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Dear SAGA Family,

The 2009 SAGA Convention in Indianapolis, IN is only a few short weeks away! Are you ready? It is **September 30 through October 4, 2009**. We look forward to seeing you there where you can meet new friends, join up with long-distance friends, take fun classes, learn new techniques, enjoy great meals, and so much more! Look for a new feature this year, the SAGA blog! Our *SAGANews* editor, Julie Stilwell, will be blogging about the events during convention, so be sure to check that out at <http://www.saganewsblogs.blogspot.com/>. In fact, check it out now because she has a great "to-do" list to get ready for Convention! It includes:

- Check your registration schedule for details, class kit fees and supplies and pre-class preparation—do you need fabric pleated, for example?
- Check travel arrangements for changes
- Check hotel arrangements
- Bring bag, nametag (see Robin Hart's instructions at <http://www.smocking.org/files/Nametagedited%200507.pdf> or phone me for a printed copy of them.)
- Bring sewing machine and accessories if needed for classes, including power cord, light, magnification, and basic sewing supplies
- Bring address labels for Raffle tickets
- Bring Raffle Basket!
- Bring Artisan Card
- Bring folders or 3-ring binder with page protectors for class notes
- Bring WEE Care items
- Bring items for Design Show, and Show and Share
- Bring a great smile and prepare to have fun!
- Bring a friend!

Julie will also let us know about publication dates and items that do not make *SAGANews*. Plan to visit the blog often; you don't want to miss out on anything!

Here are specific announcements to keep you up to date about SAGA events.

### ***Proxy Ballots***

SAGA members, please remember to fill out your proxy ballots, which will be in the next issue of *SAGANews*. They may be sent to convention with any member who is attending Convention, or to your Region Representative. If we do not have enough attendees and proxy ballots, SAGA is unable to conduct business at Convention, including installation of officers for the new year. A photocopy is adequate if you do not wish to cut your copy of *SAGANews*.

### ***SAGA Nominating Committee***

The SAGA Nominating Committee consists of one member elected from each region at a Regional Meeting at the Annual Convention, and one member elected from the Board of Directors, who serves as the Nominating Committee Chairman. This year we would like to ask for anyone interested in serving on the Nominating Committee, but who may not be coming to convention, to give their name to their Region Rep to be placed in nomination and voted on at the Regional Meeting. Requirements for serving on the nomination committee are the following:

- A. Have been an active member in good standing for a minimum of two (2) consecutive years, and shall have served as a chapter officer, or National Board Member or a Member of a Standing Committee.
- B. Be elected at the Convention. The nominees shall be those provided for in Section 5-G (of the SAGA By-laws) hereof and such others as may be nominated from the floor. Each SAGA member in good standing, domiciled in the Region being addresses, and in attendance shall be entitled to cast one vote for their choice of Member-Elect of the Nominating Committee,
- C. Any member who shall receive plurality of all valid votes cast shall be elected.
- D. Election shall be by ballot, except when only one nominee is nominated. Then, after closing nominations, the chair will declare the nominee elected.
- E. The term of office for the members of the Nominating Committee will be one (1) year or until the commencement of the term of her successor. No member of the Nominating Committee shall serve more than two (2) terms in that position.

### ***SAGA Convention Raffle Baskets***

If you have not considered donating a Raffle Basket to Convention before, now is a good time to do it! It is fun, provides income for SAGA programs, and promotes your chapter or business. Baskets may be small or large, it doesn't matter! Contact Cheryl Cox at [ccox50@gmail.com](mailto:ccox50@gmail.com) to let her know you will bring a basket. If you need to send it, be sure to send it to arrive no later than September 18, 2009 to:

Jean Glore  
4602 Ashwood Dr.  
Indianapolis, IN 46268

For those who purchase tickets for the Raffle Baskets, be sure to bring address labels to put on the backs of the tickets! Tickets are available Tuesday afternoon through Saturday at 12:30 PM. There are \$1.00 each or six for \$5.00 and may be purchased in the Hospitality Room at Convention.

Carol Evans tells us, "SAGA baskets began in 1985 at an Atlanta Convention as a response to requests to suppliers and vendors for multiple goodie bag items. Since so many responded with *one* large item, it was decided to create baskets with cash tickets available for purchase. At that time, raffles were not legal, but winning a 'Basket' proved to be a popular culmination of events at the final banquet of the convention. This tradition has been carried on by SAGA for most conventions since 1985."

### ***Vendors at Market***

Market is always a highlight of Convention and this year we have the following vendors plus more: Status Thimble, Vaune, Berryhill Heirlooms, The Old Fashioned Baby, Classic Creations, Kathy Awender, Fine French Laces, Love and Stitches, Frances Messina Jones, Kari Me Away, Amberlane & Amberpetites, Paivi Roberts, Fine Stitchery, Martha's Heirlooms, Peanut Butter N Jelly Kids, Sweet Stitches, and Wendy Schoen Design.

### ***Call for SAGA Advertising, Marketing and Publicity Director and Committee Members***

SAGA is looking for a dynamic person to fill the position of Advertising, Marketing and Publicity Director, and people to form a committee to help the Director. The Director and her/his committee would work closely with the Executive Board. They would also work in concert with the Convention Coordinator, *SAGANews* Editor and the Business Member Liaison.

Some duties of the Advertising, Marketing and Publicity Director and committee are:

#### Board and Cooperative Relationships

- Present budget recommendation for advertising, marketing and publicity to the SAGA Treasurer
- Maintain communications with the Board and fellow SAGA members to progress SAGA business
- Provide monthly Board Reports to the SAGA President to keep Board and Committee Chairs apprised of developments and issues
- Support the Executive Board in developing and enhancing a 3-year Strategic Plan with a Market perspective and input
- Continue to develop the Marketing Director's role as SAGA gains an enhanced understanding of the importance of the marketing concept

## Advertising

- Help with advertising and promotion, by establishing and maintaining an advertising program for SAGA in periodicals with content appealing to the needlework public and consistent with SAGA's mission
- Create the ads that pop, and do the layouts
- Place these ads in magazines and create brochures
- Develop and present advertising and promotion plan for the upcoming 12 months for review at midyear and annual board meetings

## Marketing and Publicity

- Develop and implement marketing strategies to promote SAGA
- Understand the direct and indirect competitive scenarios facing SAGA
- Determine those areas of the market where SAGA is one of the leaders and understand why
- Identify the market areas where SAGA does not compete and determine the criticality of that position
- Talk directly with SAGA's competitors to determine, what they are doing, their estimated level of success and their likely impact on SAGA's competitive position
- Talk directly with a cross section of SAGA members on a quarterly basis to understand internal demand and expectations, levels of satisfaction and member aspirations
- Formulate a vision to enhance SAGA's differentiated market position and close the chosen market gaps
- Make all registration arrangements and secure personnel to man the booths at any *Sewing Expo* shows agreed upon by SAGA and the Director of Advertising, Marketing and Publicity
- Help with convention support by working with the Business Member Liaison.

### ***New Chapters***

Congratulations to these new chapters:

***Lakes and Prairies Smockers*** in Bloomington, MN in Region IV. Members-at-Large in this area, look them up! Connie Perry is the chapter president and contact person. You may reach her at [bcperry@usfamily.net](mailto:bcperry@usfamily.net) or 952-443-2486.

### ***SAGA Grants Awarded for 2009-2010***

The following grants have been awarded for the 2009-2010 year as of 8/1/2009:

***Greater New Orleans***, Region IV

***Milwaukee Chapter***, Region IV

***Pacific Waves***, Region V

***French Hand Sewers***, Region IV, March 2010

***Waving Girl***, Region III, 11/7 - 11/8, 2009

***Cable Car Cablers***, Region V, 2/22 - 2/23, 2010

***Sew Many Things***, Region II, 3/12 -3/13, 2010

***Birmingham Chapter***, Region III, 4/16 - 4/17, 2010

***Lone Star Smockers***, Region V, 4/22 - 4/24, 2010

***Stranded Smockers and Stitchers***, Region III, Spring/Summer 2010 (Specific Dates not available)

### ***Artisan Achievers***

Congratulations to the following SAGA Artisan Achievers!

**Donna Rubel**, Region I, Smocking Apprentice Level I

**Cea Smith Davis**, Region I, Embroidery Apprentice Level I

### ***How to find SAGA on Facebook!*** ***By Kristen Benjamin***

SAGA is now on Facebook! Follow these directions to join the fun:

- Log on to [www.facebook.com](http://www.facebook.com)
- Log in using your email in the appropriate box at the top of the screen. If you don't have an account, you can create one for free on this page too.
- Once you log in, you will be taken to your home page. In the top right corner is a search box. Enter "**Smocking Arts Guild of America**" in the box.
- This will take you to another screen. Choose the link for SAGA.
- You've found us! Choose the link to join the group.
- Share your creations, questions or thoughts with other SAGA members. It's great to put a face with all our SAGA friends.

(In the attachment for those receiving this by e-mail is a .PDF file with pictures explaining this process. For those receiving this by postal mail, a copy of the above should be included with this RR Letter.)

### ***Wee Care Trunk Show*** ***From Mary Siegel***

Book the ***Wee Care Trunk Show*** for your chapter program! With over fifty items lovingly stitched by chapter members from all over the country, the show will inspire you with creative ideas. The fee is \$25, plus a \$25 refundable deposit. Contact Mary Siegel at [Weecaretrunkshow@smocking.org](mailto:Weecaretrunkshow@smocking.org) or [mfsieg@comcast.net](mailto:mfsieg@comcast.net).

### ***Regional News***

#### ***Region II***

***The Memphis Area Chapter*** will host **Debbie Glenn** on October 15-17, 2009 at the Germantown United Methodist Church in Germantown, TN. She will teach her classes, "Pretty

Painless Plackets, Circa 1940 Picot Baby Bonnet," and "Sweet Slumber Baby Pillow." For more information, contact Jody Adams at [tja004@hotmail.com](mailto:tja004@hotmail.com).

**The Sew Many Things Chapter** will host **Cindy Foose** March 12-13, 2010 at the Oak Valley Baptist Church in Franklin, TN. She will teach, "Details Count, Advance Smocking and Technique Enhancement: Beyond the Basics," and "Enchanting Embellishments." Go to [http://www.smocking.org/chapter\\_news.php](http://www.smocking.org/chapter_news.php) for more information, or contact Kathy Rieuf at [gandkrieuf@bellsouth.net](mailto:gandkrieuf@bellsouth.net).

### ***Region III***

**The Palmetto Pleaters** will host **Cindy Foose** in Greenville, S.C. on October 23,24, and 25, 2009. She will teach her classes, "Details count, Machine Heirloom Sewing Techniques," and "Polish Your Smocking." For more details, refer to the SAGA website, under "Chapter News," or contact Donna Kazia at [Kazia@scacog.org](mailto:Kazia@scacog.org) or 864-233-4608.

**The Stranded Smockers and Stitchers** of Myrtle Beach, S.C. is hosting the 17th annual "**Sewing at the Beach**," January 11-16, 2010. There is a broad spectrum of teachers and projects-both hand and machine - offered. It's held at the Hilton which is right on the beach. You can see the ocean and hear the waves lulling you to sleep. Check out the website at [www.sewingatthebeach.com](http://www.sewingatthebeach.com) for the full listing, or contact Linda Russ at [LindaBRuss@aol.com](mailto:LindaBRuss@aol.com).

### ***Region IV***

**Ozark Foothills Chapter** will host **Cindy Foose** November 6-7, 2009 in Springdale, Arkansas. Cindy will be teaching, "Collars and Sleeves: Details and Variations," and "Hems: Favorites for Focus and Function." The chapter will also celebrate its 25th anniversary on Friday night at the Springdale Country Club. Go to [www.smocking.org/education\\_news.php](http://www.smocking.org/education_news.php) or contact Tawana West, 2006 Winchester Place, Fayetteville, AR 72701; (479)521-7424 for more information. (Submitted by Bedetta Valentine.)

For the love of stitching,  
Carla Fiedler