



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.



Tammany McDaniel
Executive Director

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



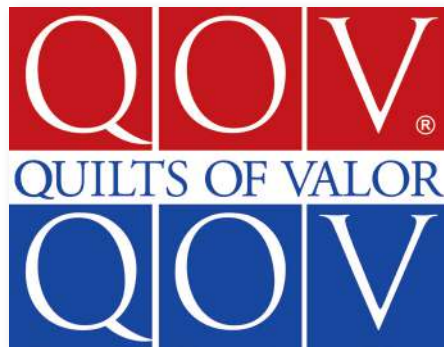
continued on page 2

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.

CHANGED PERSPECTIVE

by Harvey Mayhill

What is a Quilt of Valor? One veteran's perspective changed today.

Sunday, April 18, 2021, the Old Glory Quilters, a Quilts of Valor group, awarded six veterans each a Quilt of Valor. The setting was at a church and our program was the message or sermon for the day. The hymns were geared toward soldiers and freedom.

One veteran served during the War on Terror and the other five veterans served in Vietnam. They were all recognized for their individual service and permitted an opportunity to speak.

After the ceremony, one of the veterans said to me, "I have been invited to attend many of these ceremonies but chose not to. I thought the veterans were going to be given a blanket by some ladies whose hobby is sewing. Never would I have guessed that it was an uplifting and patriotic event. I found out that the quilters are not just ladies, but men and women who make these one-of-a-kind quilts with a passion. Now I know that there is a significant difference between a blanket and a quilt. The quilters are dedicated to thanking and welcoming home the veterans. I will never miss another Quilts of Valor awards ceremony again when invited."

I felt glad that he had received his Quilt of Valor, and at the same time

continued on page 3

AWARDS ACROSS THE COUNTRY!



Texas

sad that he had not been present for his veteran 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.

AWARDS ACROSS THE COUNTRY!



Navy

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" x 24"
- Omni Grip 7.5" x 24"
- Havel's 6" x 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!



Creating QOV Hits 100 Awards



Florida

AWARDS ACROSS THE COUNTRY!



What do you do with a Major General

Quilts Reported

2012: 6,169
2013: 12,314
2014: 17,373
2015: 18,772
2016: 19,051
2017: 24,123
2018: 30,745
2019: 33,375
2020: 23,356
2021: 6,148

Total: 271,408

(from date of first recorded award through 30 April 2021)

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



QOVF Founder and Board Member Emeritus
Catherine Roberts

Board Member Emeritus
Walt Davis
Marianne Fons
Eric McCarty
June Moore

Board of Directors
Sue Reich, President
Mary Kerr, Vice President
Maggie Klenke, Secretary
Michelle Nelson, Treasurer
John Oxley, Member
Rebecca Glasby, Member
Jennifer Lee, Member
Kimberly Einmo, Member
Cheri Stuller, Member

Executive Staff
Tammany McDaniel, Executive Director
tammany.mcdaniel@QOVF.org

Allison Fentriss,
Assistant Executive Director
allison.fentriss@QOVF.org

Staff

Accounting and Expenses
Kathleen Boldman
accounting@qovf.org

Membership questions and notices
Melody Reels
Membership@qovf.org

Volunteer Staff
Longarm Coordinators
Crystal Farinella
LA_coordinators@QOVF.org

Destination Coordinator
Janice Lewis
destination@qovf.org

Information and Help Desk Coordinator
Suzanne DiCarlo
info@qovf.org

Quilt Business Relationship Coordinator
(open position)

Under Our Wings Program Coordinator
(open position)

Mailing Address:
Quilts of Valor Foundation
PO Box 191
Winterset, IA 50273

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/

Photos that appear in *Threads* are either used with permission or are public domain images. The editorial team makes every effort to credit photographers.

amazon smile [here](#)

Newsletter

Tammany McDaniel, *Editorial Director*
Lou Ann Lee, *Editor*
Tony Jacobson, *Graphic Designer*
Maureen Gregorie, *Proofreader*

Do you have an article, idea or suggestion for Threads? Email it to us at
newslettersubmission@qovf.org.

Quilt of Valor®, Quilts of Valor®, and QOV® are registered trademarks of the Quilts of Valor® Foundation.