

Summary of TVQA Assembly Day 2025

Quilting Bees, Murfreesboro, TN

The TVQA Assembly Day 2025, hosted by the Quilting Bees in Murfreesboro, Tennessee, was a resounding success and enjoyed by everyone who attended. We began preparing very early and engaged the entire Guild in planning and preparations. To ensure success, we divided tasks into committees, each with a lead to guide their respective tasks.

Committee Formation

One of the first things Bees did was to form several committees, including Venue Acquisition, Vendors, Hospitality, Food, Goodie Bags, Door Prizes, Dress Code, Quilts of Valor, and Set-Up/Take-Down. These committees were responsible for planning and managing their respective tasks. By delegating responsibilities, the group ensured that every detail received dedicated attention.

Engaged Speaker

The Bees engaged Anna Maria (Horner) Parry very early on. The only date she had available for the entire summer was July 12, which then drove our date for the event. She signed her contract within months of the event, so we had her firm commitment. The Assembly Day Chairperson invited her to lunch about a month before, not only to get to know her a little better, but also to confirm that all requirements were understood and we could accommodate her needs during her presentation. As it turned out, it was a Very Good Thing to have done so, because she had forgotten that she committed to an afternoon session and was not prepared to speak. We clarified the issue, and she masterfully entertained us. Her entire presentation was well-received and enjoyable. Her expertise and passion inspired attendees. She addressed topics relevant to quilters, such as her unique techniques. Her presence added value to Assembly Day and contributed to the educational aspect of the gathering.

Volunteer Recruitment

Since the annual Assembly Day event is significant for TVQA, it was crucial to ensure that it was well-planned and that guests would enjoy the event. No one person can successfully do this alone, so volunteers were requested. This was an opportunity for the entire guild to get involved. They signed up for roles that matched their interests and skills, and teams were formed, with a lead to guide them through their tasks.

- **Venue acquisition** – we booked the Ag Center a year in advance since the summer months in Murfreesboro are hectic. Before doing so, we searched the city for suitable locations that would accommodate the expected attendance and TVQA's budget. Schools were not available because many are undergoing expansion or construction in this growing community. Additionally, they use the summer months to clean their facilities, making them impractical to use. After exploring several options, it was determined that the Lane-Agri Center was the best choice. To meet our needs, we rented a stage and podium, as the Center did not have those items available. One observation we learned is that Murfreesboro is a rapidly developing city with a rising population and many demands for venues like the one we needed. We found that the cost of the most economical venue would require half of our budget. As we consider other

guilds and their locations, they may be less costly since they are smaller towns with lower-cost accommodation. It is important to keep in mind that we might need to charge vendors more for their booths or that TVQA could make an exception for the necessary funds in the budget. In any case, we managed to stay well within the budget we had allocated and will be returning funds once the financials are finalized.

- **Vendors** – we contacted vendors from previous events, including Spring Seminar 2024. We also attended other shows and community events to identify potential businesses that were interested in participating in our event. We had twenty-four vendors, most of whom were successful for the day. This team was also responsible for setting up the vendor area, assisting them in bringing in their goods, collecting door prizes, and ensuring they had a stable Wi-Fi connection.
- **Hospitality** – This team was responsible for setting up the front lobby, assembling quilt racks for displays, printing name tags, and managing registration. We had 320 registered participants, but thirty-seven no-shows. The quilts displayed included two traveling TVQA quilts, two from the Bees, which featured a bee for every member, and two created by one of our members. These were chosen because they were Anna Maria's design. We also hung our logo quilt in the lobby, which will be featured in our "Quilts in the Boro" show in March 2026.
- **Food** – This committee was responsible for planning the menus for breakfast and lunch, shopping for needed food and supplies, coordinating deliveries of food on the day of the event, delivering lunches to the vendors at their booths, and managing the lines for those who ordered lunch. Breakfast was provided by TVQA and included homemade mini muffins, yogurt, bananas, fruit, and water. The members paid for lunches, which were provided by McAlister's. Although the committee had ordered four extra meals "just in case," we had thirty-seven unclaimed boxes at the end of the day due to "no-shows." This surplus was donated to Journey Home, a local charity that serves individuals experiencing homelessness in our community. Surplus supplies, including cups, tableware, and coffee, were returned to TVQA for the next Assembly Day committee to utilize.
- **Goody Bags** – This team started early and finished several months ahead. They included a needle minder, cord wrapper, small puzzle, and a piece of Bit O' Honey (we are The Bees, after all). We had a few bags left, which we will use for future Bees events.
- **Gift Baskets/Door Prizes** – This team was responsible for collecting baskets from guilds as they arrived. They also collected items from the vendors. During the event, they delivered prizes to the winners in the audience.
- **Dress Code** – We wanted our guests to easily find us if they had any questions or needed help. It was decided early on that we would wear aprons instead of T-shirts, as we thought it would be more practical. **We bought bright yellow aprons, which the Bees paid for.** We will use these for future events where we want to make an impression. To complement the yellow, most of us wore black under the aprons. Some were brave enough to wear bee antennae, to have a little fun. Anna Maria comically noted that it would be a requirement for her next contract terms to include a set for her.
- **Quilts of Valor** – We were able to identify several deserving veterans who would be recipients of Quilts of Valor. We coordinated with the Regional Liaison to collect quilts, notify, and

nominate veterans, and ensure families could be accommodated during the presentation. We awarded four quilts.

- **Set-Up and Take-down** – We called for everyone’s help, and many Guild members pitched in. The tables and chairs were set up within an hour and a half, followed by a team that covered the tables with tablecloths and placed bee stickers. Another team assembled the pipe and drape needed to hang quilts. On the vendor side, maps were posted on a wall, and the Vendor Coordinator had a copy. Vendors also received a copy in advance, so they knew where to go. This team set up tables and chairs in each booth, posted signs on them so vendors could easily find their spots, and added name tags to the tables. At the end of the event, everyone again pitched in to successfully clean up the entire building within a few hours. The facility was properly restored to its original condition, allowing us to receive our \$1000 deposit in full. This has been received and deposited into the TVQA account for Assembly Day.
- **Treasurer** – We had an individual with a CPA background who helped with tracking expenses and preparing the final report for TVQA.
- **Programs and Signs** – Programs were ordered from a local printer, and a sample is included in the Big Binder. There were 350 programs. There were also two directional signs used as guides for attendees, so they knew where to go. Also, TVQA has signs that were placed outside in the surrounding area near the Ag Center to guide attendees to the location. We put these out early on the morning of the event.

Regular Meetings

To maintain momentum and ensure thorough preparation, the Quilting Bees held periodic meetings on an as-needed basis, which were at least six or seven times. These regular gatherings provided a forum for updates, collaboration, and collective problem-solving. Through consistent communication, committees stayed on track with their tasks, and members remained actively involved in the planning process.

In summary, TVQA Assembly Day 2025 in Murfreesboro was “The Bee’s Knees”, and Quilting Bees were honored to have you as our guests.