

NATIONAL NQM QUILT MUSEUM

The Value of Gears by Judith Phelps

BONNIE SCHROCK



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Position

Executive Director

The National Quilt Museum

Paducah, Kentucky

Overview

Bonnie Schrock serves as Executive Director of The National Quilt Museum, where she leads one of the world's premier institutions dedicated to contemporary quilt and fiber art. Since assuming her role in 2024, she has focused on expanding the Museum's impact through exhibitions, education, tourism, and community partnerships while preserving the legacy of today's quilters for future generations.

Professional Background

Before joining The National Quilt Museum, Schrock enjoyed a distinguished 30-year career with Baptist Health Paducah, retiring as Vice President and Chief Operating Officer. Earlier in her career, she worked in television journalism as a news anchor and medical reporter for WPSD NewsChannel 6.

A lifelong communicator, community leader, and quilter, Schrock brings extensive experience in operations, strategic planning, marketing, and public engagement.

Leadership Priorities

Schrock's vision for The National Quilt Museum focuses on:

- Expanding access to world-class exhibitions
- Growing educational and STEAM programming
- Strengthening tourism and cultural partnerships
- Increasing national and international awareness
- Preserving and growing the Museum's Collection
- Enhancing visitor experiences
- Building support for future generations of quilters

Community Impact

Under Schrock's leadership, the Museum continues to serve as a major cultural and tourism destination, attracting visitors from across the United States and around the world while contributing to Paducah's reputation as a center for creativity and the arts.

She is passionate about ensuring that quilts—and the stories they tell—remain relevant and accessible to audiences of all ages.

Professional Focus

Bonnie Schrock is committed to:

- Cultural tourism and economic development
- Museum leadership and strategic growth
- Education and lifelong learning
- Preserving contemporary quilt art
- Community engagement and partnerships
- Inspiring future generations through creativity

"Quilts tell stories that connect generations, cultures, and communities. Through exhibitions, education, and preservation, The National Quilt Museum celebrates those stories and ensures they will continue to inspire future generations."

Fast Facts

Title: Executive Director

Institution: The National Quilt Museum

Location: Paducah, Kentucky

Joined The Museum: 2024

Previous Career:

- Vice President and Chief Operating Officer, Baptist Health Paducah
- News Anchor and Medical Reporter, WPSD NewsChannel 6

Areas of Expertise:

- Museum leadership
- Tourism and economic impact
- Strategic planning
- Community partnerships
- Public relations and communications
- Cultural preservation

The National Quilt Museum

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Honoring Today's Quilters. Inspiring Future Generations.

