

March 3, 2023

A head's up for National Quilt Day on March 18. From 10:30-noon we are going to have a Show & Tell of YOUR quilts! Bring any quilt top or finished quilt that you have made from one of the classes you have taken here. Block of the months, classes, beginning quilting, etc. No time limit on how far back in time you want to go. I won't limit how many quilts you want to bring. If we get overwhelmed, then we'll just figure out how to get all the quilts shown. In the afternoon will have demos--still working on that.



## **Hidden Hearts**

Almost done! Next installment of the pattern (includes all prior parts) **HiddenHearts3** 

Becca handed me a piece of paper when I walked through the door last night. Handing is not quite the right word, but it will do. Becca, for those of you who don't know, is my mini Australian Shepherd. She has way too much time on her hands. Apparently.

"What's this?" I asked her, instantly regretting it.

"You can read, can't you?" Becca quipped. Maybe she growled. Sometimes it's hard to tell.

"'On a scale of 1-10 please rate your overall satisfaction with my performance.' What performance?" I asked her. "What is this?"

"Read on, on McDuff," she said.

"' Did I meet up with your expectations this month: Somewhat. Not very. Possibly. Over the Moon.' 'Are you planning on getting a new pet this year: Very likely. Somewhat likely. Not very likely. Maybe. Maybe not.' Seriously, Becca? You're asking me to take a survey on how you're doing as a pet?"

"It's what everyone does, isn't it?" she said. "You go to the dentist, you have to take a survey about your quality of stay. You go to the post office, you have to take a survey regarding the employee's service. You can't go any where or do anything without someone wanting your opinion on your experience. So I figured I'd ask you some quick questions."

"So you can change how you behave if I rate your 'performance' as a 1, on a scale of 1 being the worst?" I asked.

"Of course not. I don't care what you think. I just want to soften you up before I hand you the survey answers that I compiled about your performance as a dog owner." She grinned wickedly.

"But I never asked you.... Never mind. I don't want to know. Don't you have anything better to do?"

"Apparently not," she said. "Just like everyone else who is bombarded with emails and texts wanting you, as a customer, to participate in some kind of employee personnel or company review process."

And she's right about that. It's gone insane in the last few years, companies wanting instant feedback about how you felt about your experience — whatever that experience was. I even got an email from a vet once, asking if I was happy with my last visit with my pet, after I'd taken the animal in to be cremated after she'd died. I got an apologetic phone call soon after the email response I sent. Their system was set up to automatically send a survey response, regardless for the reason for the visit. The receptionist said something about talking with their IT person.....

I think there was one person who came up with the idea that surveys to gauge customer satisfaction was a good thing. And he decided to teach a seminar, charging \$100/head and \$200 for supplies and sample questions. He's retired now, on his own personal island somewhere in the Caribbean, with his 60 foot yacht parked in the cove.

It's impossible to get away from them. The postal worker wanted me to rate her performance, when I went in to mail a package. She did a wonderful job, but I am just not willing to participate in her performance review every time I go to the post office. Isn't that what her immediate supervisor should be doing?

Surveys have gotten so prevalent that there is now a term for the overwhelming number of surveys we're asked to take. It's called.... you guessed it, Survey Fatigue. And they've done surveys on that, as well.

And the answer doesn't seem to be Send Fewer Surveys. The answer is, make the surveys shorter. This is the advice from that seminar guy who is now enjoying a margarita while sitting on the beach: "There is no denying that nobody has the time to sit and respond to a long survey, especially when they are not getting anything in return. Considering this, keep your survey short is a good practice. Ideally, a respondent should be able to complete the survey in 5 minutes or less. Make sure that the questions in the survey are crisp, clear, highly relevant, and focused." Example: Did you like the store, yes or no.

I just can't imagine the relevant data you can get this way. The sample question above, BTW, is my made up question, but it's not far off from the ones that are actually being used.

Another thing the guy on the beach advises is that you personalize the survey. "Personalize! [note the exclamation point; it means that's important] This is the magic word customers look for in every aspect of their customer journey [I apparently have a customer journey when I go into Lowe's] — it is the key to achieving success in the digital era. However, people tend to forget this key rule when it comes to customer surveys. Customers often abandon surveys that are not personalized or have questions that are irrelevant to them." I know I abandon a survey when it's not addressed to me. Actually, I'm more offended when a survey targets me with my name. I find that intrusive.

Another suggestion is to go multi channel, (that's the same as multi media, just using more progressive words): "Go multi-channel. People have been using emails to send surveys for the longest time. While sending the survey over an email is a dependable approach, adopting a multi-channel approach is proven to boost response rates. Use customer data to understand the most appropriate channel to reach your target audience and send your survey on that channel. Including different formats is convenient and engaging." Essentially that means you're going to get the same survey on multiple platforms, your phone, your email, calling on the phone, all the various social media. So instead of annoying you once, you can expect to be annoyed across multiple channels.

And if you don't respond, it will get sent again, multiple times. Because, as the guy on the beach advises, "You may have prepared a great survey that ticks all the boxes – the questions are short and focused, targeted the right audience, and even added a small incentive. You have sent it to your customers but have not heard back from them. What could have gone wrong? You might be wondering... well, there are good chances that your customer has missed the notification or has forgotten about it." So you start sending reminders. But beware: "There are fair chances for you to end up in spam if you overdo the reminders. So make sure that you have a balanced approach. Make sure to use fun and refreshed language instead of repeating the original."

That's what I'm looking for in a survey. Fun and refreshed language. You bettcha. I think you can tell that the guy on the beach who's writing this has had one too many

umbrella drinks. The stuff between the quotes are his words, not mine. Frankly, I wouldn't hire him to write anything, but he's the one giving the advice...

It's no wonder we don't respond to surveys. I feel absolutely no obligation in participating to help a company improve its services. I don't want to participate in someone's performance review. I don't want that much responsibility in my life: Will Gracie get her \$1 raise this month? Let's see what her customers think? Now there's a reality sitcom for you.

I also don't think there is anyone hired to review the responses. And if there is, there is no one who plans to implement any of the suggestions. Although, I do think the vet will change its algorithms to eliminate sending a cheery "How'd we do?" survey following the death of a pet. Just so you know, I did later get a sympathy card.

"So are you done ranting?" Becca asked. "How do you rate your feelings, following your rant: Satisfied, Appeased, Mollified, Fighting Mad."

"Becca!"

"Asked and answered."

## What's New

We have 12 new bolts of lights: creams & whites. They are too hard to show in the newsletter.







From Windham









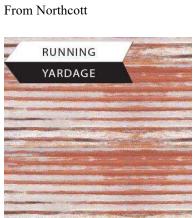










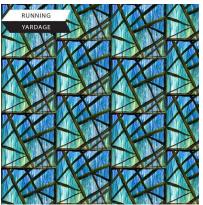






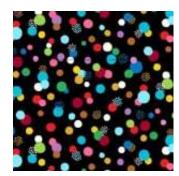
www.NORTHCOTT.com

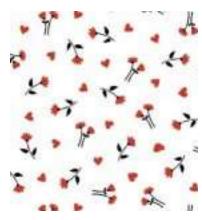










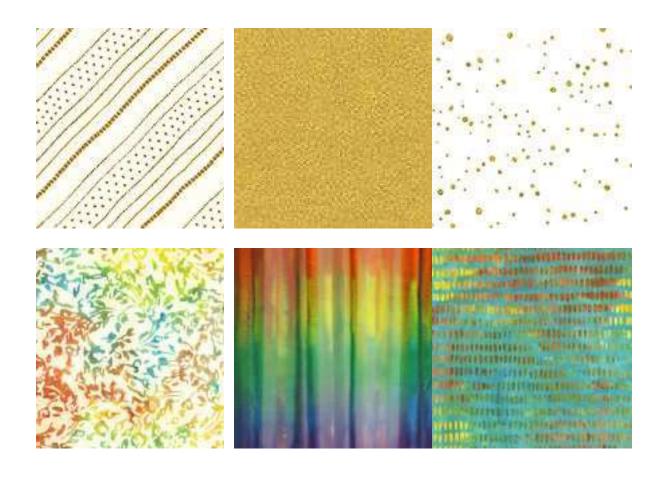






From Michael Miller







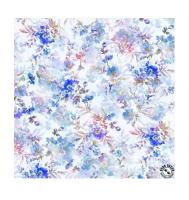




From Kennard & Kennard







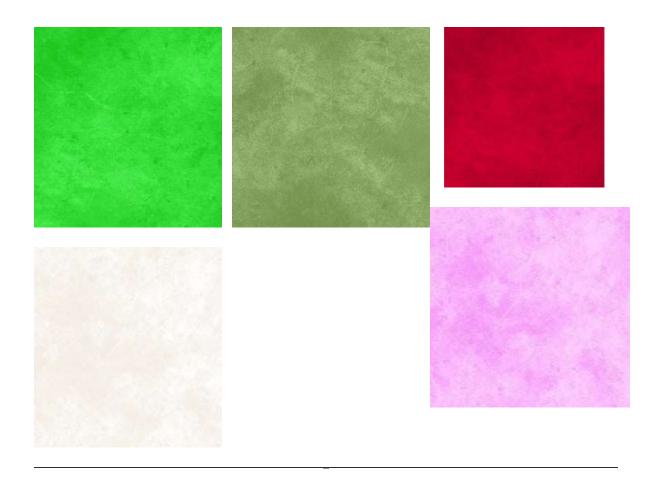
From P & B Textiles (the floral/prints are 108"







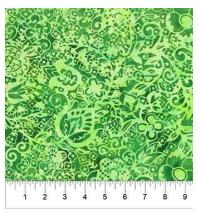




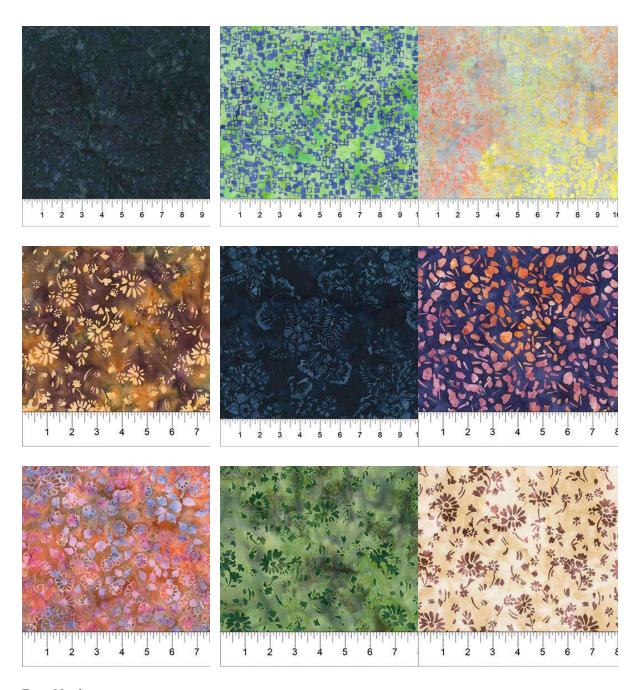








Batiks from Northcott/Banyon



From Northcott









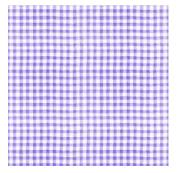




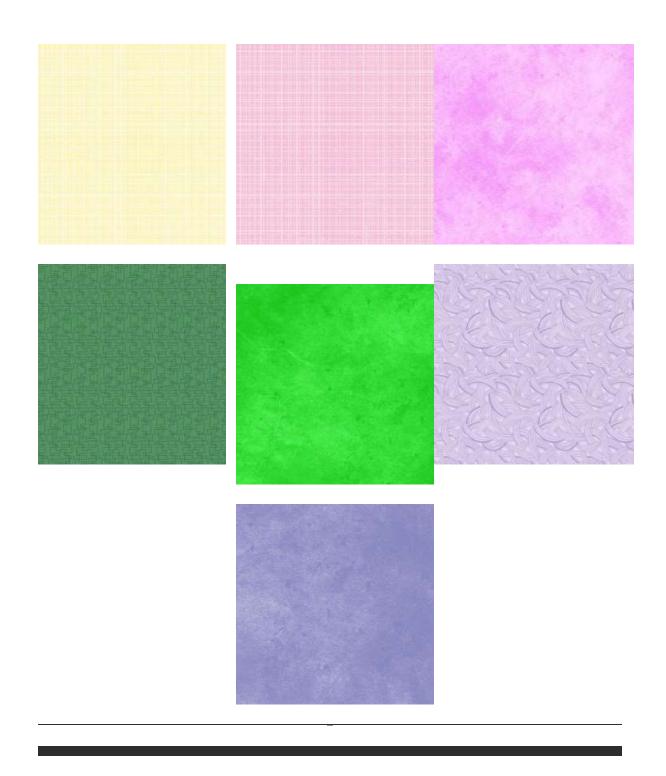




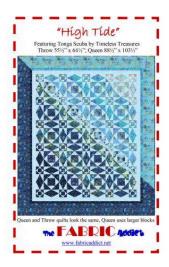




From P & B



Spring Newsletter



Class Picrures of some of the quilts: Storm at Sea (High Tide); Shakespeare in the park; Two Scoops, Prism; Happy Stripes (Striper); San Marcos, English paper piecing bag (one of several options); Exploding Hearts.











Please look on the calendars above for times and dates.

## **Ongoing Classes & Clubs**

Block of the Month First Sat of month 10:30-11:15 FREE Barb Boyer

Join at any time. You get a free fat quarter if you come to class with the previous month's completed block. This year the challenge will be Starry Skies. Challenge #1 is to use at least 25

different fabrics in the quilt – should be easy. Challenge #2 is to chose backgrounds for the blocks that aren't the typical cream/white neutrals that we generally use. Instead, we will mix it up a bit, using both traditional backgrounds for some blocks, and then choosing "colors" in both light and dark fabrics for other blocks.

## Hand Embroidery Club 2<sup>nd</sup> Sat. of the month, 10-noon FREE Kathy Sconce

If you want to learn to hand embroider or just brush up your technique, join us on the second Saturday of the month from 10 to noon. You can work on your own projects or you can join the project we are doing, which is Garden Belles. Each block features a lady in vintage costume, in the garden, or similar outdoor setting. These are old fashioned ladies in dresses, which offer all sorts of stitchery creativity.

## Knit Pickers' Club 2<sup>nd</sup> and 4<sup>th</sup> Wed of each month, 2-5 Carol Moler

Come join our Knit Pickers= Club. We knit 2 days a month every second and fourth Wednesday, from 2-5. The Club is open to all skill levels and, despite the name, includes crocheters as well. We want to share what we've learned, find new patterns, and simply just sit and knit. We may work on some felting projects, fingerless mittens, mittens, and socks. We can even help you get started—teach you the basics.

## Hand Sewing Club every Tuesday afternoon 2-5

This club is open to everyone. Bring your hand sewing (embroidery, binding, knitting, crochet, etc) and sit & stitch.

## Third Monday (usually) Open Sews 10-4 \$10

The classroom is now open on the third (usually, check calendar) each month for open sewing. There is a charge for the use of the space, but you will have access to the flannel boards, all the cutting tables, AccuCutter, fabric (of course) and help, if you need it. I chose the 3<sup>rd</sup> Monday because in January & February, that day is a holiday. If I get enough interest, we can look at having other open sew days.

## **March Classes**

## Happy Stripes Quilt at March 11 1-4 \$30 Barb Boyer

Talk about easy; your hardest part might be choosing your fabrics. This quilt uses fat quarters, but because it calls for 2 ½" strips, pkgs of precut strips can be the way to go. For everyone who took the Waterfall Quilt (or any other strip quilt), if you have left over strips, this is the perfect quilt to make. You can make it very scrappy, or choose a more color controlled palette. This is the perfect quilt, and perfect timing, to get that graduation gift made.

## National Quilt Day Demos Saturday March 18 TBA

# Quilt #3, CHANGE: STEP IN TIME: Fat Quarter Favorite Quilts Sat Mar 25 10:30-4 & Barb Boyer \$35 (or \$120 for all 6 quilts)

The **THIRD quilt is called Step in Time** and it's a version of Jacob's Ladder set in a criss crossing pattern. This is a half square triangle intensive quilt. It calls for 39 fat quarters, no additional background. There is a color "map" for what goes where, but you can make it more scrappy by simply choosing light, medium and dark

fabrics, regardless of color to make your version of this quilt. The half square triangles are made 2 at a time, but we do have the die cutter in the correct size, if you want to cut your fabric on the Accucutter. The technique learned for this quilt? Patience – lots of sewing to do.

## **April Classes**

## Domestic Machine Quilting Sat April 1 1-4 \$40 Barb Boyer

This is a hands on class. I will provide the practice materials, you will bring your machine. You will need a hopping/darning foot for class. You will also need to be able to drop or cover your feed dogs. If you have a walking foot, you can bring it as well, but it is not necessary for class. In class you will practice various patterns and techniques for machine quilting.

### Prism Strip Quilt Sat April 8 1-5 \$35 Jean Korber or Barb Boyer

This is the first of the In the Beginning Prism quilts. The class is intended for those who purchased the strip kits from the Prism collection. If you do not have these precut strips, you are still welcome in class, you will just have to choose fabrics for your strips and have them cut prior to class.

### Storm at Sea Sat April 15 10:30-4 \$40 Jean Korber

This quilt used to be intimidating—then a ruler was developed and now it's a breeze! We will work with Deb Tucker's ruler for the construction of the block. We will also talk about various color schemes, one of which includes coloring the blocks to make a heart appear within the design.

#### San Marco 10:30-4 \$40

This quilt is made from Northcott's collection called Surfaces. While we have a sample quilted for display, we did not piece it – it's a digitally reproduced image of the quilt. We haven't looked at the pattern yet, but we know that it is paper pieced and it is not constructed in the round, although it looks like it. That means ... it isn't as hard as it looks and it is well suited for beginning paper piecers.

# Quilt #4, CHANGE: TIC-TAC-TOE: Fat Quarter Favorite Quilts Sat April 29 10:30-4 Jean Korber & Barb Boyer \$35 (or \$120 for all 6 quilts)

The **FOURTH quilt is called Tic-Tac-Toe.** We're making our sample from kitty paw fabrics for the background, and then 16 theme related fat quarters in brights. This quilt uses two-at-a-time half square triangles, and modified flying geese constructions for the blocks. Borders are pieced, so the lesson to be learned is how to keep an accurate quarter inch seam allowance in order to get the borders to fit. Don't worry, we'll show you how to "fudge" if something goes wrong.

## **May Classes**

## One Block Wonder Saturdays May 6 noon-5 & 20 10:30-4 \$45 Jean Korber

If you haven't tried making a one block wonder quilt from panels, you are missing out on a spectacular quilt. This quilt uses 7 panels; 6 are cut into triangles and the remaining panel is incorporated intact into the quilt. You will learn how to accurately stack your 6 panels, cut them apart into strips, which are then cut into 6 identical triangles. After piecing your half hexagon units, you will design your own quilt. Jean has great tips and suggestions on how to make this quilt, how to incorporate additional fabrics into your quilt, and how to evaluate what panels make the best One Block Wonder quilts.

### Shakespeare in the Park Sat May 13 1-5 \$35 Barb Boyer

This quilt is made up of stars and Snail's Trail blocks. The pattern is an old time favorite from the legendary Judy Martin. It is a classic quilt, one of those on the bucket list of "to do" quilts.

Quilt #5, CHANGE: SSEARCHLIGHT: Fat Quarter Favorite Quilts Sat May27 10:30-4 Jean Korber & Barb Boyer \$35 (or \$120 for all 6 quilts)

**The fifth quilt is called Searchlight.** This quilt takes 15 fat quarters plus background. You'll learn the "square in a square" technique plus a unique way to make pieced corner triangles. It's a speedy version that doesn't involve cutting triangles!

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### **CLUBS**

## HAND EMBROIDERY CLUBBFREE!

If you want to learn to hand embroider or just brush up your technique, join us on the second Saturday of the month from 10 to noon. You can work on your own projects or you can join the project we are doing.

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### Hand Work ClubBFREE!

Every Tuesday afternoon from 2-5, join us to just sit & hand stitch, crochet, bind, or knit group. Bring what you're working on, sit up at the table in front by the window and work on your projects for a while. You can get advice & suggestions from your fellow quilters and share your experiences about your projects.

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## **Knit Pickers' Club FREE!**

This is another get-together class to sit & knit, work on our projects, share information and get some help. We will share techniques, suggest patterns, but mainly we'll sit & knit (or pick).

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#### **Block of the Month Club FREE!**

First Saturday of the Month, 10:30-11:15. Join at any time. You get a free fat quarter if you come to class with the previous month's completed block.

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### **Toad Toters Club**

On full moon days (as noted in the calendar) you will get 20% off all purchases (not otherwise discounted) that you can fit in your bag. You must bring your bag to participate.

Full Moon Days: January 6; February 4 (observed); March 7; April 6; May 5

Discount Policy

We will honor only one discount -- whichever is largest. You can't combine a 10% with a 25% discount to get a 35% discount. On this we can't be bribed.

**Color of the Month** 

January purple; February red; March green; April yellow; May whites

# March 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Long Arm class 10:30	Long Arm Rental Day	3	BOM 10:30 Pieced Baltimore Beauty quilt 1-4
Beginning Quilt 1-4	8	Hand work Club 2-5 Full moon	Knit Pickers' Club 2-5	Long Arm Rental Day	10	Embroidery Club 10-noon Happy Stripes 1-5 \$35
Beginning Quilt 1-4	13	Hand work Club 2-5	Long Arm class 10:30	Long Arm Rental Day	17	National Quilt Day Demos TBA

19	20		21	22	23	24	25
Beginning Quilt 1-4	Open Sew 10-4 \$10	Hand work Club 2-5		Knit Pickers' Club 2-5	Long Arm Rental Day		6 fat quarter quilts: Quilt #3 10:30-4 \$35
26	27		28	29	30	31	
Beginning Quilt 1-4		Hand work Club 2-5		Long Arm class 10:30	Long Arm Rental Day		Color of the month: green

# April 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						BOM 10:30 Domestic Machine Quilting \$40 1-4
CLOSED	3	Hand work Club 2-5	Long Arm class 10:30	Long Arm Rental Day	7:	Embroidery Club 10-noon Prism strip Quilt 1-5 \$35
CLOSED	10	Hand work Club 2-5	Knit Pickers' Club 2- 5	Long Arm Rental Day	14	Storm at Sea 10:30-4 \$40

16	17	18	19	20	21	22
CLOSED	Open Sew 10-4 \$10	Hand work Club 2-5	Long Arm class 10:30	Long Arm Rental Day		San Marco 10:30-4 \$40
23	24	25	26	27	28	29
CLOSED		Hand work Club 2-5	Knit Pickers' Club 2- 5	Long Arm Rental Day		6 fat quarter quilts: Quilt #4 10:30-4 \$35
CLOSED						Color of the month: yellow

# May 202:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	Hand work Club 2-5	Long Arm class 10:30	Long Arm Rental Day	4 5 Full moon	BOM 10:30
7 CLOSED	8	Hand work Club 2-5	Knit Pickers' Club 2-5	Long Arm Rental Day	1 12	Embroidery Club 10-noon Shakespeare in the Park 1- 5 \$35
CLOSED Mom's Day	15	Hand work Club 2-5	Long Arm class 10:30	Long Arm Rental Day	.8 19	One Block Wonder 10:30-4

21	22	23	24	2	25 26		27
Shop Is now open 1- 5!		Hand work Club 2-5	Knit Pickers' Club 2-5	Long Arm Rental Day		6 fat quarter quilts: Quilt #5 10:30-4 \$35	
28	29	30	31				
Shop Is now open 1- 5!	Open Sew 10-4 \$10	Hand work Club 2-5	Long Arm class 10:30			Color of the month: whites	

Please look on the calendars above for times and dates.

## **Ongoing Classes & Clubs**

Block of the Month First Sat of month 10:30-11:15 FREE Barb Boyer Join at any time. You get a free fat quarter if you come to class with the previous month's completed block. This year the challenge will be Where Are You Going and Where Have You Been? Or This is Your Life. The challenge is to find fabrics that represent your life and your interests: travel, gardening, reading, quilting, where you've lived, family, etc. The some of the blocks will also represent your life: Wyoming and Cheyenne blocks, flowers or baskets – I'll do my best to find blocks that represent some of our mutual interest. The other challenge is to make some of the blocks in both 12" and 6" sizes (don't worry, I'll supply the cutting directions).

Hand Embroidery Club 2<sup>nd</sup> Sat. of the month, 10-noon FREE Kathy Sconce If you want to learn to hand embroider or just brush up your technique, join us on the second Saturday of the month from 10 to noon. You can work on your own projects or you can join the project we are doing, which is Snow Women. Each block features a snow woman doing every day chores – or deciding to go sledding instead. Each has a funny saying and all blocks have quilt patterns to embroider within.

## Knit Pickers' Club 2<sup>nd</sup> and 4<sup>th</sup> Wed of each month, 2-5 Carol Moler

We are changing up the Knit Pickers Club. We're going to knit 2 days a month every second and fourth Wednesday, and we'll start earlier in the day at 2 and go to 5. The Club is open to all skill levels. We want to share what we've learned, find new patterns, and simply just sit and knit. We may work on some felting projects, fingerless mittens, mittens, and socks. By summer, we may extend the knitting time into the evening.

## Hand Sewing Club every Tuesday afternoon 2-5

This club is open to everyone. Bring your hand sewing (embroidery, binding, knitting, crochet, etc) and sit & stitch.

## **December Classes**

## Letters to Santa Sat Dec 10 1-5 \$30 Barb Boyer

Kids put out cookies and carrots for Santa and his reindeer on Christmas Eve. This little pieced "mug rug" has a pocket for Sant's letter and a space on the side for the cookies, milk and carrots. It's quick to piece and is a perfect gift for the child in your family. The pattern calls for embroidery as well, but a flair tipped pen works just as well.

## Waterfall Sat Dec 17 10:30-4 \$35 Jean Korber

The Waterfall pattern is a cascading colored quilt block, using 7 different fabrics from light to dark made in a half log cabin styled block. You can make the quilt using one color family (pattern is shown in blue) or you can make it in various colors, cascading from light to dark in each color family. I hope to be able to bring in at least one fabric group that uses 7 different colors in one color family. Stay tuned.

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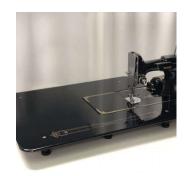
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## **Color of the Month**

September orange; October green; November flannels; December red







## **Nolting Quilting Machines**



# **Nolting Longarm Machines**

Nolting has 5 main machines, each with different reaches: from 17" to 30" depending on the machine. They are sold with or without a frame, but after I saw & helped set up one of the steel frames this week, I recommend buying the frame. All machines, except for the Standard--the most economical machine-- have a stitch regulator. I recommend a stitch regulator. All machines can be equipped with a computer and there are a couple of different ones to choose

from. In addition, you can get an extended table base so that you can use rulers, you can get larger bobbins on some of the models and on the frames you can get hydraulic lifts to raise and lower the tables. In the coming weeks, I will print out more information on each model.

The best entry level machine is the Fun Quilter. It comes in 17", 20" & 23" reach. It comes with the Intellistitch Equalizer stitch regulator, standard speed control, needle up/down, and fixed handles in the front & rear. This machine can also be equipped with a computer.

The Pro Machine has the Intellistitch Turbo stitch regulator, single stitch option, standard speed control, needle up/down and customizable handles in the front & rear. The Pro Machine comes in 20", 24" and 30" reach with 10-12" of inside height. There are easy dials on the front to set stitch length and other options. This machine can also be equipped with a computer.

The NV Machine is the newest in the fleet of Nolting machines. This machine has a touch screen with progra mmable stitch regulation. You can stitch in 4 different stitch modes plus single stitch and needleup/down. It also has an adjustable brightness LED work light. This machine can also be equipped with a computer.

Normal Shop Hours:

Monday-Saturday 10-6 Sunday 1-5

Closed first Sunday of month (and some holidays)

New Hours for Winter Time (starting Nov 7-May 22)

Monday-Saturday 10-5, closed Sundays unless a class is scheduled. Then we're open 1-5. Check the schedule.

Join the fun and come feel the difference of quality fabrics.

Happy quilting!

Sincerely, Barbara Boyer Around the Block 307-433-9555 www.aroundtheblockquilts.com





