



Embroiderers' Association of Canada, Inc.
Association canadienne de broderie, Inc.

EAC/ACB Seminar Policy and Procedures

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DOCUMENT HISTORY

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A. ANNUAL SEMINAR

1. EAC/ACB sponsors an annual seminar for its members. It is an opportunity to learn from nationally and internationally recognized needlework instructors, meet other members, attend the annual general meeting, and view the Members' Exhibition.
2. The EAC/ACB Seminar Liaison, appointed by the EAC/ACB Board of Directors, will act as a liaison between the Board, the Host Chapter(s) Seminar Committee and the general membership in any matters that relate directly or indirectly to the seminar. The Seminar Chair cannot also act as the Seminar Liaison. The EAC/ACB Seminar Liaison will be an *ad hoc* member of every seminar committee.
3. Cameras and recording equipment may only be used in a classroom with the permission of the teacher and the students. Items in the EAC/ACB Members' Exhibition will be officially photographed by persons designated by the Seminar Liaison in cooperation with the Seminar Committee.

B. APPLICATIONS TO HOST SEMINAR

1. The EAC/ACB Vice President shall advertise for hosts for upcoming seminars through the Communication Director and the Chapter Director
2. One or more EAC/ACB Chapter(s) may apply to the EAC/ACB Board of Directors to host an EAC/ACB seminar, preferably three to four years in advance of the proposed seminar. If no chapter applies, the Vice President shall endeavour to investigate potential seminar chapter(s). Initial correspondence and/or inquiries regarding hosting an EAC/ACB seminar should be directed to the EAC/ACB Vice President.
3. Once a Host Chapter(s) has been decided, a Seminar Hosting Contract is to be signed. *See Document - Seminar Hosting Contract in Appendix A.*

C. TIME FRAME

1. Seminars are traditionally held in May immediately after the EAC/ACB Board of Directors spring meeting, but the actual dates for EAC/ACB seminars are left to the discretion of the Host Chapter(s) with final approval of the EAC/ACB Board of Directors. Give consideration to perhaps avoiding any long weekends as travel costs are higher, and it is more difficult to organize transportation and meals at educational institutions.
2. It is recommended that the Host Chapter(s) allow for a day with fewer/optional activities to give registrants and teachers a period of time where they may rest, sightsee, visit, and/or attend mini-classes and committee meetings. This day is referred to as Personal Choice Day.

D. EAC/ACB RESPONSIBILITIES

1. EAC/ACB is the sponsoring body of an EAC/ACB Seminar.

2. EAC/ACB shall act in an advisory capacity to the Seminar Committee by having the Seminar Liaison communicate with the Seminar Chair(s) on a regular basis.
3. EAC/ACB shall underwrite expenses for an EAC/ACB Seminar by:
 - a) providing an interest-free loan to the Seminar Committee for advance funding. Board approval is automatic for a request of \$10,000 or less, but additional funds must receive Board approval
 - b) covering all losses incurred during an EAC/ACB Seminar by the Seminar Committee.
 - c) If the seminar is cancelled by EAC/ACB due to circumstances beyond the Seminar Committee's control, the Seminar Committee will receive the net profit of any fundraising to the date of the cancellation.
4. EAC/ACB shall approve the dates of an EAC/ACB seminar.
5. EAC/ACB shall approve the budget prepared by the Seminar Committee.
6. EAC/ACB shall assist the Seminar Committee by providing a list of former teachers, vendors, and donors. Assistance may also be available from previous seminar committees.
7. EAC/ACB may cancel an EAC/ACB seminar in the event of a financial or other emergencies.
8. EAC/ACB shall have the final approval of the teachers as presented by the Seminar Committee.
9. EAC/ACB shall approve, and the Seminar Committee shall send out the Teacher Contracts with a copy going to the teacher and the Seminar Committee.
10. EAC/ACB shall approve the suggested accommodation and classroom facilities as presented to the EAC/ACB Board.
11. EAC/ACB shall provide free advertising space, excluding the seminar brochure, for the seminar in *Embroidery Canada (EC)* one year prior to the seminar. The cost of the brochure shall be borne by the Seminar Committee. The Seminar Committee can request that additional copies of the brochure (only, without *EC*) be printed and the cost borne by the committee.
12. The EAC/ACB President, Seminar Liaison, and the Communications Director shall preview proofs of any EAC/ACB seminar brochures prior to their publication and distribution to members.
13. The recommendations of the Seminar Committee about any class cancellation are to be ratified by the Seminar Liaison before being finalized.
14. The EAC/ACB Secretary shall notify the Seminar Committee Board Liaison as to facilities needed for the EAC/ACB Board meeting, Educational Committee meeting, Chapter Presidents' meeting, Individual Members meeting, Youth meeting; market tables, space needed in the Members' Exhibition, and any other special needs as

determined by the EAC/ACB Board. (see Section M.11. EAC/ACB Meetings Coordinator)

15. The EAC/ACB Treasurer shall receive and disburse all major funds relative to the seminar in coordination with the Seminar Treasurer, who must authorize all invoices.
16. The EAC/ACB President shall recognize and thank the Seminar Committee and teachers at the banquet.
17. The EAC/ACB Seminar Liaison shall collect all seminar and teacher evaluation sheets and collate the information for the reference of future seminar committees and shall send a copy to the Seminar Chair(s).
18. Both EAC/ACB and the Seminar Committee for the following year's seminar will be allotted a free table at Market Night and are responsible for staffing their own table.
19. The EAC/ACB Insurance Policy covers the seminar. Any questions should be directed to the EAC/ACB Treasurer. This does not cover external vendors such as the boutique and Market Night vendors.
20. Government forms for out-of-country teachers will be coordinated by the Government Compliance Appointee in cooperation with the Seminar Committee.
21. The EAC/ACB Board may organize a pre-seminar talk. All details are to be provided by the Secretary to the Seminar Board Liaison as soon as they are known and prior to participant letters being sent out in January.

E. HOST RESPONSIBILITIES

1. The Seminar Committee and Seminar Liaison shall plan, organize, and execute the seminar. The Seminar Committee shall submit their minutes to the Seminar Liaison as soon as possible after each meeting.
2. The Seminar Committee shall identify the seminar as an EAC/ACB Seminar, not only a chapter seminar, on all published materials relative to the seminar. The EAC/ACB logo and website address shall be used.
3. The Seminar Committee and Seminar Liaison shall endeavour to operate the seminar in such a manner that no losses are incurred.
4. If more than one chapter is hosting an EAC/ACB Seminar, the chapters shall agree in writing about the division of responsibilities and allocation of profits prior to any detailed planning.
5. The Seminar Committee shall appoint a chair(s) to coordinate all aspects of the on-site preparation for the seminar. They will report to the Seminar Chair(s) with written progress reports, including revised budgets, regularly and specifically for presentation to EAC/ACB Board meetings.
6. If possible, a chair should be found for each Seminar Committee that has the knowledge, interest, and expertise to fill the role and is willing to put together and work

with a committee to assist in the tasks involved. The committees named in this document are to be considered a suggestion for division of the workload only. Any Seminar Committee may choose to combine sections or divide them further, dependent on their own group of volunteers.

7. Early in the process of seminar planning, email addresses should be set up with EAC/ACB Communications.
8. The Seminar Committee shall present possible seminar site(s) and a beginning budget to the Seminar Liaison who in turn will present it to the Board of Directors for approval, preferably two years in advance of the seminar dates. The Board realizes that precise projections of future costs of facilities and other items are not always available, but an effort should be made to be as accurate as possible.
9. The Seminar Committee shall present a list of preferred classes to the EAC/ACB Board for final approval at the fall Board meeting eighteen months prior to the seminar. All other class proposals shall be available for viewing at this meeting, with details available in the event that the proposed slate needs to be changed or other options reviewed.
10. The Seminar Committee shall prepare promotional information for each issue of *EC* during the year prior to the seminar in accordance with pre-established publication deadlines. (see Section L. Publicity)
11. The Seminar Committee shall have all class projects photographed for the seminar brochure and the presentation for purposes of promoting the seminar in *EC* and on the EAC/ACB website.
12. The Seminar Committee shall prepare digital or electronic presentations to be available to all EAC/ACB Chapters to promote the seminar a year in advance of the seminar.
13. The Seminar Chairperson is required to submit a written report to each Board Meeting. The report should be forwarded electronically to the Seminar Liaison per the Board meeting submission schedule before the meetings for distribution and include the following: 1) a written update on committee progress, 2) a current financial statement, 3) an updated budget and projection, and 4) for the spring Board meeting the year before the seminar, a copy of the brochure sent to the seminar liaison and the Communications Director for review.
14. The Seminar Chairperson or a suitable representative may attend (but is not required to) the spring Board Meeting at the seminar prior to their own in order to present reports and answer questions at the Board meeting as noted above. A Seminar Committee representative must set up and repack the display of class projects in the Members' Exhibition area, sell seminar fundraisers on Market Night, and present the promotion for their own seminar on banquet night. (see Appendix A5) Consider how the class projects are to be returned. If via postal service, consider if the seminar coincides with a long weekend and postal services are not available.

15. The Seminar Committee shall forward a complete financial statement and cheque, if applicable, for 50% of seminar profits to the EAC/ACB Treasurer before August 31, following the seminar. (see Section I Finances)
16. The Seminar Committee shall present an electronic, complete seminar report to the fall EAC/ACB Board of Directors Meeting immediately following the seminar. The report may be circulated to other Chapters hosting future seminars with one CD copy to be sent to the EAC/ACB Archivist along with any official correspondence such as contracts.

F. REGISTRATION

1. General Information

- a) The Registration Committee shall assume the responsibilities of registration. This requires personnel with advanced computer database skills.
- b) In communication with the Seminar Chairperson(s) and the Seminar Liaison, this committee shall establish a fee structure, format registration forms, receive and process registrations, allocate classes, determine any classes to be cancelled, and communicate all information to the class participants and teachers.
- c) As the primary contact for registration questions, the Registrar should be prepared to answer questions on the details of the seminar.
- d) Timely responses to member emails and other enquiries are extremely important. Alternate contact information should be advertised to avoid member discontent.

2. Registration Form

Determine the following information for inclusion in the registration form, format the form and forward it to the Seminar Publicity Committee at least one year before the seminar for inclusion in the seminar brochure and on the seminar website. Forms from previous seminars can serve as samples.

- a) **Registration fee structure** - The registration fee is to be arrived at by the Seminar Committee as a whole through the budget and the approval of the Board. Registration may be broken down into two two-day registration blocks at the discretion of the Seminar Committee. Consider offering an early bird draw for registrants who pay in full by the registration date.
- b) **Stitching only** - A registration fee may be established for retreat stitchers not participating in classes but wishing to participate in other seminar activities.
- c) **Pre-registration fee** - Pre-registration and the non-refundable fees are set by the Seminar Committee with EAC/ACB Board approval. Pre-registration fees are refundable less the administration portion, except as noted elsewhere. The amount of the non-refundable portion should be clearly noted on the registration form.

- d) **Registrants** - all registrants must be a member in good standing. If the registrant is not a current member, they are to register through the EAC/ACB website to become a member.
- e) **All other costs** - Extra tickets for AGM, banquet and opening reception; fees for one-day class or tour(s); cost of Market Night table; others as determined by the committee.
- f) **One-day classes** - If one-day classes are scheduled, the class fee should take into consideration the cost of the room used, the teacher's salary, and the kit fee. At the discretion of the Seminar Committee and with the agreement of the teacher, any openings in the one-day classes may be offered to non-participants after registration is complete. Beware that the use of the term "Personal Choice Day class" might be mistaken by some to mean the class is free. The non-seminar participant still must be an EAC/ACB member.
- g) **Registration dates** - Registrations are declared open whenever all systems are in place for accepting them. But all registrations postmarked or received by mail, fax, email, or online form on or before the specified date - usually November 15, will be treated as equal. Registrations are advertised as being accepted until the final registration day - usually March 1 for a May seminar. Acceptance of any registrations after the final registration day is left to the discretion of the committee, in consultation with the teacher affected. Any variations from the usual dates shall be brought to the Board for approval.
- h) The following wording may be useful:

Make your cheque or money order payable to "*name of seminar bank account*" in Canadian funds. Registration can be completed quickly and easily online at the link found on the seminar website (include an actual URL - ask EAC/ACB Communications to set this up). You may also mail the completed form and payment to [*name and address*]. Include a SASE for confirmation of receipt of registration. Please keep a copy of your completed form for your records.

Note: Make the "payable to" statement and payment options **very prominent** within the registration form.

- i) The form should also include space for the following:
 - i. Membership number for EAC/ACB members
 - ii. Payment options
 - iii. Check box for volunteering as a class angel
 - iv. First-time seminar participant check box
 - v. Permission to include name and identifying information on the participant list
 - vi. Any special needs (dietary, mobility or other)
 - vii. Email address (a generous amount of space for legibility of long addresses)

3. Registrar

- a) Manage the registration and assign classes.
- b) Notify online registrants that their information has been received. Using an auto-reply email feature, send an automatic email back to the recipient's computer saying that the registration has been received so the recipient can find it in their inbox.
- c) If a SASE has been sent with mailed-in applications, return it promptly.
- d) Keep a database of all information from registrants.
- e) Confirm that all registrants are EAC/ACB members in good standing using the monthly member lists provided by EAC/ACB Membership Director. Registrants' EAC/ACB membership must be monitored to ensure their membership does not expire prior to the seminar. Record all registration fees and bank such monies with the Seminar Treasurer.
- f) Any Seminar Grant and youth awards information will be sent to them by the EAC/ACB Vice President and Education Director, respectively. All winners are to receive their first choices for classes even if the class goes to a lottery.
- g) EAC/ACB offers a volunteer to take on this position if required.

4. Draws for Classes

- a) After November 15, any classes which have more than the maximum class registration of 20 will go to a draw to determine who is accepted into the class. All participant names for each of those classes received up to that date will be drawn from and numbered in the order they are drawn. Be aware that Seminar Grant and youth awards winners get their first choice in classes, and this may affect the draw results. The ranking numbers should be recorded in case there are cancellations or other changes before the students are notified of their class confirmation.
- b) When classes fill, the Seminar Chair(s) should communicate the information via the seminar website. It should be noted that if there are cancellations in the class, openings may appear later. If classes fill well before the initial deadline and will be going to draw, make arrangements to have this information updated on the website.
- c) In consultation with the Seminar Liaison and the Seminar Chair(s), make decisions about class cancellations if registrations are too low by mid-January. The general rule is a minimum of 10 students except for local teachers when the minimum can be less. Consider the total teaching load in the determination. Note that teachers may choose to teach a 2-day class and take a class on the other two days.
- d) Send confirmation of classes, account statements, including kit fees, class supply lists, and information sheets to registrants no later than February 1.

- e) Consider letting participants know where they lie on a waiting list for a class that was their first choice.

5. Class Cancellation

- a) The decision to cancel classes should be forwarded to the Teacher Committee, which will advise any affected teachers. After the teachers are informed, make arrangements to have this information updated on the website.
- b) In the event that EAC/ACB cancels a class because of low participation or any other reason, participants will be offered alternate class choices. If no alternate is chosen, a full refund will be issued in the event of cancellation; any travel and hotel costs incurred by the registrant are solely the responsibility of the registrant.
- c) Cancelled and full class information should be updated on the seminar website.
- d) All refunds will be paid through the Seminar Committee and be issued as follows:

Up to the final payment date, a refund will be given less the non-refundable deposit (\$50).

From the final payment date to 30 days before the seminar, a refund will be given less a \$250 cancellation cost upon the death of the registrant, military requirements for the registrant, or the death of an immediate family member. Immediate family is defined as spouse, child, parent, parent-in-law, grandparent, grandchild, or sibling.

29 to 0 days before the seminar, EAC/ACB Board of Directors will review refunds based on the following:

- A full refund will be given in the event of the death of the registrant.
- A full refund will be given in the event of a member who is in the military and is unable to attend due to military requirements.
- A full refund, minus a \$350 cancellation cost and kit costs, will be given in the event of the death of a member of the immediate family. Kits will be mailed out.
- A full refund, minus a \$350 cancellation cost and kit costs in the event of serious illness of the registrant or an immediate family member or a natural disaster preventing the registrant's attendance. Kits will be mailed out.

Requests for refunds must be submitted to the seminar committee within two weeks of the last day of the seminar.

6. During the Seminar

- a) Set up a registration area for the check-in of participants, allowing adequate time for variations in arrivals. A second registration will be needed for part-time participants before the second set of classes.

- b) Give out information packets, name tags, registration bags and any other materials to participants.
- c) Ensure name tags note the chapter and/or city. Display the EAC/ACB logo on name tag holders or name cards.

7. Follow-up

Prepare a report, in electronic format, as part of the final seminar wrap-up report to the EAC/ACB Board. One item in this report should be a compilation of statistics of percentages of classes chosen that were four-day vs. two-day and other participation numbers. See chart template.

G. TEACHERS

1. General Information

The Teacher Committee is responsible for obtaining class proposals, from which a slate of classes is presented to the EAC/ACB Board for approval. All communications with the teachers and arrangements for their needs are the responsibility of this committee.

2. Class Proposals

- a) Put out a call for proposals two years before the seminar through advertisements and personal contacts. The EAC/ACB Teacher roster, online listings from other needlework organizations, past seminar lists and many other sources should be used for contact information. Newly certified EAC/ACB teachers should be considered. The due date for proposal submission should be no later than September 30, approximately a year and a half prior to the seminar.
- b) Advertise for teacher proposals through *EC*, two years prior to the seminar, and advertise in other publications as desired. (see L. Publicity, 2.f)
- c) Proposals must have detailed written, and photo information of the class (concept-only proposals are not acceptable), as well as a teacher bio including their picture, and preferably be presented in electronic form. It is preferable not to have teachers send the actual project at this time. A proposal form and sample letter are included in Appendix B-3.
- d) Class Kits - The contents of the kit and the breakdown of costs should be listed in the proposal. Mailing and shipping costs are the responsibility of the teacher and should be incorporated into their kit cost. Kits are preferred for seminar classes, and any supply list of items that students must bring should be kept to a minimum with all listed supplies being used in the class and/or their use explained. If there is a pre-class mailing to the students, all costs are the responsibility of the teacher and should be taken into account in the kit cost.
- e) A supply list of materials and tools needs to be provided taking into consideration weight and availability across the country as students must bring the items with

them. If the class is an explorative technique, the kit fee should include the cost of supplies which will be provided by the teacher and shared with the students.

- f) Note that even if the class is very much experimental or students design it themselves, comprehensive written instruction is required as part of the kit. It can include things like supplies being discussed and where they can be purchased, how the supplies can be used, suggestions for design creation, etc.

3. Class Requirements/Decisions

- a) Where possible, classes should include a minimum of six techniques. Pre-stitching time and homework requirements during the days of classes should be considered.
- b) There must be a balance between basic, intermediate, and advanced levels of instruction.
- c) The teaching faculty chosen for an EAC/ACB seminar should be composed of a minimum of sixty-five percent Canadian teachers based on teaching days.
- d) At the fall Board meeting, approximately one and a half years prior to the seminar, a presentation by the Seminar Chair(s) of the slate of suggested classes is submitted along with a chart summarizing class details. The class slate must be approved by the Board at the meeting.
- e) As a general rule, the slate should include five to six four-day classes and seven for each of the two two-day class dates, but all other submissions should be available for discussion purposes.
- f) EAC/ACB Board members, who are also being considered as seminar teachers, must absent themselves from the presentation and decision process.
- g) If grants are available based on criteria such as the number of Canadian teachers, these should also be taken into consideration.
- h) If possible, some classes should have relatively low kit costs.
- i) Notify all teachers of the decisions as soon as possible after they are made. Send contracts to the successful ones and notify the others they were not successful.

4. Contract

- a) An updated contract should be prepared using the sample as a guideline (see Appendix B6). The contract should list the class, lecture or other such events for which the teacher will be reimbursed. A separate contract is required per class/lecture. The draft should be approved by the Seminar Chair and the Seminar Liaison.
- b) The procedure is as follows and allows for electronic initialling and signatures:
 - i. Within the month following the Board approval, the contract is emailed to the teacher who signs the copy, and initials any changes made.

- ii. The teacher then emails the contract to the Seminar Chair(s), who reviews it to ensure it has been properly completed, initials any changes made by the teacher, and signs in the appropriate place.
 - iii. The contract is then made available to the EAC/ACB President and another board officer, who review and sign the contract.
- c) The fully-completed contract is then sent to the teacher, and copies are saved into the EAC/ACB electronic document storage system.

5. Information to Teachers

- a) Teachers contracted for the seminar must remain within a fee structure set by the EAC/ACB Board of Directors and follow all other guidelines laid out in the signed contract.
- b) Teachers contracted for the seminar must send either their class project or a quality digital photographic file of it (minimum 300dpi) to the Seminar Committee no later than February 1, in the year preceding the seminar. The preference is to receive the actual piece. The class project itself must be available for display at the seminar preceding the one for which they are contracted.
- c) Teachers teaching at a specific seminar may only enter the “Exhibition Only” category of the Members’ Exhibition and the Professional Category of the Original Design Award.
- d) Teachers must be sent information on their accommodations and asked to provide any special needs that must be accommodated. The teacher is responsible for ensuring they have purchased sufficient travel/medical insurance when they cross borders. This information could be sent out with their contract.
- e) All meals and tickets for all seminar events (opening reception, AGM, banquet) for the teachers during their contracted tenure, including meals on the Personal Choice Day if the teacher is contracted for four days of teaching, are provided by the Seminar Committee. One meal will be provided on either side of arrival and departure times. A meal allowance will be provided for any meals not covered in the general seminar meal package. The EAC/ACB per diem should be used as a guideline, to be adjusted by the Seminar Committee if warranted by the cost of food at the facility. Any teacher engaged to instruct a one-day class will be provided with a meal allowance for that day.
- d) Notify teachers in advance of which expenses will be covered and how, when, where and to whom they are to submit expense receipts for payment. Receipts are required for all claims except for meals. The meal allowance at the per diem rate will be given in cash to all teachers upon arrival at the seminar. The costs include:
 - i. Travel including up to 2 bags of luggage. This allows for their clothing and a teaching supplies bag. Any bags, etc. for Market Night are the responsibility of the teacher.

- ii. Meals during the seminar, including one meal, will be provided on either side of arrival and departure to and from the seminar.
 - iii. Accommodation, including one day ahead for teachers coming from overseas. This allows them to acclimatize to the time change. The accommodation will be the same as the attendees. If teachers wish for other accommodation, they will be given the equivalent in payment. They will then be responsible for booking their own and arranging transportation at their own cost.
- e) Parking if they come by car vs other transportation and parking at the other transportation locations if needed.
 - f) Upon request, 30 days in advance, teachers may be reimbursed 50% of their travel costs if they have purchased their own ticket. Teachers may be reimbursed 100% of their kit costs early if their kits are received by the Seminar Committee at least 30 days before the seminar begins. Receipts must be submitted; see EAC/ACB Board of Directors Expense Policy. Teachers who are also EAC/ACB Board members will have their travel expenses reimbursed according to the EAC/ACB Board of Directors Expense Policy. Travel costs shall be managed based on teaching days. If a seminar teacher is asked to teach in other locations across Canada in association with the seminar booking, then the travel cost is split based on the proportion of the total number of days that the teacher is teaching in each location.
 - g) Send a copy of the seminar brochure to the teachers for their information and contact information for the contracted boutique vendors as soon as available.
 - h) The teachers shall be made aware that student contact information on the participant list is only to be used for seminar purposes.
 - i) Pre-stitching materials must be in the hands of the student 6 weeks prior to the seminar.

6. Information Needed from Teachers

- a) Teachers must complete the EAC/ACB Proposal Summary Sheet along with the following information for inclusion in the seminar brochure: teacher biography, current personal photo, and a written class description suitable for advertising. If a high-quality photo of the project is not available from the instructor it will need to be taken by the committee.
- b) Obtain information from the teachers regarding special equipment requirements for the class, suggested book lists and any other necessary information.
- c) Kit fees must include all costs such as fabric, threads, instruction booklet, preparation costs, etc., as well as any extraordinary costs, including prework mail-out postage to students and shipping costs to the seminar, if applicable as kits are to be pre-shipped to the seminar.

- d) Non-Canadian and non-resident Canadian teachers will be required to give additional information for the tax waiver application. They should be made aware of this in early communications with them. See Section 8 below.
- e) Class supply lists and student letters should be obtained from the teachers to include with the registration confirmation letters. These should be forwarded to the Registration Committee upon the finalization of classes.
- f) Accommodation, food and medical needs, dates of arrival and departure, name of preferred roommate if applicable, and any other information applicable to accommodations should be obtained from each teacher and forwarded to the Site Committee or the appropriate person when required.
- g) A file should be kept of all information from each teacher so it can be readily accessed. (see Appendix for Seminar Teacher Checklist) This should also include a running account of expenses and prepayments, which can be easily finalized during the seminar so that each teacher can be paid on the last day of their class. Preference for the currency for payment to the teacher should be obtained.

7. Brochure

Send the following information to the Publicity Committee for inclusion in the brochure and other advertising at least a year in advance of the seminar: teachers' biographies and photos, class descriptions with photos, project finished size, levels of expertise, kit options and costs, prework and homework during the seminar required as well as other information that is requested.

8. Dealing with non-Canadian and non-resident Canadian Teachers

- a) As soon as the teacher roster is approved in the fall board meeting, a list and contract copies of all teachers not living in Canada, so even Canadians living elsewhere, need to be provided to the Government Compliance Liaison so they may apply for an R105 Tax Waiver.
- b) R105 Tax Waiver Application - There will need to be 15% of the teaching fee withheld from each out-of-country teacher unless they have been granted a tax waiver. The R105 form will be sent to the teachers by the Government Compliance Liaison and returned to that individual for processing. Teachers who have not previously taught in Canada will need to provide additional documentation in order to obtain an Individual Tax Number. These documents need to be submitted with supporting documentation to the Revenue Canada Tax Office nearest to the seminar location about four months before. If the committee does not hear back from Revenue Canada by two weeks prior to the event, the Government Compliance Liaison must track it down and ensure it is processed and the waiver is received prior to the event. All payment information and the waiver are to be forwarded to the EAC/ACB Treasurer by the Government Compliance Liaison for the completion of all year-end government forms being prepared for the non-resident teachers.

- c) Teachers offering their services for more than five days must be reviewed on a case-by-case basis as the new regulations are still not favourable.
- d) **Letter for Border** - A letter will be given to each teacher to be presented upon arrival in Canada explaining that the speaker [name them] will be coming into Canada for this event [name, place, dates]. This is provided by the Government Compliance Liaison.
- e) **Payment Options** - Non-Canadian teachers may prefer to be paid in their own currency. The Seminar Committee can ask the EAC/ACB Treasurer to issue electronic payments in their own currency.
- f) The **EAC/ACB Treasurer** requires the following information from each out-of-country teacher in order to file the necessary tax forms: (Note that this information will be on the R-105 form mentioned above, and copies of those completed forms should be kept on file.): Full name of teacher, country of residence, address, date of birth, social insurance number (or equivalent Tax ID #), amount paid, amount of reimbursable expenses (meals, transportation, accommodation, and any other items), arrival date in Canada and departure date, dates of the previous service and amount paid, dates of future service.

8. Class Angels

- a) Get the list of volunteers from the Seminar Registrar and assign one person to each teacher's class to act as an aide to ensure that the teacher's classroom needs are met. Selection considerations should include the volunteer's mobility.
- b) Contact the angels and inform them of their duties and the class to which they are assigned (number, name, days, times) as well as the information meeting before the opening reception.
- c) Arrange for pins or other designating tags to be made for the angels.
- d) The assigned angel should be prepared to assist the teacher in any way possible with setup, distribution of articles, announcements, cleanup, etc. and may have other duties as determined by the Seminar Committee.
- e) Packets should be prepared for the angels with class lists, evaluation forms, emergency information (such as if there is a fire alarm), certificates, contact information to communicate with seminar committee members such as via cell phones, etc., to be given to them at the information meeting. Class Angels are asked all kinds of things, and providing them with a full list of the classes, noting the teacher, room number, and a site map is most beneficial. Sample evaluations and certificates are included in the Appendices document. Attendance must be taken at the beginning of class each day, and discrepancies should be reported immediately to the Seminar Chair(s).

9. During the Seminar

- a) Arrange travel for teachers, including transportation to and from the airport, etc.

- b) Schedule a meeting prior to commencement of classes for teachers to meet one another, their angels, and applicable Seminar Committee members. At this meeting, clarify the routines, including specific instructions on emergency measures and classroom evacuation routes. Answer questions and provide information on who to contact if there is a problem.
- c) Introduce the teachers to the seminar participants at the opening reception.
- d) Appoint a member of the Teacher Committee to supervise the teachers' pieces on display to ensure that they are not handled or photographed, and that food or drink is not brought near them.
- e) Receive expense forms and receipts from the teachers and approve them before presenting them to the treasurer for payment.
- f) Ensure that cheques, money orders, bank drafts, or cash are available to pay the teachers' fees and expenses as specified in the teachers' contracts.

10. Follow-ups

- a) Send the following information that is required for all foreign teachers to the EAC/ACB Treasurer to complete the T4-NRs. This should be sent at the time of the final reporting. The information that is required is the contact information for teachers, including home address and email address, tax identification number, total fees paid for teaching, including any payment for speaking (omit kit fees), total travel costs including taxes and total days under contract at the seminar.
- b) Prepare a report, in electronic format, as part of the final seminar wrap-up report to the EAC/ACB Board.

H. SITE LIAISON

1. General Information

When choosing a location for an EAC/ACB Seminar, the Seminar Committee must take into consideration costs, convenience, classroom facilities, proximity to public transportation such as airlines, trains, buses, and access to local attractions and events. Note that meals may be an issue over weekends and holidays. The Site Committee is responsible for all arrangements for the Seminar site.

2. Seminar Location

- a) Research local accommodation and sites for the seminar, such as hotels, universities or other educational residences and/or dormitories or resorts, to determine the most cost-effective and appropriate location for the seminar. Accessibility must be thoroughly investigated for every aspect of the seminar. Accessible means "the ability of access." Therefore all venues, accommodations and events of the seminar are to be fully accessible for those requiring accommodations for them to fully participate in the seminar. Note that facilities may say they are accessible but may not be as accessible as participants

require. For instance, are beds of a height that a person in a wheelchair can navigate, are there ramps or elevators to allow a participant entry to all venues and if travel is required to a venue, does it have handicap transportation. Take time to mentally determine a route from the entrance to the end venue to ensure accessibility.

- b) Submit the choice of location to the EAC/ACB Board of Directors for approval no later than the May meeting two years in advance of the seminar.
- c) Reserve an approximate number of guest rooms for the accommodation of teachers, Board members and participants. The cost of these rooms will be the responsibility of the seminar, EAC/ACB or the individual as appropriate.

Book meeting rooms for Board Meetings, Education Committee Meeting, Teacher/Angel Meeting, Chapter Presidents' Meeting, EAC/ACB guest speaker on registration day, National Members Meeting, Youth Meeting, classrooms, stitching only room, Boutique(s), EAC/ACB Members' Exhibition, Seminar Central, opening reception, EAC/ACB annual general meeting, Market Night, banquet; hospitality (optional), upcoming seminar presentation, and all other activities related to the seminar. Enquire about other meeting room requirements, such as the annual virtual chapter gathering. The Seminar site committee is responsible for booking these rooms. See the Finances section for the determination of which organization is responsible for the costs of these rooms.

- d) Arrange for the necessary contracts concerning accommodation, classrooms, all other required rooms, WIFI, and any equipment that needs to be reserved or rented.
- e) Ensure at all food-related events that there is an announcement about how people with special needs will find their food. Food-related issues are very important to the participants and could even be life-threatening. Ensure the participants are well informed and taken care of at each event. Ensure it is known what will be made available to accommodate these needs.

3. Accommodations

- a) Determine that the accommodations are adequate in quality, quantity, and accessibility.
- b) Obtain as much information as possible about the accommodations for the seminar brochure a year before the seminar and forward it to the Publicity Committee. This should include photos if possible. The information should include full amenity information of accommodations.
- c) Forward final information to the Registration Committee and website for inclusion in the mail-out to registrants as soon as possible. Include a registration link, telephone number and an email address in the accommodation information.
- d) If costs have been determined on a "package" basis, registrants should stay on location. If the registrant chooses to stay elsewhere, a non-resident fee may be

charged, and it must apply to all registrants not staying on location. This fee is to be determined by the Seminar Committee if applicable.

- e) Reserve a block of rooms, if possible, in close proximity to the EAC/ACB President for EAC/ACB Board Members, as they frequently must meet throughout the seminar.
- f) Arrange rooms for the teachers, in a block where possible.

4. Classrooms

- a) The Teacher Committee should work with the facility contact to decide which classrooms work for which classes, according to audio-visual and other requirements.
- b) Ensure that all seminar activities are accessible and that classrooms are serviced by an elevator when on several levels.
- c) Consider the access to washrooms and the number of stairs for each activity.
- d) Be aware of other groups that may be sharing the facilities during the seminar, and where possible, group seminar accommodations and activities in areas which will be used mainly by seminar participants.
- e) Ensure there is extra table space for teacher displays in the classroom, consider lighting, sufficient electrical outlets with adequate load capacity if irons and sewing machines are to be used, and access to water if needed.
- f) It is more convenient if classrooms can be left set up overnight and if a teacher does not need to change classrooms for her second class. However, it must be assured that these rooms will be secure if articles are to be left there.

5. Other Areas

- a) **Stitching Only** -An area should be established for retreat stitchers who do not wish to participate in classes but wish to participate in other seminar activities. A comfortable space should be available for these registrants to stitch.
- b) **Members' Exhibition** - Assist that committee with requirements.
- c) **Boutique and Market Night** - Provide assistance to the committee.
- d) **Banquet** - Make arrangements for the Seminar Committee of the following seminar to make their presentation at the banquet.
- e) **Seminar Central** - A notice board, tables, chairs, and other items may be needed.

6. Communication

- a) Obtain the following information for inclusion in the seminar brochure and on the website: preliminary accommodation arrangements and costs, an emergency telephone number at the seminar site, as well as other information at the

discretion of the Seminar Committee and the EAC/ACB Board. Forward this information to the Publicity Committee as soon as available.

- b) Obtain information one year in advance from your EAC/ACB Meetings Coordinator concerning requirements for the Board Meeting, Education Committee Meeting, and all other meetings held during the seminar. EAC/ACB pays for the rooms for these meetings, but the Seminar Committee makes the arrangements. (see Section M.11. EAC/ACB Meetings Coordinator).
- c) It is important to maintain a good working relationship with the Teacher Committee to ensure that the teachers' special accommodation and classroom needs are met.
- d) Arrange for the rooms to have the necessary equipment for each activity, such as tables, chairs, microphone, projectors, screens, podium, chalk/white boards or easels and markers, sinks, computers, power bars, display boards, sewing machines, irons, ironing boards, etc. Communicate with the appropriate committees for their requirements.
- e) Ensure that the most up-to-date accommodation information is presented to the Registration Committee in time for insertion in the seminar brochure.
- f) Have maps available of the campus and area. Send to the Registration Committee to be included in the Student Confirmation Letter and have extras available at Seminar Central.
- g) Maintain a friendly and cooperative relationship between the facility site management and EAC/ACB and check to see that the responsibilities of both are met.

7. Signage

Have signs made for everything necessary - direction signs around campus, classroom signs with names of class and teacher, signs for meeting locations, maps of the area, campus maps, whatever will help. Ensure you know the signage policy of the seminar site, as there may be restrictions.

8. Follow-up

Prepare a report, in electronic format, as part of the final seminar wrap-up report to the EAC/ACB Board.

I. FINANCES

1. General information

- a) The Seminar Treasurer shall maintain an accurate record of all income and expenses related to the seminar working closely with the Seminar Committee and the EAC/ACB Treasurer.

- b) EAC/ACB will split the profits of the seminar 50/50 with the Seminar Committee but will underwrite all losses if such occur.

2. Budget and Projections

- a) Set up a proposed budget using the budget format supplied in the appendices. Many revenues and expenses are not fully known at the outset of the budget process. Use the best estimates available at the time. You may look at prior seminar final numbers to assist.

Note that budgets tend to be based on 150 participants in total. This revenue includes 4-day, 2-day and stitching-only participants. Use prior seminar statistics as a basis for the budget. The budget document becomes the baseline for future financial projections.

- b) Without changing the approved budget document, periodically create modified financial projections as costs and revenues become better known. Work with other internal seminar committees to establish revisions to costs and income based on the combined current best knowledge of the circumstances. Projections should be based on new estimates of attendance as registrations take place. The updated financial projection will be a combination of the actual expenses to date together with the current best knowledge of future income or expenses. The variance will be the difference between the original budget and the latest projection. The actual expenses to date alone are only a reflection of the true total expected expenses for any item when no further expenses are projected. Expect that new projections of income and expenses are required at each Board meeting prior to the seminar. It is recommended to send the budget to the Seminar Liaison and EAC/ACB Treasurer prior to having it sent to the rest of the Board so most questions /issues will be addressed prior to the report going to the board overall.
- c) The cost of producing and printing the seminar brochure, which is published in the fall issue of EC preceding the seminar is the responsibility of the Seminar Committee.
- d) The cost of the Seminar Theme Award is the responsibility of the Seminar Committee. Request the cost from the EAC/ACB Treasurer if using the award created by the Board.
- e) Any costs which specifically pertain to the seminar, such as website costs, are the responsibility of the Seminar Committee.
- f) Foreign teachers that have a large travel time difference in time zones may need to come in a day prior to seminar registration day to acclimatize themselves. The additional costs for accommodation and food allowance need to be included in the budget.
- g) Provide travel expenses (meals, accommodation for 2 nights) for one representative to attend the seminar one year before their own seminar. They will

manage the class display at the seminar and give the promotional presentation at the banquet. Provide accommodation expenses of the Seminar Chair or a Seminar Committee member designated to be on-site at all times during the seminar.

- h) The Site committee is asked to book meeting space for extra meetings that take place during the seminar. The costs, including accommodation, catering and A/V assistance, associated with the following meetings will be attributable to EAC/ACB: Board Meeting each of two days prior to registration day; Education Committee Meeting day of registration; Chapter Presidents' Meeting day of registration; guest speaker hosted by the Board for the day of registration.

The cost of activities related to the seminar should be included in the seminar budget: Teacher/Angel Meeting; Classrooms; stitching only room; Boutique(s); EAC/ACB Members' Exhibition; Seminar Central; Market Night; hospitality; upcoming seminar presentation.

The room and catering costs of the following events should be covered by the price of the admission ticket and therefore absorbed by the seminar budget: Opening reception, EAC/ACB Annual General Meeting, and Banquet.

Because the following meetings should use space that is already reserved for seminar purposes, the costs of the following meetings should also be absorbed by the seminar budget: Individual Members Meeting; Youth Meeting.

- i) The costs of other meeting room requirements, such as the annual virtual chapter gathering, will be reimbursed by the requesting chapter unless the space is already available because of other seminar activities.

3. Financial Record Keeping

- a) Open the appropriate bank accounts with the requirement of two signatories. Assign three to the account with the requirement that any two can sign.
- b) Maintain an accurate and organized set of accounts. A possible format for bookkeeping is available.
- c) Work in cooperation with the EAC/ACB Treasurer in the use of the online system for receiving monies. Any processing charges are the responsibility of the Seminar Committee.

The EAC/ACB GST/HST rebate is applicable for major expenses such as site, tours and catering costs. Work with the EAC/ACB Treasurer to determine the approximate funds required to hold back to cover these major expenses. Forward all authorized major invoices to the EAC/ACB Treasurer for payment in order that the GST/HST Rebate can be submitted.

- d) All online monies received will be processed through EAC/ACB's online system. Transfers to the seminar bank should be expected after the initial registration deadline, after the final payment deadline and at the finalization of seminar finances. The EAC/ACB Treasurer will forward a reconciling document detailing

the transfer amount. Many items flow through the EAC/ACB financial records: registration and scholarship revenues, expenses related to payment processing fees, brochure printing, award pins, etc. The reconciling document will provide the necessary information to post to the seminar ledger.

- e) Work with the Teacher Committee and the Government Compliance Liaison to acquire the information for the government forms required for non-resident teachers. Forward all required information to the EAC/ACB Treasurer for income tax purposes. (see Section G. 11.c)
- f) All seminar financial records and registration information shall be forwarded to the EAC/ACB Treasurer upon closing of the seminar books.

4. Grants and Advances

- a) Research and submit applications for possible local or government financing/grants for the seminar. Grants received are considered part of the seminar revenue and net profits that are split between the seminar host and EAC/ACB. All grants to be applied for will be reviewed by the Board and approved and prior to submission.
- b) Apply to the EAC/ACB Board for advance funding up to \$10,000. Repay EAC/ACB for the advance funding as soon as feasible.

5. Required Reports

- a) Include the proposed budget with the Seminar Committee's initial report to the Board.
- b) Submit revised projections with every subsequent report. Updated financial information should include the original budget, actuals to date and projected actuals. Use the template provided. See section 2(b) above.
- c) Notify the EAC/ACB President and Seminar Liaison immediately in the case of financial emergency so that a course of action can be determined by the members of the EAC/ACB Board, the Seminar Committee and the Host Chapter(s).
- d) Prepare a report of the final financial statement, in electronic format, as part of the final seminar wrap-up report to the EAC/ACB Board.

J. MEMBERS' EXHIBITION

1. General Information

The EAC/ACB Members' Exhibition is to be held concurrently with the annual seminar. All EAC/ACB members are invited to exhibit their work at this time. All entries must include a value for insurance purposes. All entries are to be photographed by the official photographer. No other photography is allowed at the exhibition.

2. Entries

The Members' Exhibition will include the following entries. Note that entries in a) through g) are only eligible for the specific category entered. The Members' Exhibition Chair should read all award policies and procedures to familiarize themselves with all components that are to be submitted as required by each award. The entry forms and photographs submitted by entrants must be provided to the EAC/ACB Communications Director so that photographs can be matched with the entries.

- a) Pulled Thread Award – a financial prize is awarded, judging by the Education Committee members at their meeting just prior to the seminar.
- b) EAC/ACB Original Design Award (two divisions - professional and non-professional) - (must include a written submission) prize awarded; half-table display space required for each entry; judging by the Education Committee members at their meeting just prior to the seminar.
- c) Seminar Theme Award - (must include a written submission) prize awarded; ballots provided to seminar participants and others available for walk-in members; ballot counting to occur at the close of the exhibition the night before the awards ceremony by the Seminar Chair(s) and EAC/ACB Vice President.
- d) Viewers' Choice Award – a prize is awarded; ballots are provided to seminar participants, walk-in members and other visitors; counting to occur at the close of the exhibition the night before the awards ceremony by the Seminar Chair(s) and EAC/ACB Vice President.
- e) Group Project Award - (must include a written submission) a prize is awarded; ballots provided to seminar participants, walk-in members and other visitors; counting to occur at the close of the exhibition the night before the awards ceremony by the Seminar Chair(s) and EAC/ACB Vice President. The Seminar Committee can limit the number of groups that can enter based on space limitations.
- f) Leonida Leatherdale Award - is only offered in odd-numbered years; ballots are provided to seminar participants, walk-in members and other visitors; counting to occur at the close of the exhibition the night before the awards ceremony by the Seminar Chair(s) and EAC/ACB Vice President.
- g) Exhibition Only (for display only).
 - i. Youth Embroiderers Exhibition Award (two divisions: 12 years and under and 13-21 years of age) - All entries will be awarded a certificate provided by the Youth Embroiderers' Appointee.
- h) Additional space should also be available for the following
 - i. Technique course binders and projects (approximately 2 tables)
 - ii. Teacher samples for the next seminar (approximately 2-3 tables)
 - iii. EAC/ACB competitions or challenges (details from Seminar Liaison) (approximately ½ - 1 table)

- iv. Display of gift to outgoing President (even-numbered years)
 - v. Next seminar's course offerings. This is a minimum of 2 tables.
 - vi. The Rose binders
- i) Voting boxes and tickets are the responsibility of this committee. Provide voting tickets for participants to the Registration Committee to include in the registration package. Have additional voting tickets for the public for the following awards.
 - i. Viewer's Choice
 - ii. Seminar Theme Award
 - iii. Seminar Group Award
 - j) The Members' Exhibition Committee is required to send a list of names for each entry along with the estimated value for insurance purposes to the EAC/ACB Treasurer.
 - k) EAC/ACB and local chapter information will be made available for the public to take.
 - l) A guest sign-in sheet will be available with a space to provide details of your name, where you are from and if you are interested to learn more about EAC/ACB, local, virtual and individual membership.

3. Site Requirements

- a) Choose a location for the exhibition that will provide ample space to display all types of embroidered works. Consider using a local gallery close to the seminar site. Consider parking, accessibility to the public, room for seminar participants to circulate, hours of operation, security, and cost of the equipment needed to make the space suitable for the exhibition.
- b) Check for proper lighting and the ability to hang some pieces to enhance the exhibition.

4. Advertising

- a) Provide information for the seminar brochure a year before the seminar, regarding registration of entries for the Members' Exhibition with a pre-seminar date deadline. No late entries should be accepted for the Members' Exhibition.
- b) Advertise a mailing address for entries shipped to the seminar for the exhibition, making it clear that entries to the Members' Exhibition that are to be returned to the exhibitor by post must be accompanied by return postage.
- c) Advertise the exhibition locally in coordination with the Publicity Committee using radio, TV, other media, and newspaper public services, as well as posters and invitations to groups and individuals interested in art and needlework – including the location and hours the exhibition is open to the public.

- d) Send information on show times and pick-up information to Publicity Committee for inclusion in Participant's Handbook.

5. Receipt and Handling of Entries

- a) When entries are received, tag each entry with an identifying number, category of entry, and entrant's name. Provide a receipt which must be used for the pick-up of items after the event. It is suggested that the receipt be ready ahead of time, preprinted, for ease of processing when items are received.
- b) Save any packaging materials that accompany mailed works to facilitate return if a submission is received via a shipping option vs in person. Packing materials received must be labelled with the entrant's name. For submissions received in person, it is recommended to have all packing material given back to the submitter due to storage limitations.
- c) Youth Embroiderers' Appointee is to be notified of the number of entries in the Youth category at least one week before the seminar in order to bring certificates.
- d) Entries in any award competition will have the stitcher's name and any markings on the piece covered during the voting. Voting is to be completed at the end of the day before the awards ceremony. Once voting is completed, names can be revealed.

6. Props and Signage

- a) Arrange for display boards, tables, display cases, etc., to complement the members' work.
- b) Make signs, entry forms, and ballots colour coordinated according to the various categories in the EAC/ACB Members' Exhibition
- c) Use large print numbers for easy identification on the display tag attached to the display board.
- d) Solicit donations of props, such as flowers, plants, furniture, etc.
- e) Acquaint visitors with the goals and purposes of EAC/ACB by having a supply of Membership Brochures on hand and/or flyers from the Host Chapter(s).
- f) Set up ballot boxes for voting.
- g) Acknowledge any donations with a thank you list clearly visible at the exhibition.
- h) Include ballots for voting in the registration package given to all seminar participants and provide ballots for visitors who are non-participants. Ballots for the Seminar Theme Award are available for EAC/ACB members only. Non-participants of the seminar can request these ballots on the presentation of proof of membership. "Viewer's Choice" ballots can be available to any visitor.
- i) Possible options - provide a guest book; consider a receptacle for voluntary collection at the door.

7. Volunteers

- a) Staff table at registration time to receive exhibition entries.
- b) Ensure security for the exhibition at all times.
- c) Sign up volunteers to help set up the exhibition and to work at the exhibition during open hours. Note that the Member's Exhibition Chair should be present and manage the set up and take down of the show.
- d) Train volunteers to circulate, answer questions and provide security.
- e) Inform ballot counters (Seminar Chair(s) and EAC/ACB Vice President) to count ballots after the close of the exhibition (the day before the awards ceremony). Ballot counters to inform the Members' Exhibition Chair of the winners so the pieces can be prepared and taken to the awards ceremony, where they are covered until the winners are announced. During the exhibition, the names and any identifying marks on the piece are covered until the voting is complete, and then they can be revealed.

8. Setup of Display

- a) Prepare a workbox for setting up the exhibition, which includes some nylon fishing line, and basic tools that may be needed for setting up.
- b) Exhibition items from the same category in close proximity to facilitate voting and judging.
- c) Beware, do not display items in direct sunlight and use white cotton gloves for handling members' work.
- d) Do not attach information to the front of the entry with tape, pins, or sticky labels.

9. Follow-ups

- a) Dismantle the exhibition for pick-up as advertised; check the entrant's receipt and have each person sign the master list verifying pick-up before returning each piece to its owner.
- b) Return borrowed props.
- c) Pack up and ship out-of-town entries.
- d) Write an official thank you letter for any donations.
- e) Send a list of winners and placements and include full resolution photographs of the winning pieces for inclusion in *EC* and website to the Communications Director.
- f) Prepare a report, in electronic format, as part of the final seminar wrap-up report to the EAC/ACB Board.

K. SEMINAR BOUTIQUES AND MARKET NIGHT

1. Seminar Boutiques General Information

- a) The Seminar Committee shall make provisions for the operation of a boutique or shop to be open throughout the seminar and appoint one member to act as the liaison between the vendor(s) and the Seminar Committee.
- b) More than one vendor may participate in the boutique operations. The owner(s) are not required to be EAC/ACB member(s).
- c) The vendor(s) shall pay a flat per-day fee as determined by the Seminar Committee to rent the boutique facilities and will sign an agreement for the rental of the facilities.
- d) EAC/ACB items may be sold in a specific area of the boutique or Seminar Central, and staffing the booth shall be the responsibility of EAC/ACB. Teachers may also put class-specific items for sale in the EAC/ACB area if the items are not available elsewhere in the boutique. Any chapter may ask to sell their own fundraising items at the EAC/ACB table. Those chapters will provide staffing to assist at the EAC/ACB table.

2. Market Night General Information

- a) This is a highly recommended option that the Host Chapter(s) may consider. It is a “one-time, short-term event” as opposed to the ongoing nature of the boutique. Space for Market Night may be rented by EAC/ACB members, teachers, craftspeople, businesses, etc.
- b) The Seminar Committee will establish a set fee for each table and sign an agreement with the vendor for the rental of facilities.
- c) If there is an agreement with the boutique vendor(s), the boutique may be open during Market Night.

3. Vendors

- a) The Host Chapter(s) and the Embroiderers’ Association of Canada, Inc. are not responsible for losses due to fire or theft or any financial loss on the part of the vendors. Vendors are responsible for their own insurance requirements.
- b) Suitable needlework-related businesses, including a book source, should be approached for their participation in the operation of the Seminar Boutique and/or Market Night.
- c) Final approval of vendors should be made in consultation with the Seminar Chair(s) and Seminar Liaison.

4. Contracts and Paperwork

- a) The vendor applicant(s) shall be notified of acceptance or rejection within six weeks of receipt of the application.
- b) The vendor shall pay a flat fee per day, as determined by the Seminar Committee, to rent the boutique facilities or tables at Market Night.

- c) Contracts should be signed by the successful vendors and the Seminar Chair(s) or their designate.
- d) Teachers' supply lists, suggested book lists, and possibly sources and class materials should be provided to the vendors after the contract has been signed to facilitate their ordering.
- e) The hours of operation should be determined in consultation with the Seminar Committee, considering other seminar activities. No seminar boutiques shall be open during the AGM.
- f) Seminar literature should include "Boutique(s) operated by ...". This information about the vendors should be publicized in the Information Handbook and other publicity as appropriate, including on the website and with nearby chapters.

5. Site

- a) Make certain that suitable facilities are available at the seminar site for the Seminar Boutique and Market Night. Ensure security, lighting, suitable furniture, equipment, electrical outlets, etc. are available.
- b) Label and mark out areas as required for different vendors.
- c) Assist vendors where possible in the setup and breakdown of displays.

6. Follow-up

Prepare a report, in electronic format, as part of the final seminar wrap-up report to the EAC Board.

L. PUBLICITY

1. General Information

In order to bring in both class participation and local interest in the seminar, publicity is very important. *EC*, the seminar brochure, EAC/ACB and Host Chapter(s) website(s), digital/video presentation, magazine ads, radio, and TV are some of the advertising venues that should be considered.

2. *Embroidery Canada*

- a) It is the responsibility of the Seminar Committee, working with the Seminar Liaison, to have the ads submitted by the deadlines.
- b) The Editor has the final decision as to the size and placement of the ads.
- c) Adjustments to the ad contents may be made in consultation with the *EC* Editor.
- d) The listed advertisements, with the exception of the brochure, are given free of charge to the Seminar Committee.
- e) All advertising should be presented to the Editor in a finished form, meeting all required specifications. The Editor should be consulted for current requirements.

f) The advertising schedule for the seminar for *EC* is as follows:

| Issue | Timing before Seminar | Submission deadline | Add year | Ad Size | Contents ** | Expected Magazine Delivery |
|---------------|-----------------------|---------------------|----------|----------------------------|-----------------------------|----------------------------|
| No. 2- Spring | 36 months | November 1 | | 1/4 page | First call for Teachers | April |
| No. 2 - Fall | 30 months | May 1 | | 1/4 page | Second call for teachers | September |
| Spring | 24 months | November 1 | | 1/4 page | Third call for teachers | April |
| Spring | 13 months | Nov 1 | | Banner | Teaser ad for seminar | April |
| Fall | 8 months | June 1 | | Multiple of 4 pages | Brochure insert | September |
| | | | | Full page or two 1/2 pages | Whatever needed Fundraisers | |

3. Preparation

- a) If the teacher has not submitted photographs of high enough quality for publication, class projects shall be photographed professionally for the seminar brochure and the digital or visual presentation and for purposes of promoting the seminar in *EC* and on the EAC/ACB website. Contact EAC/ACB Communications for specifications of photographs.
- b) Ensure both the brochure and website have a schedule with times of all events at the seminar, so attendees are able to organize their time.

4. Seminar Brochure

- a) The development of the seminar brochure is a major responsibility of this committee. Past seminar brochures should be reviewed as well.
- b) The cost of the brochure is an expense of the seminar, but the printing and distribution are done by EAC/ACB in conjunction with *EC*.
- c) The seminar brochure is the best vehicle for sharing and generating interest in the seminar offerings. As such, EAC/ACB recommends professional expertise in the preparation of the print media for the brochure to maximize exposure.

- d) Obtain the following information for inclusion in the seminar brochure: the seminar dates, location, theme, teachers' biographies, class descriptions, levels of expertise and kit costs, accommodation arrangements and costs, an emergency telephone number at the seminar site, social events, pre-registration fee, registration procedures, beginning and final dates for registration, all other costs, cancellation deadlines and refund policy, EAC/ACB Members' Exhibition information, Personal Choice Day activities, a calendar of events including extra meetings, a notice which directs people to join EAC/ACB before registering as well as other information at the discretion of the Seminar Committee and the EAC/ACB Board. See the Appendices for more details or previous seminar brochures.
- e) The brochure should be ready for proofing by May of the year before the seminar. Note earlier is better as the current year's seminar may be in May.
- f) The EAC/ACB President (Seminar Liaison) and the Communications Director shall preview proofs of any EAC/ACB seminar brochures prior to their publication and distribution to members.
- g) Specific brochure guidelines:
 - i. Deadline: June 1 of the year prior to the seminar.
 - ii. A Needle Pulling Thread (ANPT) does the graphic design, printing and distribution for EC. They will arrange to have the seminar brochure printed and inserted into EC for distribution.
 - iii. ANPT can be contacted regarding graphic design services; they offer very good pricing to EAC/ACB. Reach out to John DeFusco at ANPT. He can be reached at john@aneedlepullingthread.com or by telephone at 905-898-4838.
 - iv. Whatever software is used to produce the brochure must be able to produce a PDF file that has colour separations in CMYK and at print resolution.
 - v. All photos and graphics must be a minimum of 300 pixels per inch at the size they will print.
 - vi. It is a good idea to send a trial page to the ANPT early in the process to check for problems.
 - vii. Page count must be divisible by four (i.e. 16, 20, 24, 28), but not to exceed 32 pages without the permission of the EAC/ACB Board.
 - viii. Include page numbers.
 - ix. Page trim size is 8.5" x 11", safe print area is 8" x 10.5". Keep all information at least .25 inches from all edges to allow for trimming. Any of the pages can have a bleed; set .25 inches for the bleed.

- x. The printer requires a high-resolution CMYK PDF with a .25" bleed and crop marks, preferably all in one document.
- xi. Corrections are the responsibility of the committee.
- xii. Contact the communications director for information about possible resources.
- xiii. If additional print copies of the brochure are requested, they should be ordered by July 10 of the year prior to the seminar. These copies and any delivery of them are the responsibility of the Seminar Committee. These may be handed out at sewing/fibre art-related shows, local shops, other sewing/fibre art groups, libraries, copies for non-EAC/ACB teachers, etc.

5. Seminar Website

- a) The Seminar Committee is responsible for the expense of preparing the seminar website as a subsite of eac-acb.ca. Contact the communications director for information about possible resources.
- b) EAC/ACB has a website template for the committee to use and will host the seminar website. The seminar website should be tested and go "live" no later than August 1 of the year preceding seminar. Note that registration isn't live until September 1.
- c) The website should include a general schedule of the timing of all meetings and events at the seminar so attendees can plan their time.

6. Digital/Video Presentation

A digital/video presentation must be prepared and shown at the closing banquet at the seminar one year previous. This information is to be made available on the EAC/ACB website for every chapter and individual member to access.

7. Other

- a) The EAC/ACB has reciprocal advertising arrangements with A Needle Pulling Thread, The Embroiderers' Guild of America, the Canadian Quilter's Association and the Brazilian Dimensional Embroidery Association. If the Seminar Committee wishes to make use of this advertising space, please contact Communications.
- b) Advertising materials should be sent to other publications 12 to 18 months in advance.
- c) Advertising regarding participation in the seminar should be offered in stores, libraries, etc., 6 to 12 months before the seminar.
- d) In coordination with the Members' Exhibition Committee, advertise the exhibition locally 1 to 2 months in advance of the seminar, using radio, TV, other media, and newspaper public services, as well as posters and invitations to groups and individuals interested in art and needlework, nearby EAC/ACB Chapters, stores, libraries, etc., include location and hours that the exhibition is open to the public.

8. Follow-up

Prepare a report, in electronic format, as part of the final seminar wrap-up report to the EAC/ACB Board.

M. SECONDARY COMMITTEES

It is the responsibility of the Seminar Committee to establish any other committees they feel necessary for the successful running of an EAC/ACB Seminar. These committees may be established as committees in their own right, or they may be included with the responsibilities of other committees.

All committees must complete reports in electronic format, as part of the final seminar wrap-up report to the EAC/ACB Board.

The responsibilities of these committees are as follows:

1. Reception

Plan for the opening reception site, catering, program (introduction of the Seminar Committee and teachers), and display space for the following year's sample seminar class projects. Consider grouping teachers together at the reception for ease of introductions.

- a) Arrange site, time and menu - food substantial
- b) Note how dietary needs will be met and ensure an announcement is made at the beginning of the meal.
- c) Program - remember it needs to be short as people are tired
- d) Note if candles are to be used that only unscented ones are used.

2. Annual General Meeting

- a) The annual general meeting must be held on the first full day of classes.
- b) Arrange site, time and menu (if during mealtime).
- c) Confer with the EAC/ACB Meetings Coordinator concerning agenda needs and seating arrangements. If possible, arrange one long head table.
- d) Schedule no other functions during this time.
- e) The Annual Report Booklet for the AGM is included in the registration package. The cost of printing is to be refunded by EAC/ACB.
- f) Winners of educational grants are to be announced at the annual general meeting.
- g) The winner(s) of the Seminar Grant(s) for the current year are introduced at the AGM.
- h) Arrange for lectern and microphone from Site Committee.
- i) Ensure the EAC/ACB Board eats first to enable the meeting portion to start.

- j) Note how dietary needs will be met and ensure an announcement is made at the beginning of the meal.
- k) Note that ANY EAC/ACB member may attend this meeting. If no ticket for lunch is purchased, they may attend and participate in the meeting.

3. Banquet

- a) The banquet is to be held the evening before the last day of classes.
- b) Arrange the site, time and menu.
- c) Note how dietary needs will be met and ensure an announcement is made at the beginning of the meal.
- d) Confer with the EAC/ACB Meetings Coordinator regarding seating arrangements and program, which must include the slide/digital/video presentation for the next seminar as well as awards.
- e) Provide the Seminar Chair(s) with the names and addresses of any special guests and any special seating or other arrangements required for (mayor, guest speaker, seminar donors, etc.).
- f) Provide display space for the winning pieces of the various awards
- g) Appoint a master of ceremonies.
- h) Arrange entertainment, optional (20 minutes is sufficient).
- i) Arrange for any table decorations or other extras. Determine how the table decorations will be given out if they are to be distributed at the end of the banquet.
- j) Arrange with the following year's seminar representative in regards to any favours being distributed.
- k) Note if candles are to be used that only unscented ones are used.

4. Hospitality

- a) Arrange for refreshment breaks and, optionally, stock the socializing area(s) in residences. Check with the facility for any restrictions and costs.
- b) It is recommended to have at least a beverage available close by for breaks.
- c) If snack baskets are to be delivered to classrooms, make arrangements with the Teacher Committee to inform the angels.
- d) If the snack basket option is used for the seminar, nutritional content should be emphasized and a beverage should be available.

5. Archives

Prepare an electronic report complete with reports from each Seminar Committee for EAC/ACB Archives. This report must be sent to the EAC/ACB Seminar Liaison no later

than the fall Board Meeting immediately following the seminar to be available to other chapters hosting seminars and to EAC/ACB Archives. This report should include:

- a) A final report from each seminar committee
- b) The final profit and loss of the seminar noting the allocation to EAC/ACB and the chapter(s) hosting the seminar
- c) Budget used
- d) Copy of presentation that advertised the seminar
- e) Seminar participant handbook
- f) Minutes of all meetings
- g) Feedback results
- h) A list of recommendations for future seminars

6. Personal Choice Day Activities

- a) Organize one-day classes, tours, or other activities for this day.
- b) Sign any required contracts.
- c) Send information on Personal Choice Day activities and fees to the Publicity Committee for inclusion in the seminar brochure (one year before the seminar).
- d) Arrange for volunteers to check off the names of participants in Personal Choice Day activities.
- e) Arrange for any guides or an accompanying volunteer for tours.
- f) Consider if gratuities are required and if so, include them in the cost determination for tours.

7. Participant Handbook

Participant Handbook should contain general information; rules on smoking, scents, etc.; location of Seminar Central; emergency numbers and procedures; local Information on doctors, drug stores, grocery stores, restaurants, police, etc.; seminar time schedule and locations of classes, events, meetings, etc.; participant list; etc.

8. Favours and Registration Packages

- a) Favours and door prizes are optional items provided as gifts from the Seminar Committee.
- b) Review a recent copy of *EC* for a current list of advertisers/businesses that may be contacted for donations for use as door prizes or for inclusion in the registration package. Local businesses may also be contacted at the discretion of the Seminar Committee.
- c) Provide a list of donors and encourage members to express thanks for their contributions. Possibly include addressed postcards with the door prizes.
- d) Map of seminar site

- e) Food tickets
- f) Voting ballots
- g) AGM annual report booklet
- h) Participant Handbook

9. Fundraising

- a) Many Seminar Committees arrange unique fundraisers to supplement the revenue of the seminar. This will require a decision on the actual items, careful preparation of a quality product, advertisement of the product(s) as well as sale and delivery of the items.
- b) Any fundraising patterns/kits should be carefully tested to ensure the correctness of instructions and adequate supplies. A complete supply list should be included for those who like to make stitching alterations. It is suggested that an additional 20% of the thread be added to the amount recommended by the sample stitcher.
- c) The information will need to be available one year before the seminar for inclusion in the seminar brochure. Beginning two months prior to the seminar, a “sneak peek” option is available to advertise the following year’s fundraisers that will be for sale at the Market Night during the current seminar. No fundraisers shall be sold before this time.
- d) Contact Communications to arrange advertising beginning two months prior to the seminar.

10. Seminar Central

Seminar Central is a designated area for the exchange of information, sociable drop-ins, or other options as determined by the Seminar Committee. The following should be available at Seminar Central:

- a) Lists of classroom locations and class participants for rapid communication in an emergency.
- b) Information on the location of Seminar Chair(s) and committee members or any other useful information.
- c) Extra event tickets, bus schedules, local information, and updates on seminar events.
- d) Any items to be picked up for classes by the class angels such as newsletters, notices, favours, or snack baskets.
- e) A notice board for the use of seminar participants.
- f) EAC/ACB table available if required. Consult with the EAC/ACB Secretary on any needs.
- g) Raffles to be considered and displayed.

M. EAC/ACB MEETINGS COORDINATOR

As the annual seminar is the only opportunity for various EAC/ACB Committees and groups to meet face-to-face, many different meetings have been arranged to coincide during the seminar. A single person on the Seminar Committee is to be appointed to coordinate any arrangements for these meetings. Following is the list of meetings (check for changes):

- a) EAC/ACB Board Meeting - Contact person - EAC/ACB Secretary; held on two full days before seminar registration day; requires room for about 18 people (there may be guests as well) with tablespace for each, for two full days (boardroom style); airport transport at arrival and departure; breakfasts, lunches and coffee breaks for two days; special needs coordinated with EAC/ACB Secretary (e.g. Wi-Fi, extension cords, dietary concerns, display tables)
- b) Education Meeting - Contact person - EAC/ACB Education Director; held on registration day; requires table space for 8 people;
- c) Presidents Meeting - Contact person – Chapter Director; requires seating for 40 people; table space for display.
- d) EAC/ACB Annual General Meeting (AGM) - Contact person - EAC/ACB Secretary; held at lunchtime on the first day of classes (noon to 1:30); requires a head table for 18 to 20 and podium with a microphone; served meal if possible with the head table being served first (the meeting will begin when they are finished).
- e) The following meetings are held on the same evening in a room large enough to hold about 25 people; contact person - EAC/ACB Secretary -
 - i. Individual Members Meeting - 7-8 pm
 - ii. Youth Meeting - 8-9 pm
- f) Virtual Threads (VT) Gathering - Contact person - VT President; informal meeting/gathering held on a free evening in a room large enough for about 40 people with tables for display or auction items. Casual seating. Assistance in arranging a snack would be appreciated.
- g) Special Presentation - Contact person - EAC/ACB Secretary; possibly held on registration day; details will vary year to year; room for about 40 people
- h) Any additional meetings as requested
 - i. Space, preferably table, at Seminar Central. Staffing will be arranged by EAC/ACB.
 - ii. Table for EAC/ACB items at Market Night. Staffing will be arranged by EAC/ACB.

N. OPTIONS

Each seminar is welcome to consider new ideas for their seminar. The following suggestions could be considered, keeping in mind the associated costs:

- a) Needle Arts Forum - This option is explored in a separate policy.
- b) Needlework Expo
- c) Teacher's Showcase
- d) Evening Lectures
- e) Entertainment - musical, comedy, informative, or dramatic.
- f) Scavenger Hunts

O. SALE OF ITEMS

The sale of any embroidery-related items may only take place during designated selling times and locations during the seminar. Designated times and locations are Market Night, Stitcher's Boutique and at the EAC/ACB table.

P. END OF SEMINAR

The seminar ends at the end of the last scheduled class.