



*Chrissie Juno Mann's Butterfly*, stitched by Susan Lambert; Viewer's Choice for 2022 Golden Needle Exhibit

## **The Embroiderers' Guild of America 2022 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. Karen Hamilton

Due to two separate incidences of illness, I was unable to travel to my first two scheduled Region seminar visits in 2022 (Rocky Mountain Region in May and South Central Region in June). I was able to attend the Greater Pacific Region seminar in July. In addition, I attended the Pacific Southwestern Region virtual Region meeting in April, had a virtual Q&A session with RMR members in June, and participated in numerous other Region virtual lectures and activities during the year, including an online workshop associated with the SCR seminar. I also had the opportunity to attend the Houston Embroidery Guild's 50<sup>th</sup> anniversary luncheon in October. In addition, Marge Kelly, the Vice President, attended the Pacific Southwestern Region, the Mid-Atlantic Region, and the Tennessee Valley Region seminars.

### Strategic Planning Progress.

Much behind-the-scenes work on EGA's reengineering project, *Securing Our Future*, occurred between January 2022 and August 2022. During the August 2022 Board meetings, project volunteers began meeting to working on three overarching areas:

- Closing the Gap: Increase revenue and decrease expenses; secure our financial future.
  - Expenses:
    - Determine the actual cost of each program, activity, etc.
    - Consider cancelling non-revenue generating programs, activities, etc.
  - Revenue:
    - NOTE: With our current level of members, raising dues alone will not increase our revenue enough.
    - Apply for grants.
    - Generate/Increase annual fund raising.
    - Develop new membership levels with added benefits.
- Building Stronger Chapters and Engaging Members-at-Large:
  - Provide support for chapter programming.
  - Consider different types of chapters.
  - Strengthen chapter leadership by providing leadership programs.
  - Reduce the administrative work load on chapter members.
  - Broaden chapter recruitment and provide guidance on how to make chapter environments more welcoming.
  - Increase engagement with Members-At-Large.
  - Look for more virtual opportunities.
- Growing Our Educational Opportunities:
  - Continue to develop virtual opportunities as well as traditional offerings.
  - Determine the wants and needs of our modern audience.
  - Advance our program strategies.

During 2022, committees developed strategies to accomplish these goals. Since this is a huge project and will take time, we are concentrating on assigning priorities and scheduling a timeline that will carry the effort through the end of President Hamilton's term in August 2024. EGA established a *Project*

*Management Office* (members: Kathy Weigl and Kathy Melville) to oversee all activities and monitor deadlines related to Securing Our Future.

**Operations.** During 2022, some chapters and regions resumed in-person meetings and activities while others continued to meet, teach, tour shops, view exhibits, and socialize virtually. The Executive Committee recognized the popularity of offering many events virtually in addition to in-person options since many of our members are not able to participate in in-person options due to health, mobility, financial issues and/or distance from any chapter

During *Broadway Bound*, the 2022 National Seminar, EGA followed the recommendations from the Centers for Disease Control and the New York City health department regarding COVID-19 applicable at the time and in-person activities for the seminar proceeded smoothly as planned.

Since the response to producing a virtual semi-annual update on EGA activities has been so well received, the Board of Directors posted another following the March 2022 Board meetings. As we did the previous year, we also augmented the in-person Annual Meeting in August 2022 by providing a video update from each member of EGA's Executive Committee. Members were again invited to submit questions to be addressed during the session. The videos of the annual meeting and semi-annual update are available on the EGA website, where they continue to be viewed. The website includes a list of timestamps to make it very easy to go directly to specific topics covered in each video.

**IDEA (Inclusion/Diversity/Equity/Accessibility):**

Responsibility for the IDEA team has transitioned to the Director of Membership and Marketing. See the DOMM report for more information.

**Fund Raising.**

- Crown Jewels: The total Crown Jewel pledges received from the inception of the program is \$126,000; as of December 31, 2022, we have received \$123,500 in payments, leaving a balance of \$2,500 due in remaining pledges.
- Heritage Fund: We received \$1,100 in 2022 making the current balance of the fund \$56,600.

**New Needle Arts Magazine Editor:** In 2021, Cheryl Christian, *Needle Arts* editor, announced her retirement effective with the December 2021 issue. EGA posted a Request for Proposal and, from the six responses, the search team (Wendy Lynn, Director of Membership/Marketing; Val Reece, Director of Education; Cynthia Welch, HQ Administrator; and Karen Hamilton, President) interviewed four candidates and unanimously selected Heather Gooch.

Her first year as the *Needle Arts* editor resulted in four quality editions of the magazine with an expanded advertising plan to increase revenue. Based on the success of her first year, we extended her contract for an additional three years through the December 2025 issue; either party may cancel the arrangement with proper notice.

**Policies, Procedures, and Bylaws.** The Board approved multiple minor revisions to the policies and procedures during 2022. A motion to change the bylaws (specifically, to allow EGA to change bylaws twice a year in conjunction with both the mid-year and annual update/meetings) was approved during the 2022 Annual Meeting.

**Scholarships and Awards.** Susan Roe, Chair.

Scholarship winners from 1 January 2022-31 December 2022 were:

- \*Judith and Susan Richardson Teaching Certification Scholarship: No applicants
- Mary-Dick Digges Scholarship: No applicants
- Legacy Scholarship: Eileen J. Bennett, Member-at-Large
- Genny Morrow Memorial Scholarship: No qualified applicants
- Penny Evans Memorial Scholarship: Natalie Dupuis, Member-at-Large
- Marjorie Jones Scholarship: No qualified applicants
- Research Fellowship Grant Award: No applicants

\*The Board of Directors decided the Teacher Certification Committee is now responsible for selecting recipients of the Judith and Susan Richardson Teaching Certification Scholarship.

2022 Gold Thread Award winners were:

- Carolinas Region: Kim Sanders, The Laurel Chapter
- Great Lakes Region: Jana Bass, Dayton Chapter
- Greater Pacific Region: Molly McLaughlin, San Francisco Chapter
- Heartland Region: Marietta Mason, Needle Arts of Wichita Chapter
- Metropolitan Region: Christene Thurston, New York Capital District Chapter
- Mid-Atlantic Region: Donna Pence, Oatlands Chapter
- Mid-Eastern Region: Jean Hubsch, Corning Chapter
- New England Region: Laurie Sims, Southern Maine Chapter
- Pacific Southwestern Region: Carol Algie Higginbotham, Southern California Chapter
- Rocky Mountain Region: Joanne Ingersen, Pikes Peak Chapter
- South Central Region: Dee Cavalier, Louisiana Lagniappe Chapter
- Sun Region: Kathy Singleton, Central Florida Chapter
- Tennessee Valley Region: Melissa Lazear, Majestic Mountains Chapter

The 2022 National Gold Thread Award winner was: Kim Sanders, The Laurel Chapter, Carolinas Region

**National Outreach Program.** After much thought and soul-searching, President Hamilton decided to forgo an external outreach program for her term, instead choosing to focus on the future security of EGA. As a nonprofit organization, EGA has fundraising needs just as important as supporting an outside agency. Since EGA membership dues and program fees at this time do not cover our operating expenses, we must consider fundraising and other revenue streams to make up the difference.

**EGA Office/Staff** (Cynthia Welch, EGA Administrator).

The staff at headquarters are participating in the *Securing Our Future* efforts by providing data and information needed to help the teams move forward. In addition, Tonya Parks, Rand Duren, and Cynthia Welch are actively involved in meetings with three of the five teams in addition to regular duties. We continue to interview candidates for the administrative position.

Visits to headquarters, both by members and interested non-members, came back strong in 2022. National saw visits by 132 people. This includes the visit by the Smocking Arts Guild of America with

45 people as part of their national meeting in Louisville in October. The Louisville EGA chapter holiday party at headquarters also welcomed 26 people in December.

New recognition pins, all featuring the updated EGA logo, for national presidents, national seminar chairs, major donors, master craftsmen, GCC participants, and ICC participants are now available.

The Dorothy Babcock Memorial Lending Library sent out 185 books to 83 people. Twenty Study Boxes went to either chapter meetings or individuals for personal study.

## 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	2022	2021	2020	2019	2018	2017	2016	2015
Total Participants	1,095**	1,003**	1,085**	913**	1,044**	990	1,005	1,347
# Groups	49	57	69	57	74	89	94	115
# Members enrolled as part of a Group	520	582	637	540	732	779	795	1,088
# Lightning Rounds	20	18	16	15	19			
# Members enrolled in Lightning Rounds	575	421	448	373	346			
Encore Courses	0	3	4	5				
New Courses	1	2	1	2	2	6	3	2
Retired Courses	2	4	1	2	2	5	3	5
Courses at year-end*	39*	44*	38*	36*	31	28	27	27

\* 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 2021-January-February 2022
  - *White Iris* by Mona Hill
  - *Beginner's Hardanger* by Marion Scoular
  - *Cosmos* by Kim Sanders
  - *The Maharajah's Elephant* by Mary Long
  - *Sweet Bag Sewed of Silver & Gold* by Melinda Sherbring
- March-April-May 2022



- *Papillon* by Adrienne G. Meyer
- *Star-Spangled Puzzle Ball* by Denise Harrington Pratt
- *Day Dreams* by Barbara Kershaw
- *English Summer* by Cheryl Sharp
- *The Princess and the Pea* by Marion Scoular
- June-July-August 2022
  - *Symphony* by Barbara Kershaw
  - *Mythical Myrtle* by Barbara Kershaw
  - *Hearts for You* by Denise Harrington Pratt
  - *Avondale* by Carole Currier
  - *Fall Colors: A Study in Rozashi* by Margaret Kinsey
- September-October-November 2022
  - *Keeping in Shape* by Gwen Nelson
  - *Thank Goodness It's Finished* by Kim Sanders
  - *Perfectly Counted Crosses* by Carolyn Standing Webb
  - *Mark & Paint on Canvas and Fabric* by Laura Smith
  - *Fandango* by Barbara Kershaw
- December 2022 (and continuing through March 2023)
  - *Haystacks of Giverny* by Katherine Diuguid
  - *How Does Your Garden Brow?* by Carol Currier
  - *Ancestry* by Carolyn Standing Webb
  - *Jacobean Fantasy* by Kay Stanis
  - *Desert Strands* by Becky Autry
  - *Touch of Fall* by Jane Ellen Balzuweit

These courses retired by year's end:

- *Fallen Leaves Sampler* by Kim Sanders
- *White Iris* by Mona Hill

During 2022, we signed contracts for eleven GCCs that are in the following stages:

- Development – 5 new and 2 Encore courses
- Pre-pilot editing – 2
- Post-pilot editing – 2

**Independent 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.

	2022	2021	2020	2019	2018	2017	2016	2021-2022
Courses Offered	*10	*10	10	9	10	11	10	no change
Total Students	37	29	58	39	37	37	25	increase

Students per Course	3.7	2.4	5.27	4.33	3.7	3.4	2.5	increase
Graduates	6	21	7	12	9	5	10	decrease
Total Income	\$1,110	\$820	\$1,710	\$1,055	\$1,045	\$1,075	\$680	increase
Income per Course	\$111	\$68	\$155	\$117	\$104	\$98	\$68	increase

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

Enrollment figures and comparisons to previous years:

Course	Teacher	2022		2021		2020		2019	
		#Stud.	Income	#Stud.	Income	#Stud.	Income	#Stud.	Income
Basic Study of Schwalm	Kershaw	9	\$270	2	\$50	2	\$50	6	\$150
Crazy Quilting	Michler	1	\$30	5	\$150	3	\$90	5	\$150
Design for Needlework	Hayford	5	\$150	2	\$60	3	\$90		
English Smocking	Sanders	1	\$30	3	\$90	2	\$60	1	\$30
Intro to Metal Thread	Stanis	2	\$60	4	\$100	2	\$50	3	\$75
**Jacobean Crewel	Jeroy					0	0	14	\$350
**Jacobean Crewel	Currier			4	\$100	2	\$50		
Rainbow's Bend	Rinard	12	\$360	2	\$60	4	\$120	4	\$120
Silk & Metal Thread Embroidery	Stanis	2	\$60	1	\$30	1	\$30	0	0
Techniques for Canvas Embroidery	Herrmann	4	\$120	5	150*				
The Art of Teaching Embroidery	Stanis/Lake	1	\$30	1	\$30	3	\$90	1	\$30
		37	\$1,110	29	\$820	***58	***\$1,710	***39	***\$1,055

\* Estimated at \$30 per student, extrapolating from the other courses

\*\* Jacobean Crewel (Jeroy) was temporarily removed from the ICC program until the revised curriculum (Currier) can be finalized, edited, and piloted. The previously enrolled 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* by Marsha Michler
- *Design for Needlework* by India Hayford
- *English Smocking* by Kim Sanders

- *Introduction to Metal Thread Embroidery* by Kay Stanis
- *Jacobean Crewel* by Carol Currier (on hold while being piloted)
- *Rainbow's Bend* by Carole Rinard
- *Silk & Metal Thread Embroidery* by Kay Stanis
- *Techniques for Canvas Embroidery* by Diane Herrmann
- *The Art of Teaching Embroidery* by Kay Stanis and Carole Lake

**ICC Graduates in 2022:**

- Kelly Freeman, Sarasota Chapter, Sun Region – *Techniques for Canvas Embroidery*
- Kathleen Weston, Turquoise Trail Chapter, Rocky Mountain Region – *Introduction to Metal Thread Embroidery*
- Sara Thelin, Cardinal Chapter, Carolinas Region – *Rainbow's Bend*
- Sheila Dixon, Dogwood Chapter, Tennessee Valley Region – *Silk & Metal Thread Embroidery*
- Winta Hay, MAL, New England Region – *English Smocking*
- Jane Rexing, MAL, Great Lakes Region – *A Basic Study of Schwalm Embroidery*

<b>Course</b>	<b># of completions</b>
<i>Techniques for Canvas Embroidery</i>	1
<i>Introduction to Metal Thread Embroidery</i>	1
<i>Rainbow's Bend</i>	1
<i>Silk &amp; Metal Thread Embroidery</i>	1
<i>English Smocking</i>	1
<i>Stumpwork: Traditional &amp; Contemporary Stumpwork Techniques</i> (retired in 2020)	1
<b>TOTAL</b>	6

ICC 2022 Retirements: No ICCs were retired during 2021; *Jacobean Crewel* is still temporarily suspended for revision.

Development Contracts in progress:

- Carolyn Standing Webb's Development Contract for a course on *Samplers* has been renewed.
- Carolyn Currier has written a new *Jacobean Crewelwork* ICC, which is currently being edited and will be piloted.
- Patricia Goaley has written a new ICC on *Judging*, which is currently being edited and will be piloted.

Students who complete ICCs are now invited to tell the story of their experience with the class. These stories are published in the newsletter, the EGA blog, and posted on the Facebook page. We have noticed an uptick in registrations after a story appears.

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

<b>Online Studio Classes</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>
# of Classes	11	11	15	5	1	4
# of Participants	881	862				

### **These classes were held in 2022:**

- *Maple Leaves*, an advanced intermediate counted canvas design class was taught by Susan Hoekstra starting January 5, 2022, with 32 students.
- *Creating a Pattern for Embroidery from Digital Image Online Collections*, a basic-intermediate pattern creating class featuring laid work was taught by Julie Carmen starting February 2, 2022, with 77 students.
- *Art of Petit Point on Silk Gauze*, a basic-intermediate Petit Point on silk gauze, was taught by Natalia Frank starting February 2, 2022, with 111 students
- *Rosette*, an intermediate counted thread on linen design, was taught by Arlene Cohen beginning March 2, 2022, with 37 students.
- *Cunning Fox*, an intermediate whitework design, was taught by Lizzy Pie beginning April 6, 2022, with 135 students.
- *Queen Anne's Lace*, a basic goldwork class using a contemporary approach to traditional techniques, was taught by Katherine Diuguid beginning on May 4, 2022, with 132 students.
- *Hardanger Trio*, a basic-intermediate class in Hardanger making a needle book, pin cushion, and scissor fob was taught by Kim Beamish beginning on June 1, 2022, with 155 students.
- *Kiss Me Under the Mistletoe*, an all-level stumpwork class was taught by Celeste Chalasani beginning on July 6, 2022, with 89 students.
- *Cyclamen*, an intermediate to advanced counted needlepoint and silk ribbon class was taught by Merrillyn Heazlewood beginning on August 3, 2022, with 32 students.
- *Freestyle Hoop Embroidery*, an all-levels surface embroidery class was taught by J. Marsha Michler beginning on October 5, 2022, with 67 students.
- *Candy Cane Christmas Decoration*, a basic-intermediate level goldwork class was taught by Emma Broughton beginning on November 2, 2022, with 14 students. This class was piloted by the Online Studio. This class was also the first class to use the new Discussion Forum.

### **Registration occurred in 2022 for classes to be held in 2023 for these topics:**

- *B Sampler*, an intermediate counted thread class, will be taught by Dawn Donnelly beginning January 4, 2023, with 33 students.
- *Parisian Patisserie*, an all-levels embroidered box making class will be taught by Sarah de Rousset-Hall beginning January 4, 2023, with 169 students.
- *Embroidered Sequin Butterfly Card*, an all-levels embroidered card class, will be taught by Connie Chow beginning March 1, 2023, with 54 students.

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

The Chair/Moderators implemented and expanded a “Fly Standby” program in 2022 to allow more access to lectures; however, during 2022, all lectures were fully booked to the maximum number of 100 participants and had lengthy waitlists. Because so many people were disappointed not to be able to watch the lectures, EGA implemented the following improvements to be effective 1 January 2023:

- Expanded our Zoom Webinar license to 500 seats,
- Implemented automatic registration and admission procedures,
- Some lectures may be recorded – with lecturer permission – for later viewing, and
- Instituted a \$5 fee for viewing

Virtual Lectures	2022	2021
# Lectures	11	13
# Valid sign-ups	3,669	

Lectures conducted in 2022:

- *History of Perforated Paper*, Claudia Dutcher Kistler, 1/15/22 (310 valid signups)
- *To get my living with my hands: Quaker Schoolgirl Needlework in Seventeenth Century London*, Isabella Rosner, 2/12/22 (497 valid signups)
- *Conservation and Re-Creation in Textile Conservation at Stan Hywet Hall and Gardens, Historic Home Museum in Akron Ohio*, Candy Marang, 3/13/22 (227 valid signups)
- *Stitcherhood is Powerful: The Work of a Feminist Embroiderer and Historian*, Harriet Alonso, 4/10/22 (149 valid signups)
- *The Garments of Salvation: exploring the world of Greek Orthodox liturgical vesture*, Krista West, 5/15/22 (251 valid signups)
- *Ernest Thesiger and the hidden history of needlework by men*, Joseph McBrinn, 6/11/22 (254 valid signups)
- *Elizabethan Embroidery and the Trevelyon Miscellany of 1608*, Kathy Andrews, 7/10/22 (398 valid signups)
- *The Bayeux Tapestry: History, Stitchery, Mystery*, Christine Crawford-Oppenheimer, 8/13/22 (506 valid signups)
- *Rozashi: A 1400-Year-Old Needle Art from Japan*, Margaret Kinsey, 9/18/22 (281 valid signups)
- *Creating Needlework Maps*, Catherine Jordan, 10/9/22 (310 valid signups)
- *Sartorial Embroidered Gowns of Marjorie Merriweather Post, 1900-1929*, Howard Vincent Kurtz, 12/10/22 (486 valid signups)

**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.

	2022	2021	2020	2019	2018
# of ESPs	1	**1	*1	3	2
# of participants	16	13	22	11	16
Subject	<i>Tudor Dreams: A Study in English Goldwork</i>	<i>Contemporary Geometric Beadwork – De-mythcized</i>	<i>Uncommon Stitches</i>	<i>Journey to Mexico-2</i>	<i>Cubic Right-Angle Weave</i>
			<i>*Isabella: Ukrainian Whitework</i>	<i>Casalguidi &amp; Ribbon Embroidery Thread</i>	<i>A School Girl Exemplar</i>

				<i>Painting/ Tour of England</i>	
Teacher	Deborah Merrick-Wilson	Sam Norgard	Melinda Sherbring	San Francisco School of Needlework & Design	Jackie duPlessis
			*Terri Bay	Helen Stephens/ Lucy Barter	

\*Cancelled due to COVID

\*\*Rescheduled from earlier date due to COVID

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

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

There are no active candidates in the program currently (two candidates suspended their participation) and we have had no recent inquiries pertaining to the program.

The Appraising Needlework course was canceled by EGA for the EGA 2022 National Seminar in New York but will be offered at the EGA 2023 National Seminar in Boston.

**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 with technical excellence and a good understanding of design and color.

Eight Master Craftsman programs are currently 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; both programs have at least one active participant who will be carried until they either complete the program or become inactive.

<b>Master Craftsman</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
Graduates	3	6	4	4	5	5	8	1	5
New enrollees	3	27	32	18	8	32	15	9	15
Enrolled at year-end	107	128	119	105	115	151	137	140	153

<b>Program</b>	<b>Active</b>	<b>Completed in 2022</b>	<b>Enrolled in 2022</b>
Beading	2		2
Canvas	15	1	
Color	9		
Counted Thread	32	1	1
Crewel	15	1	
Design	12		
Silk and Metal	7		
Surface	15		
<b>TOTAL</b>	<b>107</b>	<b>3</b>	<b>3</b>

The following candidates successfully completed Master Craftsman Programs in 2022:

- Carol Reid, Central Florida Chapter, Sun Region – Counted Thread
- Caroline Perkins, Tri-Area Needle Arts Chapter, Tennessee Valley Region – Crewel
- Lois Threlkeld, Knoxville Chapter, Tennessee Valley Region – Canvas

Graduates were asked to display all 6 steps at the 2023 Education Exhibit in Boston. All program chairs are inviting candidates with exhibit quality passing pieces to display them in the Education Exhibit at the next national seminar.

Carol Sylvester created a PowerPoint program to feature examples of successfully completed pieces; it was displayed at the 2022 Education Exhibit in NYC and, as steps are completed, photographs will be added to the program.

Participants who complete a program are asked to write an article for *Needle Arts* magazine and information on programs continues to be submitted to the EGA Blog to promote the programs.

**Technical Excellence Certification Program.** Jessica Hanan, Counted Thread; Laurie Hardin, Canvas

We have two Technical Excellence Certification (TEC) Programs in the development phase.

- The TEC Counted Thread pilot stitchers have completed their stitching, and their pieces have been judged. We are in the final stages of writing the necessary Policies and Procedures as well as creating the related forms. We expect to debut this certification program in June 2023.
- The TEC Canvas program is in the pre-pilot stage, and the pilot groups will start working on this soon.

**Teacher (and Teacher Graduate) Certification Program.** Carole Rinard, Chair.

Three potential applicants were encouraged to take the *Design for Embroidery* ICC and *The Art of Teaching Embroidery* ICC before completing enrollment in the program. The total time for the program is three years starting from time of payment of the enrollment fee; if taking the ICCs within the three years, there is little time to adequately complete the remainder of the program.

There was no activity in the Certified Teacher Graduate Program (CTGP). The committee will be taking a closer look at CTGP in 2023.

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

Natalie Dupuis (MAL, Canada) became a Certified Needlework Judge at the 2022 National Seminar. We have one apprentice taking the *Color and Design Exam*.

All information on the EGA website was reviewed and is currently in date. The Chairman submits advertising for the program to headquarters for email blasts. Members of the Judging Community judge the exhibit at National Seminar and offer a Judges Forum one noon hour during the seminar.

**Winning Ways.** Winning Ways, a series of four lectures previously offered at each National Seminar, has been cancelled; specifically, it will no longer be offered at national seminars. The judging community is discussing the if, why, how, and when of offering Winning Ways online. We initiated other venues for our education this year.

	2022	2021	2020	2019	2018	2017	2016	2015
Attendees	25	22	*	60	48	30	30	32

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

**Judging Classes:** We are offering a Judging Class and an Advanced Color Class in Boston to support the EGA *Color and Design Exam* and the Judging Syllabus. An Independent Correspondence Course, which mirrors the two-day class, will be offered to EGA after the 2023 National Seminar in Boston.

A scholarship has been informally offered to applicants to pay for the program after paying the initial \$50.00 and requires passing of the EGA Color and Design exam in 6 months. We will advertise it by e-mail blast; this scholarship opportunity will expire in 2024 in Atlanta.

**Bobbie Pilling Award.** The Judges/Master Judges Committee judges and awards the Bobbie Pilling Awards (“thinking outside the box”) during each National Seminar. The 2022 Bobbie Pilling Award winners were:

- First place: Lynette Maton, Dogwood Chapter, Tennessee Valley Region, for *Down the Rabbit Hole*
- Second place: Donelda Curren, MAL, Rocky Mountain Region, for *Rising Sea Foam*
- Third place: Marie-Renée Otis, MAL, Canada, for *The Weight of the World*

**Goals for 2022:**

- Begin quarterly Zoom meetings with the certified judges.
- Discuss Winning Ways with the community and come to a consensus about the program.
- Complete the Judging 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 by November 2023.
- Continue a scholarship for the Judging Certification Program for applicants submitting the initial \$50.00 and successfully completing the EGA *Color and Design Exam*. The scholarship will pay the remainder of the fees.



- Educate the Certified Judges and EGA members (via mock judging opportunities) about the new Judging Criteria and procedures of judging and jurying work.
- Offer online lectures to EGA members on various subjects related to judging.
- Submit three articles to the magazine for publication this next quarter.
- Document the Certified Judges volunteer hours on an annual basis and add it to the report to headquarters.

**Fiber Forum.** Karen Schueler, 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.

The newsletter, *The Forum*, hosts in-house ‘exhibits’ of new work by members and prints articles by members about exhibits, classes, and workshops that they have attended outside of EGA.

<b>Fiber Forum</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Members	49	47	53	58	62	58	51	53
Friends	25	6	14	19	25	25	20	58

- Revisions in the Fiber Forum Policies and Procedures were approved in June 2022. Instead of the whole Board of Officers being replaced every three years, one officer of the three executive committee positions will be elected each year providing better continuity within the Board.
  - The positions of Chair, Treasurer/Membership and Recording Secretary will have three-year terms that can be renewed.
  - The former Retreat Liaison is now called the Education Chair and oversees the Events’ Coordinators who organize retreats, workshops and Open Studios.
  - The Standing Committee Chairs are now appointed rather than elected.

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

October 2022-October 2025

- Chairman: Karen Schueler

- The revised Policies and Procedures give a more complete picture of how Fiber Forum operates and contain detailed descriptions of duties for all committee positions, the jury procedures, and qualifications for membership.
- Postponed since 2020, the next Fiber Forum Retreat will be held in March 2023 in Raleigh, NC, with Susan Brandeis as the instructor.

- The Jury Coordinator and the Board suggested several changes in our yearly jurying. The Fiber Forum board:
  - Increased the jurors' honorarium to maintain the quality of jurors available and
  - Set the applicant's fee at \$30 per entry (two maximum) to cover the cost of the jurors.
  - The maximum length of the Artist Statements is now 100 words.
- In 2022, 25 people submitted 37 pieces to be juried, with 20 people (submitting 29 pieces) receiving scores high enough to be eligible to join Fiber Forum.
- Our 12 September 2022 general meeting had 29 participants total and was the first general meeting to include Friends of Fiber Forum. Forty members voted to elect the new chair; next fall, a new secretary will be elected, and the treasurer/membership chair will be elected in 2024.
- The approved budget for 2023 budget reflects:
  - the back dues collected by the treasurer,
  - the increased payment to future jurors, and
  - continued funding for on-line programs for the membership.
- In response to a questionnaire sent to Friends, a special on-line panel discussion, *Meet Fiber Forum*, was hosted by the board members for Fiber Forum Friends in November. Questions about submitting to jurying, assured anonymity of the submitted artwork, membership fees, Retreat and exhibition opportunities were covered. All who participated were sent links by the Education Chair to access the Fiber Forum jurying submission form, the Fiber Forum Policies and Procedures, and articles about design principles and writing artist statements that might help Friends with designing original embroideries and submitting work for Fiber Forum.
- The Education Chair organized several on-line presentations open to members, Friends, and other EGA members in 2022:
  - Pat Goaley presented a program in February about writing artist statements and one in June on the elements and principles of art.
  - Katherine Diuguid talked about stitching with color in her November lecture.
  - Fiber Forum members were invited by the Minnesota Contemporary Quilters in February to hear speakers Jan Beaney and Jean Littlejohn, and
  - by the Gail Harker Center for Creative Arts in November to see work by two of the advanced design students.
- A new on-line program called Open Studio was offered in February and June to promote connections among Fiber Forum members. We saw the work and visited the studios of several members. An actual Open Studio at a retreat in Iowa allowed three FF members and one EGA member to stitch on their own work in a relaxed environment. This was offered as an alternative program to the more expensive yearly retreats with paid instructors. To share the weekend in Iowa with more members, we organized an on-line presentation to talk about the Open Studio concept, and to share images members took during visit the Rati Textile Collection at the MET in NYC. The Fiber Forum Chairman showed the stages of development of an embroidery she had recently stitched.

During the 2022 National Seminar in NYC, eight Fiber Forum members exhibited in the Bobby Pilling and the Golden Needles Awards, and six members showed work in the Fiber Forum section of the Education Exhibit.

**Library.** Gwen Nelson, Chair.

We received 62 books for the library in 2022. When notified of potential donations, we check to see if the library already has a copy. We may accept a duplicate book if our copy is in poor condition or if the book is frequently requested.

**Collection.** Gwen Nelson, Chair.

We received at least 40 pieces during 2022. We received one large group of items from Pat Grappe with the understanding that we may keep all or some of the items.

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

Guidelines Series/Technique Basics: We posted *Guidelines for Submitting a Petite Project* and *Technique Basics: An Exploration of Pulled Thread and Satin Stitch Embroidery* on the website. We are seeking designers/authors for other techniques as well. A special thank you to Melita Glavin for her work creating clear stitch diagrams and Pajarito Proofreaders for their diligence in proofreading and pilot stitching.

Glossary of Terms. No changes made during 2022.

Education Catalog. The current hard-copy 2020-2023 Education Catalog is the last issue EGA will publish. Current information about educational offerings is available in the *Inside EGA* portion of the *Needle Arts* magazine and on the EGA website.

Goals

- Continue to search for authors for all EGA Education Publications, especially for more ethnic projects.
- Continue to produce quality documents that include instructions applicable for left-handed stitchers.

**PROJECTS.**

New Program. We are developing a new program to preserve our heritage. *Projects from EGA's Past* (PEP) will provide location on our website for our members to purchase the instructions (as one PDF document) donated by the designers for projects that are no longer available from the designer.

Petite Projects: During 2022, we added:

- *Dorset Button* by Hope Wright
- *Rhode Rage* by Heather L. Gitlin
- *Favorite Medallion #1* by Harriet Scott
- *Pretty Petite Fall* by Vicky Witterschein

Two more are in the piloting process and are nearing completion. At this time, there are 80 Petite Projects on the website. We are trying to convert older projects to more modern formats. Many of the Petite Projects are at the Basic level and serve as the first “rung in the ladder” to mastering a technique.

Free Projects: See Marketing on page 29.

Stitch-A-Long: See Marketing on page 29.

***Needle Arts***. Heather Gooch, Editor.

Projects featured in 2022 issues were:

- March:
  - *Pot Bellied Pig* by Rosie deLeon-McCrary
  - *Dogwood Blossom Needlecase* by Lenice Dean Garrison
- June:
  - *Bullion Rose Spray Needle Rest* by Pat Olski
- September:
  - *Colonial Knot Thread Holder* by Pat Olski
- December:
  - *Feather Stitch Scissors Safe* by Pat Olski
  - *Kashubian Embroidered Floral Bouquet* by Lynette Maton

### ***Designers Across America***

Featured designers who submitted projects for publication in 2022 were:

- March: Diane Herrmann – *Spinning Sparkler*
- June: Lucy Barter – *Platinum Jubilee Rose*
- September: Hetsie van Wyk – *Hetsie's Heart Needle Nest*
- December: Pat Olski – *Lewesdon Snowflake*

## **REGION AND CHAPTER EDUCATION**

EGA continues to encourage the use of Zoom at the region and chapter levels 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.

We published standards for Zoom and hybrid meetings.

## **NATIONAL SEMINAR COMMITTEE**

Gwen Nelson resigned as Director of the National Seminar Committee; her responsibilities for the remainder of her term will be fulfilled by Lorie Welker. Shawn Miller moved into the National Seminar Committee Registrar position.

The New England Region will host EGA's 2023 National Seminar, *Boston Stitch Party*, at the Sheraton Boston Hotel in the historic Back Bay neighborhood of downtown Boston, from September 1-5, 2023.

The Board of Directors approved the Hilton Hotel, 255 Courtland Street, Atlanta, GA, for the 2024 National Seminar, *Preserving Needle Art*, hosted by the Tennessee Valley Region August 14-18, 2024.

Future National Seminars scheduled are:

- 2025 – South Central Region
- 2026 – Sun Region
- 2027 – TBD
- 2028 – hosted by National EGA

**NATIONAL SEMINAR 2022, *Broadway Bound*** (New York City, NY)

	2022	2021	2020	2019	2018	2017	2016	2015
Location	New York City	Chicago	*Boston	St. Louis	Louisville	Asheville	Alexandria	San Antonio
Attendance	396	427	0	494	623	559	632	619
Teachers	24	25	0	24	31	29	31	27
Classes	46	55	0	49	58	60	61	64
EGA income share (rounded)	\$31,974	\$40,000	0	\$31,155	\$99,139	\$41,777	\$55,107	\$52,254

\*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.** Ellie Ames, Chair.

Thirteen pieces, based on the theme *What I Love*, were submitted to the 2022 Golden Needles Exhibition, which 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 2022 Golden Needle award winners were:

- Viewer’s Choice: *Chrissie Juno Mann’s Butterfly* by Susan Lambert
- Judge’s Choice: *Chrissie Juno Mann’s Butterfly* by Susan Lambert
- Judge’s Choice: *Mist* by J. Marsha Michler
- Judge’s Choice: *Summer* by Ayelet Lindenstrauss Larsen
- Best Depiction of Theme: *Summer* by Ayelet Lindenstrauss Larsen
- Best EGA Class: *Summer Smiles* by Kathleen Weston
- Silk and Metal 1<sup>st</sup> Place: *Chrissie Juno Mann’s Butterfly* by Susan Lambert
- Surface Embroidery 1<sup>st</sup> Place: *Mist* by J. Marsha Michler
- Counted Thread (non-original) 1<sup>st</sup> Place: *Eleanor of Aquitaine* by Barbara Levy

**Education Exhibit.** Ellie Ames, Chair.

The Education Exhibit featured 100+ pieces (108 were registered but some did not arrive) displaying work stitched for EGA classes, GCCs, ICCs, and certification programs.

## **SPECIAL EVENTS**

### **2022 International Teachers Tour.**

Jane Nicholas, from Australia, successfully completed her 2022 International Teachers Tour following the national seminar in New York City.

Hazel Blomkamp, from South Africa, was not able to get a work visa in time and so could not attend either the seminar or her ITT in person. However, Hazel provided detailed videos and instructed all classes via Zoom; in addition, in-person monitors assisted the students during each class.

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

The 22<sup>nd</sup> *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.

Registration closed on 12 December 2022 with 63 stitchers registered for 126 pieces from 13 regions. The largest number of participants is 16 from the Members-At-Large sector. Marge Kelly is sponsoring an award of \$100 to the winner of this group as selected by the judges. Six other regions provide a cash award to a winner from their own region.

During the 2023 Boston Seminar, the exhibit will be displayed virtually via the Kuntsmatrix program. Starting at the same time, there will also be an in-person exhibit from July – December 2023 at Headquarters in Louisville, as well as a virtual exhibit available on the EGA website.

Our goals for this exhibit are to increase participation and awareness of the exhibit; increase viewing of the exhibit; and increase membership. We are requiring that exhibitors be EGA members in order to participate.

Our Assistant Chairman, Trudy Pohawpatchoko, has taken over the responsibilities of Juror Chairman as Ellie Ames needed to resign due to other constraints.

Important dates to remember:

- April 2023 - Submission of digital images for jurying and judging
- June 2023- Ship piece(s) to EGA HQ for photography and exhibit production
- September 2023 - Virtual and live exhibits

## **COMMUNICATION**

### **Website.**

Rand Duren, our electronic media coordinator, has continued to do an amazing job tweaking and improving our website.

### **Website Update.**

Improvements completed in 2022 included:

- The Search results page has been updated to show results by category including featured images.
- A new *Needle Arts Online* page was created for members to access the latest issues of *Needle Arts* online.
- We made some updates to the *Join Us* page and to the pages to join as a Member-At-Large, to include more information as well as pictures of what they will receive when they join EGA.
- We added Paypal as a payment option on the website and it has been very well received by members.
- Class discussions now take place in a class forum where members can post and follow individual topics, search for mentions of a word and subscribe to receive emails for all topics posted or per topic.

### **Class Registration Reminders**

We continue using a feature allowing members to sign up to receive a reminder when registration for a class or virtual lecture is to open. This allows us to promote our classes ahead of registration and provide those interested with an action to make at the moment they see the information about the class and send them a reminder in case they forget.

For classes in 2022, 1,054 people have used the registration reminders form. This feature is also used when promoting Virtual Lectures, with 1,262 people signing up for virtual lecture reminders in 2022.

### **Website Usage**

Statistics for January 1 – December 31, 2022 are as follows:

- Website Pageviews - 1,014,655 (a count of how many pages have been viewed)
- Unique Website Pageviews – 795,043 (a count of how many pages were viewed once in a session. For example, if a user views the same page multiple times in a visit (session), it is only counted as one view)
- Top 10 Pages visited:
  - Main EGA page: 66,693 pageviews
  - Login page: 36,326
  - Find a Class - Courses Page: 23,131
  - Chapter Map: 21,094
  - Free Projects: 16,438
  - Events: 15,263
  - 2022 National Seminar page: 13,481
  - Online Courses: 12,519
  - Join Us: 11,114
  - 2023 National Seminar Page: 10,610
- Next 4 most popular pages visited:
  - Blogpost: *5 Ways to Design Your Embroidery Patterns*
  - Petite Projects
  - EGA Stitch-A-Long
  - Blogpost: *Beginner's Guide to 5 Types of Embroidery*
- In the past year, we also had 4 blogposts that had over 5,000 pageviews.
  - *5 Ways to Design Your Own Embroidery Patterns*: 10,589
  - *Beginner's Guide to Five Types of Embroidery*: 9,466
  - *Stitching across the US: 9 Needlework Events in 2022*: 8,114
  - *Introduction to Visible Mending*: 5,007

## Blog Subscriptions

We also now have a blog on the website, which can be subscribed to under *Resources* (<https://egausa.org/latest-news/>). Information was contributed by Rand Duren, our Chapters and Regions, as well as FieldTrip (our advertising company), and Stitchcraft (our social media consultant). We currently have 1,458 subscriptions.

Recent stories include:

- *6 Ideas for Stitching an Embroidery Journal*,
- *The Beginner's Guide to Embroidery Fabrics*, and
- the *2022 Holiday Countdown: 31 Days of Stitched Ornaments*, as well as
- many announcements about classes, lectures and Seminars.

**Free Project Sign-ups** – see Communication on page [redacted] and Marketing on page [redacted]

We continue to offer many free projects through our website for members and non-members. Sign-up numbers for 2022 are as follows:

- Marilyn Heazlewood: *Waves of Ribbons* – 327
- Kay Stanis: *A Walk in The Park* (Part 1 and Part 2) – 59
- Margaret Kinsey: *Elizabethan Strawberry* – 243
- Carol Light: *American Flag Chart* – 102
- Lucy Edmison: *Crewel Wreath Ornament* – 260
- Eileen Bennett: *Gift Tag Sampler* – 96
- Kim Beamish: *Halloween Blackwork Biscornu* – 305
- Mary Waldsmith: *Halloween Plaid Spider* – 161
- Sherri Hagar: *Patriotic Scissors Fob* – 79
- Amina K: *Pumpkin Season* – 332
- Mary Waldsmith: *Reindeer Ornament* – 264
- Tamara Yohannes: *Romanian Point Lace Heart* – 62
- Judy Jeroy: *Stumpwork Butterfly* – 215
- Kim Sanders: *Summer's Glory* – 90
- Kathi Green: *Wessex Needlebook* – 399

## Newsletters

### Electronic Newsletters (for members).

The monthly e-newsletters continue to provide a mechanism for the dissemination of timely information. Included in the e-newsletter to members is a short message from the president. Subjects for this message during 2022 have included:

- the introduction of the new *Needle Arts* magazine editor,
- reminders of available scholarships,
- 'thank you' messages to volunteers,
- reminders about ideal meeting conduct,
- the new feature of having *Needle Arts* on the EGA website,
- promotion of the annual national seminar,
- a scam alert,
- GCC Lightning Round promotion,



- chapter program ideas from National,
- Extended Study Program promotion,
- and a year-end giving reminder.

In order to improve our email communications with our members and to ensure that our emails reach our members' inboxes, we worked on getting emails officially confirmed through a verification email sent when members registered for reminders, sign up for newsletters, etc. By confirming their email address, they let us know that it's a working email, plus that they agree to receive our emails. We have a little over 6,300 email addresses confirmed.

Our newsletter monthly subscription rate remains steady at an average of 7,168.

- Open rate average (percentage of those who received the newsletter who opened it) is currently at 65%, which is significantly higher than the industry standard of a 15% - 25% open rate.
- Our average click-through rate increased from 23% to 24%, again significantly higher than the industry standard of a 2.5% click thru rate.

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

The Needlework Network email was created as a marketing tool to reach out to non-members who frequent our website. We use these emails to share interesting news with non-members, to stay top of their minds, and with the goal of turning these subscribers into members.

The monthly email is sent to an average of 7,917 non-members up (significantly from 5,934 non-members last year). The open rate average remained at 44% and click thru rate is 9%. While these numbers are not as high as our Monthly Newsletter sent to members, but they are still much higher than industry standards.

At our members' requests, we also send the *Needlework Network* to EGA members. We track these numbers separately and find we are sending these to around 3,354 members (an increase from 2,190 members last year). We are experiencing an extremely high open rate of 63% and a click through rate of 16%.

***Needle Arts*** magazine.

Cheryl Christian retired as *Needle Arts* editor effective with the December 2021 issue; [see page 5](#) for more information on her replacement, Heather Gooch.

***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 2022 *Needle Arts* Articles:**

Articles

Books:

- Bead Weaving and Embroidery with Miyuki Beads* by Virginie Châtenet. Jun.
- Goldwork Embroidery Chinese Style* by Daiyu Chen. Jun.
- Crafting Thread Shawl Pins* by Pat Olski. Jun.

*Daydream Journals* by Tilly Rose. Jun.  
*The Royal School of Needlework Stitch Bank*. Sep.  
*Graph Paper Creator* by Stitchpoint. Sep.  
*Improv Embroidery* by Carole Cook. Sep.  
*100+ Cross Stitch Patterns to Mix and Match* by Jane Greenoff. Sep.  
*A Practical Guide to Needle Lace* by Jaqueline Peter. Sep.  
*Punch Needle: 15 Contemporary Projects* by Rachel Lawson and Siobhan Watt. Sep.  
*Crewel Animal Portraits* by Hazel Blomkamp. Dec.  
*Japanese Motifs in Stumpwork & Goldwork* by Jane Nicholas. Dec.  
 Becker-Lemkau, Cindi. *The Moravian Legacy*. Mar.  
 Comroe, Tina. *Chikan Work: The Whitework Embroidery of India*. Jun.  
 Diuguid, Kat. *The Broderers' Exhibition: The Art of Embroidery*. Sep.  
 Duren, Rand. *Stitches for Ukraine*. Jun.  
 Duren, Rand. *10 Embroidered Works of Art that Showcase the Beauty of the Ocean*. Jun.  
 Fialkoff, Kay Fay. *Full of Life: The Spiral Within and Morning Delight*. Mar.  
 Gooch, Heather. *Revisiting Redwork*. Mar.  
 Gooch, Heather. *Molly Pitcher Stitchers Preserve History*. Mar.  
 Maton, Lynette. *Tracing the Evolution of Kashubian Embroidery*. Dec.  
 McHenry, Janice. *A Timeless Work of Art*. Dec.  
 Overton, Carole. *5 Tips for Picture-Perfect Pics*. Dec.  
 Wright, Hope. *Rickrack's Role in the Needle Arts*. Sep.

Covers      March front: *Escher Visits the Alhambra* by Diane Herrmann  
                  March back: *Dogwood Blossom Needlecase* and other smocked examples by Lenice Dean Garrison  
                  June front: *Orange Blossom* by Lucy Barter  
                  June back: *Bullion Rose Spray Needle Rest* by Pat Olski  
                  September front: *Bertrand the Buffalo* by Jen Goodwin  
                  September back: *Colonial Knot Thread Holder* by Pat Olski  
                  December front: *Sunrise* by Linda Carlson  
                  December back: *Feather Stitch Scissors Safe* by Pat Olski

Projects      See Projects on page       .

Gooch, Heather. *Designers Across America: Diane Herrmann*. Mar.  
 Gooch, Heather. *Designers Across America: Lucy Barter*. Jun.  
 Scott, Harriet. *Designers Across America: Hetsie van Wyk*. Sep.  
 Gooch, Heather. *Designers Across America: Pat Olski*. Dec.

EGA Related

Ames, Ellie. *2022 Awards Deadlines Approach*. Mar.  
 Ames, Ellie. *Clarifying Classifications*. Sep.  
 Carlson, Linda. *Fiber & Beyond Exhibit*. Dec.  
 Goaley, Patricia. *Intensify Your Project Impact with an Artist Statement*. Jun.  
 Gooch, Heather. *EGA Stitch-in-Public Day 2022*. Mar.

Hamilton, Karen. President's Message. Mar, Jun, Sep, Dec.  
 Lane, Georgann. *A Call for Entries*. Jun.  
 Haley, Heather. *Crewel/Surface Embroidery Affinity Group: A New Path for EGA*.  
 Sep.  
 Haley, Heather. *What is the Optimum Number of WIPs?* Dec.  
 Miller, Shawn. *Boston Bound*. Sep.  
 Pohawpatchoko, Trudy. *Introducing EGA's 22<sup>nd</sup> National Exhibit Judges*. Dec.  
 Poulson, Ann. *Fiber Forum Jurying 2022*. Sep.  
 Roe, Susan. *Educational Opportunities Abound*. Dec.  
 Rolfe, Melinda. *5 Things to Know about the 22<sup>nd</sup> Exhibit of Through the Needle's  
 Eye*. Sep.  
 Stauber, Dianne. *Engagement Committee Thinks 'Inside the Box' to Raise Chapter  
 Numbers*. Sep.  
*'Tis the Season for Holiday Ornaments*. Sep.  
 Region Roundup. Mar, Jun, Sep, Dec.  
 Summary of the March 2022 EGA Board of Directors Meeting. Jun.  
 Summary of the August 2022 EGA Board of Directors Meeting. Dec.  
 Summary of the August 2022 EGA Annual Meeting. Dec.  
 2022 National Exhibit Award Winners Announced During Seminar. Dec.  
*Virtual Lecture Series is Bigger and Better Than Ever for 2023*. Dec.

#### *Needle Arts Related*

Gooch, Heather. Editor's Notes. Mar, Jun, Sep, Dec.

## **MARKETING and MEMBERSHIP**

### **Marketing**

#### **IDEA (Inclusion/Diversity/Equity/Accessibility).**

The reporting relationship for the National IDEA Committee was moved from the Vice President to the Director of Membership and Marketing effective in July 2022. Transfer of information and committee member names occurred in October 2022. The members who decided to remain on the committee asked that meetings not resume before January 2023.

Paragraph 1.6 was inserted into the national EGA policies:

“INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY. The Embroiderers' Guild of America 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.”

The social media committee addresses diversity in its plan: EGA blog, EGA Face Book Page, Pinterest, EGA FaceBook Stitch-A-Long page, Instagram and Pinterest.

## Social Media.

The Social Media Committee:

- Review and supplement the work of outside consultants and HQ,
- Strategize on EGA Stitch-A-Long and other posts, and
- Research opportunities to celebrate diversity.

### 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

As part of the budgeting process for 2023, EGA moved its social media marketing entirely to StitchCraft Marketing, a firm that works entirely in the crafting social media space. Part of the shift in strategy will be away from paid advertisements and toward blog interviews and social media articles to promote participation in the EGA Education classes and lecture series. 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:

	2022	2021	2020	2019
Facebook	34,016	30,805	27,568	22,955
Instagram	5,924	4,958	3,920	2,296
Pinterest	3,860	3,400	2,700	1,600

### Facebook & Instagram

Fieldtrip completed paid social posts with the following results:

Facebook + Instagram	Reach	Impressions	Click Thru Rate	Costs Per Click
2022 Total**	1,773,035	4,027,182	1.03%	\$0.24

Benchmark Click Thru Rate: 0.90%

Benchmark Cost Per Click: \$1.72

Transactions directly from Paid Facebook Ads: 13 Transactions: \$538.50

Transactions from Organic Facebook Posts: 205 Transactions: \$12,411.50

Facebook was one of the strongest media tactics when it came to reach, frequency, and click through rate. In 2022, 1,773,035 unique users were reached, over 4 million impressions were served.

A mix in creative and updated targeting parameters (use of pixels, updated behaviors, customer lists, etc.) allowed for more effective spend. Reach, frequency, link clicks, and total click rates were up in 2022 indicating performing ads. Paid ad users generated 13 total transactions across 2022, generating \$538.50 in sales. Organic social media, which included strategy and planning from the Fieldtrip team along with StitchCraft Marketing, produced strong results as well. There were 205 total transactions from Facebook

posts, resulting in \$12,411.50 in sales. Membership ads did see a significantly higher engagement rate than awareness ads.

### Pinterest

Fieldtrip completed paid social posts with the following results:

Pinterest	Impressions	Click Thru Rate	Costs Per Click
<b>2022 Total</b>	2,248,284	0.4%	\$.41

Benchmark Click Thru Rate: 0.20%

Benchmark CPC: \$1.50 (Pinterest benchmark for 2022)

Click Thru Rate outperformed industry benchmarks throughout 2022. An increased number of Pin saves and engagement rates show improvement in creative and messaging.

Paid Pinterest ads drove over 4,500 total sessions during 2022. In total, over, EGA Pinterest ads reached over 1,400,000 unique users and resulted in 21,300 interactions (clicks, saves, comments, shares, etc.). Strong interest was seen in our membership focused creative, resulting in strong engagement with those ads. We did see a dip in performance over the summer months, rebounding in September. For future plans, we would recommend looking at Pinterest placements more by month than by quarter when allocating ad dollars and planning placements.

### Native Advertising

Native advertisements are the ads that pop up at the bottom of websites that you are viewing, in topics similar to your search history. For instance, if you search embroidery, you will begin to see advertising on your screen that pertains to that topic. Native ads are served automatically, based on an algorithm that optimizes top performing audience segments. Because of this, you will notice impression counts change month to month.

Month	Impressions	CTR	Clicks
<b>2022 Total</b>	308,477	0.53%	1,631

\*Native campaign was active 3/7/22-6/5/22

Throughout the life of the campaign, native ads delivered 308,477 total impressions resulting in 1,631 total clicks, and a 0.43% CTR.

### Stitch-A-Long and Free Projects.

**Stitch-A-Long.** Dianne Stauber/Helena Whyte/Stephanie Murphy

Projects offered during 2022 were:

- January: *Holly* by Tanja Berlin
- February: *All You Need is Love* by The Drawn Thread
- March: *Golden Blooms* by Tamara Yohannes
- April: *3D Koi Fish Pond* by Dianne Stauber
- May: *Always and Be There* by Stephanie Murphy
- June: *EGA Pride 2022* by Timothy Johnson, aka The Stitching Steward
- July: *A Little Piece of Art* By Sarah Weld
- August: *Silk 'n Metal* by Stephanie Murphy

- September: *School Days* by Stephanie Murphy
- October: *Doodle Pumpkin* by Dianne Stauber
- November: *Zentangle Crewel Turkey* by Helena Whyte
- December: *Ringling in Winter with a Cuppa* by Helena Whyte

**Free Project Sign-ups** – see Communication on page       

We continue to offer many free projects through our website for members and non-members. Sign-up numbers for 2022 are as follows:

- Marilyn Heazlewood: *Waves of Ribbons* – 327
- Kay Stanis: *A Walk in The Park* (Part 1 and Part 2) – 59
- Margaret Kinsey: *Elizabethan Strawberry* – 243
- Carol Light: *American Flag Chart* – 102
- Lucy Edmison: *Crewel Wreath Ornament* – 260
- Eileen Bennett: *Gift Tag Sampler* – 96
- Kim Beamish: *Halloween Blackwork Biscornu* – 305
- Mary Waldsmith: *Halloween Plaid Spider* – 161
- Sherri Hagar: *Patriotic Scissors Fob* – 79
- Amina K: *Pumpkin Season* – 332
- Mary Waldsmith: *Reindeer Ornament* – 264
- Tamara Yohannes: *Romanian Point Lace Heart* – 62
- Judy Jeroy: *Stumpwork Butterfly* – 215
- Kim Sanders: *Summer's Glory* – 90
- Kathi Green: *Wessex Needlebook* – 399

### **How do people find our Free Projects?**

In recent years we added the question: *How did you hear about us?* to both the Member-At-Large membership forms and the New Member Chapter Enrollment forms. Below are the answers to how people have heard from us the most since this question was incorporated.

- From a friend – 357
- I'm a former member – 357
- Google – 222
- Facebook – 183
- Instagram – 53
- Pinterest – 24
- Needlework shop – 23
- Podcast (some mentioned Fiber Talk, Dr. Krisi) – 12

### **EGA Affiliated Needlework Shops Program**

The Affiliated Needlework Shop program launched in 2021 and, since the program launched, we've had 23 shops become affiliated, representing 19 states.

The page listing the shops has been visited around 1,670 times since launch.

## **Product Design and Sales.**

AliceRae Kutish continues to serve as the Product Design and Sales Committee Chair. She and her committee review, advise and approve requests as appropriate for logo usage on various products from Chapters, Regions and at the National level. Logo and product requests considered between January 1, 2022 through December 31, 2022 include the following:

### **Approved Logos.**

- Shasta Stitchers
- Winchester Chapter
- National Seminar 2024
- Great Lakes Seminar 2024
- Rocky Mountain Seminar 2024
- Dogwood Chapter
- Sand Hill Chapter
- Indian River Chapter
- Low Country Chapter
- Windsor Chapter
- Heartland Region Seminar 2023
- Winchester Seminar 2023
- Winchester Seminar 2024
- Tennessee Valley Region
- Pacific Southwestern Region

### **Approved Merchandise.**

- National Seminar 2022
- National Master Craftsman Pins
- National Seminar 2024
- Fort Worth t-shirts
- SCR Seminar 2024
- Millwood Chapter Bookmarks
- Susquehanna Chapter Bookmarks

### **Other.**

- Outgoing Carolinas Region Director requested approval to stitch EGA logo on totebags for Board Members
- Aiken Stitchin' Belles to add EGA logo to Exhibit Signs that includes ANG logo
- MAR Tri-fold brochure
- Fort Worth Chapter banner
- Dogwood Chapter nametag
- Fort Worth Chapter business cards

## **Membership**

### **Current Committees and Chairs.**

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

- Social Media Committee – Stephanie Murphy, Acting 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 – Linda Norton-Smith
  - 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 Data

Membership in May 2022 ended up 10 members higher than May 2021. Membership in 2023 looks like it will track with 2022. Flattening of the downward trend that has been seen in recent years may be due to stepped up efforts on the part of Chapters in recruiting new members and EGA’s introduction of virtual lectures.

The significant attrition seen every year is being offset with new members that have signed up.

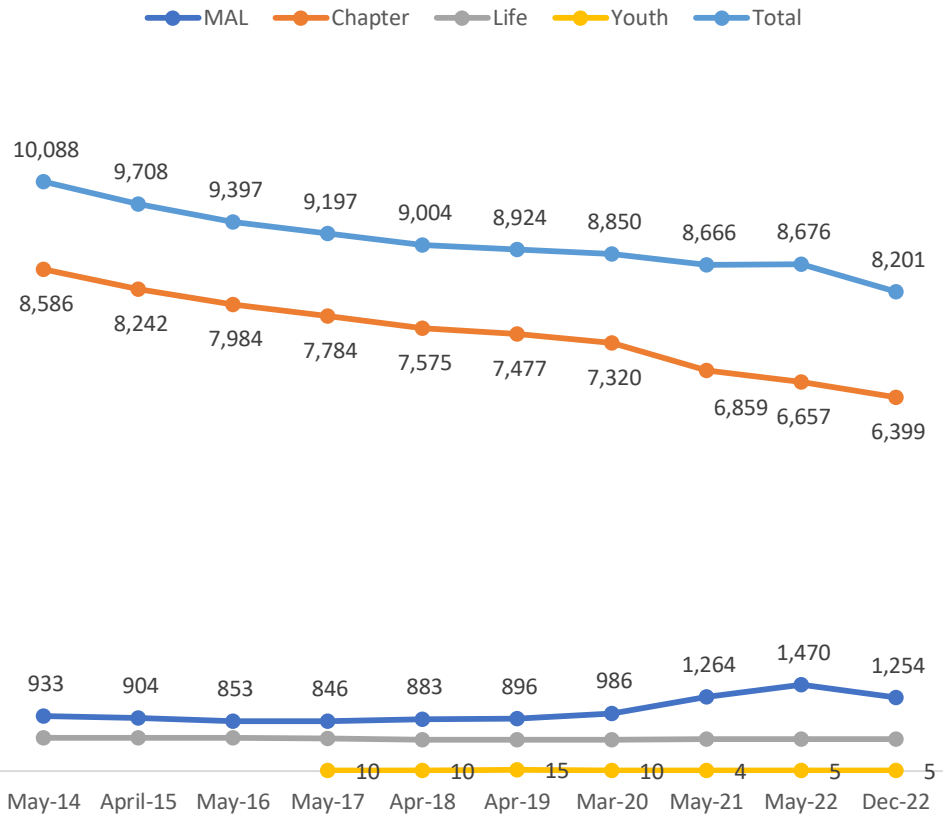
EGA Membership April 2015 - January 2022								
	Apr 2015	May 2016	May 2017	Apr 2018	Apr 2019	Mar 2020	May 2021	Jan 2022
MAL	904	853	846	883	896	986	1,264	1,254
Chapter	8,242	7,984	7,784	7,575	7,477	7,320	6,859	6,563
Life	562	560	557	536	536	534	539	540
Youth			10	10	15	10	4	5
Total	9,708	9,397	9,197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

	2016	2017	2018	2019	2020	2021	2022	2023
Total members in February of each year	9285	9054	8901	8738	8850	8500	8478	8469
(except as noted)					(MARCH)	(MARCH)		
New members (April - February)	799	794	995	852	1003	818	1022	924
Non-renewals (CY - PY - new)	1168	1025	1148	1015	-891	-1168	-1044	-933
Net increase (decrease)	-369	-231	-153	-163	112	-350	-22	-9

Exit polls are being sent to former members with renewal dates of 5/31/21 and 5/31/22 to try to understand why they did not renew.



### EGA Membership 2014 - 2022



**Financial Information**  
**Statement of Activities at December 31**

	2022	2021	2020	2019	2018
<b>SUPPORT AND REVENUES</b>					
<b>Program Services</b>					
Education	\$198,909	\$169,571	\$182,572	\$152,406	\$151,463
Publications	11,200	13,696	10,293	15,929	17,503
Special events & exhibits	20,165	41,361	0	31,206	128,712
<b>Total program services</b>	<b>\$230,274</b>	<b>\$224,628</b>	<b>\$192,865</b>	<b>\$199,541</b>	<b>\$297,678</b>
<b>Management &amp; General</b>					
Membership	\$322,694	\$322,719	\$324,605	\$342,412	\$334,790
Sales, net	7,979	10,966	9,386	22,502	5,345
Net investment return	-256,412	43,401	57,994	96,517	47,575
Miscellaneous	319	102			
<b>Total management &amp; general</b>	<b>\$74,580</b>	<b>\$377,188</b>	<b>\$391,985</b>	<b>\$461,431</b>	<b>\$387,710</b>
Contributions/Fund Raising/Bequests	46,507	57,865	36,857	31,396	134,337
<b>Total operating revenue</b>	<b>\$351,361</b>	<b>\$659,681</b>	<b>\$621,707</b>	<b>\$692,368</b>	<b>\$819,725</b>
Net assets released from restriction					
<b>Total Revenue</b>	<b>\$351,361</b>	<b>\$659,681</b>	<b>\$621,707</b>	<b>\$692,368</b>	<b>\$819,725</b>
<b>EXPENSES</b>					
<b>Program Services</b>					
Education	\$151,778	\$158,847	\$148,447	\$ 147,038	\$124,139
Publications	93,603	132,785	138,554	126,708	126,241
Special events & exhibits	1,186	16,393	31,957	8,799	34,592
Program portion Management & General Expenses	426,178	477,818			
<b>Total program services</b>	<b>\$672,745</b>	<b>\$785,843*</b>	<b>\$318,958</b>	<b>\$282,546</b>	<b>\$284,971</b>
<b>Management &amp; General</b>					
Membership	\$	\$	\$ 4,118	\$ 3,614	\$5,340
Staff	47,940	44,973	201,218	197,152	176,870
Office	95,773	88,998	346,620	289,054	213,870
Board & committees	19,918	23,654	29,569	46,746	48,190
Website	5,923	4,488	19,417	5,257	5,415
<b>Total management &amp; general</b>	<b>\$169,554</b>	<b>\$162,113</b>	<b>\$600,942</b>	<b>\$541,821</b>	<b>\$449,686</b>
Contributions/Fund Raising			0	9,572	8,781
<b>Total Expense</b>	<b>\$842,299</b>	<b>\$947,956</b>	<b>\$919,900</b>	<b>\$833,939</b>	<b>\$743,438</b>
<b>Total excess (loss)</b>	<b>(\$490,938)</b>	<b>(\$288,275)</b>	<b>(\$298,193)</b>	<b>(\$141,571)</b>	<b>\$76,288</b>
<b>Non-cash: Depreciation</b>	<b>13,070</b>	<b>12,544</b>	<b>12,169</b>	<b>10,739</b>	<b>7,500</b>
<b>Total cash excess (loss)</b>	<b>(\$477,868)</b>	<b>(\$275,731)</b>	<b>(\$286,024)</b>	<b>(\$130,832)</b>	<b>\$83,788</b>

**Notes.** Independent accountants Deming Malone Livesay & Ostroff 2019, 2020, and 2022 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**

	2022	2021	2020	2019	2018
<b>ASSETS</b>					
<b>Current Assets</b>					
Cash & cash equivalents	\$ 90,336	\$ 270,860	\$ 745,672	\$ 629,715	\$ 674,738
Accounts receivable	19,611	2,698	750	37,153	99,981
Other Receivables	30,126	31,071	18,900	1,002,083	1,087,936
Inventory	19,845	8,210	9,051	7,947	8,332
Prepaid expenses	36,110	27,852	30,450	20,698	18,509
<b>Total current assets</b>	<b>\$196,028</b>	<b>\$340,691</b>	<b>\$804,823</b>	<b>\$1,697,596</b>	<b>\$1,889,496</b>
<b>Property &amp; Equipment</b>					
Construction in Progress	\$	\$	\$	\$	\$
Property & equipment	145,584	145,584	142,129	156,630	140,785
	145,584	145,584	142,129	156,630	140,785
Accumulated depreciation	(136,257)	(123,187)	(111,693)	(114,025)	(103,285)
<b>Total property &amp; equipment</b>	<b>\$ 9,327</b>	<b>\$22,397</b>	<b>\$ 30,436</b>	<b>\$ 42,606</b>	<b>\$ 37,500</b>
<b>Other Assets</b>					
Seminar loans receivable	\$ 2,634	\$ 10,578	\$ 7,811	\$ 43,160	\$ 26,217
Investments	2,314,761	2,668,235	2,445,594	1,787,950	1,734,285
Pledges receivable	1,500	5,000	3,000	11,100	25,475
Op lease right-of-use	88,589				
Trademark	36,812	36,812	36,812	25,304	25,304
Collection	502,361	502,361	495,416	480,416	480,416
<b>Total other assets</b>	<b>2,946,657</b>	<b>3,222,986</b>	<b>2,988,633</b>	<b>2,347,930</b>	<b>2,291,697</b>
<b>TOTAL ASSETS</b>	<b>\$3,152,012</b>	<b>\$3,586,074</b>	<b>\$3,823,892</b>	<b>\$4,088,132</b>	<b>\$4,218,693</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
Accounts payable	\$ 17,398	\$ 44,931	\$ 30,378	\$ 26,655	\$ 20,824
Accrued expenses	2,172	13,631			
Op lease liabilities	89,813				
Deferred income	231,575	225,520	203,247	194,526	189,346
<b>Total current liabilities</b>	<b>\$ 340,958</b>	<b>\$ 284,082</b>	<b>\$ 233,625</b>	<b>\$ 221,180</b>	<b>\$ 210,170</b>
<b>Equity</b>					
Unrestricted	\$2,738,502	\$3,230,859	\$3,518,655	\$3,802,109	\$3,944,863
Restricted	72,552	71,133	71,612	64,843	63,660
<b>Total equity</b>	<b>\$2,811,054</b>	<b>\$3,301,992</b>	<b>3,590,267</b>	<b>\$3,866,952</b>	<b>\$4,008,523</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$3,152,012</b>	<b>\$3,586,074</b>	<b>\$3,823,892</b>	<b>\$4,088,132</b>	<b>\$4,218,693</b>

Notes: Independent Accountant's Deming Malone Livesay & Ostroff 2019, 2020 and 2022 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 by the Finance Committee. The Organization's asset allocation is 40% equity and 60% fixed income.

**\*2022 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 2021-November 2022

**President's Circle** (\$5,000-\$9,999)

San Francisco Chapter  
Kathy Weigl

Myrtis Justiniano  
Sandra Larson  
Katrina Lawrimore

**Legacy** (\$2,500-\$4,999)

Anonymous  
An EGA Board member  
Sandra Gordon  
Julia Harvey  
Christine Lyon

**Contributor** (\$100-\$249)

Anonymous  
Catherine Banner  
Jane Farber  
Priscilla Gibbons  
Judy Kotick  
Donna LaBranche  
Christine Loeser  
Marietta Mason  
Anita Penn  
Marcia Reynolds  
Laura Smith  
Sarah Stahl  
Suwannee Stitchers  
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Fran Whitehead

Kathryn Lazier  
Doris Lentsch  
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Ann Livingston  
Paula McGinty  
Therese Melbar  
Molly Pitcher Stitchers  
Regina Morgan  
Candace Osborn  
Patricia Otto  
Maria Perez  
Jocelyn Peterson  
Kathy Rees  
San Mateo Chapter  
Skylkill Chapter  
Dianna Sorenson  
Barbara Thompson  
Victoria Swerdlow  
Linda Worley

**Embroiderers** (\$1,000-\$2,499)

Carolyn Eddy  
Alice Fraser  
Nancy Fulton  
Karen Wojahn  
Solveig Walstrom

**Master** (\$500-\$999)

Sydney Mace  
William Nehman

**Friend** (up to \$100)

Michelle Anderson  
Lisa Byrne  
Heather Gitlin  
Sue Goss  
Beverly Grace

**Apprentice** (\$250-\$499)

Marcia Barrere  
Phyllis Borton  
Amy Hafling

**MEMORIAL AND COMMEMORATIVE GIFTS**

**IN HONOR OF:**

Linda Busalacchi  
Ruby Busser  
Mary Chamberlain  
Cheryl Christian  
Pat Cook  
Carla Haack  
Carmen Heare  
Ruth Ann Holm  
Marge Kelly's birthday  
Rose M. Leto  
Beth Lindsay  
Martha Marsh

Karen Hamilton  
Sandhill Crane Chapter  
St. Paul Needleworkers  
Karen Wojahn  
Magnolia Chapter  
duClay Chapter  
Karen Hamilton  
Kala Pamulak  
Wendy Lynn  
Stewart and Trish Weintraub  
Karen Hamilton  
Dixie Chapter

Jennifer Mullins  
Janet Noble  
Sue Oxendorf  
Sandy Smith  
Pamela Smuzynski  
Nadine Vandercook  
Patsy Yuma

Karen Hamilton  
Karen Hamilton  
Sandhill Crane Chapter  
Pikes Peak Chapter  
Washington, DC Chapter  
Sally Olsen  
Monterey Peninsula Chapter

#### IN MEMORY OF:

Terry Anderson  
Rachel Atkinson

Susan G. Balom  
Philena Blankenship  
Yvonne Bowling  
Eileen Chisari  
Barbara Cosgrove  
Nelwyn Culbertson  
Brenda Decker  
Jean A. Eland  
Jenny Ewing  
Millie Faubion  
Edie Anderson Feisner  
Lois Fitzpatrick  
Louise Freeman  
Carla Haack  
Sally Hall  
Angela Hamilton  
Karolyn Hanczor  
Kay Bancroft Harris  
Molly Holt  
Patty Howard  
Marie Huff  
Helene Huffman  
Janet Jarvis  
Sue Jennings  
Gloria Jones  
Germaine LeDoux  
Sophia Linnick  
Barbara Loftus  
Elizabeth (Liz) Lucero  
Carol Mallory  
MAR Members lost in 2021  
Evelyn Francois Rose Fattorini  
Martin  
Sue McCormick  
Reenel Moretti  
Pat Nanninga

Bella Vista Chapter  
Carmine Mazzulli, Joan Reed, Denise Roy-Geagan, Louise  
Flebotte, Mr. & Mrs. Michael Flebotte and family, Pioneer  
Valley Chapter, Pamela Morse, Sue Polumbo  
William Nehman  
Cheekwood Chapter  
Barbara Couch  
Aiken Stitchin' Belles  
William Cosgrove  
Shreveport Rose Stitchery Guild  
Rosemary Kostansek, Sue and Don Osterberg  
Deborah Mitek, Monguagon Chapter  
Barbara Kammerzell, Desert Threaders Chapter  
Barbara Couch  
Monticello Needlearts Chapter  
DuClay Chapter  
Green Mountain Chapter  
Dogwood Chapter  
Joan King  
Dixie Chapter  
Suffolk County Chapter  
San Francisco Chapter  
Bob Goodman  
Valley Quail Chapter  
Solveig Walstrom  
Sand Dollar Chapter  
Nutmeg Chapter  
Oatlands Chapter  
Oatlands Chapter  
Bucks County Chapter  
Barbara Couch  
Vivian Wilson  
Turquoise Trail Chapter  
Doreen Snyder  
Donna Pence  
Lisa Parker  
  
Omaha Needle Artists  
Gavilan Hills Chapter  
Pikes Peak Chapter, Shari Jensen

Betty Petty	San Antonio Needlework Guild
Julia Pierson	Columbus Area Chapter
Wilma Powell	Valley Quail Chapter
Irene Rhyne	Barbara Couch
Barb Schierholz	Solveig Walstrom
Ann K. Smith	Needle Arts Guild of Wichita
Vicki Smith	Barbara Couch
Wilma Snell	Oatlands Chapter, Washington, DC Chapter
Dale Sokolow	Suffolk County Chapter, Maria Hall
Alice Spitzer	San Antonio Needlework Guild
Sandy Stranahan	DuClay Chapter
Kay Strong	Rosemary Kostansek, Molly Pitcher Stitchers
Sue Tachovsky	Gavilan Hills Chapter, Santa Clara Valley Chapter
Joanne Thweatt	Susquehanna Chapter
Marlene Trotter	Dawn Tedrick
Sandra Troxell	Keystone Chapter
Virginia Turner	Barbara Couch
Barbara Rigby Walker	Shreveport Rose Stitchery Guild
Grace Walker	Woodlands Chapter
Veronica Wightman	Suffolk County Chapter
Vivian Williams	Charlotte Chapter
Anne Yenne	Charlotte Chapter
Donna Young	Sand Dollar Chapter

**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

**RUBY LEVEL**

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

Solveig Walstrom  
Kathleen Weston  
Gloria Zanella

**EMERALD LEVEL**

Judy Badger  
Marcia Barrere  
Linda Busalacchi  
Pam Coller  
Florance Englund  
Terry Faber  
Sandra Force  
Karen Hamilton  
Anne Holly  
Kaye Judt

Janette DeNeen Leighton  
Sydney Mace  
Lynette Mason  
Joyce McCoig  
Kathy Melville  
Vicki Morrison  
Fran Orfino  
Mike Swan (in memory of Penny  
Evans)  
Pat Sweet  
Dr. Linda Walker  
Rebecca Wardlaw  
Nan Windle  
Janice Wood

See also Fund Raising on page       .

**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](mailto: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 2022

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  
Gail Smith, 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  
Mari Bangs, Pacific Southwestern Region Dir  
Joanna Lord, Rocky Mountain Region Dir  
Valorie Russell, South Central Region Dir  
Deby Talley, Sun Region Dir  
Marjorie Sink, 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 Komienki  
Trudy Pohawpatchoko  
Dr. Linda Walker

### LESSOR (of building)

BET Investments, LLC, Louisville, KY

### NEEDLE ARTS MAGAZINE/INSIDE EGA

Heather Gooch, Editor and Publisher  
Sabrina Design & Production  
Royle Printing, Printing

### MARKETING

Stitchcraft Marketing  
637 C Street  
Salida, CO 81201

### WEBSITE DEVELOPMENT/MAINTENANCE

Mightily, Louisville, KY

### CERTIFIED PUBLIC ACCOUNTANTS

Deming, Malone, Livesay & Ostroff, Louisville,  
KY

**ATTORNEYS**

Middleton Reutlinger, Louisville, KY  
Seiller Waterman LLC, Louisville, KY

Embroiderers' Guild of America

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