

# ROAD 2VA

## QUILTER'S CONFERENCE & SHOWCASE

**JUNE 26-28, 2025**

**OUR FIRST EVER EAST COAST EVENT!**

**FEATURING:**

Over 110 Vendors in 230 Booths  
24 Special Exhibits with 741 Quilts  
Handwork Learning Lab  
\$5 Lectures

Greater Richmond  
Convention Center  
Richmond, VA

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*[www.road2va.com](http://www.road2va.com)*

# Director's Note

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Welcome to the very first Road to Virginia Quilters' Conference & Showcase!

I couldn't be more excited to bring the spirit of Road to the East Coast. After years of dreaming, planning, and listening to quilters who've asked for something like this closer to home, I'm proud to open the doors to a brand-new chapter—one that celebrates quilting in all its forms, right here in the heart of Virginia.

This show was built with community in mind. From the special exhibits to the instructor lineup and every vendor in between, my team and I worked hard to create an event that feels inspiring, welcoming, and truly focused on quilting.

I also want to take a moment to honor Stevii Graves, whose passion and encouragement helped pave the way for this expansion. Stevii was a fierce advocate for quilters, a guiding voice for our team, a dear friend to many and my mentor. Though she's no longer with us, her influence is woven into the very fabric of this event—and I'm honored to carry her spirit forward.

On behalf of my family—Jennifer and our boys—thank you for being part of this exciting first year. Road to Virginia is truly a family-run event, and I mean it when I say you're part of that family too. If you see one of us around the show, please say hello—we're so happy you're here.

I hope you leave full of inspiration, joy, and anticipation for what's to come.

With gratitude and excitement,

Matt Reese

Show Director

Road to Virginia Quilters' Conference & Showcase



# Show Schedule

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## Wednesday June 25

7 AM - Registration Desk Open  
8:30 AM - Classes Begin  
4:30 PM - Classes Over  
4:45 PM - Registration Desk Closes

## Thursday June 26

7 AM - Registration Desk & Badge  
Pick Up Open  
8:30 AM - Classes Begin  
10 AM - Vendor Mall Opens  
4:30 PM - Classes Over  
5 PM - Vendor Mall Closed  
6 PM - Evening Classes Begin  
9 PM - Evening Classes Over

## Friday June 27

7 AM - Registration Desk & Badge Pick Up Open  
8:30 AM - Classes Begin  
10 AM - Vendor Mall Opens  
4:30 PM - Classes Over  
5 PM - Vendor Mall Closed  
6 PM - Evening Classes Begin  
9 PM - Evening Classes Over

## Sunday June 28

7 AM - Registration Desk & Badge Pick Up Open  
8:30 AM - Classes Begin  
10 AM - Vendor Mall Opens  
4 PM - Vendor Mall Closed  
4:30 PM - Classes Over

## Please Thank Our Classroom Sponsors

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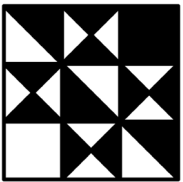
ROAD 2VA



Handi  
Quilter



QUILT FOREVER!



Quilter's  
Corner



oliso®



# 2025 Vendors



Nine Patch Fabrics	101/103/105
Domesticity	102/104
Superior Threads	106-114
The Crabby Quilter	107
Kai Scissors	109
The Cottage Rose	111/113
Purely Gates Embroidery	115/117/119
Pinwheels	116+
Get Stitched Fabrics	120+
Colonial Needle	121
All Things New Sewing & Service LLC	122
Necchi	124/126
Orange Blossom Quilt Design Studio	125+
Laurabellas	129+
Quilter's Corner/Brother/Juki	201-207/302-308
Muppin	202/204
Oliso	206/208
Innova Longarm	209/211
108 Quilt Backings	210/212/214
Free Motion Mastery in a Month	213
Magnificent Quilting Company	216
Glitterbugfairy	215/217/219
Olive Grace Studios	218+
Quilter's Clinic	221/223
Quilt & Kaboodle	222+
From My Heart to Your Hands	224/226
Threads Run Thru It Quilt Shop	225/227
Tailor Made Tables	229
SoKe LLC	228/230
Y.L.I. Threads	301/303
P. Carter Carpin Serious Whimsey	305/307
Cutterpillar, LLC	309

Although not listed – all major domestic machine companies are represented at Road to Virginia.

<b>Accuquilt/June Taylor</b>	310/312
<b>The Scrappy Apple, Quilts &amp; More</b>	311/313
<b>Thimbles for You</b>	315
<b>Fabritique</b>	316/318
<b>QUILTOFF</b>	317/319
<b>Legit Kits</b>	320/322/324
<b>Webfabrics</b>	321/323/325
<b>Lovering Quilt Collective LLC</b>	326+
<b>APQS</b>	327/329
<b>Tenny Roche Vintage</b>	330+
<b>Handi Quilter</b>	401/403/502/504
<b>Redfern Ent. Inc.</b>	402
<b>Patti Cakes Quilt Shop</b>	404/406/408
<b>Little House Cottons</b>	405+
<b>Two Sisters Quilt Shop</b>	407/409
<b>Wingspan Crafts</b>	410+
<b>Rivers Edge</b>	411/413
<b>Bucklebee Toolbox</b>	414+
<b>Wonderfil Specialty Threads</b>	415/417/419
<b>Fork Mtn Quilting</b>	416+
<b>Tulip Cottage Quilts</b>	420+
<b>Threaded Lines LLC</b>	421/423
<b>Anna's Awesome Applique Designs</b>	422/424/426
<b>Yarn Matters</b>	428
<b>SewLITE LED Lighting</b>	430
<b>Country Keepsakes</b>	501/503/505
<b>Capital Quilts</b>	506+
<b>Warm and Cozy Quilt Shop</b>	507
<b>Citrus Sew &amp; Vac</b>	508/510/512
<b>AllAboutBlanks.com</b>	509/511/513
<b>Beach Potato Embroidery</b>	514/516/518
<b>Uniquely Crafts</b>	515/517/519

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## *African Journey: A Tribute to the Homeland*

*African America Sewcial Threaders Quilt Guild*

African Journey features some of the most unique and astonishing quilts you've ever seen. They will make you ponder, smile, reminisce, oooh, and aah. We are happy to have the opportunity to introduce and expose the Tidewater community to the art of quilt making, our African heritage, and to some local artisans of color. This exhibition shows how quilts do not just serve as a basic function of keeping people warm but, for many, have become powerful works of art that have held the hopes and dreams of generations of Black families.

## *Selections from QuiltCon 2025*

*The Modern Quilt Guild*

Selections from QuiltCon 2025 highlights some of the extraordinary modern quilts from this year's QuiltCon in Phoenix. A mix of show categories are represented, from stunning minimalist quilts to thoughtful handwork pieces, bursts of color to muted calm.



*Dancing in the Dark 2*

Susan Lapham, Virginia

## *Change*

*Cloth in Common*

Twelve quilts made by members of a group called Cloth in Common. We are an international group of fiber artists. All these quilts are related to various CHANGES: change of pace, habit changes, transformation, restoration, etc.

## *Connections*

*Quilts on the Wall*

Connections can be physical or structural, like a bridge or an electrical connection, or a way for people or things or ideas to become linked to or associated with someone or something in the world. Establishing human connections is vital for our mental and physical health and, although it is hard to describe, you know it when you feel it.

### *Eve's Journey - Stepping on the Snake*

Quilts By Naida Koraly

Eve's Journey - Stepping on the Snake by North Carolina Fiber Artist Naida Koraly is a collection of 38 originally designed stitched fabric artworks which follow history chronologically through the eyes of women from different countries, cultures and religions.



### *From Grandmother's Linen Closet*

Quilts By Kathleen Rountree


Antique tablecloths, napkins, handkerchiefs, and bed linens are the canvas on which Kathleen Rountree creates unique wall quilts. In the process, she becomes a partner with the original needle artist, who painstakingly embroidered loving designs on pieces meant for daily use. The outcome is an artistic re-birth for the linen, now enriched with creative quilting designs that complement the original detailed handwork. Many of her works are already more than 100 years old. Hopefully they now have another hundred years to be enjoyed and admired.



### *30 Years of Collaboration*

Kaffe Fassett & Liza Prior Lucy

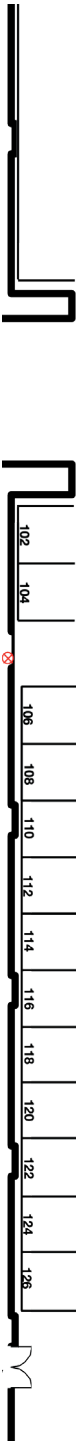
Kaffe Fassett is the undisputed genius of color. His acclaimed work as a textile artist took a remarkable turn in 1993 when he met Liza Prior Lucy who introduced him to the world of quilting. Together, Kaffe's innovative design prowess and Liza's exceptional quilting and teaching talents have sparked a vibrant wave of inspiration, leading to a treasure trove of acclaimed books and stunning quilt designs. To celebrate their 30-year partnership, Kaffe and Liza curated the most iconic and meaningful quilts reflective of their journey. This gathering of inspiration reminds us of their collective influence which has encouraged quilters worldwide to embrace the brilliance of glorious colors and the beauty of bold designs in their craft and in their everyday lives.

502	504	506		508	510	512	514	516	518	520	522	524	526	528
401	403	405		407	409	411	413	415	417	419	421	423	425	427

402	404	406	408	410	412	414	416	418	420	422	424	426	428	430
301	303	305	307	309	311	313	315	317	319	321	323	325	327	329

302	304	306	308	310	312	314	316	318	320	322	324	326	328	330
201	203	205	207	209	211	213	215	217	219	221	223	225	227	229

202	204	206	208	210	212	214	216	218	220	222	224	226	228	230
101	103	105	107	109	111	113	115	117	119	121	123	125	127	129





# ROAD 2VA

*Located in the Lobby*

Registration Desk  
Onsite Registration  
Desk  
Information Desk  
Road Booth

*Located in Ex Hall A*

Volunteer Desk  
Raffle Quilts  
Vendors  
Special Exhibits

*Where is my Class?*

Check the reader  
boards around  
the convention  
center for your  
class locations!

*Get Your Swag!*

Our Road Booth  
Has Great Stuff!  
Check it out!

801 803 805 807 809 811 813 815 817 819 821 823 825 827 829

802 804 806 808  
701 703 705 707

810 812 814 816 818 820 822 824 826 828 830  
709 711 713 715 717 719 721 723 725 727 729

702 704 706 708  
601 603 605 607

710 712 714 716 718 720 722 724 726 728 730  
609 611 613 615 617 619 621 623 625 627 629

802 804 806 808  
501 503 505 507

610 612 614 616 618 620 622 624 626 628 630  
509 511 513 515 517 519 521 523 525 527 529

# 2025 Vendors



<b>French Connections</b>	520/522
<b>Fit for Art Patterns</b>	521
<b>Sew Cherished</b>	523/525
<b>Lodie's Thimble LLC</b>	524
<b>Tidewater Sw &amp; Vac.</b>	526/528/425/427
<b>Janome</b>	527/529/628/630
<b>Bobbin &amp; Bolt / BERNINA of America</b>	601/603/702/704
<b>The Quilt Peddler LLC</b>	602/604
<b>Sawyer Creek Artistry</b>	605/607
<b>Threads &amp; Ewe</b>	606/608
<b>Quilter's Rule International</b>	609/611/613
<b>U Can Quilt, LLC</b>	610/612
<b>Artistic Artifacts</b>	614
<b>Ritzzy Quilting Company, LLC</b>	615+
<b>Fireweed Stitches - Bag Hardware</b>	616/618/620
<b>Cute Monkey Fabrics</b>	619+
<b>Cathy's Creations</b>	622
<b>Sue Spargo Designs</b>	621/623
<b>Epicurean Boutique</b>	624/626
<b>Martelli Enterprises</b>	625/627/629
<b>Sew Q Laser</b>	701
<b>Sewlovelee</b>	703+
<b>Cork and Cloth</b>	706/708
<b>ironMATIK</b>	707+
<b>The Grace Company</b>	709/711/810/812
<b>Graphic Impressions</b>	710/712/714
<b>Quilts on Main</b>	713
<b>Pellon - I Sew Desire Quilts</b>	715/717
<b>Heart Creek Farm Creations</b>	716+
<b>Stitchin by the River</b>	719/721
<b>Quilt-N-Code</b>	720+
<b>Quilting Adventures</b>	722/724
<b>TQM Products</b>	723

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Sew'N Place	725/727/729	
Sewing the Good Life	726/728	
Fasturn	730	
Sweet Tea Pattern Co.	801/803	
Modern American Vintage	802	
5 Little Monkey's Quilt & Sew / Quilter's	<b>Select</b>	804+
Emporium Threads	805/807	
Two Crafty Mooses	808+	
Clover USA	809	
World of Crafting	811/813	
Atelier Isabelle	814	
Jim & Jan Shore Designs	815-823	
Goldie Lou's	816/818	
Purple Pineapple Studio	820/822	
Quilt Passions	825/827	
Apliquick S.C.	829	



*Quilters' Conference & Showcase*

# January 21 – 24, 2026

Ontario Convention Center  
Ontario, California

*Celebrating 30 Years!*

**[www.road2ca.com](http://www.road2ca.com)**

## *Memorial Day*

*Center Street Cotton Collective*

This collection of fifty art quilts by ten makers about five wars is a statement on the diversity of ways we each respond to the prompt of the name of a war. Beginning with WWI and continuing with WWII, The Korean War, The Vietnam War the series finishes with The War on Terror which was still active at the time the works were under construction.

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## *MOP-POP!*

*Winchester Modern Quilters curated by Alicia Nord Stoltzfus*

The challenge was to only use two colors to create a quilt. Our background had to be grey or read as a solid grey. The second color is the POP of color – but only one color! We could use any color in that family from light to dark. To further push our creativity, the pop of color could only be used in the shape of a triangle – equilateral, isosceles, right, scalene, acute, or obtuse. We prevailed and proved that we could follow rules and the challenge was declared a success!

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## *On The Edge*

*Art Quilters on the Edge*

Art Quilters on the Edge (AQE) bring their unique styles and techniques to quilts and fiber art. "On the Edge" reflects our response to living in today's interesting times. Non-traditional fabrics, embellishments, and techniques, including painted and dyed fabrics, tell each maker's unique story.

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## *Re+*

*Textile Artists of Virginia (TAVA)*

Two letters provide almost endless possibilities to build words ranging from "read" to "rehabilitation". The Textile Artists of Virginia are well known for their way with words, be they as short as the 3-letter word "red" or as long as 15 letters building "repetitiousness". TAVA members reflected, reacted, and responded to reach real results and realize this renewable, relaxing, realm of remarkable fiber art.

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## *Red and Green Quilts: An American Classic*

*International Quilt Museum*

In true American tradition, red and green appliqué drew its origins from cross-cultural influences. English appliqué, colorful Germanic folk art, and an abundance of affordable American cotton fabrics combined to create a unique and distinctive quilt making style that first appeared about 1840 in the mid-Atlantic states. These exquisite quilts continued to be made throughout the American Civil War.

## *Serendipity*

*Fabric Poets*

Our many art challenges began as creations made with intention and planning. Picking a design, auditioning fabrics then painting, sewing and finally quilting. Yet somewhere in the process wondrous changes began to take shape. Our work takes a sudden and unexpected turn for the better. Colors shine, shapes enhance and our eyes see visions that were not there before. A stroke of luck or a happy accident. It simply is starting something good while creating something else—it's serendipity!

## *Songs of Summer*

*Webfabrics*

This special collection celebrates two years of Webfabrics, showcasing 12" art quilts created by talented quilters, each inspired by a favorite song or album.

Each quilt is a unique expression of music brought to life through the art of quilting. From classic hits to modern anthems, these vibrant pieces reflect the power of music and the creativity of our quilting community.

## *Threads of Legacy - Honoring Stevii Graves*

*The Graves Family*

Stevii Graves, a revered figure in the quilting community since 1975, celebrated as a quilter, educator, and judge. She served as the judging coordinator for Road to California from 2002 and led organizations like the California Heritage Quilt Project and Quilt San Diego/Visions. Her mentorship influenced Matt Reese, current owner of Road to California, shaping his leadership and vision. Her legacy lives on through the Stevii Graves Memorial Director's Choice Award at Road to California and inspires events like Road to Virginia and the new CrossROADS event. The "Threads of Legacy" exhibit at Road to Virginia celebrates her creative journey, featuring her quilts that reflect her dedication to the craft and her impact on fellow quilters.

# 2025 Special Exhibits

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## *The Cherrywood Challenge Poppy Collection*

Cherrywood Fabrics

The Cherrywood Challenge: Poppy is a striking quilt exhibit celebrating the iconic poppy flower—an enduring symbol of remembrance, resilience, and beauty. Created using Cherrywood's signature hand-dyed red fabrics, each quilt offers a unique artistic interpretation, ranging from bold abstraction to delicate realism. The collection highlights the creativity and craftsmanship of fiber artists united by a shared theme and a rich, cohesive palette.

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## *Threads of Nature*

Carol Monti, Tina Freudenberger & Nancy Hershberger

Take a journey through a world of art quilts unlike any you've likely seen before. Explore the animals and landscapes of three art quilters who have formed a friendship through their shared love of interpreting nature in fabric and thread.

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## *Virginia is For Lovers of ...*

The Colonial Piecemakers Guild

Our beautiful state of Virginia has so much to love. Mountains, rivers, seasons, birds, seasons, and wine to name just a few. The Colonial Piecemakers Guild members are thrilled to share their favorites in this special exhibit at Road2VA.

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## *Doors, Windows, & Portals*

20 Perspectives

Doors, portals, and windows are openings that enable something to flow through from one place to another. Windows in buildings can be highly ornate or functionally simple. They allow light, air, animals, and people to move through or see out. Our bodies' portals enable organs and blood vessels to connect. Computer networks rely on information portals and windows systems to run them. There are even spiritual and emotional portals which hide or provide solace and inspiration. Our members explored these many interpretations.

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## *From Albums to Abstract: The Evolution of Quilting Styles in the United States*

Curated by Virginia Quilt Museum

From the intricacies of broderie perse quilts in the last 18th and early 19th centuries to the postage stamp quilts popular in the early 20th century to the use of blank space in modern quilts, quilting has changed and evolved over the past 250 years in the United States. While quilting predates the founding of the United States by centuries, the evolution of quilting styles in the US is distinct and a beautiful story.

# ROAD 2VA IS FOR QUILT LOVERS

**We Want Your Feedback!**



We're committed to bringing you the quilt show experience you want. Please take a moment to complete our short survey and share your thoughts. Your feedback is essential as we continue to grow and invest in the East Coast quilting community—this is just the beginning!

# ROAD 2VA

**June 25 – 27, 2026**

RICHMOND, VA

FROM THE REESE FAMILY:

♡  
*thank you*  
♡



FOR ATTENDING

*Our First Ever  
Road to Virginia!*

**[www.road2va.com](http://www.road2va.com)**