

January 2011
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Hello All You Wonderful People,

I hope everyone had the best holidays ever – had heat – electricity – lots of love – got what you wanted for Christmas (whether it was just seeing friends and family or things).

Our house was full of love starting first thing in the morning when my oldest daughter and her significant other came over and made me breakfast – then helped me cook the big dinner for later after everyone else got here.

Our oldest granddaughter, Meghann, made it in from New York City. She didn't get caught in their snow storm, but when her guy, Matt, was supposed to come in after Christmas, he couldn't get a plane out – so he had to come in by train – and she had to pick him up in Canada at a train station, since that was the only way he could get here on time for all the things that she had lined up for him to do and see all the people that she wanted him to meet. I guess he had to get up at 4:30 AM to get to his train. I'm glad he went to all the trouble of coming. We all really like him.

If any of you have suggestions for Cameo – be sure you get them to me. I need all the help I can get.

I'm glad people are finding 'Ginger's Cameo' on Facebook. I like getting your comments and letting you know what I'm doing and what's coming up in the future. Keep up the good work.

Don't forget to order any of the monthly quilt blocks that you are missing from 2010. You have until February 1st to order them individually – after that they can only be ordered in complete quilt sets.

Let's talk about the Monthly Quilt Blocks.

Why do we have them? Because it is easier to set aside time to do one quilt block than it is to set aside time to do a complete quilt. At the end of the year you have multiple quilts done to give away as gifts, or to use in your own home.

If you want to get together with some friends once a month (and you need an excuse) then you can all get together and paint the monthly quilt blocks. You can exchange ideas and maybe learn new techniques from one another.

If you are a distributor/Instructor of Cameo products, this gives you multiple monthly reasons to have multiple classes either in your home or at another facility (like the club house, or the senior's meeting place, or the church, or with 4-Hers or Scouts.) If you have people sign up at the beginning of the year, so you have their

promise of continuing the classes for the entire year, then you know that you will have an order to go in each month.

As people find out more about your classes and what wonderful things you do and how easy it is, your class base will rise and so will your orders (and I like that!) and the advertising from the people that are participating (called 'word-of-mouth' advertising) will grow your business and you will make more money every month.

I will include a sign-up sheet for you to use to sign folks up for your monthly classes. Make sure that you tell them that this is their promise to do the classes for the whole year. You want that right up front. (You can make as many copies as you need.)

The reason for multiple 'quilt blocks of the month' sets is so you can sign folks up for more than one class per month. The more classes you have every month, the more money you make and the more 'word-of-mouth' advertising that you get and the more your business will grow.

I try to have easy quilts and harder quilts so those who are just starting to paint will be able to do them and those that already know how to paint will be interested in them. (I did find out the hard way that one of the sets has to be 'flowers'.

Everyone should be aware that doing the 'monthly quilt' blocks will be easiest with an Ideal Kit (IK). It has one of every color in the Line and that's close to what will be needed to do the full set of six (6) complete quilt sets.

If you are a dealer/instructor, you might think of having your people put an IK on lay-a-way. It will be up to you to keep track of the money paid in by each person and up to you to have the IKs there for them when they are paid for. (Right now the IK is \$315.90 and includes 110 paints. The price goes up as we add paints to the Line.) If they pay \$50.00 a month, they could have it paid off in a little over six (6) months. Or maybe some folks got money for the holidays and they would want to put in more in the beginning so they will have it paid off sooner. Maybe they would want to pay it off in two (2) months or three (3) months instead of taking a longer time. You **do not** want to give them parts of it as it's paid off. You need to make it perfectly clear to them that they will get the whole thing at once when they get it paid off completely. Remember – if you put something on lay-a-way at a store – that's how it works.

Monthly Special
Monthly Special

So how about we put the IK on sale for 10% off for the next three (3) months. This will give you a better chance of ordering the IKs that your customers want a little earlier and make a little extra money at the same time. How many do you want?

January – February – March 2011

IK = \$284.30

This year we will have six (6) different sets of quilt blocks. These come out one quilt block per month and you can order the present month and any that were put out previously. At the end of the year you will have 12 blocks for each quilt. (January blocks will be #01.)

I will put out a painted picture of each new quilt block in the newsletter. Then, I'm going to try something new; I will put the cover page (the one that shows when the transfer is in the plastic bag) in color, also, that way you have not only the chart to know what color goes where – but, also, a colored picture to go by. This should make it easier for you to paint them whether you are in a class situation or sitting in your home by yourself doing them every month.

This year's quilts are:

- Bird Quilt – order under BQ + monthly number
- Flower Garden Quilt – order under FG + monthly number
- Hex Signs Quilt – Order under HS + monthly number
- Lighthouse Quilt – order under LG + monthly number
- Mythological Creatures Quilt – order under MC + monthly number
- Oriental Quilt – order under OQ + monthly number

Let's start with the Bird Quilt for January.

BQ01

Monthly Quilt Blocks

Bird Quilt
BQ01



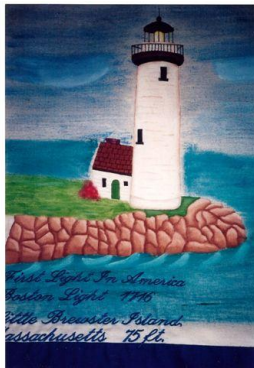
Flower Garden Quilt
FG01



Hex Signs Quilt
HS01



Lighthouse Quilt
LQ01



Mythological Creatures Quilt
MC01



Oriental Quilt
OQ01



Order in: ones=\$2.50 (1 quilt block & 1 transfer) {or} sixes=\$15.00 (6 blank quilt blocks & 6 of same transfer

Each of these quilts have 12 blocks - to come out one per month – until November, at which time I will put out the last 2 (two) of each quilt - so that you can get the quilts done before the holidays.

The Bird Quilt (BQ) is from Cameo when it was in Orlando. It came out a lot of years ago and the designs were smaller. I like the design to fill up the quilt block so I enlarged the designs to make that happen.

The Flower Garden Quilt is, also, a very old set of blocks from Cameo when it was in Orlando. In this case, I had to make them a little bit smaller to fit on the transfer paper that we use. They still fit the quilt block and the transfer paper.

The Hex Signs Quilt designs are designs that originally came over with the early settlers of Eastern Pennsylvania. The motifs used in the various hex designs appear to have universal meanings such as hearts for love, tulips for faith, etc. The colors that these designs are done in, also, have individual meanings. When you order each of these blocks, I will have an explanation for the design and the colors on the ‘chart’ page, as well as the actual chart. Since these designs have large areas of one color in them you need to have Fiber Blenders. Fill in the color then use the Fiber Blender to **gently smooth** the color into the material. It takes away the lines that are sometimes left on your material when painting large areas as well as blending the colors together on the other quilts coming out. Be sure to do this while the paint is still wet.

The Lighthouse Quilt (LQ) designs are original designs taken from photographs that Phyl Phillips’ son has taken on his ‘lighthouse vacations’. Phyl made these into designs and taught them in her paint classes. She sent me the designs to be made into transfers and gave me permission to use them for the Company. She did these designs on smaller blocks, so I had to enlarge them for the present quilt

blocks. I had to change the chart just a little to up-date the paints that she used when she taught them. I haven't heard from her to find out how she wants that handled. You will notice on the charts that Phyl put the name of the lighthouse and interesting information in there. You can hand write this information on your blocks if you want to. Just write the information out on the block with a pencil and then go over it with your paints or Dual Point Pens.

The Mythological Creatures Quilt (MC) is a natural follower of the Dragon Quilt that we did last year. These are original designs and charts. Belinda Black and her family have been helping me put these together.

The Oriental Quilt (OQ) designs are mainly designs from when Belinda's mom was into making oriental quilts as gifts. She collected many different designs and we have chosen 12 of them for this quilt. Among those 12 designs are the two (2) designs that Cameo carried when they were in Orlando. I had to make them a little smaller to fit on the quilt blocks. There are various groups that have been asking for an oriental quilt for a couple of years. I hope this will fill the bill for them.

One other thing I need to point out – if you are doing the monthly quilt blocks – you can order them at the beginning of the month. Sometimes the newsletter is late – but it's because I'm getting things ready to ship – so you can still order even if you don't have the newsletter yet. (Sara Fredericks has been doing this for a while.) That also makes me work smarter at getting things done on time.

January Workshops

January 20th – Monthly Workshop here – from 11:00 AM to 3:00 PM

Bring paints, Fiber Blenders, Brushes

Well, that's all for this month. Talk to you again next month and I hope to hear from you during the month with orders and suggestions.

Be safe and be healthy.