Quilters' Connection
Quilt Show Booklet Extended Committee

The Quilters' Connection Quilt Show booklet committee is composed of the **Quilt Show Chairs**, **Booklet Creator**, **Recruiter** of guild member participation in selling advertisements, **Database Creator**, and **Board Members** including President and Vice President. In addition, the Guild supplies volunteers who design the PUBLICITY documents, create the BOOKLET COVER, and solicit ADVERTISEMENTS from self, family, friends, business acquaintances, and the businesses with whom Quilters' Connection works.

Show Booklet Cover Designer creates the theme around which the publicity documents were built.
Publicity Designers create BOOKMARKS, FLYERS, and other promotional materials such as RAFFLE TICKETS and LECTURE TICKETS.
Recruiter present to the Guild the Advertisement sizes, prices, format, black and white or color, and dates due.
Quilt Submission Database Creator is built from the Quilt Submission Forms and the latest Member Database provided by the Membership Committee. This data-entry job is the most critical since it affects the Quilt Show space planning, the generation of Quilt Labels, as well as the quilt information displayed in the booklet. Advance notice of the number of quilts accepted into the show helps plan the space requirements. The Quilt Submission Database Creator enters all the data from the quilt submission forms, proof-reads the data-entry, passes the data to the booklet creator, and proof-reads the second booklet submission for correct quilt information.

The committee collaborates on Show Booklet CONTENTS by proposing inclusions and exclusions and the order in which the contents should appear. Content includes Quilt Show Schedule and Vendor list, Thank You - Recognition page, Quilters' Connection History, Other Special Event items, Advertisements, Quilt Submissions, Quilters' Connection Programs and Workshops, Officers and Committees – both outgoing and incoming Executive Board and Board of Directors, Quilters' Connection Membership Application, New England Quilt Museum Ad, and Venue Map.

The committee recommends printers by collecting estimates for comparison. It sets prices of advertisements in the show booklet. It reviews the booklet three times: early in the process for format, after quilt entry content is available for proofing, and final review of complete booklet ready for submission to printer.

Booklet Creator finds and works with a printer recommended by the committee. Takes publicity documents to the printer and delivers them to the Quilt Show Publicity Chair. Collects advertisements and reviews for correct format and assures the readability of submission. Collects advertisement revenue and maintains a spreadsheet of submissions, payments, and the transfer of check to the Quilt Show Treasurer. Mails all Tax-Deductible Receipts to Advertisers donating $75 or more whether or not there is an ad. In December, mails to the same Advertisers, year-end receipts. Lays out the Show Booklet per order established by committee. Works with the printer to set the quantity of booklets, paper to be used for cover and interior pages and obtains final estimate. Sets the printing schedule with the printer's availability assuring time to test clarity and darkness of advertisements and cover art. Takes booklet pdf to printer, establishes "must have by" date, and reviews test printings. Picks up booklets on "must have by" date and delivers booklets to Quilt Show on the first open date. In December, remembers to mail to the same Advertisers, those year-end receipts.

References:
Alphagraphics
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