



Mandalay, stitched by Rachel Watkins; the Diana Grossman Memorial Award,
22nd *Through the Needle's Eye* Exhibit

The Embroiderers' Guild of America 2023 Annual Report

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

TABLE OF CONTENTS

	Page
President's Report	4
Strategic Planning Progress	5
Operations	5
Fund Raising	5
<i>Needle Arts</i> magazine editor	5
Policies, Procedures, and Bylaws	5
Electronic Newsletter	5
Scholarships and Awards	6
EGA Office and Staff	6
Library	7
Collection	7
 Education	 7
Educational Programs	7
Group Correspondence Courses	7
Individual Correspondence Courses	8
Online Studio	9
Virtual Education Courses	9
Virtual Lecture Series	9
Educational Advancement	10
Certification Programs	10
Needlework Appraiser's Certification Program	10
Master Craftsman Certification Program	10
Technical Excellence Program	11
Certified Judge/Master Judge Certification	11
Bobbie Pilling Award	11
Fiber Forum	12
Projects	13
<i>Projects from EGA's Past</i> (PEP)	13
Petite Projects	13
<i>Needle Arts</i>	13
Designers Across America	13
Free Projects (see Marketing)	
Stitch-A-Long (see Marketing)	
National Seminar Committee	14
National Seminar 2023	14
Golden Needle Exhibit	15
Special Events	15
International Teaching Tour	15
<i>Through the Needle's Eye</i>	15
 Communication	 16
Website	16

Website Update	16
Class Registration Reminders	16
Website Usage	16
Free Project Sign-up	17
Newsletters	17
E-newsletter (for members)	18
<i>Needlework Network</i> (for nonmembers)	18
<i>Needle Arts</i>	18
<i>Inside EGA</i>	18
Summary of <i>Needle Arts</i> Feature Articles	19
Marketing and Membership	20
Marketing	20
IDEA	20
Social Media	21
Facebook and Instagram	21
Pinterest	21
Stitch-A-Long and Free Projects Sign-ups	21
Membership	23
Membership Data	23
Financial Information	24
Statement of Activities (Revenue and Expense)	24
Statement of Financial Position (Assets, Liabilities, and Equity)	25
Donors	26
Benefactors	26
Memorial and Commemorative Gifts	26
Crown Jewels Donors	28
Ways to Give	28
Key Personnel	29
Board of Directors	29
Staff	29
Service Providers	29

PRESIDENT'S REPORT

Strategic Planning Progress.

Much behind-the-scenes work on EGA's reengineering project, *Securing Our Future*, continued between January-December 2023. EGA established a *Project Management Office* (members: Kathy Weigl, Kathy Melville, and Marge Kelly) who met monthly with the working groups to develop specific strategies for the three areas identified:

- Closing the Gap: Increase revenue and decrease expenses; secure our financial future (SOF).
 - Board of Directors voted to increase Chapter member and member at-large National dues to \$55.00 effective 1 January 2024.
 - Developed the means for electronic dues collection through the National website, to become effective in 2024.
- Building Stronger Chapters and Engaging Members-at-Large.
 - Amended the EGA bylaws to allow for "one member, one vote" voting in National elections to allow members at-large to participate.
 - Launched extensive surveys to chapter members and members at-large to ascertain a number of important factors, including: why one is a member; why does one renew; how does one utilize the EGA website; knowledge of EGA resources and their value to the member; knowledge and participation in selected education programs and region offerings; and awareness of EGA's social media presence.
 - Reimagined how to engage members at-large so that they have a sense of community within EGA.
 - Analyzed the needs of regions and chapters.
 - Provided an easier process for chapters to become satellites of other chapters.
 - Changed the requirement for forming a new chapter from 15 to 10 members and eliminated the requirement that the founding members be primary members of the new chapter.
 - Launched the *Growing Your Chapter* webinar series.
 - Simplified the chapter and region logo approval process.
 - Developed new guidelines for chapter websites along with an easy-to-use template for building websites.
 - Launched a new Young Adult membership level, to include a digital subscription to *Needle Arts*.
 - Worked to make the EGA website more user-friendly.
- Growing Our Educational Opportunities.
 - Changed to a "first come, first served" model for National Seminar registration (beginning with the 2024 Seminar in Atlanta).
 - Introduced a new Virtual Education Course program.
 - Upgraded the Virtual Lecture Series program to allow for greater attendance for the live lectures and provided some recordings.
 - Introduced a new concept (*Stitchin' Time*) to National Seminars.
 - Reviewed the Petite Projects, updated the instructions where appropriate, and retired projects that are out of date.
 - Introduced the *Projects from EGA's Past* series.
 - Created online special interest groups.
 - Attracted diverse bloggers to be featured on the EGA blog.
 - Provided tools to teach stitching to youth.

Operations.

The March 2023 mid-year Board meetings were held in-person at the Galt Hotel in Louisville, KY, and included the Executive Committee, the Region Directors, the Nominating Committee, several guests, and

the HQ staff. The August 2023 Board meetings were held in Boston, MA, in conjunction with the 2023 National Seminar, *Boston Stitch Party*. At the 2023 Annual Meeting, new national officers (Trudy Pohawpatchoko, Vice President, and Christine Thurston, Secretary) were installed; the new Director of Bylaws, Vicki Swerdlow, was announced, but was unable to be in attendance. The Executive Committee recorded Zoom presentations following both the mid-year and annual Board meetings that provided updates on EGA changes and SOF progress.

Fund Raising.

A refreshed *Crown Jewels* campaign was launched in the fall of 2023. The program now includes four levels of giving:

- Emerald - \$2,000
- Ruby - \$4,000
- Diamond - \$6,000
- And a newly added giving level, Sapphire - \$10,000

Original *Crown Jewel* donors were invited to upgrade their *Crown Jewels* status to the next level through an additional contribution. A number of individuals participated in this upgrade program.

The Board approved an increase in the fee for Life membership to \$2,500, effective 1 January 2024. We alerted members to this upcoming change and invited those interested to purchase a Life membership before the end of 2023 at the former price of \$1,500. As a result of this effort, 29 new Life memberships were purchased before the 12 December 2023 deadline.

Needle Arts Magazine.

Editor Heather Gooch continues to publish an excellent magazine for EGA, including interesting articles and engaging projects for members to enjoy. Heather's current contract runs through the December 2025 issue. Heather also solicits advertising for the publication to help underwrite printing/ mailing costs. Past issues of *Needle Arts* (digital) are now available online through the *Members Only* portal on the EGA website. Hard copies of past issues are available for purchase via the EGA Shop on the website.

Policies, Procedures, and Bylaws.

The most important bylaws change undertaken by the Board of Directors was that of moving to the "one member, one vote" policy. Multiple minor revisions to the policies and procedures were approved by the Board during 2023. Some of these were housekeeping issues, while other changes/additions/deletions were necessitated by implementation of SOF initiatives.

Electronic Newsletter.

Headquarters continues to issue monthly e-newsletters to disseminate timely information to both members and to nonmembers through the *Needlework Network* version. Included in the e-newsletter to members is a short message from the president such as promotion of GCC Lightning Rounds, reminder to vote in the National election, urging people to apply for various scholarships, promoting the Extended Study Program, promotion of the annual national seminar, and announcement of the new Life membership fee.

Headquarters also sent out a reminder to all members to be on the lookout for scam emails masquerading as official EGA correspondence, as well as numerous emails promoting upcoming lectures, education programs, and other opportunities.

Scholarships and Awards. Susan Roe, Chair.

Scholarship winners from 1 January-31 December 2023 were:

- Judith and Susan Richardson Teaching Certification Scholarship: No applicants
- Mary-Dick Digges Scholarship: Christene Thurston, New York Capital District Chapter, MET
- Legacy Scholarship: No applicants
- Genny Morrow Memorial Scholarship: to be determined after close of 2024 Seminar registration
- Penny Evans Memorial Scholarship: Judy Cox, Fort Worth Chapter, SCR
- Marjorie Jones Scholarship: Two winners – Lynette Maton, Dogwood Chapter, TVR and Rebecca Adams, Foothills Chapter, RMR
- 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.

2023 Gold Thread Award winners were:

- Carolinas Region: Carole Overton, Aiken Stitchin' Belles
- Great Lakes Region: Kay Stanis, Fox Valley
- Greater Pacific Region: Connie Butner, San Mateo Area
- Heartland Region: Anne Hanson, Cedar Valley
- Metropolitan Region: Cathryn Curia, Monmouth
- Mid-Atlantic Region: Patty Smith Gardner, Philadelphia Area
- New England Region: Susan Polumbo, Pioneer Valley
- Pacific Southwestern Region: Judith Neufeld, Bishop's Peak
- Sun Region: Stephanie Murphy, Indian River
- Tennessee Valley Region: Vera Grimsley, Majestic Mountains

The 2023 National Gold Thread Award winner was: Vera Grimsley, Majestic Mountains

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

The EGA staff remained active in the Securing Our Future (SOF) efforts, serving on the Electronic Payments, Membership and Marketing, and Structure teams.

Study box use remained steady – 23 were checked out in 2023, used both by chapters and individuals. Two of the boxes, *Crewel* and *American Sampler*, are currently out of circulation being refreshed. We reviewed the EGA Study Boxes and made a few changes to the contents of those boxes. We also have updated some of the boxes to lower the shipping costs.

The updated boxes now come in three parts:

- Part One is an electronically transmitted project or group of projects using the technique presented by the box.
- Part Two is a box of samples of the technique, often with descriptions of the samples.

- Part Three is a list of related books some or all of which will be sent (via book rate) as selected by the requesting organization. This is an optional part of each Study Box.

EGA welcomed 29 new Life Members before 31 December.

In September 2023, the *Crown Jewels* donation program was revitalized. Members were asked to consider making a new pledge and donation to *Crown Jewels* or to upgrade a previous *Crown Jewels* pledge.

In October 2023, EGA hired Lilly Higgs as part-time staff Administrative Assistant.

Library. Brad Cape, Chair

Library usage also surged in 2023. In early 2023, a volunteer completed the final upload of the large donation of books from 2019, giving the library 4,700 unique titles, with over 5,300 books in all.

Collection. Brad Cape, Chair.

In 2023, the Collection Committee began to consider the current state of the collection and its immediate and distant future. The collection needs assessment and routine deaccession is overdue. Preliminary work on both of those fronts is now underway.

The committee also decided to pursue charting and publication of an EGA sampler to raise funds as has been done in the past. Members are determining which sampler to move forward with in this process.

The committee considered several donations to the collection and voted to accept:

- The Margaret Hazelet Sampler, a well-preserved floral Quaker style piece stitched in 1808; this sampler was generously donated by designer, teacher, and author Mary Shipp.
- A blackwork floral picture by Jean McKlusky.
- Two small items of punto tagliato needlework.
- The second part of a 2015 promised gift from sampler scholar and collector Jeannine Koons was received following her passing; this final installment includes nine historic samplers from Scotland, England, Holland, and Mexico.

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. One thousand one hundred and twenty eight students participated in Group Correspondence Courses throughout the year.

GCC Lightning Rounds provide an opportunity for individuals without a group to participate in these courses at more affordable price. The selection of lightning rounds changes quarterly. Twenty-five courses were offered in the Lightning Round program with 486 individuals participating.

Two new Group Correspondence Courses debuted during 2023:

- *Love and Laughter* by Denise Harrington Pratt
- *Pulled Stitches Clover* by Marion Scoular

These courses retired by year's end:

- *Enchanted Summer* by Linda Wysznski
- *The Maharajah's Elephant* by Mary Long
- *Desert Strands* by Becky Autry
- *Spring Splendor* by Kay Stanis
- *White on White Crazy Quilted Wallpiece* by J. Marsha Michler

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. Eleven ICCs were offered this year and 45 students enrolled.

Current ICCs:

- *A Basic Study of Schwalm Embroidery* with Barbara M. Kershaw
- *Crazy Quilting* by J. Marsha Michler
- *Design for Needlework* by India Hayford
- *English Smocking* by Kim Sanders
- *Exploring Jacobean Crewel Embroidery* by Carol Peao Currier
- *Introduction to Metal Thread Embroidery* by Kay Stanis
- *Rainbows 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
- *The Sampler Family Tree* by Carolyn Standing Webb

ICC Graduates in 2023:

- Beth Norris, MAL, Pacific Southwest Region – *A Basic Study of Schwalm Embroidery*
- Stacey Reaves, MAL, Pacific Southwest Region – *A Basic Study of Schwalm Embroidery*
- Amy Fihe, MAL, Great Lakes Region – *Introduction to Metal Thread Embroidery*
- Billie Byrom, MAL, South Central Region – *Introduction to Metal Thread*
- Patricia Humphrey Rushing, Prairie Arts Chapter, Heartland Region – *Rainbows Bend: A Course in Color Theory*
- Kar Mei Yim, MAL, Hong Kong – *Rainbows Bend: A Course in Color Theory*
- Lydia Stevenson, Evergreen Chapter, Greater Pacific Region – *Rainbows Bend; A Course in Color Theory*
- Marianne Randall, Threaded Needle Chapter, Pacific Southwestern Region – *Techniques for Canvas Embroidery*

Two new ICCs were introduced: *Exploring Jacobean Embroidery* with Carol Currier and *Sampler Family Tree* with Carolyn Standing Webb.

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.

Online Studio. Solveig Walstrom, Chair.

Online Studio classes take place on EGA's website and in an environment where the student can read, review and download lessons, discuss with other students, and ask questions directly to the teacher on the discussion forum for each class. Twelve Online Studio courses were presented in 2023, with 1152 students participating.

These classes were held in 2023:

- *B Sampler*, an intermediate counted thread class, was taught by Dawn Donnelly beginning January 4, 2023, with 33 students.
- *Parisian Patisserie*, an all-levels embroidered box making class, was taught by Sarah de Rousset-Hall beginning January 4, 2023, with 169 students.
- *Embroidered Sequin Butterfly Card*, an all-levels embroidered card class, was taught by Connie Chow beginning March 1, 2023, with 54 students.
- *Starlight Angel*, an intermediate counted canvas class, was taught by Kurdy Biggs beginning on April 5, 2023, with 56 students.
- *Haystacks of Giverny*, an all-levels creative surface embroidery class, was taught by Katherine Diuguid beginning on May 3, 2023, with 126 students.
- *Whale Tale Journal*, a basic-intermediate class in counted and pulled techniques, fabric painting, and finishing was taught by Catherine Jordan beginning on June 7, 2023, with 68 students.
- *Blustery Conditions*, an intermediate Hardanger class, was taught by Terri Bay beginning on July 5, 2023, with 123 students.
- *Star Spangled Sampler*, an intermediate counted thread sampler class, was taught by Dawn Fisher beginning on August 2, 2023, with 228 students. This is a record high number of students.
- *Counted Thread and Lacis*, an intermediate counted thread and lace class, was taught by Jonalene Gutwein beginning on September 6, 2023, with 122 students.
- *Frank the Zebra*, an intermediate crewel embroidery with needle lace, needle weaving, and bead embroidery class was taught by Hazel Blomkamp beginning on October 4, 2023, with 94 students.
- *Primroses*, an intermediate needlepoint, and silk ribbon class was taught by Merrilyn Heazlewood beginning on November 1, 2023, with 23 students. This piece is a companion to *Cyclamen* taught by Merrilyn Heazlewood in 2022.
- *A Love of Christmas*, an intermediate pulled thread and surface embroidery class, was taught by Kim Beamish beginning on December 6, 2023, with 56 students.

Virtual Education Courses: Kathleen Weston, Chair

In 2023, EGA began a new program called Virtual Education Courses. Participants interact with the instructor and each other in a live virtual classroom. The inaugural class, *Queen Catherine's Book Cover, Bag, and Pyn Pillow*, taught by Carolyn Standing Webb, will take place in 2024.

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

Effective in January, the capacity for Virtual Lectures was increased to 500 and selected recordings of selected lectures were made available for viewing after the live presentations; we also recorded, with

lecturer permission, selected lectures for later viewing. Twelve lectures were offered with 1,974 members attending throughout the year.

Lectures presented in 2023:

- *To get my living with my hands: Quaker Schoolgirl Needlework in Seventeenth Century London*, Isabella Rosner, 1/28/23
 - **Threads of Awakening: A Journey into Tibet's Sacred Textile Art*, Leslie Rinchen-Wongmo, 2/10/23
 - **Elizabethan Embroidery and the Trevelyon Miscellany of 1608*, Kathy Andrews, 3/10/23
 - **Making My Bed: Creating Imaginative Worlds with 3D Embroidery*, Salley Mavor, 4/16/23
 - *Bojagi: Stitching and Wrapping Happiness*, Youngmin Lee, 5/20/23
 - **How to Research an Antique Sampler*, Cindy Steinhoff, 6/11/23
 - *The History and Mysteries of the Bayeux Tapestry*, Christine Crawford-Opppenheimer, 7/8/2023
 - **The Plymouth Tapestry*, Dr. Donna Curtin, 9/25/2023
 - *'Este dechado': Mastering Needlework in Mid-19th Century Mexico*, Dr. Lynne Anderson, Dr. Mayela Flores-Enriquez, 10/14/2023
 - **Stitches in Time: Textile Conservation for the Needleworker*, Newbie Richardson, 11/11/2023
 - *Reviving the art of embroidery: Lady Victoria Welby and the founding of the Royal School of Needlework*, Dr. Lynn Hulse, 12/17/2023
- (*Recorded for later viewing)

EDUCATIONAL ADVANCEMENT. Kay Stanis, Administrator.

Certification Programs: EGA offers five needlework certification programs:

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

There are no active candidates currently in the program. We had four students registered for the class in Boston and one potential student who has expressed interest in the program. We submitted the Appraising Needlework course for consideration for the EGA national seminar in Dallas 2025.

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

At the end of 2023, 119 candidates were actively enrolled in one or more technique program areas. Quilting and Smocking were retired in January 2023 due to multiple years of low or no enrollments.

The following candidates successfully completed Master Craftsman Programs in 2023:

- Melita Gavin, Brandywine Chapter, Mid-Atlantic Region
- Janet Noble, Millwood Chapter, Carolinas Region

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 Program. Chair – TBD

The Technical Excellence in Counted Thread program has 24 candidates enrolled. The first judging opportunity will be February 2024. The Technical Excellence in Crewel program and one in Canvas are under development.

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

The program has no apprentices; however, six people enrolled in the Judges Course at the 2023 National Seminar in Boston, MA, and a judging class (to include color and design, artist statements, contracts, and exhibit paperwork) was picked for the EGA National Seminar in Atlanta, GA, 2024.

An article on the new EGA judging criteria was published in *Needle Arts*, and an article on copyright issues, including the new federal changes, is under construction.

Members of the Judging Community:

- Judged the exhibit at National Seminar;
- Offered a one-hour Judges Forum during the seminar;
- Ran the certified program; the National Seminar exhibit, *Golden Needle*; the *Bobby Pilling* program; and the National Exhibit *Through the Needle's Eye*;
- Have been involved with the Technical Excellence Program, local programs within and outside of EGA, and judging; and
- Three were hired for the Woodlawn Exhibit this year.

Bobbie Pilling Award. The Judges/Master Judges Committee judges and awards the Bobbie Pilling Awards (“thinking outside the box”) during each National Seminar. The 2023 Bobbie Pilling Award winners were:

- First place: Kathy Kerler, MAL, Greater Pacific Region, for *C-Thru*
- Second place: Heather Gitlin, Buck’s County Chapter, Mid-Atlantic Region, for *Still Life with Pitcher*
- Third place: Ingrid Chan, Marin Golden Threads, Greater Pacific Region, for *Evolution of the Peacock Eye Fascinator*

Fiber Forum. Karen Schueler, Chair.

OFFICERS:

Chair: Karen Schueler (2022-2025)
Secretary: Linda Lindsey (2023-2026)
Treasurer/Membership: Florance Kochenberger
(2021-2024)

STANDING COMMITTEE CHAIRS:

Education: Jenna McClooney
Exhibits: Jeanne Sissons
Jury Receiver: Ann Poulson

Jury Coordinator: Priscilla Smith
Newsletter: Elizabeth Bennett

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.

Fiber Forum	2023	2022	2021	2020	2019	2018	2017	2016
Members	47	49	47	53	58	62	58	51
Friends	48	25	6	14	19	25	25	20

We rewrote our publicity brochure, removing out-of-date information and briefly explaining the requirements to become a member. Also, we refreshed the opening description of Fiber Forum on that webpage, and made the 2024 Jury Submission Form and Fiber Forum Jurying Procedures separate downloads on that site. We increased the budget amount allocated for online programs as lectures have become more expensive. The Education Chair organized a team that consists of a registrar, treasurer, teacher coordinator, and facilities coordinator to plan for the 2024 and future retreats, which will continue to be held in the spring.

All our general meetings and online lectures are now open to Friends of Fiber Forum. We held two general meetings in April (31 attendees) and September (33), plus informal meetings held in person during the retreat and the 2023 National Seminar.

In 2023, 20 people submitted 31 pieces to be juried, with 18 people receiving scores high enough to be eligible to join or continue in Fiber Forum. Seven years of successful artworks can be viewed in the Gallery on the Fiber Forum webpage.

Zoom Lectures:

- Christine Fairley Erickson: *Designing for a Theme*
- Clair Jones: free-form three-dimensional machine stitched sculptures
- Lorraine Turner: *Calico Horse Whisperer*

Open Studio Zoom Programs:

- Nancy Cook: nature embroideries
- A review of the Susan Brandeis’ retreat
- Ann Poulson: how to submit for jurying
- Carol Lynn Stratton: *Jurying and Judging Embroideries*

Annual Spring Retreat:

- Fourteen FF members and four Friends attended the March 2023 Fiber Forum Retreat in Raleigh, NC, taught by Susan Brandeis, Distinguished Professor Emerita at North Carolina State University's College of Design. The topic was *Textiles and Meaning: Design and Creative Process*. This was an intensive review of how one gathers and processes the information that leads to a final embroidery. A highlight was the field trip to Weeks Dye Works.
- The April 2024 Retreat will be held in Florida with Laura Smith discussing *Visioning in Textiles and Mixed Media*. Friends were able to sign up beginning in October 2023 and EGA members later.

PROJECTS.

New Program. There are now 21 *Projects from EGA's Past* (PEP) available for sale on the EGA website. These are projects donated by the designers as PDF documents.

Petite Projects:

Left-handed stitchers have reviewed several of the Petite Projects and indicated these were appropriate for left-handed stitchers as written.

A group of volunteers from the Mid-Atlantic Region reviewed the instructions for all the existing Petite Projects to ensure the existing instructions were still valid, i.e., the threads in the supply list were still available, references to other documents were correct, and instructions were complete. As a result of changes, we retired some of the Petite Projects.

Free Projects: See Communication on page 22 and Marketing on page 25.

Stitch-A-Long: See Communication on page 22 and Marketing on page 25.

Needle Arts. Heather Gooch, Editor.

Projects featured in 2023 issues were:

- March:
 - *Tape Measure Cover* by Pat Olski
 - *Woodlawn Window Ornament* by Jessica Pearlman and Beth Britt
- June:
 - *Fronde Floral Pin Wheel* by Pat Olski
- September:
 - *Chain Stitch Floss Folio* by Pat Olski
 - *Medallion Trinket Box* by Janet Noble
- December:
 - *Stitch Hoop Holder* by Pat Olski
 - *Monogram Trinket Box* by Janet Noble

Designers Across America/Designers Around the World

Featured designers who submitted projects for publication in 2023 were:

- March: Mercedes Lopez – *Calado de Cartago Motif*
- June: Wendy Moore – *Bargello Christmas*
- September: Debbie Rowley – *Revelry Reflections*
- December: Chottie Alderson (submitted by Jana Bass) – *Chottie's Sheep No. 7*

NATIONAL SEMINAR COMMITTEE.

National Seminar Committee

- Lorie Welker, Director (completing Gwen Nelson term that ends March 2024)
- Shawn Miller, Registrar
- Sharon Davis, Treasurer (term ends March 15, 2024)
- Joyce Furry-Sievers, Treasurer-elect (term starts March 16, 2024)

Accomplishments in 2023:

- A new three-year CVENT contract signed for 300 seats per year. The renewal date switched to the end of July. This contract is in place from 10/1/2023 - 7/30/2026.
- Hotel contract signed for Seminar 2025, Hilton Anatole, Dallas, TX.
- The New England Region hosted 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 2023, *Boston Stitch Party* (Boston, MA)

	2023	2022	2021	2020	2019	2018	2017	2016
Location	Boston*	New York City	Chicago	*Boston	St. Louis	Louisville	Asheville	Alexandria
Attendance	449	396	427	0	494	623	559	632
Teachers	24	24	25	0	24	31	29	31
Classes		46	55	0	49	58	60	61
EGA income share (rounded)		\$31,974	\$40,000	0	\$31,155	\$99,139	\$41,777	\$55,107

*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.

Twelve pieces, based on the theme *Stitch Party*, were submitted to the 2023 Golden Needle Exhibition, which included original, adaptation, 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, Silk and Metal, 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).

The 2023 Golden Needle award winners were:

- Best of Show: *Rag Doll in the Weeds* by J. Marsha Michler
- Viewer's Choice: *A Beautiful Tradition* by Jane Nicholas; stitched by Kathleen Weston
- Judge's Choice: *A Beautiful Tradition* by Jane Nicholas; stitched by Kathleen Weston
- Judge's Choice: *Minaret* by Gaye Smith
- Judge's Choice: *Party Hat* by Kim Beamish
- Best Depiction of Theme: *Rag Doll in the Weeds* by J. Marsha Michler
- Best EGA Class: *A Beautiful Tradition* by Jane Nicholas; stitched by Kathleen Weston
- Silk and Metal 2nd Place: *A Beautiful Tradition* by Jane Nicholas; stitched by Kathleen Weston
- Surface Embroidery 1st Place: *Rag Doll in the Weeds* by J. Marsha Michler
- Surface Embroidery 3rd Place: *Stitcher's Party Hat* by Kim Beamish
- Canvas 1st Place: *Where's the Party?* by Heather Gitlin
- Canvas 2nd Place: *Lady Sybil* by Melita Glavin
- Canvas 3rd Place: *Elegant Scissors Case* by Pamela Smith
- Beading 2nd Place: *Minaret* by Gaye Smith
- Beading 3rd Place: *Focus on Peace* by Sue Osterberg

SPECIAL EVENTS

2023 International Teachers Tour.

One teacher, Alison Cole, participated in an International Teacher's Tour following the National Seminar in Boston; in addition, there were two virtual classes following the Seminar with 44 people registered.

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

The 22nd *Through the Needle's Eye* debuted in September 2023 in conjunction with the 2023 National Seminar in Boston. This TNE's theme is *Celebration of Our Heritage*; the exhibit promotes where needlework began historically and projects into the direction of modern times. Of special emphasis is the artist's personal cultural journey.

Through the Needle's Eye showcased eighty-six pieces submitted by fifty-five members.

This TNE debuted in two different manners:

- During the 2023 Boston Seminar, the exhibit was displayed virtually via the Kuntsmatrix platform during the opening banquet.
- Starting at the same time, there was also an in-person exhibit from September – December 2023 at Headquarters in Louisville, as well as a continuous virtual exhibit available on the Kuntsmatrix platform accessed via the EGA website.

COMMUNICATION

Website Updates.

Improvements completed in 2023 included:

- Along with PayPal, website visitors can now use Apple Pay and Google Pay for their orders.
- Two new pages were created to assist chapters and regions with their EGA work: Tools for Chapters and Tools for Regions.

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 take at the moment they see the information about the class and send them a reminder in case they forget.

For classes in 2023, 1,790 people have used the registration reminders form. This feature is also used when promoting Virtual Lectures, with 2,444 people signing up for virtual lecture reminders in 2022.

Website Usage.

Statistics for January 1 – December 31, 2023 are as follows:

- Website page views - 1,032,093
- Active Users – 189,962 (a count of how many single users have accessed the website during the year.)
- Top 10 Pages visited:
 - Main EGA page: 66,209
 - Login page: 61,746
 - Chapter Map: 40,990
 - Find a Class - Courses Page: 24,085
 - Free Projects: 14,670
 - National Seminar 2024: 14,553
 - Shop: 14,553
 - 2024 Seminar Classes Page: 14,463
 - Events: 13,984
 - Document Downloads: 13,414
- Our five most visited blogposts for the year were:
 - *5 Ways to Design Your Own Embroidery Patterns*: 13,089

- *Introduction to Visible Mending*: 7,397
- *Stitching Across the United States: 9 Needlework Events to Check out in 2023*: 4,349
- Guest Post: *Free Holiday Ornaments from The Floss Box*: 4,197
- *Now Available: Projects from EGA's Past*: 4,039

Recent stories include:

- *How to Turn your Photos into Embroidery*,
- A new monthly series called *Embroidery Techniques from Around the World*, and
- Monthly interviews with teachers and members of our embroidery community, as well as many announcements about classes, lectures, and seminars.

Free Project Sign-ups.

We continue to offer many free projects through our website for members and nonmembers. Sign-up numbers for 2023 are as follows:

- Marilyn Heazlewood: *Waves of Ribbons* – 88
- Kay Stanis: *A Walk in The Park* (Part 1 and Part 2) – 52
- Margaret Kinsey: *Elizabethan Strawberry* – 160
- Carol Light: *American Flag Chart* – 55
- Lucy Edmison: *Crewel Wreath Ornament* – 265
- Eileen Bennett: *Gift Tag Sampler* – 111
- Kim Beamish: *Halloween Blackwork Biscornu* – 230
- Mary Waldsmith: *Halloween Plaid Spider* – 126
- Sherri Hagar: *Patriotic Scissors Fob* – 46
- Amina K: *Pumpkin Season* – 244
- Mary Waldsmith: *Reindeer Ornament* – 182
- Tamara Yohannes: *Romanian Point Lace Heart* – 71
- Judy Jeroy: *Stumpwork Butterfly* – 313
- Kim Sanders: *Summer's Glory* – 121
- Kathi Green: *Wessex Needlebook* – 139

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 2023 have included:

- Mary Dick-Digges Scholarship,
- Extended Study Program with Carolyn Standing Webb,
- Marjorie Jones Scholarship,
- Mid-year update questions,
- Research Fellowship Grant,
- GCC Lightning Rounds,
- Vote for Officers,
- Seminar promotion,
- Annual Update Questions,

- Annual Update Video,
- And EGA Crown Jewels.

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 5,600 email addresses confirmed.

Our newsletter monthly subscription rate remains steady at an average of 7,513.

- Open rate average (percentage of those who received the newsletter who opened it) is currently at 67%, which is significantly higher than the industry standard of a 15% - 25% open rate.
- Our average click thru rate for the year was 20%, again significantly higher than the industry standard of a 2.5% click-thru rate.

Needlework Network Monthly Electronic Newsletter (for nonmembers).

The Needlework Network email was created as a marketing tool to reach out to nonmembers who frequent our website. We use these emails to share interesting news with nonmembers, 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 9,054 nonmembers (significantly higher from 7917 nonmembers last year). The open rate average increased to 49.8% and click- thru rate is 9%. While these numbers are not as high as our Monthly Newsletter sent to members, 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 4,544 members (an increase from 3,354 members last year). We continue experiencing an extremely high open rate of 70% and a click thru rate of 16%.

Needle Arts magazine.

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 2023 *Needle Arts* Articles:

Articles

Books:

Boutique-sha. *Essential Sashiko: A Dictionary of the 92 Most Popular Patterns*. Mar.
 Chastain, Cheryl. *Reflections, Echoes & Aspirations*. Mar.
 Homent, Emma. *Needlepoint: A Modern Stitch Directory*. Mar.
 Springer, Bianca. *Represent! Embroidery: Stitch 10 Colorful Projects & 100+ Designs Featuring a Full Range of Shapes, Skin Tones & Hair Textures*. Mar.

	Christian, Cheryl. <i>History in the Making: The Plymouth Tapestry (Part I)</i> . Jun.
	Christian, Cheryl. <i>History in the Making: The Plymouth Tapestry (Part II)</i> . Sep...
	De Jong, Sheryl. <i>Many First Ladies were Needle Artists</i> . Mar
	Isaac, Armanda. <i>Cultural Needlework: Needlework at Mount Vernon</i> . Mar.
	Jacobson, Trudi. <i>Help Spread the (Accurate) Word about Needlework</i> . Mar.
	Lane, Georgann. <i>Stitching Their Stories</i> . Dec.
	Long, Kara. <i>Capturing Black History Through Needlework</i> . Jun.
	Olski, Pat. <i>Back to Basics: The Stem Stitch and the Outline Stitch</i> . Mar.
	Olski, Pat. <i>Back to Basics: The Fly Stitch</i> . Jun.
	Olski, Pat. <i>Back to Basics: The Chain Stitch</i> . Sep.
	Olski, Pat. <i>Back to Basics: The Detached Chain Stitch</i> . Dec.
	Poulson, Ann. <i>Fiber Forum Gallery 2023</i> . Sep.
	Rosner, Isabella. <i>Early Quaker Needlework was Done with Flair</i> . Dec.
	Yohannes, Tamara. <i>Orthodox Embroidery of Eritrea and Ethiopia</i> . Dec.
Covers	March front: <i>George Washington</i> by Ellen Sharples March back: <i>Stem/Outline Stitch Tape Measure Cover</i> by Pat Olski June front: <i>Geo Link</i> by Wendy Moore June back: <i>Fly Stitch Fronds Floral Pin Wheel</i> by Pat Olski September front: <i>Octopada Oliverus</i> by Karen Matze September back: <i>Chain Stitch Floss Folio</i> by Pat Olski December front: <i>Embellished Antique Phone</i> by Debbie Stiehler December back: <i>Detached Chain Stitch Hoop Holder</i> by Pat Olski
Projects	Ruiz, Claudia. <i>Designers Around the World: Mercedes López</i> . Mar. Gooch, Heather. <i>Designers Across America: Wendy Moore</i> . Jun. Scott, Harriet. <i>Designers Across America: Debbie Rowley</i> . Sep. Gooch, Heather. <i>Designers Across America: Chottie Anderson</i> . Dec.
EGA Related	---, <i>MAR Volunteers Refresh Petite Projects Program</i> . Dec. ---, <i>5 Tips for a Stitch-Filled 2024</i> . Dec. ---, <i>Attendees Invited to 'Drink In' New England Region's Tea Cozy Exhibit</i> . Dec. Ames, Ellie. <i>Wanted: Your National Education Exhibit Entries</i> . Mar. Coller, Pam. <i>Dues News</i> . Dec. Goaley, Pat. <i>EGA Unveils New Judging Assessment Form</i> . Sep. Gooch, Heather. <i>What is Your Favorite EGA Benefit?</i> Mar. Gooch, Heather. <i>EGA's National Outreach Project Wrap-up</i> . Mar. Haley, Heather. <i>What are Best Practices for Displaying Needlework in Public?</i> Jun. Haley, Heather. <i>What Types of Embroidery do you Find Challenging?</i> Sep. Haley, Heather. <i>What are Good Strategies for Welcoming New Members to Your Chapter?</i> Dec. Hamilton, Karen. <i>FAQs on EGA Logo Use</i> . Dec. Melville, Kathy. <i>EGA Board of Directors' Midyear Meeting Summary</i> . Sept. Melville, Kathy. <i>2023 National Annual Meeting Report</i> . Dec. Miller, Shawn. <i>Time to Register for Seminar 2024</i> . Sep. Reece, Val. <i>Projects from EGA's Past</i> . Sep. Rinard, Carole. <i>Bobbie Pilling Award: Entries Due May 1</i> . Mar.

Rinard, Carol. *Technique Basics to Introduce or Fine-Tune Skills*. Sep.
 Schueler, Karen. *Fiber Forum Retreat Highlights*. Sep.
 Sherbring, Melinda. *Extended Study Program: Come to Utah and Delight in a Blackwork ESP*. Mar
 Van Tyne, Mary. *What's in Store for the Virtual Lecture Series in 2024?* Dec.
 Welch, Cynthia. *SAGA Visits EGA Headquarters*. Mar.

Needle Arts Related

Gooch, Heather. *A Fascinating Field Trip*. Mar.
 Gooch, Heather. *New Registration Model for National Seminar*. Jun.
 Gooch, Heather. *Self-guided Training is Just a Mailbox Away*. Sep.
 Gooch, Heather. *Designers Across America goes Digital in 2024*. Dec.

MARKETING and MEMBERSHIP

Marketing

IDEA (Inclusion/Diversity/Equity/Accessibility).

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

Social Media.

The Social Media Committee:

- Reviewed and supplemented the work of outside consultants and HQ,
- Strategized on EGA Stitch-A-Long and other posts, and
- Researched 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:

	2023	2022	2021	2020	2019
Facebook	37,000	34,016	30,805	27,568	22,955
Instagram	6,940	5,924	4,958	3,920	2,296
Pinterest	4,400	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
2023 Total**	174,396	360,421	1.3%	0.10-0.18

Benchmark Click Thru Rate: 1.44%

Ongoing direct traffic campaigns on the Meta platforms (Facebook and Instagram) encouraged users to join EGA. The ads had a higher reach on Facebook (348K) than on Instagram (7K) and the audience demographic was over 95% women, ages 35-65+.

Starting in January 2023, the average reach and impressions per month decreased. This is due to algorithm updates and changes, including the removal of some previous targeting options.

Pinterest

For 2023, both paid and organic content on the Pinterest page received 3.98 million impressions, 102,250 engagements (clicks, saves, comments, shares), with a total audience of 2,609,230 and an engaged audience of 67,330.

Pinterest ads: Promoting traffic to the EGA website

Pinterest	Impressions	Click Thru Rate	Costs Per Click
2023 Total	3.98 million	0.2%	\$0.10-\$1.50

Benchmark Click Thru Rate: 0.20%

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

Click Thru Rate outperformed industry benchmarks throughout 2023. An increased number of Pin saves and engagement rates show improvement in creative and messaging.

Ads promoting EGA's tutorial and knowledge-based blogs (*Introduction to Visible Mending*, *Transferring Embroidery Designs to Any Fabric*) have delivered higher CTR with lowest CPC.

Stitch-A-Long and Free Projects.

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

Projects offered during 2023 were:

- January: *Princess Snowella* by Stephanie Murphy
- February: *Fill Your Hearts with Stitching* by Dianne Stauber
- March: *Embroidered Suffragist* by Helena Whyte
- April: *Spring Button Flowers* by Stephanie Murphy
- May: *Tree of Life Dorset Button* by Eileen Patterson
- June: *Blended Thread Apples* by Stephanie Murphy
- July: *Baby, You're a Firework* by Dianne Stauber
- August: *Boho Beads* by Mikki Bonser

- September: *Seminole-Style Patchwork Cross Stitch* by Stephanie Murphy
- October: *Stumpwork Ghosts* by Dianne Stauber
- November: *Grandma's House Quilt Block* by Helena Whyte
- December: *Sleeping Bear* by Helena Whyte

Membership

Membership Data

Year-end membership in 2023 is the strongest post-pandemic, with increases in total membership continuing until May 31 of each year. Reporting in future years may appear skewed due to changes from a common renewal date.

For the first time in 2023, chapter memberships showed an increase over the prior year. This may be reflected in the work being done at the chapter level in recruiting and retaining members.

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)	-	-	-	-	-891	-1168	-1044	-933
Net increase (decrease)	-369	-231	-153	-163	112	-350	-22	-9

Financial Information
Statement of Activities at December 31

	2023	2022	2021	2020	2019
SUPPORT AND REVENUES					
Program Services					
Education	\$242,054	\$198,909	\$169,571	\$182,572	\$152,406
Publications	19,137	11,200	13,696	10,293	15,929
Special events & exhibits	36,581	20,165	41,361	0	31,206
Total program services	\$297,772	\$230,274	\$224,628	\$192,865	\$199,541
Management & General					
Membership	\$330,194	\$322,694	\$322,719	\$324,605	\$342,412
Sales, net	2,585	7,979	10,966	9,386	22,502
Net investment return	279,903	-256,412	43,401	57,994	96,517
Miscellaneous	316	319	102		
Total management & general	\$612,998	\$74,580	\$377,188	\$391,985	\$461,431
Contributions/ Fund Raising/Bequests	125,499	46,507	57,865	36,857	31,396
Total operating revenue	\$1,036,269	\$351,361	\$659,681	\$621,707	\$692,368
Total Revenue	\$1,036,269	\$351,361	\$659,681	\$621,707	\$692,368
EXPENSES					
Program Services					
Education	\$171,454	\$151,778	\$158,847	\$ 148,447	\$147,038
Publications	91,761	93,603	132,785	138,554	126,708
Special events & exhibits	53,455	1,186	16,393	31,957	8,799
Program portion					
Management & General Expenses	411,829	426,178	477,818		
Total program services	\$728,499	\$672,745	\$785,843*	\$318,958	\$282,546
Management & General					
Staff	50,012	47,950	44,973	201,218	197,152
Office	100,501	95,773	88,998	346,620	289,054
Board & committees	18,357	19,918	23,654	29,569	46,746
Website	7,489	5,923	4,488	19,417	5,257
Total management & general	\$176,359	\$169,554	\$162,113	\$600,942	\$449,686
Contributions/Fund Raising					8,781
Total Expense	\$904,858	\$842,299	\$947,956	\$919,900	\$743,438
Total excess (loss)	\$131,411	(\$490,938)	(\$288,275)	(\$298,193)	\$76,288
Non-cash: Depreciation	5,570	13,070	12,544	12,169	7,500
Total cash excess (loss)	\$136,981	(\$477,868)	(\$275,731)	(\$286,024)	\$83,788

Notes. Independent accountants Deming Malone Livesay & Ostroff performed 2019, 2020, 2022, and 2023 Reviews; and 2021 Audit.

*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

	2023	2022	2021	2020	2019
ASSETS					
Current Assets					
Cash & cash equivalents	\$ 129,244	\$ 90,336	\$ 270,860	\$ 745,672	\$ 629,715
Accounts receivable	15,854	19,611	2,698	750	37,153
Other Receivables	62,345	30,126	31,071	18,900	1,002,083
Inventory	7,178	19,845	8,210	9,051	7,947
Prepaid expenses	23,332	36,110	27,852	30,450	20,698
Total current assets	\$237,953	\$196,028	\$340,691	\$804,823	\$1,697,596
Property & Equipment					
Property & equipment	145,584	145,584	145,584	\$142,129	\$156,630
	145,584	145,584	145,584	142,129	156,630
Accumulated depreciation	(141,827)	(136,257)	(123,187)	(111,693)	(114,025)
Total property & equipment	\$ 3,757	\$9,327	\$ 22,397	\$ 30,436	\$42,606
Other Assets					
Seminar loans receivable	\$ 34,239	\$ 2,634	\$ 10,578	\$ 7,811	\$ 43,160
Investments	2,365,999	2,314,761	2,668,235	2,445,594	1,787,950
Pledges receivable	15,000	1,500	5,000	3,000	11,100
Op lease right-of-use	29,640	88,589			
Trademark	36,812	36,812	36,812	36,812	25,304
Collection	502,361	502,361	502,361	495,416	480,416
Total other assets	2,984,051	2,946,657	3,222,986	2,988,633	2,347,930
TOTAL ASSETS	\$3,225,761	\$3,152,012	\$3,586,074	\$3,823,892	\$4,088,132
LIABILITIES & EQUITY					
Liabilities					
Accounts payable	\$ 3,305	\$ 17,398	\$ 44,931	\$ 30,378	\$ 26,655
Accrued expenses	1,352	2,172	13,631		
Op lease liabilities	30,343	89,813			
Deferred income	248,296	231,575	225,520	203,247	194,526
Total current liabilities	\$ 283,296	\$ 340,958	\$ 284,082	\$ 233,625	\$ 221,180
Equity					
Unrestricted	\$2,866,982	\$3,738,052	\$3,230,859	\$3,518,655	\$3,802,109
Restricted	75,483	72,552	71,133	71,612	64,843
Total equity	\$2,942,465	\$2,811,054	3,301,992	\$3,590,267	\$3,866,952
TOTAL LIABILITIES & EQUITY	\$3,225,761	\$3,152,012	\$3,586,074	\$3,823,892	\$4,088,132

Notes: Independent Accountant's Deming Malone Livesay & Ostroff performed 2019, 2020, 2022 and 2023 Reviews; and 2021 Audit.

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.

***2023 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 2022-November 2023

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Needle Arts Guild of Toledo

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Diane Bishop
Sandra Force
Leslie Gagliardi
Sandra L. Gordon
Pepper Pfeifer
Karen Wojahn

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Sandra Force
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Nan Windle
Janice Wood

See also Fund Raising on page 6

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 president@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
501 Baxter Ave Suite 200
Louisville, KY 40204

KEY PERSONNEL

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Trudy Pohawpatchoko, Vice President
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Linda Dean
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Laura Kamienski
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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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502-589-6956

www.egausa.org

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