



QUILT EXPO 2009 SHOW HIGHLIGHTS

In September, 2009 15,487 people attended the fifth-annual Quilt Expo presented by Wisconsin Public Television and Nancy Zieman Productions. The exciting three-day quilt show included 287 exhibited quilts, which were juried and judged in the 10-category quilt contest, with \$12,000 in cash prizes. An additional special quilt exhibit also was on display with more than 100 quilts plus 10 Kid's Challenge quilts. Event attendees registered free for \$10,000 in donated prizes. Attendees shopped the vendor mall with 155 different companies represented featuring quilting fabrics, notions, gifts, sewing machines, long-arm quilting systems and so much more. Attendees also participated in 144 educational Lectures, 36 Sit & Sew Workshops, and 24 Hands-On Workshops – all presented by local and national quilting authorities. Demonstrations by industry leaders on the newest quilting products were featured in 60 presentations on two presentation stages sponsored by Krause Publications, UW Heart Health and Vascular Care and YLI, including a special presentation of the 2009 Kids' Quilt Challenge Awards.

Public Television sewing and quilting personality Nancy Zieman, host of *Sewing With Nancy*, was on site to present lectures, present and host two special evening events and to greet Quilt Expo visitors. Another PBS personality – Sharlene Jorgenson – was one of the featured teachers in the 2009 Quilt Expo faculty lineup.

UW Heart Health and Vascular Care sponsored this year's Make-it-and-Donate-it community service project at Quilt Expo to raise heart health awareness. The "Embroider an Apron for Heart Health" project stitched a red apron; proceeds supported heart health. Quilt Expo attendees also took the American Heart Association's Go Red Heart Checkup – a personal health risk assessment for women.

On Thursday evening, Nancy Zieman and Mary Mulari cooked up an extra-special evening chock full of sewing ideas, tips and appetizing projects with *Kick It Up a Stitch*. Then, they kicked it up a stitch with saucy alternatives to basic patterns, sharing a few of their favorite easy and delicious food recipes. The audience enjoyed the sizzle, spice and live band along with a surprise visit from a culinary TV personality!

Quilt Expo Friday evening attendees enjoyed best-selling author Jennifer Chiaverini's An Elm Creek Quilts 10th-Anniversary Celebration. Chiaverini's show shared the story of the Elm Creek Quilts novels – a beloved series about quilters, quilt history, and the complexity of human relationships – celebrating its 10th year. Audience members viewed an outstanding trunk show of quilts inspired by characters and events from the novels and glimpsed the behind-the-scenes experiences of a real-life quilter and successful author.

Quilt appraisals by appointment were again offered at this year's event by Carol Butzke, nationally certified judge and member of the Professional Association of Appraisers. Carol also is a quilter, teacher, lecturer and quilt collector. **New York Times best-selling author of the Elm Creek Quilts novels, Jennifer Chiaverini, was again a featured teacher** at the show, along with book signings on stage.

Special thanks go to our event sponsors (Nancy's Notions, Baby Lock, Janome, Bernina, Hinterberg Design, Husqvarna/Viking, Pfaff, Quilters Club of America, and It's For Quilting), all quilt contest sponsors, all prize drawing donators, all 400 community volunteers who worked Quilt Expo over four days, and to all 2009 Quilt Expo faculty.

Other 2009 Special Exhibits included:

- **Variety is the Spice of Life** by Sandi McMillan, Albion, Neb.
- **2009 Asian Quilt Challenge** by Prairie Heritage Quilt Guild, Sun Prairie, Wis.
- **2009 Portals Challenge** by the Milwaukee Art Quilter's, Milwaukee, Wis.
- **Landscape Quilts Collection** by Natalie Sewell and Nancy Zieman, Madison and Beaver Dam, Wis.
- **Love Your Heart** by UW Health and Go Red for Women, Madison, Wis.
- **Piecing It Together** by Kent Williams, Madison, Wis.

The 2010 Quilt Expo will be held September 9-11 at the Exhibition Hall of the Alliant Energy Center in Madison, Wisconsin.