

NORTHERN CALIFORNIA QUILT COUNCIL

Volume 5 Issue 2

Website: <http://www.ncqc.net>

Winter 2011

DIRECTORS MESSAGE

INSIDE THIS ISSUE:

<i>Marketing</i>	2
<i>Jean Ray Laury</i>	3
<i>New Quilts</i>	4
<i>African Embroidery</i>	5
<i>Calendar</i>	6

Tips for Newsletter Editors and Guild Representatives:

If you want to extract a portion of this newsletter for your guild publication, highlight and copy the text. Then paste it into a Word document to save it. Then you can paste it into your publication, or forward it as an attachment in an email.

We want to make sharing the information as simple as possible.

If you would like a "hard copy," you can print a copy of a portion or all of the newsletter. Look for the "Printer Friendly" option on your email application. It's faster and less expense (ink cartridges are sooo expensive!) to use the text version which will have some odd characters in it, but won't have colors or large print. You can save even more by setting your printer on "black and white." When the dialogue box pops up asking to print, click "properties" and set the "black and white" button. Click "OK" and go back and "OK" the printing.

E-mail Sharon Malachowski if you need help at:
• smalachowski@hotmail.com

March came in like a lion and has been roaring all month and now it is Spring.

After the many rain storms and rising rivers, the earthquake and tsunami in Japan, along with the unsettled climate in the Middle East, it is time for us to take a good deep breath and count our blessings. I hope you find that your blessings are many as you view the fabric of your life. May all your quilts be happy colors.



April 20 Spring Quarterly Meeting

Our April meeting sounds exciting: promoting quilting has been a special goal of mine for many years. I love hearing new ideas and I know that the meeting will be inspiring as well as informative. Don't forget that we'll be in Fairfield for the first time --- changing venue is not always easy but I know we will love the meeting hall and not miss the traffic.

Our board has grown since January. Joe Wood of Thimblecreek and Peggy Clark of Folsom will be joining us for the first time. As a board, we want to meet the needs of our members. Please feel free to talk to board members about issues that concern you. We want and appreciate your input.

Happy Quilting,
Diane Leighton

**Your NCQC Board
of Directors**

Diane Leighton, Director

Dorothy Maddox

Assistant Director

Judy Martinez

Membership

Karren Lusignan

Treasurer

Lin Squires

Recording Secretary

Sharon Malachowski,

Newsletter

Sharona Fischrup

Mail

Marcella Peek

Judy Sisneros

Betty Kisbey

Joe Wood

Peggy Clark

NCQC Address:

NCQC c/o New

Pieces

766 Gilman

Berkeley, CA 94710

Northern California

Quilt Council

2011 Meeting

Topics

April 20, 2011

At 10:30 am

***Tips for Marketing in the
Quilting Environment***

July 20, At 10 AM

Meet The Teachers

Fairfield Community Center

We continue to offer

topics of

interest to Northern

California

guilds, shops,

individuals and

teachers. Please

contact us if you

have topic suggestions.

TIPS ON MARKETING IN THE QUILTING ENVIRONMENT

By Sharon Malachowski

This region is home to thousands of quilting enthusiasts and a proliferation of companies that support a nationwide, billion-dollar quilting industry.

Building on this solid support for quilting, the April 20, 2011 NCQC quarterly meeting will host a panel of successful quilters discussing ways to promote and market your Guilds, classes, lecturers, pattern designers, long-arm services, fabric shops and other quilt-related services.

We hope you join us for an informative panel discussion. Learn from guest experts both inside and outside our industry to educate and empower you to successfully market programs or quilting business.

- Are you on track for meeting your growth goals this year?
- Are you ready to learn how to turn your passion for quilting, fiber arts or creative crafts into a profitable business and don't know where to start?
- Do you want to provide a service or product that brings joy to others, something that excites your customers or members?

The NCQC April program offers marketing resources and networking opportunities for you to create a success from your quilting business.

Our panel will include LyAnn King a PR and marketing consultant www.kingsingspr.com, Cara Gulati author, pattern designer, teacher, www.doodlepress.com, Joe Woods of Thimble Creek, www.thimblecreek.com and Colleen Granger, long arm machine quilter, pattern designer, instructor, and lecturer, www.sewlittletimequilting.com,

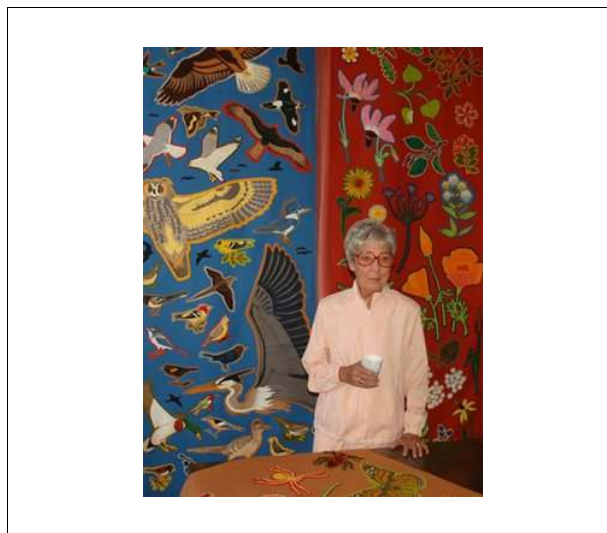


Learn from guest experts both inside and outside our industry to educate and empower you.

THE PASSING OF JEAN RAY LAURY

Fresno artist Jean Ray Laury, a key national figure in the renaissance of quilting during the 1970s and 1980s and an internationally known fiber artist and author, died March 2, 2011. She was 82.

A graduate of Stanford University, Mrs. Laury developed an international reputation in the world of quilting and fiber arts, and traveled as a guest lecturer, including to Australia, Belgium, France, Norway and South Africa.



Jean Ray Laury was a quilter celebrated around the world.

In 1999, her work was included in a Houston installation titled "America's 100 Best Quilts of the 20th Century."

She was one of "30 Distinguished Quilters" selected for inclusion in the 2002 International Great Quilt Festival in Tokyo.

Mrs. Laury wrote more than 30 books, many about the fiber arts. But her interests were wide-ranging. She wrote and illustrated children's books. And in a 1977 work titled "The Creative Woman's Getting-It-All-Together at Home Handbook," she tackled a pertinent issue among female artists.

In 2005 San Jose Museum of Quilts & Textiles did the first major retrospective anyone had done of the life and work of Jean Ray Laury.

The Alliance for American Quilts selected Laury as one of its "Quilt Treasures" and filmed her in her home for posterity. She is one of only 14 people to date in the quilt world to be thus honored.

From her Quilt Treasures biography: "When asked for what she would like to be remembered, Laury said it would be for how she has inspired others to do their own thing."

*Teaching like
quilting is an
art in itself*

NEW QUILTS OF NORTHERN CALIFORNIA



NCQC is sponsoring a special exhibit, **New Quilts of Northern California**, at the Pacific International Quilt Festival October 13-16, 2011.

Call for Entries Due August 8, 2011

This is a great opportunity to showcase Northern California's quilting talent at a world class venue.

We encourage you to enter or to pass this on to fellow quilters.

*“Promoting Quilting
through
Networking”*

The exhibit will be juried to 70 quilts which will be in the entry of the show.

Medium size quilts show the best, and quilts longer than 90 inches will hit the floor.

Enter quilts that are new and have not been widely shown before—your best latest work!

Entries are due August 8, and acceptance will be sent by September 10, 2011.

Entry forms are available on our website www.ncqc.net. Click on the word “Forms”.

NEW EMAIL SERVICE CONSTANT CONTACT

NCQC Mailings

We are now using a web based email system, Constant Contact, to send out correspondence from NCQC.



We sent our first mailing on 3/9/2011. Unfortunately we had several emails that we listed as Blocked, Non-existent, or Undeliverable. We even had one "Other"!

Please update your contact info

Please make sure you have my address:

martjudith@sbcglobal.net

as an acceptable email address to get mail from so it doesn't go into your Spam/Junk folder. I am trying to contact all the people who were reported.

We have the capability to add more than one person to your membership record and thereby to the Constant Contact email list. If you would like to get your own copy of correspondence from us just send me an email and I will do the rest.

You are also welcome to contact me anytime to discuss your membership status.

Judy Martinez

Membership Chairman Judy Martinez

*"Finished is way
better than perfect"*

African Folklore Embroidery Challenge

By Leora Raikin



Red Crocodile

*“A day patched with
quilting seldom
unravels”*

Entry forms for the 2011 African Folklore Embroidery Challenge are now online at www.aflembroidery.com

First prize is \$500 cash, 2nd prize \$50 and 3rd prize \$25.00. All entrants will receive certificate of participation and be considered for inclusion in a new book.

All entries will be on display at the International Quilt Festival in Long Beach at the African Folklore Embroidery Booth.

The deadline for entries is July 15th 2011.

Last year's 1st place winner was Madeline Reyes from the Coachella Valley Quilt guild, 2nd place was Judy Dymond from the Mountain View Embroidery Guild Chapter and 3rd Place Carol Cunningham – Hutte also from the Mountain View Embroidery Guild Chapter.

For more information, contact: Leora Raikin, info@aflembroidery.com (818) 999-6094

NCQC HAS MOVED TO FAIRFIELD

By Sharon Malachowski

The Fairfield Recreation Center will be our new NCQC meeting location from April 20, 2011 and beyondand we were all very impressed!



Join the Fun!

The room is larger than the one in Pleasant Hill, has a big stage, great light and windows, plenty of parking and is free-way close.

They also have a conference room that we will use for board meetings.....and a great deli nearby.

Fairfield is actually the most central city for the northern California area.

The Fairfield Community Center is located at:
1000 Kentucky St, Fairfield, CA. 94533
A map is available at the NCQC meeting page.

Map to New Fairfield meeting location is on the NCQC website

www.ncqc.net



NCQC

C/O New Pieces
766 Gilman Street
Berkeley, CA 94710

The logo for NCQC (Northern California Quilt Council) features the letters "NCQC" in a bold, white, sans-serif font. The letters are set against a black background that is shaped like a trapezoid, wider at the top and narrower at the bottom, creating a sense of depth and movement.

***NCQC is seeking
pictures of your
Opportunity Quilts for
the website.***

*Please e-mail them to:
webmaster@ncqc.net*

*Include contact info for
tickets, drawing
dates, etc. We hope to
promote Guilds and help
you advertise*

Dear Members,

The Northern California Quilt Council publishes this e-mail newsletter quarterly for our members. Information from the newsletter can also be found on our website: ncqc.net. Our goal is to provide you with guild, shop, teacher and individual quilt-related information. We coordinate a master calendar of quilting events in the Northern California area and provide a forum for discussing common concerns and new ideas.

If you are receiving this email in error, or if you know someone else should be receiving it instead of you, please let us know. Send the corrected information to membership@ncqc.net

CALENDAR

Spring/Summer Shows & Events

Now to May 1 Quilt & Fiber Art Challenge Show in Gualala

April 30-May 1 Amador Valley Quilters, Pleasanton

April 30- May 1 "Spring on the Straits" in Benicia
Carquinez Strait Stitchers

Apr 30 - May 1 "Springtime in the Pines" in Grass Valley
Pine Tree Quilt Guild

May 7 - Napa Valley Needlers Needlework Show in Napa

May 7 - Pacific Flyway Quilters Show at the Colusa County
Courthouse in Colusa

May 14-15 Sierra Mountain Quilters' Assn. Quilt Show in
Oakhurst

May 14-15 Sun Country Quilt Show in Red Bluff

June 2-5 Redding Quilt Bash at Simpson University

June 11 - Quilt Stroll in Groveland

July 16-17 Heart of the Redwoods Quilt Show in Eureka

July 20 NCQC Meet the Teachers (starts at 10:00 a.m.)

July 29-30 Truckee Meadows Quilt Show in Reno

July 29-31 International Quilt Festival in Long Beach

For detailed information go to the calendar page at www.ncqc.net