

# Quilting **Keynotes**

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Guilts  Quilt Education  Teachers

2021 Volume 17 Issue 1

*Newsletter of NCQC, the  
Northern California Quilt Council*

Meet Jeanne Brophy, the new NCQC Director

Mel Beach, "Strategies for Membership Re-  
newal and Recruiting New Members"

Teacher Roundtable: Your Website, a discus-  
sion led by Mel Beach, Jenny Lyon and April  
Sproule

NCQC Connections from Colleen Voet and  
Youngmin Lee

Valley Quilt Guild, "Dancing With the Stars"  
Opportunity Quilt

"Sharing Stellar Success, Opportunity Quilt"  
by Colleen Pelfrey

Save the Dates: March 16th, Teachers Roundta-  
ble and April 14th, Meet the Teachers

The Cover Quilt is the Opportunity Quilt for the  
[Folsom Quilt Guild](#). Follow the links to contact  
both [Folsom](#) and [The Valley Quilt Guild](#) about a  
chance to make a winning donation.

Please submit items for potential publication by  
February 23rd to Editor, [Roberta Burke](#).



## **Letter from the NCQC Director, Jeanne Brophy**

**I would like to introduce myself; my name is Jeanne Brophy and I am happy to announce that I am the new Director of NCQC. We have already enjoyed the start of 2021 with the “January Jumpstart” that was hosted by Jenny Lyon and Rochelle Rosales. I want to thank Jenny and Rochelle for a wonderful program. I have many ideas to take back to my own guild, Amador Valley Quilters, to better help our guild to grow. With the new way for us to meet via Zoom during this pandemic, we have found that we can still interact and help each other to make our guilds even stronger. We broke out into smaller groups called breakout rooms (8-10 members). The members in each room had open discussions on how to resolve problems we were having with retaining members and volunteers and then getting answers.**

**I encourage you to join our next “Meet the Teachers” to find that special lecturer or teacher that is just right for your guild members. Mark your calendar now for the April 14, 2021 and July 14, 2021 “Meet the Teachers” programs. Watch the website for more detail.**

**Teachers will want to register for the March 16, 2021 Teacher Round Table: Website Management for Teachers lead by Mel Beach, Jenny Lyon and April Sproule.**

**If you had told me a year ago that effective mid-March 2020, I would become comfortable to hold a meeting via Zoom, first I would ask - What’s Zoom? I will admit that I am still learning. I now need to hold Zoom meetings; I was happy to be able to join a Zoom meeting by clicking on an invite. Does this sound like you?**

**There are classes that Zoom offers that are free to you to learn more about how to become comfortable with Zoom. Let your membership know about this and/or hold small Zoom classes with those that need a little extra help.**

**Try to reach out to that neighbor that you used to chit chat with, or friends and members of your guild that might be alone. Some of our members don’t spend a lot of time on their computers, so call them today and see how they are. It doesn’t take long and you will make someone very happy.**

**Have you visited NCQC’s website lately? It has a bundle of information. Are you moving? We have a list of guilds that might be in your new area. We have a list of longarm quilters to get those quilts quilted that you have been making during this “shelter in place” period of our life.**

**I look forward to seeing you,  
Jeanne**

**“A quilt is  
a thing of  
beauty and a  
joy forever”**



**STRATEGIES FOR MEMBERSHIP RENEWALS AND RECRUITING NEW MEMBERS, FROM MEL BEACH**

During the January Jumpstart program, there was a noted correlation between membership growth or maintenance experienced by those guilds offering online programming (speakers, workshops, open sews, and/or retreats). It is important for guilds to offer value in the form of programming when asking members to renew and/or join.

The Santa Clara Valley Quilt Association began their new membership year October 1st and has already had 75% of their members renew. The programming team created a digital postcard featuring the full line up of speakers and workshops for the 2021 year and published it in the newsletter, on their home page, through social media channels, and sent it via email to all members to share with their quilting friends.

We had one new member join from Washington state, and another from Florida as she had been wanting to take a class with one of the teachers in our programming line up!

Now that guilds are meeting virtually, this is a great time to reach out to past members who may have moved out of the area and invite them to rejoin and reconnect online with past friends.

Write a press release for your local paper or for members to post to their local NextDoor neighborhood and see if you can connect with new sewists who joined the mask making efforts and may be looking for new sewing projects.

Team up with other community organizations for cross-promotional efforts. The Santa Clara Valley Quilt Association will be partnering with Silicon Valley Reads and is exploring possible membership discounts for attendees.

Recruit affiliate members by offering them the opportunity to do a short presentation during one of your next meetings where they can highlight their products/services, hours of operation, online shopping, curbside pick up, etc.

**Mel Beach,**  
NCQC Board Member, Teacher,  
Quilter,  
Zoom  
Leader.



Background Quilt  
Folsom Opportunity  
Quilt [Contact](#)



Quilt by Artist, Mel Beach  
Polka Dots and Posies

## Save the Date

Teacher Roundtable  
Tuesday, March 16  
2-3:30 PM, Pacific Time

Teachers/NCQC Board Members, [April Sproule](#), [Jenny Lyon](#), and [Mel Beach](#) will facilitate roundtable discussions centered around building/maintaining your teaching business website that serves your target customers and your business needs. Connect with your fellow teachers to ask questions and share experiences/resources related to:

- Exploring options for Building/Maintaining Your Website (Working with a Webmaster and/or Building Your Own Using a Website Platform)
- Developing a website map that is easy for your target audience to navigate
- Enhance the efficacy of your teaching website to better serve your target customers and ultimately save you time and energy  
An email invitation will go out in February that will include a link to register and suggested homework to prepare for these discussions.

## 2021 NCQC Board

**Director: Jeanne Brophy**

**Assistant Director: Sherry Werum**

**Secretary: Mel Beach**

**Treasurer: Karren Lusignan**

**Calendar & Webmaster: Colleen Voet**

**Newsletter: [Roberta Burke](#)**

**Facilities: Sherry Werum**

**Membership: Roberta Burke**

**Meet the Teachers: Karren Lusignan**

**New Quilts: Jeanne Brophy**

**Members At Large: Barbara Crawford,  
Rochelle Rosales, Jenny Lyon, Vicki  
Walter, Youngmin Lee, April Sproule,  
Audrey Hutchinson**



**Teacher Youngmin Lee shares posts.  
[Youngmin Lee](#) posts our social media  
NCQC [Instagram](#) and [Facebook](#).**

## **"A Refresh: Scroll our Website," from NCQC Webmaster, Colleen Voet**

If you haven't had a chance to look at NCQC's new website, please take a few minutes to do so. We think you'll find it easy to navigate and to find what you're looking for.

Under membership, we have pages for each of our types of members - guilds, teachers, longarm quilters, vendors, etc.—plus some extras:

- On the bottom of the Guild page is a calendar that shows when all our guilds are scheduled to meet (once we start meeting again). This might help you coordinate speakers and teachers to share between guilds. Almost all our guilds have a contact person who might be helpful when trying to schedule opportunity quilt visits or other communication between guilds. There's also a form where you can tell us of any changes to your guild leadership and who would like to get our notices.
- On the bottom of the Teachers page are documents for many of them that give more detailed information about their offerings. This information has been taken mostly from submissions for Meet the Teachers meetings. We plan to add pages for more teachers as we can.



Under Events, each of our major activities has its own page. The Meet the Teachers page has a master list of all the teachers we had on our rolls as of the last MTT event, and there is a separate list of those teachers who offer lectures and classes via Zoom.

We show opportunity quilts for our member guilds, although right now of all our member guilds, only 13 are sharing their quilts. They are lovely, and we'd love to have more! There's a form at the top of the Opportunity Quilts page to make submission of your quilt's picture easy.

Be sure to check out the Information tab - there is some good stuff there. Specific questions are addressed, and we've archived old newsletters.

And for quick access, click the banner across the top - it'll tell you what's coming up and get you there quickly.

As always, if you have any questions or suggestions for improvement, don't hesitate to let us know!

**The Valley Quilt Guild  
Yuba City**

**Dancing with the Stars  
Opportunity Quilt for 2021  
Congratulations to Melissa Mil-  
ligan for the fabulous design, to  
Eileen Milligan for the precision  
piecing and to Cathy Evans for  
the magnificent quilting. The  
quilt is 90" x 108" (Queen Size)**

The drawing for the quilt will be on  
March 14, 2021 and the quilt will  
be on display at various quilt stores  
until then.

[Contact](#) them for Details. See the  
next page for an update on ticket  
sales for this quilt.



## The Valley Quilt Guild, Yuba City, Sharing Stellar Success

Like most quilt guilds this year, my guild has had to rethink our fundraising. Our show was cancelled as we were setting up in March of 2020, and now again this year. In order to continue to fund the needs of community service and to continue having educational speakers (albeit virtual) we needed to rethink our fundraising. I was asked to share how we successfully tweaked our opportunity quilt marketing this year. We still started with an awesome quilt, but approached marketing a little differently. First off, we encouraged members to sell more than their expected \$20 worth of tickets. We encouraged the use of social media for those who could. I am among those who usually buy my own tickets and call it good. Not this year. It's important to lead by example, and so far I have sold \$300 worth of tickets. One of our members sold \$1,000 worth ... I believe she asked everyone she's ever known and everyone she works with. I used Facebook to advertise (that's legal ... you just can't sell online). Early on I made and donated a lot of masks to both organizations and individuals. I didn't want to be paid, but I didn't mind asking if they would like to buy opportunity tickets. As a little motivation, I let members know that for every \$20 of tickets sold beyond the first \$20, they would receive a raffle ticket to win one of my son's handcrafted hardwood quilt racks. If you can get a handful of members to go above and beyond, it can add up fast. And we had at least a handful. If you can get a lot of members to just sell one additional set of tickets, that adds up too.

We tried marketing to other guilds virtually, but didn't find that real successful. So we thought outside the box. Several local quilt shops let us market at their stores. Every little bit helped, but when we really got outside the box, we did even better. Some of our members have a connection with a busy roadside farmhouse on highway 99. We set up outside so everyone passing by could see, and sold a lot of tickets. Surprisingly, the best day of sales we had was at a gym (during those weeks when people were allowed to go). One of our members was also a gym member. She asked and they said yes. We ran out of tickets and had to scramble to get more to the location so we could sell them. I'm hopeful that by the drawing in March we will clear \$6,000 to \$7,000 in sales. We are well on our way.

My advice ... lead by example, be creative in motivating your members, look for resources within your group with connections to possible "outside the box" places to market your quilt, and let people know how much you appreciate their efforts. A little acknowledgement goes a long way.

### [Colleen Pelfrey](#)

Yuba-Sutter Valley Quilt Guild President

*Colleen Pelfrey is an NCQC Quilt Teacher. Please click her name to learn more about her. Thank you Colleen for letting us in on this great achievement. Members with info to share, can contact us at the NCQC website.*

