

## QUILT FEST



### 2017 Quilt Fest – Thanks to all for making it a terrific success!

What a wonderful event! Thanks to everyone for all you did to contribute. The positive comments we heard during the show and in the many emails we have received are further reinforced by the numbers we have tallied. We'll include more details in final reports, but please pat yourselves on the back for a job well done.

Fifty-six members of the Guild entered 221 quilts plus one tuffet! Of these, 124 were large quilts, 71 were wall quilts, 19 were small quilts, and 7 were table runners. You can view many photos from the show on the Guild's website at [www.ocqg.org](http://www.ocqg.org) and on our Facebook page at [www.facebook.com/oldcapitolquilters](http://www.facebook.com/oldcapitolquilters). We'll continue to collect as many as possible from members and others, so if you have some to share, please email them to Vicki ([vwalch@gmail.com](mailto:vwalch@gmail.com)).

Be sure to visit Melanie McNeil's blog to view the presentation she prepared for the quilt show: <https://catbirdquilts.wordpress.com/2017/06/13/a-quilt-is-more-than-a-blanket/>. It will continue to be a valuable educational tool when we want to explain the value of quilts.

The Quilt Show Committee had many discussions about whether or not to charge for admission, wanting to balance the need for income with a desire to encourage as many people to attend as possible. In the end we decided to try a free-will donation along with incentives to donate by offering chances to win gift baskets and door prizes to those who donated.

We had a much larger number of visitors than expected to everyone's delight: 260 on Friday when we were open 1:00-8:00 pm and 354 on Saturday 10:00 am - 5:00 pm, for a total attendance of 614 people. The total number of visitors in 2012 was 388, so we achieved a big increase in attendance this year. The 55 children who attended this year enjoyed the children's activities offered during the show.

While free admission may have been one factor that boosted attendance, we benefitted greatly from being included in the Iowa City Gallery Walk and Arts Festival publicity. Outdoor temperatures in the nineties also made the church a cool place for Arts Fest browsers to stop and refresh.

Other publicity efforts included a long article in the Kalona News arranged by Chris Kirkwood. It focused on several active OCQG members, their local small group, and their preparation for the show. The Guild's new Facebook page also gained good traction as the show approached. From mid-May to mid-June it had reached nearly 2,000 people. The posting with the most views and shares was a 360 degree panorama of the sanctuary full of quilts taken by Barb Aldeman. It connected with 336 people.

While our income at the door was lower this year—just over \$1,400 in free-will donations compared to \$1,940 in 2012 admission fees—we were able to reach a significantly larger audience. We estimate that about half of all adults who attended also made a donation. We had a big jump in income in the Silent Auction sales this year. Thanks to the generosity and creativity of our members sales topped \$3,600, nearly double the Silent Auction income in 2012. Perhaps by encouraging more people to attend we benefitted from a larger pool of potential buyers. The net income from the show will be about \$4,000 once all expenses are paid.

### Viewer's Choice Awards

We have a skilled group of quilters in our guild who are very diverse in their approaches to quilting, so it's probably not a surprise that our visitors had a difficult time choosing just one quilt when we asked them to vote for their favorite. One voter in fact couldn't choose and wrote instead, "Too many good ones to decide. All good!"

A total of 356 ballots were cast and 115 quilts (more than half of those entered) received at least one vote. Jackie Morrical's "Glorious Hexagons" was the clear front runner. Two of Pam Ehrhardt's quilts finished in second and third place, but she declined to receive an award because she was co-chairing the show. That opened up the field and allowed us to honor three additional quilts with cash awards and five more with special commendations. Congratulations to each of you. You inspire us all!

(Quilt Fest - Cont.)

<b>Viewer's Choice Awards</b>		<b>Quilt Title</b>	<b>Award</b>
<b>1st place</b>	Jackie Morrical	Glorious Hexagons (L180)	\$100
<b>2nd place</b>	Jill Welter	Size Does Matter (W573)	\$25
<b>3rd place</b>	Janann Schiele	Amazon Star (L192)	\$25
<b>4th place</b>	Karen Miller	Catch Me If You Can (L171)	\$25

**Special commendations** *(in alphabetical order)*

Jill Fisher	Accentuate (W516)
Nancy Granner	Burgoyne Surrounded (RW603)
Trish Koza	Dreaming of Big Skies (L154)
Adele Monserud	Bird Talk (W552)
Meredith Sewell	Guild Solids Challenge (L197)

**Gift Baskets and Door Prizes**

Eleven nearby quilt shops generously donated gift baskets to the show and these were supplemented by a "Northside Neighborhood" basket with items that anyone would love, quilter or not. Here are the basket donors and the winners:

Brooklyn Fabric Company, Brooklyn. Won by Sandy Kollmorgen, North Liberty.  
 Cotton Creek Mill, West Branch. Won by Kae Tritle, Iowa City.  
 The Fabric Stasher, Tipton. Won by Ann Maiers, Iowa City.  
 Fern Hill Gifts & Quilts, South Amana. Won by Sandy Miller, North Liberty.  
 Helios Stitch N Stuff, Mt. Vernon. Won by Bev Seamans, Iowa City.  
 Home Ec. Workshop, Iowa City. Won by Jean Hospodarsky, Riverside.  
 The Little Red Hen, Muscatine. Won by Denice Prybil.  
 Neal's Vacuum & Sewing, Muscatine. Won by Gwen Fangman, North Liberty.  
 Shields Sewing Center, Iowa City. Won by Phyllis Black.  
 Stitch N Sew Cottage, Kalona. Won by Nancy LaVesseux, Iowa City.  
 The Woolen Needle, Williamsburg. Won by Phyllis Lance, Iowa City.  
 Northside Neighborhood—John's Grocery, R.S.V.P., and Riverside Theatre, Iowa City.  
 Won by Bill Kurth, Coralville.

**Thank you one and all!**

Pam Ehrhardt and Vicki Walch, 2017 Quilt Fest co-chairs





Photos from 2017 OCQG Show

