



# NETA Journal

National Embroidery Teachers' Association

November, 2004

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## President's Message:

Dear Friends,

The national elections are over - praise be!. No more hammering of our senses with constant ads and name calling, emotional ups and downs, and candidates swarming everywhere. No matter who your candidate was, things will hopefully settle down as folks get back to day-to-day living, the upcoming holidays, and designing for those national and regional seminar deadlines lurking just over the horizon.

Speaking of elections, NETA members have just one more this year. Those of you who read the last Journal were introduced to our candidates, John Waddell (president-elect) and Nan Tyson Euler (for Vice president) - two extremely talented, hard-working folks who would do a fantastic job. The NETA group at Reno unanimously endorsed the candidates. At the EGA seminar in Minneapolis, Carole Lake was also nominated from the floor as a vice-presidential candidate. Carole served NETA as president from 2001 - 2002 and has been our Journal circulation person and a huge resource and help to me.

After hearing of Carole's nomination, Nan called me to ask to be withdrawn from consideration. She will be serving EGA as Region Director for Mid-Atlantic Region in the next few years, and her region will be hosting EGA National Seminar in 2006, so she is a very busy woman. She is a recent Japanese Embroidery School graduate and is also getting a lot of encouragement to submit to ANG with her gorgeous samplers. Life is suddenly getting very busy for Nan. Nan was very pleased at Carole's nomination, knowing that Carole's previous experience with NETA leadership and wide range of teaching commitments will keep her in touch with many of the NETA members on a regular basis.

President's Message: continued next page

President's Message: continued:

I truly regret Nan's decision to withdraw from nomination. She is a delightful person, dedicated teacher, and would have given NETA an "EGA outlook" for possibly the first time in many years. I hope she will be asked to serve again some time in the future, and meanwhile know the new administration will probably find a way to put her to work for NETA in some different capacity. I welcome Carole's nomination at the same time. This talented teacher has worked hard for NETA behind the scenes since her term as president, is constantly producing a wealth of cyber, correspondence, and seminar classes, and her unfailing energy and good humor mask a seriously organized mind. She will do a fabulous job for the NETA membership yet again.

Do not forget to tear out your ballot, fill it out and mail it in. These fine nominees need your support. You can also vote by email.

Finally, a special thank you to the folks who have kept NETA running so smoothly for all of us: John Waddell, our current vice president; Gail Sirna, our secretary; Pat Donaldson, our treasurer who actually created our first budget; Peg Dunayer our Journal editor; Jonalene Gutwein, who whipped out the Directory between hurricanes; Carole Lake who gets the Journal out to you, and Mary K Campbell who created our web site. You have all been fantastic! Thanks so much.

Joan

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Introduction to the candidate for Vice President:

"Carole Lake, from Austin, Texas, is an EGA certified canvaswork teacher. She specializes in manipulation common and uncommon threads and stitches to create textured effects on painted canvas, with a special interest in the effect and symbolism of color. Carole is a graduate of Rice University and has been teaching needlework for 20 years."

NETA 2004 BALLOT

President: John Waddell \_\_\_\_\_

Other (write in) \_\_\_\_\_

Vice- President: Carole Lake \_\_\_\_\_

Other (write in) \_\_\_\_\_

Mail ballot to: Gail Sirna  
5823 Wellwood Ct.  
Rochester, MI 48306

or e-mail your vote to: [gigigail@speakeasy.net](mailto:gigigail@speakeasy.net)

# NETA Meeting Minutes Reno

**1 October, 2004**

The first session of the annual meeting of the National Embroidery Teachers' Association was called to order at 4:50 P.M by President Joan Thomasson in the Poolside Terrace of John Ascuaga's Nugget Hotel in Reno Nevada. Thirty-two members were present.

Joan welcomed Susan Davis, President of the American Needlepoint Guild, and introduced Marie-Therese Baker to talk about the upcoming Nashville Seminar which takes place in Fall 2005. The dates are September 29 - October 7 at the Grand Ole Opry Hotel; there will be a total of 90 classes, 47 teachers, and the pay scale is \$285/day and \$145/half day.

ANG is offering the teachers a new perk: teachers may sign up for a class after June 1 or take a tour, paying only the kit fee and \$50. Teachers will not be required to pay a registration fee for Nashville. ANG has also changed its policy regarding public photography. No photography, other than that officially sanctioned by ANG, will be permitted of pieces for future seminars.

Nancy Carr, Dean of Faculty for the 2006 Tucson seminar announced that proposal information can be found on ANG's web site, and that there is also hard copy in the packets teachers received at registration. The dates for Tucson are Sept 8, 2006 - September 15, 2006. There will once again be a total of 90 classes, and proposals are due in the usual format by February 15, 2005.

Caela Tyler complimented ANG's Seminar Faculty Committee on how easy they are to work with.

Pat Donaldson, NETA treasurer, distributed the annual treasurer's report and the budget for next year. The organization shows a profit for the current year and is on target with its budget. She commented that we are slightly down in membership. John Waddell moved to accept the treasurer's report as presented; it was seconded, and passed.

Joan Thomasson announced that she had attended the recent International Council of Needlework

Associations meeting, which had been held prior to the ANG seminar. EGA is lobbying to have a US postage stamp made honoring the needlearts. EGA is requesting the support of all members to achieve this end. A form may be obtained on the EGA website. *(Editor's note: info from EGA website and sample letters in this newsletter, page 8-9).*

TNNA needs teachers for "Market." Joan has information available to anyone interested in teaching at this venue. *(Editor's note: info in this newsletter, page 13).* TNNA is also sponsoring a Needlework Festival at the Mall of America in Minneapolis preceding the EGA seminar, with proceeds to support breast cancer research. All are invited to participate.

ICNA discussed a roster of substitute teachers that would accompany a contract so teachers could suggest a substitute, in the event that she could not fulfill her contract.

Mary K Campbell reported on the NETA web site. She can set up links to personal web sites. If you would like your information included on the NETA website let Mary Kay know. You may send photos of your work via e-mail in JPEG format, or on a CD-ROM. Mary K's email address is mickle-mod@cox.net.

Jonalene Gutwein will do a new NETA directory every year, so make sure your information is up-to-date. EGA has agreed to send it to each of its chapters, which is very accommodating of them.

Election of Officers: Pat Donaldson and Gail Sirna will serve one more year as treasurer and secretary, respectively. Carole Lake nominated John Waddell for president; Meredith Barnhill Willett seconded the nomination. Caela Tyler nominated Nan Tyson Euler for Vice President (president-elect); Gail Sirna seconded.

Voting will be via newsletter. New officers will take office January 1, 2005.

Joan Thomasson reminded all members to please vote for these offices.

continued next page

Discussion followed regarding an article in *Apprize*, written by Barbara Loftus, Vice-President of Education for EGA. Barbara stated that she feared that attendance at national seminars has been jeopardized by the fact that regional seminars allowed previews of their upcoming seminars, and often the same designs were being taught at a regional, as at the national the preceding autumn. She hypothesized that people skip National and go to Regional because of economy factors if they can get the same classes there. Attendance at EGA national seminar is down. There were numerous comments on this.

It was pointed out that the same pieces have been for many years taught at Callaway, which is well before any of the regional seminars. Several members asked if we would be prevented from teaching a piece for yet another year. Most of us submit proposals 18 months before we actually teach a piece; preventing us from teaching at regionals the following year would tie it up for a total 30 months, which seems excessive. It was commented that the thoughts expressed in the *Apprize* letter might not actually be those of Barbara Loftus; she had merely agreed to write the letter for the EGA board.

Sandy Rodgers announced that she is the new editorial liaison for *NeedlePointers* and asked that if anyone wanted to submit an article or design she was eager to have them. She noted that this would be free publicity. Email her at: [rodgsandy@aol.com](mailto:rodgsandy@aol.com).

Kay Stanis moved that the meeting be adjourned, it was seconded and approved.

Respectfully submitted, Gail Sirna



## NETA Meeting Minutes

### Minneapolis

October 28, 2004

*(Thanks for Caela Tyler for taking great notes which we compiled here in slightly abbreviated form)*

The NETA meeting at EGA National Seminar was held in Minneapolis on Thursday, October 28 just after class (4:45 pm). Forty six (46) members and guests attended.

Special guests Armida Taylor (EGA President), and Judy Jeroy (Faculty Chair for EGA 2006) were introduced. Judy informed the group that the pay scale for Seminar 2006 in Richmond will be raised to \$300.00 per day and spoke briefly about some of the project types the committee will be looking for. With Marie Campbell as seminar Chair 2006 and Judy as Faculty Chair, the 2006 seminar should be especially teacher-friendly. Proposal guidelines were passed out, but are also available for download on the EGA web site or by contacting Judy at [FacultySem2006@aol.com](mailto:FacultySem2006@aol.com). Teachers were reminded that the same proposals may be sent to ANG and EGA. Barbara Loftus announced that ANG picks first this year and will notify EGA of their choices, so that any duplicate proposals accepted by ANG can be removed from EGA consideration.

Barbara Loftus, EGA VicePresident for Education, was our second guest speaker. She had published a letter in "Apprize" stating that teacher's projects to be taught at National Seminar, for example in 2005, were being shown at regional seminars in 2005 (to be taught regionally in 2006). She felt that the "overexposure" in the regions was resulting in students planning to wait and take these classes at less expense closer to home, leading to low national class enrollment and teacher cancellations at National. A spirited discussion followed covering topics such as:

- "holding teaching pieces 'Hostage' for 2 1/2 years for 22 students at National",
- the possibility of National holding preregistration which has been so successful at the region level and

• ways to promote a variety of new teachers at the regional level.  
Chairmen and faculty chairs for several upcoming national and regional seminars were taking voluminous notes.

The financial and 2005 budgets prepared by treasurer Pat Donaldson were passed out and approved unanimously as presented.

The slate of officers was presented: John Waddell for President; Nan Tyson Euler for President-elect (V.P.). With the opening of nominations from the floor, Carole Lake was also nominated for V.P. Ballots will appear in the next "Journal".

With no other business on the agenda, the meeting was adjourned at 6:10 p.m. Reminders were made to everyone to get their web site material to Mary K Campbell and any directory changes to Jonalene Gutwein.

Respectfully submitted, Gail Sirna

## Membership Renewals Due Now!

**You can tell from the label on this newsletter whether your dues are due -- and most everyone's are due. It's time to pay up. Dues paid now carry you through December 2005. Avoid those pesky notes on the front of your newsletter -- send in your check today!**

\*\*\*\*\*  
\* Dues for a regular membership are \$15. Website listing is an additional \$5, total \$20. \*  
\* Make your check to NETA. (Note: avoid pesky reminders -- renew for up to 10 years now!) \*  
\*\*\*\*\*

### RENEWAL COUPON

Send dues to: **Pat Donaldson** **DUES are \$15.00 per year, \$20.00 with Web-Page**  
**15852 Longmeadow**  
**Dearborn, MI 48120**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

AREA CODE & PHONE: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

## **There and Back Again: A Heavy Tale of Woe**

**by Carole Lake**

Those of us who teach in faraway places (and everywhere is faraway from somewhere, I guess) have had a rude shock in the past few years concerning getting our kits and classroom supplies to wherever faraway is.

The airlines now limit us to two bags of no more than 50 lbs. each. That will take a lot of stuff -- but the lightest larger suitcases I've found weigh in the 20 lb. range empty. That leaves about 25 lbs. of stuff to be packed and my underwear for a long trip weighs more than that! (Yes, that's an exaggeration, but I sure have quit taking extra shoes! The ones I wear on the plane just have to stay dry, stay comfortable and match everything.)

I've come up with three solutions, none perfect.

1. Pay the airlines for an extra bag (\$75) or overweight (\$25) or both!
2. Ship ahead to a designated person.
3. Start teaching classes that don't require heavy stuff (avoiding notebook classes, classes with paints or shared materials that have to be transported back and forth)

My chosen solution -- reluctantly, since planning ahead is not my best skill -- is to ship boxes ahead, which means, of course, planning ahead (not my best thing). Paper stuff -- class booklets, handouts, pamphlets for teacher showcase -- all simply weigh too much to check on the plane. If I want to sell at merchandise night, it has to be shipped -- all that paper just weighs too much. I have trouble managing two 50 lb. bags plus a carry-on as it is, so checking another bag is not a good option for me, and it's not cost-effective anyway.

The problem with this (besides the cost of shipping) is the need to ship several weeks in advance of the class (often meaning ordering before firm class numbers are available) and the nerve-wracking wait to see if the boxes all arrived safely (online tracking is a must), hoping that they are stored securely, and then that the designated person gets it all to the class site, usually on the morning of the class with 5 minutes to open and redistribute everything.

I have been teaching notebook classes recently. I shipped six boxes to the EGA national seminar for two notebook classes (paper weighs a lot!), weighing a total of almost 100 lbs. I also toted two 48 lb. suitcases with me. I didn't ship anything back (most of went home with students), but I ended up paying \$25 for an overweight bag on the way back even though I jettisoned everything possible (no hotel soaps for me). I had not only my class notebooks and leftover materials, but I had the three notebooks for the following year that had been shipped ahead. These days I'm taking less clothes (spilling down my front is simply not an option any more), I don't take extra shoes, I think about how much everything weighs, I even throw away paperback books after I've read them.

So the bottom line here is that I really need to ship going and ship coming home. All of this costs money. I ship as economically as I can going to seminar (have all of you discovered FedEx Ground? it's VERY inexpensive compared to USPS or UPS) but shipping back is always expensive because you have to use the shipping service in the hotel, if indeed there is one. You have to remember to carry shipping tape and labels, and I have a FedEx account number that I can use (helps a lot when shipping back because you can get someone to simply drop the box off). And you may have to tip a bellman to lug the stuff to your room or to your classroom -- that's on top of the shipping!

And if I want to do Teacher's Showcase and/or Merchandise Night, that's even more stuff...

Consider the other end of this -- the Dean of Faculty (or someone) at these seminars has huge mounds of boxes to lug to the hotel. I always make multiple boxes that aren't more than 20 lbs. each or so -- but it's still heavy. And I shudder to think about the possibility of a box getting lost. The Dean of Faculty at EGA in Minneapolis (a saint!) had a whole room full of boxes to be picked up. It looked like the Great Big Boxy Mountain in there. I don't know what I would have done without her, either, because I could not have taught those classes if I could not have shipped ahead to a trustworthy person. It isn't safe to ship directly to a hotel if you are not yet there -- things get lost in the bowels of the hotel never to be seen until after your class is over.

Are you deliberately including an amount in your kit fees to cover shipping? If so, how do you decide how much to charge? I've been rounding up to the next dollar or two, but have not been consciously considering an amount to charge.

Are you finding yourself planning ahead? Or taking the dreaded extra bag?  
Have any of you had someone comment on the cost of shipping included in your kit fee?  
How are the rest of you handling this?

**Mary K would love to put your teacher information on the NETA website.**

**Send the \$5.00 to Pat Donaldson,**

**but send your Website Information Form to Mary Kay!**

**snail-mail**

**Mary K. Campbell  
6030 Country Club Oaks Place  
Omaha NE 68152-2009**

**or email: mickle-mod@cox.net  
(watch the spelling!)**

## From the EGA Website:

EGA has petitioned the Citizens' Stamp Advisory Committee to issue a stamp celebrating the art of needlework. The Stamp Committee has been working since 1998 to develop a plan. Zweigart fabrics donated many yards of ribband, which were distributed to the Region Directors, asking them to have their region members sign them, either in ink or embroidery and identify the chapter if ribband was given to each chapter. These fabric petitions were included with our letter to CSAC. We made our request now because it was suggested that we petition four years prior to the year we would like the stamp issued--2008, the fiftieth anniversary of The Embroiderers' Guild of America, Inc. (EGA). Please send a copy of this letter or an original one to the Stamp Committee.

Mary Jo Prieve, chairman,  
EGA Commemorative Stamp Committee  
stamp@egausa.org

### Sample EGA Member Letter:

Citizens' Stamp Advisory Committee  
c/o Stamp Development  
1735 North Lynn Street, Suite 5013  
Arlington, VA 22029-6432  
Telephone number - 702 292-3810

Dear Committee Members:

As a member of the \_\_\_\_\_ Chapter of The Embroiderers' Guild of America, Inc., I am writing to support the EGA petition to issue a stamp in 2008 celebrating the art of needlework.

Needlework has been an important part of American history and has been displayed and used for both practical and decorative purposes. Many of our major museums have needlework/textile collections so the public is able to view some of our earliest as well as contemporary needlework pieces. Needlework schools were established in the east to teach young girls the art of needlework, because it was important to impress a potential suitor that the needleworker had the necessary qualities to be a wife and mother and mistress of the household.

Other needlework organizations besides EGA--The American Needlepoint Guild, The Quilters' Guild, The Sampler Guild, and The International Council of Needlework Associations--work to preserve needlework and needlework education. All of these organizations provide educational resources, offer needlework classes, present needlework shows and do community outreach.

I believe a needlework related stamp would present an image that would be widely accepted by the stamp-buying public.

Thank you for your consideration.

Sincerely

## Sample Non-EGA Member Letter:

Citizens' Stamp Advisory Committee  
c/o Stamp Development  
1735 North Lynn Street, Suite 5013  
Arlington, VA 22029-6432  
Telephone number - 702 292-3810  
Dear Committee Members:

As a needleworker, (or as a member of ANG, The Sampler Guild, The Quilters Guild, etc.) I am writing to support The Embroiderers' Guild of America, Inc.'s petition to issue a stamp in 2008 celebrating the art of needlework.

Needlework has been an important part of American history and has been displayed and used for both practical and decorative purposes. Many of our major museums have needlework/textile collections so the public is able to view some of our earliest as well as contemporary needlework pieces. Needlework schools were established in the east to teach young girls the art of needlework, because it was important to impress a potential suitor that the needleworker had the necessary qualities to be a wife and mother and mistress of the household.

All needlework organizations work to preserve needlework and needlework education, by providing educational resources, offering needlework classes, presenting needlework shows and doing community outreach.

I believe a needlework related stamp would present an image that would be widely accepted by the stamp-buying public.

Thank you for your consideration.

Sincerely,

### **NETA WEBSITE NOTE:**

**As of December 1st, we had only 41 members (out of about 90) listed on our web site. This is a fantastic advertising tool that lots of us are not using. I can put your page up with no photos, if you wish. Just drop me a note at Mickle-mod@cox.net and tell me to use the directory info. This way you will have nothing to do. You can send the photos as a .jpg or other graphics file attachment to your e-mail or in the US mail now, or at some later date. Don't let this slip any longer. And take a look at [www.embroideryteachers.org](http://www.embroideryteachers.org) to see how it can benefit you. - Mary K.**





## **Are You Really Saving Money?** **from John Waddell**

Well, I have learned a good lesson. As a rule I am a very healthy person but this year that caught up with me and you might want to think about this in your future planning. I was scheduled and contracted to teach a several different locations. And to be a good and conservative teacher I looked for and purchased the least expensive tickets that I could to get me there and back. To make a story short, I ended up in the hospital twice and missed both of the teaching assignments. In no way was this planned or scheduled, but it did happen and there was nothing that I could do but to cancel the classes and the travel arrangements.

My wife was on the telephone and computer trying to get all of the details taken care of to let everyone know what had happened and that I would not be able to travel and teach the classes. That was all done but the catch was that the ECONOMY tickets that I purchased were not able to be changed. Now that was an expense that had to be covered by me and not the class participants. There was no way that I could pass on my costs to the groups. However, in the future I will make sure that when I am making reservations I will keep this in mind and book accordingly even if the cost is a little more.

I have also learned not to take the last flight of the day when going on a teaching assignment. This is because the bag that will not make it to your destination is the bag that has all of your teaching supplies inside. My bag did come in on the next plane and my concern was only a few hours long. Otherwise it would have been a very long night and possibly an even longer next day without the supplies!

The same type of issue comes up when I am putting kits together for classes. How much of a supply does the class require and in what units are the supplies packaged? What is your time worth and what is better for the students to have to work with in the class? Will you have to count, package and re-label?

Please think about these two considerations and other possible issues that we as teachers need to think and talk about to come to the best or alternatives for resolution. Please send your comments, ideas, questions and additional issues for open consideration. My contact information is on the front page, as is that of the newsletter editor -- send your comments to one of us. We need to talk, think and work together.

**PROPOSAL OPPORTUNITIES**

CLIP AND POST NEAR YOUR DESK

proposal due	event date	org	event / contacts /	particulars
1/5/2005	6/11-13/2005	nat	TNNA MARKET contact: The Needle Arts Market P.O.Box 3388 Zanesville, OH 43702-3388	Columbus, Ohio 3-hour class \$65/hr over 3 hours, \$60/hr plus \$35 per diem, hotel and airfare or mileage
<i>For forms and information: 800-889-8662</i>				
1/28/2005	10/21-27/2006	nat	EGA NATIONAL SEMINAR 2006 contact: Judy Jeroy, Dean of Faculty 4327 Thoroughgood Drive Virginia Beach VA 23455-4457	"Gentle Pursuits" Richmond Marriott Hotel FacultySem06@aol.com
<i>Forms and guidelines available at <a href="http://www.egausa.org/Seminar2006/proposals.htm">http://www.egausa.org/Seminar2006/proposals.htm</a></i>				
2/15/2005	9/8-15/2006	nat	ANG NATIONAL SEMINAR 2006 contact: Nancy Carr, Dean of Faculty 2944 W 118 Terrace Leawood, KS 66211	Tucson, AZ (913) 327-8777(voice) (913)327-8779 (fax)
<i>Forms and guidelines available at ANG website: <a href="http://www.needlepoint.org/forms.htm">http://www.needlepoint.org/forms.htm</a></i>				
4/1/2005	6/3-5/2006	reg	CAROLINAS REGION contact: Sue Osterburg 611 East Park Place Hendersonville,NC 28791	"Stitchin' On The Ridge" osterbed@bellsouth.net (828) 697-8198 1-day and/or 2-day
4/1/2005	6/20-24/2006	reg	GREATER PACIFIC REGION contact: Pamela J. Whyte, Dean of Faculty 14650 SW Grebe Lane Beaverton, OR 97007	Portland, OR offwhyte@earthlink.net (503) 590-4722 \$250./day
4/1/2005	6/22-25/2006	reg	TENNESSEE VALLEY REGION contact: Donna Stout 9108 Hurstwood Ct. Louisville, KY 40222	Louisville, KY "Stitch and Step Back In Time" (502) 429-0692 2-day classes (4-3-hr sessions) \$500 teaching fee + \$100 and some meals, room and travel
4/1/2005	8/23-27/2006	reg	ROCKY MOUNTAIN REGION <i>Request proposal info from:</i> Kathleen Weston 89 Calle Vadito NW Albuquerque, NM 87120	"Glorieta Gold" love2stitch@usmo.com (505) 710-4604 2-day classes

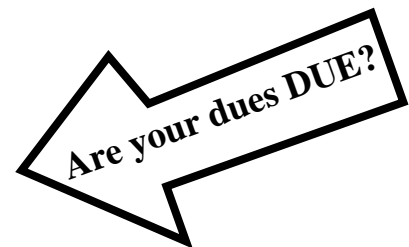
If you know of other proposal opportunities, please share the info, dates, contacts, etc., and we will include them in future issues.

*www.embroideryteachers.org*



**NETA Journal**  
**National Embroidery Teachers' Association**  
**Peg Dunayer, Editor**  
**411 Buckboard Blvd.**  
**Round Rock, TX 78681-6902**

**TO:**



**FIRST CLASS**