

## *Messages from Guild President Shelley Bertels*

### **To Steering Committee Members:**

Please remember to bring your Guide notebooks to the October meeting. If you did not turn in your notebook at the September meeting, you will need to turn it at October's meeting. Either Shelley Bertels or Edie Frasier will be collecting the books. Your final reports and suggestions will be updated and included in the Guide notebook which will be given to the new steering committee chair at the October Steering committee meeting. Thanks for your year of service.



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### **To all Members:**



The photographers will be available at the October meeting to complete the photo session for the upcoming membership directory which will be distributed at the November meeting. If you have not had your picture taken or wish to update your picture, please participate in this useful tool to help us know who you are!

### **Shelley's Monthly Newsletter Article:**

#### **Boardwalk & Park Place**

During the summer months we had occasion to spend time with our grandchildren. At one such opportunity, we agreed to play the board game Monopoly. What a revelation. Gone is the paper money in denominations of \$1(white), \$5(pink), \$10(yellow), \$20(green), \$50(blue), etc. In their place we discovered plastic credit/debit cards and an electronic banking unit that resembled a credit card machine! Players literally insert the credit cards into the banking machine in order to consummate transactions. Boardwalk and Park Place? Nope. This version – the World Edition- had Athens, Shanghai, Belgrade and Taipei. The USA was represented by New York City. Rather than the old electric company depicted by the yellow light bulb, the new version had a solar energy panel and the waterworks faucet is now a 3-blade fan labeled wind energy. The locomotive for Reading Railroad is now a sleek monorail. Parker Bros. did retain jail, free space and Go so I suppose those are universal institutions no matter the nationality or generation- just like quilting. The old game pieces of a hat, dog, shoe, racecar and thimble were replaced with a windmill, boomerang, camel, Moai and sumo wrestler.

I wondered how HASBRO and Parker Bros. made the decision to use a thimble as one of the game pieces. The original game was copyrighted in 1935, so perhaps cotton mills and the sewing industry were as large a part of the US economy as railroads and steel mills- or the creator's granny was a quilter.

I did my own research and discovered some interesting facts about quilters. My information comes from ***With Heart and Hands: Quilting in America, 2006 Survey***. The results yielded the following statistics about who the “dedicated quilter” is:

17% of American households report quilting participation and of those 4.7% are “dedicated”, yet they account for 88% of total quilting expenditures. Typically, quilters are female, 59 years old and are well educated (72% attended college). They are affluent with \$87,026 of household income. The dedicated quilter spends \$2,304 on quilting annually and has quilted for 13.5 years. They have a room dedicated to sewing and own an average of 2.6 sewing/quilting machines. In the past 12 months they bought 98.7 yards of material, bought an average of 5 books whose costs averaged \$21.50 per book. They subscribe to 4.2 quilt magazines and 89% of them own a computer. They average 2.2 hours /week on quilting websites and have high speed internet access. They rank favorite colors (from highest to lowest) as: jewel tones, brights, pastel and earth tones. I would never admit to my husband about the 98.7 yards of fabric, but by cracky, some of this rings true for me and the survey was 5 years ago...Lord knows what we spend today!

Based upon my obsession/passion, I believe our industry has grown significantly since the last survey, so I think Parker Bros. /HASBRO should consider placing Paducah or Houston on the board. Perhaps we can make a quilt depicting the Monopoly Board game using nothing but quilt elements, send it to them along with a letter campaign for inclusion in the next version--- all signatures on 5 inch blocks of colorful fabric. In the interim, I vote to keep the thimble game piece and skip the Easter Island Moai game piece.

*Shelley Bertels*