during the YouTube broadcast or by watching the recording at a later time. The response received from members was overwhelmingly positive with requests to do it this way every time. As a result, the Board conducted the first semi-annual Meeting following the March 2021 Board meetings (also via Zoom and YouTube livestreaming). Again, members were requested to send in their questions and issues to be covered during this presentation, and again, the response from the membership was extremely positive.

Proficiency in using the internet to conduct business has become one benefit of the pandemic in that we are now able to make events such as virtual tours of shops, visits with international teachers and designers, participation in region/national meetings, retreats, lectures, exhibits, and demonstrations feasible and economical. We expect to continue taking advantage of this format for many events in the future, even after the world returns to a more normal state.

After great deliberation and weighing of risks, we cancelled the 2020 National Seminar scheduled for September 2020 in Boston, MA, and rescheduled it for the same location and approximate dates in 2023. The Board approved refunding all registrants' fees, including the normally nonrefundable portion; as a result, the cancellation resulted in a loss of \$31,000. All region seminars and Extended Study Programs scheduled in 2020 also were postponed and most were rescheduled for 2021 or later.

We hope the 2021 National Seminar in Chicago, IL, will be held in the normal (i.e., in-person) format, so, accordingly, we started Early Registration online on 1 September 2020. As of March 2021, we still are hoping to go this way, but we also are making plans to pivot,

if necessary, to a virtual or a hybrid style of seminar. Because international travel continues to be very restrictive, the two international teachers were replaced by qualified American teachers.

Implementing the staggered election cycle approved by the previous Board, the vice president, secretary, and director of bylaws rotated off with new officers elected into those positions effective at the Annual Meeting on 5 September 2020. These new officers (Marge Kelly, vice president; Kathy Melville, secretary; Kathy Weigl, bylaws) are serving 3-year terms (2020-2023). The remaining officers (president, treasurer, director of education, and director of marketing/membership) will serve one more year. Nominees for these positions will be selected in March 2021 in preparation for the September elections.

Fund Raising:

No formal annual fund campaign was launched in 2020.

- Crown Jewels: In 2020, we received a total of \$4,000 in new pledges with \$8,250 in payments received. Total pledges through 2020 equals \$114,000; total payments through 2020, \$107,150 with a balance of \$6,850 in pledges remaining at 12/31/2020.
- Heritage Fund: The current amount donated during 2020 is \$2,000 for a total of \$53,925.

Policies, Procedures, and Bylaws.

Policies, Procedures, and Ancillary Documents were updated and posted on the website; most of these changes were editorial in nature in order to align policies, procedures, and job descriptions more closely to actual practice. Significant changes include:

- Changes to allow electronic meetings and electronic notification of meetings
- Added a deputy director to the National Seminar Committee
- Describe Encore Group Correspondence Courses
- Describe a new payment structure for teachers
- Increase a teaching restriction from 30 to 60 days
- Revise the policies/procedures for checking out books
- Revise the policy for the Extended Study Program Coordinator
- Cover the newly established Golden Needles Award
- Allow the Scholarship Committee some discretionary authority
- Revise *Needle Arts* policies (pay for designs, increase the number of projects per issue, include left-handed instructions)
- Change recognition for Gold Thread winners from a plaque to a dedicated page on the EGA website
- Implement a Shop Affiliation program and revise the Library Affiliation program
- Revise the Teacher Certification and Graduate Certified Teacher Programs
- Initiate the Virtual Lecture Series

Five motions to change the national bylaws were approved:

- Two were required by the newly implemented staggered election terms of officers

- Two allow use of electronic means to notify national Board members of meetings
- One presented the slate for vice president, secretary, and director of bylaws.

Region and chapter decennial bylaws reviews continue. All region bylaws are current. Chapter bylaws are still being updated as follows:

- Greater Pacific Region: two chapters have not updated their bylaws: River Valley and San Francisco
- Heartland Region has 12 chapters who are working on their bylaws, which were due in 2020. Several are at the final approval stage and should be updated early in 2021.

Diversity/Inclusivity/Equity.

During 2020, EGA focused on how we could evolve to be a more diverse, equitable, and inclusive organization in order to promote increased membership and support long-term viability of EGA. Initial training was provided via Zoom to Board members during the September Planning meeting by Gifted by Design, a Louisville-based company. Celeste Chalasani and Marge Kelly assumed responsibility for spearheading this initiative and selected a different company, IDEAS Xlab (also in Louisville) to assist us. This company initially met with EGA leadership, which approved their proposal to start by conducting a survey of EGA members. This will establish a starting baseline with objective data so we can measure progress in this area.

Celeste Chalasani, assisted by Karen Nadeau, started a series of monthly Virtual Lectures, which have focused on embroidery styles from diverse cultures (see Education for more information).

Montague Joint Venture Note Receivable.

EGA received the full payoff amount of \$959,630.14 (principal of \$950,000 and interest from June 1 to October 26) and deposited the funds with Charles Schwab. We will investigate options for investing some or all of the \$2.5M discretionary funds in options other than CDs or bonds, which are paying extremely low interest rates. Our goal is to invest in options that will increase the monetary value, maintain an acceptably moderate level of risk, and still have funds that can be accessed quickly if needed.

Library. Gwen Nelson, Chair.

We continued to receive donations to the library with all books added to the list on the website as quickly as possible.

Collection. Gwen Nelson, Chair.

During 2020, we accepted four new donations:

- A 1920s hand embroidered fisherman's vest and jacket from Brittany, France
- A Japanese fukusa from the Meiji dynasty
- A sampler of silk and metal ecclesiastical embroidery
- A rather large tablecloth or altar cloth with drawn thread and other embroidery

The Asian Fusion EGA Exhibition 2020 opened on 5 March 2020. We had more than 90 items and 16 contributors. Unfortunately, the exhibition had to close due to COVID-19, so we

extended the exhibition until March 2021. Every contributor, with the exception of two, gave EGA permission to continue exhibiting their pieces until March 2021.

Scholarships and Awards. Susan Roe, Chair.

Scholarship winners from 1 January-31 December 2020 were:

- Judith and Susan Richardson Teaching Certification Scholarship: Alexandra Fagelson
- Mary-Dick Digges Scholarship: Lynette Maton
- Legacy Scholarship: none selected
- Genny Morrow Memorial Scholarship: none selected (2020 Seminar was canceled)
- Penny Evans Memorial Scholarship: none selected
- Marjorie Jones Scholarship: none selected
- Research Fellowship Grant Award: Sydney Lokant

2020 Gold Thread Award winners were:

- Carolinas Region: Cathie Barker, The Laurel Chapter
- Great Lakes Region: Betty Clyde, Columbus Area Chapter
- Greater Pacific Region: Virginia Welch, Rose City Stitchers Chapter
- Heartland Region: Nancy Crow, Quinsippi Chapter
- Metropolitan Region: Ginny Thompson, Skyllkill Chapter
- Mid-Atlantic Region: Judith Herrick, Molly Pitcher Stitchers Chapter
- Mid-Eastern Region: Judy Badger, Keystone Chapter
- New England Region: Susan Allison, Southern Maine Chapter
- Pacific Southwest Region: Ganet Burr, Channel Island Chapter
- Rocky Mountain Region: Ellie Ames
- South Central Region: Joyce McCoig, San Antonio Chapter
- Sun Region: Marty Wyatt, Abbie Kverek, Sand Dollar Chapter
- Tennessee Valley Region: Elise Lampton, Louisville Chapter

2020 National Gold Thread Award winner was: Joyce McCoig, San Antonio Chapter, South Central Region

Outreach. Beate Lies, Chair

See page 30.

National Outreach Program. We have posted six sets for the benefit of America's wounded service members:

- Set 1: *America 1776: A Diamond in the Rough* by Linda Reinmiller (canvas); *Hero's Bouquet* by Judy Jeroy (surface); and *Purple Heart Ornament* by Carol Lynn Stratton (surface); as of 31 December 2020, sales for Set 1 equals \$3,720 (124 sets).
- Set 2: *Poppy Remembrance Pin* by Celeste Chalasani (stumpwork); *Star Spangled Fireworks* by Kurdy Biggs (canvas); and *Warped Pentagon Pendant* by Marie Campbell (beading); as of 31 December 2020, sales for Set 2 equals \$3,960 (132 sets).

- Set 3: *A Patriot's Heart* by Janet Zickler Casey (canvas); *A Patriotic Journal* by Catherine Jordan (counted thread); and *Wounded Warrior Bracelet* by Laura Smith and Daphne Sherman (multi-media); as of 31 December 2020, sales for Set 3 equals \$2,910 (97 sets).
- Set 4: *Peace* by Kim Sanders (counted thread); *Stars and Stripes* by Gail Stafford (canvas); and *Eyes of Gold* by Terri Bay (Ukrainian whitework); as of 31 December 2020, sales for Set 4 equals \$2,010 (67 sets).
- Set 5: *Patriotic Ornament* by Ann Strite-Kurz (canvas); *Gratitude* by Cara Hayes (counted thread); and *Crazy for America* by Sara Zander (crazy quilting); as of 31 December 2020, sales for Set 5 equals \$270 (9 sets).
- Set 6 has been added and all sets will be available in the EGA Shop until the end of my term: *Baby Steps* by Gwen Nelson (beading); *Honor Flights* by Kay Stanis (silk and metal); and *Hope* by Carol Peao Currier (crewel).
- The totals between October 2018 – 31 December 2020 equal \$12,870 (429 sets). (NOTE: these numbers correct the errors made in calculating the numbers for the 2019 Annual Report.)

Youth. Wendy Lynn, Chair.

This program is undergoing major reworking at this time to; efforts include:

- Develop clarification of this membership category;
- Formally understand what legal requirements are needed to mitigate EGA risk in dealing with youth in the chapters and on zoom
- Develop a curriculum or strategy to teach these members
- Deploy the strategy to the membership and chapters
- Find sources to engage with potentially new members of this category

EGA Office/Staff. Cynthia Welch, Administrator.

There were 93 visitors to HQ. On 17 March 2020 the office followed COVID-19 protocol by having only one staff member per day in the office. Courtney Matthews, the administrative assistant, left in May; we did not try to replace her during the lockdown and we are considering the following:

- To continue the position of Administrative Assistant as is
- To revise or add to the responsibilities (assist with data management; assist with Marketing, etc.)
- And/or to change this position to full-time

Fifty-one members checked out 153 books. The number of study boxes checked out was down; meanwhile, work on updating and refreshing the study boxes continues. Slides are being converted to CDs.

EDUCATION

During 2020, the Education Department focused on:

- Increasing the number and diversity of educational programs

- Helping regions, chapters, and members obtain access to these programs via virtual technology. The primary goal of the technical training was to enable the education chairs to use all available tools to continue EGA’s “business of education.” As part of this endeavor, EGA also collated and disseminated a list of teachers who are willing to conduct lectures via an online meeting platform like Zoom.

EDUCATIONAL PROGRAMS. Jo Ellen Angel, Administrator.

Group Correspondence Courses. Judy Herrick, Chair.

GCC participants work together or individually learning new techniques with the opportunity of receiving evaluations from the teacher on completed or partially-completed projects.

GCC	2020	2019	2018	2017	2016	2015	2014	2013
Total Participants	1,085**	913**	1,044*	990	1,005	1,347	1,157	1,373
# Groups	69	57	74	89	94	115	105	100
# Members enrolled as part of a Group	637	540	732	779	795	1,088	885	1,115
# Lightning Rounds	16	15	19					
# Members enrolled in Lightning Rounds	448	373	346	211	210	259	268	269
Encore Courses	4	5						
New Courses	1	2	2	6	3	2	5	6
Retired Courses	1	2	2	5	3	5	8	11
Courses at year-end	38*	36*	31	28	27	27	30	33

* Combination of GCC and Encore courses.

** Combination of GCC, Encore Courses, and Lightning Round enrollments.

These GCCs were offered each quarter as Lightning Rounds:

- December 2019-January-February 2020
 - *Cosmos* by Kim Sanders
 - *Papillon* by Adrienne Meyer
 - *Star-Spangled Puzzle Ball* by Denise Harrington Pratt
 - *English Summer* by Cheryl Sharp
- March-April-May 2020
 - *The Princess and the Pea* by Marion Scoular
 - *Mythical Myrtle* by Barbara Kershaw
 - *Frenzy of Fringes* by Jeanette Carmichael
 - *Avondale* by Carol Peao Currier
- June-July-August 2020
 - *Fandango* by Barbara Kershaw
 - *Jacobean Fantasy* by Kay Stanis
 - *Thank Goodness It’s Finished* by Kim Sanders
 - *Keeping in Shape* by Gwen Nelson
- September-October-November 2020
 - *How Does Your Garden Grow* by Carol Peao Currier

- *Perfectly Counted Crosses* by Carolyn Standing Webb
- *Mark & Paint on Canvas* by Laura Smith
- *Roses* by Carol Algie Higginbotham

The *Fancy Flowers Temari* course by Barbara Seuss was retired.

New and Encore courses debuted in 2020 were:

- *Shimmering Dreams* by Mona Hill
- *Desert Strands* by Becky Autry
- *Touch of Fall* by Jane Ellen Balzuweit
- *Jacobean Fantasy* by Kay Stanis
- *Ancestry* by Carolyn Standing Webb

Eleven courses are in the development phase at this time:

- Development – 5
- Pre-editing – 3
- Piloting – 1
- Post-pilot editing – 2

Individual Correspondence Courses: Sheila Iskin, Chair.

ICCs offer EGA members an opportunity for intensive, personalized study under the supervision of teachers selected for their outstanding needlework skills and knowledge. The courses are in-depth study programs covering a wide range of embroidery techniques and disciplines at various skill levels. They are a perfect complement to workshop classes, group study courses, and lectures.

ICC	2020	2019	2018	2017	2016	2015	2014	2013
Participants	58	39	37	37	25	37	26	36
Graduates	7	12	9	5	10	8	9	5
Courses at year-end	10	10	9	10	10	10	10	10
Total Income	1,170	\$1,055	\$1,045	\$1,075	\$680	\$1,055	\$725	\$1,005
Income per Course	\$155	\$117	\$104	\$98	\$68	\$96	\$73	\$112

Current ICCs:

- *A Basic Study of Schwalm Embroidery* with Barbara M. Kershaw
- *Crazy Quilting* with J. Marsha Michler
- *Design for Needlework* with India Hayford
- *English Smocking* with Kim Sanders
- *Introduction to Metal Thread Embroidery* with Kay Stanis
- *Jacobean Crewel Embroidery* with Carol Peao Currier
- *Rainbows Bend: A Course on Color Theory* with Carol Rinard
- *Silk and Metal Thread Embroidery* with Kay Stanis
- *Techniques for Canvas Embroidery* with Diane Herrmann
- *The Art of Teaching Embroidery* with Kay Stanis and Carole Lake

ICC graduates in 2020:

- Patricia Allis, Mid-Eastern Region – *Rainbows Bend*
- Diane Clark, Heartland Region – *Art of Teaching Embroidery*
- Stephanie Goaley, South Central Region – *Silk and Metal Thread Embroidery*
- Mary Lewers, Mid-Atlantic Region – *Rainbows Bend*
- Tina Moye, Pacific Southwestern Region – *Jacobean Crewel Embroidery*
- Janice Nance, Greater Pacific Region – *Silk and Metal Thread Embroidery*
- Tracy Reeb, Great Lakes Region – *Art of Teaching Embroidery*

New Courses: We launched two courses in 2020:

- India Hayford's *Design for Needlework*
- Diane Herrmann's course *ICC Canvas Work*

2020 Retirements. Celeste Chalasani: *Stumpwork ICC, A Journey into the World of Raised Embroidery: Traditional & Contemporary Stumpwork Techniques.*

Development Contracts in progress:

- Carolyn Standing Webb: course on Samplers – renewed
- Carolyn Peao Currier: Jacobean Crewelwork ICC – being edited
- Patricia Goaley: Judging – being edited.

Administration:

- Kathy Melville retired as the Development Assistant to take over as Secretary for EGA National. The ICC Chair has chosen not to appoint a new Development Assistant at this time.
- Staff at Headquarters are working with teachers to streamline and facilitate the collection of fees for hard copy and digital texts.
- The ICC chair plans to revisit the idea of using YouTube videos to engage students.
- The ICC Chair is using the 1989 Education Catalog that lists 26 courses as a tool to search out new teachers to duplicate some of these past topics as well as additional new ones.

Online Programs. Angela DeForest, Administrator.

Online Studio. Janice Meyers, Chair.

In addition to the traditional one-time class format, in 2019 we expanded the online studio to include classes on a continuing studies basis, allowing members to register up to one year for the class.

Continuing Online Studio Classes: Four continuing online studio classes were contracted in 2019 with registration for one year; all closed in 2020. With the exception of the *Beginning Brazilian Dimensional Embroidery*, class registration for these continuing studies classes was under-whelming considering that students had an entire year to register. Due to that, it was decided to not contract for any more continuing online studio classes.

Continuing Online Studio Classes	2020	2019	2018	2017	2016
# of Classes	0	4	<not offered>		

2019-2020 Continuing Online Studio Classes available during 2020 were:

- *Basket of Gold* by Carolyn Standing Webb – 62 students
- *Fingertip Gloves* by Deborah Tirico – 34 students
- *Hidden Trellises* by Merrilyn Heazlewood – 45 students
- *Beginning Brazilian Dimensional Embroidery* by Judy Caruso – 124 students

Timed Online Studio Classes.

Timed Online Studio Classes	2020	2019	2018	2017	2016
# of Classes	15	5	1	4	4

Timed Online Studio Classes held in 2020:

- *Blackwork Heart* by Carol Lynn Stratton (beginner, blackwork class)
- *Mexican Tile* by Margaret Bendig (basic/intermediate, counted canvas)
- *Vintage Log Cabin* by Terry Dryden (basic-intermediate, counted canvas)
- *Passionate Pineapple* by Sandie Cormaci-Boles (intermediate, pulled thread)
- *Dorset Button Needle Minder* by Pat Olski (all-levels, contemporary thread wrapped button class)
- *Embroidered Quilt Bloc* by J. Marsha Michler (advanced-beginner, crazy quilting)
- *Ahwahnee* by Lorene Salt, (advanced-intermediate, counted canvas)
- *The Stitcher's Touch* by Dawn Donnelly, (basic-intermediate, counted thread)
- *Crème de la Crème* by Kurdy Biggs (intermediate, counted canvas)
- *Design Like a Pro* by Catherine Jordan (all levels)
- *Glass House Fuchsias* by Merrilyn Heazlewood (intermediate, canvas/ribbon)
- *The Flax Sampler* by Eileen Bennett (advanced-intermediate, cross stitch/pulled thread)
- *Color and Design Refresher* by Dolores Andrew (all levels, color and design)
- *Strut Your Stuff* by Laura Smith (all levels, exhibiting embroidery)
- *Pathways* by Margaret Kinsey (basic-intermediate, gold work)

Timed Online Studio Classes contracted for 2021/2022 are as follows:

- *Geraniums* by Merrilyn Heazlewood (intermediate, counted canvas), to begin 3 February 2021
- *Goldwork Bracelet* by Cynthia Jackson (intermediate, goldwork), 86 students, to begin 17 February 2021
- *Kimono Revisited* by John Waddell (basic-intermediate, counted canvas), to begin 3 March 2021
- *Brian the Bee* by Hazel Blomkamp (intermediate-advanced, surface and beading), to begin 7 April 2021
- *Some Accumulation* by Terri Bay (basic-intermediate, Hardanger), to begin 5 May 2021

- *Winter Lights* by Jennifer Riefenberg (basic-intermediate, counted canvas), to begin in June 2021
- *Red Clover* by Katherine Diuguid (all levels, contemporary goldwork/long and short stitch), to begin 4 August 2021
- *Lazy Summer Day* by Judy Caruso (basic-intermediate, surface embroidery), to begin 6 October 2021
- *Maple Leaves* by Susan Hoekstra (advanced-intermediate, counted canvas), to begin 5 January 2022
- *Rosette* by Arlene Cohen (intermediate, counted thread on linen), to begin 2 March 2022

Timed Online Studio Classes in the process of being contracted:

- Lizzy from Laurelin Embroidery (UK) is designing a class in whitework
- Jacqui Clarkson is designing a Sashiko sampler class
- Raven Fagelson is developing *Designing for Texture in Jacobean Crewelwork*
- Sarah Pedlow is developing a class in Hungarian embroidery
- Julie Carmen is developing a class of laid work with embroidered images on fiber.
- Natalia Frank is in negotiations

Virtual Lecture Series. Karen Nadeau, Chair.

Created as a result of the COVID-19 restrictions, the Virtual Lecture Series Committee began work in November 2020. On the second Saturday of every month at 1 p.m. Eastern, a guest lecturer speaks about culturally diverse embroidery techniques and textile traditions. Attendance is limited to 100 participants for each lecture. Among topics discussed will be the history, symbolism, purpose, and practicality of how this embroidery has passed down through generations.

Many of the embroidery techniques are passed down orally and, by watching how it's done with no written instructions or patterns to follow. Besides the beauty of the traditional embroidery, there is sadness, joy and triumph in many of these stories.

In 2020, the committee accomplished the following:

- Selected Karen Nadeau to develop and chair the new program with two moderators, Jana Bass and Donna Pence.
- Signed contracts with three speakers.
- Contacted six more lecturers to speak.
- Provided publicity information on the website.
- Developed procedures for conducting the Zoom meetings.
- Developed a Participant Etiquette Document for Zoom meetings.

Virtual Lectures scheduled for 2021:

- January: *Embroidery, Clothing and Feminine Identity in Jewish Yemen* by India Hayford
- February: *The Art of Japanese Internment Camp*, by Toni Gerdes

- March: *Sashiko: A Form of Japanese Embroider*, by Jacqui Clarkson
- April: *Eastern European Embroidery of Hungary, Transylvania, and Western Ukraine* by Sarah Pedlow
- May: *Colcha Embroider*, by Annette Gutierrez Turk
- June: *Maya Textile Artists: Passionate Celebration of Cultural Heritage* by Diane Herrmann
- July: *An Exploration of Indigenous Beadwork from an Historical Perspective* by Naomi Smith

EDUCATIONAL ADVANCEMENT. Kay Stanis, Administrator.

Extended Study Programs. Gaye Smith, Chair.

ESPs provide members with opportunities to participate in comprehensive programs that encourage creative expression and personal growth. We also try to host our ESP classes where other major events that EGA sponsors aren't necessarily held.

	2020	2019	2018	2017	2016
Number of ESPs	*1	3	2	2	1
Number of participants	22	11	16	15	17
Subject	<i>Uncommon Stitches</i>	<i>Journey to Mexico - 2</i>	<i>Cubic Right-Angle Weave</i>	<i>Journey to Mexico-1</i>	<i>A Study of Textiles</i>
	<i>*Isabella: A Ukrainian Whitework Sampler</i>	<i>Casalguidi and Ribbon Embroidery</i> <i>Thread Painting/Tour of England</i>	<i>A School Girl Exemplar</i>	<i>Summer Garden in a Box</i>	
Teacher	Melinda Sherbring	Tia Stephanie Tours	Marcia Decoster	??	Kathleen Weston
	*Terri Bay	San Francisco School of Needlework and Design Helen Stephens/Lucy Barter	Jackie duPlessis	Marsha Papay Gomola	

*The scheduled Ukrainian Whitework ESP was cancelled due to COVID-19.

Two future ESPs have been scheduled:

- *Contemporary Geometric Beadwork—De-mythicized* by Sam Norgard in Colonial Williamsburg, VA, was rescheduled to November 2021.
- *A Study in Goldwork* by Deborah Merrick-Wilson in Alexandria, VA.

Certification Programs. EGA offers six needlework certification programs:

Master Craftsman Certification Program. Catherine Jordan, Chair.

The aim of the 10 Master Craftsman Certification Programs is to reward those who demonstrate mastery of a technique, both technical excellence and a good understanding of design and color. A survey was sent out to MC candidates who left the program without completing it; this data was shared with the MC Coordinator to help improve the program, encourage more enrollment, and support enrollees in the program. In addition, the EGA website and program bibliographies were updated. Procedures for judging were adapted due to the COVID-19 restrictions on travel.

The 10 programs are:

- Beading
- Canvas Embroidery
- Color for Needlework
- Counted Thread Embroidery
- Crewel Embroidery
- Design for Needlework
- *Quilting
- Silk and Metal Thread Embroidery
- *Smocking
- Surface Embroidery

*Quilting and Smocking are being retired due to low interest in these programs.

Master Craftsman	2020	2019	2018	2017	2016	2015	2014	2013
Graduates	4	4	5	5	8	1	4	5
New enrollees	32	18	8	32	15	9	32	15
Enrolled at year-end	119	105	115	151	137	140	157	153

The following candidates successfully completed Master Craftsman Programs in 2020:

- Rosemary Denton, Rocky Mountain Region – Color
- Susan Mondabaugh, New England Region – Crewel
- Amy Remillard, Great Lakes Region – Counted Thread
- Diana Sheppard, Greater Pacific Region – Counted Thread

Technical Excellence Certification Program. (Chair to be named later)

During 2020, volunteers began working to design and develop a new certification course that will parallel the Master Craftsman Certification Program but will not require any original design components. Initially EGA planned four programs to start: Beading, Canvas, Counted Thread, and Crewel; however, only two programs (Canvas and Counted Thread) are in the process of development with the other two on hold for now. The committee developed concepts, wrote instructions, and designed the projects. Pilot Stitchers are testing the instructions now and we expect this certification course will debut in 2022.

Teacher Certification Program. Carol Rinard, Chair.

One candidate successfully completed the first two parts of the Teacher Certification Program. She anticipates finishing the next two parts by the February 2021 deadline. With COVID-19

restrictions currently in place, the deadline for observation of her teaching of an in-person class was extended to pre-National Seminar in Chicago, but may need to be accomplished via virtual teaching instead.

In March 2020, the Board approved changes to the program in order to better emphasize teacher development and encourage growth; specifically, requirements for research and writing, course development, and observation for an in-person class were revised. In addition, the Teacher Certification Program will no longer be referred to as an “examination” and provides updated time frames, specific steps, and adds a mentoring capability. The committee next will develop observation procedures for a virtual teaching situation.

Information on the revised Teacher Certification Program was given to two prospective candidates. The required ICCs can be completed before enrollment in the program.

No changes were made in the **Certified Teacher Graduate Program**.

Certified Needlework Judge/Master Needlework Judge Program. Pat Goaley, Chair.

Scottie Erikstrup of Rose City Stitchers, Greater Pacific Region, completed her Master Needlework Judge Certification. Currently we have two apprentices in the program. Both will complete the program in December 2022.

The Certified Needlework Judges Program began publishing a series of articles in *Needle Arts* to increase awareness within the EGA community of the many ways the judging community serves EGA. The Master Needlework Judges candidates are now tasked with writing articles on judging to pass certification.

Beginning in 2021, the 14 Certified Master Needlework Judges and six Certified Needlework Judges who are still active will be required to complete continuing education and volunteer service.

Due to COVID-19, several changes were implemented or are being considered:

- The apprentice’s completion date was extended
- Pat Goaley is working on venues for mock judging for the apprentices and as continuing education for the current judges
- A lecture series, required as continuing education, is under development
- We are considering making the Color and Design exam a separate entity, which can be taken prior to applying to the Certified Needlework Judges Program

The first draft of an Individual Correspondence Class on judging has been submitted for review. The format of the course will be the same as what is taught for a two-day Judging Class offered at National Seminar. The intent is to make the Certified Judges Program accessible to those members who cannot attend classes at National Seminar.

Winning Ways. The Judges/Master Judges Committee offers the lecture series, *Winning Ways*, at each National Seminar. This one-day series of lectures focuses on the finer points of stitching and judging for different techniques.

	2020	2019	2018	2017	2016	2015	2014	2013
Attendees	0	60+	48	30	30	32	34	45

Since there was no National Seminar, *Winning Ways* was not presented in 2020.

Bobbie Pilling Award. The Judges/Master Judges Committee judges and awards the Bobbie Pilling Awards (“thinking outside the box”) during each National Seminar. Since there was no National Seminar, the Bobbie Pilling Award was not presented in 2020.

Needlework Appraisers Certification. Becky Autry and Cheryl Christian, Co-Chairs.

There are two active candidates at this time. Recent graduate Rosemary Houston had her research article published in the December 2020 issue of *Needle Arts*. The article generated some interest, and we continue to receive inquiries about the program.

Due to the travel restrictions affecting attendance at seminars, we have told interested enrollees they can start with the book report section instead of an in-person class at the National Seminar, which is the normal first step.

Fiber Forum. Karen Waddell, Chair.

The mission of Fiber Forum is to advance embroidery as an art form through the exhibition of original work of exceptional merit. New members are juried into Fiber Forum each year by accredited judges on the basis of both aesthetic achievement and technical skill; members must re-jury at least every three years. The Friends of Fiber Forum is a non-juried group of fiber art enthusiasts who support the goal of Fiber Forum.

Fiber Form	2020	2019	2018	2017	2016	2015	2014	2013
Members	53	58	62	58	51	53	48	38
Friends	14	19	25	25	20	58	52	28

Fiber Forum’s Spring Retreat with Susan Brandeis that had been scheduled for April 2020 in Raleigh, NC, was first rescheduled for October 2020, then finally cancelled. The retreat will be rescheduled to a later date.

No in-person retreat is planned for 2021, but we have several Zoom classes planned where members can share their work. We also are looking at other online opportunities that we can advertise to members and friends.

Fiber Forum held two member meetings in 2020 (April and October), both conducted through the EGA website. Recent Fiber Forum board meetings have been held using Zoom. We are discussing holding the 2021 spring meeting via Zoom.

The next jurying period will be in March 2021.

Officers: October 2018–October 2021

- Chairman: Karen Waddell
- Treasurer/Membership: Marilu Morency
- Secretary: Lea Peacock
- Exhibit Coordinator: Jeanne Sisson

- Retreat Liaison: Donna Kuhl
- Juror Selector: Priscilla Smith
- Jurying Receiver: Ann Poulson

EDUCATION PUBLICATIONS. Carol Rinard, Chair.

Guideline Series. No changes made during 2020.

Technique Basics.

In 2020, we finalized and posted one Technique Basics articles in the Members Only portion of the EGA website:

- *An Introduction to Blackwork Embroidery* by Carolyn Standing Webb

Glossary or Terms. No changes made during 2020.

Petite Projects/Free Projects. Thanks to Julie Fera, who reworked older Petite Projects to post them on the website, we now have 78 Petite Projects in the Documents Download section. Many of the Petite Projects are in the Basic/Beginner level and, as such, serve as the first “rung in the ladder” to mastering a technique.

There were two new Petite Projects released in 2020:

- *Golden Shamrock* by Helene Ossipov
- *Friendship Bookmark* by Janet Salerno

Seven new Free Projects were posted on the EGA website in 2020:

- *A Strawberry for Elizabeth I* by Margaret Kinsey
- *A Walk in the Park – part 1* by Kay Stanis
- *A Walk in the Park – part 2* by Kay Stanis
- *Landscape Series: Spring* by Karen Wojahn
- *Landscape Series: Summer* by Karen Wojahn
- *Landscape Series: Autumn* by Karen Wojahn
- *Landscape Series: Winter* by Karen Wojahn

PROJECTS. (see also Petite Projects immediately above)

Needle Arts. Cheryl Christian, Editor

- March 2020:
 - *Card-Stitched Bookmarks* by Eileen Gilliland
 - *Sampler Bookmark* by Kim Beamish
- June 2020:
 - *Floral Splendor* by Joan Thomasson
 - *Lovely Hearts Needle Set* by Kim Beamish
- September 2020:
 - *Halloween Tree* by Mary Waldsmith
 - *Once in a Blue Moon* by Heather Lynn Gitlin

- December 2020:
 - *Gnome* by Elaine Keller
 - *Renaissance Angels* by Joan Thommason

Designers Across America/World

Featured designers who submitted projects for publication were:

- March 2020: Donna Olson–*Small Wonders*
- June 2020: Mike Parr–*Dimensional Sunflower Button*
- September 2020: Joyce Houck–*Lenten Rose*
- December 2020: Jane Ellen Balzuweit–*An Early Sign of Spring*

Stitch-A-Long. Kate Gaunt and Leslie Gagliardi, Co-Chairs.

Projects offered during 2020 were:

- January: *Fall Leaf Sampler/Fall Sampler – part 1*
- February: *Fall Leaf Sampler/Fall Sampler – part 2*
- March: *Over-dyed Sampler Name Tag*
- April: *Inspiring Designs for Challenging Times*
- May: *Nanny’s Lavender Sachet*
- June: *Red, White, and Blue*
- July: *Hearts for Hospice*
- August: *Trailing Hearts*
- September: *Decorative Darning Bookmark*
- October: *Once in a Blue Moon* and *Halloween Tree* from *Needle Arts*
- November: *Peppermint Candy Stocking*
- December: *Bird & Holly Felted Wool Penny Rug*

NATIONAL SEMINAR 2020, *Boston Stitching Party* (Boston, MA) was cancelled due to the restrictions imposed on travel and gathering by the COVID-19 pandemic.

	2020	2019	2018	2017	2016	2015	2014	2013
Location	Boston	St. Louis	Louisville	Asheville	Alexandria	San Antonio	Phoenix	Louisville
Attendance	0	494	623	559	632	619	620	528
Teachers	0	25	31	29	31	27	25	25
Classes	0	49	58	60	61	64	48	48
EGA income share (rounded)	0	\$31,155	\$99,139	\$41,777	\$55,107	\$52,254	\$49,845	\$102,000

2020 International Teachers Tour.

The International Teachers Tour was cancelled due to COVID-19.

REGIONAL AND CHAPTER EDUCATION

Most regions and many chapters were able to offer educational and shopping opportunities through virtual technology. National headquarters assisted by purchasing professional licenses and providing training to regions and chapters.

SPECIAL EVENTS

Through the Needle's Eye National Traveling Needlework Exhibit.

The 21st *Through the Needles Eye* (debuted in August 2017, Rosemary Kostansek, Chair) continued its 3-year tour traveling the country. In 2020, it was exhibited in one venue; due to the limitations on travel, the TNE was extended at its last venue with a projected end date of March 2021.

Members of the 22nd TNE committee are:

- Chair - Georgann Lane
- Assistant Chair - Trudy Pohawpatchchoko
- Registrar - Melinda Rolfe
- Treasurer - Sue Fassoles
- Juror Chair - Ellie Ames
- Secretary - Carole Overton

After considering all the issues identified with this and previous exhibits (primarily the expenses and logistics of finding suitable venues and shipping pieces and the time required by many volunteers), the 22nd *Through the Needles Eye* committee decided to address the concerns of past committee members and participants in re-envisioning the next TNE.

This committee's primary goals are to increase the visibility and participation in the exhibit. To reach these goals, they enlisted the support and expertise of Fieldtrip. We anticipate having a virtual exhibit to debut at the 2023 National Seminar in Boston. At the same time there would be a short term in-person exhibit at National Headquarters in Louisville. The virtual exhibit would be available to members to view beyond the seminar. The traveling exhibit would be eliminated.

Education Exhibit. Ellie Ames, Chair.

The Education Exhibit at National Seminar 2020 was cancelled and plans to debut a new judged exhibit, entitled *Golden Needle Awards*, in conjunction with the 2020 National Seminar were postponed to the 2021 National Seminar (we hope).

The *Golden Needle Awards* will accept original, adaptation, and nonoriginal entries, which have been completed within the last two years. First, Second, and Third place ribbons will be awarded in different categories and special awards will be presented at the Seminar's closing banquet.

COMMUNICATION

Website.

Website updates approved at the October 2019 Board Meeting (navigation, speed, search, etc.) were completed, and a two-hour per month retainer with Mightily started in January 2020 in order to complete other improvements.

Rand Duren, EGA's electronic media coordinator, continued to work with Mightily to provide our web design and maintenance services. All 13 regions maintain websites and a growing number of chapters are also developing or revising their own websites.

Improvements to the website in 2020 included:

- Adding instructions on How to Submit an Event for the Events page (Jan 2020)
- The EGA Shop now has breadcrumbs, a secondary navigation to provide you with extra guidance on where you are and where you can go from there (Apr 2020)
- Updating pages with lists of classes, such as the Find a Class, GCC, ICC, and Online Courses Pages. These now include a short description for each class and a View Bio link to see a popup of the teacher's biography (Apr 2020)
- Adding a new and improved Navigation tool (Apr 2020)
- Updating the Individual Correspondence Courses page to include more information on the ICC process, FAQs, and more (Jun 2020)
- Groups and Profiles are now labeled with "Group" and "Profile" on the top left corner to let the user know where you are and where your post will appear (Jul 2020)
- Updating the Members Only section of the navigation with featured links to Petite Projects, Document Downloads, Publications, and more (Sep 2020)
- Updating the Master Craftsman page to provide more information about the Master Craftsman process and answers to FAQs (Sep 2020)
- Launching a new Publications page where members can log in to find guides, projects, and other resources (Oct 2020)
- Adding Free Projects to the Publications page so members don't have to fill a form when getting every project (Oct 2020)
- Updating all course pages to include more photos, information about the type of course, and more (Nov 2020)
- Adding new photos to our Permanent Collection gallery (Nov 2020)

Electronic Newsletters. (for members)

In 2020, our newsletter was sent monthly to an average of 7,250 members. Open rate average (percentage of those who received the newsletter who opened it) has increased slightly from 61% to 65%. This remains a very high number based on industry standards, indicating that our content continues to be of interest and pertinent to our members. The average click-through remains solid at 25% and also is considered high in comparison to industry standards.

Rand Duren, EGA's electronic media coordinator, continues to make sure that our information is fresh and new, and the President writes a short paragraph for each newsletter; the focus of each of these paragraphs is to tell members something about how membership in EGA benefits them or something about what the national organization is doing for them.

Each of the 13 regions published a quarterly or bi-monthly newsletter in hard copy, by email, or on its website. Almost 90% of chapters publish newsletters in hard copy and/or via email; the majority are issued either monthly or quarterly.

Needlework Network Monthly Electronic Newsletter. (for non-members)

Needlework Network, our monthly newsletter that was started with the purpose of reaching out to non-members who have expressed an interest in receiving it, began its second year in November 2020. The newsletter was sent to 4,971 non-members in December, up from 3,109 at the beginning of 2020.

We had so many members express an interest in the newsletter that we opened it to them in October 2020 and now have 1,868 members on the mailing list. It has an open rate average (percentage of those who received the newsletter who opened it) of 46%, and an average click-through rate of 14 %.

Rand keeps member and non-member lists separate for the purpose of tracking the number of non-members becoming members. To date we have 2,516 people complete the form at the bottom of the newsletter.

Needle Arts magazine

The new look for *Needle Arts* magazine (redesigned with a fresher, more modern format more closely reflecting the new EGA logo) debuted in March 2020.

Inside EGA

Inside EGA was published four times in conjunction with *Needle Arts* and reported the names of program graduates, Gold Thread Award winners, and scholarship recipients, described new GCCs, ICCs, Lightning Rounds, Online Studio offerings, Extended Study Programs, and new Education Department publications; and published illustrated news submitted by chapters. Featured throughout the year were articles and pictures about chapter activities, celebrations, and member achievements.

Summary of 2020 *Needle Arts* Articles

Articles

Book Reviews:

June

Gitlin, Heather. *A Single Thread* by Tracy Chevalier.

September

Christian, Cheryl. *The Saxon Twins: Book one of the Needle and the Sword* by Helen Stevens.

December

- Christian, Cheryl. *Cross Stitch Christmas* by H el ene le Berre.
_____. *Embroidered Treasures: Animals* by Dr.
Annette Collinge.
_____. *Crewel Birds: Jacobean Embroidery Takes
Flight* by Hazel Blomkamp.
_____. *Crewelwork Inspirations*. Inspirations Studio.
_____. *Stumpwork Inspirations*. Inspirations Studio.

_____. *Techniques of Metal Thread Embroidery* by
Kay Stanis.
_____. *Trish Burr's Embroidery Transfers* by Trish
Burr.
_____. *The Kew Book of Embroidered Flowers* by
Trish Burr.
_____. *Whitework Inspirations*. Inspirations Studio.

Chalasanani, Celeste. *Unraveling the Mystery of the Sari*. Sep.

Christian, Cheryl. *Inspired to Create: Jane Dunnewold*. Sep.

_____. *Sumptuous Stitches and Tiny Treasures*. Jun.

_____. *David Taylor Quilts*. Mar.

Goering, Marian April, Gail Malley, and Samir Chacour. *The Women of
Akhim: Embroidered Art Reflects Life on the Nile*. Dec.

Herrmann, Dianne. *Costuming the Joffrey Ballet*. Jun.

Mann, Marjorie. *Left, Right, Up, Down, and Around. Part 2: Some
Handy Instruction Techniques for Opposite-Handed Students*. Mar.

Mann, Marjorie. *Left, Right, Up, Down, and Around. Part 3: Some
Handy Instruction Techniques for Opposite-Handed Students*. Jun.

Paperman, Jennifer. *The Four Arts of the Chinese Scholar: A Story of
Tenacity and Perseverance*. Mar.

Covers

March front: *Sally at the Window* by David Taylor

March back: Silk embroidered Asian fragment from the EGA collection

June front: *Elizabethan Plum Tree* by Mike Parr

June back: Blackwork piece in fulfillment of Step 6/Master Craftsman
certification by Linda Fisher

September front: *Sunset at Kinderdijk* by Jane Dunnewold

September back: Detail of *Strip Tease* by Florance Kochenberger

December front: *Life in the Community Center of Akhmim* by Mariam
Azmi

December back: *Renaissance Angels* by Joan Thomasson

EGA Related

Ames, Eleanor. *The Magnificent Stitch*. Sep.

_____. *What is an Artist Statement?* Jun.

	Christian, Cheryl. <i>Asian Fusion: EGA Exhibition 2020</i> . Mar. _____ . Fiber Forum Jurying 2020. Sep.
	Goaley, Patricia. The EGA Certified Needlework Judges Program. Dec.
	Herrmann, Diane. Take the Journey! Sep.
	Houston, Rosemary. “Do You Know What You Have?” Dec.
	Noble, Janet. President’s Message. Mar, Jun, Sep, Dec.
	Rinard, Carole. Bobbie Pilling Memorial Award 2019. Mar.
	Slate of Officers: EGA Executive Committee Nominees. Jun.
	Summary of the Fall 2019 Board of Directors Meeting. Mar.
	Summary of the Fall 2019 Annual Meeting. Mar.
	Summary of the Spring 2020 Board of Directors Meeting. Jun.
	Summary of the Fall 2020 Board of Directors Meeting. Dec.
	Summary of the 2020 Annual Meeting. Dec.
	What’s On. Mar, Jun, Sep, Dec.
Profiles	Christian, Cheryl. Designers Around the World: Mike Parr. Jun. Gordon, Sandra. Designers Across America: Jane Ellen Balzuweit. Dec. _____. Designers Across America: Joyce Houck. Sep. Yohannes, Tamara. Designers Across America: Donna Olson. Mar.
Needle Arts Related	Christian, Cheryl. Editor’s Notes. Mar, Jun, Sep, Dec. Index for Needle Arts 2019. Mar.
Projects	See Projects on page 19.
Research on seventh- century embroidery	Houston, Rosemary, “Do You Know What You Have?” Dec.

MARKETING

At the beginning of 2020, we renewed our advertising contract with Fieldtrip LLC. We increased our advertising efforts considerably for the year and expanded both our print and online efforts. We had been utilizing social media advertising, with organic and paid posts on Facebook, Instagram, and Pinterest. We added advertising with Google Ad Words, Native Display advertising as well as sponsoring embroidery themed podcasts with Fiber Talk and Very Serious Crafts. We continue to market to our vision of potential members, which fall into the following categories: The Learner, The Community Seeker, and The Inspiration Seeker.

Social Media

Statistics for 2020 posts are as follows (please see the end of this section for a terminology glossary):

- **Facebook:**
We are now at 26,404-page likes, an increase of approximately 1,800 since first reported in September 2020 and we have 27,568-page followers, which is an increase of over 4,600 from 31 December 2019.

Fieldtrip completed paid social posts with the following results:

	Reach	Impressions	Click Thru Rate	Costs Per Click
Quarter 2	25,558	32,896	5.65%	\$.36
Quarter 3	36,345	54,094	6.92%	\$.12
Quarter 4	45,566	78,284	7.24%	\$.07

Industry Benchmark Click Thru Rate: 0.90%

*1Q didn't have any paid advertising; 2Q June spend went to Instagram

Overall, Facebook is performing well with a Click Thru Rate that is well above the industry benchmarks.

Performance was up nearly across the board, with impressions growing steadily each quarter. We had the most success with the Christmas Wreath creative which drove the highest campaign Click Thru Rate at 8.14%; Pumpkin creative drove the highest actual number of clicks.

- **Instagram:**

We now have 3,920 followers which is up 1,624 from 12/31/2019.

Fieldtrip completed paid social posts with the following results:

	Reach	Impressions	Click Thru Rate	Costs Per Click
Quarter 2	176,919	275,753	1.75%	\$.48
Quarter 3	20,691	27,719	1.57%	\$.99
Quarter 4	38,859	54,174	3.83%	\$.31

Benchmark Click Thru Rate: 0.90%. 2Q Facebook advertising was put into Instagram

We continue to find that Instagram is a wonderful platform for us due to the fact that it is a strictly visual one. We continue to plan quality paid posts with strong messaging and quality photos in order to grow our audience and reach potential new members.

- **Pinterest:**

We currently have 2,700 followers, an increase of 1,100 since the end of 2019.

Our page had 275.2K monthly viewers, which has more than doubled from the 2019 year-end number of 101.1K. Fieldtrip completed paid social posts with the following results:

	Impressions	Click Thru Rate	Costs Per Click
Quarter 2	482,936	.93%	\$.40
Quarter 3	100,735	1.04%	\$.71

Quarter 4	575,152	0.91%	\$.14
------------------	---------	-------	-------

Social Media Glossary:

- Impressions: the number of times an ad was served
- Reach: number of unique users who were exposed to our ad
- Clicks: number of times our ad was clicked on
- Click Thru Rate: number of times the ad was clicked on/number of times ad was seen (Impressions)
- Cost per Click: amount of money that we pay each time the ad is clicked
- Impressions: the number of times the ad was served to a viewer.

Website Activity.

One of the primary reasons for a business to use social media marketing is to motivate viewers to visit your website to learn more about you. It would appear that our social media campaigns have done just that—our pageviews, the number of times a page was viewed or visited during 2020, reached an all-time high of 928,424. This represents an increase of 135,000 pageviews over 2019. Unique Pageviews, an aggregate of pageviews by the same user in one session, has hit 706,795. This is an increase of 121,000 unique pageviews over 2019.

Top 10 Pages visited in 2020 and Comparisons to 2020.

- Main EGA page: 93,504 visits, up from 67,428 last year, remains in the number one spot
- Login page: 36,966 visits and did not appear in the top 10 last year
- Free Projects: 30,865 visits, an increase from 18,530, up from the number five spot
- Find a Class: 29,028 visits, a decrease from 42,210, had held the number two spot
- Join Us: 21,907 visits, did not appear in list last year
- Online Courses: 19,088 visits, up from 11,835, had held the number 10 spot last year
- Events: 17,609 visits, down from 29,399 last year, was number three last year
- Chapter Map: 16,904 visits, 25,217 last year had been in the number four spot
- Stitch-A-Long: 11,826 visits, was not on list last year
- Resources: 11,144 visits, a drop from 18,174 and number six position last year

Next most viewed pages were: 2021 Seminar, Shop, Blog, and the GCC page.

Website Update Highlights. (see page 21)

Free Project Downloads (name of project and number of downloads in 2020).

- *American Flag Chart*—174
- *Crewel Wreath*—1,375
- *Gift Tag Sample*—175
- *Halloween Blackwork Biscornu*—404
- *Halloween Plaid Spider*—251
- *Patriotic Scissors*—116
- *Pumpkin Season*—410
- *Reindeer Free*—413

- *Romanian Point*–132
- *Stumpwork Butterfly*–412
- *Summers Glory*–309
- *Wessex*–356

How do people find our Free Projects?

We share Free Projects on social media throughout the year and try to connect them to holidays, seasons, or other things that may help increase their reach. We also feature Free Projects throughout the year on the website navigation under Resources and in *Needlework Network* emails as well blog posts. In October we posted [Free Embroidery Projects to Celebrate Fall & Winter Holidays](#), which featured many of our Free Projects; that blog post had 2,190 pageviews by year’s end. Last year at the beginning of the pandemic, we linked Free Projects on our [Stay In and Stitch](#) blog post and had 6,793 page views in 2020.

Product Design and Sales.

AliceRae Kutish continues to serve as the Product Design and Sales Committee chair. The Product Sales and Design Committee consists of five volunteers from across the country who do the work of the committee by email. The list of approvals does not reflect the time and effort of the committee.

The committee’s process begins with: Logos and merchandise being submitted to the committee, followed by a discussion of specifics. If approved, the region or chapter is notified of the decision. If the logo or item is not acceptable, then the requestor is informed and given suggestions for changes needed.

Logo and product requests considered for 2020 include the following:

Logos:

- Rocky Mountain Region 2021 Retreat
- Mid-Eastern Region
- Dogwood Chapter
- Winchester Chapter
- Ann Arbor Chapter
- Rocky Mountain Region 2022 Seminar
- New England Seminar 2020
- Tennessee Valley Share a Stitch 2020
- Chicago 2021 National Seminar
- New England Region
- Greater Pacific Region Seminar 2022
- Tennessee Valley Seminar 2022
- Sun Region 2021 Retreat
- Great Lakes Region
- Great Lakes Region Seminar 2020

- Sea Grape Chapter
- Mid-Atlantic Region Seminar 2022
- Metropolitan National Seminar 2022
- Carolina Region
- New England 2022 Seminar

Merchandise:

- Chicago National Seminar: beaded nametag, enterprise tote, mug, and tumbler
- Tennessee Valley Region SAS 2022 "Stitching Friends Forever" pin
- Mid-Atlantic Region tote bag
- Magnolia Chapter pin
- New England Region pin
- 2021 Seminar beaded nametag

Other:

- Lamplighter Chapter bookmark
- Flier for forming new chapter in Southern Illinois
- Long Beach Chapter letterhead
- Molly Pitcher Stitchers new newsletter header
- Lehigh Valley Chapter bookmark
- Canton Chapter business card

Festival Outreach Project:

Understandably, in 2020 the Festival Outreach Project came to a halt. We are hopeful that this will come back to life in 2021.

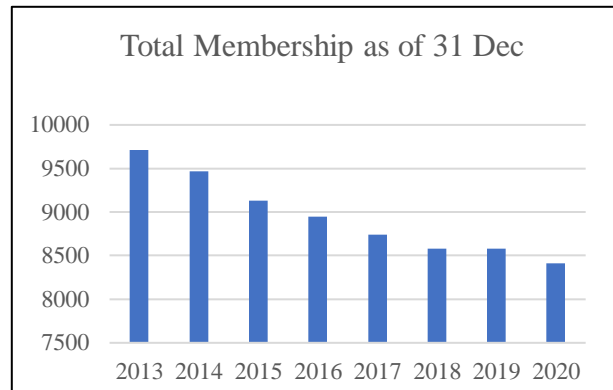
MEMBERSHIP

While membership numbers had continued to slide from 2013 thru 2018, we'd reached a point in 2019 where we remained flat with the prior year with only a member drop of only three members. Our goal at the beginning of 2020 was to increase our marketing and advertising efforts in order to reverse the trend and grow our membership numbers. Unfortunately, with the pandemic and lockdown measures going into place in March, our plans didn't completely play out as expected.

What we did find, however, was that when people were relegated to their homes, turning to lost hobbies and venturing into new ones, they turned to social media, Google, and various blogs across the internet and found the EGA. This is indicated by the increased blog, newsletter, and website views that we have been experiencing.

Approximately 81% of our members belong to a chapter, 13% are Members At Large, and the remainder are Life members. We have 3 Youth members.

Year	Total Membership	# Change +/-	% Change +/-
2020	8412	-167	-2.0%
2019	8579	-3	-0.3%
2018	8582	-162	-1.8%
2017	8744	-204	-2.3%
2016	8948	-186	-2.0%
2015	9134	-333	-3.5%
2014	9467	-245	-2.5%
2013	9712		



Membership Kit Updates

We partnered with Fieldtrip for a redesign of our new member kits. New member kits will now contain a beautifully designed newsletter with class information, staff descriptions, and project inspiration. This will be contained in a nicely decorated folder, along with a sticker sheet of our line drawings from the website, and a tote bag decorated with our logo and tagline. Product is being ordered now and will begin mailings with Spring 2021 memberships.

Outreach Report

REGION	# chapters reported	Stitch in Public	Exhibits/Demos	Hospice Hearts	Habitat Samplers	Bookmarks	Teaching	Stitched for Children	Stitched for Adults	Stitched/Donated for Vets	Stitched for Others	Donated to Charities	Knitted/Crocheted/Quilted	Ronald McDonald Pop Tabs	Boxtops for Education	Miscellaneous
TOTALS	112	23	16	10	17	21	13	5	4	7	26	32	30	3	3	22
Carolinas	4	2	1	4		1							1			
Great Lakes	13	3	2		2		3			1	3	7	2			
Greater Pacific	12	4	2		1	5	2			2	2	7	4			
Heartland	9	1	1		2	2	1		1		1	1	1			
Metropolitan	8	2	1	2	1	4		2			6		5			1
MidAtlantic	4		1									3	1			
MidEastern	13	3	1	3	1	3			1				3			5
New England	2											1				1
Pacific SW	4		2		1		2			1	4	3	1			2
Rocky Mtn	11	5		1	1		2			1	1		5	2	2	11
South Central	7				2	2		1	1		3	7				
Sun	7	1	3		3								1			
TVR	18	2	2		3	4	3	2	1	2	6	3	6	1	1	2

FINANCIAL INFORMATION
Statement of Activities at 31 December 2020

	2020	2019	2018	2017	2016	2015
REVENUE						
Program Services						
Education	182,572	152,406	151,463	\$135,761	\$154,470	\$169,815
Publications	10,293	15,929	17,503	\$16,767	\$12,951	\$12,365
Special Events & Exhibits	-	<u>31,206</u>	<u>128,712</u>	<u>\$62,670</u>	<u>\$83,316</u>	<u>\$75,285</u>
Total program services	192,865	199,541	297,678	\$215,198	\$250,737	\$257,465
Management & General						
Membership	324,605	342,412	334,790	\$362,705	\$352,963	\$365,815
Sales, net	9,386	22,502	5,345	\$10,052	\$6,492	\$14,244
Investment/other	<u>57,994</u>	<u>96,517</u>	<u>47,575</u>	<u>\$17,254</u>	<u>\$8,193</u>	<u>\$10,612</u>
Total management & General	391,985	461,431	387,710	\$390,011	\$367,648	\$390,671
Contributions/Fund	36,857	31,396	134,337	(\$38,223)	\$937,956	\$116,511
Reasing/Bequests						
Total operating revenue				\$566,986	\$1,556,341	\$764,647
Total revenue	621,707	692,368	819,725	\$566,986	\$1,556,341	\$764,647
EXPENSE						
Program Services						
Education	148,447	147,038	124,139	\$113,482	\$109,052	\$189,422
Publications	138,554	126,708	126,241	\$124,593	\$118,961	\$103,042
Special events & Exhibits	<u>31,957</u>	<u>8,799</u>	<u>34,592</u>	<u>\$39,568</u>	<u>\$57,985</u>	<u>\$25,261</u>
Total program services	318,958	282,546	284,971	\$277,643	\$285,998	\$317,725
Management & General						
Membership	4,118	3,614	5,340			
Staff	201,218	197,152	176,870	\$4,734	\$4,691	\$3,771
Office	346,620	289,054	213,870	\$177,433	\$157,014	\$140,547
Board & Committees	29,569	46,746	48,190	\$167,849	\$272,515	\$227,159
Website	<u>19,417</u>	<u>5,257</u>	<u>5,415</u>	<u>\$41,223</u>	<u>\$49,116</u>	<u>\$44,851</u>
Total management & general	600,942	541,821	449,686	\$11,697	\$5,400	\$10,800
Contributions/Fund Raising	0	9,572	8,781	\$402,936	\$488,736	\$427,128
Total Expense	919,900	833,939	743,438			
Total excess (loss)	(298,193)	(141,571)	76,288	\$680,579	\$774,734	\$744,853
Non-cash: Depreciation	12,169	10,739	7,500	(\$113,593)	\$781,607	\$19,794
						\$593
Total cash excess (loss)	(286,024)	(130,832)	83,788	(\$113,593)	\$781,607	\$20,387

NOTES: Independent accountants Deming Malone Livesay & Ostroff 2016, 2017, 2019, 2020 Reviews; 2015 and 2018 Audits.

Statement of Financial Position at 31 December 2019

	2020	2019	2018	2017	2016	2015
REVENUE						
Program Services						
Education	182,572	152,406	151,463	\$135,761	\$154,470	\$169,815
Publications	10,293	15,929	17,503	\$16,767	\$12,951	\$12,365
Special Events & Exhibits	-	31,206	128,712	\$62,670	\$83,316	\$75,285
Total program services	192,865	199,541	297,678	\$215,198	\$250,737	\$257,465
Management & General						
Membership	324,605	342,412	334,790	\$362,705	\$352,963	\$365,815
Sales, net	9,386	22,502	5,345	\$10,052	\$6,492	\$14,244
Investment/other	57,994	96,517	47,575	\$17,254	\$8,193	\$10,612
Total management & General	391,985	461,431	387,710	\$390,011	\$367,648	\$390,671
Contributions/Fund	36,857	31,396	134,337	(\$38,223)	\$937,956	\$116,511
Reasing/Bequests						
Total operating revenue				\$566,986	\$1,556,341	\$764,647
Total revenue	621,707	692,368	819,725	\$566,986	\$1,556,341	\$764,647
EXPENSE						
Program Services						
Education	148,447	147,038	124,139	\$113,482	\$109,052	\$189,422
Publications	138,554	126,708	126,241	\$124,593	\$118,961	\$103,042
Special events & Exhibits	31,957	8,799	34,592	\$39,568	\$57,985	\$25,261
Total program services	318,958	282,546	284,971	\$277,643	\$285,998	\$317,725
Management & General						
Membership	4,118	3,614	5,340			
Staff	201,218	197,152	176,870	\$4,734	\$4,691	\$3,771
Office	346,620	289,054	213,870	\$177,433	\$157,014	\$140,547
Board & Committees	29,569	46,746	48,190	\$167,849	\$272,515	\$227,159
Website	19,417	5,257	5,415	\$41,223	\$49,116	\$44,851
Total management & general	600,942	541,821	449,686	\$11,697	\$5,400	\$10,800
Contributions/Fund Raising	0	9,572	8,781	\$402,936	\$488,736	\$427,128
Total Expense	919,900	833,939	743,438	\$680,579	\$774,734	\$744,853
Total excess (loss)	(298,193)	(141,571)	76,288	(113,593)	\$781,607	\$19,794
Non-cash: Depreciation	12,169	10,739	7,500			\$593
Total cash excess (loss)	(286,024)	(130,832)	83,788	(113,593)	\$781,607	\$20,387

NOTES: Independent accountants Deming Malone Livesay & Ostroff 2016, 2017, 2019, 2020 Reviews; 2015 and 2018 Audits.

2020 DONORS TO THE EMBROIDERERS' GUILD OF AMERICA

Philanthropy is critical to EGA's mission and we gratefully recognize our benefactors and donors.

President's Circle (\$5,000-\$9,999)	Sydney Mace Lynette Maton	Pat Sweet Linda Walker
Legacy (\$2,500-\$4,999) Valley Quail Chapter	Vicki Morrison Fran Orfino Carole Rinard Janice Wood	Nan Windle Katherine Pharibe Wise
Embroiderers (\$1,000-\$2,499) Carrie Eddy Alice Fraser Sue Ann Fritz Jean Hubsch Beverly Hunter William Nehman Pepper Pfeifer Solveig Walstrom Kathleen Weston Karen Wojahn	Apprentice (\$250-\$499) Central Alabama Chapter Cynthia Cogswell Jane Gordon Kathy Weigl Gloria Zanella	Friend (up to \$100) Andrea Barbieri Priscilla Gibbens Susan Gross Maria Holmes Myrtis Justiniano Sandy Larson Katrina Lawrimore Rebecca Lieser Jacqueline Mathews Kristine McGuire Marie Miller Patricio Otto Jocelyn Peterson San Mateo Area Chapter Skylkill Chapter Susan Roe Victoria Swerdlow Melissa Warrenburg
Master (\$500-\$999) Marcia Barrere Linda Busalacchi Nancy Fulton Marnie Graley Anne Holly Janette DeNeen Leighton	Contributor (\$100-\$249) Catherine Banner Celeste Chalasani Sharon DeVault Helen Hamilton Lynette Maton Joyce McCoig Nancy Pfeifer Lois Schmick Alice Sheridan Sara Stahl	

2020 MEMORIAL AND COMMEMORATIVE GIFTS

In Memory Of

Nancy Bancroft
Evette Barbier
Eleanor Bartig
Bay Area Chapter (dissolved)
Pat Beeler
Shirley Berrier
Joyce Block
Lori Brown
Betty Campbell
Lisa Casella
Nancy Bosworth Crutchfield
Druscilla Defalque

Judi DiCarlo
Marilyn DeLand
Anne Diggs
Mildred English
Joe Ann Fox
Sondra Galperin
Peg Gillen
Sara Graffunder

From:

Sally Canavan, Connecticut River Valley Chapter, Pioneer Valley Chapter
Yellow Rose Chapter
Evergreen Chapter
Florence Englund
Redwood Stitchers Chapter
Susquehanna Chapter
Windy City Chapter
The Norman Chapter
Great Lakes Region
Pioneer Valley Chapter
Sand Dunes Chapter, Sydney Mace, Kimberly Mortimer, Clarke Harrison
Sharon Arroyo, Birmingham Needle Arts, Alice Fraser, Margaret Filipowski,
Diane Stumpf, Solveig Walstrom, David Willis, Elfa Taylor, Alice Turk
Jane Farber, Judy Kotick
Bettye Fennell
Colorado Chapter
Charlotte Chapter
Colorado Chapter
Biscayne Chapter
Rosemary Kostansek, Buck's County Chapter
Margaret Filipowski, St. Paul Needleworkers

Lillian (Trudy) Harrison
Molly Holt
Tina Hubis
Bertha (Bert) Kroening
Barbara Loftis
Jeanette Lovensheimer
Joyce Lukomski
Jacqueline Lynch
Gerry Martens
Hildegard Metzsching
Marilyn Michell
Sheila Moore
Donna Nelson
Suzanne Franck Newton
Krista Otto
Ann Overdyke
Christine Linden Park
Eunice Porvaznik
Lee Presby
Tay Reed
Myldred Richardson
Evelyn Risk
Vicki Shigley
Angeline Shuh
Patricia Steaffens
Carol Stockbridge
Terry Smith
Martha Kay Sumpter
Marge Sweeney

Pearl Tucker
Sharlene Wall
Jenny Wilson
Eileen Welch
Gloria Vandaveer
Ruth Ziem

In Honor Of

In Celebration of My Joy
In Embroidery
Laurel Kulas
Marion Scoular
Judy Stewart

Millwood Chapter
Bob Goodman and family
Colorado Chapter
Turquoise Trail Chapter
Colorado Chapter
Sydney Mace, Chicora Stitchers, Rosemary Kostansek
Evergreen Chapter
Helen Ringgenberg, Valley Junction Chapter
Lois Hubert, Madison Area Chapter
Yellow Rose Chapter
Valley Quail Chapter
Leigh Darbee
Margaret Filipowski, Cedar Valley Chapter, Mississippi River Valley Chapter
Connecticut Valley Chapter
Northern Arizona Stitchers
Shreveport Rose Stitchery Guild
Margaret Filipowski
Show Me Stitchers
Dallas Needlework and Textile Guild
Camellia Chapter
Tucson Chapter
Canopy Oaks Chapter
Colorado Chapter
Mississippi River Valley Chapter
Madison Area Chapter
Valley Quail Chapter
Friends of Terry Smith
Texas Star Chapter
Margaret Filipowski, Needle Arts Guild of Wichita, Barbara Orend,
Sandra Gordon, Becky Klaege, Joyce Furry-Sievers, Helen Ringgenberg
Redwood Stitchers
Dixie Chapter
Sandia Mountains Chapter
Windy City Chapter
Dallas Needlework and Textile Guild
Marjorie Wight

From:

Beverly Divany

Cybergrants, Inc. (Travelers Insurance)
South Central Region, Alice Turk
Susan Clayton

EGA MEMBERS WHO HAVE PLEDGED IN THE CROWN JEWELS PROGRAM

DIAMOND LEVEL

Ann Bergman
Diane Bishop
Sandra Force

Solveig Walstrom
Kathleen Weston
Goria Zanella

Anne Holly
Kaye Judt
Janette DeNeen Leighton
Sydney Mace
Lynette Maton
Joyce McCoig
Kathy Melville

Leslie Gagliardi
Pepper Pfeifer
Karen Wojahn

EMERALD LEVEL

Judy Badger
Marcia Barrere
Linda Busalacchi
Pam Coller

Vicki Morrison
Fran Orfino
Mike Swan (in memory of Penny Evans)
Pat Sweet

RUBY LEVEL

Anonymous
Carrie Eddy
Sandra Force
Sue Ann Fritz
Beverly Hunter

Florence Englund
Terry Faber

Linda Walker
Rebecca Wardlaw

Sandra Force
Karen Hamilton

Nan Windle
Janice Wood

Ways to Give

As we focus our vision on the future, we need to build the financial resources to support our mission and our continued dedication to excellence. Among our goals are to initiate youth programs, develop academic research programs, and expand opportunities to display the work of our members and needle artists at the local, national, and international level.

Implementing these goals and ensuring the fiscal stability of EGA takes more financial resources than annual membership dues alone will provide. Ways that you can show your support of EGA include:

- Donate to the Annual Fund or the General Contributed Fund
- Donate to the Crown Jewels of EGA
- If you have a specific objective for your donation, contact Marketing@EGAUSA.org
- Volunteer to hold a stitching session with friends and raise funds
- Shop the EGA store to purchase merchandise and gifts
- Sign up for a class – there is something for everyone in correspondence courses, independent study, extended study programs, chapter and region educational events, and EGA seminars

Donations may be in cash or stock, by pledge, in-kind services, or by legacy in your will.

Donations should be sent to:

The Embroiderers' Guild of America
1205 E. Washington St., #104
Louisville, KY 40206

KEY PERSONNEL

BOARD OF DIRECTORS-DECEMBER 2020

Janet Noble, President
Marge Kelly, Vice President
Kathy Melville, Secretary
Jennifer Mullins, Treasurer
Celeste Chalasani, Director of Education
Beth Lindsay, Director of Membership/Marketing
Kathy Weigl, Director of Bylaws
Carole Overton, Carolinas Region Dir
Wendy Lynn, Great Lakes Region Dir
Scottie Erikstrup, Greater Region Dir
Susan Ritter, Heartland Region Dir
Maria Hall, Metropolitan Region Dir
Donna Pence, Mid-Atlantic Region Dir
Jean Hubsch, Mid-Eastern Region Dir
Sue Polumbo, New England Region Dir
Marilyn Evans, Pacific Southwestern Region Dir
Trudy Pohawpatchoko, Rocky Mountain Reg Dir
Sandra Harwell, South Central Region Dir
Deby Talley, Sun Region Dir
Vera Grimsley, Tennessee Valley Region Dir

HEADQUARTERS STAFF

Cynthia Welch, Administrator
Rand Duren, Electronic Media Coordinator
Tonya Parks, Membership/Financial Coordinator

NOMINATING COMMITTEE

Adrienne Meyer, Chair

Julie Anderson
Judy Badger
Kari Boardman
Sue March
Laura Komienksi
Kandy Nunn

LESSOR (of building)

BET Investments, LLC, Louisville, KY

NEEDLE ARTS MAGAZINE/INSIDE EGA

Cheryl Christian, Editor and Publisher
Pearl Production, Graphic Design
Royle Printing, Printing

MARKETING

Fieldtrip LLC, Louisville, KY

WEBSITE DEVELOPMENT/MAINTENANCE

Mightily, Louisville, KY

CERTIFIED PUBLIC ACCOUNTANTS

Deming, Malone, Livesay & Ostroff, Louisville, KY

ATTORNEYS

Middleton Reutlinger[®], Louisville, KY
Rumsey & Bugg, Irvington, VA
Seiller Waterman LLC, Louisville, KY

Embroiderers' Guild of America

The Pointe • 1205 E. Washington St., #104, Louisville, KY 40206

502-589-6956 • FAX 502- 584-7900

www.egausa.org

<https://www.facebook.com/EGAUSA>

https://www.pinterest.com/ega_usa/

https://www.instagram.com/ega_usa/

Contact EGA Officials and Staff at: EGAHQ@egausa.org