

# So you Want to Be a Certified Instructor...

**Thank you** for your interest in becoming a Certified Instructor for our company! The following handout provides you with a detailed overview of what becoming Certified as an Instructor for our company involves. Since 2010, we have been certifying instructors that have been dedicated and avid followers of our company. These instructors commit themselves to completing many Quiltworx designs, attending a wide range of workshops, and bringing that knowledge back to their local communities, teaching throughout the world.

By the end of 2015, Quiltworx will have trained over 75 instructors in the United States, Canada, New Zealand, Australia, Germany, Belgium, and the Netherlands. We also have nearly 100 Certified Shops throughout all of those countries and are working with over 25 additional instructors at various stages of training in the program.

Our program has evolved significantly over the years, not only in size, but also in the requirements for training. This is primarily due to Judy's evolving responsibilities in the company and also her continued desire to reduce the teaching demands that are placed on her.

Our inventory of patterns has also grown to a level that is beyond any one instructor's ability to do it all. And, as a result, we have had to teach our instructors not only how to make each quilt, but also teach techniques for multiple quilts at once.

Our interest in the program both from prospective teachers and also from shops, quilt shows, and guilds interested in hiring our Certified Instructors continues to grow as well.

The latest updates and revisions to our program reflect the current conditions of the Quilting Industry, our role as a training program and pattern design company, and the types of requests we are getting from both prospective instructors and those interested in hiring them to teach.

In 2013, the Certification program transitioned from a competitive application process to a training program. We will continue this approach to training instructors moving forward. However, the prerequisites and interactivity necessary to be considered for the program will change for all instructors not already enrolled in a final certification program in 2016.

Please review the information provided in this document thoroughly before you determine your interest in pursuing Certification in the future! If you have any further questions, please contact [a.honders@patchworkpromotions.com](mailto:a.honders@patchworkpromotions.com).

## **PREREQUISITES TO BECOMING CERTIFIED**

- ▶ **Meet Criteria as Outlined by Patchwork Promotions and be Selected by the European Program Facilitator and/or Follow the US Program Requirements, which can be found here:**

### **US Program Requirements**

If you intend to follow the US Program Requirements, you do not need to read any further. If you are interested in pursuing the program through Patchwork Promotions, the following is required, in addition to any other requirements as set forth by Patchwork Promotions to be considered for acceptance:

- ▶ **Complete a Pre-Certification Training Workshop (5-days)**

**Location:** (With Patchwork Promotions Quiltworx University)

**Workshop Goals:** This workshop will be designed to give you insight into how the program is structured, and what is expected. When you leave, you will have a full understanding of what needs to be done to complete your training. The workshop will not involve free sewing on your own projects, but will include a crash course in all of the techniques you will be expected to carry through to workshops. You will be required to complete one quilt that has been pre-determined by the workshop instructor. In addition, you will receive demonstrations and have time to work on a wide variety of quiltworx techniques that your Instructor believes you will need to begin teaching as a professional. The instructor will work with you on a path of additional training workshops and homework to be completed before you can move into the Phase 2 workshop. This is at the instructor and program facilitator's discretion and could require multiple workshops on your part in order to meet the criteria necessary to teach as a professional instructor.

- ▶ **Interim Homework**

Once you leave the Pre-Certification Training workshop, you will need to complete any additional steps that your Instructor and program facilitator have outlined for you. In addition, we ask that you keep the Program Facilitator informed on where you are teaching, how the classes are going, and how you may be making progress on the steps we have outlined for you in preparation for the final Phase 2 Training Course.

► **Phase 2 Certified Training Course: FINAL REQUIREMENT (8-days):**

Once you have completed all of the prerequisites, shown technical proficiency in the various techniques, and completed all of the interim homework, you will be eligible to attend the next Phase 2 Instructor training program, which is to be held in Montana, by Judy Niemeyer. You will need to complete the requested homework for the workshop and complete your projects will you are in Montana. Once you become a Certified Instructor, you will be expected to:

- Pay an annual Certification fee of \$450/year (subject to change annually)
- Complete Two Quilts Per Year and Provide Photography
- Return to Quiltworx every Five Years
- Teach a Minimum of 12 Classes Per Year (Patchwork Promotions may Require More)
- Maintain your own Teaching Calendar
- Complete Each New Technique of the Month before you will be allowed to purchase and teach it.
- Attend a CI Reunion every 2-years to Complete the Technique of the Month Quilts

**WHAT IS TEACHING ALL ABOUT?**

Since I started the program, I have had many people come to me and express interest in the program. I have learned a lot about why different people are interested and based on these conversations, I have developed a list of questions that I believe everyone should ask themselves before they determine that pursuing this program is the right path for them.

► **First, what is the reason you would like to teach, and does it align with performing the various duties in the list below on a regular basis (at least one weekend a month)?**

**List of Duties Teachers are Expected to Perform as a National Instructor:** Lectures, Education, Training, Sharing (Trunk Shows), Helping (Quiltworx.com Support Network, phone calls, emails, etc.), Demonstrations, Traveling, Signing Contracts, Commitment, Communication, Organization.

► **Are you prepared to be away from your family for extended periods of time?**

I spend a lot of time in my hotel room by myself while my family is at home. It can become very lonely at times, and even exhausting is during those hours, I am often catching up on the other business aspects of my life.

► **Are you social and enjoy the company of other people?**

Teaching requires you to refocus your emotions and energy on your students and away from yourself. You need to be comfortable engaging your students on a personal level. You don't have to like them, but you don't need to share that with anyone other than yourself. Be prepared to laugh, be patient, let things go, and have a good time. You are there to provide them with an enjoyable experience, not for yourself. It is very important that you are

prepared for this type of personal interaction with your students.

► **Are you interested in what your students might bring to the table to teach you?**

The most successful instructors recognize when they walk into a classroom, that they are with a wealth of experience from students and that if you listen to the way students perceive your instructions, they can teach you how to be better, give you new ideas, or even teach you something you didn't know before. A student that walks away feeling respected will likely come back again because they had a great time and you instilled trust.

► **Are you prepared to show up early and set up, plus stay after the workshop with the store staff and make sure the teaching areas is completely spotless before you leave?**

As a contracted service to the Quilt Shop, this is professional courtesy that becomes your responsibility as an instructor. If you are interested in being an instructor and willing to take on a leadership and guidance role, along with being accountable to other businesses for your actions and conduct, you will be successful and a teaching career may be an excellent fit for you. If you really just enjoy making quilts and want to work on your own projects instead of others, then pursuing a national instructor position, might not be the best fit. It is something you need to decide for yourself.

► **Do you have a business plan?(When I ask for a business plan I am wanting to know what are your expectations for yourself after you complete your certification.**

Becoming Certified is a significant investment. After completing the prerequisites for the program, you may have as much as \$15,000 into pre-training workshops, including workshops, quilts, travel, and the training program fees. In addition, you will have an annual certification fee (in 2014, this fee is \$450.00). These costs are usually ones that can be returned in income after a year (or even less than that in teaching), if you are doing lectures, workshops, selling patterns at shows and trunk shows, etc. You need to make sure that you are prepared for how you will make teaching profitable for you. And, a business plan of how you plan to create a successful teaching career is important.

► **Who do you want to teach for? (Guilds) (friends) (shops) (retreats) (cruises) (conventions) (national shows)**

Are you simply wanting to teach at the quilt shop down the road or to your local guild? Are you considering teaching across your region and/or State? Are you looking for national exposure? Do you want to specialize in niche teaching (cruises, private retreats, your own training program?)

► **Are you willing to travel? If the answer is yes then how much?**

Our instructors spend a significant amount of time traveling, both by car and also air.

You will need to determine how much you would like to do, how frequently, and how long this is sustainable for you either due to family, health, age, or other personal issues.

► **What would you expect for an income? Do you need the income?**

Are you prepared for a situation where it may take some time to build up classes? Does your business plan consider viable ways that you can meet your income needs?

► **Are you interested in teaching other techniques for other instructors?**

Some of our instructors are professional instructors, teaching more than just Quiltworx.com patterns. Are you already doing this and if so, how would having multiple certifications benefit you?

**WHICH QUILTS HAVE YOU MADE?**

I am often asked which quilts students need to complete to be best prepared for being a Certified Instructor. The quilts below have been sorted by workshop possibilities. Go though the list and make a check by each quilt you have made. The more groups you can hit, the better prepared you are to teach a wide range of class options when asked. Likewise, if you focus on one group, these groups could be offered as one class over multiple days so students have some flexibility in selecting the project they want to work on. This list is current as of September 2015.

It is worth noting that many of our quilts go in and out of publication based on whether we determine that updated instructions are needed, new colorways are necessary, or the industry requests something special from us. As a result, some of our older designs and techniques may not be the classes that students are interested in taking from a Certified Instructor. Strongly consider choosing your five quilts to be considered for publication as ones that use the most recent directions for the pattern you teach and also ones that are popular. To determine which quilts people are most interested in making, check out the galleries on our pattern pages on line. It is easy to see which quilts have been made by many people. These are the quilts you will most want to have in your portfolio when you present yourself as a professional instructor.

*NOTE - Complete List of Patterns: The list below is not all inclusive, but rather a representative list of our more popular designs that fall into a variety of different techniques for you to consider. Making one in each group demonstrates proficiency and technique mastery. This should be a goal of yours if you intend to become a Certified Instructor.*

► **Lone Star Series**

- Prairie Star, Amazon Star, Summer Solstice, Cattails in the Meadow, Agave Garden, Dragon Star, Tarnished Windmill, Prismatic Star, and Woodcarver's Star (Note that all many of these patterns teach different lone star paper-piecing techniques, depending on the size of the diamonds in the quilt and the variety of colors used to complete it).

► **Circling Geese Series**

- Seasonal Table Runner, Autumn Splendor, Crackers, Misty Mountain Pond, Celtic Sunrise, Seasonal Gatherings

► **Flying Geese Series:**

- Indian Summer, Hoffman Crackers, Geese Migrations Book Patterns, Harvest Moon, My Two Baby Sisters, Maple Leaf Flurries

► **New York Beauty Long Spike Series**

- Rain Drops, Japanese Fan, Sea Urchins, Solar Flares

► **Wedding Ring Series**

- Bali Wedding Star, Bali Bed Runner, Flowers for my Wedding Ring, Art Deco Sawtooth Wedding Ring, Princess Tiara, Primrose Wedding Ring, Cotton Candy, Forever Yours Table Runner, Grandma's Wedding Ring, Geese at my Wedding, Diamond Wedding Ring

► **Cactus Flower Series**

- Cactus Flower Table Runner, Farmer's Star, Geese Migrations Book (29 designs), Arizona Cactus, Cactus Rose, Pepperdish

► **Mariners Compass**

- Captain Wheel, Compass Rose, Thistle Pods, Golden Harvest, Vintage Compass

► **Feathered Star Series**

- Feathered Snowflake, Feathered Star Wall Hanging, Christmas Celebration, Feathered Star Queen, Lumina Feathered Star, Winter Wonderland Snowflake, Ice Crystals

► **New York Beauty**

- 4th of July, Sunflower Illusions, Tumbleweeds, Coxcomb, Dancing Batiks, Ballroom Dance, Storybook Pastures, Stormy Seas, Desert Sky, Island Sunrise

► **Stepping Stones**

- Stepping Stones, Garden Wall, Weeping Willow, Willow Bed Runner, Cappuccino: A Party for 4