MINNESOTA QUILTERS, INC.
2012 Annual Report
October 1, 2011 – September 30, 2012
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President’s Report 2012
By Wynn Martin
2011-2012 President, Minnesota Quilters, Inc.

The past program year (2011-2012) for Minnesota Quilters, Inc. has been filled with both challenge and opportunity. We began the year on October 1, 2011, following our exciting move to a new location. As we unpacked boxes at the Newman Center in St Lawrence Catholic Church, we were pleased to offer our members much easier access to the new meeting space with parking just outside our door. We reside less than one mile from the Textile Center, so we are still centrally located and accessible for our members.

NEW STAFF AND FACILITY
During the early months of 2011 we changed staff with new roles and responsibilities aligned across three positions: Linda Wines, show director; Doris Hareland, bookkeeper and Debra Svedberg, administrative assistant. As these individuals settled into their new roles, we also settled into the new space. At St Lawrence, we gained expanded office space and the ability to rent additional space as needed for planned activities.

MEMBERSHIP NUMBERS GROW
The decision to move was aligned with a board commitment to reducing overhead and finding a location that would better serve the year-long needs of our membership. We continue to have many passionate advocates for our alliance with the Textile Center. Sadly, we experienced a decline in membership numbers during our tenure at the Textile Center with many citing the difficulty of parking at the center as a primary reason for leaving. As of September 2012 our membership stands at 714.

BOARD WAS SHORT-STAFFED
Throughout the year, we were challenged by the number of open positions on the board. As the year began, we lost our treasurer. We also lacked a president-elect, a co-director for operations and a co-director for membership. While core activities continued, we also made tough decisions to set aside fund-raising and outreach activities because the board was unable to fill the gap for so many key roles.

THE PROGRAM AND SHOW REACH 34-YEAR MARK
Despite these challenges, we offered a full calendar of member activities, held the annual retreat near Cloquet, MN; celebrated at our Holiday Brunch and prepared a successful 34th annual show and conference in Rochester, MN. The reports that follow will highlight the many successes we enjoyed during this eventful year.

Minnesota Quilters, Inc. continues to grow from a small group that met in members’ kitchens to a 501(c) (3) organization thanks to one of the most prestigious quilt shows in the country. With this growth comes the responsibility to align our reporting to meet the needs from stringent federal and state guidelines. We also have an ongoing challenge in our efforts to generate funding to cover programmatic and operational expenses. As an organization, Minnesota Quilters, Inc. remains committed to producing a great show and conference. Our mission is to celebrate quilting and provide quilting education to future generations. Within that mission, we will continue to evaluate all expenses, look for new fund-raising opportunities and remain committed to serving the next generation of quilters.

I cannot close this letter without saying thank you to every sponsor, every vendor, every teacher, every board member and every volunteer who put time and effort into making the 2012 Show and Conference a success. I’m grateful to Sue
Rutford for her contributions as show chair and also to Linda Wines for stepping so ably into her new role as show director. I am also so appreciative of the excellent work by Doris Hareland, bookkeeper, and Debra Svedberg, administrative assistant for managing everything they did during this year of transition.

On behalf of the Board of Directors, I want to express my sincere appreciation to all of you who have volunteered, who have attended MQ sponsored events and those who have supported, encouraged and guided MQ during this past year.

New Initiatives
As of September 30, 2012, MQ has 714 members.

Our Communications Co-Directors are working on migrating our website and email to a new host. This should result in better service. While news and announcements are posted frequently, new design tools will allow us to offer a better website experience. We've created a page and a group on Facebook and we are encouraging members to reference these new resources.

In 2011, we created a new role of Business Membership Coordinator and began to solicit Business Memberships. Benefits to business members were defined by the board and then we began to offer those benefits to show sponsors, vendors and other organizations in the quilting community. Our Business Membership Coordinator was Sandy Tracy and she worked closely with the Show Chair so that Sponsors and Vendors can receive the benefits of business membership, if they so choose.

Donations
MQ has periodic general fundraising efforts to increase our revenues through contributions from members and the general public. We have worked through GIVEMN.org for several years and use this same channel this year. In addition, we have several members who take advantage of employer matching funds as a way to add funding to MQ.

As of September 30, 2012, $7,031 has been donated during the program year to MQ.

Grants
Grants are managed by the president-elect. This year, there was no president-elect, so the president worked with board members to review and approve grants to several local individuals and regional organizations.

Minnesota Quilters, Inc. provides donations to organizations to enable MQ to support the mission of educating others about the significance of quilts and their creators. With a budget of $10,000 for grants, $7,800 was given to four Public Television Stations in Greater Minnesota. The recipient stations are: Pioneer Public TV, KSMQ Public Television, Lakeland Public Television and WDSE/WRPT PBS. These stations provided quilting-related programming throughout the state.

Other groups receiving grants:
- Bundles of Love (service project to make baby quilts)
- Helen Sieben’s Senior Quilt Group (materials for charitable quilts)
- Eagan High School’s annual Women in History exhibit and speaker
- Minnesota Discovery Center: Community Quilt Exhibit at the Discovery Center.

Minnesota Quilters, Inc. at the Minnesota State Fair
MQ continues to sponsor quilting awards at the Minnesota State Fair. In 2012 we awarded rosettes and cash prizes for Best Machine Quilting, Best Use of Color, Best Hand-Appliqued Quilt and Best Quilted Garment. A rosette and cash prize were awarded to the Sweepstakes winner and a new or continuing MQ membership was awarded to new quilters in the First Pieced Quilt and First Appliqued Quilt categories.

MQ offers cash prizes to each first, second and third place winners in several premium categories. MQ also sponsors a cash award in the Fine Arts exhibit for fiber art, a juried exhibit.
Maxine Rosenthal Honored as 2012 Quilter of the Year
Maxine Rosenthal was selected by MQ members for recognition as our 2012 Quilter of the Year. She is well-known locally and nationally for her kaleidoscope quilts and is the author of three books on the topic: “One Block Wonders,” “One Block Wonders Encore,” and “One Block Wonders Cubed.” As a teacher, she’s taught hundreds of quilters to have fun with those marvelous kaleidoscopes of color and has shown the impact of creating a quilt that uses just one bold fabric to create a life-long treasure.

Minnesota Quilters was pleased to honor Maxine Rosenthal as our 2012 Quilter of the Year.

Doris Kraemer Recognized as Outstanding Volunteer for 2012
The MQ Board chose to honor Doris Kraemer as our outstanding volunteer for 2012. She was recognized at the April 2012 anniversary meeting for her many years of service to the organization. As a volunteer, Doris has served in many roles. She first served as a day director and went on to be an active part of many show committees. She also helped with Holiday Brunch planning and contributed frequently to various charitable service activities. Minnesota Quilters is grateful to Doris for her many years of contributing to all the events we hold.

Board of Directors
October 2011 through September 2012
As a non-profit, Minnesota Quilters, Inc. is indebted to those who contribute time and talent to the many tasks that make our organization thrive. The following individuals are recognized for their service to MQ.

President: Wynn Martin
Standing Committees:
• 2012 Show Chairs: Sue Rutford
• 2013 Show Co-Chairs: Yvonne Curran and Lou Roos were appointed in September 2012
• Minnesota Quilt Project: Pat Cox and Carolyn Silflow

Operations Director: Mary Pozzini
Past President: Yvonne Curran
Secretary: Char Wenger
Education Co-Directors: Laura Nagel and Lou Roos

Standing Committees:
• Block of the Month: Kathie Simon Frank & Jeanne LaMoore
• Day Meeting Coordinator: Charlette Pittman & Loretta Stone
• Evening Meeting Coordinator: Sue Sandager & Gail Hanson
• Historian: Open

Fat Quarter Coordinators: Carolyn Minor & Arlee Fuhr
Library: Martha Eaves
Fall Getaway 2011: Sue Sandager
Fall Getaway 2012: Diana Callahan & Carrie D’Andrea

Communications Co-Directors: Karen Kopitzke & Pat Curtner (comm@mnquilt.org)

Standing Committees:
• Marketing Coordinator: (Open)
• Newsletter: Mary Manns
• Quilting for Others: Paulette Marini
• Textile Center Liaison: Kathie Simon Frank & Melissa Nellis
• State Fair: Gail Keiper
• Website: Karen Knoll

Membership Director: Carol Fisher
Standing Committees:
• Volunteer Coordinator: Nancy Hall
• Day Membership Coordinators: Deborah Werle
• Evening Membership Coordinator: Paula Gaboury
• Business Membership Coordinator: Sandy Tracy
Standing Committee Reports

Teaching Others to Quilt

Coordinator: Paulette Marini

Formerly known as the Girl Scout Program, this program is used to broaden the scope of assisting those who are novice quilters. Paulette provided quilting opportunities and education to Girl Scouts and others for many years. Paulette decided to take a well-deserved break and stepped down from this role at year-end.

In August Jean Carr stepped into the new role of “Quilting for Others” and has redefined this role to include a broader definition of making quilts and other objects for use by charitable organizations.

Mary Pozzini talks about the HeartStrings quilt project

Minnesota Quilt Project (MQP)

Co-Chairs: Pat Cox and Carolyn Silflow

Organized in 1987, the mission of the Minnesota Quilt Project is to identify and document quilts, both privately and publicly held, that have a Minnesota connection. Our goals are:

• Preserve photographs and information that MQP has collected.
• Make our collected data available to interested parties.
• Arrange for publication and display of quilts that have been documented.

Monthly MQP meetings were held in the St. Lawrence Church Lobby. The average attendance was six - eight persons.

MQP Leadership for 2012-2013

Co-Chairs: Pat Cox and Karen Kopitzke
Secretary: Kelly Willis
Documentation Lead: Carolyn Silflow

Quilt Documentation

Quilt documentation was focused on entering the backlog into the Quilt Index with one exception. We completed the documentation of Pat Cox’s collections of her personal quilts and her antique quilts.

We held three documentation input days and asked for volunteers to help. Approximately 12 people came forward and have assisted with this activity. There are approximately 300 remaining to be entered.

Minnesota Quilts Permanent Quilt Collection

MQP completed documentation and appraisal of 23 quilts in the MQ collection. The value of the collection is more than $10,000. Quilts were properly folded and stored in the MQ storage locker. Loose leaf books with quilt descriptions and appraisal forms were placed in the MQ office and storage locker.

MQP’s 2012 show activities

• Appraised 3 quilts.
• Documented 3 first prize or above quilts made by Minnesota residents.
• Organized exhibit of signature quilts from the Minnesota Quilters, Inc. collection.
• Sold items at MQP booth as fundraiser.
• More than $900 raised from appraisals and sale of items in MQP booth.
• Displayed quilt block books in the booth.

Other MQP activities

• Approximately 300 quilts have been added to the Quilt Index.
• February MQ meeting presentations on Signature Quilts by Gail Bakkom and Kelly Willis.
• Worked with MQ communications director to set up quilt galleries on MQ website.
• Made new quilt block book of blocks made from a single sized patch.
• Added two books to Textile Center Library.

Quilt: A History and Celebration of an American Art Form
Quilts Around the World: The Story of Quilting from Alabama to Zimbabwe

• Submitted articles for MQ newsletter
• At several MQ meetings, consulted with public about family quilts.
Education Programs
Laura Nagel and Lou Roos, Education Co-Directors

The following programs were offered during the monthly meetings.

October 2011 – Gwen Lundgren, Do you EQ? and Selecting Fabrics shouldn’t be a Mystery

November 2011 – Mary Lou Weidman, Quilted Memories and Celebrating Your Life

December 2011 – Holiday Brunch

January 2012 – Show meeting

February 2012 – Gail Bakkom and Kelly Willis – MQP lecture on friendship and signature quilts

March 2012 – Celine Perkins spoke at Eagan High School

April 2012 – Nathan Carter and Doug Leko – Real Men Quilt

May 2012 – Ann Zemke – two lectures – Orphan Train Quilt and Barn Quilts.

July 2012 – Annemarie Yohnk – Christmas in July

August 2012 – Sandy Klopp – American Jane

September 2012 – Schoolhouse

Quilters showcase works in process at American Jane class.
Minnesota Quilters Annual Quilt Show and Conference 2012

The Minnesota Quilters, Inc. Quilt Show and Conference took place at Mayo Civic Center, Rochester, Minnesota on June 14-16, 2012. The show was well attended with approximately 7,000 visitors. 548 quilters registered for classes in advance of the show for classes that received 573 attendees.

More than 135 quilts were submitted for judging and over $25,000 was offered in awards to those with winning submissions. As a volunteer driven organization, we take rightful pride in producing a nationally-recognized show and conference. Our show in Rochester was host to many visitors who shopped with 86 vendors, viewed approximately 135 judged quilts and 100+ non-judged quilts, plus eight special exhibits. MQ also offered 33 classes from 15 nationally known and local faculty.

The 2012 Show Committee

Show Chair – Sue Rutford
Bus Tours – Deb Werle
Challenge – Gail Hanson & Paulette Marini
Door Prizes – Lynne Heuton
Faculty – Carla Kilkelly & Mary Kay Wyckoff-Harcus
Fat Quarter Stroll – Jeanne LaMoore & Louise Somers
Information Desk – Kathie Simon Frank & Loretta Stone
Judged Quilts – Kathy Hagen & Carol Graves
Merchandise – Mary Pozzini & Jill Schultz
Non-Judged Quilts – Martha Eaves & Dianne Conner
Photography – Kim Petroske
Printing & Publishing – Karen Knoll & Kathy Brevig
Raffle Quilt Makers – Judy Bowers & Jackie Northr
Raffle Ticket Managers – Vicci Mattsfield & Karen O’Brien
Registration at Show – Virginia Gleason
Secretary – Patty Von Arx
Signage – Virginia Gleason & Jan Wolfgram
Small Quilt Auction – Doris Kraemer & Kay Harrell
Special Events: The Rochester Quilting Sewciety
Special Exhibits – Suzanne Fisher & Patty Von Arx
Vendors – Cathy Goset & Nancy Hall
Volunteers – Jan Walstrom & Janet Malinowski
Website – Pat Curtner

Figure 1: 2012 Raffle Quilt
Financial Condition
In total, the 2012 show generated $331,209 in program revenues, which is 88% of all revenues raised this year. These results are impressive but also reflect our harsh economic climate. Operating expenses for the show and organization have remained stable while show attendance (and revenues) have fluctuated.

The accompanying table tracks the change in Net Assets between 2007 and 2012.

Organizational Net Assets

<table>
<thead>
<tr>
<th>Show Location</th>
<th>Year</th>
<th>Net Assets Beginning of Year</th>
<th>Expenses</th>
<th>Income</th>
<th>Increase (Decrease) in Unrestricted Net Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>St Paul</td>
<td>2007</td>
<td>$279,820</td>
<td>$421,877</td>
<td>$387,707</td>
<td>($34,170)</td>
</tr>
<tr>
<td>Rochester</td>
<td>2008</td>
<td>$245,650</td>
<td>$454,883</td>
<td>$414,559</td>
<td>($40,324)</td>
</tr>
<tr>
<td>Duluth</td>
<td>2009</td>
<td>$205,326</td>
<td>$447,625</td>
<td>$476,537</td>
<td>$28,912</td>
</tr>
<tr>
<td>St Cloud</td>
<td>2010</td>
<td>$234,238</td>
<td>$400,222</td>
<td>$394,926</td>
<td>($5,296)</td>
</tr>
<tr>
<td>St Paul</td>
<td>2011</td>
<td>$228,942</td>
<td>$425,195</td>
<td>$420,031</td>
<td>($5,164)</td>
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<tr>
<td>Rochester</td>
<td>2012</td>
<td>$223,778</td>
<td>$432,913</td>
<td>$375,741</td>
<td>($57,172)</td>
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<tr>
<td>Duluth</td>
<td>2013</td>
<td>$166,606</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please refer to the Minnesota Quilters, Inc. website for the full version of the Independent Accountant’s Review Report.

Statements of Activities

<table>
<thead>
<tr>
<th>REVENUES AND OTHER SUPPORT</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quilt Show</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Admissions</td>
<td>$45,888</td>
<td>$49,932</td>
</tr>
<tr>
<td>- Registration and class fees</td>
<td>73,138</td>
<td>70,203</td>
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<tr>
<td>- Sponsor and vendor revenues</td>
<td>135,960</td>
<td>158,350</td>
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<tr>
<td>- Events</td>
<td>15,320</td>
<td>23,392</td>
</tr>
<tr>
<td>- Contributions</td>
<td>36,552</td>
<td>35,304</td>
</tr>
<tr>
<td>- Merchandise sales</td>
<td>12,281</td>
<td>21,179</td>
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<tr>
<td>- Miscellaneous revenue</td>
<td>12,070</td>
<td>5,749</td>
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<tr>
<td><strong>Total quilt show revenue</strong></td>
<td><strong>331,209</strong></td>
<td><strong>364,109</strong></td>
</tr>
<tr>
<td>Other Support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Membership dues</td>
<td>25,910</td>
<td>27,365</td>
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<tr>
<td>- Minnesota Quilt Project</td>
<td>2,269</td>
<td>1,013</td>
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<tr>
<td>- Special event revenue</td>
<td></td>
<td>10,696</td>
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<tr>
<td>- Advertising income</td>
<td>5,872</td>
<td>6,647</td>
</tr>
<tr>
<td>- Interest income</td>
<td>84</td>
<td>583</td>
</tr>
<tr>
<td>- Contributions</td>
<td>7,031</td>
<td>6,723</td>
</tr>
<tr>
<td>- Miscellaneous</td>
<td>3,366</td>
<td>2,895</td>
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<tr>
<td><strong>Total other support</strong></td>
<td><strong>44,532</strong></td>
<td><strong>55,922</strong></td>
</tr>
<tr>
<td><strong>Total revenue and support</strong></td>
<td><strong>375,741</strong></td>
<td><strong>420,031</strong></td>
</tr>
</tbody>
</table>

EXPENSES

| Program services | $370,534 | $369,939 |
| Supporting activities |      |      |
| Management and general | 62,379 | 55,256 |
| **Total expenses** | **432,913** | **425,195** |
| **Increase (decrease) in unrestricted net assets** | **(57,172)** | **(5,164)** |

Net assets, beginning of year $223,778 $228,942

Net assets, end of year $166,606 $223,778

Total liabilities and net assets $204,457 $241,099
**Minneapolis Quilters, Inc. (A Minnesota Not-For-Profit Organization)**

**Statements of Functional Expenses**

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>YEARS ENDED SEPT. 30</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Programs</td>
<td>Management</td>
<td>Total</td>
</tr>
<tr>
<td><strong>Quilt Show</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td>7,048</td>
<td>7,048</td>
<td>7,970</td>
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<tr>
<td>Consulting fees</td>
<td>-</td>
<td>-</td>
<td>9,833</td>
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<td>Credit card fees</td>
<td>9,833</td>
<td>9,833</td>
<td>5,636</td>
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<td>Events expense</td>
<td>21,008</td>
<td>21,008</td>
<td>48,642</td>
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<tr>
<td>Facility rent</td>
<td>31,414</td>
<td>31,414</td>
<td>48,659</td>
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<tr>
<td>Judging expense</td>
<td>8,028</td>
<td>8,028</td>
<td>4,123</td>
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<tr>
<td>Meals and mileage</td>
<td>1,441</td>
<td>1,441</td>
<td>3,288</td>
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<tr>
<td>Merchandise</td>
<td>22,067</td>
<td>22,067</td>
<td>13,959</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>2,658</td>
<td>2,658</td>
<td>1,108</td>
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<tr>
<td>Payroll</td>
<td>44,436</td>
<td>44,436</td>
<td>40,751</td>
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<tr>
<td>Postage</td>
<td>2,492</td>
<td>2,492</td>
<td>585</td>
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<tr>
<td>Printing</td>
<td>10,626</td>
<td>10,626</td>
<td>11,115</td>
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<tr>
<td>Prizes and awards</td>
<td>59,501</td>
<td>59,501</td>
<td>57,357</td>
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<tr>
<td>Speakers and lectures</td>
<td>50,713</td>
<td>50,713</td>
<td>43,650</td>
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<tr>
<td>Supplies</td>
<td>3,873</td>
<td>3,873</td>
<td>814</td>
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<tr>
<td>Web registration fees</td>
<td>7,984</td>
<td>7,984</td>
<td>7,984</td>
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<tr>
<td><strong>Total Show expense</strong></td>
<td>283,121</td>
<td>-</td>
<td>283,121</td>
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<tr>
<td><strong>All Other Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>1,355</td>
<td>1,355</td>
<td>2,959</td>
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<tr>
<td>Facility rent</td>
<td>10,026</td>
<td>12,049</td>
<td>22,075</td>
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<tr>
<td>Fees and dues</td>
<td>4,249</td>
<td>8,033</td>
<td>12,282</td>
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<tr>
<td>Grants</td>
<td>11,286</td>
<td>11,286</td>
<td>7,442</td>
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<tr>
<td>Insurance</td>
<td>1,841</td>
<td>1,841</td>
<td>2,873</td>
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<td>Miscellaneous</td>
<td>8,851</td>
<td>3,418</td>
<td>12,268</td>
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<td>Newsletter/ directory</td>
<td>3,318</td>
<td>3,318</td>
<td>5,505</td>
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<tr>
<td>Payroll</td>
<td>22,361</td>
<td>26,874</td>
<td>49,235</td>
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<td>Postage</td>
<td>1,609</td>
<td>1,030</td>
<td>2,639</td>
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<tr>
<td>Professional fees</td>
<td>885</td>
<td>8,030</td>
<td>8,915</td>
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<tr>
<td>Speakers/lecturers</td>
<td>4,735</td>
<td>4,735</td>
<td>-</td>
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<tr>
<td>Special events</td>
<td>10,425</td>
<td>10,425</td>
<td>10,027</td>
</tr>
<tr>
<td>Supplies &amp; equipment</td>
<td>5,581</td>
<td>1,874</td>
<td>7,455</td>
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<tr>
<td>Telephone</td>
<td>892</td>
<td>1,071</td>
<td>1,963</td>
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<tr>
<td><strong>Total Other Expenses</strong></td>
<td>87,413</td>
<td>62,379</td>
<td>149,792</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>370,534</td>
<td>62,379</td>
<td>432,913</td>
</tr>
</tbody>
</table>

*Please refer to the Minneapolis Quilters, Inc. website for the full version of the Independent Accountant’s Review Report.*
Our 2012 Show Sponsors
We are indebted to the sponsors and vendors who provide funding to support the show. Our sponsors are showcased below.

**DIAMOND SPONSORS!**

![Country Loft quilt & design](image)

15161 Feller St NE, Forest Lake MN 55025
(952) 896-1816 [www.countryloftquilt.com](http://www.countryloftquilt.com)

B & J Sewing Center
216 Central Avenue
Faribault MN 55021
507-334-4738
[www.bjsew.com](http://www.bjsew.com)

![Tinlizzie](image)

2263 W 7800 South,
West Jordan UT 84088
1-888-quilt18
[www.tinlizzie18.com](http://www.tinlizzie18.com)

**GOLD SPONSORS!**

**Cherrywood Fabrics, Inc.**

![Cherrywood Fabrics, Inc.](image)

PO Box 486
Brainerd MN 56401
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![Rainbows and Calico Things Quilt Shop](image)

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[www.rainbowsandcalicothings.com](http://www.rainbowsandcalicothings.com)

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2012 Business Members

Minnesota Quilters, Inc. began offering a business membership in 2011 as a way to grow our relationships with the many quilting-related businesses that our members connect with year-round. While we will never sell our membership list to any organization, the Business Membership provides a way for businesses to connect with our members through advertising in the MQ newsletter. We believe this practice is beneficial to everyone.

LOOK AT ALL OF OUR BUSINESS MEMBERS!