Fern, stitched by Marge Kelly; Best in Show for 2021 Golden Needle Exhibit

The Embroiderers’ Guild of America
2021 Annual Report

Mission: To inspire passion for the needle arts through education and the celebration of its heritage.
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PRESIDENT’S REPORT

Region Visits. Janet Noble (Jan-Aug)/Karen Hamilton (Sep-Dec)

Travel and meeting restrictions due to the on-going COVID pandemic continued to affect Region visits throughout the year. Janet Noble, however, greatly enjoyed the Great Lakes Region Virtual Seminar via Zoom. We anticipate that Karen Hamilton will be able to visit regions in 2022, depending upon the advisability of travel.

Strategic Planning Progress. On taking office during the 2021 Annual Meeting in Chicago, IL, Karen Hamilton announced her focus for her term in office will be Securing Our Future. To support this theme, she announced EGA would concentrate efforts on three overarching areas:

- **Closing the Gap**: Look for ways to increase revenue and efficiencies and decrease expenses to reduce the annual operating deficit. All areas of EGA operations will be reviewed for potential revenue enhancement and expense reduction.

- **Building Stronger Chapters and Engaging Members-at-Large**: Strengthen chapter leadership, broaden the horizons for chapter recruitment, and provide ongoing support to chapters’ efforts to deliver meaningful programming for their members. In conjunction with supporting chapters, increase engagement opportunities for our MALs in order to provide a greater sense of community for this growing population of members.

- **Growing Our Educational Opportunities**: Continue to develop virtual opportunities as well as more traditional offerings. The explosion of the virtual world has influenced all age groups, and expanding our virtual universe will be instrumental to successfully increasing our membership.

Work on these initiatives will be launched in early 2022, with the goal of having a comprehensive report available for the 2022 Annual Meeting in August.

Operations. During 2021, some chapters and regions resumed in-person meetings and activities while others continued to meet, teach, learn, tour shops, view exhibits, and socialize virtually.

Since the 2020 Annual Meeting was such a success, the Board of Directors decided to conduct the first ever Semi-Annual Update following the March 2021 Board meetings; both the Board meetings and Semi-Annual Update were conducted via Zoom with YouTube live-streaming available. Members were requested to send in their questions and issues to be covered during this presentation.

For the 2021 Annual Meeting, we held an in-person meeting at the National Seminar PLUS videotaped a complete update from the Board of Directors that addressed all areas and previously submitted questions. The final product included the complete virtual session plus parts of the Opening Banquet (presentation of awards, etc.), parts of the Annual Meeting (swearing in of new officers, new president’s speech), highlights from the Seminar, and parts of the Closing Banquet (presentation of the Golden Needle awards).

As of 31 December 2021, a total of 1,321 people watched these two meetings either ‘live’ (i.e., during the broadcast) or by watching the recording at a later time. The videos of these meetings remain available for viewing on the EGA website.
One unexpected, but very much appreciated, benefit of incorporating virtual technology into Operations has been the ability to meet with many different people within the organization frequently and inexpensively. For example, incoming officers were able to ‘audit’ many Executive Committee meetings to get a running start for their new responsibilities.

After great deliberation and weighing of risks, we decided to hold the 2021 National Seminar in Chicago, IL, in the normal (i.e., in-person) format. Just in case, we made plans to pivot, if necessary, to a virtual or a hybrid style of seminar, but this was not required and we had a highly successful Seminar.

Longtime Needle Arts editor, Cheryl Christian announced her retirement effective with the December 2021 issue. Per EGA Policies & Procedures, a formal Request for Proposal (RFP) was posted on the EGA website. The search team consisted of:

- Wendy Lynn, Director of Membership/Marketing,
- Val Reece, Director of Education,
- Cynthia Welch, HQ Administrator, and
- Karen Hamilton, President.

We received a total of six responses and interviewed four applicants before selecting Heather Gooch to be the editor effective 1 January 2022. See also page 25.

**IDEA (Inclusion/Diversity/Equity/Accessibility):** The term ‘DEI’ was changed to ‘IDEA.’

The Board of Directors added the following paragraph to Section I of the EGA Policies document:

“The Embroiderers’ Guild of America (EGA) is committed to providing a safe, inclusive, and supportive environment for stitchers of any experience level, age, race, ethnicity, nationality, ability, gender identity, sexual orientation, religion, or other background to develop their skills and express their creativity through the needle arts. EGA affirms the commitment to inclusion, diversity, equity, and accessibility (IDEA).”

Our work with IDEAS xLab continued through the fall months and we requested IDEAS xLab continue their future involvement in our program.

xLab provided a strategy document with short-, medium-, and long-term ideas for moving forward. It contains five sections:

- Image,
- Structure,
- Membership,
- Education, and
- Community Engagement.

xLab will review documents with the Executive Committee to:

- define what we look like;
- define our structure;
- define types of membership;
- and determine education offerings.

The Board established a Project Management Office (PMO) team, led by Kathy Weigl and Kathy Melville, to manage implementation of IDEA recommendations.
Fund Raising.

- **Crown Jewels:** The total Crown Jewel pledges received from the inception of the program is $126,000; as of December 31, 2021, we have received $115,650 in payments leaving a balance of $10,350 due.
- **Heritage Fund:** The current balance of the fund is $55,500 (including contributions of $1,575 received in 2021).

Policies, Procedures, and Bylaws. In addition to the new policy about IDEA (see above), the Board approved multiple minor revisions to the bylaws, policies, and procedures during 2021; we also incorporated changes in these documents concerning how to conduct business meetings via electronic media (e.g., Zoom and other platforms).

Electronic Newsletters: The monthly e-newsletters continue to provide a mechanism for the dissemination of timely information, both to the members and to non-members through the Needlework Network version. Included in the e-newsletter to members is a short message from the president. Subjects for this message have included recognition of retiring board members, reminder of available scholarships, thank you messages to volunteers, and announcing the search for a new editor for Needle Arts magazine.

Scholarships and Awards. Susan Roe, Chair.

**Scholarship winners** from 1 January-31 December 2021 were:

- Judith and Susan Richardson Teaching Certification Scholarship: No applicants
- Mary-Dick Digges Scholarship: No applicants
- Legacy Scholarship: No applicants
- Genny Morrow Memorial Scholarship: No applicants
- Penny Evans Memorial Scholarship: Abby Roane, Hagerstown Chapter, Mid-Atlantic Region
- Marjorie Jones Scholarship: No applicants
- Research Fellowship Grant Award: Sydney Lokant (Sydney is doing an exhibit on Marie Antoinette’s wardrobe – *The Impact of Society and Fashion Industry*)

**2021 Gold Thread Award winners** were:

- Carolinas Region: Laura Smith, Golden Needles Chapter
- Great Lakes Region: Nancy Potter, Fox Valley Chapter
- Greater Pacific Region: Melinda Rolfe, Stitching by the Sea Chapter
- Heartland Region: Pat Edwards, Valley Junction Chapter
- Metropolitan Region: Marge Kelly, Skylands Chapter
- Mid-Atlantic Region: Christine Folmar, Wyoming Valley Chapter (awarded posthumously)
- Mid-Eastern Region: Mary Van Tyne, Three Rivers Chapter
- New England Region: Linda Berry, Connecticut River Valley Chapter
- Pacific Southwest Region: (no nominations)
- Rocky Mountain Region: Trudy Pohawpatchoko, Colorado Chapter
- South Central Region: Shawn Miller, Louisiana Lagniappe Chapter
- Sun Region: Jenna McCloney, Sandhill Crane Chapter
- Tennessee Valley Region: Lynette Maton, Dogwood Chapter
The 2021 National Gold Thread Award winner was: Laura Smith, Golden Needles Chapter, Carolinas Region

[NOTE: Outlook and Youth have moved to Membership/Marketing.]

**National Outreach Program:** Beginning in October 2018 through December 2021, we offered six sets of original designs through the EGA website, benefiting America’s wounded service members.

The numbers for January 1-December 31, 2021 are:

- **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); sales for Set 1 equals $540 (18 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); sales for Set 2 equals $540 (18 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 (multimedia); sales for Set 3 equals $420 (14 sets).

- **Set 4:** *Peace* by Kim Sanders (counted thread); *Stars and Stripes* by Gail Stafford (canvas); and *Eyes of Gold* by Terri Bay; sales for Set 4 equal $990 (33 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); sales for Set 5 equal $480 (16 sets).

- **Set 6:** *Baby Steps* by Gwen Nelson (beading); *Honor Flights* by Kay Stanis (silk and metal); and *Hope* by Carol Peao Currier (crewel); sales for Set 6 equal $900 (30 sets).

- The total sales for FY2021 equals $3,900 (130 sets).

From October 2018-December 31, 2021, the cumulative totals are:

- **Set 1:** $4,230 (141 sets)
- **Set 2:** $4,440 (148 sets)
- **Set 3:** $3,300 (110 sets)
- **Set 4:** $2,970 (99 sets)
- **Set 5:** $840 (28 sets)
- **Set 6:** $990 (33 sets)

The final total as of December 31, 2021 equals:

$16,770 (559 sets)

Determination of the 2022-2024 National Outreach Project recipient is currently under consideration.

**EGA Office/Staff.** Cynthia Welch, Administrator. All EGA staff returned to the headquarters office – together, full-time – on Monday, 24 May 2021. We had been working under a hybrid home/in-office arrangement for fourteen months, since 17 March 2020. All three current staff are twice-vaccinated and boosted, all as soon as were able to do so. With the Delta and Omicron variants surging in the fall, we
mask whenever there is anyone other than the three of us in the office, and all visitors are required to wear masks. We do not wear masks when it is only staff in the office.

The 21st *Through the Needle’s Eye* returned to headquarters from its extended run at its final location (The Trout Museum in Appleton, WI) in February 2021. The staff returned all pieces to their owners by the beginning of March.

The loaned pieces from the *Asian Fusion Exhibition* were taken down, and Gwen Nelson packed and Cynthia Welch shipped those back to their owners in March and April, with grateful appreciation for allowing us to extend the run of that exhibit.

Headquarters had its first visitor on 27 May 2021 – the first since November 2020. There were 69 visitors to the office in 2021. The Louisville Chapter had its holiday party at HQ in the central hallway of The Pointe in December 2021, and accounted for 33 of those visitors (some of whom had not visited HQ before).

Library and study box usage continued to increase. Sixty-eight people checked out 195 books in 2021 – smashing the old record of 51 people and 143 books in 2020. There were 20 study boxes checked out in 2021, split evenly between individual study and chapter use.

Rand Duren and Cynthia Welch attended the seminar in Chicago, after which Cynthia packed both cars with some of the boxed exhibit items to bring back to Headquarters to ship (many were also packed and shipped from the hotel). These were returned to their owners by mid-September.

In December, Tonya Parks began a medical leave of one month due to surgery. She did an excellent job training Cynthia Welch on financials and our volunteer, Karen Bibb (a member of the Louisville chapter), on membership. Between the two of us, we were able to carry on in Tonya’s absence until her return in January 2022.

Karen Bibb also has now resumed the cataloging of the approximately 1000 books we received from an estate in 2019. Due to COVID, she had to stop her work for two years, but is now determined to get everything on the shelves. Once she has finished, we will work with Mightily to get the updated database list on the website. This will take a few more months.
EDUCATION

EDUCATIONAL PROGRAMS. Judie Neufeld, 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.

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<tbody>
<tr>
<td>Total Participants</td>
<td>1,003**</td>
<td>1,085**</td>
<td>913**</td>
<td>1,044**</td>
<td>990</td>
<td>1,005</td>
<td>1,347</td>
<td>1,157</td>
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<td># Groups</td>
<td>57</td>
<td>69</td>
<td>57</td>
<td>74</td>
<td>89</td>
<td>94</td>
<td>115</td>
<td>105</td>
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<tr>
<td># Members enrolled as part of a Group</td>
<td>582</td>
<td>637</td>
<td>540</td>
<td>732</td>
<td>779</td>
<td>795</td>
<td>1,088</td>
<td>885</td>
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<td># Lightning Rounds</td>
<td>18</td>
<td>16</td>
<td>15</td>
<td>19</td>
<td></td>
<td></td>
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<tr>
<td># Members enrolled in Lightning Rounds</td>
<td>421</td>
<td>448</td>
<td>373</td>
<td>346</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Encore Courses</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
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<td>New Courses</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Retired Courses</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>8</td>
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<tr>
<td>Courses at year-end*</td>
<td>44*</td>
<td>38*</td>
<td>36*</td>
<td>31</td>
<td>28</td>
<td>27</td>
<td>27</td>
<td>30</td>
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* 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 2020-January-February 2021
  - *Ancestree* by Carolyn Standing Webb (Encore class)
  - *A Touch of Fall* by Jane Ellen Balzuweit (Encore class)
  - *Desert Strands* by Becky Autry (Encore class)
  - *Shimmering Dreams* by Mona Hill

- March-April-May 2021
  - *Embroidery in Mixed Media* by Laura Smith
  - *Beginning Teneriffe Lace* by Jonalene Gutwein
  - *Spring Splendor* by Kay Stanis
  - *Noel* by Barbara Kershaw

- June-July-August 2021
  - *Snowflake Ball* by Denise Harrington-Pratt
  - *More Than a Rose* by Melinda Sherbring
  - *Bargello and Design* by Gail Stafford (New class)
  - *White on White Crazy Quilted Wallpiece* by J. Marshal Michler
  - *Finishing with Flair* by Marion Scoular

- September-October-November 2021
• *Enchanted Summer* by Linda Wyszynski
• *Undulations II* by Gail Stafford
• *Fallen Leaves Sampler* by Kim Sanders
• *Taming the Stash Monster* by Laura Smith
• *Reticello Needle Book* by Jonalene Gutwein (New class)

These courses retired by year’s end:
• *Roses* by Carol Higginbotham
• *My Fancy Bracelet A Frenzy of Fringes* by Jeannette Carmichael
• *Undulations II* by Gail Stafford
• *Noel* by Barbara Kershaw

Jeannette Carmichael and Carol Higginbotham retired as teachers in 2021.

During 2021, we signed contracts for eight GCCs that are in the following stages:
• Development – 4 new and 2 Encore courses
• Pre-editing – 1
• Post-pilot editing – 1

**Individual Correspondence Courses**: Helene Ossipov, 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; the Board highly recommends completing the appropriate ICC before registering in a certification course.

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<tr>
<td>Courses Offered</td>
<td>10</td>
<td>10</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>10</td>
<td>11</td>
<td>no change</td>
</tr>
<tr>
<td>Total Students</td>
<td>29</td>
<td>58</td>
<td>39</td>
<td>37</td>
<td>37</td>
<td>25</td>
<td>37</td>
<td>decrease</td>
</tr>
<tr>
<td>Students per Course</td>
<td>2.4</td>
<td>5.27</td>
<td>4.33</td>
<td>3.7</td>
<td>3.4</td>
<td>2.5</td>
<td>3.4</td>
<td>decrease</td>
</tr>
<tr>
<td>Graduates</td>
<td>21</td>
<td>7</td>
<td>12</td>
<td>9</td>
<td>5</td>
<td>10</td>
<td>8</td>
<td>increase</td>
</tr>
<tr>
<td>Total Income</td>
<td>$820</td>
<td>$1,710</td>
<td>$1,055</td>
<td>$1,045</td>
<td>$1,075</td>
<td>$680</td>
<td>$1,055</td>
<td>decrease</td>
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<tr>
<td>Income per Course</td>
<td>$68</td>
<td>$155</td>
<td>$117</td>
<td>$104</td>
<td>$98</td>
<td>$68</td>
<td>$96</td>
<td>decrease</td>
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</table>

*While enrollment in Jacobean Crewel was temporarily suspended, we still have students completing this course.*

Enrollment figures and comparisons to previous years:

<table>
<thead>
<tr>
<th>Course</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Study of Schwalm</td>
<td>Kershaw</td>
<td>2</td>
<td>$50</td>
<td>2</td>
</tr>
<tr>
<td>Crazy Quilting</td>
<td>Michler</td>
<td>5</td>
<td>$150</td>
<td>3</td>
</tr>
<tr>
<td>Course</td>
<td>Instructor</td>
<td>Students</td>
<td>Fee 1 (with free group discount)</td>
<td>Fee 2</td>
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<td>---------------------------------------------</td>
<td>------------</td>
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<td>---------------------------------</td>
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<tr>
<td>Design for Needlework</td>
<td>Hayford</td>
<td>2</td>
<td>$60 3 $90</td>
<td></td>
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<tr>
<td>English Smocking</td>
<td>Sanders</td>
<td>3</td>
<td>$90 2 $60 1 $30</td>
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<tr>
<td>Intro to Metal Thread</td>
<td>Stanis</td>
<td>4</td>
<td>$100 2 $50 3 $75 4 $100</td>
<td></td>
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<tr>
<td>**Jacobean Crewel</td>
<td>Jeroy</td>
<td>0</td>
<td>0 14 $350 5 $125</td>
<td></td>
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<tr>
<td>**Jacobean Crewel</td>
<td>Currier</td>
<td>4</td>
<td>$100 2 $50</td>
<td></td>
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<tr>
<td>Rainbow's Bend</td>
<td>Rinard</td>
<td>2</td>
<td>$60 4 $120 4 $120 11 $330</td>
<td></td>
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<tr>
<td>Silk &amp; Metal Thread Embroidery</td>
<td>Stanis</td>
<td>1</td>
<td>$30 1 $30</td>
<td></td>
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<tr>
<td>Techniques for Canvas Embroidery</td>
<td>Herrmann</td>
<td>5</td>
<td>150*</td>
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<td>The Art of Teaching Embroidery</td>
<td>Stanis</td>
<td>1</td>
<td>$30 3 $90 1 $30 1 $30</td>
<td></td>
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* Estimated at $30 per student, extrapolating from the other courses

** Jacobean Crewel was temporarily removed from the ICC program until the revised curriculum can be finalized, edited, and piloted. The students in that program will finish the course using Jeroy's curriculum.

***The numbers are 'estimates' and the exact numbers are not available.

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
- Rainbows Bend: A Course on Color Theory with Carole 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 2021:
- Terry Lowry, MAL/South Central Region – A Basic Study of Schwalm Embroidery
- Susan Mondabaugh, New England Region – Techniques for Canvas Embroidery
- Sandy Howe, Great Lakes Region – A Journey into the World of Raised Embroidery: Stumpwork Technique
- Judith Brewer, Tennessee Valley Region – Introduction to Metal Thread Embroidery
- Judith Brewer, Tennessee Valley Region – A Basic Study of Schwalm Embroidery
- Delia Love, Sun Region – Rainbows Bend: A Course on Color Theory
- Charlotte Cain, Tennessee Valley Region – A Journey into the World of Raised Embroidery: Stumpwork Technique
• Debbie Cosper, Tennessee Valley Region – *Rainbows Bend: A Course on Color Theory*
• Sheila Dixon, Tennessee Valley Region – *Rainbows Bend: A Course on Color Theory*
• Donna West, Tennessee Valley Region – *Silk & Metal Embroidery*
• Elin Gaynor, New England Region – *Techniques for Canvas Embroidery*
• Nichole Gammie, MAL/Australia – *Techniques for Canvas Embroidery*
• Kim Olson-Kopp, MAL/Heartland Region – *Design for Needlework*
• Vicki Morrison, Tennessee Valley Region – *Techniques for Canvas Embroidery*
• Betsy Neichter, Tennessee Valley Region – *Techniques for Canvas Embroidery*
• Jill Taylor, Greater Pacific Region – *A Basic Study of Schwalm Embroidery*
• Deborah Logsdon, Mid-Atlantic Region – *A Basic Study of Schwalm Embroidery*
• Jennifer Patrick, MAL/Heartland Region – *Introduction to Metal Thread Embroidery*
• Tanya Sanders, MAL/New England Region – *Introduction to Metal Thread Embroidery*
• Judith Hotchkiss, MAL/New England Region – *Rainbows Bend: A Course on Color Theory*

**ICC 2021 Retirements:** No ICCs were retired during 2021; Jacobean Crewel was temporarily suspended for revision.

**Development Contracts in progress:**
- Carolyn Standing Webb’s Development Contract for a course on Samplers has been renewed.
- Carolyn Peao Currier has written a new Jacobean Crewelwork ICC, which is currently being edited.
- Patricia Goaley has written a new ICC on Judging, which is currently being edited.

Piloting will begin on:
- the Jacobean Crewelwork course and
- the Judging Course.

**Administration:** Helene Ossipov is the new ICC Chair.

[NOTE: The position of Online Programs Chair was deleted in 2021.]

**Online Studio.** Solveig Walstrom, Chair.

Janice Meyers, the previous Online Studio Chair, contracted many classes for the remainder of 2021 and early 2022 so there would be no gap in available courses.

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*Participant numbers for 2016-2020 are not available.

Online Studio Classes held in 2021:
- Merrilyn Heazlewood: counted canvas design, *Geraniums* (February) – 47 students
- Cynthia Jackson: goldwork design, *Goldwork Bracelet* (February) – 86 students.
- Hazel Blomkamp: surface and beading design, *Brian the Bee* (April) – 100 students.
- Terri Bay: Hardanger design, *Some Accumulation* (May) – 87 students.
• Katherine Diuguid: *Red Clover*, all-level contemporary goldwork/long and short design (August) – 72 students.
• Jacqui Clarkson: *Sashiko Sampler*, all-level Sashiko embroidery design (September) – 160 students.
• Judy Caruso: *Lazy Summer Day*, basic/intermediate surface embroidery design (October) – 48 students.
• Raven Fagelson: *Designing for Texture in Jacobean Crewelwork*, intermediate design class (November) – 36 students.
• Sarah Pedlow: *Hungarian Written Embroidery*, all-level class in Hungarian embroidery (December) – 82 students.

Classes for which registration was held in 2021 to be taught in 2022
• Susan Hoekstra: *Maple Leaves*, advanced intermediate counted canvas design (class will begin January 5, 2022, with 32 students).
• Julie Carmen: *Creating a Pattern for Embroidery from Digital Image Online Collections*, basic-intermediate course (class will begin February 2, 2022, with 77 students).
• Natalia Frank: *Art of Petit Point on Silk Gauze* (rescheduled from last year), basic-intermediate Petit Point on silk gauze design (class will begin February 2, 2022, with 111 students).
• Arlene Cohen: *Rosette*, intermediate counted thread on linen design (class will begin March 2, 2022, with 57 students); this class was piloted through the Online Studio.

Classes for which registration will be held and taught in 2022:
• Lizzy Pye: *Cunning Fox*, intermediate whitework design (registration opens January 5, class will begin April 6, 2022).
• Katherine Diuguid: *Queen Anne’s Lace*, basic goldwork design (registration opens February 2, 2022, class will begin on May 4, 2022).
• Kim Beamish: *Hardanger Trio*, basic-intermediate Hardanger (registration opens March 2, 2022, class will begin June 1, 2022).
• Celeste Chalasani: *Kiss Me Under the Mistletoe*, all-level stumpwork design (registration opens April 6, 2022, class will begin July 6, 2022).

Class for which registration will be held in 2022 and which will be taught in 2023
• Dawn Donnelly: *B Sampler*, intermediate counted thread design (registration opens Sept. 7, 2022, class will begin January 4, 2023).

**Virtual Lecture Series**: Mary Van Tyne, Chair; Jana Bass and Donna Pence, Moderators.

Since assuming responsibility for this program, the new Chair/Moderators implemented and expanded a “Fly Standby” program to allow more access to lectures.

<table>
<thead>
<tr>
<th>Virtual Lectures</th>
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<tbody>
<tr>
<td># Lectures</td>
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Lectures conducted in 2021:

- *Embroidery, Clothing, and Feminine Identity in Jewish Yemen*, India Hayford, January 9, 2021
- *Embroidery, Clothing, and Feminine Identity in Jewish Yemen*, India Hayford, January 10, 2021
- *Sashiko, A Form of Japanese Embroidery*, Jacqui Clarkson, March 13, 2021
- *The Culture of Folk Embroidery in Three European Countries*, Sarah Pedlow, April 10, 2021
- *Historic Threads*, Annette Gutierrez Turk May 8, 2021
- *Maya Textile Artists: Passionate Celebration of Cultural Heritage*, Diane Herrmann, June 12, 2021
- *The Story of Seedbeads*, Naomi Smith, July 10, 2021
- *The Thobe, a Traditional Embroidered Palestinian Dress*, Wafa Ghnaim, August 14, 2021
- *Encore: The Culture of Folk Embroidery in Three European Countries*, Sarah Pedlow, August 15, 2021
- *Haptic Memory: Centering Black Women’s Experience in Fiber-Art Narratives*, Dr. Sharbreon Plummer, September 11, 2021
- *Embroidered Beasts, Relics in Situ*, November 14, 2021 (209 valid signups)
- *Dr. Jessica Grimm and Her Quest for the Origins of Or Nué*, Jessica Grimm, December 11, 2021 (277 valid signups)

Lectures scheduled for 2022:

- *To get my living with my hands: Quaker Schoolgirl Needlework in Seventeenth-Century London*, Isabella Rosner, February 12, 2022 (497 valid signups)
- *Stitcherhood is Powerful: The Work of a Feminist Embroiderer and Historian*, Harriet Alonso, April 10, 2022
- *Ernest Thesiger and the Hidden History of Needlework by Men*, Joseph McBrinn, June 11, 2022

*These lectures were fully booked (100 participants) with lengthy waitlists.

**EDUCATIONAL ADVANCEMENT.** Kay Stanis, Administrator.

**Extended Study Programs.** Melinda Sherbring, 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.

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2021 EGA Annual Report – p. 14
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<td>Subject</td>
<td>Contemporary Geometric Beadwork – De-mythicized</td>
<td>Uncommon Stitches</td>
<td>Journey to Mexico-2</td>
<td>Cubic Right-Angle Weave</td>
<td>Journey to Mexico-1</td>
<td>A Study of Textiles</td>
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<td>*Isabella: Ukrainian Whitework</td>
<td>Casalguidi &amp; Ribbon Embroidery</td>
<td>A School Girl Exemplar</td>
<td>Summer Garden in a Box</td>
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<td>Teacher</td>
<td>Sam Norgard</td>
<td>Melinda Sherbring</td>
<td>San Francisco School of Needlework &amp; Design</td>
<td>Jackie duPlessis</td>
<td>Marsha Papay Gomola</td>
<td>Kathleen Weston</td>
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<tr>
<td>*Terri Bay</td>
<td>Helen Stephens/Lucy Barter</td>
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*Cancelled due to COVID  
**Rescheduled from earlier date due to COVID

Future ESPs scheduled:
- March 3 - 6, 2022, Alexandria, VA, with Deborah Merrick-Wilson, *Tudor Dreams: A Study in Goldwork*.
- 2023, location TBD, with Carolyn Standing Webb, blackwork program.

**Certification Programs**: EGA offers six needlework certification programs:

**Master Craftsman Certification Program**. Catherine Jordan, Chair.

The aim of the eight 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.

Eight programs currently are offered:
- Beading
- Canvas Embroidery
- Color for Needlework
- Counted Thread Embroidery
- Crewel Embroidery
- Design for Needlework
- Silk and Metal Thread Embroidery
- Surface Embroidery

Quilting and Smocking were retired in January 2021 due to low interest in these programs; both programs had one active participant and both chairs agreed to stay on until the participants complete the program or become inactive.
The following candidates successfully completed Master Craftsman Programs in 2021:

- Gina Maria Kleinmartin, Mid-Eastern Region – Color
- Janet Noble, Carolinas Region – Counted Thread
- Cindi Lemkau, Carolinas Region – Crewel
- Jo Anne Henderson, Heartland Region – Canvas
- Erica Borg, Greater Pacific Region – Canvas
- Fran Orfino, MAL/Mid-Eastern Region – Crewel

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

During 2021 (and to be continued in 2022), the TEC program is developing two programs: Counted Thread (CT) and Canvas. Using the lessons learned from developing these programs, we will begin developing additional TEC programs. We plan to have TEC Counted Thread (CT) ready by the end of 2022. TEC Canvas may be ready by the end of 2023.

- TEC Counted Thread (CT) – Jessica Hanan. The TEC/CT program began pilot stitching Step 1 on February 1, 2021. They completed piloting by April 15, 2021. Thirteen pieces were sent for judging. The feedback from this activity caused us to redesign Step 1 in September. We will re-pilot Step 1 after Step 4 completes. Steps 2 and 3 have been stitched and judged. Step 4 is scheduled to be sent for judging near the end of February 2022.

- We are creating the TEC documentation in parallel with the program development.

- TEC Canvas – Laurie Hardin. The first four steps have been stitched. The instructions for the first three steps have been written. In 2022, all four steps will be ready for piloting.

**Teacher (and Teacher Graduate) Certification Program.** Carole Rinard, Chair.
One candidate, Raven Alexandra Fagelson, successfully completed all the requirements for Teacher Certification during 2021.

Three individuals requested the application to the program; one person completed the application. All three were encouraged to take the Design for Embroidery ICC and The Art of Teaching Embroidery ICC before completing enrollment in the program. The three-year deadline to complete certification starts from the time the enrollee pays the enrollment fee, so if the enrollee has not taken the ICCs before payment, there is little time to take the two ICCs and adequately complete the remainder of the program.

Last year, the Board revised this program in order to better emphasize teacher development and growth; these revisions were announced on the blog earlier this spring. Other efforts to promote this certification program are in the works. The Board approved changes to Policies and Procedures for the Teacher Certification Program and we are now revising procedures to allow observation in virtual teaching situations.

There was no activity in the Certified Teacher Graduate Program.

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

Of the two apprentices in the program in 2020, one dropped out and the other is expected to complete all requirements by the end of 2021.

In accordance with the changes to this program effective 1 January 2021 (specifically related to requirements for certification and for completing continuing education and volunteer services after certification) AND in reaction to COVID restrictions:

- Pat Goaley developed a new Independent Correspondence Course on judging, which is in the process of being edited and piloted. The format of this course will be the same as what is taught during 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.
- Members of EGA’s Certified Needlework Judges 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 at the Master level.
- In addition to Winning Ways (see below), members of EGA’s Certified Needlework Judges are promoting the Judges Certification Program in these ways:
  - Pat Goaley began 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.
  - Pat Goaley will present two lectures to Fiber Forum in 2022 on artist statements and EGA’s new judging criteria.
• Members judge the *Golden Needle* exhibition and choose the winners of the Bobbie Pilling Award at National Seminar.
• Members offer a one-hour Judges Forum during the seminar.
• We offered a Judging class (canceled due to low enrollment) and an Advanced Color Class at the 2022 National Seminar and will submit a Judging Class to the 2023 National Seminar.
• We are informally offering a scholarship to applicants and intend to formally offer it in the future.

**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 in a variety of techniques. The committee has been trying to find speakers from outside the Seminar and, for the 2022 National Seminar, are waiting to hear back from the Museum of New York, the Cora Ginsburg Gallery, and someone in the theater.

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*In 2020, there was no National Seminar or Winning Ways.*

**Bobbie Pilling Award.** The Judges/Master Judges Committee judges and awards the Bobbie Pilling Awards (“thinking outside the box”) during each National Seminar. The 2021 Bobbie Pilling Award winners were:
• First place: Tawney Carter for *Grasshopper*
• Second place: Marilu Morency for *On the Horizon*
• Third place: Rachel Watkins for *Shells and Needlelace*

**Goals for 2022:**

• Update the EGA publication *Guidelines for Judging.*

• Complete the Judging Individual Correspondence Course and the National Seminar Judging Class Syllabus, which will be coordinated to support the EGA Color and Design Exam, and the Judging Syllabus used in the certification program.

• Create a scholarship for the Judging Certification Program for applicants who submit the initial $50.00 and successfully complete the EGA Color and Design Exam. The scholarship will pay the remainder of the fees so the applicant can go forward with the certification program.

• Educate EGA’s Certified Judges and members about the new Judging Criteria and procedures for judging and jurying work.

• Offer online lectures to EGA members on various subjects related to judging.

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

There are two active candidates in the program at this time. One is nearing completion. Progress is difficult given the complications of COVID, since candidates need to meet personally with clients to evaluate items in the client’s possession.
There have been several inquiries about the program and information has been sent to them.

The Appraising Needlework course was offered at the EGA national seminar in Chicago in 2021. Five participants were in the class.

The Appraising Needlework course was offered at the EGA national seminar in New York 2022, but was canceled due to low enrollment.

We continue to receive inquiries about the program. In the past, we have strongly suggested that potential students attend the appraising class offered at the national seminar first. This gives the student an opportunity to understand all that is involved in the appraisal process before signing up for the program. However, with the pandemic, we have told inquiring members that if they want to enroll, they can start with the book report section.

An important part of the appraisal class offered at the national seminar is hands-on working with students and physical inspection of actual needlework samples to make an appraisal. Much is learned as the members of the group look at an item together and prepare to conduct inspections with clients. While appraisals can be made from photographs, this is a dangerous and often suspect practice, since the client can mask serious flaws which can dramatically increase the appraiser’s liability (and perhaps that of the certifying organization itself). Conducting such inspections would be difficult for a virtual class option, but with help and guidance about live filmmaking for the Internet, we may be able to provide a glimmer of the actual experience.

**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.

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The next jurying period will be in March 2022.

Fiber Forum held no retreat in 2021 due to the COVID pandemic. Despite the lack of a retreat, two workshops continued our efforts to expand the skills of our members and friends.

-Eighteen Fiber Forum members and friends attended a Zoom workshop with Jacqueline Mallegni (Paper Rain Studio, Santa Fe, NM), who instructed us on making 3-dimensional flax paper objects, which members will stitch. One session was held in January 2021, which three members attended. The February 2021 session had 14 attendees, who are all Fiber Forum members. The March 2021 session had two Fiber Forum members in it. We held a Zoom session after the workshops to show our work, including non-Fiber Forum related students who were also in the January and March sessions. All financial transactions were made directly to Ms. Mallegni.

- In October, seven members and friends attended an eco-dyeing workshop with Carolyn Nixon, UK, via Zoom. The workshop was held over two weekends with classes both Saturday and Sunday mornings; techniques were finished in the afternoons or during the week between. We
were able to get suggestions, ask questions, discuss problems, and show our results during the sessions. All financial transactions were made directly to Ms. Nixon.

There are seven members who do not appear to be up to date with dues; however, four of these remain active in the group. We are following up with each to determine if our records are correct. Dues are paid through the EGA website and not directly to Fiber Forum. A system is in place for 2022 so we do not continue to have problems determining who has paid and how much.

The reduction in friends is in part due to the pandemic. Several long-time friends attended the friends’ meeting at the EGA Seminar in Chicago and were not sure of the status of their dues. Dues reminders were sent in 2021 and will also be sent in 2022 for members and friends.

- Jurying submissions in 2022 will be from March 1 to March 15. Reminders will be sent to members whose last jurying occurred in 2019. Friends will also be asked to participate.

It is challenging when all board members’ terms begin and end at the same time. This affects continuity and puts all members on the same learning curve, which provides no “corporate memory.” The policies and procedures are being reviewed, and changes will be proposed before the fall meeting in 2022. As part of the review of the policies and procedures, a long-term solution will be proposed for future elections.

Fiber Forum held two member meetings in 2021.

- The spring meeting was conducted through the EGA website.
- The fall meeting was held live via Zoom; this meeting was recorded and the link sent to all members.
  - During the fall meeting, the nominating committee recommended we split the slate of officers: Under a one-time provision, we extended the terms of two members of the board for one year.
  - Two positions were elected: Treasurer and Retreat Liaison.

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<th>Officers: October 2018–October 2022</th>
<th>Officers: October 2021–October 2024</th>
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<tr>
<td>Chairman: Karen Waddell</td>
<td>Treasurer/Membership: Florance Kochenberger</td>
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<tr>
<td>Secretary: Lea Peacock</td>
<td>Retreat Liaison: Jenna McClooney</td>
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<td>Exhibit Coordinator: Jeanne Sisson</td>
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<td>Juror Selector: Priscilla Smith</td>
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<td>Jurying Receiver: Ann Poulson</td>
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Collections and Library. Gwen Nelson, Chair.

We received many books from individuals and groups during 2021. Great Lakes Region donated 200 books from the estate of a former member and another individual requested permission to leave all of her books to the EGA library in her will. This person also gave us permission to sell or give the books away if they duplicate books in our library. Cynthia Welch and Gwen Nelson are working to determine what books the library does not have and/or what books we have but could use additional copies. Members from the local EGA chapter volunteered to catalogue donated books; however, pandemic restrictions have delayed completing this work.
Sixty-eight people checked out 195 books in 2021 – smashing the old record of 51 people and 143 books in 2020.

Because we delayed donations to the EGA Collection in 2020, we received 32 items in 2021.

- One of the largest groups, 25 items, came from Pat Grappe.
- We received four pieces from the estate of Dr. Bobby Rowe, who left the Collection our choice of pieces from her estate.

Many of the items received in 2021 are on display at headquarters. We also have a few pieces donated prior to 2021 that are on display. These pieces had never been displayed at headquarters. As a thanks to our Louisville Chapter for volunteering to help with the library, we also have two pieces from the EGA Collection that were stitched by Louisville Chapter members on display.

**EDUCATION PUBLICATIONS.** Carole Rinard, Chair.

The Chair of Education Publications is looking for the following:

- A true left-handed volunteer to pilot projects for publications.
- Authors who can create ethnic projects.
- One or more volunteers who have computer charting capability to make charts and diagrams for publications.
- An artist who is willing to redraw line drawings and other illustrations (either by hand or by computer).
- Individuals with modern media and communication experience to help revise *Programming - A Handbook for Effective Planning and Presentation*, first published in 1979, so it can be added to our Guideline Series.

**Guideline Series.** No changes made during 2021.

**Technique Basics.** In 2021, we posted one new Technique Basic, *Brazilian Dimensional Embroidery*, by Judy Borreson Caruso in the Members Only area of the EGA website. Early editing is in progress on another Technique Basic. We are seeking designers/authors for other techniques as well.

**Glossary of Terms.** No changes made during 2021.

**Education Catalog.** The Board of Directors voted to discontinue the printed, hard-copy Education Catalog, making the current 2020-2023 catalog the last issue. While the catalog made a handy consolidated reference to all educational programs, it is outdated by the time the print form is completed while the information on the website remains current.

**Petite Projects.** We have 76 Petite Projects in the Documents Download Section (in Members Only). Many of the Petite Projects are at the Basic level and serve as the first “rung in the ladder” to mastering a technique.

These New Petite Projects were released in 2021:

- *Dorset Button* by Hope Wright
- *Rhode Rage* by Heather Gitlin
• *Floral Needle Nanny/Minder* by Lorna Bateman

We have four other Petite Projects in various stages of development. We attempted to contact authors of previously released Petite Projects to request they convert their instructions to digital format; one said she would revise them but we have been unable to contact the other two.

**PROJECTS.** (see also Petite Projects immediately above)

*Needle Arts.* Cheryl Christian, Editor.

Projects featured in 2021 issues were:
- March:
  - *Exquisite Rose* by Stephanie Bonneau
  - *Hop into Spring* by Cindy Hambrick
  - *Deerfield Pomegranate,* instructions by Cheryl Christian
- June:
  - *Whitework Elegance* by Janet Noble
  - *Mug Cozy* by Barbara Jackson
  - *Strawberry Pincushion* by Barbara Jackson
- September:
  - *Shisha Snowflake Table Runner* by Celeste Chalasani
  - *Dodecanese Urn* by Krista M. West
  - *The Harvest Angel* by Joan Thomasson
- December:
  - *Feather Tree* by Peg Dunayer
  - *Mini Gift Tree* by Mary Waldsmith

*Designers Across America/World*

Featured designers who submitted projects for publication in 2021 were:
- March: Catherine Theron – *Wee Strawberries*
- June: Gail Stafford – *Outer Banks Sunrise*
- September: Barbara Jackson – *Pineapple Lady*
- December: Marilyn Doyle – *Four-Leaf Clover*

**REGIONAL AND CHAPTER EDUCATION**

During COVID in 2020, EGA Headquarters provided a free class for each region. This was so well appreciated that, during 2021, Headquarters continued to offer each region funding for a lecture and a class.

EGA continues to encourage the use of Zoom at the region and chapter levels. Approximately 60% of chapters use Zoom for meetings, classes, and stitch-ins. Ownership of Zoom licenses varies by regions. It is clear that members want to meet in person, but many members enjoy Zoom meetings because they cannot get to in-person meetings. Celeste Chalasani is developing standards for Zoom and hybrid meetings.
NATIONAL SEMINAR 2021, The Magnificent Stitch (Chicago, IL)

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<td>0</td>
<td>494</td>
<td>623</td>
<td>559</td>
<td>632</td>
<td>619</td>
<td>620</td>
</tr>
<tr>
<td>Teachers</td>
<td>25</td>
<td>0</td>
<td>24</td>
<td>31</td>
<td>29</td>
<td>31</td>
<td>27</td>
<td>25</td>
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<tr>
<td>Classes</td>
<td>55</td>
<td>0</td>
<td>49</td>
<td>58</td>
<td>60</td>
<td>61</td>
<td>64</td>
<td>48</td>
</tr>
<tr>
<td>EGA income share (rounded)</td>
<td>$40,000</td>
<td>$31,155</td>
<td>$99,139</td>
<td>$41,777</td>
<td>$55,107</td>
<td>$52,254</td>
<td>$49,845</td>
<td></td>
</tr>
</tbody>
</table>

*National Seminar 2020, Boston Stitching Party (Boston, MA) was postponed to 2023 due to the restrictions imposed on travel and gathering by the COVID-19 pandemic.

**Golden Needle Exhibition** and **Education Exhibit.** Ellie Ames, Chair.

The first Golden Needle Exhibition was held during the 2021 National Seminar in Chicago, IL. The 17 pieces submitted included original, adaption, and non-original pieces along with EGA class pieces, thus displaying many different techniques by EGA members. Entries were judged by three EGA judges based on how each piece demonstrated the theme, technical excellence, color and design, suitability of materials used, and finishing. Ribbons were awarded in the areas of Canvas, Counted Thread, Surface Embroidery, and Beading for both professional and non-professional entries. Special awards included Judge’s Choice, Best of Show, Viewers’ Choice, Best Depiction of Theme, Best EGA class (any EGA-sponsored class, including online, GCC, ICC, Seminar, and/or chapter sponsored class/course).

Some 2021 Golden Needle award winners were:

- Best in Show: *Fern*, by Marge Kelly
- Viewer’s Choice: *Tree of Life* by Natalia Frank.

The Education Exhibit featured 123 pieces displaying pieces stitched for EGA classes, GCCs, ICCs, and certification programs. Gary Parr of Fiber Talk (needlework podcast) broadcast his programs from the 2021 National Seminar; these programs featured many pieces in the Education Exhibit in videos and interviews during the week.

**SPECIAL EVENTS**

2021 International Teachers Tour.

The 2021 International Teachers Tour was canceled because continuing pandemic travel restrictions prohibited international teachers from traveling to the United States.

**Through the Needle’s Eye National Traveling Needlework Exhibit.** Georgann Lane, Chair.

Revised Mission Statement for the TNE: The Embroiderer’s Guild of America acknowledges the value of needlework in art and history and the diversity of stitches and techniques that make each piece unique. The National Exhibit is a representative selection of the best in artistic and
technical works. It is through the needle’s eye that EGA embraces both traditional and contemporary needlework while expanding the perception of embroidery as an art form.

The 21st Through the Needle’s Eye ended in February 2021. The 22nd Through the Needle’s Eye will debut September 2023 in conjunction with the 2023 National Seminar in Boston. This TNE’s theme is Celebration of Our Heritage; the exhibit will promote where needlework began historically and project into the direction of modern times. Of special emphasis will be the artist’s personal cultural journey.

At this time, there will be an in-person exhibit displayed at EGA Headquarters in Louisville, KY, for approximately six weeks with a virtual exhibit available at the same time on the EGA website.
COMMUNICATION

Website.

Improvements to the website in 2021 included:

- Launched an Affiliated Shops Program and Find a Needlework Shop page
- Added a National Gold Thread Winners page
- Added a Headquarters page
- Updated the Search on Library Page
- Added a New National Tapestry page
- Expanded the About Us section to include EGA History, Support EGA, EGA HQ, and the EGA National Tapestry

Newsletters

Electronic Newsletters (for members).

EGA sends every member a monthly electronic newsletter with the latest information about ongoing and upcoming events. Karen Hamilton, EGA national president, includes a short message each month (see President’s Report).

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

The Needlework Network electronic newsletter is sent to non-members who download any of the Free Projects available on the website and to any non-member who requests the newsletter. Members may also request to receive this newsletter in addition to the regular Electronic Newsletter.

- This newsletter was sent to 5,934 non-members in 2021, up from 3,600 in 2020 (open rate of 44%).
- This newsletter also was sent to 2,190 members with an open rate of 70%.

Needle Arts magazine.

Longtime Needle Arts editor, Cheryl Christian, announced her retirement effective with the December 2021 issue; see page 5 for more information on her replacement.

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 2021 Needle Arts Articles:

Articles Book Reviews:

Diuguid, Katherine and Olson, Lindsay. Stitch-In Series Launched. Jun.
Petrica, Simona. From Video Games to Stitching. Dec.

*Covers*

March front: Step 6/Master Craftsman – Crewel by Susan Mondabaugh
March back: *With Malice Toward None* by Catherine Theron
June front: detail from *Azaleas* by Gail Stafford
June back: *Mug Cozy* by Barbara Jackson
September front: stitching on the *Plymouth Tapestry*
September back: detail from *Athenian Diamonds* by Krista West
December front: *Alpine Sampler* by Jenny Adin-Christie
December back: *Caroline New Year’s Eve* by Karen Maier

*Projects*

See Projects on page 22.

*Profiles*


*EGA Related*

Noble, Janet. President’s Message. Mar, Jun, Sep.
Summary of the August 2021 EGA Board of Directors Meeting. Dec.
What’s On. Mar, June, Sep, Dec.

2021 EGA Annual Report – p. 26
Needle Arts Related
MARKETING and MEMBERSHIP

Current Committees and Chairs

The following functions currently report to the Director of Marketing and Membership:

- Social Media Committee (Rand Duren, Chair)
- EGA Stitch-A-Long (Dianne Stauber, Helena Whyte, Stephanie Murphy)
- Product Design and Sales Committee (AliceRae Kutish, Chair)
- National Website Reviewer – vacant
- Outreach – vacant
  - Youth – vacant
  - Festival Box (IRL Marketing - “In Real Life”) – vacant
- Membership Committee (3 members) – on hold until after reengineering decisions are made
- Funding Development Committee (1 volunteer) – on hold until after reengineering decisions are made

Membership

- Membership continues to decline, especially at the Chapter Member level, while Members-at-large show a significant increase since April 2019.

<table>
<thead>
<tr>
<th>EGA Membership April 2015 - January 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>---------</td>
</tr>
<tr>
<td>MAL</td>
</tr>
<tr>
<td>Chapter</td>
</tr>
<tr>
<td>Life</td>
</tr>
<tr>
<td>Youth</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Decrease</td>
</tr>
</tbody>
</table>
• New member numbers since May 31, 2021, are significant, but the exact number of new members is not yet determined, and Membership totals are always highest right before the membership renewal date of May 31.

• Year-to-year comparisons are difficult:
  • Membership data was not historically captured on the same dates each year (May 31 versus December 31).
  • HQ relies on the MALs and Chapters to report who is a new or renewing/returning member.
  • Membership is tracked on a Customer Relationship Management system rather than a true membership system.
  • Cumulative new members count has not been captured.

• Efforts to increase member engagement include:
  • Sending new member packets since March 2021.
  • Increasing online presence at the National, Regional, and Chapter level with virtual seminars, meetings, lectures, and classes.
  • Continuing EGA Stitch-A-Long and social media campaigns.
  • Generating a *Thank You for Stitching with Us* email when a membership is renewed (includes member number, renewal date, links to access member benefits, hints for getting username and password for egausa.org).
  • Allowing sign up for class registration reminders when registration for a class or lecture opens.
  • Sending a monthly Electronic Newsletter (7,330 subscriptions with a 67% open rate, up from 63% in 2020).

**Social Media (Facebook, Instagram, Pinterest):**

The Social Media Committee, comprised of five members (but no chair yet appointed):

• Reviews and supplements the work of outside consultants (Fieldtrip, Stitchcraft) and HQ,
• Strategizes on EGA Stitch-A-Long and other posts, and
• Researches opportunities to celebrate diversity.

EGA continued its partnership with Fieldtrip and Stitchcraft during 2021 and renewed our contract with Fieldtrip for 2022. Stitchcraft and Rand will continue to develop a calendar of organic content to be posted on the EGA Facebook Page, Instagram, and the EGA blog.
Our followers on primary social media sources are:

### Social Media Followers

<table>
<thead>
<tr>
<th>Social Media Source</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>22,955</td>
<td>27,568</td>
<td>30,805</td>
</tr>
<tr>
<td>Instagram</td>
<td>2,296</td>
<td>3,920</td>
<td>4,958</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1,600</td>
<td>2,700</td>
<td>3,400</td>
</tr>
</tbody>
</table>

Our 2021 Social Media Campaign strategy included paid advertising in 2022 and organic content with these results:

<table>
<thead>
<tr>
<th>Social Media Source</th>
<th>Reach</th>
<th>Impressions</th>
<th>CTR</th>
<th>Cost per click</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook &amp; Instagram</td>
<td>424,442</td>
<td>1,417,485</td>
<td>3.38%</td>
<td>$0.14</td>
</tr>
<tr>
<td>Industry Benchmark</td>
<td></td>
<td></td>
<td>0.90%</td>
<td>$1.72</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1,096,063</td>
<td></td>
<td>1.13%</td>
<td>$0.59</td>
</tr>
<tr>
<td>Pinterest benchmark</td>
<td></td>
<td></td>
<td>0.20%</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

Transactions from Facebook ads: 15 transactions for $439.50 in sales
Transactions from Organic Facebook Posts: 209 for $13,060.50 in sales
Transactions from Pinterest ads: 11 transactions for $412 in sales

The success of paid advertising is based on conversions (i.e., transactions resulting in a sale). Going forward, we plan to put a stronger focus on community seekers, but some content will continue to focus on inspiration seekers.

**Native Advertising** is ads that pop up at the bottom of websites which show topics similar to the search history; native advertising delivered 652,722 impressions in 2021 resulting in 2,569 total clicks, including 238 total Call to Action clicks (ex: “Join here”).

**Sponsored podcasts.** We will continue to sponsor one podcast with Gary Parr (*Fiber Talk*); during the 2021 National Seminar, Gary broadcast several podcasts from the actual location, which gave EGA, the Seminar, and many members wide exposure.

**Needlework Network** monthly email – see page 25.

**Social Media Glossary:**
- **Reach:** number of unique users who were exposed to our ad
- **Clicks:** number of times our ad was clicked on
- **Click Thru Rate (CTR):** number of times the ad was clicked on/number of times ad was seen
- **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.

The **EGA Blog** has 654 subscriptions and included posts in 2021 such as:

- 6 Ideas for Stitching an Embroidery Journal
- 10 Projects to Make this Holiday Season
- 9+ Gift Ideas for Embroiderers

**Website Update Highlights** in 2021: see page 25.

**Stitch-A-Long and Free Projects.** There are currently 18 Free Projects posted on the EGA website (under *Resources*) in addition to the free projects listed on the website as Stitch-A-Long projects.

*Stitch-A-Long.* Kate Gaunt/Leslie Gagliardi; then Dianne Stauber/Helena Whyte/Stephanie Murphy

Projects offered during 2021 were:

- January: *Exploring Creativity*
- February: *Hearts, Creativity, and Flexibility*
- March: *Doodling A-Round*
- April: *Aztec Scissors Case-1*
- May: *EGA Needle Case*
- June: *Aztec Scissors Case-2*
- July: *Biscornu Pin Cushion*
- August: *Herringbone & Holes*
- September: *Aztec Scissors Case-Finishing*
- October: *Brite Eyes*
- November: *Charts for Fall and Winter*
- December: *Ribbonere Scissors Case*

**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.

**Product Design and Sales.**

The Product Design and Sales committee reviewed and approved 14 logos and products, accepted the responsibility to review EGA merchandise going forward, and invited the Headquarters Administrator’s position to be a part of the team. During 2021, this committee approved:

- **Chapter logos/pins for:**
  - Cardinal Chapter
  - Columbus Area Chapter
  - Southern California Chapter
  - Houston Chapter 50th Anniversary pin
  - Winchester Chapter
• Shasta Stitchers

• **Region Seminar Logos for:**
  • South Central Region Seminar 2023
  • Pacific Southwest Region Seminar 2021 update

• **National Seminar Logos and Merchandise for:**
  • National Seminar 2021 Seminar Pin
  • National Seminar 2021 Red Star Volunteer Pin
  • National Seminar 2022 merchandise (3 items)
  • National Seminar 2022 welcoming & parting gifts
  • New York City themed ribbons for volunteers

**Festival Box.** The Carolinas Region checked this box out to assist them participate in the *Original Quilt and Sewing Expo* in Raleigh, NC, during August 2021.

**Outreach Programs:** Responsibility for EGA’s Outreach committee and program was moved from the President to the Director of Membership/Marketing. Outgoing Chair Beate Lies reported data from 155 chapters.

The new Outreach Chair will need to determine how to capture meaningful data categorized into one of two categories:

• Marketing; examples are:
  • Vending at external shows and exhibits (i.e., *Original Quilt and Sewing Expo*)
  • Teaching needlework (youth, students, seniors)
  • Demonstrating needlework (exhibits, stitch-in-public, etc.)

• Projecting a positive image of EGA throughout the community; examples are:
  • “Good works” (Hearts for Hospice, Habitat Samplers, Linus blankets, bookmarks, etc.)
  • Donating goods or money (food bank donations, chemo caps, etc.)

**Youth:** Responsibility for EGA’s Youth committee and program was moved from the President to the Director of Membership/Marketing. Since the Executive Committee decided that the Youth program is in dire need of an overhaul, plans for the special exhibit featuring pieces stitched by youth (under the age of 18) were put on hold for the time being.
## Financial Information

### Statement of Activities at December 31

<table>
<thead>
<tr>
<th>SUPPORT AND REVENUES</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>$169,831</td>
<td>$182,572</td>
<td>$152,406</td>
<td>$151,463</td>
<td>$135,761</td>
</tr>
<tr>
<td>Publications</td>
<td>13,696</td>
<td>10,293</td>
<td>15,929</td>
<td>17,503</td>
<td>16,767</td>
</tr>
<tr>
<td>Special events &amp; exhibits</td>
<td>41,101</td>
<td>0</td>
<td>31,206</td>
<td>128,712</td>
<td>62,670</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td><strong>$224,628</strong></td>
<td><strong>$192,865</strong></td>
<td><strong>$199,541</strong></td>
<td><strong>$297,678</strong></td>
<td><strong>$215,198</strong></td>
</tr>
<tr>
<td><strong>Management &amp; General</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership</td>
<td>$322,719</td>
<td>$324,605</td>
<td>$342,412</td>
<td>$334,790</td>
<td>$362,705</td>
</tr>
<tr>
<td>Sales, net</td>
<td>10,966</td>
<td>9,386</td>
<td>22,502</td>
<td>5,345</td>
<td>10,052</td>
</tr>
<tr>
<td>Net investment return</td>
<td>43,401</td>
<td>57,994</td>
<td>96,517</td>
<td>47,575</td>
<td>17,254</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>102</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total management &amp; general</strong></td>
<td><strong>$377,188</strong></td>
<td><strong>$391,985</strong></td>
<td><strong>$461,431</strong></td>
<td><strong>$387,710</strong></td>
<td><strong>$390,011</strong></td>
</tr>
<tr>
<td>Contributions/Fund Raising/Bequests</td>
<td>57,865</td>
<td>36,857</td>
<td>31,396</td>
<td>134,337</td>
<td>-38,223</td>
</tr>
<tr>
<td><strong>Total operating revenue</strong></td>
<td><strong>$659,681</strong></td>
<td><strong>$621,707</strong></td>
<td><strong>$692,368</strong></td>
<td><strong>$819,725</strong></td>
<td><strong>$566,986</strong></td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$659,681</strong></td>
<td><strong>$621,707</strong></td>
<td><strong>$692,368</strong></td>
<td><strong>$819,725</strong></td>
<td><strong>$566,986</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>$158,847</td>
<td>$148,447</td>
<td>$147,038</td>
<td>$124,139</td>
<td>$113,482</td>
</tr>
<tr>
<td>Publications</td>
<td>132,785</td>
<td>138,554</td>
<td>126,708</td>
<td>126,241</td>
<td>124,593</td>
</tr>
<tr>
<td>Special events &amp; exhibits</td>
<td>39,568</td>
<td>31,957</td>
<td>8,799</td>
<td>34,592</td>
<td>39,568</td>
</tr>
<tr>
<td><strong>Program portion &amp; General Expenses</strong></td>
<td><strong>454,643</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td><strong>$785,843</strong></td>
<td><strong>$318,958</strong></td>
<td><strong>$282,546</strong></td>
<td><strong>$284,971</strong></td>
<td><strong>$277,643</strong></td>
</tr>
<tr>
<td><strong>Management &amp; General</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership</td>
<td>$4,218</td>
<td>$3,614</td>
<td>$5,340</td>
<td>$4,734</td>
<td></td>
</tr>
<tr>
<td>Staff</td>
<td>44,973</td>
<td>201,218</td>
<td>197,152</td>
<td>176,870</td>
<td>177,433</td>
</tr>
<tr>
<td>Office</td>
<td>88,998</td>
<td>346,620</td>
<td>289,054</td>
<td>213,870</td>
<td>167,849</td>
</tr>
<tr>
<td>Board &amp; committees</td>
<td>23,654</td>
<td>29,569</td>
<td>46,746</td>
<td>48,190</td>
<td>41,223</td>
</tr>
<tr>
<td>Website</td>
<td>4,488</td>
<td>19,417</td>
<td>5,257</td>
<td>5,415</td>
<td>11,697</td>
</tr>
<tr>
<td><strong>Total management &amp; general</strong></td>
<td><strong>$162,113</strong></td>
<td><strong>$600,942</strong></td>
<td><strong>$541,821</strong></td>
<td><strong>$449,686</strong></td>
<td><strong>$402,936</strong></td>
</tr>
<tr>
<td>Contributions/Fund Raising/Bequests</td>
<td>0</td>
<td>9,572</td>
<td>8,781</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Total Expense</strong></td>
<td><strong>$947,956</strong></td>
<td><strong>$919,900</strong></td>
<td><strong>$833,939</strong></td>
<td><strong>$743,438</strong></td>
<td><strong>$680,579</strong></td>
</tr>
<tr>
<td><strong>Total excess (loss)</strong></td>
<td><strong>($288,275)</strong></td>
<td><strong>($298,193)</strong></td>
<td><strong>($141,571)</strong></td>
<td><strong>$76,288</strong></td>
<td><strong>($113,593)</strong></td>
</tr>
<tr>
<td><strong>Non-cash: Depreciation</strong></td>
<td>12,454</td>
<td>12,169</td>
<td>10,739</td>
<td>7,500</td>
<td></td>
</tr>
<tr>
<td><strong>Total cash excess (loss)</strong></td>
<td><strong>($275,731)</strong></td>
<td><strong>($286,024)</strong></td>
<td><strong>($130,832)</strong></td>
<td><strong>$83,788</strong></td>
<td><strong>($113,593)</strong></td>
</tr>
</tbody>
</table>

### Notes


*Beginning in 2021 Program Expenses include the Management and General expenses applicable directly to Programs. Prior to 2021 total Management & General expenses were reported separately.*
## Financial Information

### Statement of Financial Position at December 31

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; cash equivalents</td>
<td>$270,860</td>
<td>$745,672</td>
<td>$629,715</td>
<td>$674,738</td>
<td>$654,767</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>2,698</td>
<td>750</td>
<td>37,153</td>
<td>99,981</td>
<td>42,240</td>
</tr>
<tr>
<td>Other Receivables</td>
<td>31,071</td>
<td>18,900</td>
<td>1,002,083</td>
<td>1,087,936</td>
<td>1,207,771</td>
</tr>
<tr>
<td>Inventory</td>
<td>8,210</td>
<td>9,051</td>
<td>7,947</td>
<td>8,332</td>
<td>15,446</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>27,852</td>
<td>30,450</td>
<td>20,698</td>
<td>18,509</td>
<td>19,324</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>$340,691</td>
<td>$804,823</td>
<td>$1,697,596</td>
<td>$1,889,496</td>
<td>$1,939,548</td>
</tr>
<tr>
<td><strong>Property &amp; Equipment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construction in Progress</td>
<td>$145,584</td>
<td>$142,129</td>
<td>$156,630</td>
<td>$140,785</td>
<td>$129,535</td>
</tr>
<tr>
<td>Property &amp; equipment</td>
<td>$145,584</td>
<td>$142,129</td>
<td>$156,630</td>
<td>$140,785</td>
<td>$129,535</td>
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<tr>
<td>Accumulated depreciation</td>
<td>(123,187)</td>
<td>(111,693)</td>
<td>(114,025)</td>
<td>(103,285)</td>
<td>(95,785)</td>
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<tr>
<td><strong>Total property &amp; equipment</strong></td>
<td>$22,397</td>
<td>$30,436</td>
<td>$42,606</td>
<td>$37,500</td>
<td>$33,750</td>
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<tr>
<td><strong>Other Assets</strong></td>
<td></td>
<td></td>
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<tr>
<td>Seminar loans receivable</td>
<td>$10,578</td>
<td>$7,811</td>
<td>$43,160</td>
<td>$26,217</td>
<td>$18,334</td>
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<tr>
<td>Investments</td>
<td>2,668,235</td>
<td>2,445,594</td>
<td>1,787,950</td>
<td>1,734,285</td>
<td>1,668,834</td>
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<tr>
<td>Pledges receivable</td>
<td>5,000</td>
<td>3,000</td>
<td>11,100</td>
<td>25,475</td>
<td>19,375</td>
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<tr>
<td>Trademark</td>
<td>36,812</td>
<td>36,812</td>
<td>25,304</td>
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<tr>
<td>Collection</td>
<td>502,361</td>
<td>495,416</td>
<td>480,416</td>
<td>480,416</td>
<td>478,666</td>
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<tr>
<td><strong>Total other assets</strong></td>
<td>$3,222,986</td>
<td>$2,988,633</td>
<td>$2,347,930</td>
<td>$2,291,697</td>
<td>$2,185,209</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$3,586,074</td>
<td>$3,823,892</td>
<td>$4,088,132</td>
<td>$4,218,693</td>
<td>$4,158,507</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
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<tr>
<td><strong>LIABILITIES &amp; EQUITY</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Accounts payable</td>
<td>$44,931</td>
<td>$30,378</td>
<td>$26,655</td>
<td>$20,824</td>
<td>$31,530</td>
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<td>Accrued expenses</td>
<td>13,631</td>
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<td>Payroll taxes payable</td>
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<tr>
<td>Deferred income</td>
<td>225,520</td>
<td>203,247</td>
<td>194,526</td>
<td>189,346</td>
<td>194,742</td>
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<td><strong>Total current liabilities</strong></td>
<td>$284,082</td>
<td>$233,625</td>
<td>$221,180</td>
<td>$210,170</td>
<td>$226,272</td>
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<tr>
<td><strong>Equity</strong></td>
<td></td>
<td></td>
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<tr>
<td>Restricted</td>
<td>71,133</td>
<td>71,612</td>
<td>64,843</td>
<td>63,660</td>
<td>12,581</td>
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<tr>
<td><strong>Total equity</strong></td>
<td>$3,301,992</td>
<td>$3,590,267</td>
<td>$3,866,952</td>
<td>$4,008,523</td>
<td>$3,932,235</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; EQUITY</strong></td>
<td>$3,586,074</td>
<td>$3,823,892</td>
<td>$4,088,132</td>
<td>$4,218,693</td>
<td>$4,158,507</td>
</tr>
</tbody>
</table>


A new investment policy was implemented in 2021. The Organization’s investments are currently held at Charles Schwab, managed by Chicago Partners and reviewed monthly by the Investment Committee. The Organization’s asset allocation is 40% equity and 60% fixed income.
**2021 DONORS TO THE EMBROIDERERS’ GUILD OF AMERICA**

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

*All donations are from December 2020-November 2021*

<table>
<thead>
<tr>
<th>Category</th>
<th>Name</th>
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<tbody>
<tr>
<td><strong>President’s Circle</strong></td>
<td>Fran Orfino, Nan Windle</td>
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<tr>
<td><strong>Legacy</strong> ($2,500-$4,999)</td>
<td>Christine Lyon, Sandra Gordon</td>
</tr>
<tr>
<td><strong>Apprentice</strong> ($250-$499)</td>
<td>Dogwood Chapter, Jane Gordon</td>
</tr>
<tr>
<td><strong>Embroiderers</strong> ($1,000-$2,499)</td>
<td>Amy and Greg Haffling, Kathy Weigl (x2)</td>
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<tr>
<td><strong>Master</strong> ($500-$999)</td>
<td>Nancy Fulton, Marge Kelly, Sydney Mace</td>
</tr>
<tr>
<td><strong>Contributor</strong> ($100-$249)</td>
<td>Anonymous, Catherine Banner</td>
</tr>
<tr>
<td><strong>Friend</strong> (up to $100)</td>
<td>Gina Davis, Tana Dixon, Priscilla Gibbons</td>
</tr>
<tr>
<td><strong>Friend</strong> (up to $100)</td>
<td>Virginia Goodwin-Gray, Katrina Lawrimore</td>
</tr>
<tr>
<td><strong>Friend</strong> (up to $100)</td>
<td>Sandra Lawson, Rebecca Lieser</td>
</tr>
<tr>
<td><strong>Friend</strong> (up to $100)</td>
<td>Lisa McGoldrick, Patricia Otto</td>
</tr>
<tr>
<td><strong>Friend</strong> (up to $100)</td>
<td>Jocelyn Peterson, Skyllkill Chapter</td>
</tr>
<tr>
<td><strong>Friend</strong> (up to $100)</td>
<td>Victoria Swerdlow</td>
</tr>
</tbody>
</table>

**MEMORIAL AND COMMEMORATIVE GIFTS**

**IN HONOR OF:**

- Elizabeth Andrews
- Margaret Early-Thiele
- John Goodman
- Marge Kelly
- Kerry King
- Marianna Markham
- Donna Pence
- Nancy Potter
- Bob Goodman
- Bob Goodman
- Metropolitan Region
- Bob Goodman
- Jennifer Dever
- Willie Scofield
- Karen Wojahn

**IN MEMORY OF:**

- Heather Ator
- Susan Balon
- Margaret Bazewicz
- Berniece (Babs) Boerstler
- Quinsippi Needleworkers
- William Nehman
- Jeanne Addison
- Sara Farley, Tiffany Poyner, Needle Arts Guild of Wichita, Ron and Sharon Gibson, Mary Graham, Marietta Mason

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<table>
<thead>
<tr>
<th>Name</th>
<th>Chapter/Group</th>
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<tbody>
<tr>
<td>Nancy Brown</td>
<td>Three Rivers Chapter</td>
</tr>
<tr>
<td>Beverly Brown</td>
<td>Michael Gilboa, Emily Schoerning</td>
</tr>
<tr>
<td>Myra Bruno</td>
<td>Santa Clara Valley Chapter</td>
</tr>
<tr>
<td>Janet Charleston</td>
<td>Needle Artisans of Northwest Indiana</td>
</tr>
<tr>
<td>Terri Cheny</td>
<td>Columbus Area Chapter</td>
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<tr>
<td>Dorothy Clarke</td>
<td>Stitchers by the Sea</td>
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<tr>
<td>Jo Anne Conley</td>
<td>Santa Clara Valley Chapter</td>
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<tr>
<td>Beverly Dailey</td>
<td>St. Paul Needleworkers</td>
</tr>
<tr>
<td>Brenda Decker</td>
<td>Sidney Mace</td>
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<tr>
<td>Helena (Leny) Dittmar</td>
<td>Metropolitan Region, Diana Kerns, Jane Gordon, Manhattan Chapter</td>
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<tr>
<td>Jo Durnell</td>
<td>Fort Wayne Area Chapter</td>
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<tr>
<td>Cathie Dwyer</td>
<td>Santa Clara Valley Chapter</td>
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<tr>
<td>Judy Erickson</td>
<td>St. Paul Needleworkers</td>
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<tr>
<td>Irene Farina</td>
<td>Sand Dollar Chapter</td>
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<tr>
<td>Christine Folmar</td>
<td>Rosemary Kostansek</td>
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<tr>
<td>Audrey Francini</td>
<td>Central Florida Chapter</td>
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<td>Anna Fries</td>
<td>Columbus Area Chapter</td>
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<tr>
<td>Charlotte Froman</td>
<td>Colonial West Jersey Chapter</td>
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<td>Olive Louise Gardiner</td>
<td>Columbus Area Chapter</td>
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<tr>
<td>Cathi Gluba-Jurek</td>
<td>Nancy Curran</td>
</tr>
<tr>
<td>Janice Green</td>
<td>San Antonio Needlework Guild</td>
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<tr>
<td>Virginia (Joni) Gschwind</td>
<td>Karen Wojahn</td>
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<tr>
<td>Jeannette Gugler</td>
<td>Sidney Mace</td>
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<tr>
<td>Betty Hamilton</td>
<td>Orange County Chapter</td>
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<tr>
<td>Anne Haney</td>
<td>Columbus Area Chapter</td>
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<tr>
<td>Marilyn Harris</td>
<td>Houston Embroiderers Guild</td>
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<tr>
<td>Constance Healy</td>
<td>Bucks County Chapter</td>
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<tr>
<td>Kathy Herman</td>
<td>Prairie Rose Chapter</td>
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<tr>
<td>Jewel Maxine Hilton</td>
<td>Sand Dollar Chapter</td>
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<tr>
<td>Myra Holcomb</td>
<td>Sue Hayes, Lynn Engelbrecht</td>
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<tr>
<td>Donna Hollerbush</td>
<td>Kathleen Kellar, Thimble and Thread Chapter, Willie Scofield</td>
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<tr>
<td>Molly Holt</td>
<td>Bob Goodman</td>
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<tr>
<td>Robin Hubert</td>
<td>Holly Myers, Marie Maly</td>
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<td>JoAnn Kappel</td>
<td>St. Paul Needleworkers</td>
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<tr>
<td>Diane Kearnis</td>
<td>Nan Euler Pilot Stitchers</td>
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<td>Mary Kier</td>
<td>Columbus Area Chapter</td>
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<tr>
<td>Margaret Kirkpatrick</td>
<td>Needle Arts Guild of Wichita</td>
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<tr>
<td>Jennie Kronberg</td>
<td>Needle Arts Guild of Toledo</td>
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<td>Kerrie Lester</td>
<td>DuClay Chapter</td>
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<tr>
<td>Jeannette Lovensheimer</td>
<td>Sidney Mace</td>
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<tr>
<td>Hazel Lundeen</td>
<td>Mississippi River Valley Chapter, Sand Dollar Chapter</td>
</tr>
<tr>
<td>Marilyn Klehm Martin</td>
<td>Sharon DeVault, Windy City Chapter</td>
</tr>
<tr>
<td>Esther Miller</td>
<td>Sally Olsen</td>
</tr>
</tbody>
</table>
EGA MEMBERS WHO HAVE PLEDGED IN THE CROWN JEWELS PROGRAM

**DIAMOND LEVEL**
Ann Bergman
Diane Bishop
Sandra Force
Leslie Gagliardi
Sandra L. Gordon
Pepper Pfeifer
Karen Wojahn
Solveig Walstrom
Kathleen Weston
Gloria Zanella
Janette Deneen Leighton
Sydney Mace
Lynette Maton
Joyce McCooig
Kathy Melville
Vicki Morrison
Fran Orfino
Mike Swan (in memory of Penny Evans)
Pat Sweet
Dr. Linda Walker
Rebecca Wardlaw
Nan Windle
Janice Wood

**EMERALD LEVEL**
Judy Badger
Marcia Barrere
Linda Busalacchi
Pam Coller
Florence Englund
Terry Faber
Sandra Force
Karen Hamilton
Anne Holly
Kaye Judd

**RUBY LEVEL**
Anonymous (2)
Carrie Eddy
Sandra Force
Sue Ann Fritz
Beverly Hunter

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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 check, via the EGA website, 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 2021
Karen Hamilton, President
Marge Kelly, Vice President
Kathy Melville, Secretary
Pam Coller, Treasurer
Wendy Lynn, Director of Membership/Marketing
Kathy Weigl, Director of Bylaws
Val Reece, Director of Education
Carole Overton, Carolinas Region Dir
Sue Koehler, Great Lakes Region Dir
Jacquelyn Jenkins, Greater Pacific Region Dir
Joyce Furry-Sievers, Heartland Region Dir
Maria Hall, Metropolitan Region Dir
Donna Pence, Mid-Atlantic Region Dir
Jean Hubsch, Mid-Eastern Region Dir
Tricia Barry, New England Region Dir
Marilyn Evans, Pacific Southwestern Region Dir
Trudy Pohawpatchoko, Rocky Mountain Region Dir
Valorie Russell, 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
Judy Badger
Kari Boardman
Linda Dean
Patty Smith Gardner
Laura Kominski
Trudy Pohawpatchoko
Dr. Linda Walker

LESSOR (of building)
BET Investments, LLC, Louisville, KY

NEEDLE ARTS MAGAZINE/INSIDE EGA
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Embroiderers’ Guild of America
The Pointe • 1205 E. Washington St., #104, Louisville, KY 40206
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https://www.instagram.com/ega_usa/
Contact EGA Officials and Staff at: EGAHQ@egausa.org