



Southern California Council of Quilt Guilds

Volume 25, Issue 4

September 2014

Next meeting will be Saturday, October 11, 2014

Our meeting topic will be Volunteer Dynamics. Jean Kuper from TLC Quilt Guild will teach you how to get volunteers involved in your guild and keep them! It includes tips on how to ask people to volunteer and what types of people are best for each position.

The host guild is the Santa Monica Quilt Guild. The meeting will be held at:

Mar Vista Ward of the Church of the Latter Day Saints, 3655 S. Centinela Ave, Los Angeles, CA 90066*

* On Centinela between Victoria and Windward., From the North or South, take 405 to Venice Blvd. exit. West on Venice to Centinela. Turn right. Church will be on your left.

From the East take I-10 to Bundy south. Bundy becomes Centinela. There is parking next to the building. Look for the entry to the gym on the lower floor. Refreshments (muffins, fruit, etc.) will be provided, but please be aware that caffeinated drinks are not permitted so we will only be serving juice and water to drink.

Please contact Susan Barrett at susanbarrett2@verizon.net to RSVP and/or schedule opportunity quilt space.

President's Comments – Pam Overton

Summer is behind us and it's time to enjoy the fall and (hopefully) the cooler weather it brings! Be sure to check the Events Calendar on the website. There are lots of great shows planned for the fall.

As you will see elsewhere in the newsletter we have a full slate of officers for our election. Thanks to those that have stepped up to serve on the SCCQG board. And many thanks to the outgoing board members. All have served more than one term on the board and have dedicated countless hours to the council and to moving us forward. Now it's time for Denise Cohen (Recording Secretary), Patti Voyles (Program Chair), and Janice Steffen (Newsletter Editor) to step down and take some time out for family, quilting, and the many other things that fill their lives. Happy quilting ladies . . . it's been a pleasure working with you!

In addition to electing our new board members, we'll also need to discuss and approve the proposed budget for the coming year. Please take a few minutes to carefully review the proposed budget (provided elsewhere in the newsletter).

The quilts for our SCCQG Exhibit at Quiltfest Oasis are being collected now. We have gathered 41 quilts in all and I believe we've put together an excellent representation of the talents within our guilds. We'll display quilts from Canyon Quilters/Friendship Quilters of San Diego, Conejo Valley Quilt Guild, Camarillo Quilt Guild, Westside Quilt Guild, Santa Monica Quilt Guild, South Bay Quilters Guild, Surfside Quilt Guild, Cactus Sewables Quilt Guild, Coachella Valley Quilt Guild and Pine Needles Quilt Guild. I hope you're planning to visit the show in Palm Springs, October 2-4.

We've made some improvements to the website and will continue to do so. Please see our Webmistresses' article for information on how the guilds can help manage their information on the website.

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Nominations – Leora Raikin and Patti Voyles

Our thanks to the women who have volunteered to fill these positions for the next two years. We will accept nominations from the floor and then close nominations before voting. All nominations must have the approval of the person named.

President	Pam Overton
Recording Secretary	Stephania Bommarito
Newsletter	Sharon Chaffino
Program Chair	Colleen Shier

Meet the Teachers – 2015 – Pam Overton

Planning has already begun for our next Meet the Teachers Meeting. Due to scheduling conflicts at the Carson Community Center, we have moved our meeting date to Saturday, April 25. Mark your calendars and plan to attend. It's a great way to identify new teachers and plan for your guild's speaker schedule for the coming year!

As always, we'll need volunteers to help with set up, staffing during the meeting, and take down. Once again, Jean Kuper will work with the teachers and I will be coordinating the overall event and Vendors. If you have questions, suggestions, or want to volunteer to help, please contact Jean Kuper or Pam Overton.

Programs – Patti Voyles

Our program this session is Jean Kuper's talk on "Volunteer Dynamics". Jean Kuper is a member of the TLC Quilt Guild. She will teach you how to get volunteers involved in your guild and keep them! It includes tips on how to ask people to volunteer and what types of people are best for each position. This is important information for anyone trying to decide to participate, or, for the leaders working with their own membership. Join us with our hosts, the Santa Monica Quilt Guild at Mar Vista Ward of the Church of the Latter Day Saints, 3655 S. Centinela Ave, Los Angeles, CA 90066. Directions can be found at the beginning of this newsletter and on the website under SCCQG Meetings.

For the coming year, we have planned three programs in addition to the annual "Meet the Teachers" meeting.

In January, our speaker, Mary Blash, will address "Successful Workshops". We have sent her notes from our last meeting to enable her to address the issues that were raised.

For the July and October meetings we are planning presentation/discussions on "Community Service" and "Maintaining Websites/Blogs". We need your input so that these meetings can be directed toward your needs. The biggest question I have received for the websites is "can you maintain your own blog/website"? You will find a survey at the end of this newsletter covering some issues that have been turned in as possible topics. Please help us by answering the

questions and sending your input to programchair@sccqg.org. You may cut and paste the survey from the newsletter, or email me at the same email and I will send you a copy in a return email.

We have a number of guilds who have volunteered to host our meetings in the coming years. The schedule for 2015 is:

January 10, 2015

Topic: Successful Workshops by "Marie Blash"
Hosted by: Los Angeles County Quilters Guild
Contact: Paula Slater (slaterelsq@aol.com)
Location:
Women's Club of Downey
9813 Paramount Boulevard
Downey, CA

April 25, 2015

Meet the Teachers
Contact: Pam Overton (president@sccqg.org)
Location: Carson Community Center, Carson, CA

July 11, 2015

Topic: Community Service
Hosted by Glendale Quilt Guild
Contact: Colleen Shier
(pollyannas_mom@hotmail.com)
Location:

First Congregational Church of Glendale
2002 Canada Blvd, Glendale, CA 91208

October 10, 2015

Topic: Websites and Blogs - who can do them?
Hosted by: Simi Valley Quilt Guild (pending approval)
Contact:
Location:

It's been a pleasure serving as Program Chair for the past four years. Your support and participation in our quarterly meetings is much appreciated. Please continue to give your support to our new Program Chair.

Minutes – Denise Cohen

Minutes SCCQG General Meeting July 12, 2014

Meeting called to order at 10:01. Board members present were Pam Overton, Patti Voyles, Sonia Das, Aileen Cooke, Kennalee Mattson, Penny Soldin, and Denise Cohen.

Thank you to the Valley Quilters group for hosting this month. They have prepared a list of popular local restaurants and quilt shops at the back of the auditorium.

There are now new tax forms for nonprofit entities. It is called the 1023 Easy and it is just that – easy.

Report on Meet the Teachers. It was much more successful this year than in past years. There were a few complaints about lack of food but we will not have food again next year. There was a request for water though and that will be arranged. It is important to note that Meet the Teachers will be on the 4th Saturday of April next year as the center had already booked the 2nd Saturday to another group. Please plan

accordingly. The separate space for presentations was appreciated by speakers and guilds alike.

Guilds are encouraged to update the event calendar at the SCCQG website. Catherine sent word that it is the best way to get your information out to all the other guilds and will help avoid conflicts. This year there were two quilt shows on the same day as Meet the Teachers.

The board has voted to increase insurance costs to guilds from \$3.00 to \$3.25 per person. Insurance costs have gone up and this will help us to meet those costs without going into SCCQG reserves. Kennalee stated that the annual bill for insurance is approximately \$27,000.

There was a question regarding minutes at guild meetings. It is imperative that all guilds have minutes of every meeting. It is a legal requirement for any group.

If you have received letters from a company called Corporate Compliance asking you to file paperwork with them it is a SCAM. No government office requires you to pay for filing paperwork except the IRS. If it cost your guild money it is most probably a scam and should be checked out carefully.

The Mancuso Brothers are having their first quilt show in Palm Springs the first weekend in October. They are looking for exceptional quilts for the show. Contact Pam Overton if you are interested.

Membership

There are 87 guilds, 65 teachers and 14 vendors at this time. Current officers for each guild will be updated but site editors for sites can update their own guild information. Email Aileen or Catherine. If there is no site editor then contact Aileen with your name, email and phone number. Forms for updates are on the website sccqg.org. There is lots of other information there too. If you need to learn how to navigate the site then check out the bottom of the Guild/Representative page.

Insurance

Sonia stated that facilities certificates are due by September 28th. Guilds that need to renew have notifications at the entry table. Email insurance forms to Sonia and send money to Kennalee. There was a question pertaining to insurance coverage for storage facilities. Our insurance is only liability insurance. It doesn't cover personal loss. Storage facilities have their own insurance that is included in the fees you pay.

Programs

Patti Voyles stated that the following programs are scheduled:

October 2014 Santa Monica Quilt Guild, Volunteer Dynamics

January 2015 LA County Quilt Guild in Downey, Workshops

April 2015 Carson, Meet the Teachers

July 2015 Glendale Quilt Guild in Glendale, Community Service Outreach and Programs

October 2015 Kaleidoscope Quilt Guild in Lompoc, Web Site Support.

We need volunteers for meeting places. Contact Patti Voyles if your guild is willing to host a meeting. Presentations are from input of member guilds. If you have an idea for a presentation then let Patti know as well. She has two forms in the back of the room to use to either host or request a topic for presentation.

Pam Overton presented information on the chair openings in October. There are four positions open: President, Newsletter, Recording Secretary and Programs. Job descriptions follow.

President - presides over all meetings and provides direction for the association.

Program Chair – Responsible for programs. Arranges Venues and Speakers. Gets venues from member guilds who volunteer their facilities. Also gets programs from member input and will sometimes even present. Tries to plan at least 1 to 2 years in advance. Since Meet the Teachers is ever April that means you only need to plan 3 meetings per year.

Secretary - is responsible for minutes of all meetings. She, along with the Parliamentarian, keeps a list of all guilds present at meetings that hold elections to insure a quorum was present.

Newsletter - sends quarterly newsletters to all member guilds, teachers and vendors. The articles are provided from other board members. Software is not an issue. If you choose to use a software with which you are more familiar that can be accommodated.

It is important to know that the board meetings are all held by teleconference and are rarely more than an hour long. There is no driving required. Board members are reimbursed for their mileage when they attend general meetings.

Break followed by announcements and program. Meeting adjourned at 12:00.

Respectfully submitted by Denise P. Cohen, Secretary, SCCQG

Membership – Aileen Cooke

It's time for all good guilds to send in their renewal forms. The updated form has been posted to the website, www.SCCQG.org, and is attached to the newsletter. Dues are \$40 and if you opt in for insurance that rate is now \$3.25/member. The cost to the council goes up every year and it was necessary to raise it to stay solvent. We appreciate all guilds who promptly send in their renewal.

Check your guild listing on the website for current information. Ask your guild's site editor to make any corrections or to reflect any recent election.

Sometimes when I am supposed to be updating and checking on member guilds I take a right turn and start

wandering. I did this at the Coastal Quilters website and found myself watching a very informative video (YouTube, of course) on the making of batik fabric. <https://www.youtube.com/watch?v=-nsMFIZfBiE> Try this link or go to Coastal Quilters.org and under videos is a link.

Website – Catherine Hughes

Site editors now have the ability to change your guild's mailing address!

I will be happy to send instructions and a password to your site editor if you don't already have that information, info@sccqg.org. The role of "site editor" is not difficult and is specific to each individual guild. Email me if you do not have a site editor for your guild. Let's see if we can get site editors for all guilds this year. If you don't have one but have a willing volunteer have him/her e-mail me. I can get it set up quickly.

Treasurer's Report – Kennalee Mattson

Income & Expenses August 31, 2014

Beginning Balance	\$16,283.43
Income	
Interest on Checking	\$0.14
Ins Certificates	\$90.00
Total Income	\$90.14
Expenses	
Website Services	\$170.00
Total Expenses	\$170.00
Profit (Loss)	-\$79.86
Checking Ending Balance	\$16,203.57
Savings Account (Interest Earned \$.26)	\$15,018.85
Total SCCQG Accounts	\$31,222.42

Insurance – Sonia Das

Please remember that as soon as the date of your guild's event is finalized and the contract is signed, **PLEASE REQUEST THE SPECIAL EVENT INSURANCE CERTIFICATE IMMEDIATELY!**

Recently, we had an emergency situation for a special event insurance certificate where a guild requested the certificate SIX DAYS BEFORE THE EVENT!! The event had been publicized for several months but the event certificate had not been requested.

The fee is \$10 for requests made 60 days prior to the event. The fee is \$25 for requests made less than 60 days prior to the event.

Our insurance company is very efficient but we usually give them more time. Fortunately they did not assess any penalties for this extremely last minute request.

The procedures for requesting an insurance certificate and for requesting a special event certificate are being republished. Please have the appropriate board members of your guild review the procedures **so that your guild can obtain certificates in a timely fashion.**

Some reminders on requesting a certificate. While we are working with the web developer to move the

insurance website to our main website, that is not in place yet. Please continue to use the insurance website. As we have noted in the past, if your guild is not listed in the pull-down menu, simply make note of your guild name in the NOTES section and complete the balance of the request. We no longer maintain that listing of paid guilds as the information is on our website.

If you have questions or problems, please e-mail Sonia Das at insurance@sccqg.org or sonia.das@yahoo.com. If you need to reach her urgently, please call her at: (home) 562-429-4477 (cell) 562-687-2304.

Sonia will be out of the country from late October to late January on personal family business. In her absence, Pam Overton, will receive and process all insurance requests. The insurance@sccqg.org e-mail address will be diverted to Pam beginning in late October.

Sunshine and Shadows

Our deepest sympathy goes to SCCQG board member Janice Steffen on the loss of her husband.

Good Show, Bad Show. Are There Too Many Quilt Shows? . . . From a vendor's perspective.

If you walk around a quilt show before opening time, you may hear some surprising conversations between vendors that differs considerably depending on whether the economy is in a boom, a recession or just "chugging" along.

Some of the questions and statements you may hear vendors exchange include:

So when is your next show?

How many shows are you planning on doing this year?

There are just too many shows.

I am on the "wait" list for X show. Are you?

Set-up was awful; parking and unloading a nightmare.

Were you down or up in sales from last year?

I saw people already lining up outside the door.

I know they have several busses coming today.

Mainly browsers, maybe they will shop tomorrow.

This show charges you for every little item.

I love doing this show. They treat the vendors so well

This show really knows how to bring in the people.

We are cutting back on the numbers of shows we are doing. How about you?

Wow, the entrance fee is high! I hope this does not deter people from shopping.

Great selection of food available and reasonably priced!

Sales tax in this area is too high.

Did you make your booth fee the first day?

These are concerns that a vendor must weigh when they consider vending at your quilt show/event. We need to remember that the guilds and vendors are partners in this endeavor. Their feedback is valuable for all.

What makes a good quilt show?

There are many factors that influence the success of a quilt show - the size of the guild, the location of the show, the organization, the layout and planning of the actual show and the ability to attract the target market and bring in potential customers from outside the guild.

Quilt shows need to be marketed effectively with a marketing strategy in place, clear objectives, definable goals for implementation, achievement and success.

Marketing does not only imply listing the show in your newsletter or on your website. It is identifying your primary and secondary target markets, not only guild members, but also others who share similar interests and passions and where there may be a crossover of interests. For example, quilt guilds should also promote their shows to knitting, fiber arts, beading, sewing, smocking and embroidery guilds.

A press release should go out to "crossover guilds" and should be distributed to local newspapers and media along with photo opportunities.

In an age of media technology, the importance of social media such as Facebook cannot be under estimated.

How can you improve your quilt show?

It is important to objectively evaluate the successes and failures of each show. A concise one page questionnaire to both vendor and customers can yield a lot of very useful information. The guild should then use that information to determine what worked, what didn't, and how they can improve the next show.

Working together, the vendors and guilds can help improve sales for the vendors and attendance for the guilds. Remember, the vendors participate in a lot of quilt shows and can and will share what they've learned. Start the conversation with them early in your planning while there's still time to make adjustments and do that essential "marketing" that is needed!

Article submitted by Leora Raikin, SCCQG board member, author, teacher vendor, African Folklore Embroidery and, in her previous life, a market research expert and marketing consultant to corporations.

Proposed Budget for 2014-2015

Please review and be prepared to discuss the proposed budget at the October meeting.

	2012-2013 Budget	2012-2013 Actual	2013-2014 Budget	2013-2014 Actual	2014-15 BUDGET
INCOME					
Donations	0	-	0	20.00	0
Ins Certificates	800	850.00	1363	1,580.00	1600
Ins Premiums	29,000	17,982.50	25940	25,230.00	27332
Interest Earned	20	8.52	7	4.95	5
Membership Dues	4,500	2,805.00	5100	4,820.00	5080
MMT Income	1,780	-	1750	1,375.00	1200
Total Income	36,100	21,646.02	34160	33,029.95	35217
EXPENSES					
Bank Charges	0	30.00	0	38.00	0
Government Fees	0	275.01	100	20.00	20
Insurance	25,000	27,811.31	25000	(33.95)	28357
Meetings	3,500	-	0	-	0
Board Conference Calls	0	685.38	800	267.59	400
Board Member Mileage to Meetings	0	2,231.37	1500	1,127.07	1200
Hostess Guild	0	1,500.00	1500	1,500.00	1500
Meet The Teachers Meeting	4,500	2,312.18	3270	1,862.00	1800
Program	0	-	500	279.00	500
Membership Expenses	100	-	0	-	0
Postage and Printing	0	708.97	200	81.58	200
President	500	-	0	-	0
Storage	0	60.00	240	240.00	240
Treasurer	500	49.83	50	-	0
Website Service	2,000	1,902.50	1000	360.00	1000
Total Expenses	36,100	37,566.55	34160	5,741.29	35217
Profit or Loss for Fiscal Year	0	(15,920.53)	0	27,288.66	-
Bank of America checking account balance as of 9-30-13		1,473.36		16,373.43	
Bank of America saving account balance as of 9-30-13		2,630.00		15,018.59	
TOTAL SCCQG ACCOUNTS		\$4,103.36		\$31,392.02	

2015 GUILD Membership Form for SCCQG

NAME OF GUILD _____

Please check your Guild's information at www.SCCQG.org

If you are renewing and have no changes, check here _____ [everything is OK].

For new guilds, or to make changes, fill in the appropriate spaces:

1. _____
Mailing address _____
2. _____
City, State Zip _____
3. _____
Website _____
4. _____
Website email contact _____
5. _____
Guild meets: Day, Time _____
6. _____
Guild meeting address _____
7. Guild's fiscal month _____ (when the guild's election/new tax year begins.)
8. Non Profit status 501(c) _____

OFFICERS	NAME	EMAIL	TELEPHONE (not published)
President	_____	_____	_____
SCCQG Site Editor	_____	_____	_____
SCCQG Rep	_____	_____	_____

For new guilds, list other Officers on the back—Title, Name, email, Telephone

DUES AND INSURANCE

Is Guild opting in for Insurance? **Yes** or **No**

Number of Members _____ Insurance **\$3.25 per member**

\$ _____

Annual guild dues \$40

Check # _____ Date _____ **Total Submitted**

\$ _____

Name of the person completing this form _____

Phone Number _____

Email Address _____

Please send this form and check payable to SCCQG between October 1, 2014 and January 1, 2015 at the latest to avoid default on any insurance. Mail to:

Kennalee Mattson, SCCQG Treasurer, 2329 Boone Avenue, Venice, CA 90291
For questions contact treasurer@sccqg.org or membership@sccqg.org

Selected Upcoming Southern California Quilt Events

September 20 & 21	<p>Harvest of Colors Quilt Show, Members' Showcase, hosted by Coastal Quilters Guild of Santa Barbara-Goleta, Earl Warren Showgrounds, 3400 Calle Real (Hwy 101 & Las Positas) Santa Barbara</p> <p><i>Special Route 66 Quilt Exhibit</i>; Over 200 Traditional & Art Quilts; Quilting Demonstrations, Gift Boutique, Merchant Mall; Weekend Pass: Pre-Sale \$8.00 each. At Door \$10 each</p> <p>www.CoastalQuilters.org for info & order tickets</p>
September 27	<p>Blue Jay Outdoor Quilt Walk, Sponsored By The Willow Woods Quilt Guild, 10-4pm, Highway 189, Blue Jay, CA</p> <p>For information please contact Patricia Duebbers (909) 862-2945 or Elaine Shaw (909) 867-7187</p>
October 4	<p>Valley Of The Mist Quilters Guild, 16th Annual Old Town Temecula Outdoor Quilt Show, 10 To 4 pm</p>
October 4 & 5	<p>Simi Valley Quilt Guild Presents "TRIP AROUND THE WORLD", Saturday, 10:00 AM TO 5:00 PM; Sunday, 10:00 AM TO 4:00 PM, Rancho Santa Susana Community Center, 5005 Los Angeles Avenue, Simi Valley, CA</p>
October 10 & 11	<p>Los Angeles County Quilters Guild, "America Quilts 2014", Friday 9 to 5; Saturday 9 to 3</p> <p>Greek Orthodox Church of Long Beach, 5761 E. Colorado Street, Long Beach, Calif.</p>
October 11	<p>SCCQG Quarterly Meeting – hosted by SMQG! Volunteer Dynamics</p>
October 11-12	<p>Quilters Etc., "A Stitch in Time", Saturday – 10 to 5; Sunday 10 – 4, Lompoc Veteran's Memorial Building, 100 E. Locust Street , Lompoc, CA</p>
October 17-18	<p>Orange Grove Quilters Guild Presents <i>A GROVE OF QUILTS</i>, Friday 12-5; Saturday 9-4</p> <p>Acker Hall, Garden Grove United Methodist Church, 12741 Main St, Garden Grove</p> <p>Wonderful quilt display, vendors, opportunity quilt & opportunity baskets, boutique, door prizes, refreshments</p> <p>Admission, \$10, Pre-Sale \$7 available by contacting Barbara Purks, bkpurks@aol.com</p>
October 18	<p>TLC Quilter's Boutique, Covina Women's Club, 128 S. San Jose Avenue. Covina, CA 91723; 10 am till 4 pm</p> <p>What we'll have: Tea Party and Many Handcrafted Goods (Quilted items, Knitted/crocheted items, Baked Goods, Holiday specific items, Gift Ideas, Many, Many more...) - FREE PARKING, FREE ADMISSION</p>
December 6	<p>Pine Needles Quilt Guild, 21st Annual Wrightwood Holiday Home Tour And Boutique, 11:00 a.m. to 4:00 p.m.</p> <p>Visit four Wrightwood homes, beautifully decorated with quilts for the holidays plus a refreshment house, and our popular craft boutique located in the Wrightwood Community Building.</p> <p>Wrightwood is located in the San Gabriel Mountains and can be reached via the 15 freeway. Come celebrate the true holiday spirit in this mountain community.</p> <p><u>Ticket prices</u>: Advance: \$12.00 – available after Nov. 1; Day of tour: \$15.00 – available at boutique and homes.</p> <p>By mail, send SASE to: Pine Needles Quilt Guild. P.O. Box 2800, Wrightwood, CA 92397-2800 - 760 249-4911</p>

SCCQG Program Survey – Return survey to programchair@sccqg.org.

Guild name:	
Contact name:	E-mail:

Community Service

Are you considered a public charitable organization by the IRS/State of California? ___ Yes ___ No

Does your guild have an active community service organization? ___ Yes ___ No

What types of projects do you support as part of this effort (circle all that apply or list others)? Quilts for Turtle Camp, Ronald McDonald House, VA, Wounded Warriors, CalVet, Habit for Humanity Veteran's homes, Under the Bridge, Hospitals, Senior Centers

Other: _____

Other opportunities: Turtles for turtle camp, quilts/pillows for sheriff programs, shawls, placemats for meals on wheels, teaching programs for schools, scouts, community events. Please add any additional ones:

Would any of your group be willing to share experiences/samples? Please fill in contact data here:

Contact name:	E-mail:
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Websites/Blogs

Do you have a website? ___ Yes ___ No

Do you have a blog? ___ Yes ___ No - how often is it updated?

Do you have a webmaster? ___ Yes ___ No

Does your webmaster fully maintain the site? ___ Yes ___ No

Do you use a service to support the website? ___ Yes ___ No

What do you see as the biggest function of the website?

--

What functions do you support on the website (general advertising, programs, workshops, donations, contact information, general information about the guild and its meetings, teacher/speaker connections, etc). Circle any of the above that apply and/or list your own:

--

What information would help your guild to create, improve or expand your website:

--

Would your webmaster, blog support or contracted group be willing to speak to the council? Please provide contact information here:

Contact name/email:

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