

BLUE VALLEY
QUILT GUILD
PO Box 142
Seward, NE 68434
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quilters.tripod.com

The Scrappbag Rag

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OCTOBER 2010

October Meeting & Program



The annual Blue Valley Quilt Guild Potluck Dinner and Meeting will be held October 18th at the Seward Civic Center, with the dinner beginning at 6:30. Cups, plates, napkins and utensils will be provided, along with drinks. Please bring a main dish, side dish or salad (no desserts) and join your quilting buddies for a fun evening, complete with games, special recognitions, show-and-tell and a surprise or two. We'll also install our new officers, and get the last minute details for our "Bits and Pieces" quilt show the following Saturday and Sunday. (If you haven't registered your quilts yet, there's still just a BIT of time left!) See you there!

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President's Letter

from Diane Swartzlander

Dear Guild members,

As my term as President comes to a close I'd like to thank my board members, Pat Parrot, Lori Duffek and Joanne Neeley, for all of their support and guidance throughout the year. I'd also like to thank all of those "behind the scenes" people who do their job but aren't always recognized. Katy Coleman for doing the Newsletter, Marilyn Varner for printing and sending out the Newsletter, Gloria Bell for getting out the library books each month, and to all of you who maintain your membership in our Guild. This month is a special month, as it's our 20th Anniversary! We have several Charter members in our guild and I'd like to personally thank them for forming our guild 20 years ago. Our guild wouldn't be here if it wasn't for each and every one of you, so congratulations on our 20th Anniversary.

Another part of our membership is to show support. Our Quilt show is fast approaching and we each have a responsibility to participate. Please give your time and "quilts" so that our Quilt show will be a success. Our Quilt Show is our major fund-raiser and this is what supports our wonderful programs throughout the year.

I look forward to our annual pot-luck and our installation of new officers. Thank you for letting me serve you as your president and good luck to our new officers for the 2011-12 year.

- Diane



Your Board At Work

Blue Valley Quilters Guild Board Meeting
October 4, 2010
Toast, Fallbrook

Officers Diane Swartzlander, President; Joanne Neeley, Vice President; Lori Duffek; Treasurer; and Pat Parrott, Secretary attended the meeting

October meeting:

- * 20th Anniversary of BVQG
- * Program will be arranged by Diane Swartzlander
- * Annual Pot Luck Dinner; Guild will furnish tableware, drinks and dessert..
- * Friendship block for October will have a Halloween theme. Charity blocks will be theme for 2011.
- * Garage sales will be suspended until further notice. All items not sold or reclaimed, will be donated.
- * Installation of officers.
- * UFO's due in November
- * Dues are due in October.

Thank you notes for fair prize money from Keziah Bruns of Waco and Elludta Virgil of Sidney.

Next Board meeting will be held Monday November 1 at 6:30 at the Civic Center.

Pat Parrott
Secretary, BVQG



Notice to all Program Committees!
Please forward your month's program information and cost estimates to Lori Duffek ASAP!!!!



Sheila Beins shows some of the results of a small group challenge by the Johnson Lake Quilters.

Blue Valley Quilters
 Treasurer's Report
 September, 2010



Beginning Checkbook Balance 8/31/10 **\$4,193.18**

INCOME:

Garage Sale from September Meeting	6.50
Raffle Quilt Ticket Sales	94.00
Seward Fair Award	<u>3.00</u>
TOTAL INCOME	103.50

EXPENSES:

Newsletter Copies and Postage	59.70
Postage-Advertising for Quilt Show	9.68
Bonnie Kucera- Sept Program and Mileage	165.00
Refund September Class	25.00
Refund September Class	25.00
Refund September Class	25.00
State Fair Prize	10.00
State Fair Prize	10.00
American Hanger	<u>106.08</u>
TOTAL EXPENSES	435.46

Ending Checkbook Balance	09/30/10	3,861.22
Petty Cash		<u>20.00</u>
TOTAL ASSETS		<u>\$3,881.22</u>

2010 Quilt Show Balance	2,866.63
Remaining Guild Balance	<u>1,014.59</u>
	<u>\$3,881.22</u>

Lori Duffek
 BVQG Treasurer



“Imagination is the beginning of creation.
 You imagine what you desire, you will what you imagine,
 and at last you create what you will.”

- George Bernard Shaw



Happy Birthday to You!

October Birthdays

Beth Petersen	October 9
Maralee Meyer	October 12
Diane Swartzlander	October 12
Gretchen Gebhardt	October 15
Sheila Beins	October 16

November Birthdays

Susan Weber	November 4
Ardith Roebke	November 11
Carol Isaac	November 27
Shirley Schluckebier	November 28



Why are these guys smiling?

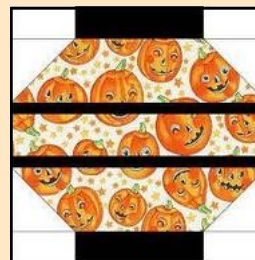
Because November is when we welcome our new newsletter editor, Mary Robbins! Make sure to keep Mary informed of events, news items, and anything else that might be of interest to the rest of the Blue Valley Quilt Guild membership. Reach Mary by calling 890-6001 or e-mail her at mary.robbs@gmail.com



Friendship Block of the Month for October: Halloween

This month's friendship block is anything related to that spookiest of holidays, Halloween. Make a pieced or appliquéd block, a photo transfer or bring a piece of wonderful Halloween fabric.

Block Dimensions: 6.5", unfinished. Remember you can enter once for each block you bring!



September Meeting Minutes

Monday, September 20, 2010
Blue Valley Quilters Guild Meeting
Seward Civic Center
6th & Bradford, Seward, NE



One of the many scrap quilts shown by Bonnie Kucera at the September program.

The September meeting of the Blue Valley Quilters Guild was called to order at 7:00 p.m. by President Diane Swartzlander..

Maralee Meyer introduced guest speaker Bonnie Kucera who shared many of her quilts. Bonnie's workshop (Wind in the Trees) previously planned for September 25th has been rescheduled to February 5 with a snow date of February 19. A sign up sheet was passed around for those interested in participating.

Guests were introduced. The door prize was won by Ellen Singleton. August birthdays were recognized by President Diane Swartzlander. The apple friendship blocks were won by Lori Duffek and Judy Polacek. October blocks should have a Halloween theme.

The August minutes and treasurer's report were approved as printed in the newsletter.

Members not wearing name tags were asked to share their favorite fall memory.

The Discover Nebraska Quilt block sign up sheet was passed around again by Sheila Beins. She will be contacting volunteers in the near future with patterns and directions.

Marsha Cieslik, Quilt Show Chairperson, updated the group on the upcoming quilt show. Hangers have been ordered and received. Quilts to be shown may be turned in Thursday night and Friday morning before the show. Kriss will help with quilts and filling out forms for anyone needing assistance. Jean Jones passed out posters for advertising.

Pat Parrott, member of nominating committee, presented the following slate of officers: Joanne Neeley, President; Becky Wallroff, Vice President; Lori Duffek, Treasurer and Pat Parrott, Secretary. A motion was made and seconded to accept the slate of officers. Motion passed unanimously.

The October meeting will be the annual potluck dinner and will start at 6:30.

The meeting was adjourned and Show & Tell was held.

Pat Parrott

Secretary

Maralee Meyer shares the quilt that won Best in County Needlework, and went on to win Best of the Best in County entries at the 2010 Nebraska State Fair.



Guild members and NQA certified appraiser Barbara Pike and Kriss Moulds offered free quilt appraisals before the September meeting.

Road Trippin'... events in the area



Check out IQSC&M upcoming events at

www.quiltstudy.org/visit_us/events.

Location: 1523 North 33rd St, Lincoln, Nebraska.

Hours: Tuesday - Saturday 10 - 4:30 pm, Sunday 1 - 4:30 pm.

October 22-23, 2010

Basket Magic Quilt and Needlework Show presented by Prairie Piecemakers Quilt Guild

Fremont City Auditorium, 929 N Broad, Fremont

Friday Oct. 22 10-8 and Saturday Oct 23 10-5

Country Store-Lunch Parlor- Raffle Quilt

Merchant Mall and Mini Raffle

Admission: \$5.00

October 23-24, 2010

Bits 'n Pieces 2010 Quilt Show Presented by the Blue Valley Quilt Guild

Oct. 23, 9:00 AM - 5:00 PM

Oct. 24, 10:00 AM - 4:00 PM

Ag Pavilion

Seward County Fairgrounds

Seward, NE

- "Bits 'n Pieces" Raffle Quilt - 90" x 97" - made by BVQG members
and machine quilted by member Carla Fiedler

- Mini Raffle of Quilted Items

- Vendors - Food - Quilts

- \$5.00 Admission

WE QUILT THEREFORE WE SHOP...Survey Results

by Katy Coleman

When I sent out a survey about quilt shops, I was unprepared for the scope of things that make shoppers return to their favorite places. While several factors appear to be universal, the novelty of the details is too diverse and interesting to dismiss.

The quilters contacted for the survey, about 50 in all, range in age and experience. They are quilt professionals and hobbyists, shop owners, new quilters and seasoned stitchers. They live in small towns, rural areas and municipalities. They are both traditional and art quilters. Some are frequent shoppers and some only shop occasionally. And ALL had definite opinions.

A shop's physical features are the 3rd most important item to the responders in this survey. In fact, lighting was the third most frequently cited "fave". Aesthetics on all levels were addressed. Said one quilter, "I want the store to appeal to all the senses; visual, smell and sound. I want the store to have a variety of displays that are appealing and that show different techniques. The store should smell good; this could be a subtle smell of anything but musty! For sound, I like to hear quiet background music of any type." This quilter has zeroed in on some of the most powerful psychological elements of marketing. You want roomy shops with clean air circulation and easily accessible fabrics. "I do not like to get down on my knees to shop—only in church," quipped one quilter.

A number of people mentioned well-marked and clean restrooms. One commented, "There is nothing worse than a "Texaco bathroom" where you are afraid to touch anything or sit down." This quilter and her friend even go so far as to rate the bathrooms when they are on Shop Hop!

Cleanliness is important. The quilter who found the big bug in the bolt of fabric at a national chain store probably won't shop there often.

Location is important to about 10% of those polled with preferences for proximity. However, one quilter treasures the fun she's had traveling to and from more distant shops. (Long live road trips!)

Lots of you mentioned changing displays as a magnet for returning to a shop, along with kits available and displayed near to the samples. Supplies to finish the projects should also be carried by the shop.

And you like sale tables! Not only is this featuring a bargain hunter's dream, but it lets us know that the store's stock is continually changing.

It's important to some that the store has a sit-down spot for tired or mobility-impaired shoppers, and the value of a "husband space" was mentioned more than once.

Now, while we're talking about stock, let's talk about the #2 most frequently named item on the response list. Two-thirds of respondents favor stores that carry a wide variety of fabrics, although one-third prefer shops with definition in their collections, so they can shop for specific types of fabric when they need to. Many mentioned that they like to see lots of patterns, books, notions, thread and battings. "Quilters love their 'stuff'", one of you observed. Numerous samples are a plus, and carrying the basics is required. Most of us avoid shops that only stock the fabrics and patterns the owner likes.

Miscellaneous features mentioned were store newsletters or flyers, the availability of classes, and member cards or discounts for guild members. It is important to some of you that the shop supports local guilds or is involved in the community in some capacity beyond sales. A special ordering capability is another option that was addressed, as were ease of contact through either phone or websites.

So what was the number #1 item mentioned by the quilters polled? It's no surprise that almost every single person mentioned the staff in some capacity. We love it when we are greeted and then allowed to look around at leisure, not "hovered" over—a term that came up numerous times. If there is advice available when we need it from friendly, knowledgeable and courteous sales people, we are happy. We like to feel welcomed, even if we are new customers; we do not like being seen as an interruption. States one quilter/respondent, "If I ask a question about a certain fabric, I do not need eyes rolling to the back of the head or sassy replies. And if talking on the phone with a friend about where to go for lunch is more important than a sale, so be it." She goes on to share this anecdote. "I was in a shop during a Shop Hop trip when the owner got a phone call. After she hung up, she called out to her employee in a very loud voice saying, "That was an alert that there is a shoplifter that just hit another shop! She is wearing a purple vest or coat or scarf, or was carrying a purple bag. The line was static, so check everyone carefully." Ninety percent of the women in that crowded store had something purple on, and it was like someone had yelled "FIRE!" People put down what they had and headed for the door. Word spread quickly to avoid THAT store!"

On the flip side of this is one shop where the customer entered and no one appeared for over 10 minutes, and when someone DID finally arrive, it was the owner walking in the front door carrying the lunch she had just purchased down the street!

We like to know we can ask for demos of new tools, and are especially grateful when sales staff knows the area well enough to recommend restaurants, antique shops, etc to us. And when it comes time to actually cutting the fabric, we like accuracy and willingness to cut a linear 1/8 yard if that's what we need. And, shop owners: we like it when you make a point to learn the names of those of us who are repeat customers, and remember just a bit about our tastes.

What did I learn from this survey? I learned that most of our local and regional independent fabric shops are listening to us. And for this reason, we will keep shopping!

Blue Valley Quilt Guild

PO Box 142

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We're on the web!
blue-valley-quilters.tripod.com

BVQG Board of Directors

President—Diane Swartzlander

Vice President—Joanne Neeley

Secretary—Pat Parrott

Treasurer—Lori Duffek

Non-Voting Assistance provided by:

Past President/Advisor—Mary Robbins

Library Coordinator—Gloria Bell

Program Committee—Membership

County Fair Liaison—Sheila Beins

Newsletter—Katy Coleman

Webmaster—Becky Wallroff

Programs—Elaine Nielsen, Marian Fosler, Jean Jones,
Becky Reisinger and Kim Piitz

Don't forget to bring:

Potluck dish

Nametag

Show and Tell

Friendship Blocks

General meeting is held the third Monday of every month except December in the Seward Civic Center lower level at 7:00 PM. Board Meeting is held the first Monday of every month. Any interested quilter in the Blue Valley area is encouraged to attend a meeting as our guest!

