





# Quilting Keynotes

From the Northern California Quilt Council  
Your [link](#) to the Quilting Arts

2021 Volume 17 Issue 4

Guilds  Quilt Education  Teachers

Note from Jeanne Brophy, the NCQC Director

"2022 Budget: Balance Your Guild's Options", Roberta Burke, Newsletter

"Consider a Grant" & New Quilts of Northern California Update

"Fundraising with Auctions" from Sherill Ash, President  
and members of the Monterey Peninsula Quilters Guild.

Mel Beach Shares "Pro Tips to promote your  
Upcoming Guild Workshops"

Youngmin Lee's art *Remnants of Memory*

Youngmin Lee, "Get connected with NCQC-Social Network"

Notes from the Board and

Save these Dates: October 14-17

Pacific International Quilt Show featuring  
New Quilts of Northern California Exhibit

The Cover Quilt is the Opportunity Quilt for the

[Ladies of the Lake](#) (show is Oct 2 & 3, 2021)

Follow the links to contact the

[Redwood Empire Quilters](#) (drawing Nov 9, 2021)

and [Piecemakers of Southern Alameda County](#)

(drawing Nov 2, 2021)

Please submit items for potential publication by October 23rd to  
Newsletter Editor, [Robertaburke@gotsky.com](mailto:Robertaburke@gotsky.com).



Ladies  
of the Lake  
Opportunity Quilt  
*Let There Be...  
Color*



Letter from the NCQC Director,  
Jeanne Brophy

***I can't believe that summer is almost over and I still have a list of "To-Do's" that I haven't even started yet! Does this sound familiar? If it does, make a list of all that you want to accomplish and check it off as you go along. I really feel inspired when I see all those check marks. Some of the "To-Do's" on my list are really small with a very big check mark. Progress is progress.***

***I felt so excited to have my friendship group meet at my home in person. Zoom keeps us from missing out entirely but there is nothing that replaces in person get togethers. Slowly we are establishing a new normal and there is nothing more normal than a quilt show. Check out the upcoming quilt shows in your area by going to [NCQC.net](http://NCQC.net), click on the drop-down menu Events and then click on Calendar and find a quilt show near you or somewhere that you want to visit. For me, that would be a beautiful drive to the foothills. So, pack your lunch, grab your friends, put on a mask and find a quilt show to visit. You'll help out a sister guild and you will give yourself a wonderful treat, not to mention, maybe some new fabric, ideas, etc.***

### ***Highlights:***

- Check it off & and Feel Good
- Enter your events on the NCQC Events Page. Help everyone know where they can plan on having fun.
- We need help for New Quilts of Northern California display-put up on October 12th and take down on the 17th

***I'm looking for volunteers to help me with the New Quilts of Northern California display at PIQF. I need a few people to help set up and take down our display. It's always a lot of fun to see the beautiful quilts. We will bring the quilts to PIQF on Oct. 12 at 1 pm to hang the quilts. We will take down the exhibit on Sunday Oct. 17 at 4 pm as the show closes. The show hours are 10am-6pm Thurs.-Sat and 10am-4pm Sunday. If you have Pre-Registered there is a special showing from 7:30pm-9pm. If you want to help, please contact me through the NCQC website.***

Happy Stitching  
Jeanne

**2022 Budget: Balance Your Guild's Options**

Things will be stable again, and you want your guild to be its vibrant best when that time comes. As guild members we have changed plans greatly to protect our family of quilters. There has been a cost; declining income for some of our guilds has led to low cash levels, a risk warning. A reduction in programs, and services puts a guild at greater risk of further decline. In this environment when your guild's cash is at perhaps an all-time low, and you see a choppy outlook for large special events, it may take an all-in strategy to stay in the game.

Everyone in your guild is a potential resource, but they need to be able to clearly see what has happened financially, to help plan the future. A transparent budgeting process brings it to light.

What can we learn from the rhythm of the last couple of years? Let's look at one of the tougher scenarios; a guild that used the alternate year large-event (quilt show) strategy tracking back to 2018. The years 2020 and 2021 indicate a guild with an every year show cycle as well. What is the cumulative impact of an interrupted income flow?

- 2018 Event quilt show (raised funds for 2018 and 2019)
- 2019 No event (operating from reserves-planned)
- 2020 and 2021 Events cancelled (operating from reserves-unplanned)
- 2022 Event year-? Hoping for a clear recovery but covid spikes and covid regulations could be spoilers.

Without the cash received from special events, how does the guild cover their mission of teaching/charity, etc.? Does it raise dues, raise the cost of classes, request donor involvement or dip further into reserves? A sample cash flow:

	2018-19	2019-20	2020-21	2021-22	2022-23
Prior-year fund balances	\$ 5,497	\$ 8,097	\$ 6,097	\$ 6,297	\$ 6,697
Revenue Dues & Events	6800	2000	2000	2000	2000
<b>Transfer from Reserve</b>	0	0	<b>2000</b>	<b>2000</b>	<b>500</b>
Expenditures	-4200	-4000	-3800	-3600	-3900
<b>Ending fund balances</b>	<b>\$ 8,097</b>	<b>\$ 6,097</b>	<b>\$ 6,297</b>	<b>\$ 6,697</b>	<b>\$ 5,297</b>
<b>Reserves (Certificate of Deposit)</b>	\$ 5,500	\$ 5,500	<b>\$ 3,500</b>	<b>\$ 1,500</b>	<b>\$ 1,000</b>

**...An Operating Deficit in 2022-23 Could Threaten Reserves.** In the budget, general income comes from payment of dues, opportunity quilt ticket sales, and events like quilt shows. In some guilds membership has slightly decreased, quilt tickets sales dropped with fewer face-to-face meetings, and fund-raising events were cancelled. Facility rental costs are likely to rise. Don't let a growing operating deficit surprise you.

This is the time for members and board members to examine budget proposals and be given time to discuss the consequences and merits of their planned activities.

Each one of your guilds will have a unique outcome, but you have common adversaries like the unpredictable spike cycle of covid in your county.

Perhaps planning several smaller events becomes the norm while we regain confidence about the certainty of execution for major events. What can we rely on?

**What Income Level Would Balance Your Budget?** Know what you need to break even and try to beat it. In this sample, if expenditures are \$3900, and your dues income is \$2000, you could perhaps have four events, each of which is targeted to raise \$500, raising total targeted income to \$4000. "Country store" sales, an auction, volunteer teacher classes, a donor tea, are traditional sources of funds and guild involvement that might be reinvented for these times.

**Costs rise for Speakers & Education-Workshops.** Education is a defining mission of many guilds. Quality speakers draw in members. Most guilds try not to supplement workshop payments intending students to pay the full cost. Hospitality and transportation cost increases loom ahead. Identify your break-even point for classes.

**Begin a Multiyear Effort to Reduce Expenses Now.** Phase-in changes that will continue to make you profitable in the long term, so you will be able to cover rising costs and still be able to add back to your reserves.

Budget exhibits can be clear enough for anyone to understand "what is happening," so you can be intentional with a plan for the future.

In a normal budget presentation, you see multiple income line items tower over a long list of expenses. Year-over-year, you compare changes in each line item.

Simple exhibits help members see how things come together so you can assess not just how you are doing, but why you are doing it.

Your budget committee can prepare an additional separate illustration of cash flow by "activity source." This way anyone can see how each activity contributes to the overall funding plan.

A heading might be "Cash flow from Dues Activities." Do you expect more members or fewer? How can you pull members back in who are sitting on the side-lines?

Are dues expected to cover speaker fees, facilities rental, utility bills, & equipment for general meetings? These costs are essential to delivering a quality membership experience, and if your members know the true cost of delivering guild benefits, they can recognize the value of membership.

If the total is a negative number, it is subsidized by another activity or your guild savings. Think about how viable the subsidizing notion is, or how sustainable is the recurring dip into savings. How else might the negative be offset?

Worksheet for Budget by Activity			
Beginning Cash Balance			\$ 3,250
Income Dues	2000		\$ 2,000
Other Expense for Membership		-500	
Speaker Fees		-1800	
Speaker Transportation & Hospitality		-575	
Meeting Room Rental		-3000	
Total Expense		-5875	\$ (5,875)
Total flow from Dues			\$ (3,875)
Income From Stash Sale	2000		\$ 2,000
Expense Publication		-50	\$ (50)
Total flow from stash sale			\$ 1,950
Income From Auction	1560		\$ 1,560
Auction Expense		-385	\$ (385)
Total flow from Auction			\$ 1,175
Ending Cash Balance			\$ 2,500

**More options to consider:**

- Two budgets: one with and the other without Covid interruptions.
- A cash flow budget for the first 6 months, month-by-month, building financial operating practices based on the clarity of real time experience.
- Invite a CPA to give your board a 2022 outlook for your guild and the charities it serves.

***You don't need to be an expert in financial matters to judge a budget.***

The more information and insight you share, the more satisfying the process will be.

What should be a priority? Use your knowledge of people, money, and groups. Review the budget and get clarifications. Talk with interested members, and understand their enthusiasms and concerns. Pick your path, voice your perspective, cast your vote, and support your guild's plan.

***NCQC welcomes ideas on how to help widen the dialogue on matters important to you.***

**Roberta Burke, a retired Vice President from Bank of America, has been an NCQC board member for 5 years.**

## ***A Grant for a Special Project in Your Guild's Future?***

Consider applying for a *grant* like the one below for Sacramento-based not for profit organizations from TOT. A link is provided to apply if you think you might be a fit for this competitive process. Application deadline is October 11, 2021. Check your guild membership for an experienced grant writer to help. Read more about it at <https://bdm.saccounty.net/TOTGrantProgram/Pages/Eligibility-and-Guidelines.aspx>

“The Transient Occupancy Tax (TOT) Grant was established in 2017. It is a project/program based award providing support to non-profit organizations located in Sacramento County that carry out community-based programs and/or services in the areas of arts and culture, community development and services, economic or workforce development and health and human services.

*Share other guild fundraising ideas with by sending them to NCQC newsletter.*

## **New Quilts of Northern California at the Pacific International Quilt Show**

SOMETHING FOR YOU  
 NCQC will be awarding the following:  
 1<sup>st</sup> \$100.00 / 2<sup>nd</sup> \$50.00 / 3<sup>rd</sup> \$25.00  
 for: **VISUAL IMPACT**

**Time Table**

**August 9<sup>th</sup>, 2021**

Entry form and pictures must be emailed no later than Monday, August 9, 2021. Entry fee must be received or postmarked by August 9, 2021.

**September 10<sup>th</sup>, 2021**

Notification letters will be emailed by this date. Accepted entries will receive instructions for quilt shipment.

**October 1<sup>st</sup> - 5<sup>th</sup>, 2021**

Accepted quilts must be received by New Quilts of Northern California for exhibition. Quilts may not arrive before October 1<sup>st</sup> nor later than October 5<sup>th</sup>.

**October 14<sup>th</sup> - 17<sup>th</sup>, 2021**

New Quilts Exhibit at the Pacific International Quilt Festival at the Santa Clara Convention Center.

**October 18<sup>th</sup>, 2021**

Quilts will be shipped/returned to participants. Shipping fees are payable by the participant.

# Fund Raising With An Auction

*Many thanks to Sherill Ash, President of [Monterey Peninsula Quilters Guild](#), and the Auction team members Barbara Boyer, and Heather Clifton. They are sharing these notes with you about their successful quilt auctions. Contact them for details. They hope you give it a try, and share your ideas as well.*

Initially we asked guild members to donate small art quilts that could be mailed easily to out of area winners. As we have become more confident in our margins, we have allowed larger items. Some members have offered to pay the shipping cost of their item as part of their donation as well as deliver to friends and family. By the third auction we also purses, table runners, oven mitts, tortilla warmers, baby blankets and long-arm quilting services donated.

Two of our members did most of the organizing, photographing and distributing. It would be better handled by 4 people. We have a guild of 180 members and we received 30-40 items for every Auction. Donation of items and distribution to winners was done primarily thru a central drop off / pick up location.

We progressed from raising \$1500 to \$4000 by the last auction. After the first auction we changed to the English bidding system, which bidders seem more comfortable with, and our bids increased. The increase was also due to the quality of the items donated (as people started to see art quilts going for over \$100 they donated more complex pieces) and increased advertising. Our Communications Chair sent out daily pictures of items for the auction. Some members also promoted the auction thru their personal social media feeds and their email contacts.

**We will definitely use on line auctions as a fund raising tool!**



***Dizzy Geese*** Drawing May 8th, 2022

## **Monterey Peninsula Quilters Guild 2022 Opportunity Quilt**

Dizzy Geese was designed, coordinated and quilted by Holly Casey. She distributed paper pieced patterns to members who chose a color and low volume backgrounds from their stash. Holly collected the blocks and put them into a rainbow layout.

**She also created 5 Little Sister quilts with the leftover blocks, each consisting of one ring of flying geese. These will be used to promote sales of tickets for the large quilt by giving people an extra chance to win one of the little quilts.** Sherill Ash, President of Monterey Peninsula Quilters Guild.

***Sew Mel,***

***Do you have any Primo Program Promotional tips to help Program Chairs promote and fill guild workshops?***

**I sure do! Here are a few Pro Tips to help you promote your upcoming guild workshops:**

1. Pitch programs with energy and enthusiasm. Your members will pick up on your excitement and interest. Showcase the skills and techniques that will be covered in the workshop and how it will benefit your members! Chances are you've met the teacher and/or seen them present at Meet the Teachers—share your experiences and what caught your eye when you booked them to teach a workshop. Get your members excited to learn new quilting tips and techniques from award-winning quilters from all over the world! And let them know what a bargain they are getting through guild programs as compared to the costs to take the same workshop at many of the big quilt shows!
2. Partner with the visiting teachers. Teachers absolutely love the energy of teaching to a sold-out workshop and we are happy to assist by providing high quality workshop photos and enticing workshop descriptions. Some teachers may have a short promo video that can be shared with your members and/or played at a guild meeting. Zoom meetings provide the perfect opportunity to invite teachers to pop into an earlier guild meeting for a few minutes for a short introduction, answer questions, and share sneak peeks of the upcoming workshop. With enough notice, we may be able to assist by promoting workshop openings to our followers via our newsletters and/or social media platforms.

**Mel Beach is featured in an Alex Anderson and Ricky Tims' The Quilt Show segment. Here is the trailer link.**  
<https://www.youtube.com/watch?v=o4 J 1Osykk>

3. Involve your members. There is a good chance that some of your members have already taken the workshop and would love to show off the projects they started with the teacher. Gather student testimonials during the workshop to share in your guild's newsletter and/or following guild meeting. The East Bay Heritage Quilters had a notebook for participants to leave comments at the end of workshop. Similar comments can easily be gathered in the Zoom chat. Encourage workshop participants to bring their workshop projects to the next guild meeting Show & Tell. If it is a more involved project, maybe set a date for 2 months out to motivate members to work towards finishing their workshop projects for a class Show and Tell. Be sure to tell members when workshops are open to guests/visitors so they can invite their fellow quilting family and friends to register and join them for quilting fun.

4. Partner with other guilds to promote workshop openings to their members. Provide them with photos/descriptions to include in their guild's newsletter, Facebook Group, and/or social media channels. Invite guests/visitors to join your guild to get first access to future workshops (consider applying any guest/visitor workshop fee towards a new membership application).

Offer to reciprocate the favor by promoting any openings in their workshops to your membership and/or allow their members to sign up at the same members' workshop rate.



**Mel Beach, NCQC Secretary & Teacher Member**  
[melbeach@melbeachquilts.com](mailto:melbeach@melbeachquilts.com)  
[www.melbeachquilts.com](http://www.melbeachquilts.com)



Fiber Arts X is a biennial, juried, international exhibition presenting a distinct approach to innovative and traditional fiber techniques, and a contemporary concept for the use of traditional and unusual materials. The chosen work invites the viewer to experience the many facets of fiber art. This year 70 pieces were selected from 800 entered by the distinguished jurors in the field. Jurors are Carol Beadle, fiber artist and teacher, Melissa Leventon, curator and specialist in textiles and costume, and Tom Grotta, photographer and gallery owner. Over 3,000 attend this well publicized and reviewed exhibit.

## Youngmin Lee's artist statement on

***Remnants of Memory.*** When I found indigo dyed handwoven cotton at the antique store in Korea, this had taken me to the conversation with memories that cloth might have carried over time. Then my very organic creating process has started. I initiate the process by putting small fragments together, then work as I go along. Sometimes the piece grows as I planned, but at other times, it grows as if it has its own intention. I just enjoy the rhythm of stitching, with the result beyond my control. I appreciate the beauty that results from the long and slow process of hand stitching – a meditative act that creates an unexpected and spontaneous result. @youngminlee\_bojagi

Learn more about Bojagi and Youngmin by listening to either of these broadcasts:

<https://www.sebarts.org/fiberartsx>

<https://www surfacedesign.org/>

<https://www surfacedesign.org/events-exhibits/events/bojagi-the-rhythm-of-stitching/>

We are honored to have Youngmin on our board: she is a world class artist and teacher

Consider joining our board.

**Korean Textiles, LLC**

[www.youngminlee.com](http://www.youngminlee.com)

[young@youngminlee.com](mailto:young@youngminlee.com)



## Stay Connected with Us

Youngmin Lee, NCQC Board Member and Teacher

Here are links of NCQC Instagram and Facebook page  
<https://www.instagram.com/northerncaliforniaquiltcouncil/>  
<https://www.facebook.com/Northern-California-Quilt-Council-100806651840554>

The more followers, the merrier.  
Please check and follow our accounts.

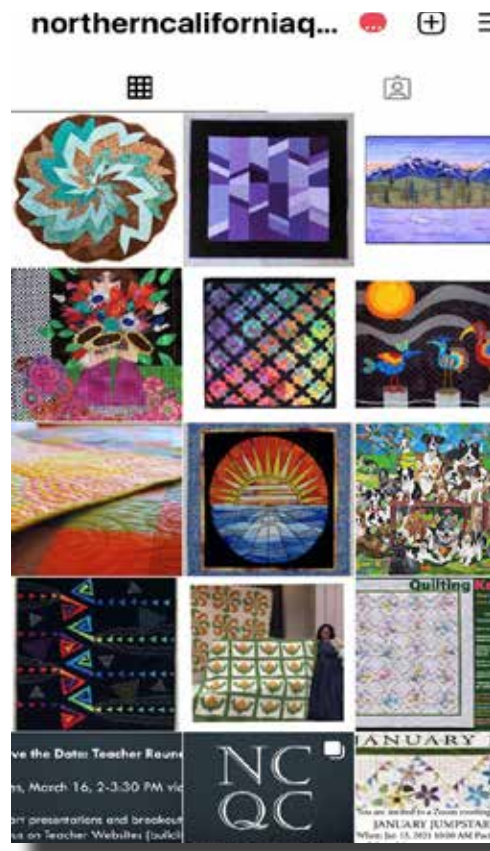
Many thanks,  
**Youngmin Lee**

Korean Textiles, LLC  
[www.youngminlee.com](http://www.youngminlee.com)  
[young@youngminlee.com](mailto:young@youngminlee.com)



Recently Youngmin was featured in an Alex Anderson and Ricky Tims' The Quilt Show segment.  
Here's a trailer link.

<https://www.youtube.com/watch?v=9Adw7X8ONKE>



## Ladies of the Lake

The 19th Annual Falling Leaves  
**QUILT SHOW**  
October 2 & 3, 2021  
Saturday 10am-5pm & Sunday 10am-4pm  
Lake County Fairgrounds  
401 Martin Street, Lakeport, CA 95453

- ◆ Over 150 Quilts
- ◆ Door Prizes
- ◆ Country Store
- ◆ Demonstrations
- ◆ Opportunity Quilt Drawing
- ◆ Silent Auction
- ◆ Theme Baskets
- ◆ Scissor Sharpening
- ◆ Vendors

This Year's Show Features Textile Artist  
**Marjan Kluepfel**

The Ladies of the Lake Quilt Guild are proud to introduce Marjan as the featured artist of our quilt show this October. Inspiration for her work is influenced by nature, landscapes, flowers, trees, and all things local and new. An important design element for Marjan is the fabric's texture. Her work utilizes many different surface design techniques such as fabric dyeing, painting, printing, and pleating, along with machine embroidery and quilting. The display will be a variety of her unique quilts and surface designs.

Her work may be viewed at: [marjankluepfel.com](http://marjankluepfel.com)

Presented by  
**LADIES OF THE LAKE QUILT GUILD**  
OF LAKE COUNTY, CALIFORNIA

Donations at the door \$10 Adult, under 12 - \$2  
To Enter a Quilt, Download an Entry Form, or for Advance Ticket Sale Information  
Visit [www.LLQG.org](http://www.LLQG.org)

The Cover  
Quilt is the op-  
portunity quilt  
for the Ladies  
of the Lake  
Quilt Guild





Drawing November 2, 2021 *Rainbow Refractions*  
Piecemakers of Southern Alameda County



Drawing October 9, 2021 *"Sea Stars,"*

Redwood Empire Quilters

Guild Galaxy Pattern courtesy of Deb Tucker





## A Gift Idea for a Firefighter

Angie Thorton, owner of The Quilt Basket in Corning, has made a **Cinch** "laundry bag" for her husband, a fireman. He uses it for his personal laundry in the field. Contact [Angie](#) for kit details.



*A note from Membership Chair,  
Barbara Crawford*

Thank you all for being so prompt in your membership renewals.

We do want to make sure your information is correct, so if you get a chance, check our website and see if we have the right contacts, etc. As you know, Karren Lusignan and Colleen Voet added the pay online feature last year.

This year, we are transitioning to new software for membership tracking. We hope to have it all fully operational this fall.

You will be able to have a guild member update your record for you online as your changes occur.

Many thanks to **East Bay Heritage Quilt Guild** for their help and encouragement on management of this change.

*The team supporting membership for NCQC are Barbara Crawford, Youngmin Lee and Vicki Walter.*

2021 NCQC Board  
 Director: Jeanne Brophy  
 Assistant Director: Sherry Werum  
 Secretary: Mel Beach  
 Treasurer: Karren Lusignan  
 Calendar and Webmaster: Colleen Voet  
 Newsletter: Roberta Burke  
 Facilities: Sherry Werum  
 Membership Barbara Crawford

Meet the Teachers: Karren Lusignan  
 New Quilts: Jeanne Brophy  
 Members At Large: Rochelle Rosales, Jenny Lyon, Vicki Walter, Youngmin Lee, April Sproule  
 And you? <https://ncqc.net/ncqc-governance> (scroll "To Become a Member of the NCQC Board").

**Note from Editor of NCQC newsletter, Roberta Burke**

**Thanks for spending time with us in this newsletter. We wish the best for you. Send your ideas & articles to me at [Robertaburke@gotsky.com](mailto:Robertaburke@gotsky.com).**

**Members, please let us know of your guild events that are open to others. If you are available to help with New Quilts of California please contact Jeanne. Many thanks for letting us be part of your community. Roberta Burke, Editor**

New Happenings at NCQC from Karren Lusignan, Board Member

NCQC is migrating to a new membership database system. It will provide an easier way for us to send out renewals, emails, newsletters, etc. It will provide a cleaner way to maintain who in guilds wish to receive newsletters. We will need your help. Part of the renewal process requires that we know who should receive the renewal notice/invoice. It would be awesome if your webmaster could set up a generic email address such as [treasurer@guild.org](mailto:treasurer@guild.org) (replacing [guild.org](http://guild.org) with your website) and your webmaster then would change who that goes to when you change officers.

The individual who gets the email link will be able to login to our database and add any guild member who wishes to be added to our email list. The guild will be limited to a total of 10 members in the list.

Freely forward our emails to all the members of your guild, newsletters, or Meet the Teacher happenings, New Quilts of Northern California to any member of your guild, as usual. Members of your guild can take part in viewing MTT etc. We want to help you build resources.

We will continue our existing website and use PayPal dues payment.