



TCQG Newsletter

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PRESIDENT'S NOTE

Hello everyone....

Well, it has finally decided to be spring, with some summer mixed in! Sun, rain, tons of beautiful flowers all make the wait worthwhile.

I have been working on blocks for two online challenges. The first is from the National Quilters Museum in Paducah. It is a block of the month, each time from a different designer. The second is from National Quilters Circle and is a block each week! It's keeping me busy, along with the Round Robin and trying to get something done outside.

I was just at my daughter's for 10 days caring for her children while her husband is out of town, only to come home and pack for a long awaited trip to Ireland! I will be here though June 9th, touring the southern part of the country with a photography group.

Many quilt designs here...from the carpet in my hotel to the tiled entries of various shops!

Looking forward to seeing you at the next meeting when we will hear from Lynn Ink!

Kathy

CALL FOR ENTRIES

Lifelong will be sponsoring a QUILT SHOW during September and October 2018. YOUR quilts are needed for display! Quilts should be 40" x40", or smaller, and may be for sale. The quilt show will be in the large activity room. This show will be included in the First Friday/Gallery night opening on September 7, 2018. You know you have some small quilts that have not been displayed yet, so bring them out to be admired. Please contact Cheryl Moore if you can participate.

Let's see those quilts!!! Thanks, Cheryl

cmoore49@twcny.rr.com

QUILT SHOW 2019

Casey Carr and Karen Kindle are excited about the opportunity to co-chair the 2019 Quilt Show. We are already loving working together, with recent experience and new ideas to help make this a successful and exciting show for the Guild. Thank you all for the support you expressed at the last guild meeting.

Although it is still 17 months away, we want to get an early start on securing a date and location and soliciting vendors, since vendors make their schedules more than a year in advance.

We have already contacted TC3 about using the Field House for our show, with a tentative date of October 5-6, 2019. We got a nice response from them and our date has been penciled in. Once it is confirmed, we can begin contacting vendors.

A number of people have volunteered to serve as committee chairs and we have approached a few people to ask them to reprise their roles from the last show with great success! Many of the positions have been filled, and we will be soliciting volunteers for remaining open positions via the list-serv and at Guild meetings.

The most important next step is to find a few excellent volunteers to work on selling raffle tickets for the Show Quilt. Progress on construction of Sherry Haefele's lovely design is excellent, but constructing the raffle quilt is only half the work. We are looking for guild members to design and order post cards and raffle tickets and to ensure that tickets are distributed to guild members and sold at locations during the six months preceding the show and at the show itself. We have divided up these tasks into a number of "do-able" responsibilities, so no one has too much to do.

All of the positions around raffle ticket sales are available at this point. These include: 1) Guild ticket sales; 2) Quilt Scheduling (arranging places to take the quilt to sell tickets prior to the show); 3) Quilt Schleppling (arranging people to take the quilt to the locations that have been arranged). We also need to ensure that postcards and tickets are designed and printed.

Of the revenue that is raised during the show, half or our profit is usually from the raffle quilt. Please talk to us if you are interested in finding out more about how to help with this great guild fundraiser.

Casey Carr and Karen Kindle, Co-Chairs

PROGRESS REPORT ON THE RAFFLE QUILT

The paper pieced blocks were all returned and beautifully done. A committee viewed them on a design wall and auditioned fabrics until it was unanimously agreed not to change another thing. We have about ten people signed up to help with the appliqué part of the quilt. We'll be putting together the packets soon. Let me know if you're not on the list but would like to be. Also, we'll be sewing together the paper pieced blocks soon. Call or email if you can help with this. Sherry@htva.net 592-5235
Sherry Haefele

BAGS FOR CANCER PATIENTS

Thanks to everyone making bags for the folks who have to go to chemo. The bags are so very much appreciated by the recipients. I checked with the Cancer Resource Center and was told that right now, no bags are needed as they have quite a few to distribute. However, of course, if you want to make a bag for them, go ahead, it is good to have bags in reserve. I have bottoms for inside the bag available at every guild meeting.

Aafke Steenhuis

DAYSFORGIRLS SEWING PROJECT JUNE 1-2

We are having another DaysforGirls event June 1-2 between 10-4 at the Parish hall of All Saints Church, 347 Ridge Road in Lansing. If bringing your machine is a problem, we will have sewing machines available ready to sew. We also have several sergers. Bring your sewing supplies. If you have polyester thread, please wind some spools with it and take it along. However, there are a lot of quilters who only use cotton sewing thread, and those folks can use the poly thread we have. DaysforGirls found that the polyester thread holds up better than cotton thread. The kits are to last for 3 years and we heard from a place in Africa where the girls had been using the kits for 5+ years!! Please bring a snack and/or something like soup to share and a friend. Non-sewers are welcome.

Aafke Steenhuis

CELEBRATION OF LIFE FOR MARIE WITZEL

Please join family and friends in sharing
your comments, memories, or fun stories of Marie
Saturday July 14, 2018, 9:30am
At Stewart Park Large Pavilion

JUNE BIRTHDAYS!!

Best wishes for a happy birthday and a happy and healthy year ahead go out to the following guild members:

Andrea Gibbs, Katy Heine, Sheila Meehan, Stephanie Meik, Anne Garretson, Sharey Travis, Alanna Fontanella, Munna Rubaii, Yoly Tovar, Barbara Jastran and Casey Carr.

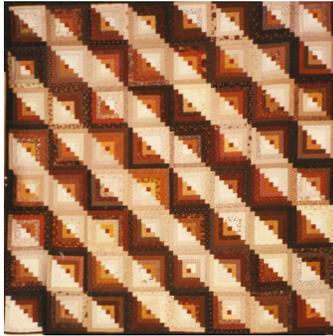
My apologies go to Sue Romanczuk whose May birthday I forgot to put in last month's newsletter. Best wishes for a great year with tons of quilting!

Aafke

Snippets of History

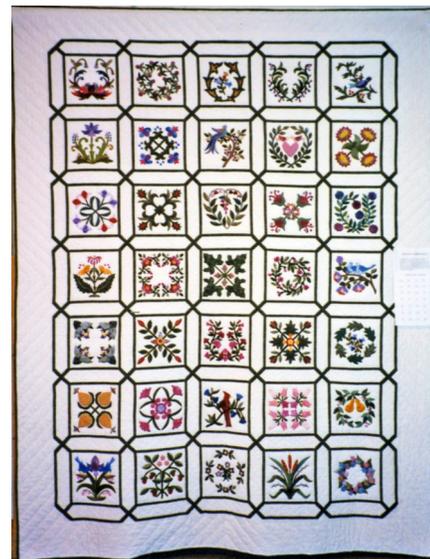
by Barbara Dimock, Guild Archivist

Community service as defined in the dictionary is voluntary work intended to help a particular group of people. Since community service is an important function of the guild, we have made and donated quilts to a variety of local organizations. In 1996 FarmNet undertook making a quilt as a fundraiser and to commemorate its first decade in existence. FarmNet is an organization which helps farmers deal with the financial and personal stresses of farming. Mary Ellen Hawker was involved with the organization and invited members to make paper pieced log cabin blocks in autumn colors to contribute to the quilt. Members helped assemble the quilt in a Straight Furrows pattern and then hand quilt it.



In November 1997 Cheryl Moore and

Brynne Sigg, as members of the service committee, announced that the guild would make a quilt for Hospicare. Brynne selected applique blocks from Jeana Kimball's book Nature's Chorus. Twenty-eight members volunteered to make blocks and assemble the quilt. Mary Carver hand quilted it. Healing Gardens raised over \$8,000 and was won by a local teenager.



A completely different community project was completed in May 2001 when the guild was asked by the City



Federation of Women's Organizations to participate in a project they were doing called "For Women from Women."

The idea was to recognize elderly women during the week of Mother's Day. To this end small gift baskets were assembled by the Federation to give to about 120 women at Lakeside Nursing Home. Guild members contributed small quilted squares and Kleenex holders to brighten the baskets.

Making quilts for the chemotherapy unit at the hospital was an ongoing

service project for several years in the 1990's. They were donated to brighten the office and cheer patients who were receiving chemo. Here are a few of the ones donated.



Next month: Presenting awards

MORE COMMITTEE REPORTS FROM THE APRIL 24th BUSINESS MEETING

COMMUNICATION COMMITTEE

The Communication Committee, under the leadership of Joanne Hindman until recently, covers a number of activities: the Newsletter, the Facebook Page, the Website, and Publicity. At this point, no one has stepped up to chair the committee. With the exception of publicity, each of the areas will continue to have one (or more) responsible parties. Until someone steps forward to deal with publicity will be up to people who are organizing activities like workshops and special programs to work with the various people below for getting information out and arranging advertising themselves.

The Newsletter. The Newsletter is published monthly, and is mailed to those members who do not have access to electronic media or prefer to read a hard copy. Marcy Rosenkrantz has been the editor for a number of years (thank you Marcy!) and has recently transferred the reins to Cathy Miller. Cathy's new work with the newsletter is awesome, and we are so appreciative to her, for stepping in with new energy and revamping it.

Facebook. Our Facebook page is currently serving two audiences: members and the general public. At this point anyone can "Like" and comment on posts but only administrators can generate posts.

Kristin Thompson has taken the lead in uploading pictures from Guild programs and show and tell. This is probably the most popular aspect of the Facebook page, and we have many views and likes for each collection of photos.

Karen Kindle has generated a number of "Events" to publicize programs, workshops and the quilt show itself. These events get quite a few views and guild members can easily share them, which is a great way to generate free publicity. We "boosted" the quilt show and one of the programs, which increased the number of views, but in the case of the program, I don't think it generated additional registrants. Still, this is not expensive to do, and it's a good way to spread the word.

The Website. Tracy McLellan and Ruth White are responsible for website. In addition to providing general information about the guild for the public, the website is a source of information for members.

Public information: information about the guild, programs, workshops and other activities, membership forms, show information. There is a contact form that nonmembers use to contact us. Also, files for patterns are available.

Member Information: Newsletters, membership lists, show committee information is available there, as is the membership list and forms.

2017 Traditions and Beyond Quilt show. The site provided information for potential exhibitors and attendees, pointed people to register their quilts on a Google form, and allowed people to upload digital photos for their quilts. Low and medium resolution copies of our PDF book can be downloaded, and an electronic copy of the Show Book will be available on the Members Only page.

Publicity. As chair, Joanne tried to post to a couple of the more important events calendars to announce our workshops and program nights. The Journal's calendar, the Ithaca Times, maybe the Chamber of Commerce's calendar, were the only ones she recommends because we have accounts there. Fran Welch has password info, as she did the work on the show's online calendar entries.

Survey and Future Directions. We initiated a survey of our membership a little more than a year ago, in January-February of 2016. We've included a document that Joanne wrote up to analyze the results of the survey. Several people said they'd be willing to consider joining the Communications Committee at that time and a few expressed interest in the most recent round of membership applications.

A couple of ideas:

Karen Kindle: The survey suggested that guild members might like a less formal Facebook page for communication within the group (a closed group), so that anyone can initiate a post. It would behave more like a normal Facebook account. I will set this up and invite guild members who have liked our current Facebook page.

Communication Committee continued:

Ruth: I think it would be nice if we had a sort of Kudos page where we can highlight guild members who have or are contributing to the guild.

Joanne: There's a small budget for the committee, in case there's a need to advertise something. I think it's about \$200.

The committee would like to thank Joanne profusely for all the energy that she has put into the Communication Committee and publicity for the Quilt Show. Her ideas and documentation (in the 2017 Quilt Show Book) will be immeasurably helpful to the next person to take on this task.

Submitted by Joanne Hindman, Karen Kindle, Tracy McLellen, Ruth White

COMMUNICATIONS SURVEY ANALYSIS - APRIL 2017

In January of this year, the Communications Committee created and released a survey for the guild membership about the various communications vehicles the committee manages. We're interested in learning how the membership uses each and where our efforts might be most effective. Here are the results:

General

Out of a membership of 114 (per the most recent membership list), we received 46 responses, a walloping 40% response rate! (Standard response rates for marketing surveys usually run around 5%.) And 19 of those responses were willing to share their names (for possible help with communications).

Facebook

- Amazingly, 84% of respondents have a FB account, yet 59% of them look at our FB page only occasionally.
- Respondents said the most important content for our FB page is photos of meetings and events, esp. the show-and-tell (79%), alerts for events (81%), and info about workshops (77%). But more than 50% wanted info about non-guild workshops and events, and 44% want to share content with other guild members.
- Some 60% of respondents indicate some interest in posting content to our FB page, and one suggested we create a group (members only) for that purpose.

Newsletter

- The newsletter is an extremely popular communication vehicle: 84% of respondents read it nearly every month, another 14% read it occasionally, and only 1 said she never reads it.
- Respondents wanted to see more member bios or interviews (62%), photos (or links to photos) from guild events (76%), and helpful quilting tips (69%).
- On the tender topic of mailing hard-copy vs. PDF online versions, 55% of respondents said no to printing and mailing hard copies, and only 21% said yes. The other 24% were undecided.
- Our open-ended request for recommendations for the newsletter produced some strong opinions (often directly opposed to each other!) on this communication vehicle.

Website

- Considering that our survey went to our members, it only makes sense that the most popular page on our website would be the Members Only page, which 79% of our respondents said they visited most, while only 34% visit the home page.
- A calendar for the website seems in order, as 84% of respondents indicated interest in that new content.
- Additional comments from respondents illustrate the varied interest and experience our membership has in using a website.

Communications Survey Analysis continued:

Listserv

- Respondents seem very happy with the listserv as a communications vehicle: Nearly 80% read it almost always, and 86% think its frequency is just right.
- Several additional comments mentioned the misuse of “reply all” in listserv messages.

Publicity

- Members are divided pretty evenly on what one activity the guild should publicize, with program nights having only a slight edge over workshops, special trips, service activities, and educational outreach.
- The overwhelming choice for local news is with the two local papers, *Ithaca Journal* and *Ithaca Times*. The question is helpful for membership publicity, but not as much for drawing in new members and/or new people to our shows. In other words, publicity in these two papers would be effective, but only if we're trying to reach our membership.
- Very few guild members want to help with communications or publicity, not surprisingly. Nevertheless, it's heartening that 34% of respondents would *consider* helping.

Action Items to Consider

- Add calendar page to website.
- Add Facebook group, a closed group for guild members; the new group that Quilters Corner started is a good starting point for how this one would work.
- Beef up the newsletter content and add photos and design.
- Keep the Members Only page of our website as uncluttered as possible.

Submitted by Joanne Hindman

LIBRARY COMMITTEE

The Library purchased the following books:

Learn To Paper Piece - Nancy Mahoney

Hexagons Made Easy - Jen Eskridge

Quilts In Italy - Kaffe Fassett

Three books were donated to the library. They are the following:

Quilting On The Go - English Paper Piecing Jessica Alexandrakis

Joyful Stitching - Laura Wasilowski

Traditions and Beyond Quilt Show - Tompkins County Quilters Guild

Submitted by June Silberman

NOTES FROM THE EDITOR

For those of you wondering if there will be a Newsletter in July or August, there will be! I plan to do one each month this year. Next year I may use the option of only doing 10 or 11 Newsletters.

At least one of the recent Newsletters mailed out arrived with postage due. If your Newsletter arrived that way, I sincerely apologize for the inconvenience. I will make sure it doesn't happen again.

Cathy

AREA SHOWS AND EVENTS

PEACEFUL INNOVATORS**Banners by Alice Gant About Heroes**

May, June and July

Opening Reception, May 5th, 2-4pm
 Women's Rights Historical National Park
 136 Fall Street, Seneca Falls, NY

TOURS OF QUILTING BY THE LAKE 2018

Onondaga Community College in Syracuse, NY

July 19 and July 26, 2018

Join us for Tour Days at 2018 Quilting by the Lake. Tours include the quilt show, classrooms, and a lecture by one of our world-famous faculty members. Registration is required.

Details

Cost: \$20 per person, \$18 each for groups of 20+ with \$5 discount for Schweinfurth members

Registration deadline: July 1

Late registration: \$25 per person

Late registration deadline: July 17 for July 19 tour; July 24 for July 26 tour

Tour Day Schedule

2:00 – 2:30pm: Registration in Allyn Hall gym inside the quilt show
 2:30 – 3:00pm: Quilt show tour and orientation
 3:00 – 4:15pm: Guided classroom tours
 4:15 – 5:00pm: Lecture in Music Hall
 5:00 – 5:30pm: Quilt show open

Tour Day Lectures

July 19: Sherri Lynn Wood
July 26: Katie Pasquini Masopust

KIMONO! THE ARTISTRY OF ITCHIKU KUBOTA

Munson-Williams-Proctor Arts Institute Art institute

310 Genesee Street, Utica, NY

June 10 - September 16, 2018

See webpage for more information:

<https://www.mwpai.org/view/exhibitions/future-exhibition/kimono-the-artistry-of-itchiku-kubota/>

UPCOMING MEETINGS AND PROGRAMS

- June 12th:** **Lynn Ink, Appliqué Artist, Trunk Show**
We will be treated to a Trunk Show by our own Guild member, Lynn Ink. Lynn is an amazing appliqué artist. This will be one meeting you will not want to miss!
- June 26th:** **Social Meeting**
- July 10th:** **Maryanne Treble, Trunk Show**
- July 24th:** **Social Meeting**
- August 14th:** **Annual Stewart Park Picnic
Quilt Challenge quilts due**
- August 28th:** **Social Meeting**

Here's a little ditty submitted by Virginia Fenton. If you find any interesting, cute, funny items you think other quilters would enjoy, please feel free to send to <cmiller2000@twcny.rr.com>. Photos are also welcome! Thanks Virginia!!

