ON THE ROAD AGAIN
by ED Tammany McDaniel

Thank you for playing the location game in the last issue. I hope everyone had fun! I certainly enjoyed hearing from each of you. My location was Sebring, FL, with the alternate location of Bartow, FL. My time in Florida drew to a close and I headed back up to the Winterset office. It is great to be back in the office.

I was not able to schedule any QOVF Group visits on my way back to Iowa. We have all been worried about COVID-19 and although some restrictions have been lifted, other areas are seeing a resurgence of cases. I want to be courteous of people’s health and respectful of any local restrictions.

But as I drove back, I had two days to contemplate our QOVF Groups. The 600 or so QOVF Groups represent about 8,800 of our members. In a recent planning session, I noted that the QOVF Groups are the ‘lifeblood’ of this organization. When I note that—it is not about the money for dues... it is about the quantity and quality of completed QOVs made and awarded throughout the country. I know some of you are still struggling with the QOVF Group dues increase as I am still receiving emails asking for justification of the cost. I happily answer those emails as I want there to be a clear understanding of what we invest in our ‘lifeblood.’ Check out my benefits update in this newsletter’s article entitled “QOVF Groups—The Value Proposition.”

Those thoughts led to our Individual Memberships, a new member-level—Block Builders, the National Block Drive, the LongArmy, and our Quilt Business Memberships. As I consider the perfect picture of our membership, I always think of a circle. We are all points on this circle, buying, washing, ironing, cutting, piecing, quilting, conducting outreach, coordinating, connecting, and awarding. I am constantly amazed by the drive, compassion, and action of our members.

In next month’s issue, I will discuss the new member level—Block Builders!

UP AND COMING
by QOVF Marketing

This is our month to shine! May is Military Appreciation Month! The country is slowly starting to open, and groups are starting to peek out from the pile of quilts they made during the past year, excited to refill their stash. Time to start making awards, and May is the perfect time to make that happen!

★ Reminder, while May is the month of appreciation, Memorial Day is a day for remembrance and honoring those who have died. It is also a day we do not award Quilts of Valor. The day before or the day after, but please leave Monday to allow friends and family to remember their loved ones. For our Gold Star family members, we thank you for your family’s sacrifice.

★ We are looking for Volunteer Leadership! We have regions and
states looking for Coordinators plus there are Group Leaders moving and looking for someone to take over for their group. Do your talents lean towards logistics and coordination? Do you know someone in your community that can help? No sewing required! We need people to help keep the nominations moving forward, helping local members with their needs—whether finding presenters, fabric, batting, or money for shipping. Spread the word that we are looking for help.

We have a Viewer’s Choice Winner! Congratulations to Patty Ozga of the Stars Over Texas QOV for Hattie’s Trail by the Sea. All the quilts were beautiful, and each of the groups that entered will receive $75, with the Viewer’s Choice Group receiving a bonus of $25. Next stop for the quilts is presenting them to Janice Lynn and Hallmark to select the winning pattern. Tune in for the release of Wrapped Up in Christmas Hope in October for the reveal!

We changed our logo in 2019 and the end of life for the old logo has arrived. Remember any items you use after May 2021 must have the new logo on them. Our member dashboard has a printer-ready business card template, letterhead, and the vendor order form for name tags. If you need something else made, please fill out a Trademark Use Agreement to obtain the new logo.

The cruise line has updated the date for our next cruise! The official 2022 Quilts of Valor® Cruise with our wonderfully talented partner, Nu-Blu, departs January 23, 2022, sailing from Galveston, TX, to Mexico, Key West, and the Western Caribbean. Mark your calendars to join the fun with Mary Kerr and Nu-Blu! #QOVFCruise2022

And last, but not least, a reminder that the store is and has been open, just not online. The Group Wholesale Order Form is on the member dashboard, updated often and right now we have everything on the list in stock, including brochures, seals and award covers. If there is something you wanted that is not listed, please email marketing@qovf.org and we will see what we can do.

Texas

AWARDS ACROSS THE COUNTRY!

Above, pages 1, 2, and 3

Use Agreement to obtain the new logo.

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sad that he had not been present for his
everan friends who had invited him to
previous ceremonies. I cannot wait to
see his reaction when he attends one
of our ceremonies where the veterans
are escorted one by one with a JROTC
Marine in dress blues on each side of
him/her. He will be totally surprised
when he sees dozens of large flags on
display in the venue. This veteran will
be surprised as we all express patriotism
with patriotic songs performed by
celebrity professionals. He may also
be in awe that we broadcast our major
ceremonies live world-wide on YouTube.

Each veteran is recognized for his or her
accomplishments in the military and
their service to humanity as a civilian.
Most of the larger ceremonies have a
guest speaker who have ranged from
celebrities, congressmen, prisoners
of war (men and women), escapees
from communism, generals, and local
personalities.

For those who think that Quilts
of Valor is just a bunch of old ladies
gathering in a sewing circle, you have
a lot to learn. Our group has men and
women ranging from sixteen years
of age up to the late eighties. We are
not just a bunch of needle and thread
pushers; we are a Veterans Service and
Support Group that makes and awards
Quilts of Valor.

We appreciate our freedom and
make a difference in the veteran’s life.
When invited to attend, please do so.
Your attendance can make a difference
in someone’s life, and it might just be
your own.

Note: Many of you may know Harvey
Mayhill. Harvey is a member of the Old
Glory Quilters QOV Group in Rock
Hill, SC. Harvey is always posting award
pictures and promoting Quilts of Valor
and occasionally writes a wonderful
article. The following article was shared
with the public on the Old Glory
Quilters QOV group Facebook page, so
we snatched it for this issue of Threads.

PROUD TO HAVE SERVED
by Lou Ann Lee, ND SC

The Stitching Hearts QOV group had
the privilege of awarding a Quilt of
Valor to Norris O. on April 20, 2021.
The award of this QOV had been
delayed for several months due to the
pandemic, but Norris and his wife Jean
welcomed us into their home after
all vaccinations had been completed.
Norris told us that he was part of the
very first graduating class from the
USAF Academy in Colorado Springs,
CO, in 1959. He proudly showed us the
plaque from that graduation that had
gone through a flood of his home in
1997. He remarked that, years later, he
was the only person who had two sons
also graduate from that Academy.

Norris’s USAF career took his
family to many bases, both within and
outside of the US. Over the course of
his 25-year career, Norris flew B-47s,
B-57s, B-52s, and F-16s. In 1965 Norris
and his family moved to Clark AFB in
the Philippines where he was assigned
to the 13th Bomb Squadron. As part
of that squadron, he flew B-57s in 165
combat missions over Vietnam, earning
him the Distinguished Flying Cross.
Norris told us “he was proud to have
made the same number of landings as
take-offs!”

In 1973 Norris earned a master’s
degree in Systems Engineering at
Wright-Patterson AFB in Ohio. His last
assignment was at the Grand Forks Air
Force Base in ND where he was Chief
of Scheduling and War Plans. After 25
years of service to this country, Norris
retired from the USAF in 1984 with
the rank of Lieutenant Colonel. After
completing our award presentation,
Norris proudly showed us his medals
and the mementos all around his home
from those 25 years of service in many
different countries. Photos of his family
at many different locations across the
world were on display. With a tear in
his eye, he also proudly showed me the
photo of one of their sons who perished
in a plane crash during the Gulf War
while serving with the USAF. We owe
our gratitude to Norris and his family
and so many other veterans who gave so
much to protect our freedom.

AWARDS ACROSS THE COUNTRY!

South Carolina
“QOVF GROUPS—THE VALUE PROPOSITION”  
by Tammany McDaniel

By definition, a value proposition is a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value (benefit) will be delivered, experienced, and acquired.

We believe we deliver a significant value to our QOVF Groups. Simply put, we do not expect to make money off of QOVF Groups. We expect to break even so that relevant costs are shared among all. Our goal is to provide a stable infrastructure for the express purpose of QOVF Groups furthering our mission.

What do we provide to a QOVF Group at the $75.00 annual membership fee?

• General Liability Insurance, Certificates of Insurance, and an Umbrella Policy. Basically, we want to protect our members from harm or mitigate harm by providing insurance that covers things like slips and falls. Our insurance allows groups to meet in public and private spaces by issuing Certificate of Insurance documents that put QOVF in the liability chain—not group members.
• Our logo, TM/R, mottos, and phrases are all copyright protected. We vigorously protect our marks from use by unauthorized parties. Our brand is extended only to our QOVF Groups and partnering sponsors/donors.
• We are incorporated nationally and in 40 States. We also pay an additional cost in 41 States to hold a License to Solicit. This protection is for QOVF Groups working to raise the necessary funds to make and award QOVs. This also includes the monthly CPA, annual audit, and the attorneys that file documents for us.

Costs of Money

We provide QOVF Groups 100% of local funds raised. This means we do not pass along costs for payment platforms. For example, PayPal, NEONPay and other money transfer services charge us fees for the convenience of taking electronic payments. About 30% of our incoming funding is now coming in electronically. Some of those fees are 3.9% + $0.45 per transaction, some are 2.9% + $0.35 per transaction. For every $500,000 in donations, the Foundation absorbs between $15,000 - $20,000 in fees.

We want our groups to thrive! We have other benefits that come with being a QOVF Group. If you want to know more or have any questions, please email executive.director@qovf.org.

Thank you.

PARTNER’S CORNER  
by Marketing

You read about the Real Deal and our authentic partnerships in the last two month’s issues of Threads. As we know of upcoming events, we will post them here. For our Quilt Business Members—this means you too!

• Northcott has a new look book on their site—fabric to hit the shops in November. You will see a preview of their 10th Anniversary Collection! That’s right, we’re about to celebrate our 10th anniversary of partnership with them, and they have fun things in store to help celebrate. Let your favorite fabric stores know what you want!
• AccuQuilt has something each week—check out the different events in May:
  5/4 Event
  5/11 Event
  5/18 Event
  5/25 Event  

Special Guest for June 8th Patriotic Show: our own Tammany McDaniel. The registration link wasn’t available for this publication but will be available at https://www.accuquilt.com/events.
• American Gold Star Mothers is having their 84th conference on June 25, 2021, in Memphis, TN. Board Chair Sue Reich and retired Assistant Executive Director Ginger Fondren will be there representing Quilts of Valor.
• AQS QuiltWeek is back for 2022! Mark your calendars for the show closest to you.
SHARE THEIR STORIES!

There are lots of veterans out there who have shared some amazing stories with your groups. There are veterans whose stories have brought tears to your eyes as you have awarded them their QOV. Threads is always looking for interesting articles from our members. Let’s share those stories.

Here are a few tips for writing a newsletter article:

• It seems obvious, but do not leave out important information like the date of the event.
• Include pictures whenever possible. The most read stories include visuals.
• Make sure the persons mentioned in the article approve of you sharing their story and that you have a signed photo release. Be sure you have spelled names correctly.
• Stories should be long enough to include all important information, but short enough to keep the readers’ attention. Let your article tell a story about people. Telling about the veterans and our groups captures readers much more than just reciting facts.
• Brief articles beat long articles every time.
• Make sure your article is easy to read. It may sound odd, but it is recommended that you write at the eighth-grade level or lower. Not because our readers are dumb, but simply because many do not have a lot of time.
• And don’t be afraid to write an article because you feel you may not know exact grammar and punctuation rules. We have proofreaders who help clean up our articles and make them sound great. If we have questions or a major edit, we will contact you.

Articles and photo releases for Threads can be emailed to newslettersubmission@qovf.org. Get writing and sharing those stories.

TIDBITS FROM THE SC ADVISORY TEAM

These are just a few tidbits of information gathered from State Coordinators. Some of you may already use these ideas, and some may be something new to try. Everyone has different ideas and favorites, so these are just suggestions.

Timesaver Tips:
• Everyone seems to like food so many groups have potlucks for meeting days.
• When sewing blocks, keep a finished block on the table or desk for those who like to see the pattern and, of course, also have a printed copy of the pattern available.
• Have kits ready and available for those who prefer to work on tops at home and bring them back to the following meeting. Not everyone likes large group settings or are comfortable working on kits in a crowd, but they do want to volunteer.
• Make the kits that are going to be available for distribution easy patterns so there are no questions or problems. You often don’t know the skill level of the quilter when the kit is assembled.
• Keep a box of assorted patterns available so the more experienced quilters can choose the pattern they wish to sew.
• Have your fabric sorted by color groups so those members putting kits together can do so efficiently.
• Do you have a member who does not feel comfortable sewing? Maybe they can write the thank-you cards, find and organize the patterns, or arrange and inventory the fabric so your group knows what you need to purchase.

Favorite rulers, sizes, and types
• Creative Grids 7.5” × 24”
• Omni Grip 7.5” × 24”
• Havel’s 6” × 24” with cutting wheel on ruler

More thoughts to share? Send a note to newslettersubmission@qovf.org for ideas to share on how your group has been successful with fundraising.

AWARDS ACROSS THE COUNTRY!
The mission of the Quilts of Valor® Foundation is to cover service members and veterans touched by war with comforting and healing Quilts of Valor.

QOVF Core Values
Treating people with respect • Promoting excellence • Valuing service over self • Being accountable

For more information about QOVF, see www.QOVF.org

For more information about the BOD, the QOVF staff, and how to contact your State Coordinator (SC) go to www.qovf.org/about-qovf/meet-us/

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Amazon Smile

Newsletter
Tammany McDaniel, Editorial Director
Lou Ann Lee, Editor
Tony Jacobson, Graphic Designer
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Do you have an article, idea or suggestion for Threads? Email it to us at newslettersubmission@qovf.org.