

From our President.....This time of year, the chatter involving TAQG is all about Rally Day. Plans are in place, the i's are being dotted, t's crossed and excitement building. But, let's not lose sight of the real purpose of the Texas Association of Quilt Guilds. Our stated purpose is to share information between guilds and preserve the art of quilting.

We constantly seek new ways to achieve our purpose. A few years ago we started this newsletter to help meet our purpose. Within its' pages you may find a variety of articles to help you run your guild smoothly, ways to help your guild follow the laws of the State and rules of the IRS. We invite member guilds to include information about workshops, lectures and shows. We also request original content in the form of informational articles and special interest stories. If you are a writer and would like to see your quilt related work published, we may have just the publication for you. Past editions of the TAQG RoundUp are available at www.tagg.org. You need not be a TAQG member to view and enjoy the newsletter. We simply hope that you do.

Speaking of the website...some exciting new changes are beginning to take place. Former President Dolores Williams (Rep, McKinney Quilter's Guild) started the ball rolling to add a new page to the website. We unveiled our new Teacher's Information Page this past week. Under the Resource tab of www.tagg.org, click on Teachers to reveal the beginnings of a whole new world for TAQG. One of our earliest goals was to find ways for Guilds to find teachers and teachers to find places to teach. We are meeting that goal in grand style. We launched the page with only a few of Texas' talented teachers. Now that it is active we invite Quilt teachers to join us and add your information to our site. We would like to build the page so that it is the first place Guilds look when booking lectures and workshops. If you would like to be added, there is a contact link right on the page. We think this new feature will work beautifully with our continuing November Speakers Forum.

This is a great time to be a TAQG member. The future is bright!

Submitted by Sherry Worley

Contributors to this issue of TAQG Roundup

Katrina Lindley, Editor; Sherry Worley, President; Deanna Hasten, Lone Star Heritage Quilt Guild of Sulphur Springs; Cindy Pollard, Piecemakers of Rains County; Dr. Carolyn Troupe, Quilter's Guild of Arlington; Lynne Fritsche, Webmaster for Quilters Guild of Plano; Dolores Williams, McKinney Quilter's Guild; Pat Wiant, Quilter's Guild of Plano; and Donna Petrick, Quilter's Guild of Dallas

Texas Association of Quilt Guilds

Rally Day 2016

Featured Speaker: Kimberly Einmo



www.kimberlyeinmo.com

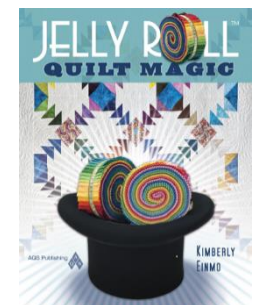
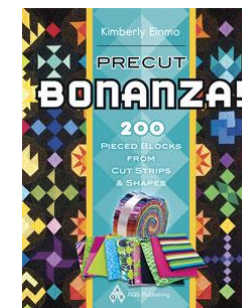
July 9, 2016

Doors open at 9:00 am
Free to TAQG members
\$5.00 General Admission
Mimosa Lane Baptist Church
1233 Belt Line Road, Mesquite

Join us for two lectures by Kimberly Einmo, Raffle Quilts, Mini-Quilt Auction, YLI Thread, Door Prizes, and Fun!

Workshops with Kimberly Einmo are available. Download the forms from <http://www.tagg.org>

Books by Kimberly Einmo



Silent Auction

AQG would like to thank the donors for the items in the Rally Day Silent Auction. This list will continue to grow until Rally Day 2016.



Piecemakers of Raines County



MUGG
WITH
Insai-Erlcht



MUGG
WITH
Insai-Erlcht

McKinney Quilters' Guild



Quilters Guild of Plano



Quilters' Guild of Dallas

Rally Day 2016

Rally Day 2016 is coming.

What is Rally Day you say?

Once a year we meet in July. Admission is free to all members of member guilds and will cost non-members \$5. This year Rally Day is July 9, 2016.

There is a lot going on at Rally Day.

- When you walk through the door (doors open at 9:00 am), the first 500 guests will receive a goody bag. This is a bag that is filled with items from all the member guilds plus some coupons from our local sponsors.
- The next thing you will notice is the hallway with 20 - 30 quilts hanging. All member guilds are able to hang and sell tickets on their guild's Raffle Quilt. Talk about inspiration.
- Because this is July with the heat, TAQG will arrange to have box lunches available. Guests must pre-purchase the lunches from a TAQG rep prior to Rally Day (\$10). This year the lunches are provided by McAlisters. There is a choice of 4 sandwiches and the lunch will have a cookie, condiments, chips and a bottle of water.
- Around the first corner you will find a Silent Auction with contributions from all our member guilds. This is a one-day auction and will close after lunch.
- You will also see a table selling YLI Thread. This is great thread for different types of sewing.
- There will also be an area where Kimberly will be selling her books and products.
- Outside the doors to the auditorium, you will be able to purchase this year's pin featuring Kimberly Einmo's logo, You will also be able to purchase tickets for the Rally Day Raffle Basket containing a \$899 Baby Lock Rachel sewing machine donated by the Quilter's Apprentice in Terrell TX and a number of goodies making it well worth the \$1 cost of the ticket.
- At 10:00 am the program will start. You will be seated in a large hall with very comfortable stadium seating. There are 2 large screens on either side of the stage. There is a slideshow with information about all the member guilds.
- The program this year will feature two talks by Kimberly Einmo, one in the morning and one after lunch.

- Before Kimberly starts we will have door prizes. The first prize will be a \$399 Baby Lock Anna sewing machine, donated by Plano Sewing Center. There will be 75-100 additional door prizes, each worth at least \$25.
- After Kimberly's morning program, we will have time to eat lunch, buy Raffle Tickets, shop and talk with friends. The Silent Auction will close when lunch ends.
- After lunch, we will do more door prizes and Kimberly will give another talk.
- After Kimberly finishes, we will announce winners of the top selling silent auction item, plus viewer's choice. Then the raffle ticket will be drawn.
- Then we can all head home.

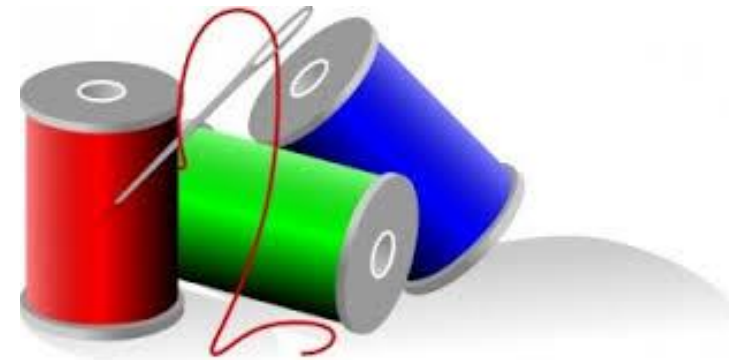
Come join us for a fun, full day. You can find out more about Rally Day at taqg.org.

- Dolores Williams and Donna Petrick, Co-chairs

YLI Thread

YLI Thread will, once again, be available for purchase at Rally Day. Selections include Silk #100, Wonder Monofilament, Machine Quilting, and Soft Touch Piecing thread. Please consider supporting TAQG by the purchase of these great YLI Threads at Rally Day.

The thread program from YLI is a great Guild Fund Raiser. YLI ships thread at no cost to the group. You sell the thread and keep the difference between wholesale and retail price. You ship back the remaining thread, again at no cost to you. If you would like more information please contact sherry-worley@att.net.



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Pre Rally Day Raffle

TAQG would like to thank everyone who donated items to the Pre Rally Day Raffle. We have a wonderful assortment of items in these prizes. Remember that the list is still growing!

Tickets for the Pre Rally Day Raffle are available from your Guild TAQG Representative and are priced at \$1.00 or 6 for \$5. Tickets must be turned in by July 8, 2016. The drawing will be done at the end of the Workshop on that date. The winner will be announced at the beginning of Rally Day on July 9th.

1st Prize

Thomas Sewing Center, Suite 208
18775 LBJ Frwy, Mesquite
Janome NQM2016 Sewing Machine,
retail value \$999.00



Stitched with Love, 500 N. Custer Road
Ste 110, McKinney
Three Wishes Quilt Kit, retail value \$89.99



**Kimberly
Einmo,**

Book Jelly Roll Quilts and More,
retail value \$25

Jelly Roll Ruler, retail value \$16

<http://www.kimberlyeinmo.com>



TAQG

Tutto Project Carry Bag, retail value \$63.00

OmniGrid Quilting Travel Kit, retail value \$29.99

Magic Colors Essential Gems Strip Set, retail value \$29.99

Art bins Super Satchel Series, retail value \$19.99 each;

2nd Prize

Happiness is ...Quilting!

217 N. Kentucky St. in McKinney,
Pfaff Passport 3.0 Sewing Machine,
retail value \$799.00



Special Interest Meeting Notes

Newsletters and Publicity

by John Worley (3/29/16)

from notes taken by Nancy Gaudette

John Worley distributed copies of TAQG questionnaire summaries for Newsletter and Publicity and presented a PowerPoint presentation.

Could your newsletter be used to reach interested people?

Consider putting material that pertains only to members (treasurer's report, board minutes, bylaws changes, internal project schedules, etc.) in the back of the newsletter. Members would get the entire newsletter.

The general news (front) section could be saved as a file for distribution to interested non-members. Or the general news from 3 issues could be compiled into a quarterly public wrap-up newsletter, perhaps with additional input from the Publicity Chair.

- Email signup sheets at quilt shows and other events or a signup on the website and social media could be used to gather addresses for interested non-members.
- Include visitors, shops that support guild activities, TAQG, previous speakers and judges, and nearby guilds.
- Include the general public version of the newsletter on the guild website if your regular newsletter is on the password protected area of the website.

Formatting suggestions for newsletters:

Reading a newsletter formatted as portrait (taller than wide) requires scrolling up and down and is therefore somewhat difficult as compared to reading a newsletter formatted as landscape (wider than tall). Using several columns is easier to read than one wide column.

- A letter-size (11"x8.5") document fits well on a standard monitor; a legal-size (14"x8.5") document fits well on a widescreen monitor (but not everyone has a widescreen monitor yet), and provides almost 30% more space
- Using a 14 pt. font allows a page to be read on a monitor without scrolling (but results in a longer newsletter).
- Use a light color or texture image as the page background to add interest to the newsletter.
- Make hyperlinks and email links active so readers only needs to click on them to open the page in a browser.

Creating the newsletter:

Although MS Publisher, Apple Writer, and others allow you to create a very nice newsletter, they are relatively expensive and few people have access. MS Word is recommended – most people already have it, making it easy for transitioning the newsletter editor role.

Newsletter content provided by others often has odd fonts. Text from the internet or email often has hidden characters. Import these as unformatted text or copy into Notepad first (then copy into t).

High resolution pictures make large PDF. In Word, use Picture Tools / Compress Pictures to lower the resolution to reduce file size.

Develop Staff Writers (perhaps former editors) to create short How-To articles, human interest articles (a frustrating pattern, finding the right fabric), vacation quilting finds, etc.

Fill space with cute sayings, contests and puzzles, a strange photo, a coloring page, etc.

Graphics standards:

Be wary of using images from the internet without permission – even if the claim to be copyright free. (See the Q1-2014 TAQG newsletter article on Copyright Infringement by Dolores Williams.)

Many companies and organizations have very rigid rules for using their logo, name, etc., including colors, fonts and sizes. Contact stores and guilds requesting a copy of their logo and/or artwork rather than copying them off of their website.

- For Guild Logos, (find or) create it with a graphics program, save in multiple formats (JPEG, GIF, PNG) and sizes (small for document, large for signs or t-shirts), and B&W and color versions. Record the RGB, HSL, or CMYK color values and fonts used.
 - Perhaps I can be convinced for TAQG (me) to help. ☺

Reaching Publicity

Major event advertising

- Newspaper – But how many people read them? Community Magazines (Plano Profile, Allen Image, etc.) might be a better option
- Social media – Again, who will see it?
 - Social media will be discussed in a Secondary Meeting later this year.
- Flyers – Local Utilities might include in water bill.

Special Interest Meeting Notes

Websites - 3/29/16

by Lynne Fritsche

The discussion was led by Morris Watson of Baggies Web Solutions, the designer and webmaster for TAQG. Morris handed out a list of website design tips summarized from [websitehelpers.com](http://www.websitehelpers.com).

The main discussion concerned the topics covered on the survey, which was returned by eight member guilds.

- **Hosting** – The host is where the website resides. There are lots of choices, from do-it-yourself versions to GoDaddy, Weebly, etc. Some may not be portable. Some may use templates that make your site look exactly like others. Costs for hosting vary. An important factor in choosing a host is the frequency of backups, in case of hacking. Most hosting sites or domain name sites will also provide email services. It looks more professional to use an email address such as info@xyzguild.org than a simple address through a common email service, such as xyzguild@gmail.org.
- **Maintenance** – Some sites have the hosting service do the maintenance. Keeping plug-ins up to date is an important security measure. Most minor maintenance is done by the webmaster, or may be done by the host by submitting a ticket request. Major changes (re-design) are usually done by the host or other professional. Minor changes should normally be done by only one person. When multiple people are making changes, errors can be introduced easily. The number of hours per month spent on maintenance by the webmaster varies widely (1 to 30 hours on the survey), depending on the amount and nature of the content.
- **Webmaster** – As mentioned in the maintenance discussion, changes should be made by only one person, or by multiple trained people. Having a webmaster-in-training or webmaster backup is highly recommended. The webmaster should be certain that the website is backed up. Having an off-site backup such as the hosting service, Dropbox, or other cloud option is very useful, since a local backup could be compromised along with the main copy.
- **Site traffic** – Tracking visitors to the website can help you understand who is visiting and what they are interested in. Google Analytics was

recommended – it can distinguish between real visitors and robots, report where the visitors are from, how long they stay on the site, etc. Most guilds surveyed reported that the website was not the main source of communication. Other methods cited were the newsletter, emails, Google group email, and Facebook.

- **Linking** – Including links to other websites, such as <http://www.taqq.org>, helps to increase traffic on your site. No permission is required. When a search engine looks at a site and doesn't find links in or out, it seems that there is not much valuable content, and the site will not come up as often in search results. The TAQG website is being updated – a new Teachers page is already active, and a highly encrypted directory of TAQG reps and guild officers is beginning. Each representative will be the admin for that guild's information. Each guild will have a small photo and a cover photo associated with it.

There was a brief discussion of Do's and Don'ts:

- Keep the home page structured – clean and organized
- Don't put boxes everywhere – one or two on a page is fine.
- Focus on relevant content. Use keywords in text on the homepage. Photos and pdf's are not indexed. Focus on member info, with no irrelevant ads.
- Choose the right color scheme – don't overdo it with too many colors.
- Make pages easy for visitors to scan. People see the top left first, the bottom right last.
- Don't write one paragraph of 1000 words per page. Keep it simple. Pictures are important. Try to use at least one photo or graphic per page.
- Focus on "killer copy writing," with an eye to search engine optimization.
- Don't make readers search for what they want. Minimize the number of clicks required.
- Optimize pictures – pictures that are too big are very slow to load.
- Choose the right fonts and sizes. Never use too many fonts – it's better to pick one and stick with it, with maybe a second one for the title.

The Lone Star Heritage Quilt Guild of Sulphur Springs

, under the leadership of Community Service chairman Hillis Bass, is providing many needed items for their local Hopkins County hospital. Sixteen modesty covers for the nursing mothers' classes, twenty-one baby quilts, and seven flannel receiving blankets.....plus other miscellaneous items.....have been donated so far this year. Fleece throws and small quilts for children during police calls have also been given. During the March 28 guild meeting, profits from the 2015 raffle quilt were awarded to three local non-profit organizations: Senior Citizens Center, Terrific Tuesdays, and the Child Advocacy Center.

A new **Paint Chip Challenge** has been announced by the Lone Star Heritage Quilt Guild program co-chairmen, Denise Givney and Peggie Wilkinson. Members will choose paint colors using their three initials to make any size quilt by the September meeting, and it is just not the color name as "Blue for Betty", but the **name of the paint chip** as "Bountiful blue". Neutrals such as tan, gray, and white can also be added. This will be quite a challenge!

Two members of the Lone Star Heritage Quilt Guild of Sulphur Springs have been working on the Circle Menstrual Pads project as outlined in the July 2015 letter from Sandra Hardin of the Bear Creek Quilt Guild. Judy Hudgins and Peggy Nelson completed 42 of the pads to donate to the Healing Hands International organization based in Nashville TN with a local office in Carrollton TX.

QUILT SHOW: The 17th annual quilt show of the Lone Star Heritage Quilt Guild in Sulphur Springs will be on September 16-17 at the First Baptist Church R.O.C., 115 Putnam Street in Sulphur Springs. The theme is "Autumn Stars", with over



100 quilts, vendors, door prizes, guild store, and raffle quilt. Hours: Friday, 9:00AM-5:00PM and Saturday 9:00AM - 3:00PM. Admission: \$5 with children under 12 Free.

HAPPY BIRTHDAY: The Lone Star Heritage Quilt Guild of Sulphur Springs celebrated its 18th birthday at the March 28 meeting. The guild was founded by Elise Brewer in 1998 when she invited interested quilters to her home for the purpose of organizing a local quilt guild. For the celebration, guild member Hillis Bass made and decorated a birthday cake, and sherbet punch and other goodies were provided by Deanna Hasten.

- Deanna Hasten

Advice from a Singer Sewing Machine Manual from 1949

Prepare yourself mentally for sewing.

Think about what you are going to do. Never approach sewing with a sigh or lackadaisically. Good results are difficult when indifference dominates. Never try to sew with a sink full of dirty dishes or beds unmade.

When there are urgent housekeeping chores, do these first so that your mind is free to enjoy your sewing. When you sew, make yourself as attractive as possible. Put on a clean dress. Keep a little bag of French chalk near your sewing machine to dust your fingers at intervals. Have your hair in order, powder and lipstick put on. If you are constantly fearful that a visitor might drop in or your husband will come home, and you will not look neatly put together, you will not enjoy your sewing.

Regional Quilting Events

APRIL	
14	Charity Stand 'n Stitch, Seldom Seen Quilting, 5-8 pm, Upstairs at Your Father's Antiques, 308 South Rogers Street, Waxahachie, Texas; Free, learn to use a long-arm on charity quilts
14	Quilter's Guild of Plano, 6:45 pm, Program by Gay Young, "My Transitions as a Quilt Artist", Parkway Bapt, 2700 N Dallas Pkwy, Plano
15	Quilter's Guild of Plano Workshop by Gay Young, "Landscape Interpretation" http://www.qgplano.org/
21	Denton Quilt Guild Garage Sale, Patterson-Appleton Center for the Visual Arts
22-23	Quilter's Guild of Arlington Quilt Show, "SUNSHINE DAZE" , 10 -5, Bob Duncan Center, 2800 S Center St., Arlington, TX, http://qgoa.org , Admission \$8, free parking
25	Creative Quilter's Guild of Ellis County Program by Winnie Flemming "Borders Bonanza", 6:30 pm, Waxahachie Bible Church, 621 N Grand Ave, Waxahachie, TX 75165.
29-30	"Majestic Stars" Annual Quilt Show, Gunbarrel Quilters Guild Cain Center 915 S. Palestine St., Athens, TX; gunbarrelquiltersguild.org
29-30	St. Mary's Quilt Show, 9-4 Sat, 9-5 Sun, St. Mary's Way (8227 CR 205) Plantersville, TX Free Admission, non-juried show. You may offer your quilts for sale. stmarysquiltshow.com
30	Trunk Show and Conversation with Carolyn Friedlander 10:20-11:50 am — FREE, at the 2016 Dallas Book Festival, dallasbookfestival.org J. Erik Jonsson Central Library, 1515 Young Street, Dallas, 75201; a workshop on Free Motion Quilting using your home machine will be available for a fee through Urban Spools http://UrbanSpools.com
MAY	
7	Piecemakers of Rains County Founder's Day Quilt Show, Agricultural Life Building, 410 Tawakoni Dr (Hwy 276), Emory
12	Charity Stand 'n Stitch, Seldom Seen Quilting, 5-8 pm, Upstairs at Your Father's Antiques, 308 South Rogers Street, Waxahachie, Texas; Free, learn to use a long-arm on charity quilts
13	Quilter's Guild of Plano Workshop by Sharon Wilhelm - Which Witch's Boot – Crayola/Embroidery http://www.qgplano.org/
14	Quilter's Guild of Plano Workshop by Sharon Wilhelm – Blooming Basket (Redwork) http://www.qgplano.org/
20	Creative Quilter's Guild of Ellis County Workshop on Painting Barn Quilts, 10 am, Waxahachie Bible Church, 621 N Grand Ave, Waxahach.
23	Creative Quilter's Guild of Ellis County program "Making Quilts using Machine Embroidery", 6:30 pm, Waxahachie Bible Church, 621 N Grand
31	TAQG Meeting, 10 a.m. topic – Grants & Awards, Garden Ridge C of C

The events listed on this calendar are compiled from contributions from the TAQG guild representatives. If you want your guild's events to be listed, please send the information to the Roundup editor taggnews@gmail.com at least 2 months in advance of the event.

JUNE	
9	Charity Stand 'n Stitch, Seldom Seen Quilting, 5-8 pm, Upstairs at Your Father's Antiques, 308 South Rogers Street, Waxahachie, Texas; Free, learn to use a long-arm on charity quilts
9	Quilters Guild of Plano Lecture Grace Errea; www.qgplano.org
10-11	Quilter's Guild of Plano Workshops with Grace Errea, "Cut Away Applique"; more info can be found at www.qgplano.org
27	Creative Quilter's Guild of Ellis County program by Shannon Brinkley "Scrappy Bits Applique", 6:30 pm, Waxahachie Bible Church, 621 N Grand Ave, Waxahachie, TX 75165.
JULY	
7-8	TAQG Workshop – Kimberly Einmo "Skill Building Sampler Quilt" in Mesquite, cost \$100
9	TAQG Rally Day 9 am to 3 pm Kimberly Einmo speaker Mimosa Lane Baptist, Mesquite
11	TAQG Workshop – Kimberly Einmo "Lone Starburst" at Trinity UMC, Arlington, cost \$50
12	TAQG Workshop – Kimberly Einmo "Mystery Quilts" at Trinity UMC, Arlington, cost \$50
14	Charity Stand 'n Stitch, Seldom Seen Quilting, 5-8 pm, Upstairs at Your Father's Antiques, 308 South Rogers Street, Waxahachie, Texas; Free, learn to use a long-arm on charity quilts
15-16	Creative Quilter's Guild of Ellis County QUILT SHOW "Red, White, & Blue-tiful", Midlothian Conference Center, 1 Community Dr, http://elliscountyquilters.com
SEPTEMBER	
13-17	Rains County Fair, Hwy 69 and Hwy 19 in Emory, Quilts & Cultural Arts, Gate Prices: \$4 (Adults); \$3 (Ages 4-12); Senior Citizens (age 62+) – Fri 5-7 PM are Free.
16-17	Lone Star Heritage Quilt Guild QUILT SHOW, "Autumn Stars" with over 100 quilts, vendors, door prizes, guild store, and raffle quilt. First Baptist Church R.O.C., 115 Putnam Street in Sulphur Springs. Hours: Friday, 9AM-5PM and Sat 9AM - 3PM. Admission: \$5 with kids Free.
OCTOBER	
7-8	Town 'N Country Quilt Guild "Threads of Texas Quilt Show", Fri 9 to 5:30, Sat 9 to 4, St. Mary's Catholic Church, 12286 S. U.S.Highway 377, Dublin, TX, Admission \$7 or \$6 with can of food
TBD	SEPTEMBER, 2017 - Granbury Quilter's Guild BI ANNUAL QUILT SHOW, Somervell County Expo, 202 Bo Gibbs Blvd. (Hwy. 67), Glen Rose, TX 76043 granburyquiltguild.com