

Rochelle Rosales

- Why are you uniquely qualified to represent Region 1?
 - I have lived in California my entire life, in both southern and northern regions. I have enjoyed traveling up and down the western states visiting quilt shops and quilt shows.
 - I have held many leadership positions in Region 1 guild and I have interacted with MQG and previous Region 1 reps in those roles.
 - I enjoy sharing what I've learned along the way, good and bad, to help others.
- How would you solicit input on issues from Region 1?
 - I would hold periodic virtual town halls to hear directly from the region 1 members. I would solicit input from members ahead of time to assess if there were trending topics we could actively discuss in the town hall.
 - I would make an effort to visit as many local guilds as possible and perhaps host a mixer at Quiltcon.
 - As president of my local guild, I reached out to our Regional Rep and got some great advice and information. I'd like to return that favor.
- What is your history of service?
 - I have been on countless committees across many organizations, ranging from school committees, to volunteer organizations, to our local guild, I always dive in to try to make things better and more self-sustaining than when I joined.
 - Within my MQG local guild, I have held multiple leadership positions:
 - President (2 yrs)
 - VP of Programs (2 yrs)
 - VP of Fundraising (2 yrs)
 - VP of Activities (7 mos)
 - Quilt Show Chair (2021/2022 & 2022/2023)
 - In-person Retreat Chair, Virtual Retreat Chair, Quiltcon Community Quilt Chair and a few positions I'm sure I'm forgetting.
 - For the MQG organization, I served on a Leadership Taskforce and participated on a Quiltcon panel for high-performing guilds.
- Describe your leadership style.
 - I like to lead by example and through hard work. If I have an idea, I am always prepared to execute it personally rather than just being an "idea person." For example, A couple of years ago, I really wanted the guild to host a quilt show. I would bring this up at board meetings for months. Finally, I submitted a proposal and volunteered to run the show. I formed a small committee and we researched locations and logistics, drafted a budget, established submission guidelines, and curated the collection and selected exhibits. The show included a special exhibit "What is Modern Quilting?" showcasing members' examples of modern quilting elements, as shared by The MQG.
 - I try to be as transparent as possible, sharing the thinking behind my actions.
 - I am dedicated to mentoring others and helping them develop their own skills. I encourage members to join committees or lead projects and to help them grow as future guild leaders
- What other unique skills and/or perspective do you feel you would bring to the MQG board?
 - I'm not sure my skills are unique, but I bring a focus and dedication to anything I commit to do. I have years of experience managing teams and projects, personally and professionally. I am organized, thoughtful, and interested in hearing all perspectives.

- I am not afraid to try new things and acknowledge when something needs to change. For example, when Covid hit I realized things must change to meet this unprecedented challenge and quickly made changes that helped the guild get through the pandemic and beyond. We switched to an online format without missing a single meeting. Then, my programming co-chair and I quickly came up with online content and we even added online demos, Show & Tell, and sew-alongs, so that we were providing activities and events at least once per week. We felt that this was needed to provide our members with the community and social interaction that was now impossible in-person.
- I think everyone's perspective is unique; as for my perspective, I come from a multi-generational quilting family and was raised with the idea that you can learn to do anything you want. I believe my multi-ethnic background and the incredible diversity of the west coast has given me a willingness to see that there are many ways to view every situation.
- How would you de-escalate a public situation?
 - It's impossible to have a simple answer that would apply to any situation. I would listen to the person(s) involved and do my best to empathize with their perspective and ensure that they feel heard. A public response confirming my own or the organization's position might be necessary, depending upon the situation.
 - Try to understand the underlying needs that the person(s) are communicating and demonstrate my genuine concern for them, and offer to resolve the conflict in a time and place that is most conducive to a productive resolution.
- How would you handle conflict resolution?
 - I would speak with and listen to the parties involved to fully understand the situation and different perspectives. I would mediate a discussion with the parties involved, and/or help them approach each other to resolve the conflict. I would look to fill any gaps or remove blockers to allow the parties to move forward.
- How would you embrace diversity and encourage inclusivity in Region 1?
 - I have experience with these issues from my professional life, serving on committees, taking courses, and speaking out and mentoring others.
 - I would focus on 1) outreach to ensure that we are reaching a diverse potential membership, 2) scholarship in the form of grants and/or equity pricing to ensure that anyone who wants to participate is able, 3) fairness and sensitivity to ensure that members feel safe and represented in our guild.
- What do you love about modern quilting?
 - I love the freedom of modern quilting in that it encompasses many different styles, techniques, and materials.
 - I am a fan of mid-century design and the similar themes of minimalism, asymmetry, and bold shapes appeal to me.
- What color do you have the least of in your stash?
 - Red
- Which quilting book, blog, or magazine has been influential in your quilting journey and why?
 - My grandmother gave me a traditional quilting book with patterns and templates when I was a teenager. She inspired me as a quilter, and I made many small quilts using this book when I was younger.
 - As I discovered Modern Quilting, books like *Modern Patchwork* by Elizabeth Hartman, *Modern Quilts, Traditional Inspiration* by Denyse Schmidt, and *Quilting Modern: Techniques and Projects for Improvisational Quilts* by Jacquie Gering and Katie Pedersen helped me to build additional skills including quilt design.