

Sew Many Stitches

Last year, we shared why we love having products like Bernina machines and Dill buttons for our customers. Now, we share about the Amy Butler fabrics and patterns in our store.

Why amy butler?

Content from www.amybutlerdesign.com

Like Bernina, Amy Butler is a family-owned business. At Bernina Sewing Center, we are happy to carry a sampling of the Amy Butler patterns and fabrics, though the designer also produces books, bedding, towels, bags, stationery, other paper products and more.

Even though Amy Butler brand products are sold far and wide, the business is largely run by Amy Butler and her family and friends.

In the late 80s, Amy sold handmade bags to small shops across the country. After she and

her husband moved back to Ohio in 1992, she worked as a contributing editor for *Country Living* magazine while creating art on the side before she thought much more about running a business. Before long, she started selling her sewing patterns.

“My company, my brand, is really just a great vehicle to share my work,” she says. Her husband, David, works with her, as well as other friends who help her with bookkeeping, Web site management, design production, promotions, testing and modeling.

The Amy Butler studio also enjoys giving back to the community, and the business supports a regional food pantry, women’s shelter and local educational programming. Find out about new designs, free patterns and other information at www.amybutlerdesign.com.



We are excited to host an **Amy Butler Trunk Show** March 15-26. Come see a showcase of her samples and ideas!



Visit us at Bernina Sewing Center to browse our selection of Amy Butler patterns and fabrics like the ones pictured here.

What Susan likes most about Amy Butler:

“The Amy Butler products here offer fresh, new ideas and elements for crafting. Designers like Amy and her team help keep many ages sewing far into the future.”

Sew Many New Products...

New! Bernina CutWork

Software and Tool

Features:

- CutWork software, tool and special stitch plate come packaged together
- CutWork tool cuts shapes, patterns and designs in single or multiple fabric layers
- Software allows users to outline, clone, sequence and import designs
- Several designs included for the CutWork tool and crafters may also create their own
- Perfect addition for creative owners of embroidery-capable Bernina machines

Visit our store or our Web site to see the new Bernina CutWork tool in action!

Go to

www.berninasewingcenterstmarys.com.

Click Products then Software.

The new generation of cutting:

With the Bernina CutWork tool, embroider a design with a second fabric showing through the cut-out design. (below)



We are here to bring you the supplies you need! If you can't find what you are looking for, be sure to fill out a **product request form** when you visit us. We rely on your input and suggestions.



We feature new products in each issue of Sew Many Stitches.

Want to find out about new products and promotions faster than waiting for our newsletter every quarter?

Bookmark our Web site or join our e-mail list (from our home page) to have news sent to your inbox.

New! Project Sewing Workshop

Jan-Mar 2010

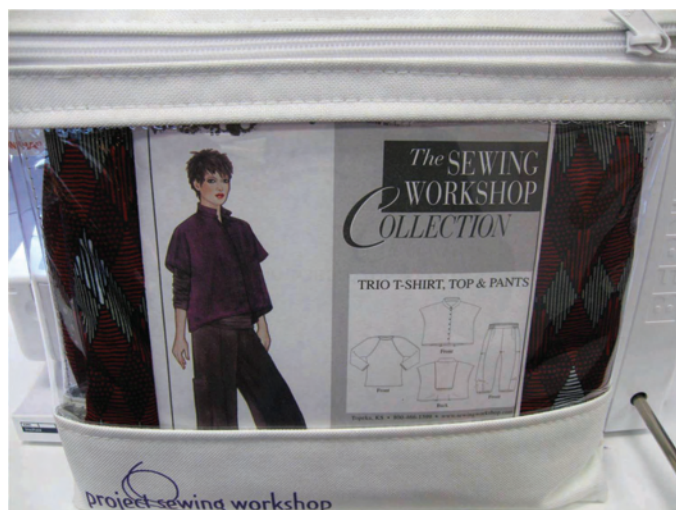
Sew Many Stitches



Linda Lee, the owner of The Sewing Workshop Pattern Collection, has partnered with Bernina to produce Project Sewing Workshop. This sewing program will offer six of Linda's best-selling garment patterns, paired with the right fashion fabrics and packaged in kits.

Bernina dealers across the country, including Bernina Sewing Center, will be selling the kits and offering garment-making classes in their stores to give everyone from the beginner to the experienced all the tips and tricks needed to sew beautifully-fitting and stylish garments.

We offer a great variety of patterns, books, notions and accessories for garment sewing through Project Sewing Workshop. (above) Trio T-shirt, Top & Pants, one of several patterns from Linda Lee's Sewing Workshop Pattern Collection, is available at Bernina Sewing Center. (right)



Project Sewing Workshop Classes at Bernina Sewing Center:

Saturday, January 9: High Five Jacket

Monday, January 25: Nine Lives Vest

Saturday, March 20: Nine Lives Vest

Wednesday, March 24: Three Fold Vest

Find out more about these scheduled classes on page 4 and Project Sewing Workshop at our Web site:

www.berninasewingcenterstmarys.com



New! Machine Maintenance Class for Consumers

Offered right here in the store, our certified technician will offer technical information about your sewing machine, **no matter what brand it is!**

Class topics include how a sewing machine works, different types of sewing machines and how to keep your machine in good working condition. The Q-and-A session at the end of the

class will answer all your practical questions.

Length: approximately 1 hour

Cost: \$5 per person

All who attend will receive a \$10 off coupon for their next Clean, Oil & Adjust service.

Check out our Web site for more information.

Space is limited—please call to reserve your spot!

www.berninasewingcenterstmarys.com

Something for Everyone: Upcoming Classes

Bernina Sewing Center offers classes for beginners to advanced crafters of all kinds. **For more details, class descriptions and updates, stay tuned to our online Event Calendar or the Classes page on our Web site:** www.berninasewingcenterstmarys.com.

Jan-Mar 2010

Sew Many Stitches

Sat, Jan 2

Sewing Study Hall, 10 am-3 pm

Wed, Jan 6

Beginning Quilting,
10 am-12 pm

Thurs, Jan 7

Sewing Study Hall, 10 am-4 pm

Sat, Jan 9

Project Sewing Workshop
Class: High Five Jacket,
10 am-2 pm

Mon, Jan 11

Beginning Quilting, 6-8 pm

Wed, Jan 13

Machine Maintenance Class,
1:30-2:30 pm
Machine Maintenance Class,
6:30-7:30 pm

Thurs, Jan 14

Sewing Study Hall, 10 am-4 pm

Fri, Jan 15

Embroidery CutWork Tool
Project: Hawaiian Appliqué,
2-5 pm

Sat, Jan 16

Beginning Sewing: Quilt Smart
Bag, 10 am-4 pm

Mon, Jan 18

Beginning Sewing: Quilt Smart
Bag, 10 am-4 pm

Thurs, Jan 21

Sewing Study Hall, 10 am-4 pm

Sat, Jan 23

Beginning Quilting,
10 am-12 pm

Mon, Jan 25

Project Sewing Workshop
Class: Nine Lives Vest,
5:30-8:30 pm

Thurs, Jan 28

Sewing Study Hall, 10 am-4 pm

Fri, Jan 29

Embroidery Embellishment
Class: File Folder, 2-5 pm

Sat, Jan 30

Bernina Club, 10 am

Mon, Feb 1

Beginning Quilting, 6-8 pm

Sat, Feb 6

Sweatshirt Class, 10 am-2 pm

Mon, Feb 8

Beginning Quilting, 6-8 pm

Wed, Feb 10

Machine Maintenance Class,
1:30-2:30 pm
Machine Maintenance Class,
6:30-7:30 pm

Fri, Feb 12

Embroidery Project: Bear,
2-5 pm

Sat, Feb 13

Mother/Daughter Class,
10 am-1 pm

Mon, Feb 15

Kids' Sew Fun Day, 1:30-4 pm

Wed, Feb 17

Sweatshirt Class, 10 am-1 pm

Sat, Feb 20

My Label Class, 10 am-12 pm

Mon, Feb 22

My Label Class, 6:30-8:30 pm

Fri, Feb 26

Embroidery Cutwork Tool
Project, 2-5 pm

Sat, Feb 27

Bernina Club, 10 am

Mon, Mar 1

Beginning Quilting Project,
6-8:30 pm

Sat, Mar 6

Bag Class, 10 am-1 pm

Thurs, Mar 11

Sewing Study Hall, 10 am-4 pm

Fri, Mar 12

Embroidery Project, 2-5 pm

Sat, Mar 13

Sweatshirt Class, 10 am-2 pm

Mon, Mar 15

Sweatshirt Class, 6-9 pm

Tues, Mar 16

Kids' Sew Fun Day, 6-8:30 pm

Wed, Mar 17

Machine Maintenance Class,
10-11 am
Machine Maintenance Class,
1:30-2:30 pm
Machine Maintenance Class,
6:30-7:30 pm

Thurs, Mar 18

Sewing Study Hall, 10 am-4 pm

Sat, Mar 20

Project Sewing Workshop
Class: Nine Lives Vest,
10 am-2 pm

Mon, Mar 22

Beginning Sewing Project,
6-8:30 pm

Wed, Mar 24

Project Sewing Workshop
Class: Three Fold Vest,
5:30-8:30 pm

Thurs, Mar 25

Sewing Study Hall, 10 am-4 pm

Fri, Mar 26

Embroidery Cutwork Tool
Project, 2-5 pm

Sat, Mar 27

Bernina Club, 10 am

Mon, Mar 29

Beginning Sewing Project,
6-8:30 pm

Please preregister to reserve your spot by calling (419) 394-1111 or e-mailing berninasewing@bright.net. Visit our Web site at www.berninasewingcenterstmarys.com and click the Classes page or the Event Calendar for more details on these learning opportunities.

Please help us!

We need your help to understand the needs and interests of our customers. We would appreciate a few minutes of your time to tell us what you think by completing this **Class Questionnaire!**

1. About how many classes or other educational opportunities have you attended or participated in at Bernina Sewing Center (including webinars and mastery classes)? Please choose one option.

- 1 or more a week
- 1-3 a month
- 1 every other month
- 1-2 per year
- Or name a specific number: _____
- I have never taken any classes at Bernina Sewing Center

2. What barriers keep you from taking classes at Bernina Sewing Center? Please check all that apply.

- The store is too far from my home.
- Class topics do not interest me.
- Classes do not provide any new knowledge.
- Class times or days do not work with my schedule.
- I do not own a Bernina.
- Cost of the class is too expensive.
- Other (please specify) _____

3. Which of the following classes or other educational opportunities have you attended or participated in at least one time? Please check all that apply.

- Bernina Club
- Software Sampler
- Mastery Classes
- Webinars
- Beginning Quilting Classes or Quilting Projects
- Serger Projects
- Project Sewing Workshop
- Other Sewing Classes or Projects
- Other Embroidery Classes or Projects
- I have never taken any classes at Bernina Sewing Center

4. How did you first hear about the class opportunities that you participated in? Please check one option.

- Store's Web site
- Store's newsletter, *Sew Many Stitches*
- Emails from Bernina Sewing Center
- During a visit at Bernina Sewing Center
- Newspaper ad (Which newspaper? _____)
- Radio (Which station? _____)
- Store brochure
- Friend or family member
- Bernina Sewing Center staff member
- Another business or organization _____
- Other _____
- I have never taken any classes at Bernina Sewing Center

5. What days and times do you most prefer to participate in classes? Please check all that apply.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Early afternoon (12-3 pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Late afternoon (3-5 pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evening (after 5 pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Why did you take the class(es) you chose in question #3? Please check all that apply.

- I wanted to learn new techniques or skills.
- I wanted to develop current techniques or skills.
- I enjoy the craft and like to participate in related activities.
- I wanted to meet others with similar interests.
- The class was an opportunity for my friend(s) and me to share something we have in common.
- I was looking for new projects or new ideas.
- I enjoy the expertise and assistance of a knowledgeable instructor.
- I wanted the chance to sew in a quiet place, away from commotion at my home.
- I have never taken any classes at Bernina Sewing Center.

7. Please rate only the classes you have taken on the scale below.

Note: Please rate your class experiences overall. Provide comments on specific classes below in question #8.

1=not at all helpful, 2=somewhat helpful, 3=moderately helpful, 4=extremely helpful,

- Bernina Club
- Software Sampler
- Mastery Classes
- Webinars
- Beginning Quilting Classes or Quilting Projects
- Serger Projects
- Project Sewing Workshop
- Other Sewing Classes or Projects
- Other Embroidery Classes or Projects

8. We greatly appreciate your comments or feedback on specific classes or activities you attended at Bernina Sewing Center.

Which classes did you enjoy and why?

Which classes disappointed you and what would you suggest to improve them?

9. Specifically, what classes would you like to take that we currently do not offer or that you wish we would offer more often?

Bernina Sewing Center

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St. Marys, OH 45885
(419) 394-1111
berninasewing@bright.net

PRSR STD

U.S. Postage

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Permit No. 1
St. Marys, Ohio

Return Service Requested

Visit your full-service sewing center on the Web!

www.berninasewingcenterstmarys.com

Inside this issue:

- Why Amy Butler?
- Project Sewing Workshop
- Upcoming Classes

Class Questionnaire, continued

Please start the Questionnaire on page 5.

10. What class length and format would you prefer? Please check all that apply.

- One-time, 1-2 hour-long class
 One-time, 3-4 hour-long class
 Short series of 2-3 classes lasting 3-4 hours each, occurring once a week on the same evening
 Short series of 3-4 classes lasting 2-3 hours each, occurring once a week on the same evening
 Short series of several classes lasting over a weekend or 2-3 consecutive days

11. Please tell us a little about you so we may better serve your needs and interests. Please check all that apply.

- | | | |
|--|---|--|
| <input type="checkbox"/> I am 18 years or younger. | <input type="checkbox"/> I work part-time. | <input type="checkbox"/> I own another brand sewing machine. |
| <input type="checkbox"/> I am 19-30 years old. | <input type="checkbox"/> I am retired. | <input type="checkbox"/> I do not own a sewing machine, but I am interested in sewing, quilting and/or embroidery. |
| <input type="checkbox"/> I am 31-50 years old. | <input type="checkbox"/> I live within 30 minutes of Bernina Sewing Center. | <input type="checkbox"/> I use someone's else machine. |
| <input type="checkbox"/> I am 51-65 years old. | <input type="checkbox"/> I live 30-60 minutes away. | <input type="checkbox"/> I do not own a sewing machine, and I do not plan to purchase one. |
| <input type="checkbox"/> I am 66 years or older. | <input type="checkbox"/> I live 60-90 minutes away. | |
| <input type="checkbox"/> I am a student. | <input type="checkbox"/> I live more than 90 minutes away. | |
| <input type="checkbox"/> I am currently not working. | <input type="checkbox"/> I own a Bernina sewing machine. | |
| <input type="checkbox"/> I work full-time. | | |

12. Please offer any additional comments, ideas or suggestions on the frequency, length, cost or quality of classes at Bernina Sewing Center.

We are your full-service sewing center, and we aim to provide the best value through the classes we offer. Thank you for your help!

**Don't forget to bring your completed questionnaire to the store for
25% off any one item (excluding machines).**