

# Professional Development

We invite you to participate in the Quilt Canada 2006 Professional Development sessions, to be held May 22 and 23. These presentations and workshops are specifically designed to help those of you who are currently working as professionals, or who are thinking about becoming professionals in a quilt-related field.

In response to your suggestions, we are offering a one-day workshop specifically geared toward teachers led by Valerie Header. This class runs on May 24, during the regular conference workshop schedule. Professional Development delegates will be given priority when registering for this workshop. If you are a Professional Development delegate, and are also attending the conference as a regular conference delegate, you may choose to take this class as your selection for Wednesday. The Teacher's Workshop is priced as part of the regular Conference, it is not included in the Professional Development fee.

## Schedule of Events

### *Sunday, May 21*

1:00 p.m. – 4:00 p.m.

**Early Registration** in the foyer of the residence at Algonquin College

7:30 p.m. – 9:00 p.m.

A **Meet and Greet** welcoming reception for Professional Development delegates and presenters, the CQA/ACC Board, and the 2006 Organizing Committee will be held in the Hospitality Room, Algonquin Residence. Light refreshments will be served.

**Registration** for late arriving Professional Development delegates.

### *Monday, May 22*

9:00 a.m. – Noon

**The Business Life of a Professional Quilter** – See below for more information about the presenters and the workshop.

Noon – 1:00 p.m.

Buffet Lunch – Rotunda

1:00 p.m. – 4:30 p.m.

**Marketing and Promotion of your Quilting Business** – See below for more information about the presenters and the workshop.

5:00 p.m. – 6:30 p.m.

**Dinner** – Staff Dining Lounge

### *Tuesday, May 23*

8:00 – 10:00 a.m.

**Select a Session Workshops** – Choose one of the three workshops (A1, A2 or A3 described below) which run concurrently.

10:30 – 12:30 p.m.

**Select a Session Workshops** – Choose one of the three workshops (B1, B2 or B3 described below) which run concurrently.

## The Business Life of a Professional Quilter

*Monday, May 22, 9:00 a.m. – Noon*

This panel of five will share information that every Professional Quilter should know

**Shipping your Work, and Customs** – Overview by **Nellie Holmes** who has experience shipping quilts, books, and patterns to the US, Europe, Asia and Australia for the purpose of shows, sales, and photographs for publications.

**Insuring your Quilts and Studio Contents** – **Lorraine Campbell** will discuss the questions you need to ask your broker or agent to get the coverage you need as well as how to read your policy.

**Valuing Your Work** – Have you decided to sell your quilts but don't know how to set a realistic price for your work? Do you give trunk shows and are concerned that someone

might spill coffee on one of your quilts during break? Or, are you a quilt teacher who ships class samples and worries about what you would do if they were lost or stolen en route? **Dawn Hunt** will explain the importance of having your quilts appraised, how to find a qualified quilt appraiser, and the type of appraisal you need.

**Documenting your Quilt and Design Work** – Make it easier not only to keep on top of things, but to act quickly when opportunities present themselves, respond to problems that may arise and move into new areas as a professional quilter, all with a minimum of stress. **Margaret Dunsmore** will share her approaches to documenting her work.

**Pricing Your Work.** **Karen Goetzinger** will give an overview of the considerations needed for pricing your work. How do you value your time, materials, and originality and make money with your quilting skills?

## Marketing and Promotion of your Quilting Business

*Monday, May 22, 1:00p.m. to 4:30 p.m.*

Five panelists will share their experiences on ways that have promoted growth in their successful businesses.

**Bridget O’Flaherty** is a member of a Co-op Gallery and a fibre artist whose work has been featured in calendar publications.

**Laurie Swim** has received grants, worked with community groups creating commissioned quilts, written books and shown her own work in galleries. She is now co-owner of a new fibre arts gallery.

**Valerie Hearder** is a quilt artist with a history of gallery shows, book publication, and teaching throughout Canada, the US and Europe.

**Beth Cunningham** has owned a quilt store for over twenty years, has her own web site, donates quilts to charitable groups and emphasizes customer service.

**Nellie Holmes** is a pattern designer with national and international distribution, a book author, publisher and teacher.

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## Select a Session Workshops

*Tuesday, May 23, 8:00 a.m. – 10:00 a.m.*

### A1 E-Business, the Ins and Outs

Joseph William, Professor of Marketing and Management Studies at the Algonquin College School of Business, will address the basic e-Business concepts and technologies that form part of the world of online buying and selling. Students will develop an understanding of the current practices, especially with respect to promoting products and services for small business. In particular, students will explore issues relating to website development basics, choosing an internet service provider, how to sell online, how to promote the website and related legal issues.

### A2 Self-Publishing: Is It For Me?

Are you considering self-publishing a book but aren’t quite sure where to begin or whether you have what it takes?

**Nellie Holmes** will walk you through the steps of self-publishing. The presentation will include: how to choose a topic and working title, layout, working with your printing company, computer programs, marketing, distribution, pricing, photography, print runs and risks.

### A3 The Challenge and Joy of Exhibiting Textiles

**Lorraine Roy** will present the ‘Artist’s side’ and **Megan Lafrenière** will present the ‘Gallery side’ of the following topics: where to start, getting organized, different kinds of galleries and which ones are right for you. They will also discuss pricing, preparing materials to show curators, your CV and portfolio, preparing an exhibition, pitfalls and common mistakes. A question period will follow the presentation.

## Select a Session Workshops

*Tuesday, May 23, 10:30 a.m. – 12:30 p.m.*

### B1 Publish Your Patterns

If you have always dreamed about publishing your own patterns, but do not know how to start, then **Jean Boyd** has the answers for you! Learn about writing good instructions, printing methods, packaging and pricing for profit. Marketing techniques, including participation in trade shows and use of the internet will also be discussed. Learn the legal aspects of protecting your designs and expanding your business.

### B2 Working with a Publisher

Based on her experiences as a three-time published author with Martingale & Co., **Sharon Pederson** will discuss how to find ‘your’ publisher and what to expect when you do find one. Who does what and when? Is your work done when the quilts are made? How accurate do those supply lists have to be anyway? These are just some of the many questions that will be answered.

### B3 Overcoming Creative Block

Are you stuck in a rut? Short of fresh, new ideas? Lost your enthusiasm for stitching? Thinking up excuses to avoid going into your studio? Are you afraid your quilting career may be over? You’re not alone. **Judy Morningstar**, a prolific and creative fabric artist, will help you discover paths to get you back on track. Explore practical and creative strategies to overcome the ‘bumps’ that have stalled your progress. Rekindle your enthusiasm and boost your confidence by analyzing the roadblocks, then identify innovative corrections to physical space, mental attitude, and use of techniques.

# Quilt Canada 2006 Professional Development Days

## Registration Form GST/HST #89442 3663 RT

CQA/ACC member? Yes  No  Office Use Only \_\_\_\_\_

Membership # \_\_\_\_\_

Name \_\_\_\_\_ Telephone ( \_\_\_\_ ) \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City/Town \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

I, \_\_\_\_\_ (signature), hereby consent to having my name, contact information at the college during the conference, and home contact information included in the Delegate List that is to be given to conference participants.

I have special dietary requirements/food allergies (please specify): \_\_\_\_\_

Payments (payable to CQA/ACC) must be made by a cheque drawn on a Canadian bank, by International Money Order/Bank Draft in Canadian funds or by Visa/MasterCard. Specify payment method: \_\_\_\_\_

VISA/MasterCard No \_\_\_\_\_ Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

<b>Schedule</b>		
Monday, May 22 9:00 a.m. – Noon	The Business Life of a Professional Quilter	
Monday, May 22 1:00 p.m. – 4:30 p.m.	Marketing and Promotion of your Quilting Business	
Select a Session Workshops		Choice (Specify 1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> )
Tuesday, May 23 8:00 a.m. – 10:00 a.m.	A1 – E-Business, the Ins and Outs	
	A2 – Self-Publishing: Is It For Me	
	A3 – The Challenge and Joy of Exhibiting Textiles	
Tuesday, May 23 10:30 a.m. – 12:30 p.m.	B1 – Publish Your Patterns	
	B2 – Working with a Publisher	
	B3 – Overcoming Creative Block	

### Professional Development Registration Fee (Includes 3 Coffee Breaks, Monday Lunch & Dinner)

CQA/ACC Members                      \$181.90 (\$170.00 + \$11.90 GST)

Non-Members                            \$235.45 (\$220.00 + \$15.45 GST)

Once registered, you will be assessed a re-processing fee of \$10.70 (includes GST) for each change you make. Professional Development registrants withdrawing on, or before, February 1, 2006, will have a \$16.05 (includes GST) administration fee deducted from refund. After February 1, 2006, partial refunds will be considered ONLY if vacated session space(s) can be filled.

### Return form with full payment (no post-dated cheques) to:

Jackie Philpott, Registrar Quilt Canada 2006  
6 Spruce Street  
Pasadena, NL A0L 1K0

Send by POSTMARKED MAIL, no earlier than  
October 3, 2005 for CQA/ACC members  
November 4, 2005 for non-members