

# Professional Development Conference

**Quilt Canada 2010**

**April 26-27, 2010**

This day and a half conference brings together established quilting and business professionals to Quilt Canada to share their professional, business, and creative skills with participants. With energy and humour presenters will share professional and personal tips used to develop their own businesses and careers. Participants will be able to build on the experience of these professionals to take their own careers to the next level.

Launched by Mark Lipinski, an energetic force in the quilting and publishing world, the conference promises to inspire, inform and invigorate all who attend. Topics include developing creativity, finding a sane work/life balance, and tips and tricks useful to a new or established business.

Local veterans and new professionals will share their experiences to encourage and enlighten all participants.

**Day 1** will be a plenary session, with all participants and speakers participating together. Speakers will present informally, and there will be opportunity for questions and discussion during each session.

**Day 2** will feature more focused workshops with two concurrent streams of presentations and discussions. The first stream will inform participants about a number of specific business requirements relevant to the sole proprietor or small business. The second stream will be designed to encourage the development of the creative process.

**Mark Lipinski**, editor of *Quilter's Home* magazine and owner of Pickle Road Studio is our keynote speaker. His presentation will focus on how the business professional can successfully utilize the media, both traditional and on-line, to promote themselves and their businesses. His energy and humour will be a stimulating start to the conference.

**Meredith Helgeson** is a Calgary-based quilting teacher having taught in Calgary and southern Alberta since 1980. Her focus is on introductory level quilting, colour theory, and specialty workshops based on the fundamentals of quilting.

**Elizabeth Cranmer** is a mom to four kids, photographer and pattern designer. Her work has been published internationally and is sold through Lizzy Anne Designs.

**Judy Macri** is a twenty-year veteran quilter. She continues to quilt for some customers through her long arm business Cochrane Custom Quilting and is the creator and owner of the Half-Square Triangle Maker™.

**Bernadette Kent** is the owner of Traditional Pastimes, a Calgary quilt store. From quiet beginnings as a home-based business, Traditional Pastimes has been featured in *Better Homes and Gardens Quilt Sampler*.

**Cathy Tomm** is a quilt artist and long arm quilter based in Leduc, Alberta. She is a member of the artists group, Filamenta, showcased at galleries throughout Western and Northern Canada and her work has been shared in *American Quilter's Magazine*.

**Berny Sproule** is a long arm quilter from Calgary, AB. Her business is a true-home based affair – located in her master bedroom. She has a very supportive husband.

**Fran Lauzon** is the former owner of QuiltArts in Medicine Hat, AB and a quilt artist. Fran won Best of Show at Quilt Canada in 2008 and Excellence in Workmanship, Representational category in Saskatoon in 2009.

**Patti Hansen** is the relatively new owner of Earthly Goods Quilting in Edmonton, AB. Long familiar with the store, she has been the owner since 2007.

**Courtney Sproule** is a marketing specialist and entrepreneur, as well as dance school owner. And lucky for her, she is the daughter of a quilter.

**Sharole Lawrence** is the owner of Glow Marketing, Western Canada's leading marketing consultancy specializing in marketing to Moms in a meaningful way.

**Mary Holdgrafer** is a contemporary quilt artist and creativity coach. She is on the faculty of the Haven Institute and she teaches creativity courses for women on-line.

**Judy Leslie** is an international renowned quilt artist. With a sewing history that started with exotic clothes for her dolls and spans to art quilts, she is inspired by nature enjoys the challenge of machine work.

**Gord Sheppard** is the owner of Gordon Sheppard Agencies Ltd. and for the past 26 years has been the Alberta and northern BC representative for Trend-Text Fabrics Inc.™

**CCRA** A representative from the Canada Revenue Agency will provide valuable information for participants who have just started or would like to start an unincorporated small business.

*Please note that there may be changes or additions to the speaker roster prior to Quilt Canada in 2010.*

Monday April 26 8:00 - 8:30 am *Registration*

8:30 - 10:00 am **Opening Keynote Address**

**Mark Lipinski Using the Media - Exposure That Won't Land You in Jail!**

10:00 - 10:30 am *Break*

10:30 am - 12:00 pm **Break and Enter**

This session will allow professionals to share with participants how they made or got their break into their field of business. How do I get started; what steps do I take; whom do I talk to?

12:00 - 1:00 **Pitbulls or Pitfalls**

Capitalizing on personal experiences, our professionals will share the valuable lessons learned from facing and overcoming the challenges in their own businesses.

2:30 - 3:00 pm *Break*

3:00 - 4:30 pm **The Sanity Defence**

We all face challenges in keeping sane in the face of our professional life. This session will provide insight and tips to maintaining commitment, an appropriate work/life balance, and a sense of humour.

Tuesday April 27 8:30 - 9:00am *Registration*

9:00 - 10:15 am **Concurrent Sessions 1**

**Concurrent Session 1A - Branding Yourself**

This session will provide participants with details and examples on building a successful branded image for themselves and their business. This is an important aspect of setting yourself apart from other businesses and giving you credibility and visibility in the business world.

OR **Concurrent Session 1B - Inspiration**

We've all been there – stuck with trying to find something new to do; bored with the same old patterns, fabrics, or ideas; or wondering just how someone else came up with that concept. Where do people find inspiration and how can you capture your own? This session will provide insight into finding, documenting, and building on those initial thoughts.

10:15 - 10:45 am *Break*

10:45 am - 12:00 pm **Concurrent Sessions 2**

**Concurrent Session 2A - Business Basics**

This session will be useful for the participant making the move from hobby to business and for the established business owner or guild. What do I need to know about starting a business; do I need to charge GST; how do I present myself as a professional?

OR **Concurrent Session 2B - The Creative Process**

Following on the morning session, the speakers in this session will review the creative process for a number of design businesses, for example pattern publishing, writing for magazines and entering quilt shows. Speakers and participants will share tips and discuss ways to fuel the creative fire.