

PSREGA Region Meeting

April 1, 2022

The meeting was called to order by Region Director Marilyn Evans at 9:30 am. Mari Bangs took the chapter roll call and there was a quorum present.

Marilyn Evans introduced guests Karen Hamilton, EGA President, Marge Kelly, EGA Vice President, Wendy Lynn, National Director of Membership and Marketing, Barbara Larson from OCCEGA and Carmi Vescelus from SCCEGA.

The October 2, 2021 minutes were approved as submitted.

Marilyn Evans, Region Director, presented her report from the March National meetings. It is attached to these minutes.

Mari Bangs, Assistant Region Director, presented her report. It is attached.

Linda Geddes, Treasurer, presented her attached report.

Wendy Lynn, National Director of Membership and Marketing, joined the meeting and gave the attached PowerPoint presentation. Some of the highlights included getting banners for each region to have at public events. They would like to know how to get into Girl Scout troops to teach needlework. For Outreach at fairs, shows, etc. you can sometimes get a free booth to participate. She suggested not just sticking to needlework expos, but to branch out to quilt and knitting shows as well. Could we take out an ad in their program booklet? For exhibits, there were a few questions raised. Are photos allowed at an exhibit? Are there any copyright issues? There was discussion regarding getting permission to get designer approval to display stitched needlework. The stitcher would need to contact the designer to get approval. Usually, the designer will reply quickly one way or another. National is working to get a legal opinion regarding the current National policies and procedures. Linda Leone asked a question about newsletter photos. Wendy said to give credit when displaying the photo to the designer. The stitcher should ask the designer for permission to post/display the photo. The Policies and Procedures don't mention photos specifically and they need to be reviewed and updated as needed. She will be talking about her committees Information regarding Committees for marketing April 30 and May 1 – 3 pm EST. Send email to marketing@egausa.org to get invited.

National President Karen Hamilton said we have to follow legalities in regards to copyright issues. National VP Marge Kelly agreed.

Mari Bangs asked about how to do Outreach locally. Business cards can be ordered from National. If you print your own you have to get approval from National on the design. A piece of paper could also be used, but the format would still need to be approved. Either could be included with the donations that are made – stitched or purchased.

Wendy explained how to access the Policies and Procedures - go to egausa.org Members Only and then going to Documents, and then going to document download. You can do a search as well. Torrey Pines should update their cards with the new logo.

Stephanie Horsley, 2021 Seminar Chair gave her final report. It is included in the attachments. Seminar 2021 took place in Las Vegas, NV. 98 students attended. Unfortunately, the Region suffered a loss. The seminar was rescheduled from April to October due to COVID and the classrooms that were previously free had to be paid for. We didn't offer dinner to save money. Thirty (30) people cancelled. Priscilla and Chelsea allowed us to post information on their Facebook page. They almost cancelled, but Stephanie got them to come. There are other celebrities out there that could be tapped going forward. The local shop, Stitcher's Paradise, really supported the seminar. Stephanie was very upset about the loss, but if we had cancelled the seminar the region would have owed the hotel \$150,000.

Pat Correze - Annual design - see attached report.

Marge Kelly - diversity progressing - new items on FB. Moving forward slowly.

Education - Mary Louise Eck - See report. 28 people on lecture last week. Has leader for first GCC. Study boxes are at Carol Stevenson's house will be picked up soon. There is a Study Box list on the website.

Finance - Linda Leone presented her report. Marilyn Evans provided information regarding the Halo bolts. She has 19 new and 2 used for sale. She pointed out that you can't charge it and use it simultaneously. Marilyn will be at OCCEGA's May meeting. Barbara Larson will buy the used Bolts that were returned.

Membership - Louise Pomes - see report. Members can update their own information on the National website. Annual renewals coming up soon. Please use the latest forms on the websites. Louise sent the forms to Chapter Membership Chairs. We had 7 chapters miss the deadline last year. We don't want any chapters to miss the deadline this year.

Bylaws - Kandy Nunn's report is attached.

Webmaster - Helene moved the domain registration to be the same place as the website domain. We can only use one account to sell. It is not currently set up. We can use links to promote chapter sales.

Logo - Helene presented two possible region logos. The first was submitted by Barbara Larson and the second one was designed by Suzanne Knepper. Karen Hamilton commented that the thread cannot be attached to the PSR part on the second one and recommended that we look in the brand standards on the national website for examples. There is money that we didn't use for the website that we might be able to use to update it, but we would need to have a motion to hire a designer. Both designs will need to be redone to meet the

national guidelines. Marilyn will send out the guidelines to chapter presidents and region reps. Deadline to submit is August 1 and must be digitized.

National President Karen Hamilton had to leave for another meeting. She mentioned that the National board is looking to reduce the paperwork requirements. She will attend the next region meeting October 1, 2022.

Seminar 2023 – Louise Pomes – we will do a survey to ask what the region wants to do in 2023 for the next seminar.

A lunch break was taken; the meeting resumed at 12:36 pm.

Azure Verde Chapter – Tammy Kritz – highlighted Knot Another Project on May 27, 2022. The flyer is on the website. Tickets are \$25 each.

Seminar Advisory Committee - Mari Bangs – review of 2021 seminar – see attached – Seminar budget was not approved. The Region treasurer should be on the seminar account. The Region Director at the start should be on the committee through the seminar. Louise Pomes audited the seminar books and said it was an eye-opening experience. Small targeted events are what should be done going forward. Several comments were made. Should we have a super seminar every few years? Need to rethink the swag. There were leftovers that people didn't want. Do we combine with Greater Pacific? Region seminars are social events. National is looking at re-budgeting seminars due to reduced numbers. Seminar is at 363 currently, usually they are over 400 by this time. We need to be fiscally responsible and not overburden our members. Need locations included in the survey. We need to include COVID in our planning by possibility of having convention travel insurance.

Chapter reports:

Northern Arizona is disbanding.

Silver Meadows – hard to find a meeting room. Meet at Ikea Tuesday evenings in the cafe to stitch.

Starlight – a banner made to advertise while public stitching.

Tucson – Hazel Blomkamp, an international traveling teacher, will be coming.

Newsletter – due a week from today. Send to Judie for the newsletter and to Helene for the website.

Need to send newsletters to other chapters and region director.

Nominating Committee - Judie Neufeld, Chair

The Nominating Committee is pleased to present to the Board the following proposed slate of new officers:

- Region Director – Mari Bangs
- Assistant Region Director – Linda Geddes

- Secretary – Kandy Nunn
- Treasurer – Jan Woolsey

The election will be held at the fall PSR meeting. Further nominations from the floor at the fall meeting will be accepted.

New Business:

Barbara Swalley moved that we increase the amount of the Virginia Miller award from \$250 to \$750 as requested by National. Jan Woolsey seconded the motion and the motion passed by general consensus. Motion Rationale: to increase participation in the Through the Needle Exhibit.

Kandy Nunn moved that we purchase a ¼ page ad for the New York Seminar 2022 Handbook at a cost of \$75. Jean Lima-Keyte seconded the motion. The motion passed by general consensus. It is due by July 11 with a check payable to EGA Seminar 2022. Jan Woolsey will do the copy. It must be digitized when sent.

The region was approved to host the 2029 seminar.

Region Meeting – voted in October to have all meetings via Zoom. It is a great idea, but property needs to trade hands and shipping costs are very high. The PSR Executive Committee moves that the Fall PSR Board Meeting should be in person at a central location, such as Palm Springs, hosted by the PSR to be held every two (2) years at the transition of officers. The motion passed by general consensus. The meeting will be a hybrid meeting and will start in Fall 2022.

Gold Thread Award– SCCEGA is nominating Carol Algie Higginbotham. So far Jill Bonino has received 5 endorsements from other chapters and more are coming. They are due to Jill by April 16 so she can meet the May 1 deadline.

Golden Needles – send in your entries -Applications are on the national website.

Helene shared slides of various projects done by region members.

Meeting adjourned at 2:50 pm.

Respectfully Submitted,

Linda Geddes, Acting Secretary



REGION COMMITTEE REPORTS

Executive Committee Reports

Region Director – Marilyn Evans

EGA National Meetings were held in March 2022. The video of the meeting is available online.

- **Annual Meeting Page:** <https://egausa.org/annual-meeting/>
- **YouTube Link:** <https://youtu.be/Z9wk1bWGUfw>

Headquarters: The Library and study box usage at EGA headquarters increased. They received approximately 1000 boxes of books from an estate in 2019. A volunteer from the local Louisville, KY chapter has returned to cataloging them after a two-year interruption due to Covid.

Marketing and Membership: The national Youth Program needs a Youth Program Chair. If you are interested in this position, please contact the Director of Marketing and Membership, Wendy Lynn. Wendy will be speaking at the region meeting about outreach.

Work continues with IDEASxlab that will assist EGA with identifying EGA values, vision, and plans to increase membership over time.

National Seminars: The Board approved the nomination of Shawn Miller as National Seminar Registrar for 2022 – 2025.

The 2022 national seminar will be held in downtown New York. Registration is now open to everyone and the seminar committee is expecting many classes to be totally filled.

Mari Bangs, ARD and I will be attending the national meetings in August prior to the opening of seminar.

2023 seminar will be held in Boston. 2024 seminar will be hosted by Tennessee Valley Region and be held in Atlanta, GA. Seminars 2025 in the South Central Region and 2027 in the SUN Region are in the early stages of planning.



REGION COMMITTEE REPORTS

PSR has been approved to host the 2029 National Seminar. We will need region members to volunteer for Seminar Chair and other executive seminar board positions. You will be working with the National Seminar Committee. Training will be available, so you won't be starting from square one. Planning begins about three years prior to the start of the proposed seminar.

National Education: Help Wanted:

- True left-handed stitchers to pilot projects.
- Authors who can create a project to satisfy the request for more ethnic projects are asked to submit.
- Designers for petite projects and authors for Technique Basics are needed.
- Individuals to help revise *Programming – A Handbook for Effective Planning and Presentation* needs updating. Anyone who has experience in this area, especially with modern media and communication is asked to contact Carol Rinard, Education Publications chair.
publications@egausa.org or crinard@Salina57.com

Region Items:

Chapters are welcome to use PSR's subscription to Zoom to schedule meetings for more than the 40 minutes allowed by the free version of Zoom. Scheduling is based on a first-come, first serve basis. Contact Judie Neufeld to arrange scheduling. rwn932@yahoo.com

I was contacted by EGA National President, Karen Hamilton regarding increasing the award amount of the Virginia Miller Contemporary Needlework Award to \$750. The amount of the award is currently \$250 and is awarded to someone whose work is included in *Through the Needle's Eye*. Payment is made from the interest collected. This award is sponsored by PSR and is given *for needlework in which theme, materials, and method of working are used in an innovative way*. "The award honors the memory of Virginia Miller, a former region director and national seminar chairman. Virginia, as a member of the "Lumpy Bumpies," was interested in pursuing needlework in new and innovative ways. The award fund was started by her friends and the first award was given at the Seventeenth National Exhibit in 2002. Winner does not need to be a member of EGA."



REGION COMMITTEE REPORTS

I attend bi-weekly meetings with other Region Directors. We discuss problems and try to find solutions to problems that plague all regions such as declining membership and ideas for increasing membership through public outreach, issues chapters and regions may have with National reports. We also discuss ways to lower our expenses and increase our revenue so that we can keep dues the same

Assistant Region Director - Mari Bangs

I have done the following since the Fall PSR 2021 Meeting.

- Seminar Advisory Committee (SAR) Activities
 - This committee met, via zoom, three (3) times to finalize the 2021 Region Seminar activities and to close out the seminar
 - The committee met on 16 October 2021 to ensure that all was prepared for the seminar.
 - The committee met on 18 December 2021 to discuss the close-out of the 2021 region seminar.
 - Stephanie Horsley presented her final report.
 - An audit committee of Louise Pomes and Mari Bangs was formed. An additional person will be added to assist – either Kathleen Hoy or Maura Robinson depending on their availability. The audit must be completed prior to the PSR Financial report to National EGA can be completed
 - There was much discussion of the 2021 Seminar's financial loss. Mari Bangs will present the issue at the Spring PSR meeting.
 - The PSR 2023 Seminar will likely be a retreat, a workshop, or possibly both. Louise will canvas the chapters for input.
 - We proposed to host the National EGA Seminar in 2029 and our proposal was accepted.



REGION COMMITTEE REPORTS

- The committee met on 12 March 2022 to discuss the 2021 Seminar Audit Report, a review of the SAR Brief to be presented at the Spring PSR Region Meeting, to discuss the 2023 Region Seminar plans, and to discuss actions for the National 2029 Seminar.
- I participated in a PSR Executive Meeting held in Las Vegas on October 30, 2021.
- I participated in a PSR Executive Meeting on November 13, 2021.

Secretary – Sharon Fredgren

- Participated in a PSR Executive Meeting held in Las Vegas on October 30, 2021.
- Participated in a PSR Executive Meeting on November 13, 2021.

Treasurer – Linda Geddes

The current balance in the checking account is \$1,024.78 and in savings \$18,217.29. I am expecting an increase in the savings account once the Seminar 2021 account is finalized of about \$3000. Patty Gabrisch is helping to recover tax overpayments from last summer. At this time, it is not known how much we will get back.

Standing Committees Reports

Annual Design – Pat Correz, Chair

The Committee has done the following:

1) Sales

Sales to individuals: \$25 for *Historic I*, \$20 for *Garden of Dreams*

Sales to chapters/groups: \$20 per student

Email authorization to chapters for distribution of “x” number of patterns is sent when chapter check is received. Several chapters out of region are doing Historic I as programs.



REGION COMMITTEE REPORTS

Sales of Garden of Delight in 2020: \$580

Sales of the *Historic I* and *Garden of Delights* patterns continue in 2021
\$865

Sales in 2022 as of 1 March: \$260

TOTAL SALES TO DATE: \$1705 for two designs. Total payments to teachers for these two designs: \$1000 with net profit as of March 1, 2022 - \$705. It is self-sustaining to date.

Pulled Thread Passion by Barbara Kershaw will be advertised for sale in the fall of 2022 as the new design is released.

2) Future Events:

When possible, the designer will be selected from PSR designers and out-of-PSR in alternate years.

The design for 2022-23 is in piloting and expected to be ready for distribution at the fall 2022 PSR meeting.

The designer for 2023-24 has been selected and a design will be chosen in the near future.

The designer for 2024-25 has been selected and a design will be chosen.

Bylaws & Governing Documents – Kandy Nunn, Chair

The amended Bylaws of the Pacific Southwest Region were forwarded to National for approval. They have been approved and are currently on our Website.

The Region's Policies and Procedures have been update to reflect the changes to region meetings.

Education – Mary Louise Eck, Chair



REGION COMMITTEE REPORTS

About a month ago, I stepped into the big shoes of Carol Stevenson as Education Chairman. A week later Carol, Marilyn and I held a Zoom call to talk about Education plans for the rest of this year. Carol, thank you for your work with PSR, and especially as Chairman of the Education Committee.

- Here's what we have planned so far:
 - On Tuesday, March 29 at 7 PM a virtual Zoom lecture will be given by Jennifer Riefenberg on Judging Needlework. Flyers have been sent out to PSR chapters and a follow-up reminder flyer will go out prior to the lecture. Thank you, Judie Neufeld, for being the Zoom host for this event. I also want to take a moment to thank Marilyn Evans for her help with my many questions about the work and procedures for this committee.
 - Two Group Correspondence Courses are about to start. The first is the new Hearts for You by Denise Harrington Pratt and has 14 members signed up. The second is Finishing With Flair by Marion Scoular, which has 9 members signed up.
 - Plans are underway for another virtual Zoom lecture, possibly to be held in June. The topic has not been finalized at this point.
 - We are arranging to have the study boxes moved from Carol's house to either Marilyn's house or to my house. If your chapter has an interest in using a study box, please be in touch with me.

Now, I'd like to hear from you as to what you are interested in from the Education Committee. Please don't hesitate to be in touch with me. My email address is: marylouiseeck@aol.com and I'd love to hear from you.

Finance – Linda Leone, Chair

During the October 2021 region meeting there were two motions presented: Motion #2021-8 which Linda Leone presented to pay the PSR sales tax and penalty due for 2019 and 2020. Motion passed.

(I, Linda Leone, move to pay the PSR sales tax and penalty due for 2019 and 2020 in the amount of \$1444.82 and amend the 2021 budget by the same amount. (\$1314.35 for 2019 and \$130.47 for 2020. Rationale: Pacific Southwestern Region is required to pay sales tax and penalties. Motion #2021-8)



REGION COMMITTEE REPORTS

Work is on-going by Patty Gabrisch as she works with the California Department of Tax and Fee Administration on finalizing the sales returns and receiving refunds from years 2019 and 2020. Patty was given authorization to access the PSR account and prepare sales tax return by the finance committee at the August 13 meeting and reported at the October region meeting.

In addition, motion #2021-16 authorized PSR to contract with sales tax experts in each state represented by PSR to advise and file sales tax documentation on behalf of PSR based on both PSR and PSR Seminar Sales. This motion was first tabled for further discussion then sent back to the finance committee. The committee withdraws the motion with the decision that in the future all PSR sales forms will include a sales tax line item. The actual tax to be collected will be determined by the treasurer at the time of the sale.

"The committee moves that PSR contract with sales tax experts in each state represented by PSR to advise and file sales tax documentation on behalf of PSR based on both PSR and PSR Seminar Sales Motion #2021-16."

I don't know if we need a motion to withdraw the motion but will write one up just in case.

Breaking News

Patty Gabrisch just completed filing the amended sales tax returns for 2019 and 2020. Each return shows a balance due and so Linda Leone might receive notices. David at CDTFA said DO NOT PAY THE AMOUNT DUE. The returns will go through as amended and will be processed against the original filings and the overpayments will be refunded by check.

Patty will be able to access any notices received by Linda Leone and follow along the process using her own third party CDTFA account so will check online every few days to see how things are processing and will email Linda G., copies of any correspondence, for her files.



REGION COMMITTEE REPORTS

Between the two years, final records show that tax and penalty in the amount of \$1,514.23 will be included in the refund. I'm not sure about the amount of interest refunded but there will be some.

Suggestion by Linda Leone that in the future the current treasurer be given access and control of the CDTFA account by giving her/him the login and password and allow her to change same.

- **Halo Bolt Sales – Marilyn Evans**

- Two units were returned because they did not hold a charge and kept shutting down. I took them home and plugged them in for more than 24 hours. I then plugged them into a table lamp with a 60-watt bulb and the batteries lasted for 5 to 6 hours. With low wattage lamps and phones, the battery will shut down to reserve its power. All that needs to be done is to push the on button each time. The battery has four green lights that will stay on. One to four lights show how much power is still available.



REGION COMMITTEE REPORTS

Income			Projected Total Income	Projected Total Profit		
\$104.75 per unit						
Units Sold	*Sales as of 12/01/2021		*Total Sales	*Total Sales less Expenses		
276	\$28,911.00		298 \$ 31,215.50	\$ 5,178.98		
Expenses			Individual Orders Profit			
Cost of Goods Sold			25,188.00	Sales	Expenses	Net Profit
	*Order 1	8,900.00		10,475.00	8,900.00	1,575.00
	*Order 2	8,200.00		10,475.00	8,200.00	2,275.00
	*Order 3	8,088.00		10,475.00	8,088.00	2,387.00
Advertising			450.00	Total 6,237.00		
	2019 EGA Seminar Handbook	100.00		*Orders are for 100 units each		
	2019 ANG Seminar Handbook	350.00		*Sales totals do not include shipping fees paid by Buyer.		
Table Rental			75.00	*Expense totals do not include shipping fees paid by Region or refunds for overpayments.		
	2019 EGA Seminar	75.00				
Other			323.52	Inventory units on hand to sell:		
	Donations to Seminars	161.76		20 + 2 used units		
	Returned units	161.76		1 unit donated to PSR seminar 10/31/2021		
Total Expenses			26,036.52	1 unit donated to EGA Nat'l President (outgoing Janet Noble) on 9/4/2021		
Current Profit			\$ 2,874.48			

Unit Sales and Donations				
2019	2020	2021	2022	Totals
236	17	20	0	273
0	0	2	2	277

1 unit donated as gift to EGA outgoing President

1 unit donated as 21 Seminar Opportunity Prize

2 units returned as defective

Donation units cost of goods 80.88 161.76

Returned units cost of goods 80.88 161.76



REGION COMMITTEE REPORTS

HISTORIAN – Marilyn Evans, Acting Chair

Virginia Miller was a member of Inland Empire and the Lumpy Bumpy interest group. She was PSR RD in the 90s. She was seminar chairman for National in 2001 in Newport Beach. She died suddenly the night she returned from the national board meeting in summer of 2001. Betty Lou Pendleton became seminar chairman. Then 9/11 happened just before the seminar. We had a very successful seminar with few cancellations and the hotel. Newport Marriot, bent over backwards for us.

The region voted to establish an award at National as explained. She did a lot of creative and unusual needlework thus the requirements

I have been looking through old PSR records for the names of Past Region Directors, Seminar Chairs, and Gold Thread Award Nominees from our region. Much information is missing so if anyone can fill in the blanks, then please send me the information for inclusion as I want to put the information on the webpage. Please ask your chapter members if they remember any of this information and send it to me.

- Past Region Directors
- Past Seminar Chairs plus name and location of seminar
- Region Gold Thread Award winners

Membership – Louise Pomes, Chair

As of 2/7/22, PSR had 467 Primary members. In addition, there were 93 Members at Large in the region.

Now would be a good time to put an insert in your newsletters to remind members to update their information with National by 1) updating their profile on line on the EGA website; or 2) emailing changes to Tonya Parks at EGA (typarks@egausa.org); or 3) giving the changes to you, the Chapter Membership Chair, who will then send it to Tonya.

The Annual region dues deadline is coming up before we know it. Please remember the following when filing your reports:

- 1) The Region Report, Part-Year Voucher Reports (if applicable), copies of your National report and region dues checks are to be mailed to the



REGION COMMITTEE REPORTS

Region Treasurer, Linda Geddes at 11120 Wildflower Road, Temple City, CA 91780. Linda will email copies to me. Alternatively, all of the fore mentioned reports can be emailed to both Linda at glcgedde@pacbell.net and me at LMPomes@sbcglobal.net and just the check mailed to Linda.

- 2) Please remember to list all Plural members and indicate whether they are In or Out of the region. The Region Report has two lines for totals for Plurals.
- 3) Reports and checks are due to Linda Geddes **by May 31, 2022**. Seven chapters missed this deadline last year. Please plan ahead for vacations or appoint someone temporarily in case of illness.
- 4) Forms are available on the PSR website under Members only, Forms, Membership Renewals.

Please contact me if you have any questions or comments.

Newsletter – Judie Neufeld, Editor

Since the fall region meeting, one newsletter was sent to all chapters in October 2021. The newsletter had 28 pages. The next newsletter will go out after the spring region meeting.

Region Newsletters are in the Members Only area and available to all region members to read. The USER NAME: psrega PASSWORD: stitcher (letter case does not matter)

Nominating Committee - Judie Neufeld, Chair

The Nominating Committee is pleased to present to the Board the following proposed slate of new officers:

- Region Director – Mari Bangs
- Assistant Region Director – Linda Geddes
- Secretary – Kandy Nunn
- Treasurer – Jan Woolsey

The election will be held at the fall PSR meeting. Further nominations from the floor at the fall meeting will be accepted.



REGION COMMITTEE REPORTS

Outreach– Linda Leone, Chair

I want to thank the chapters for sending in the reports of their community outreach activities. Although there are 18 chapters, there were just 9 who were able to send in their reports. But those chapters were active in spite of the covid epidemic.

The report for PSR was forwarded to Tonya at national just prior to January 15. Prior to the fall region meeting I sent the notice and the questionnaire form to chapters. Then there was a reminder sent in November and one in December. Since some chapters do not have a community outreach chairman the messages are sent to the president and in some cases the region rep. Please pass on messages to the appropriate chairman if you receive a message not belonging to you.

This is the second year for my outreach report and my understanding of how to complete the report has not improved. Fortunately, in February I attended a Zoom meeting with several region outreach chairs. Wendy Lynn, EGA Director of Marketing and Membership will be our guest speaker at this meeting to clarify the purpose, scope and use of the information gleaned from the reports you send to me. During the meeting I was dismayed to learn that the information we give national is not used! On the other hand, I was happy to find that in the coming year we will have new forms and directions.

Unknown to me, and I am assuming most of you, there is a “Stitch in Public” form for our use. I will include it in my communication with you in November. In 2022 a committee of region outreach chairmen will be working on simplifying and updating the form chapters will send to the outreach committee chairman next year.

Maybe the year 2023 will find us able to participate in more community outreach projects. Outreach is a major source of new members, and these activities are our opportunity to get our name out there.

Region Seminar 2021 – Stephanie Horsley, Chair

Planning for the 2021 PSR seminar began in January 2019. For the first few months of the year, I approached a number of locations in Southern California,



REGION COMMITTEE REPORTS

Las Vegas, Nevada, and Arizona. These included a Doubletree hotel and the Wigwam in Arizona, the Hyatt Regency and Renaissance in Palm Springs, and a retreat facility in Lake Arrowhead that is owned by UCLA. I focused on dates in late spring or into the fall because the locations we were looking at are extremely hot in the summer and costs are increased a bit during the summer because they are all considered popular vacation spots. I finally settled on the last week of April 2021 and, after comparing the availability, cost of hotel rooms, meeting room rentals, and amenities, and discussing the various options with members of the PSR board, we chose the most appealing options and planned site visits in May 2019 to the Hilton Mission Valley in San Diego and the Renaissance Las Vegas Hotel. Both hotels offered us complimentary hotel rooms to stay in during our visit.

The hotels offered room rates during our desired dates within \$10 of each other. In initial negotiations with them, both hotels were also willing to waive the meeting room rental fees if we met our food and beverage minimum. At the Renaissance, the meeting rooms would have been \$500 per room, per day. The food and beverage minimum at the Hilton Mission Valley was lower and more in line with our budget. The minimum at the Renaissance was initially set at \$50,000 and I was able to negotiate that down to \$28,000, given our estimated number of seminar attendees.

The Hilton Mission Valley was a very impressive, newly remodeled hotel. When we made the site visit, they were hosting an event for another group, so we were able to see their set-up and available options. The staff was nice and willing to be as accommodating as possible, which made us feel like they really wanted the seminar there. When we left, we were fairly convinced that we could make the hotel work. The hotel rooms were large and well lit, and the hotel itself, while not big, was laid out nicely and very spacious. However, the downsides were that there was some freeway noise in the hotel rooms if you stayed on the north side and while the hotel had an onsite restaurant, any other meal options would require a car to reach them as they were on the other side of the freeway and a short distance away. There also was not a local stitching store nearby to partner with for support. And knowing how the seminar ended up coming together, I see now that hotel never would have worked because there was not nearly enough meeting space. They only had three rooms that could be used for classrooms, one room for meals, and possibly a portion of their small ballroom on the main floor.

We visited the Renaissance Las Vegas Hotel the same weekend. This location was suggested by members in the local guild, in part because it was off the Las Vegas Strip, and because it was a non-gambling, non-smoking hotel. We met with Janine Coughlin, Senior Sales Manager, and we were also greeted by the general manager of the hotel. Janine showed us each of the meeting rooms, which we were pleased to see had adequate light and were very spacious and she showed us each of the guest rooms. She also told us we could make special requests such as having the on-site Starbucks stay open later in the day, and the close and convenient location of a Las Vegas Monorail station. At the



REGION COMMITTEE REPORTS

conclusion of the meeting, I told her that our decision would be between this hotel and one in San Diego and asked her if they would be willing to waive their destination fee, as the Hilton had agreed to do. She asked me if this was a deal-breaker and I told her yes. Janine called me two days later to tell me that they would indeed waive the destination fee and I then confirmed with her that we had selected their hotel for the seminar.

During our time in Las Vegas, we also visited the local needlepoint store, Stitcher's Paradise, and talked to the co-owner, Gina. We told her why we were there and asked if they would be willing to be a part of the seminar. She said yes. They would offer a discount to shoppers, extend their hours for our attendees, and provide some sort of special gift to everyone. Becky Acosta became the main liaison with the store. Shortly after we returned home, we had the location set and the dates for the seminar confirmed for April 27-May 1, 2021.

Throughout the summer and early fall of 2019, we designed the seminar logo, which was subsequently approved by EGA National, started researching potential fundraising items and began assembling the Seminar Committee.

In October 2019, we returned to Las Vegas to finalize some arrangements with the hotel, further discuss the involvement of Stitcher's Paradise, check the availability of potential fundraising items, and meet with members of the local guild to discuss their involvement in the seminar. We were again offered complimentary rooms at the hotel for a portion of our stay. One of the things we had been discussing was ways that we could do something things differently than past regional and national seminars to hopefully bring uniqueness to our seminar and interest new attendees. In my past event experience in Los Angeles, something that always made events more exciting was when celebrities were involved. Thinking along that line, I approached Priscilla and Chelsea, who are very popular on Flosstube (social media) for their finishing ideas and have a very large following, to see if they would be interested in participating in the seminar by giving a lecture on finishing and teaching a cross stitch class during the seminar with an exclusive pattern design. I reached out to them through Facebook and Priscilla quickly responded that yes, they would love to participate. I also contacted Vonna Pfeiffer, the Twisted Stitcher on Flosstube, who is also very popular, to see if she would join the seminar but she declined, saying that since she doesn't have a line of patterns to sell, so it was a lot of work for little return, and, because of this, she had opted not to participate in such events.

When we finalized our contract with the hotel, we had booked a little over 50 sleeping rooms for the seminar. Once we confirmed Priscilla and Chelsea's participation and knowing their extremely large following (they have over 10,000 subscribers on YouTube alone), we felt there was the potential for a much larger turnout than we had anticipated. So, I reached out to the hotel, and we increased our room count to 100 rooms. An addendum to the contract was drafted and approved. The hotel counts by nights not rooms, so the



REGION COMMITTEE REPORTS

contract was for 850 nights with an attrition rate of 80%, meaning we were contractually obligated to fill/pay for 80% of the 850 nights, so 680 nights. With their approval, I posted on Priscilla and Chelsea's Facebook page about their participation and asked people to submit their email addresses if they would like information on attending the seminar. Within three days we had an interest list of over 500 people.

As I was determining the cost for each registration level, I factored in the cost of two meals each day there were classes, teacher fees, travel, and other administrative costs, and the opening reception. I also added a small amount to each registration level for help with unexpected expenses. After reviewing the menus for the hotel, I determined that it made sense to only provide breakfast and lunch each day of classes. The cost to include dinner would have increased the cost by at least \$85 PER DAY, and that just seems much too high. We were going to be in Las Vegas, which offered a variety of restaurants, perhaps people would want to go out and visit a casino or see a show, and they could have dinner at a much lower cost on their own. I also decided that, rather than host a banquet dinner, which people did not seem to express an interest in attending, and considering the cost, we decided to host an opening night reception around the pool, which we were able to reserve for our use only and serve appetizers. It would start early in the evening so people could still go out to dinner if they chose.

Another idea to change things up a bit was to create gift bags that would be presented to each attendee upon check-in at the seminar. After researching different items to include, I found water bottles and tote bags that could be ordered and printed with the seminar logo through a company called 4imprint. Both items were approved by EGA National. Anything else that would be included in the bags would be by donation only. Monica Dami reached out to several thread companies asking for donations and we received threads from Weeks Dye Works, Colour Complements, and ThreadworX. Stitcher's Paradise also agreed to donate to the gift bags. At the seminar, their gift was packaged in an envelope included a wooden thread organizer in the shape of the Las Vegas sign with their logo and a Las Vegas nail file. No additional funds were spent on the bags and, given the cost to attend the seminar, I felt it was very important to give attendees something special when they arrived. The gift bags were very well received.

We visited a few souvenir shops in Las Vegas and found items that we were able to adapt for the seminar. These items included magnetized casino chips that we then added a second magnet to for needle minders, stuffed Las Vegas dice that were cut open, weights added to the center, resealed, and became frame weights. We also reached out to an online vendor named Cherise Smith who was able to take the same casino chips without magnets and create matching scissor fobs. Judie Neufeld and Marilyn Evans did some research online and found a company that was able to make plastic projects bags in three different colors with the seminar logo that were also sold as fundraising



REGION COMMITTEE REPORTS

items. These were approved by EGA National, and we started selling the fundraising items in early 2020.

During our meeting with members of the Silver Needle Chapter, they expressed their willingness to help with the seminar, though stressed that their chapter was fairly new, and their membership was small (about 25 members), but they would do what they could. We exchanged contact information and agreed to stay in touch. I expressed to them that we wanted them to take as much ownership in the seminar as they wanted.

In late 2019, a call for proposals went out to teachers and was posted on the EGA National and PSR websites.

By the start of 2020, planning was going well, there was great “buzz” about the seminar, and we began preparing to open registration in May. In February 2020, the seminar committee met to review each person’s responsibilities, discuss where the planning stood at that time, review past seminar issues that we wanted to try and address in advance, and, following that meeting, the Class Selection Committee met to review the proposals we had received from teachers, and make a first round of class choices. I met later in February with Linda Geddes, Faculty Chair, and we narrowed the list down a bit more. The thinking was to tighten the class list rather than select an excessive number of class and cancel what does not receive a good response. In my experience, when classes start to get cancelled, word gets out and it is too often perceived that this is an indication the seminar is in trouble. We wanted to avoid this kind of talk if possible. After reviewing the final list of classes, we felt there was not enough cross stitch options and Linda reached out to Jeannette Douglas to see if she would be interested in submitting proposals. She was and we confirmed her to teach two classes. She was an amazing teacher, and her classes were the most popular of the entire seminar.

For several months, there had been much discussion about whether we needed to be collecting sales tax for the fundraising items. There were a variety of opinions on this subject and the 2017 final seminar financial report did not seem to reflect that sales tax was collected for all fundraising items. Because some people did not seem to be receiving a satisfactory answer to this question, in early March 2020, I called and spoke to a representative in the Sales Tax and Permit department at the California Department of Tax and Fee Administration in Sacramento. I explained to the representative who PSR was, what the purpose of the seminar was, what items we were planning to sell in detail, and for what the money would be used. I was told that we were not required to collect sales tax on the fundraising items. At the time, PSR was also selling bolt batteries as a fundraising item for the region. I did not ask about this during my conversation.

As we were drafting and finalizing the registration packet and preparing for seminar registration to open on May 19, 2020, the Covid pandemic struck, and the country went on lockdown. Not knowing at the time how long the



REGION COMMITTEE REPORTS

pandemic or the lockdown and restrictions would last. we decided to move forward with our original schedule for opening registration and all other seminar plans. though we would continue to monitor the situation and make any necessary adjustments.

Registration forms were sent out to all members of PSR, including at-large members, and everyone on the interest list from Priscilla and Chelsea's Facebook page. All these lists totaled approximately 1,000 people. I sent out the registration form with the fundraising form to everyone on both lists who had not yet registered every other month through September 2021 as a reminder.

When registration opened, we had a swift response, receiving almost 40 registrations the first day. By the middle of Summer 2019, we were at 85 attendees confirmed. While it was a great response historically for the seminar, it was not as high as I anticipated given the initial interest there seemed to be in the seminar. Unfortunately, in talking to people, many were holding off registering because of the pandemic and not knowing where things might be in the following year. They wanted to attend but were concerned if it would be safe health-wise.

Into the fall of 2020, as the pandemic continued, we started having preliminary discussions about postponing the seminar. By this time, we had approximately 95 people registered to attend. I called Ianine at the hotel to inquire about what options we had if the pandemic was still a factor in April of 2021. She explained to me that because of the postponement of all the events in Las Vegas, the Renaissance had laid off all their special events staff except her, so everything was on hold there as well. She said that if we did need to reschedule due to the pandemic, the Force Majeure clause in our contract would go into effect and we would not be penalized for changes we needed to make. I told her that there was a possibility that we would need to cut back the number of hotel rooms we had booked due to people hesitating to attend. She said that would be okay and we agreed to wait until the end of the year to see if the status of the pandemic improved before making any final changes, but that she would make note about decreasing the number of hotel rooms.

By the end of 2020, when the pandemic continued to rage on, though now with the vaccine becoming available, it just did not seem possible to host the seminar in April of 2021. After meeting with the Seminar Committee, we decided to postpone the seminar to October 2021.

I spoke with Ianine told her of our decision. She said the Renaissance had merged its employees with their sister-hotel, the Westin in Las Vegas, and she was now working for both hotels and the special events staff for the Westin was now working with the Renaissance as well. She also explained to me that since more events in early 2021 were being postponed, availability in the fall was going to be difficult. However, if we moved the event into 2022, the Force Majeure clause would expire and we would have to pay the cancellation fee on



REGION COMMITTEE REPORTS

the contract, which was 50% of the entire contract, equaling over \$100,000. So, cancelling was not an option and we had to find a way to fit into the fall schedule.

We investigated dates and availability in the last week of October 2021, hoping that the results of the Covid vaccine would be in effect and the pandemic situation would have improved. The hotel had enough hotel rooms for our event, but the meeting rooms were almost all booked. One option we had been offered during our site visit was to use the Hospitality Suites in the hotel as classrooms, moving the furniture to make space for classroom tables. Those suites were all available during the last week in October and, with the few other meeting rooms that were also available, we confirmed October 27-November 1, 2021, as the new dates of the seminar.

The hotel had made the decision that, rather than writing addendums to the contracts for all the events being postponed in the first half of 2021, previous contracts would be voided, and new contracts drafted for the rescheduled dates, so we received a new contract to sign. However, Janine explained to me that the hospitality industry had taken a severe hit due to the pandemic and, as a result, our room rate would have to increase and other amenities that I had previously been able to negotiate at little or no cost to us would not be available. Because our registration had already been open for a year and having no options at any other hotels in Las Vegas, I had no leverage to negotiate with them again. Additionally, Janine also explained she had a new director she reported to from the Westin and who had to approve all the contracts, and, in Janine's words, "she doesn't think like we do." But she said she would do the best she could for us. The ultimate outcome of the new contract was that we decreased the number of hotel rooms to 70, the room rate increased from \$139 to \$169 and they added a daily destination fee of \$20, we would have to pay for the use of the Hospitality Suites and meeting rooms, though they would allow for our special room rate for these rooms, and we had to pay a rental fee for the use of the ballroom on the main floor that would be used for the meals, the lecture, and merchandise night. The hotel had also raised their attrition rate to 90%, but Janine was able to keep our previously attrition rate of 80% in place. These changes would drastically increase our expenses, but we really were left with no other options.

We spoke with the teachers and confirmed that they were all available for the new dates. We also made the decision to cancel one of the classes, the cross-stitch class offered by Stitch People, due to lack of sign-ups. We attributed this lack of interest to the fact that the previous summer they had offered the exact same class through their website for only \$15, which they did not tell us they were doing, so it took away the excitement of having them at the seminar. We also had scheduled Priscilla and Chelsea to teach on Friday, Saturday, and Sunday. No one had signed-up for the Sunday class, so that was cancelled as well. We kept their Friday and Saturday classes in place.



REGION COMMITTEE REPORTS

In January 2021, we officially made the announcement that the seminar had been postponed. Overall, we received a positive response to that decision. By that time, we had 100 people registered and immediately received six cancellations due to the new dates.

Throughout the first half of 2021 we received additional cancellations, however we also received additional registration forms, so we maintained a balance in attendees. In June of 2021 we determined that we needed to send out information to all current attendees and update them on what our COVID policy would be for the seminar. Following the example of EGA National for the seminar in Chicago, we told attendees that we encouraged everyone who attended to be vaccinated, and that we would follow the guidelines in place for Las Vegas, which at that time and through the seminar included an indoor mask mandate. No one canceled their registration based on our COVID policy.

In July 2021, we returned to Las Vegas for a final walk-thru at the hotel and to finalize the remaining arrangements for the seminar. During the visit we confirmed the menus for the seminar. All registrations included breakfast and lunch on each day that the attendee had classes. The plan was for the breakfast to include the basics such as cereal, fruit, toast and bagels, pastries, coffee, and juice. For lunch we had planned to serve boxed lunches, except for a plated banquet type lunch on Saturday. In preparation for the walk-thru I asked the hotel to have an example ready for me of what the box lunches would be like. The example did not contain any food; however, I was able to see the containers and could tell right away that this would not be an acceptable option for us. With what people were paying to attend the seminar, we could not serve them a lunch each day that included a sandwich, potato chips, and a cookie.

I reviewed the menu options again and discovered that they had an option for lunch called chef selection. This is an option where the chef prepares a special meal each day based on his own selections. It included a choice of two salads, two sides, and two entrees, plus a selection of desserts. I felt this would give our guests a warm, much more appealing meal. The cost was slightly higher than the boxed lunch so, to not increase the seminar expenses, we changed the plated meal to be the chef's selection as well and cut out one of the appetizers we had been planning to serve during the opening reception by the pool, and limited beverages at the reception and lunches to lemonade, water, and iced tea. By making these few adjustments, we were able to balance the estimated expenses for meals to match the budget. At the seminar it was clear this was the right choice. The lunches were outstanding and there was plenty of food. People were very happy. The only complaint we received about the meals was that there was no protein at the breakfast, such as eggs. I did check with the catering team about what the cost would be to add eggs and was told that the cost for just hard-boiled eggs would be \$18.00 per dozen which would have resulted in a substantial increase in our meal cost. It just didn't seem to be worth it to appease two people, so the eggs were not added.



REGION COMMITTEE REPORTS

During this final walk-thru, we also confirmed the set-up for each of the activities and classrooms, confirmed the room assignments for the teachers, confirmed the event timeline with the hotel, and planned for additional staff to be available to assist people with their luggage upon checking in. We met with Gina at Stitcher's Paradise one final time as well where we agreed on the special hours that they store would be open for our attendees and she told us about the special package she would be creating to include in our gift bags.

For the remainder of the summer and into the fall, we finalized registrations, kit fees, and travel arrangements for the teachers. Again, because of COVID, we saw a dramatic increase in travel costs and faced the added expense of one of the teachers needing rapid COVID tests to travel to and from Las Vegas. Linda worked very closely with the teachers to try and keep the costs as low as possible. We also notified potential attendees that beginning on August 1, any new registrations would be subject to teacher approval due to the preparation of kits. We did receive a few registrations after that date and fortunately the effected teachers allowed the students into their classes. We also continued to try and sell our fundraising items. The sales were not high but seemed to be steady. Additionally, thanks to the work of Jill Bonino, nearly all the chapters in the region and agreed to create at least one Opportunity Basket, and some did more than one, that would be sold at the seminar to raise additional funds, along with a silent auction that was being created by Judie Neufeld.

Knowing the attrition rate for hotel rooms in our contract, for several months I had been carefully watching the hotel bookings through the portal link provided by the Renaissance. Our seminar expenses had already greatly increased because of the pandemic, and I did not want us to also have to pay for unused hotel rooms. In early August, I checked in with our event contact at the hotel. I told her that from what I could see on the portal, we had passed our 80% attrition rate and asked her to confirm this for me. She told me that yes, we had passed it, and that it looked to her that we were actually at 90%. She said she would confirm this with Guest Room Services and let me know if this was not correct. I didn't hear anything more about it and we moved forward.

In September we ran into some trouble with Priscilla and Chelsea. Linda had been struggling to get their signed contract returned to her and they were not responding to her emails or phone calls. Then, in mid-September, Priscilla emailed Linda and asked if people who had signed up for their class could get a refund, or if it was possible for them to not have to stay so long in Las Vegas. We assumed this was because Chelsea has a little boy and they wanted to be home for Halloween. We certainly did not want them to cancel. It would have reflected badly on the seminar because we had promoted their participation for so long and I was genuinely concerned about the number of cancellations that could potentially happen. I sent an email to Priscilla and did my best to guilt her into not cancelling. I told her that we would see what we could do about shortening their stay.



REGION COMMITTEE REPORTS

It was then that Priscilla told us that her class would only be about 2-3 hours, which was news to us. But with this information, we figured they could still do their class Friday morning and we could move their Saturday class to Friday afternoon. This would allow everyone to still participate in their class and they could leave earlier. Priscilla agreed to this and told us that they planned to leave on the red-eye flight Friday evening. Linda drafted new a new contract for them and, because of the brief time of the class and their being so difficult, we cut their fees for teaching and the lecture. Priscilla then asked us if we could prepare and send out their class kits. She said that with all the other retreats they participate in the organizers do this and she wanted us to do the same. Linda and I decided to agree to this because at least we could be sure it was done, given how unresponsive Priscilla had been in the past. Priscilla sent us the original pattern she had designed for the seminar, and we assembled and mailed out the kits to all their students. We also sent an email to everyone registered for their class letting them know about the schedule change. While there was two people who chose not to attend the afternoon class, no one complained, and no one cancelled because of the change. While it was nice having some sort of “entertainment” at the seminar, which we did with their lecture and I would definitely do it again, I would never work with Priscilla and Chelsea again. They were so difficult to work with and very unfriendly at the seminar. I have since heard about other people who have had similar experiences with them and now refuse to work with them. Also, they participated in their own retreat about six weeks before our seminar. They never told us that this was happening, and this could have been one of their reasons we did not get a larger response from those who expressed interest in the seminar through their Facebook page. They eventually said on one of their videos that the reason they wanted to get home was that Chelsea’s son had a soccer game.

Leading into October, we received a few additional cancellations, but also a few new registrations, so we were maintaining our count of a little over 100 attendees, including the teachers. In early October I sent an email out to all attendees with seminar details. This included information for arriving at the hotel and parking, lighting in the classrooms, a reminder about our COVID policy and the mask mandate, a rough timeline, and other details. I also explained that the unused rooms in our hotel block were about to be returned the hotel and encouraging those who had not yet to make their hotel reservation to do so right away.

On October 7, I was contact by our new event contact at the hotel. The one who we had been working with previously had left the month before. She said that we had not met our attrition rate and asked if we had any other rooms to add to our block. I questioned her about this and said that I had been told in August that we had not only met our rate but had far exceeded it. She told she did not know anything about that and excused it as “things flow up and down” and we must have had some cancellations. She said that we currently would be billed for over 100 unused room nights. This was extremely upsetting.



REGION COMMITTEE REPORTS

Over the next week I had several conversations with the hotel, even looping Janine into the discussions since she was the main advocate that I felt we had there. Janine told me that she had checked our count on the day that our unused rooms were to be turned back and we were “right there.” She said she was not sure what happened but somewhere our numbers had dropped. We had not had any more cancellations, so I knew this couldn’t be correct. I spoke with Linda, and we decide that rather than make the teachers share rooms, we would give them each their own room, which was probably best because of COVID anyway. I also told they hotel that since we now had to pay room rentals for our classrooms, I felt these should be included in our room count. They agreed to include the Hospitality Suites in the count but said they were not able to do this with the other meeting rooms. After all these changes, I was able to get the unused room night count down to 64. Finally, I spoke with Janine and said that I was going to through myself at her mercy and asked her to waive the extra charges. I was told that there was nothing they could do. We were going to have to pay for the unused nights.

I called both Linda and Marilyn to update them on the situation. Linda understood and said she would prepare for any overages to be paid from the region checking account. Marilyn also understood and said she felt we had done all we could. Then she suggested I call Karen Andreassen. She explained to me that Karen worked with EGA National in negotiating with hotels for the National seminar. She didn’t know if there was anything Karen could do, but we both agreed it was worth a try. I was willing to do anything we needed to do to not pay that extra money.

Marilyn sent me Karen’s phone number and I called her 10 days prior to the start of the seminar. I explained the situation to her and asked her if there was anything she thought we could do. To start, she asked me to send her a copy of our contract, which I did while we were on the phone together. She looked through it and “this is really good.” She said we had negotiated it well and did everything that we should have done. Then we got into a conversation about the hotel portal. She asked me which portal I was using, and I told her Passkey, with which she was familiar. She asked me to login to the portal, which I did. She instructed me to click on a small box that was in the bottom corner. When I did this, it opened a list that showed me exactly where we were on nearly every day since the portal had been established. With this information and guidance from Karen, I was able to put together an email to the hotel detailing on which days I was told we had met our attrition rate and what the room count was and show that not only had there never been a drop off in our numbers, but there had been a substantial increase. I said that I needed them to tell me where the discrepancy was. Karen asked me to copy her on the email so that they could see I had consulted with her and so that she could step in after that if necessary. She also told me that if the hotel continued to fight this, we did have the option of involving an attorney that National had on retainer for situations like this, but we both hoped it wouldn’t come to that. I still needed to work with these people and see the seminar



REGION COMMITTEE REPORTS

through to the end. I sent the email that evening, and we waited. The next afternoon I received an email from our event contact at the hotel. She said that I had made some good points and the error was clearly theirs. The hotel had reversed their decision and we would no longer be required to pay for the unused nights. Karen was a tremendous resource in this situation, a lovely person and wonderful to work with, and I highly recommend involving her with hotel contracts in the future.

We arrived in Las Vegas a few days early to begin setting up for the seminar, do a walk-thru with the staff to confirm location set-ups and the event timeline, and assemble the gifts bags. The seminar began on the evening of Wednesday, October 27 with a private reception outside around the swimming pool, classes were held Thursday through Sunday, October 28 through October 31, the lecture with Priscilla and Chelsea took place on Thursday evening, and Merchandise Night took place Friday night, with 12 tables of people selling merchandise.

Seminar highlights include:

- The poolside reception was a big hit. For food we had a nacho bar, fruit and cheese and crackers. Many people expressed that they very much liked the casual start to the seminar and preferred something like this to a banquet.
- Changing the lunch choice to the chef's selection was the right move. The food was outstanding, varied, and there was plenty for everyone to eat. On the last day we were even served steak for lunch, quite different from a sandwich and bag of potato chips.
- Several people also said that they liked the fact that we didn't serve dinner. They enjoyed having the option to go out if they wanted or eat in the hotel, and that it was nice to have extra downtime. Some people even bought tickets and went to see one of the shows being offered throughout the city.
- Stitcher's Paradise was a wonderful store to partner with and they couldn't have been more accommodating.
- The final day of the seminar was Halloween and I wanted to arrange something special for the holiday. The hotel has two robots that move throughout the hotel making deliveries to the hotel rooms. We were able to work with the hotel and arrange for the robots to go trick-or-treating to each classroom with goodies for everyone. One was filled with candy and the other was filled with threads that had been donated by members of the seminar committee. I accompanied the robots, and it was fun to see everyone enjoying this and taking pictures with the robots as they made their deliveries.
- It was so wonderful having the National VP, Marge Kelly, attend the seminar and speak to our attendees during our presentation at lunch on Saturday.



REGION COMMITTEE REPORTS

The Opportunity Baskets and Silent Auction were very popular throughout the seminar, and we raised a notable amount of money from both. We also had the bookstore available again this year, but it didn't do as well as I heard it had done in the past. Few books were sold and transporting them all to Las Vegas was a problem. Thanks to Roni Jefferies, we ended up flying eight of the boxes on an Alaska airlines flight that arrived the day before the start of the seminar. Roni and her husband covered the cost. Kim Garza and her husband took all the unsold books to a local bookstore and donated them. The consensus seemed to be that most books that get donated are very old and people already have them, or the techniques were out of date. There seemed to be a nearly unanimous agreement that for all the work it takes to start, transport, and set up the bookstore, the return on investment was very low and the bookstore should no longer be a part of the seminar. However, alternative ideas came up such as selling donated fabric instead.

Unfortunately, at the conclusion of the seminar, we had to write a check to the hotel for a little over \$26,000 to close out the bill. After talking it all through, I really feel, and others agreed, that this overage was a result of COVID. Because of the pandemic, the hotel rooms and room rentals increased in cost and couldn't be factored in the registrations costs because registration had already been open for nearly a year. Additionally, travel costs increased, and, while we had 98 people attend, there is no telling how many more people would have registered if COVID hadn't been impacting the entire country. If it hadn't been for the pandemic, I believe we would have broken even at the very least, and quite possibly made a little money.

The seminar itself really did seem to be a tremendous success. The response from attendees was overwhelmingly positive and many said they would like to attend again. I recently went back to Stitcher's Paradise and thanked Gina and Michelle for all their help. They told me that they had only heard positive things about the seminar. Michelle said, "There is always someone who has something they want to complain about, but we haven't heard anything! That never happens!"

Region Seminar 2023 – Louise Pomes, Chair

I will be working with Linda Geddes to use Survey Monkey to poll members on whether to 1) do a retreat with or without a teacher; 2) do one day or two-day workshops; 3) do a cruise with a teacher piggy backing with another group.

Seminar Advisory – Mari Bangs, ARD, Chair



REGION COMMITTEE REPORTS

Refer to Assistant Region Director's report.

Special Committee (Region Logo) – Helene Ossipov, Chair

Logo competition. One viable entry received; two others were submitted but did not meet the criteria.

Webmaster– Helene Ossipov, Chair

The Committee has done the following:

- **Past Events:**
 - a. Continued maintenance of the site
 - b. Transfer of domain name registration to WordPress.
- **Other Information:**
 - a. The region has a “Shop” and an “Event” pages where region and chapter event and fundraising flyers can be uploaded by the Webmaster. Please send these to the Region Webmaster, Helene Ossipov, hossipov@yahoo.com
 - b. Chapter Information Directory on the web is where non-members can find meeting information and a contact person for questions. Please check this page to be sure the information is current and accurate.
 - c. In the Members Only area, you can download templates to use for your reports if you want. The use of forms is optional, but we do need the information that is requested on those forms. You can send your reports in the body of an email or as an attachment.
 - d. Also, the Members Only area has the current PSR Roster of Chapter Officers. Please open the document and make any changes necessary. Put the changes in red ink and notify the Region Director about the changes so that she can update her email lists.

EGA Outreach 2022



Embroiderers' Guild of America

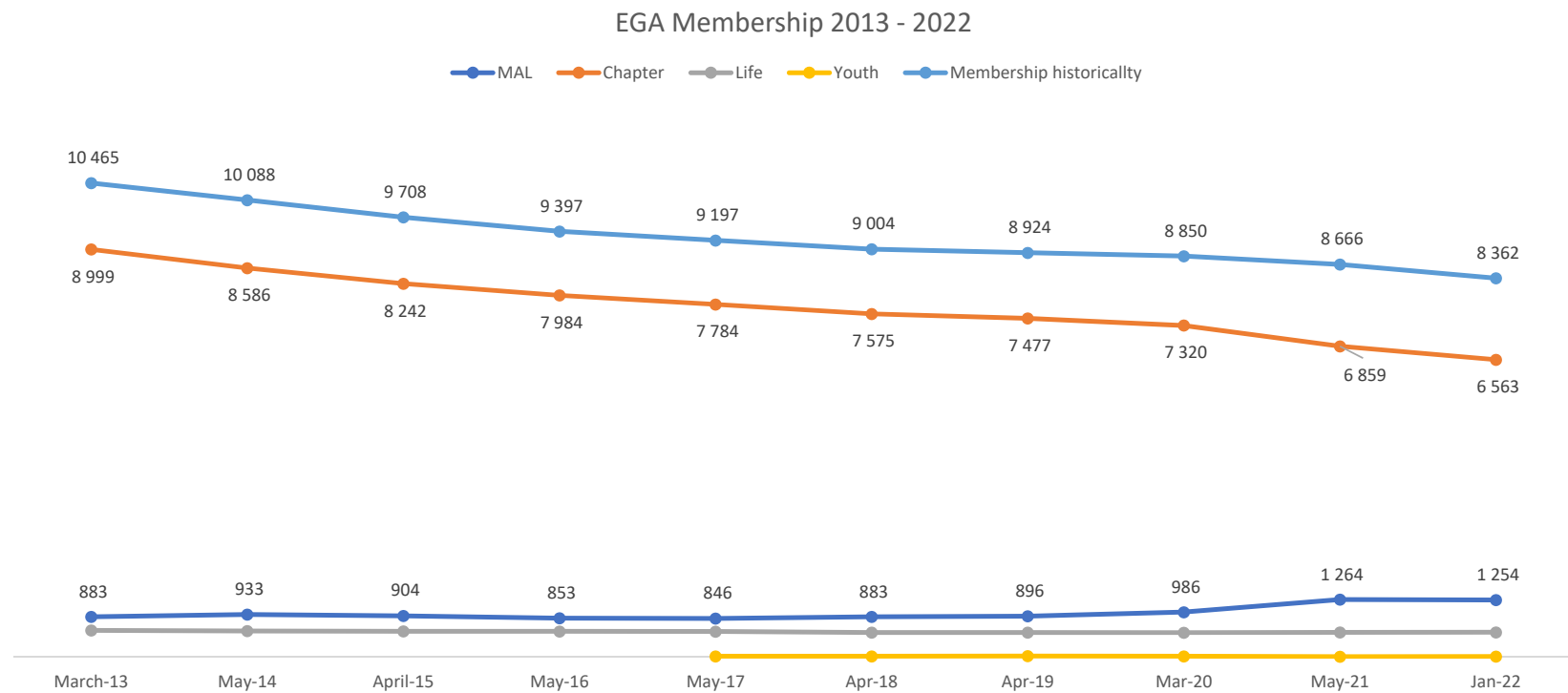


Introduction

Wendy Lynn, Director of Membership and Marketing (DoMM)

- Member, Fox Valley – GLR (Appleton, Wisconsin)
- Plural member of four other chapters in GLR
- EGA member for 25 years
- GLR Board member 2013 - 2021
- EGA Board member 2019 – current
- Email me at marketing@egausa.org
- Corporate background in not-for-profits and publicly held companies

EGA Membership 2013 -2022



Membership & Marketing



Current Committees and Chairs

- Membership
- Social Media, including the FB EGA Stitch-a-long (SAL), FB, Instagram, and Pinterest and the EGA blog
- National Website
- Product Design and Sales, including EGA Merchandise
- Outreach, including Youth and Festival Box (IRL Marketing)
- Funding Development Committee

Membership & Marketing



- Strategy in 2022
 - Continue to stress Social Media Marketing
 - Ramp up In Real Life (IRL) Marketing (Outreach)
 - Review Membership categories and offerings
 - Emphasize attracting and celebrating diverse populations (Outreach)
 - Develop scalable programs to teach youth (Outreach)
 - Make the EGA brand as recognizable as:



Membership & Marketing



EGA branding

- EGA is not a secret society
- Prominently displaying the EGA logo will provide EGA with brand recognition
 - At stitch in public
 - On Region and Chapter websites
 - On Region and Chapter FB pages
- EGA Policies and Procedures specify how the EGA brand should appear on websites and social media



Why do Outreach?

It's in the P&Ps but reasons for doing it are not clear

- 2.3.1.5.3.12.3 – The duties include:
- 2.3.1.5.3.12.3.1 – Developing methods to promote awareness of embroidery as an art form and
- 2.3.1.5.3.12.3.2 – Establishing the presence of EGA as an organization within the community through chapter, region, and national outreach programs.



Why do Outreach?

The DoMM's read:

- To attract new members
- To teach needlework
- To make ourselves known in the community (marketing)
- To do good works

Concerns heard about Outreach



- We don't know what Outreach is
- It's too hard
- The reporting is complicated
- Why does Outreach have to be done?



Main categories of Outreach in 2021

- Stitching/making for Habitat, hospice hearts, chemo hats, service members, bookmarks, etc. (hundreds of items)
- Donations to food banks, EGA, other charities (hundreds)
- Stitch in Public - 14
- Exhibits -13
- IRL (in real life) Marketing (aka Festival Boxes) on hiatus in 2021
- Teaching 4

Going forward



- Have an Outreach plan
 - Make stuff and donate it
 - Stich in Public
 - Exhibit
- Make sure the O/R event or opportunity has EGA and Chapter, Region logo plastered all over it
- Spice up O/R - We can help you finish projects you are stuck on (instead of just stitching in public)
- Make the outreach (O/R) reporting form more “checkbox”
- Include a short statement on success

How can Chapters and Regions Help

- Conduct meaningful Outreach
- Be welcoming – it's more than being nice!
- Always identify yourself as EGA when you are in public
- Volunteer for Committees at the National level:
 - Outreach
 - Website
 - Membership
 - Youth education

One word on Exhibits



Copyright

In conclusion...



Questions?

Seminar Advisory Committee Report

Mari Bangs, PSR ARD, April 2, 2022



Region Seminar Becoming More Expensive

1. Hotel costs are increasing
 - Room rates, facility fees, meals, and event space
2. Hotel contracts don't allow much leeway to cancel
 - Cancellation fees override losses from actual event
3. Teacher travel costs are increasing
4. Registration is decreasing
 - Currently registration fees do not cover the actual expenses for facility, faculty, and other miscellaneous costs



Seminar 2021 Produced A Loss To The Region

1. The 2021 Seminar cost the region \$46,004.68 which included the \$10,000 subsidy approved by the PSR Board at the 2019 Fall Region Meeting
 - This was determined by the seminar audit committee
2. The original budget set the income as \$80,050 and the expense as \$70,750.
 - Actual income was \$71,908.02 and actual expense was \$117,912.70
 - The actual income was \$7,141.98 less than budgeted.
 - The expenses were quite a bit more than budgeted.



Suggestions/Recommendations

- Adhere to our Bylaws for budget approval. This includes the seminar budget.
 - Provide for more discussion on the budgetary line items prior to voting
- Region Treasurer should be on the seminar bank account
- The Region Director in place at the start of a seminar's planning will continue as a member of the Seminar Advisory Committee until the completion of the seminar.
- The SAC should provide more assistance and oversight to the seminar committee.
- Other ideas?



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