



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 McClooney, 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 (multi-media); 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.

GCC	2021	2020	2019	2018	2017	2016	2015	2014
Total Participants	1,003**	1,085**	913**	1,044**	990	1,005	1,347	1,157
# Groups	57	69	57	74	89	94	115	105
# Members enrolled as part of a Group	582	637	540	732	779	795	1,088	885
# Lightning Rounds	18	16	15	19				
# Members enrolled in Lightning Rounds	421	448	373	346				
Encore Courses	3	4	5					
New Courses	2	1	2	2	6	3	2	5
Retired Courses	4	1	2	2	5	3	5	8
Courses at year-end*	44*	38*	36*	31	28	27	27	30

* 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
 - *Ancestry* 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 Tenerife 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.

	2021	2020	2019	2018	2017	2016	2015	2020-2021
Courses Offered	*10	10	9	10	11	10	11	no change
Total Students	29	58	39	37	37	25	37	decrease
Students per Course	2.4	5.27	4.33	3.7	3.4	2.5	3.4	decrease
Graduates	21	7	12	9	5	10	8	increase
Total Income	\$820	\$1,710	\$1,055	\$1,045	\$1,075	\$680	\$1,055	decrease
Income per Course	\$68	\$155	\$117	\$104	\$98	\$68	\$96	decrease

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

Enrollment figures and comparisons to previous years:

Course	Teacher	2021		2020		2019		2018	
		#Stud.	Income	#Stud.	Income	#Stud.	Income	#Stud.	Income
Basic Study of Schwalm	Kershaw	2	\$50	2	\$50	6	\$150	4	\$100
Crazy Quilting	Michler	5	\$150	3	\$90	5	\$150	2	\$60

Design for Needlework	Hayford	2	\$60	3	\$90				
English Smocking	Sanders	3	\$90	2	\$60	1	\$30	1	\$30
Intro to Metal Thread	Stanis	4	\$100	2	\$50	3	\$75	4	\$100
**Jacobean Crewel	Jeroy			0	0	14	\$350	5	\$125
**Jacobean Crewel	Currier	4	\$100	2	\$50				
Rainbow's Bend	Rinard	2	\$60	4	\$120	4	\$120	11	\$330
Silk & Metal Thread Embroidery	Stanis	1	\$30	1	\$30	0	0	5	\$150
Techniques for Canvas Embroidery	Herrmann	5	150*						
The Art of Teaching Embroidery	Stanis	1	\$30	3	\$90	1	\$30	1	\$30
		29	\$820	***58	***\$1,710	***39	***\$1,055	***37	***\$1,045

* 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 Cospers, 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.

Online Studio Classes	2021	2020	2019	2018	2017	2016
# of Classes	11	15	5	1	4	4
# of *Participants	862					

*Participant numbers for 2016-2020 are not available.

Online Studio Classes held in 2021:

- Marilyn Heazlewood: counted canvas design, *Geraniums* (February) – 47 students
- Cynthia Jackson: goldwork design, *Goldwork Bracelet* (February) – 86 students.
- John Waddell: counted canvas design, *Kimono Revisited* (March) – 67 students.
- Hazel Blomkamp: surface and beading design, *Brian the Bee* (April) – 100 students.
- Terri Bay: Hardanger design, *Some Accumulation* (May) – 87 students.

- Jennifer Riefenberg: counted canvas design, *Winter Lights* (June) – 77 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.

Virtual Lectures	2021
# Lectures	13

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
- *The Art of Japanese Internment Camps*, Toni Gerdes, February 13, 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:

- **History of Perforated Paper*, Claudia Dutcher Kistler, January 15, 2022 (310 valid signups)
- **To get my living with my hands: Quaker Schoolgirl Needlework in Seventeenth-Century London*, Isabella Rosner, February 12, 2022 (497 valid signups)
- *Conservation and Re-Creation in Textile Conservation at Stan Hywet Hall and Gardens, Historic Home Museum in Akron Ohio*, Candy Marang, March 13, 2022
- *Stitcherhood is Powerful: The Work of a Feminist Embroiderer and Historian*, Harriet Alonso, April 10, 2022
- *The Garments of Salvation: Exploring the World of Greek Orthodox Liturgical Vesture*, Krista West, May 15, 2022
- *Ernest Thesiger and the Hidden History of Needlework by Men*, Joseph McBrinn, June 11, 2022
- *Elizabethan Embroidery and The Trevelyon Miscellany Of 1608*, Kathy Andrews, July 10, 2022
- *The Bayeux Tapestry: History, Stitchery, Mystery*, Christine Crawford-Oppenheimer, August 13, 2022 (contract pending)

*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.

	2021	2020	2019	2018	2017	2016
# of ESPs	**1	*1	3	2	2	1

# of participants	13	22	11	16	15	17
Subject	<i>Contemporary Geometric Beadwork – De-mythicized</i>	<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: Ukrainian Whitework</i>	<i>Casalguidi & Ribbon Embroidery</i> <i>Thread Painting/Tour of England</i>	<i>A School Girl Exemplar</i>	<i>Summer Garden in a Box</i>	
Teacher	Sam Norgard	Melinda Sherbring	San Francisco School of Needlework & Design	Jackie duPlessis	Marsha Papay Gomola	Kathleen Weston
		<i>*Terri Bay</i>	Helen Stephens/Lucy Barter			

*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.

Master Craftsman	2021	2020	2019	2018	2017	2016	2015	2014
Graduates	6	4	4	5	5	8	1	5
New enrollees	27	32	18	8	32	15	9	15
Enrolled at year-end	128	119	105	115	151	137	140	153

Program	Active	Completed in 2021	Enrolled in 2021
Beading	3		2
Canvas	20	2	2
Color	8	1	1
Counted Thread	37	1	4
Crewel	22	2	6
Design	16		3
Silk and Metal	7		3
Surface	15		6
TOTAL	128	6	27

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.

	2021	2020	2019	2018	2017	2016	2015	2014
Attendees		*	60	48	30	30	32	34

*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.

Fiber Forum	2021	2020	2019	2018	2017	2016	2015	2014
Members	47	53	58	62	58	51	53	48
Friends	6	14	19	25	25	20	58	28

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.

Officers: October 2018–October 2022

- Chairman: Karen Waddell
- Secretary: Lea Peacock
- Exhibit Coordinator: Jeanne Sisson
- Juror Selector: Priscilla Smith
- Jurying Receiver: Ann Poulson

Officers: October 2021–October 2024

- Treasurer/Membership: Florance Kochenberger
- Retreat Liaison: Jenna McClooney

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)

	2021	2020	2019	2018	2017	2016	2015	2014
Location	Chicago	*Boston	St. Louis	Louisville	Asheville	Alexandria	San Antonio	Phoenix
Attendance	427	0	494	623	559	632	619	620
Teachers	25	0	24	31	29	31	27	25
Classes	55	0	49	58	60	61	64	48
EGA income share (rounded)	\$40,000	0	\$31,155	\$99,139	\$41,777	\$55,107	\$52,254	\$49,845

*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:

Christian, Cheryl. *Pulled Thread Embroidery* by Marie-Helene Jeanneau. Dec.
Christian, Cheryl. *Blackwork Embroidery: Stitches, Techniques & 13 Modern Projects* by Bernadette Baldelli. Dec.

Christian, Cheryl. *Crafting Thread Jewelry* by Pat Olski. Dec.

Andrews, Kathy. A Visit to the Goldsmith, Benton and Johnson. Dec.
Balasubramaniam, Chitra. The Irrepressible Kantha. Jun.
Christian, Cheryl. Treasures Beyond Words. Mar.
Christian, Cheryl. Making History about History. Sep.
Denton, Rosemary. An Homage to My Grandparents (Master Craftsman Program – Canvas). Mar.
Diuguid, Katherine and Olson, Lindsay. Stitch-In Series Launched. Jun.
Lazaro, David. The Embroidered Era: Seventeenth-Century Needlework at Historic Deerfield. Mar.
Maton, Lynette. Stitching the Chase. Mar.
Mondabaugh, Susan. Stepping Out (Master Craftsman Program – Crewel). Mar.
Parr, Mike (edited). A Roundup of Favorite Threads. Dec.
Petrica, Simona. From Video Games to Stitching. Dec.
West, Krista. In Living Color: The Vibrant World of Greek Folk Embroidery. Sep.

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 Gordon, Sandra L. Designers Across America: Catherine C. Theron. Mar.
 Gordon, Sandra L. Designers Across America: Gail Stafford. Jun.
 Gordon, Sandra L. Designers Across America: Barbara Jackson. Sep.
 Gordon, Sandra L. Designers Across America: Marylyn Doyle. Dec.

EGA Related Ames, Eleanor. Education Exhibition at *The Magnificent Stitch*. Jun.
 Bass, Jana, Heare, Carmen, and Potter, Nancy. Great Lakes Region Holds First EGA Virtual Seminar. Sep.
 Christian, Cheryl. Fiber Forum Jurying 2021. Dec.
 Hamilton, Karen. President's Message. Dec.
 Noble, Janet. President's Message. Mar, Jun, Sep.
 Slate of Officers: EGA Executive Committee Nominees. Jun.
 Summary of the March 2021 EGA Board of Directors Meeting. Jun.
 Summary of the August 2021 EGA Board of Directors Meeting. Dec.
 Summary of the September 2021 EGA Annual Meeting. Dec.
 What's On. Mar, June, Sep, Dec.

Needle Arts Related

Christian, Cheryl. Editor's Notes. Mar, Jun, Sep, Dec.
Index for *Needle Arts* 2020. Mar.

MARKETING and MEMBERSHIP

Current Committees and Chairs

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

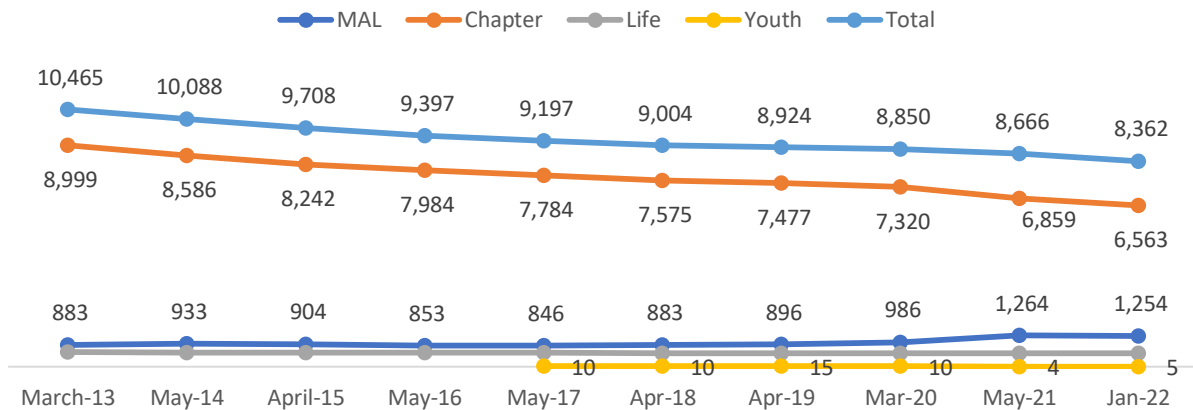
- Social Media Committee (Rand Duren, Chair)
- EGA Stitch-A-Long (Dianne Stauber, Helena Whyte, Stephanie Murphy)
- Product Design and Sales Committee (AliceRae Kutish, Chair)
- National Website Reviewer – vacant
- Outreach – vacant
 - Youth – vacant
 - Festival Box (IRL Marketing - “In Real Life”) – 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.

EGA Membership April 2015 - January 2022								
	Apr 2015	May 2016	May 2017	Apr 2018	Apr 2019	Mar 2020	May 2021	Jan 2022
MAL	904	853	846	883	896	986	1,264	1,254
Chapter	8,242	7,984	7,784	7,575	7,477	7,320	6,859	6,563
Life	562	560	557	536	536	534	539	540
Youth			10	10	15	10	4	5
Total	9,708	9,397	9,197	9,004	8,924	8,850	8,666	8,362
Decrease	(3.8%)	(3.2%)	(2.1%)	(2.1%)	(0.9%)	(0.8%)	(2.1%)	(3.5%)

EGA Membership 2013 - 2022



- 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

	2019	2020	2021
Facebook	22,955	27,568	30,805
Instagram	2,296	3,920	4,958
Pinterest	1,600	2,700	3,400

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

	Reach	Impressions	CTR	Cost per click
Facebook & Instagram	424,442	1,417,485	3.38%	\$0.14
Industry Benchmark			0.90%	\$1.72
Pinterest		1,096,063	1.13%	\$0.59
Pinterest benchmark			0.20%	\$1.50

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

	2021	2020	2019	2018	2017
SUPPORT AND REVENUES					
Program Services					
Education	\$169,831	\$182,572	\$152,406	\$151,463	\$135,761
Publications	13,696	10,293	15,929	17,503	16,767
Special events & exhibits	41,101	0	31,206	128,712	62,670
Total program services	\$224,628	\$192,865	\$199,541	\$297,678	\$215,198
Management & General					
Membership	\$322,719	\$324,605	\$342,412	\$334,790	\$362,705
Sales, net	10,966	9,386	22,502	5,345	10,052
Net investment return	43,401	57,994	96,517	47,575	17,254
Miscellaneous	102				
Total management & general	\$377,188	\$391,985	\$461,431	\$387,710	\$390,011
Contributions/ Fund Raising/Bequests	57,865	36,857	31,396	134,337	-38,223
Total operating revenue	\$659,681	\$621,707	\$692,368	\$819,725	\$566,986
Net assets released from restriction					
Total Revenue	\$659,681	\$621,707	\$692,368	\$819,725	\$566,986
EXPENSES					
Program Services					
Education	\$158,847	\$148,447	\$147,038	\$124,139	\$113,482
Publications	132,785	138,554	126,708	126,241	124,593
Special events & exhibits	39,568	31,957	8,799	34,592	39,568
Program portion Management & General Expenses	454,643				
Total program services	\$785,843*	\$318,958	\$282,546	\$284,971	\$277,643
Management & General					
Membership	\$	\$ 4,118	\$ 3,614	\$5,340	\$ 4,734
Staff	44,973	201,218	197,152	176,870	177,433
Office	88,998	346,620	289,054	213,870	167,849
Board & committees	23,654	29,569	46,746	48,190	41,223
Website	4,488	19,417	5,257	5,415	11,697
Total management & general	\$162,113	\$600,942	\$541,821	\$449,686	\$402,936
Contributions/Fund Raising		0	9,572	8,781	-
Total Expense	\$947,956	\$919,900	\$833,939	\$743,438	\$680,579
Total excess (loss)	(\$288,275)	(\$298,193)	(\$141,571)	\$76,288	(\$113,593)
Non-cash: Depreciation	12,544	12,169	10,739	7,500	
Total cash excess (loss)	(\$275,731)	(\$286,024)	(\$130,832)	\$83,788	(\$113,593)

Notes. Independent accountants Deming Malone Livesay & Ostroff 2017, 2019, and 2020 Reviews; and 2018 & 2021 Audits.

*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

	2021	2020	2019	2018	2017
ASSETS					
Current Assets					
Cash & cash equivalents	\$ 270,860	\$ 745,672	\$ 629,715	\$ 674,738	\$ 654,767
Accounts receivable	2,698	750	37,153	99,981	42,240
Other Receivables	31,071	18,900	1,002,083	1,087,936	1,207,771
Inventory	8,210	9,051	7,947	8,332	15,446
Prepaid expenses	27,852	30,450	20,698	18,509	19,324
Total current assets	\$340,691	\$804,823	\$1,697,596	\$1,889,496	\$1,939,548
Property & Equipment					
Construction in Progress	\$	\$	\$	\$	\$ 33,750
Property & equipment	145,584	142,129	156,630	140,785	95,785
	145,584	142,129	156,630	140,785	129,535
Accumulated depreciation	(123,187)	(111,693)	(114,025)	(103,285)	(95,785)
Total property & equipment	\$22,397	\$ 30,436	\$ 42,606	\$ 37,500	\$ 33,750
Other Assets					
Seminar loans receivable	\$ 10,578	\$ 7,811	\$ 43,160	\$ 26,217	\$ 18,334
Investments	2,668,235	2,445,594	1,787,950	1,734,285	1,668,834
Pledges receivable	5,000	3,000	11,100	25,475	19,375
Trademark	36,812	36,812	25,304	25,304	
Collection	502,361	495,416	480,416	480,416	478,666
Total other assets	3,222,986	2,988,633	2,347,930	2,291,697	2,185,209
TOTAL ASSETS	\$3,586,074	\$3,823,892	\$4,088,132	\$4,218,693	\$4,158,507
LIABILITIES & EQUITY					
Current Liabilities					
Accounts payable	\$ 44,931	\$ 30,378	\$ 26,655	\$ 20,824	\$ 31,530
Accrued expenses	13,631				
Payroll taxes payable					
Deferred income	225,520	203,247	194,526	189,346	194,742
Total current liabilities	\$ 284,082	\$ 233,625	\$ 221,180	\$ 210,170	\$ 226,272
Equity					
Unrestricted	\$3,230,859	\$3,518,655	\$3,802,109	\$3,944,863	\$3,919,654
Restricted	71,133	71,612	64,843	63,660	12,581
Total equity	\$3,301,992	3,590,267	\$3,866,952	\$4,008,523	\$3,932,235
TOTAL LIABILITIES & EQUITY	\$3,586,074	\$3,823,892	\$4,088,132	\$4,218,693	\$4,158,507

Notes: Independent Accountant's Deming Malone Livesay & Ostroff 2017, 2019 and 2020 Reviews; and 2018 & 2021 Audits.

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

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Fran Orfino
Mike Swan (in memory of Penny Evans)
Pat Sweet
Dr. Linda Walker
Rebecca Wardlaw
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 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

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NEEDLE ARTS MAGAZINE/INSIDE EGA

2021 EGA Annual Report – p. 38

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Sabrina Design & Production
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Contact EGA Officials and Staff at: EGAHQ@egausa.org