



METROPOLL EGA

Metropolitan Region of the Embroiderers' Guild of America

From the Region Director

Summer 2025

Happy Summer!

So far 2025 has been filled with milestones for the Metropolitan Region. We have a new and improved region website and debuted our first region special interest group, Counted Canvas, on January 26, 2025.

In April, we held our region seminar, "Stitching at the Met Gala", which included an in-person stitching room followed by two virtual classes to be held later this year. Please see Janice Meyers article for further information and plans for our next region retreat, "Stitching in Montvale".

We also have several educational offerings in the works and held a virtual class "Elements" with Carolyn Mitchell. Please see Marietta Douglas' article for further information on our educational offerings.

We are also planning on updating our region logo.

Two chapters are celebrating their 50 year anniversaries this year, Monmouth and Suffolk Chapters. If your chapter has an upcoming milestone, please let me know.

I would like to thank the region's executive committee: Assistant Region Director Cathryn Curia, Treasurer Rosie Lunde, and Secretary Christene Thurston. I would also like to thank our Membership Chair, Ellen Saines. This past year was an especially trying year with the new online renewal process.

In closing I would like to thank all the volunteers (region officers, committee chairs, chapter officers, chapter committee chairs, etc.) for all the work you do. You are the ones that keep this organization going!

Happy Stitching! Maria

TO ALL CHAPTERS

Please exchange your **CHAPTER NEWSLETTERS** with all chapters in the region via our Groups.io account. Newsletter editors, please contact Ginny Thompson at: ginnyT2105@gmail.com for assistance. It is nice to see what other chapters are doing.

All **Chapter Officer and Committee changes** are now handled through the form provided on the EGA National website under Tools for Chapters.

METROPOLL is issued two times a year

Summer: deadline is June 15

Winter: deadline is December 15

If deadlines need to be changed an email will be sent to all Region and Chapter officers and chairs.

METROPOLL is distributed to every region member. It is also available under files on <https://metroregionega.groups.io> All Region officers, committee chairs, and members are invited and encouraged to contribute to this newsletter. Articles should be sent to the Newsletter Editor.

EGA Statement of Purpose - The purpose of this organization is to inspire passion for the needle arts through education and the celebration of its heritage. (EGA By-Laws, Article II)

REPRINT PERMISSION: All EGA chapters have permission to reprint any material found here except items copyrighted which will be clearly marked.

Chapter membership shall be open to any individual interested in furthering the purpose of this organization upon payment of dues. Membership may not be limited in number or group of people and must be nondiscriminatory with regard to race, gender, religion, national or ethnic origin. (By-Laws Article III).

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Embroiderers' Guild of America

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REGION DIRECTOR'S REPORT

NATIONAL NEWS

The National Board now meets virtually bi-monthly on the first Saturday of the month. The Board will be meeting in person at the National Seminar in Dallas.

Strategic Planning Progress: 2024 saw continued investment of time and talent by the many volunteers of the “Securing Our Future” project. Many of the new initiatives have been put into practice including:

- Changing to a “first come, first served” model for National Seminar registration (beginning with the 2024 Seminar in Atlanta).
- The first new Virtual Education Course program (a virtual blackwork workshop with Carolyn Standing Webb) took place in February 2024.
- The Virtual Lecture Series program continues to be very popular. The new-in-2024 webinar format eliminated the challenges of the earlier program by raising the attendance limit to 500 participants. In addition, many of the lectures are now recorded so that an even broader audience has access to these excellent lecture programs.
- The retreat-style “Stitchin’ Time” offering at the National Seminar premiered in Atlanta and will be a part of seminars going forward (replacing Studio Time).
- Work continues to reimagine how to engage members at-large so that they have a sense of community within EGA.
- An easier process for Chapters to become satellites of other Chapters has been implemented.
- The requirement for forming a new Chapter has been changed from 15 to 10 members and the requirement that the founding members be primary members of the new Chapter has been eliminated.
- Review of the Petite Projects available to members has continued; instructions have been updated where appropriate and out of date projects have been retired.
- The “Projects from EGA’s Past” series, which includes patterns gifted to EGA from generous designers that are available as downloadable PDFs via the EGA Shop on the website, has been popular, and additional projects are being added regularly.

- The “Growing Your Chapter” webinar series continues to help chapters increase their membership numbers, set up special interest groups, build effective websites, and more.
- The simplified approval process for chapter and region logos has streamlined the procedure and has made it easier for approvals to be obtained.
- Chapters now have access to an easy-to-use template for building websites.
- The new Young Adult membership level, which includes a digital subscription to Needle Arts, is in place and members have begun to join at that level.
- The Marketing Team has been working extensively with the HQ staff to make the EGA website more user-friendly.
- New branded merchandise (apparel) will debut at the National Seminar.

Treasury: The year-end financials are preliminary as we are in the midst of an audit as required whenever there is a change in the Treasurer’s position. Currently, after adjustments the bottom line shows a profit of \$11,395.98; however, there may still be some minor adjustments after the audit.

Education: The EGA Explorations...A Step Beyond program is a restructuring of the longstanding EGA Extended Study program and is currently in early development. The Explorations...A Step Beyond program presents members with opportunities to learn about different forms of embroidery in greater depth, both in-person and virtual. The goal of the Explorations team is to host 1-2 events each calendar year. The Explorations program is a deep-dive, notebook style educational event. In most instances, it will not focus on a kit or specific project. Instead, it will lead participants through a deep dive into a specific form of embroidery (such as canvas, crewel, counted, goldwork, etc.), or into an examination of a particular ethnic style of embroidery (such as Japanese, Ukrainian, Hungarian, etc.). We envision that shorter programs could focus on honing skills in one particular stitch across multiple embroidery techniques, for instance long and short or Burden stitch in crewel, surface, canvas, goldwork, etc. Other Explorations programs could focus on finishing techniques, or on design, drafting, or color theory in embroidery. The Explorations program will take place either virtually or in person. Virtual programs will be multi-module sessions, delivered via Zoom. The number of sessions per Exploration program would vary depending on the material being covered. Ideally the class would be recorded for students to review material after class. Instructors would be encouraged to have students kit from stash to reduce overall costs.

Marketing: In 2024 the EGA maintained a presence on three major Social Media platforms:

- Facebook 39,000 Followers, an increase of around 4,984 followers from 2023.

- Instagram 7,794 Followers, an increase of 1870 followers from 2023
- Pinterest 4,400 Followers, an increase of 540 followers from 2023.

EGA Stitch-A-Long Facebook Page: Created seven years ago to engage both EGA members and non-members, this page offers a monthly free project. There are three administrators who are all volunteers and chapter members. They post monthly free projects and interesting and engaging posts about holidays (National Smile Day, Groundhog Day). These dedicated administrators create 50-60 posts per month. This page continues to grow and currently has almost 9,000 members.

FiberTalk with Gary Parr: EGA continues to sponsor this Podcast, once per month. Gary promotes EGA events including the National Seminar, and in the Fall, our own Lea Peacock was a guest on one of his episodes. He continues to be very supportive of EGA and often talks about EGA even on his second, nonofficially sponsored, podcast per week.

Other online Communications: Monthly Newsletter to members: The newsletter monthly subscription rate remains steady at an average of 7,655. The open rate average (percentage of those who received the newsletter and opened it) is currently 64%. The average click-through rate is 20%. These rates are significantly higher than the industry standard of a 15%-20% open rate and a click-through rate of 2.5%.

REGION NEWS

Chat with the RD: Started as an outreach to the chapter presidents in 2021. Have expanded to include region representatives and any chapter member interested. Announcements are sent out via groups.io. They are usually on the third Thursday of the month at 7:00 pm via Zoom. We will pause during the summer.

Website: We have a new and much improved website.

Groups.io: Our email platform has been updated by Ginny Thompson and Christene Thurston. Please see Ginny's article in this issue for further information.

Region Interest Groups: Our first region Special Interest Group, Counted Canvas, kicked off on January 26th. We meet on the last Sunday of the month at 3:00 pm via Zoom. Marietta Douglas is leading this group. Any region member can join the group simply by Zooming in. We are looking to add other groups. If you have any suggestions, please contact the chair, Nancy Knowles.

The next **region board meeting** will be on Saturday, October 25 at 10:00 am via Zoom.

Maria Hall, Metropolitan Region Director

EDUCATION

We have a new online class, Mermaid Sewing Pouch, by Sandie Cormaci-Boles. Sandie hails from Southern California. This Zoom class will be held on Tuesday evenings October 7, 14, and 21 from 7-8:30. It is a small sewing pouch stitched on your choice of 28 or 32 ct hand dyed linen. It is about 4"x5". Early registration is now open until July 30. Sandie needs to know ahead of time how much linen will be needed because it is specially dyed for her. The cost breakdown is: kit \$99, postage \$11 and teaching fee \$85, for a total of \$195 dollars. Please see registration attached to this newsletter.



We are currently working with Nicola Jarvis to lecture us on November 1 about “For Pleasure and Ornament.” Nicola is from the UK and has. Even both student and teacher at the Royal School of Needlework.

Marietta Douglas, Region Education Chair

News About Groups.io – Metropolitan Region's Communications Platform

As you read this, Metropolitan's communications platform will have had its restructuring completed, making for a leaner, more efficient system. General membership communication will continue and incoming new members added on a monthly basis, ensuring that we keep everyone in the loop. Region administration, and Chapter officers & chairs communication has

been streamlined. The Region Calendar is accessible through the main Group (<https://metroregionega.groups.io/g/MetroRegionChptrPresidents/calendar>) and may be subscribed to by a Region member using web-based calendar apps. The Calendar reminder system will be keeping us on track for upcoming events and deadlines. Watch for more updates coming soon.

Ginny Thompson, Region Communications Chair

REGION EVENTS

Save the date – Saturday, April 25 and Sunday, April 26, 2026

The Metropolitan Region will again be hosting two days of stitching at the Montvale Courtyard Marriott Hotel, Montvale, NJ. All MET Region members and guests are welcome to participate in this fun weekend of stitching. Come for the day or the weekend. More information, including registration information, will be announced in the winter issue of Metropoll.

Questions can be directed to Janice at GrayceeDM@aol.com or 732-407-7646.

Janice Meyers, Region Events Chair

CHAPTER NEWS

Garden State Chapter celebrated their 57th Anniversary with a lovely luncheon. There were five members and Maria Hall. The sad part of the event is that it is our last meeting as a chapter.

We have been "aging out" for several years and made this sad decision. Garden State was a chapter filled with wonderful teachers and members who shared their knowledge and love of all kinds of embroidery. I feel blessed knowing and learning from all our members and the teachers we brought in over the years.

Gloria Lennon, Garden State Chapter President

Mohawk Valley Chapter enjoyed a very productive retreat in June filled with plenty of stitching advice, encouragement, and comradery. Our board has been busy planning the new slate of Fall activities and will present them at the August meeting. But I can confirm we have the next retreat scheduled! Mark those calendars now for September 30 - October 4, 2025.

Risleigh Roche, Mohawk Valley Chapter President

Monmouth Chapter celebrates 50 years.

On Saturday, June 7th over 30 members of our chapter attended a luncheon subsidized by our chapter to celebrate our 50th anniversary. One of the founding members, Helen Schauer, was present to celebrate with us. Members of our chapter were challenged to design their own piece to commemorate this occasion. These pieces were exhibited at our event. We are looking forward to many more years of friendship, creating and stitching together.

Ellen Saines, Monmouth Chapter President



Monmouth Chapter Library Exhibit



Our chapter was invited to display our work at a library in our area. We are proud that this exhibit has stirred conversation at the library about embroidery and the library staff is pleased to have our work to brighten their day. Pamphlets and bookmarks with pictures of our work are available for patrons to take home.

The **New York Capital District Chapter** has been busy. One of the things I am most proud of is the chapter's outreach activities. Like many other chapters, we enjoy our partnerships with other organizations. Stitching bookmarks for the libraries where we hold our meetings is an ongoing service project that has been very successful. Our reproduction of the sampler for the Senate House in Kingston at the request of NYS Office of Parks and Historic Preservation is nearing completion. We continue to be amazed that it was originally stitched by 11-year-old Catharine Vanderlyn. We raided the Chapter Stash and found Habitat for Humanity Samplers awaiting personalization. Eighteen samplers were completed for homeowners in Albany and Troy.

Artistry in Stitches, a needle art exhibit of member work, was held at Pat's Barn in North Greenbush in May. There were over 300 pieces on exhibit spanning a variety of techniques. There were 3 different *Pandemic* pieces displayed so that all 3 could be seen at once. It was fun to explain to visitors how the pieces were the same pattern but different in appearance due to color, thread choice and fabric/thread count used. In addition to the Needlework Closet (the first place that all needleworkers visited at the exhibit), there were 9 demonstrations and opportunities to try a needlework technique. Opportunity baskets, a silent auction, and works in progress: The Senate House Sampler and America's Tapestry, were additional highlights.

Organizing and executing an exhibit such as *Artistry in Stitches* is a huge challenge for a chapter. It is also a great opportunity for newer members to become involved and team building for all members. The exhibit was a success due to a chairwoman, Sherry McCredie, who had excellent delegation and communication skills. The committee chairs had clear goals and got others involved. As a result, the work was shared and the exhibit was a success. We gained a few new members and informed the public about EGA. We plan to do it again. Come see us in 2027 or maybe 2028.

Immediately after the exhibit, we had our annual June stitching retreat at Ararat. The best part was the companionship in stitching. It was fun to see the progress on everyone's projects. Two members completed their projects which was celebrated by all. There were 2 mini lessons, one on making patterns using prick and pounce technique and another impromptu lesson on canvas work. It included identifying types of canvas, yarns used, basic stitches and lots of other helpful information from the teacher's years of experience.

Nancy Newkirk, New York Capital District Chapter President

Skyllkill Chapter has been very fortunate in that it received a memorial endowment from a long time former member's family, to be used for educational purposes within the Chapter. A portion of these funds has been used to obtain the technical equipment needed to support Education and Program presentations, both in-house and via Zoom. Thanks to a laptop, along with web and document cameras, we are able to integrate with our meeting venue's internet and in-house digital projection system.

We can now offer hybrid education at each meeting. Members/teachers can offer classes that are both projected in-house and Zoomed out to our out-of-area members, so that no one misses out on the class being offered. Thanks to the projection system and Skyllkill's equipment, every seat in the house has an up-close and clear view of what the teacher is demonstrating, while those attending via Zoom are seeing and participating as well. It works in reverse, too – an out of area member can teach a class in her home and have it Zoomed in and projected in our meeting venue, also with those unable to attend in person connecting via Zoom.

We also utilize the equipment for out-of-area Program presentations. Presenters have joined us from around the US as well as around the world. The Chapter has truly embraced this technology and uses it not only at monthly meetings, but during the weeks in between for classes, sit & stitch socials, and meetings.

We are indeed a most grateful bunch of stitchers.

Ginny Thompson, Skylkill Chapter



Suffolk County is currently working on name tags with the Montauk Lighthouse on them for our 50th Anniversary luncheon in October.

We are looking forward to our annual July picnic at Sunken Meadow State Park.

We recently purchased a magnifier to use with zoom. Looking forward to using it.

Lynn Bryan, Suffolk County Chapter President

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