



Embroiderers' Guild of America



2019 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.

In 2019, I visited the Sun, South Central, Tennessee Valley, and Rocky Mountain Regions. During these visits, I love meeting our members, seeing what everyone is stitching, what tools they are using, as well as meeting and getting to know our teachers much better. As a benefit, I often hear really interesting comments which spark new ideas about how to improve EGA.

Strategic Planning Progress.

Online Presence/Social Media: Go to page 20.

Marketing and Membership. Go to page 20.

Operations.

The opportunity to move EGA headquarters to a larger, more prominent space within the same building became available, so we made the move in July 2019. This larger space enables us

- to display many more of the pieces from the Collection at any given time,
- to store the Collection in a much more secure area, and
- to accept many more books in the Library.

What originally started as a desire to update bibliographies to help enrollees in the Master Craftsman and other certification programs ultimately led to a bigger, brighter headquarters with vastly improved exposure to the public.

Also see the report from the Administrator of EGA Headquarters/Staff.

Fund Raising:

A formal annual fund campaign was not launched in 2019.

- Crown Jewels: In 2019, we received a total of \$2,000 in new pledges with \$16,375 in payments received for a balance of \$98,400 total payments received to date.
- Heritage Fund: The current amount donated during 2019 is \$1,125 for a total of \$51,125.

Policies, Procedures and Bylaws.

Policies, Procedures, and Ancillary Documents in Section 4/Communications (covers social media issues) were significantly updated and posted on the website along with other changes which were incorporated to better reflect actual practice. Changes (in addition to Section 4) include:

- Described procedures for removing an EGA officer or nationally elected director for cause.
- Clarified how to name chapter satellites.
- Clarified the rights and benefits of plural members.
- Expanded the Teacher Code of Conduct.
- Revised the payment schedule for GCC/ICC teachers.
- Amended the procedure for checking out Study Boxes.
- Deleted the *Challenge/Challenge with a Twist* program.

- Changed the composition of the Collection Committee.
- Gave national seminar committees flexibility in number of *Winning Ways* speakers.
- Adjusted guidance for paying members of the Nominating Committee to travel.
- Deleted the requirement for printing a hard-copy Seminar Brochure.

The national Bylaws were revised during the Annual Meeting to amend **ARTICLE XI – Fiscal Policies, Section 2. Audit /Review of the Bylaws** to read, “*An audit or review shall be completed annually by a CPA firm recommended by the Finance Committee and approved by the Board of Directors. In the years when there is a change of Treasurer, an audit (as opposed to a review) is required.*”

At year’s end, all but the following regions were in compliance with EGA’s bylaws review policy:

- Greater Pacific Region (2018 review) still needs Region bylaws to be signed at the national level and three GPR chapters are still in the process of the 10-year review.
- Great Lakes Region (2019 review) and 12 chapters in the region are still in the process of review.

Montague Joint Venture note receivable.

We continue to receive regular payments on the interest and principle with the next interest payment due in May 2020. The balance of the note receivable is now \$1,000,000.

Library. Gwen Nelson, Chair.

We implemented a more proactive approach to retrieving overdue books from the library. We received a donation of 1,070 books from a member which have been catalogued and placed in the library.

We have had 15 study boxes and two slide presentations checked out this year. Volunteers are working on updating and refreshing some of the study boxes.

Collection. Gwen Nelson, Chair.

The EGA Collection committee purchased two finished framed pieces and three unframed samples of Romanian lace from the Sylvia Murariu estate. Catherine Jordan purchased one finished framed piece from the Murariu estate and donated it to the EGA Collection. Tamara Yohannes, a member of the Louisville Chapter, is updating the Romanian Lace Study Box and incorporating the lace samples from Ms. Murariu.

We are in the process of de-accessioning items, outdated DVDs, and outdated booklets.

We are seeking an intern to help sort through the items that may not be cataloged for the Collection and also to help in organizing the items that are in the Collection.

Scholarships and Awards. Susan Roe, Chair.

Scholarship winners in 2019 were:

- Judith and Susan Richardson Teaching Certification Scholarship: none awarded

- Mary-Dick Digges Scholarship: Caroline Halliday, Winchester Chapter/MAR
- Legacy Scholarship: Cynthia Steinhoff, Cyberstitchers Online Chapter and Constellation Chapter/MAR, and Chris Sikorski, South Bend, Michiana Chapter/GLR
- Genny Morrow Memorial Scholarship: Martha Katz, Louisville Chapter/TVR (to attend the 2019 National Seminar)
- Penny Evans Memorial Scholarship: Karyn Meyrelles, Member-At-Large from California
- Marjorie Jones Scholarship: none awarded
- Research Fellowship Grant Award: Cindi Lemkau, The Laurel Chapter/CAR

Gold Thread winners in 2019 were:

- Carolinas Region: Linda Morrison, Blue Ridge Chapter
- Great Lakes Region: Carmen Heare, Town and Country Chapter
- Greater Pacific Region: Christine Day, Marin Golden Threads Chapter
- Heartland Region: Sandra Gordon, Member-at-large
- Mid-Atlantic Region: Leslie Carson, Constellation Chapter
- Mid-Eastern Region: Judith Gulick, Corning Chapter
- Metropolitan Region: Ellen Saines, Monmouth Chapter
- New England Region: Suzanne Bruno, Southern Maine Chapter
- Pacific Southwest Region: Claudia Kilmit, Orange County Chapter
- South Central Region: Marian Hoffman, Houston Chapter
- Sun Region: Marty Wyatt, Indian River Chapter
- Tennessee Valley Region: Merry Hawkins-Charron, Iris Chapter
- NATIONAL WINNER: Merry Hawkins-Charron, Iris Chapter, Tennessee Valley Region

Outreach Programs.

Outreach. Beate Lies, Chair.

Reports were received from 11 regions reporting outreach activities by 156 chapters. Activities included collected/donated items (kits, food, pop-tabs, etc), Kissing Pillows, Habitat for Humanity samplers, book marks for literacy programs, membership/recruiting, fairs, exhibits, demonstrations and education; 70 chapters reported participation in National Stitch in Public Day.

National Outreach Program.

We have posted three sets for the benefit of America's wounded service members:

- Set 1: *America 1776: A Diamond in the Rough* by Linda Reinmiller (canvas); *Hero's Bouquet* by Judy Jeroy (surface); and *Purple Heart Ornament* by Carol Lynn Stratton (surface); as of 31 December 2019, sales for Set 1 equals \$3,270 (109 sets).
- Set 2: *Poppy Remembrance Pin* by Celeste Chalasani (stumpwork); *Star Spangled Fireworks* by Kurdy Biggs (canvas); and *Warped Pentagon Pendant* by Marie Campbell (beading); as of 31 December 2019, sales for Set 2 equals \$3,390 (113 sets).

- Set 3: *A Patriot's Heart* by Janet Zickler Casey (canvas); *A Patriotic Journal* by Catherine Jordan (counted thread); and *Wounded Warrior Bracelet* by Laura Smith and Daphne Sherman (multi-media); as of 31 December 2019, sales for set 3 equal \$2,340 (78 sets).
- The total number of sets sold as of 31 December 2019 = 300 for a total of \$9,000.

Youth: Edy Fenster, Chair.

Edy Fenster, the Chair, is working with Rand Duren to update the EGA website with current – and more attractive – information about Youth Programs.

EGA Office/Staff: Cynthia Welch, Administrator.

The move to new offices in July resolved our need for more area to display the collection, house the library, and provide improved work space for staff. The interest in the move and increased visibility within the building has resulted in 181 visitors to headquarters during the year, which included the people who came to the open house in September following the move.

A new exhibit of pieces from the Collection went up in conjunction with the move and will stay up until March 2020 when it will be replaced by the *Asian Fusion* exhibit.

Headquarters received 65 holiday ornaments for the office tree, and we were able to highlight many of them in December for the *31 Days of Holiday Ornaments* countdown on the website.

The new updated phone and internet system has been installed and implemented. It features the newer technology of voice-over-internet, and will also reduce the monthly cost.

The contract for the aging copier was reviewed, and a new copier installed that reduces the monthly cost between \$20-\$60 a month.

Tonya Parks celebrated 12 years in May as the Membership and Financial Coordinator, Courtney Matthews celebrated four years in December as Administrative Assistant, Rand Duren completed three years as Electronic Media Coordinator in July, and Cynthia Welch completed her first year as Administrator in August.

Janet Noble, President

EDUCATION

EDUCATIONAL PROGRAMS

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	2019	2018	2017	2016	2015	2014	2013	2012
Total Participants	913**	1,044*	990	1,005	1,347	1,157	1,373	1,246
# Groups	57	74	89	94	115	105	100	118
# Members enrolled as	540	732	779	795	1,088	885	1,115	1,067

part of a Group								
# Lightning Rounds	15	19						
# Members enrolled in Lightning Rounds	373	346	211	210	259	268	269	179
Encore Courses	5							
New Courses	2	2	6	3	2	5	6	1
Retired Courses	2	2	5	3	5	8	11	0
Courses at year-end	36*	31	28	27	27	30	33	28

* Combination of GCC and Lightning Round courses.

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

Two new GCCs are:

- *English Summer* by Cheryl Sharp
- *Sweet Bag Sewed with Gold and Silver* by Melinda Sherbring.

In 2019, we introduced Encore Courses – i.e., classes which have been taught previously in any format but are now presented in correspondence course format. The Encore courses introduced this year were:

- *Cosmos* by Kim Sanders
- *Jacobean Fantasy* by Kay Stanis
- *Mythical Myrtle* by Barbara Kershaw
- *Fandango* by Barbara Kershaw
- *The Princess and the Pea* by Marion Scoular

Two GCCs retired at the end of the year

- *Isabella* by Barbara Kershaw
- *Temari, Shades of Pink, Part 1* by Barbara Sues.

These GCCs were offered each quarter as Lightning Rounds:

- December 2018-January-February 2019
 - *Embroidery with Mixed Media* by Laura Smith
 - *Beginning Teneriffe Lace* by Jonalene Gutwein
 - *How Does Your Garden Grow* by Carol Currier
- March-April-May 2018
 - *Enchanted Summer* by Linda Wyszynski
 - *Fallen Leaves Sampler* by Kim Sanders
 - *White on White Crazy Quilted Wallpiece* by J. Marsha Michler
 - *More Than a Rose* by Melinda Sherbring
- June-July-August 2018
 - *Snowflake Ball* by Denise Harrington Pratt
 - *My Favorite Bracelet* by Jeanette Carmichael
 - *The Maharajah's Elephant* by Mary Long
 - *Isabella* by Barbara Kershaw
- September-October-November 2018

- *Undulations II* by Gail Stafford
- *Beginner's Hardanger* by Marion Scoular
- *White Iris* by Mona Hill
- *Sweet Bag Sewed of Silver & Gold* by Melinda Sherbring

We have signed development contracts for 10 GCCs in the following stages:

- Development: 6
- Pre-edit: 1
- Piloting: 1
- Post-pilot editing: 2

Individual Correspondence Courses: Sheila Iskin, Chair.

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

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

Current ICCs:

- *Stumpwork: A Journey into the World of Raised Embroidery*, Celeste Chalasani
- *Jacobean Crewel Embroidery*, Judy Jeroy, Carol Currier
- *Basic Study of Schwalm*, Barbara M. Kershaw
- *Art of Teaching Embroidery*, by Carole Lake and Kay Stanis
- *Crazy Quilting*, J. Marsha Michler
- *Rainbows Bend: A Course on Color Theory*, Carole Rinard
- *English Smocking*, Kim Sanders
- *Intro to Metal Thread Embroidery*, Kay Stanis
- *Silk and Metal Thread*, Kay Stanis
- *Design for Needlework*, India Hayford

In Proposal and Development Contract Stage: There are five classes in various stages of development:

- *History of Samplers* and *Canvas Embroidery* are being written.
- Two courses that were in development for beading expired and are in discussion to be restructured into one, simplified program from three to six lessons.
- After a delay last year, a development contract for a program on *Brazilian Embroidery* is soon to be offered.

Personnel changes:

- Judy Jeroy retired and Carol Currier took over *Jacobean Crewel Embroidery*.
- Carole Lake and Kay Stanis took over the *Art of Teaching*.

Online Programs. Angela DeForest, Administrator.

Online Studio. Janice Meyers, Chair.

In addition to the traditional one-time class format, we expanded the online studio in 2019 to include classes on a continuing studies basis, allowing members to register up to one year for the class. This continuing studies format will allow our members to take the class within their time frame, not ours. It will also allow chapters to schedule programs to accommodate their meeting schedule. During 2019, we implemented changes to the website to make it more user-friendly and less frustrating for registrants and teachers.

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

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

Timed Online Studio Classes offered in 2019 were:

- *Design Like a Pro* by Catherine Jordan
- *Glass House Fuchsias* by Merrilyn Heazlewood
- *The Flax Sampler* by Eileen Bennett
- *Color and Design Refresher* by Dolores Andres
- *Strut Your Stuff* by Laura Smith

Continuing Studies Online Studio Classes offered in 2019 were:

- *Basket of Gold* by Carolyn Standing Webb
- *Fingertip Gloves* by Deborah Tirico
- *Hidden Tresses* by Merrilyn Heazlewood
- *Beginning Brazilian Dimensional Embroidery* by Judy Caruso

EDUCATIONAL ADVANCEMENT. Kay Stanis, Administrator.

Extended Study Programs. Gaye Smith, Chair.

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

	2019	2018	2017	2016
Number of ESPs	3	2	2	1
Number of participants	11	16	15	17
	15	22	21	
	12			

Subject	<i>Journey to Mexico - 2</i>	<i>Cubic Right-Angle Weave</i>	<i>Journey to Mexico-1</i>	<i>A Study of Textiles</i>
	<i>Casalguidi and Ribbon Embroidery</i>	<i>A School Girl Exemplar</i>	<i>Summer Garden in a Box</i>	
	<i>Thread Painting/Tour of England</i>			
Teacher	Tia Stephanie Tours	Marcia Decoster	??	Kathleen Weston
	San Francisco School of Needlework and Design	Jackie duPlessis	Marsha Papay Gomola	
	Helen Stephens/Lucy Barter			

Certification Programs. EGA offers six needlework certification programs:

Master Craftsman Certification Program. Catherine Jordan, Chair.

The aim of the 10 Master Craftsman Certification Programs is to reward those who demonstrate mastery of a technique, to include both technical excellence and a good understanding of design and color. The 10 programs are

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

Master Craftsman	2019	2018	2017	2016	2015	2014	2013	2012
Graduates	4	5	5	8	1	4	5	4
New enrollees	18	8	32	15	9	32	15	35
Enrolled at years-end	105	115	151	137	140	157	153	189

These candidates successfully completed Master Craftsman programs in 2019:

- Crewel:
 - Raven Fagelson, Three Rivers Chapter, Mid-Eastern Region
 - Patricia Judice, Louisville Chapter, Tennessee Valley Region
- Counted Thread:
 - Cathy Craig, Prairie Rose Chapter, Heartland Region
- Surface Embroidery:

- Gina Maria Kleinmarten, Buffalo Chapter, Mid-Eastern Region

These participants were asked to display all 6 steps at the Education Exhibit in St. Louis. All programs requested candidates to submit pieces for the exhibit and all programs were represented at the exhibit.

Master Craftsmen Chairs updated program bibliographies and the EGA Library committee is working toward having all the reference books in the EGA library for members to borrow.

Rand Duran updated information to promote the programs with social media. The EGA web site continues to be updated with the current Step 1 requirements for each program, the associated bibliographies, and example pictures of completed pieces.

The Education Catalog was successfully updated with current information including new pictures and updated step requirements. Program chairs are working to convert all information into Word format for easier updates and distribution.

Personnel changes: Beth Carlson replaced Eunice Porvanic as Chair of the Quilting Program; Ms. Carlson updated some of the information and incorporated machine quilting into this program.

Technical Excellence Certification.

Celeste Chalasani, Director of Education, solicited volunteers to design/develop a new certification course that will parallel the Master Craftsman Certification program but will not require any original design components. There will initially be four programs to start: Beading, Canvas, Counted Thread and Crewel. The committee started developing concepts, writing instructions, and designing/pilot-stitching the projects, and expect this certification course will not debut until 2021.

Teacher Certification Program. Carol Rinard, Chair.

One prospective candidate submitted the screening requirements and was accepted for the Teacher Certification Examination. She has successfully completed Part 1. One prospective candidate requested screening materials but chose not to respond.

Celeste Chalasani, Director of Education, asked the Teacher Certification Committee to evaluate the current TCE and develop a revised program that more closely parallels the Judges and Appraisal Certification programs.

Certified Teacher Graduate Program. Carol Rinard, Chair.

There was no activity in the Certified Teacher Graduate Program.

Certified Needlework Judges Program. Pat Goaley, Chair.

As of December 2019, there was one active Certified Needlework Judge apprentice in the Needlework Judging Program (one apprentice dropped out).

In 2019, Pat Goaley worked to update the judging syllabus. In addition, she proposed having an Individual Correspondence Course (ICC) that would fulfill the judging curriculum and could be taken by candidates in lieu of taking the class at seminar; this would allow more of our members to participate and complete the program.

Master Needlework Judges Certification Program. Pat Goaley, Chair.

One candidate continues working on Master Judges Certification. Since inception of this program, 30 Certified Judges have successfully completed Master Judges Certification.

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

	2019	2018	2017	2016	2015	2014	2013	2012
Attendees	60+	48	30	30	32	34	45	31

The speakers for the 2019 Winning Ways were:

- Katherine Diuguid, *Stitching Light: Exploring Monet’s Luminous Color Through Embroidery*
- Inez Giles, *Slovakia’s Embroidery Traditions*
- Canby Robertson, *Painting, Dyeing, and Printing: Multimedia Approaches to Ground Fabric Preparation for Surface Embroidery*
- Yvette Stanton, *A Survey of Whitework*

Bobbie Pilling Award. The Judges/Master Judges Committee also judges and awards the Bobbie Pilling Awards (“thinking outside the box”) during each national seminar. There were 12 entries in the 2019 Bobbie Pilling Award competition; the winners were:

- 1st place – Marilu Morency, Mountain View Chapter, PSR, *Habitat*
- 2nd place – Scottie Erikstrup, Rose City Chapter, GPR, *I Thought I Saw a Dragon*
- 3rd place – Lori Ann Parker-Danley, Member-At-Large, Pegram, TN, *The Passage*

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

There are currently four active students in the program with one student only needing to complete the final research paper to finish.

Fiber Forum. Karen Waddell, Chair.

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

Fiber Form	2019	2018	2017	2016	2015	2014	2013	2012
Members	58	62	58	51	53	48	38	38
Friends	19	25	25	20	58	52	28	30

Annual Jurying: The annual jurying process was held in March 2019 with sixteen members juried and/or re-juried in.

Online meetings were held in March and November 2019. Policies and procedures call for these meetings to be held two weeks after the retreat and after the EGA annual seminar.

Fiber Forum Annual Retreat. The 2019 Fiber Forum retreat was held in March, 2019, in Montgomery, Texas. Mary Ruth Smith, Baylor University, presented the workshop on *Japanese Boro* in its historic and modern forms. Eighteen members and friends attended.

Fiber Forum proposed a series of short workshops with Jane Dunnewold, textile artist, in San Antonio but the response was poor and the workshops cancelled. From the survey conducted, the timing was poor – it was offered late in the year and many members/friends had already committed to other opportunities in 2020. In addition, many of our members are working fiber artists and have limited time to commit to outside workshops.

We are evaluating how to proceed with offering other opportunities. The retreat for Fiber Forum members is to provide members the opportunity for members to expand their skills and knowledge in ways to further their ability to use embroidery as an artform. Because of the one- on-one nature of the retreats, class sizes are limited.

Officers: October 2018 – October 2021

- Chairman: Karen Waddell
- Treasurer/Membership: Marilu Morency
- Secretary: Lea Peacock
- Exhibit Coordinator: Jeanne Sisson
- Retreat Liaison: Donna Kuhl
- Juror Selector: Priscilla Smith
- Jurying Receiver: Ann Poulson

EDUCATION PUBLICATIONS. Carol Rinard, Chair.

Guideline Series. In 2019, we finalized and posted these Guideline Series articles in the Members Only portion of the EGA website:

- *Evaluating Embroidery: Judging Your Own Work*
- *Leadership Model for EGA: A Leadership Training Manual* by Gwen T. Nelson
- *What Good Leaders Do and How They Do It: A Leadership Training Manual* by Penny Berman

Technique Basics. In 2019, we finalized and posted these Technique Basics articles in the Members Only portion of the EGA website:

- *An Introduction to Assisi Embroidery* by Diana Snyder and stitch diagrams by Linda Reinmiller
- *An Introduction to Counted Cross Stitch on Linen* by Shirley Kay Wolfersberger and stitch diagrams by Linda Reinmiller

- *An Introduction to Crewel and Surface Embroidery* by Judy Jeroy and illustrations by Joanne Ingersen

Glossary of Terms. In 2019, we finalized and posted the newly revised/updated Glossary of Terms on the Resources page .

Petite Projects. Julie Fera continues working to get older Petite Projects ready for the website and we now have 70 Petite Projects posted on the website (in the Documents Download section). Other Petite Projects are in various stages of development; many of the Petite Projects are in the Basic/Beginner level and, as such, serve as the first ‘rung in the ladder’ to mastering a technique.

There were two new Petite Projects released in 2019:

- *Blackwork Bookmark* by Janet Salerno
- *Spring Glory* by Kim Sanders

PROJECTS. (see also Petite Projects immediately above)

Needle Arts. Cheryl Christian, Editor

- March 2019: *Queen Stitch Pincushion* by Bev Steinhagen
- June 2019: *A Scotch Celebration* by Janet Noble
- September 2019:
 - *Circle Play Pincushion* by Sue Spargo
 - *Summer Lace* by Terri Bay
- December 2019:
 - *Mini Leaf Pine* by Mary Waldsmith
 - *Scrolling Butterfly* by Michele Chavez

Designers Across America/World

Featured designers who submitted projects for publication were:

- March 2019: Kurdy Biggs, *Blooming Jessicas*
- June 2019: Deborah Mitek, *Roses for Rosie*
- September 2019: Jennifer Riefenberg, *Round and Round*
- December 2019: Natalie Dupuis, *Peppermint Delight: Cutwork Study*

Stitch-A-Long. Kate Gaunt, Chair.

Projects offered during 2019 were:

- January: *Curious Needlebook* (instructions published in Needle Arts)
- February: *Romanian Point Lace Heart*
- March:
- April: America’s Wounded Service Members (instructions available in EGA Shop)
- May: *May Flowers Pincushion*
- June: *A Scotch Celebration!* ornament (instructions published in *Needle Arts* only)
- July: America’s Wounded Service Members (instructions available in EGA Shop)
- August: *Bookmarks for Literacy* (Facebook link)

- September: Bookmark Contest
- October: *Oak Leaf Needlebook*
- November: *Acorn Fob*
- December: Needle Arts Projects

NATIONAL SEMINAR 2019, *Gateway to Stitching* was held 30 Oct-3 Nov 2019 at the Marriott St. Louis Grand Hotel, St. Louis, MO.

	2019	2018	2017	2016	2015	2014	2013	2012
Location	St. Louis	Louisville	Asheville	Alexandria	San Antonio	Phoenix	Louisville	Santa Fe
Attendance	494	623	559	632	619	620	528	625
Teachers	25	31	29	31	27	25	25	32
Classes	49	58	60	61	64	48	48	56
EGA income share (rounded)	\$31,155	\$99,139	\$41,777	\$55,107	\$52,254	\$49,845	\$102,000	\$67,700

2019 International Teachers Tour.

Three teachers participated in the 2019 ITT:

- Gary Clarke (Australia)
 - *Tasmanian Screech Owl* (4 locations)
 - *Sea Turtle* (4 locations)
 - *Folded Boxes* (1 location)
- Lorna Bateman (United Kingdom)
 - *My Cottage Garden* (1 location)
 - *Berries for the Birds* (1 location)
 - *Springtime* (2 locations)
 - *Lavender and Bees Pincushion* (2 locations)
 - *Embroidered Country Gardens Scissorkeeper* (3 locations)
- Mike Parr (Canada)
 - *Dresden Blumenknospe* (1 location)
 - *Sheryl: An Embroidered Minaudiere* (1 location)

REGIONAL EDUCATION

Regions offer educational opportunities through seminars, region-sponsored GCCs, special workshops, retreats, scholarships, and traveling teachers.

CHAPTER EDUCATION

Chapter-sponsored educational opportunities reach the most EGA members. Projects offered in conjunction with business meetings, workshops, retreats, public stitch-ins, and many other events throughout the year engage members and are a strong force in member retention.

SPECIAL EVENTS

Through the Needle's Eye National Travelling Needlework Exhibit.

The 21st TNE (debuted in August 2017, Rosemary Kostansek, Chair) continued its 3-year tour travel the country. In 2019, it was exhibited in two venues with a third venue scheduled for Spring 2020.

After consideration of the issues identified with this exhibit (including an informal poll of members), the Board decided to begin planning for the 22nd TNE to debut in conjunction with the 2022 National Seminar in/near New York City, NY. The primary reason to hold another actual (versus virtual) exhibit was the disappointment expressed by EGA members if the TNE was only available for display via photographs, even high-quality digital images.

Georgann Lane was appointed to be the Chair of this committee and she is working with volunteers from the Metropolitan Region to plan the opening debut. Nationally appointed volunteers from all regions are being solicited for other responsibilities. The 22nd TNE Committee will decide if the brochure will be digital versus printed hard copies.

Education Exhibit. Ellie Ames, Chair.

The Education Exhibit at Seminar 2019 exhibited 123 entries in a large, well-lit room. The exhibit room was shared with the 2020 Seminar class projects, Judges Forum, and EGA sales.

We began working on a new judged exhibit, the *Golden Needle Awards*, for the 2020 National Seminar. The Golden Needle Awards will accept original, adaptation and nonoriginal entries which have been completed within the last 2 years. First, Second, and Third place ribbons will be awarded in different categories and special awards will be presented at the Seminar's Closing Banquet.

RESEARCH

Needle Arts featured the following research reports:

- June 2019: *Newcomb Art Embroideries 1902-1930*, by Rita Curry-Pitman
- September 2019: *My Sweet Bag Quest* by Melinda Sherbring

COMMUNICATION

Website.

Website updates approved at the October 2019 board meeting (navigation, speed, search, etc.) were completed, and a two-hour/month retainer with Mightily will start in January 2020 in order to complete other improvements. Improvements implemented in 2019 are:

- Search Results can now be filtered by type of post: Courses, Events, Documents, Posts, Pages, Products etc.
- Documents from Document Downloads now appear in site-wide search results.
- Printing improvements were made, allowing more information to show on printed pages.

- Course pages have been updated to include more information and photos, as well as providing more clarity on registration process.
- New pages were created for Lightning Rounds, Study Boxes, Extended Study Programs, Region and Chapter Directory, Group Instructions, Online Class Instructions, EGA Stitch-a-long, Stitches Across the Website gallery, and more.
- Member information has been updated to show member number, chapter, and region.
- Library Page now has a search box to assist members in finding library books.
- Locate a Professional page has been updated to include more information for each professional as well as listing their website. An 'EGA Certified' label has been added next to those professionals who have completed our certification programs.
- Chapter Map has been updated so when a member clicks the pin for a chapter on the map, the web address on his/her browser will change allowing him/her copy it and share it.

Rand Duren, EGA's Electronic Media Coordinator, continues to work with Mightily to provide our web design and maintenance services. All 13 regions maintain websites and a growing number of chapters are also developing their own websites.

Newsletters.

Our **e-newsletter** is sent monthly to an average of 7,700 EGA members, an increase of approximately 400 over 2018.

- Open rate average (percentage of those who received the newsletter who opened it) remains steady at 61%. This is a very high number based on industry standards, indicating that our content continues to be of interest and pertinent to our members.
- The average click-through rate is up slightly to 27 %, also considered high in comparison to industry standards.

Rand continues to make sure that our information is fresh and new, and this continues to be evidenced in our numbers.

The President writes a short paragraph for each newsletter; the focus of each of these paragraphs is to tell members something about how membership in EGA benefits them or something about what the national organization is doing for them.

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

Needlework Network Monthly Newsletter

Needlework Network is a new email newsletter that was started in November 2019 for the purpose of reaching out to non-members who have expressed an interest in receiving it. The newsletter is sent monthly to an average of 2,900 non-members.

- It has an open rate average (percentage of those who received the newsletter who opened it) of 47%, and an average click-through rate of 17 %.

- This newsletter is showing success already, with 28 new members joining EGA through this ‘gate’ from Nov 2019 to the beginning of January 2020.

Needle Arts magazine

An ad hoc committee worked to develop a new look for *Needle Arts* magazine with a fresher, more modern format more closely reflecting the new EGA logo; the redesign will debut in March 2020.

In order to make this publication more attractive to members, starting in September 2019 we increased the number of designs in each issue from one to two; each issue also continued to offer a *Designers Across America/Designers Around the World* design the members can purchase.

Effective with the September 2019 issue, we started paying designers for their submissions; we hope this will result in more and better-quality designs for our members. In the interest of making our publication more inclusive, stitching diagrams in *Needle Arts* now include diagrams for left- and right-handed stitchers.

Sabrina Designs & Production was selected as graphics designer and compositor; Royle Printing continued as printer. Cheryl Christian continued as *Needle Arts* editor; she continued to write, develop, or acquire all magazine content and to coordinate the editing, design, and production of *Needle Arts* and *Inside EGA*.

Inside EGA

Inside EGA was published four times in conjunction with *Needle Arts* and reported the names of program graduates and scholarship recipients, described new GCCs, ICCs, and Lightning Rounds; and published illustrated news submitted by chapters. Featured throughout the year were articles and pictures about chapter activities, celebrations, and member achievements.

Summary of 2019 *Needle Arts* Feature Articles

Articles	Azpeitia-Taylor, Margaret. <i>The EGA Certified Appraiser Program</i> , Sep.
	Burke, Roberta. <i>English Cottage Tea Cozies</i> , Mar.
	Christian, Cheryl. <i>The Gentling Collection at Texas Fashion Collection</i> , Mar.
	Christian, Cheryl. <i>The Embroidered Cabinets of Janet Carija Brandt</i> , Sep.
	Christian, Cheryl. <i>Fiber Forum Jurying</i> , Dec.
	Cleek, Ellen. <i>Wedding Bouquet in Stitches</i> , Jun.
	Doogue, Kirsten. <i>Slowly but Surely...</i> , Mar.
	Fialkoff, Kay Faye. <i>Full of Life: The Forest Understory and Verdant Rhapsody</i> , Mar.
	Gordon, Sandra. <i>The Fiftieth Anniversary of EGA’s First National Seminar</i> , Dec.
	Iskin, Sheila. <i>From Bargello to Buttons: Celebrating a Whole World of Embroidery Outreach</i> , Mar.
	Kinsey, Margaret. <i>Rozashi in America</i> . Dec.
	Mann, Marjorie. <i>Left, Right, Up, Down, and Around – Part 1: The</i>

Handedness Issue. Dec.
 Rinard, Carole. *Bobbie Pilling Memorial Award 2018*, Mar.
 Sikorski, Chris. *Hardanger: A Never Ending Study*, Sep.
 Smith, Gaye. *Extended Study Program*, Mar.
 Thompson, Ellen. *The Reproduction of a Civil War Battle Flag*, Jun.
 Wardlaw, Rebecca. *Curious Work: Janice Gail's Coif*, Jun.
West Meets East. Dec.

Profiles Christian, Cheryl. Jennifer Riefenberg. Mar.
 Christian, Cheryl. Sue Spargo. Sep.
 Sharp, Cheryl. Kurdy Biggs. Mar.
 Sharp, Cheryl. Deborah Mitek. Jun.
 Sharp, Cheryl. Natalie Dupuis, Dec.
 Yohannes, Tamara. *Welcoming Our New Administrator*, Dec

Projects See Projects on page 15.

Research See Research on page 17.

Board Reports Hall, Maria. Summary of the 2018 March Board of Directors meeting, Jun.

Other Book Reviews, Jun.
 Christian, Cheryl. *What a Web is Woven*, Mar.
 Christian, Cheryl. *The Art and History of Newcomb*, Jun.
 Christian, Cheryl. *Find What You Love*, Sep.
 Christian, Cheryl. *Giving Thanks*, Dec.
 Lies, Beate. *Soldier Kissing Pillow Project to Retire*, Jun.

MARKETING

In 2019, we hired a new advertising agency, Fieldtrip, in an effort to establish a more creative marketing plan to increase membership through print and electronic media channels. We brought them onboard in March and our new plans were off and running by June. The results – especially our total membership numbers – have been impressive.

Social Media.

Statistics for the full year of 2019 are as follows:

- Facebook: 22,955 followers
 - Approximately 5,700+ new followers for the year, versus an increase of 920 in 2018
 - Average reach per post is 1,500
 - Average engagement per post is 200
- Pinterest: 1,600 followers
 - 101.1K monthly viewers

- 600+ new followers for the year, versus an increase of 49 in 2018
- Twitter: 301 followers
 - 25+ new followers for the year, versus an increase of 13 in 2018
- Instagram: 2,296 followers
 - 1,000+ new followers for the year, versus an increase of 313 in 2018
 - Average reach per post is 1,746 and our total reach was 5,328
 - Average engagement per post was 283 with a total engagement of 849 users
 - Completed 3 paid posts

Website Activity.

- Pageviews, the number of times a page was viewed or visited during 2019, was 793,508. This was an increase of 46,000 pageviews over 2018.
- Unique Pageviews, an aggregate of pageviews by the same user in one session, was 585,099. This was an increase of 51,000 unique pageviews over 2018.
- Top 10 Web Pages Visited:
 - Main EGA page: 67,428 pageviews (2018: 85,764)
 - Find a Class: 42,210 pageviews (2018: 28,949)
 - Events: 29,399 pageviews (2018: 24,413)
 - Chapter Map: 25,217 pageviews (2018: 18,630)
 - Free Projects: 18,530 pageviews (2018: 29,969)
 - Resources: 18,174 pageviews (2018: 15,244)
 - Seminar 2019: 14,112 pageviews (2018: 8,929)
 - Latest News: 13,536 pageviews (this feature was started in 2019)
 - Shop: 12,582 pageviews (2018: 10,794)
 - Online Courses: 11,835 pageviews (2018: no data; Online Course page did not appear in the top 10 list last year)

The most impressive change seen here is with the Find a Class page showing an increase of 13,261 pageviews from the prior year.

In an effort to measure our marketing efforts, Rand Duren created a landing page specifically for each marketing campaign. The landing pages and number of views are as follows:

- *Just Cross Stitch* Ad - 2,412 pageviews
- *Free Reindeer Ornament* Chart - 1,104 pageviews (600 Downloads)
- *Free Halloween Plaid Spider* Chart - 890 pageviews (164 Downloads)
- *The Beginner's Guide to Embroidery Floss* Blog post - 3,468 pageviews
- *The Beginner's Guide to Five Types of Embroidery* Blog post - 1,267 pageviews
- Guest Post: *Free Pumpkin Embroidery* Project from Stitch Floral - 1,193 pageviews
- Guest Post: *Free Hedgehog Ornament* Project from Namaste Embroidery - 1,253 pageviews

- Kim Sanders and Sheryl Borden video
 - Video views on Facebook: 16,000 views
 - Video views on Instagram: 698
 - Pageviews on blog post: 162
 - Views on You Tube: 59

Brochure.

Fieldtrip redesigned and modernized our brochure with our new brand; packets of 25 brochures were made available to chapters at the National Seminar and may be ordered from Headquarters.

Product Design and Sales. AliceRae Kutish, Product Design and Sales Committee Chair.

New products released and/or being developed in 2019:

NAME	QTY PRCHSD	SALE PRICE	RELEASE DATE
Pencils	1,000	\$12 for 25	March 2019
Tape Measures	250 +250	\$3 or \$10 for 25	May 2019
Flash Drives	100	\$12	July 2019
Chapter President pin	200	\$7	July 2019
Past President pin	300	\$7	July 2019
Magnets (logo)	500	\$3	March 2020
Decals	12,000	\$3	March 2020
Region Representative pin	300	\$7	TBD – on order
Life Member pin	300	\$7	TBD – on order

New products being researched for 2020 release:

- Birthday or other notecards
- Notebooks featuring exhibitions
- “Ask Me!” buttons
- T-shirts
- Charms
- Postcards

Logo and product requests considered for 2019 include the following:

Approved Logos:

- Dogwood Chapter
- Rocky Mountain Seminar
- 2021 Chicago EGA Seminar
- Pacific Southwest Region Las Vegas Seminar
- Heartland Seminar 2021
- Nutmeg Stitchers Chapter

- Carolinas Region new Region and Seminar 2020
- Mid-Eastern Region in black and white versions
- South Central Region 2022 Seminar
- Southern Illinois Stitchers Chapter
- Mid-Atlantic Region logo Seminar 2022
- Rocky Mountain Region Retreat

Approved Merchandise:

- Two post card/handouts for Green Mountain Chapter
- Sun Region Seminar favor
- South Central Region insertion design for snap tray
- Two Winchester Chapter brochures
- Rocky Mountain Region boot logo for printed materials.
- Western Idaho Chapter table throw
- Sandhill Chapter attachment to their Habitat for Humanity samplers
- Celestial Stitchers Chapter post card
- Pacific Southwest Region 2021 Seminar 2 different sized totes
- Long Beach Chapter stationery logo
- Woodlands Chapter tote bag

Festival Outreach

Regions can apply for this support for any festival activity they or their chapters may be considering. Application for the financial and material support (up to \$750) to pay for festival booth fees, festival program/website advertising, and reimbursement for volunteer admission/parking expenses may be made to marketing@egausa.org. Festival materials provided by headquarters include a branded table cloth, brochures, etc.

The following regions/chapters made use of the Festival Outreach box in 2019:

- Sewing & Stitchery Expo, Sequoia, WA, 2/28/19 – 3/3/19, Evergreen Chapter/Greater Pacific Region
- Seven Sisters Quilt Show, San Luis Obispo, CA, 6/24/19 – 6/28/2019, Pacific South Region
- Original Quilt and Sew Expo, Worcester, MA, 9/12/19 – 9/14/19, New England Region
- Sewing & Quilt Guild, Fredericksburg, VA, 10/3/19 – 10/5/2019, Fauquier Chapter

MEMBERSHIP

While membership numbers have continued to slide, the upside was that the decreases had continued to be smaller each year. This trend has culminated in our showing only a 3-member drop (0.03% decrease) from December 2018 to December 2019.

Our goal has been to work hard on our marketing/advertising efforts to not only continue to see smaller losses but to completely reverse the trend. Not only did we see a three member drop, but it appears the trend continues into January 2020 with a reported 8695 members.

Approximately 84% of our members belong to a Chapter, 10% are Members At Large and the remainder are Life members. We now have 10 Youth Members.

Year (31 Dec)	Total Membership	Number Change (+/-)	% Change (+/-)
2019	8,579	-3	-0.03%
2018	8,582	-423	-5.1%
2017	8,744	-204	-2.5%
2016	8,948	-186	-2.2%
2015	9,134	-333	-4.0%
2014	9,467	-245	-1.9%
2013	9,712		



FINANCIAL INFORMATION
Statement of Activities at 31 December 2019

	2019	2018	2017	2016	2015
REVENUE					
Program Services					
Education	\$ 152,406	\$151,463	\$ 135,761	\$ 154,470	\$ 169,815
Publications	\$ 15,929	\$ 17,503	\$ 16,767	\$ 12,951	\$ 12,365
Special Events & Exhibits	\$ 31,206	\$128,712	\$ 62,670	\$ 83,316	\$ 75,285
Total program services	\$ 199,541	\$297,678	\$ 215,198	\$ 250,737	\$ 257,465
Management & General					
Membership	\$ 342,412	\$334,790	\$ 362,705	\$ 352,963	\$ 365,815
Sales, net	\$ 22,502	\$ 5,345	\$ 10,052	\$ 6,492	\$ 14,244
Investment/other	\$ 96,517	\$ 47,575	\$ 17,254	\$ 8,193	\$ 10,612
Total management & General	\$ 461,431	\$387,710	\$ 390,011	\$ 367,648	\$ 390,671
Contributions/Fund Raising/Bequests	\$ 31,396	\$134,337	\$ (38,223)	\$ 937,956	\$ 116,511
Total operating revenue		\$819,725	\$ 566,986	\$1,556,341	\$ 764,647
Total revenue	\$ 692,368	\$819,725	\$ 566,986	\$1,556,341	\$ 764,647
EXPENSE					
Program Services					
Education	\$ 147,038	\$124,139	\$ 113,482	\$ 109,052	\$ 189,422
Publications	\$ 126,708	\$126,241	\$ 124,593	\$ 118,961	\$ 103,042
Special events & Exhibits	\$ 8,799	\$ 34,592	\$ 39,568	\$ 57,985	\$ 25,261
Total program services	\$ 282,546	\$284,972	\$ 277,643	\$ 285,998	\$ 317,725
Management & General					
Membership	\$ 3,614	\$ 5,340	\$ 4,734	\$ 4,691	\$ 3,771
Staff	\$ 197,152	\$176,870	\$ 177,433	\$ 157,014	\$ 140,547
Office	\$ 289,054	\$213,870	\$ 167,849	\$ 272,515	\$ 227,159
Board & Committees	\$ 46,746	\$ 48,190	\$ 41,223	\$ 49,116	\$ 44,851
Website	\$ 5,257	\$ 5,415	\$ 11,697	\$ 5,400	\$ 10,800
Total management & general	\$ 541,821	\$449,685	\$ 402,936	\$ 488,736	\$ 427,128
Contributions/Fund Raising	\$ 9,572	\$ 8,781			
Total Expense	\$ 833,939	743,438	\$ 680,579	\$ 774,734	\$ 744,853
Total excess (loss)	\$ (141,571)	\$ 76,288	\$(113,593)	\$ 781,607	\$ 19,794
Non-cash: Depreciation	\$ 10,739	\$ 7,500			\$ 593
Total cash excess (loss)	\$ (130,832)	\$ 83,788	\$(113,593)	\$ 781,607	\$ 20,387

NOTES: Independent accountants Deming Malone Livesay & Ostroff 2016 and 2017 Reviews; 2015, and 2018 Audits (figures for 2019 taken from draft, not final, review).

Statement of Financial Position at 31 December 2019

	2019	2018	2017	2016	2015
REVENUE					
ASSETS					
Current Assets					
Cash & Cash equivalents	\$ 629,715	\$ 674,738	\$ 654,767	\$ 934,617	\$ 801,396
Accounts receivable	\$ 37,153	\$ 99,981	\$ 42,240	\$ 55,928	\$ 52,056
Other Receivables	\$1,002,083	\$ 1,087,936	\$1,207,771	\$2,415,547	\$1,616,966
Inventory	\$ 7,947	\$ 8,332	\$ 15,446	\$ 16,872	\$ 22,104
Prepaid expenses	\$ 20,698	\$ 18,509	\$ 19,324	\$ 17,766	\$ 18,917
Total current assets	\$1,697,596	\$ 1,889,496	\$1,939,548	\$3,440,730	\$2,511,439
Property & Equipment					
Projects in Progress			\$ 33,750		
Property & Equipment	\$ 156,630	\$ 140,785	\$ 95,785	\$ 95,785	\$ 95,785
			\$ 129,535	\$ 95,785	\$ 95,785
		\$			
Accumulated depreciation	\$ (114,025)	(103,285)	\$ (95,785)	\$ (95,785)	\$ (95,785)
Total property & equipment	\$ 42,606	\$ 37,500	\$ 33,750		
Other assets					
Seminar loans receivable	\$ 43,160	\$ 26,217	\$ 18,334	\$ 18,045	\$ 18,294
Investments	\$1,787,950	\$ 1,734,285	\$1,668,834	\$ 324,121	\$ 528,004
Trademark	\$ 25,304	\$ 25,304			
Pledges receivable	\$ 11,100	\$ 25,475	\$ 19,375	\$ 32,000	
Collection	\$ 480,416	\$ 480,416	\$ 478,666	\$ 476,466	\$ 463,016
Total other assets	\$2,347,930	\$ 2,291,697	\$2,185,209	\$ 850,632	\$1,009,314
TOTAL ASSETS	\$4,088,132	\$ 4,218,693	\$4,158,507	\$4,291,362	\$3,520,753
LIABILITIES & EQUITY					
Current Liabilities					
Accounts payable	\$ 26,655	\$ 20,824	\$ 31,530	\$ 22,111	\$ 12,888
Payroll taxes payable					
Deferred income	\$ 194,526	\$ 189,346	\$ 194,742	\$ 223,423	\$ 243,644
Total current liabilities	\$ 221,180	\$ 210,170	\$ 226,272	\$ 245,534	\$ 256,532
Equity					
Unrestricted	\$3,802,109	\$ 3,944,863	\$3,919,654	\$4,033,090	\$3,251,335
Restricted	\$ 64,843	\$ 63,660	\$ 12,581	\$ 12,738	\$ 12,886
Total equity	\$3,866,952	\$ 4,008,523	\$3,932,235	\$4,045,828	\$3,264,221
TOTAL LIABILITIES & EQUITY	\$4,088,132	\$ 4,218,693	\$4,158,507	\$4,291,362	\$3,520,753

NOTES: Independent accountants Deming Malone Livesay & Ostroff 2016 and 2017 Reviews; 2015, and 2018 Audits (figures for 2019 taken from draft, not final, review).

2019 DONORS TO THE EMBROIDERERS' GUILD OF AMERICA

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

<p>President's Circle (\$5,000-\$9,999)</p> <p>Anonymous</p>	<p>Solveig Walstrom</p> <p>Kathie Woolard</p> <p>Janice Wood</p>	<p>Sarah Stahl</p> <p>Ruth Stambaugh</p> <p>Linda Walker</p> <p>Nan Windle</p>
<p>Legacy (\$2,500-\$4,999)</p> <p>Karen Wojahn</p>	<p>Apprentice (\$250-\$499)</p> <p>Central Alabama Chapter</p> <p>Dogwood Chapter</p> <p>Cynthia Cogswell</p> <p>Jane Gordon</p> <p>Karen Goshen</p> <p>Karen Hamilton</p> <p>Barbara Haugaard</p> <p>Jimmie Upham</p> <p>Kathleen Weigl</p> <p>Gloria Zanella</p>	<p>Friend (up to \$100)</p> <p>Marion Amdurski</p> <p>Andrea Barbieri</p> <p>Sheila Bouwman</p> <p>Yvonne Howard Correla</p> <p>Leigh Darbee</p> <p>Sharon DeVault</p> <p>Theresa Duenzl</p> <p>Betty Feldman</p> <p>Sue Goss</p> <p>Maria Holmes</p> <p>Myrtis Justiniano</p> <p>Sandy Larson</p> <p>Katrina Lawrimore</p> <p>Rebecca Lieser</p> <p>Kristine McGuire</p> <p>Patricia Otto</p> <p>Jocelyn Peterson</p> <p>Susan Roe</p> <p>Shirley Stuelpnagel</p> <p>Skykill Chapter</p> <p>Victoria Swerdlow</p>
<p>Embroiderers (\$1,000-\$2,499)</p> <p>Anonymous</p> <p>Mr. and Mrs. Bishop</p> <p>Carrie Eddy</p> <p>Alice Fraser</p> <p>Sue Ann Fritz</p> <p>Pepper Pfeifer</p> <p>Tennessee Valley Region</p> <p>Solveig Walstrom</p> <p>Kathleen Weston</p>	<p>Contributor (\$100-\$249)</p> <p>Anonymous</p> <p>Cathy Banner</p> <p>Sally Canavan</p> <p>Celeste Chalasani</p> <p>Marylyn Doyle</p> <p>Helen Hamilton</p> <p>Diane Kearns</p> <p>Janette DeNeen Leighton</p> <p>Joyce McCoig</p> <p>Janet Noble</p> <p>Pat Sweet</p>	
<p>Master (\$500-\$999)</p> <p>Marcia Barrere</p> <p>Linda Busalacchi</p> <p>Nancy Fulton</p> <p>Anne Holly</p> <p>Janette DaNeen Leighton</p> <p>Sydney Mace</p> <p>Vicki Morrison</p> <p>Fran Orfino</p> <p>Carole Rinard</p>		

2019 MEMORIAL AND COMMEMORATIVE GIFTS

The following were so remembered by their friends, families, and other donors to EGA

In Memory of	From
Nadine Alexander	Joanne White, Knoxville Chapter
Glenn Baker	Long Beach Chapter
Evette Barbier	Yellow Rose Chapter
Eleanor Bartig	Evergreen Chapter
Pat Beeler	Redwood Stitchers Chapter
Carol Cancelmo	Lynn Burshtin
Nanette Costa	Manhattan Chapter
Marilyn DeLand	Bettye Fennell
Judy DiCarlo	Jane Farber, Judy Kotick
Anne Digges	Colorado Chapter
Mary Jane Dolehanty	Rose Chapter

Donna Douglas	Family and friends of Donna Douglas, Cheryl Hietpa, Pondersoa Valley Homeowners Association
Mildred English	Charlotte Chapter
Penny Evans	Dale Drew, Bay Area Chapter
Sally Fleming	Shreveport Rose Stitchery Chapter
Nan Getzin	Fort Wayne Chapter
Vera Julia Gordon	Brooklyn Chapter
Anna Graves	Long Beach Chapter
Dorothy Hand	Sally Olsen
Eileen Herbst	St Paul Needleworkers
Molly Holt	Bob Goodman family
Tina Hubis	Colorado Chapter
Ellen Hutchinson	Central Florida Chapter
Marion Jones	Suwannee Stitchers Chapter
Berta (Bert) Kroening	Sandia Mountains Chapter, Turquoise Trail Chapter
Kathleen Lind	Kathy Weigl
Barbara Loftus	Colorado Chapter
Joyce Lukomski	Evergreen Chapter
Mary Jane (Sasha) Mabe	Iris Chapter
Ima Dean Matthews	Kris Andres, Amy Stocklen
Julie McCarter	Sea Grape Chapter
Laurie McLellan	Don McLellan, Long Beach Chapter
Louise McWilliams	Sea Grape Chapter
Hildegard Metzsching	Yellow Rose Chapter
Diane Mielke	Karen Wojahn
Jane Owens	Camellia Chapter
Cathy Paulk	Briston Tennessee/Virginia Chapter
Eunice Porvaznik	Show Me Stitchers
Pat Schwartz	Canapy Oaks Chapter
Terry Smith	Friends of Terry Smith
Pat Stone	Family of Pat Stone, Madison Area Chapter
Mary Lou Storrs	Karen Wojahn
Mary Sturtevant	Karen Wojahn
Violet Strimbu	Needle Artisans of Northwest Indiana
Gloria Vandaveer	Dallas Needlework and Textile Guild
Lenore Westman	Helen Ringgenberg, Valley Junction Chapter
Harriet White	Adrienne Meyer, Indian River Chapter
Jenny Wilson	Sandia Mountains Chapte
Janet Whitlatch	Andi Bailey, Regina Giles, Emily Moore, Columbus Area Chapter
Jo Ziegler	Aiken Stitchin' Belles

The following were so honored by their friends, families, and other donors to EGA

In Honor of	From
Cheryl Christian	Laura Smith
Leslie Gagliardi	Caroline Hayes
2019-2021 Rocky Mountain Region Board	Nan Windle
Linda Busalacchi	Wendy Lynn
Mike Swan	Caroline Hayes
Marion Scoular	South Central Region
Judy Stewart	Susan Clayton

EGA MEMBERS WHO HAVE PLEDGED IN THE CROWN JEWELS PROGRAM

DIAMOND LEVEL

Ann Bergman
Diane Bishop
Sandra Force
Leslie Gagliardi
Pepper Pfeifer
Karen Wojahn

Beverly Hunter
Solveig Walstrom
Kathleen Weston
Goria Zanella

Anne Holly
Kaye Judt
Janette DeNeen Leighton
Sydney Mace
Joyce McCoig

EMERALD LEVEL

Judy Badger
Marcia Barrere
Linda Busalacchi
Pam Coller
Florence Englund
Terry Faber
Sandra Force
Karen Hamilton

Vicki Morrison
Fran Orfino
Mike Swan (in memory of Penny Evans)
Pat Sweet
Linda Walker
Rebecca Wardlaw
Nan Windle
Janice Wood

RUBY LEVEL

Anonymous
Carrie Eddy
Sandra Force
Jean Hubsch

Ways to Give

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

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

- Donate to the Annual Fund or the General Contributed Fund.
- Donate to the Crown Jewels of EGA.
- If you have a specific objective for your donation, contact Marketing@EGAUSA.org.
- Volunteer to hold a stitching session with friends and raise funds.
- Shop the EGA store to purchase merchandise and gifts.

- Sign up for a class – there is something for everyone in correspondence courses, independent study, extended study programs, chapter and region educational events, and EGA seminars.

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

Donations should be sent to:

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

KEY PERSONNEL

BOARD OF DIRECTORS - DECEMBER 2019

Janet Noble, President
Marnie Graley, Vice President
Maria Hall, Secretary
Jennifer Mullins, Treasurer
Celeste Chalasani, Dir of Education
Beth Lindsay, Dir of Membership/Marketing
Georgann Lane, Dir of Bylaws
Carole Overton, Carolinas RD
Wendy Lynn, Great Lakes RD
Scottie Erikstrup, Greater Pacific RD
Susan Ritter, Heartland RD
Marge Kelly, Metropolitan RD
Donna Pence, Mid-Atlantic RD
Gerry Stark, Mid-Eastern RD
Sue Polumbo, New England RD
Judie Neufeld, Pacific Southwestern RD
Trudy Pohawpatchoko, Rocky Mountain RD
Sandra Harwell, South Central RD
Linda Dean, Sun RD
Vera Grimsley, Tennessee Valley RD

HEADQUARTERS STAFF

Cynthia Welch, Administrator
Rand Duren, Electronic Media Coordinator
Courtney Matthews, Administrative Assistant
Tonya Parks, Membership/Financial Coordinator

NOMINATING COMMITTEE

Adrienne Meyer, Chair

Julie Anderson
Judy Badger
Kari Boardman
Sue March
Kathy Melville
Kandy Nunn

LESSOR (of building)

BET Investments, LLC, Louisville, KY

NEEDLE ARTS MAGAZINE/INSIDE EGA

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

MARKETING

Fieldtrip, Louisville, KY

WEBSITE DEVELOPMENT/MAINTENANCE

Mightily, Louisville, KY

CERTIFIED PUBLIC ACCOUNTANTS

Deming, Malone, Livesay & Ostroff, Louisville, KY

ATTORNEYS

Middleton Reutlinger^R, Louisville, KY
Rumsey & Bugg, Irvington, VA
Seiller Waterman LLC, Louisville, KY

Embroiderers' Guild of America

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

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