



Media Release, 12-8-2011

Sisters Outdoor Quilt Show
220 S. Ash St. Ste #4
Sisters, OR 97759

Contact: Ann Richardson, Executive Director
Ann@SistersOutdoorQuiltShow.org
www.SistersOutdoorQuiltShow.org
541-549-0989

SISTERS OUTDOOR QUILT SHOW WELCOMES NEW STAFF MEMBER

The Sisters Outdoor Quilt Show, which has grown over the years to become one of the premier events of its kind, is adding a new staff member.

Ann Richardson, Executive Director, announced the addition which is effective immediately. "We are delighted to welcome Kathy Pazera as our new "Fundraiser Coordinator", Richardson said. Pazera's focus will be on Donor development and expansion to help meet the increasing costs of producing the Show, which remains free to the public.

Two years ago the Quilt Show initiated a "Friends of the Show" membership program. Pazera will focus on building that program, along with creating valuable new benefits for members. Last year the "Friends" contributed 10% of the Show's income. Pazera will also coordinate an annual appeal for year-end giving. "We are so appreciative of those who honor us with donations," states Richardson, "and gratefully accept contributions of all sizes! Kathy will give us the opportunity to widen our circle of Friends and broaden our base of financial support".

Pazera's professional background is a good fit for the Sisters Outdoor Quilt Show. In addition to being a Volunteer for the Show itself for the past sixteen years, she served as Executive Director for Sunriver Nature Center & Observatory (SNCO) for ten years. Her background and experience with SNCO in overseeing an active membership program, securing grant funding for programming, coordinating fundraising events and organizing annual appeal campaigns will allow SOQS to maintain financial stability as it moves into the future with new initiatives consistent with its mission. Pazera's specific duties will include responsibility for creating an overall plan of levels of giving and recognition, coordinating annual campaigns, developing donor relations programs, and general outreach to new audiences and potential "Friends".

Pazera is thrilled with the opportunity to be more involved in an event that she considers a treasure to the Sisters community, region, and the State of Oregon. "I'm excited to have the opportunity to educate others about how SOQS is more than a quilt show. The contributions made to the region's economic development and partnering with local non-profits to raise funds for specific needs in the community are just two examples that come to mind. There are lots of new possibilities!"

Questions can be directed to:
Ann Richardson, Executive Director - 541-549-0989
Ann@SistersOutdoorQuiltShow.org
www.SistersOutdoorQuiltShow.org

###