

Sew Many Stitches

In coming issues, we will explain why we offer the products and services we offer and why Bernina Sewing Center really is your full-service sewing center. First, we focus on our favorite thing...Bernina!

Why **BERNINA**?



Our aurora 440 sits in a place of pride, underneath the Bernina logo.

Founded in Switzerland more than 100 years and four generations ago, Bernina has proven its reputation as the world's premier manufacturer of state-of-the-art sewing and embroidery systems, sergers and embroidery software.

An impressive number of industry leaders and artisans choose to partner

with Bernina's family-owned company, marking the company's leadership in the business.

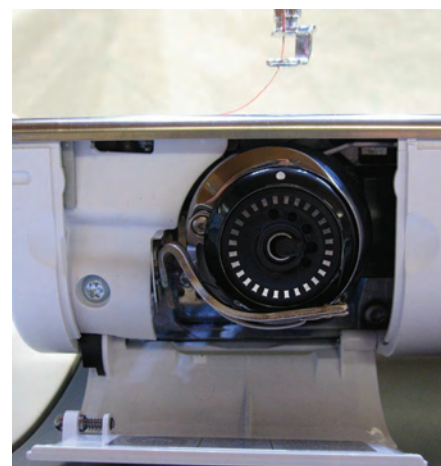
When customers purchase a Bernina machine, they will find quality that cannot be found anywhere else. In addition, Bernina Sewing Center will be here not only to bring you the finest instructional classes and

technical support, but also to inspire and foster your sense of creativity and imagination.

These high standards of service are as much a part of the Bernina tradition as the quality put into every machine. To learn more about the unbeatable quality of the Bernina company, visit www.berninausa.com.

Why Susan loves being a Bernina dealer:

"I love being able to provide a great machine to my customers and the service and support they need to make and create whatever they want."



The Bernina 830 is just one in a line of high-quality and capable sewing systems.

Come in and try out any of our Bernina machines to discover why we emphasize that "Nothing sews like a Bernina. Nothing."

Turn the page for more information about our newest machine—the Bernina 820.

Sew Many New Products...

New! Bernina 820

Features:

- 500+ different stitches
- 8 presser feet, including Bernina Stitch Regulator
- Automatic threading
- Speeds of 1,100 stitches per minute
- Unlimited possibilities

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**.

We rely on your input and suggestions to know what sewing crafters want to find.



The little brother of the Bernina 830, the 820 has the quality and capability of the 830 without embroidery capability. For all you sewing and quilting enthusiasts, this is the sewing system for you.

For more on the new Bernina 820, visit our Web site: www.berninasewingcenterstmarys.com and click on the Products page, then the Bernina Machines link.

You can also be connected to the Bernina USA Web site to read more about the Bernina 820's accessories and features designed specially for crafters like you!



*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.*

Sew Scary! Halloween Party and Costume Contest

Jul-Sep 2009

Mark your calendars for Thursday, October 29, at 6 p.m. for a Halloween Party and Costume Contest for all ages. Bernina Sewing Center will be hosting its first Halloween party, so stay tuned to find out when we will receive

patterns for Halloween costumes. Then come pick out your favorite and get busy sewing! We will have judging for the costumes in various categories. Come join the party in October for fun and prizes.

Sew Kool Summer Camp

Eleven-year-old Emma Johnsen is now on her way to becoming quite the young expert on quilt assembly. Emma had the opportunity to participate in Bernina Sewing Center's Sew Kool Summer Camp during the second week in June. With instructor Michelle Voress, she learned how to use a rotary cutter to cut squares, how to use a quarter-inch foot to piece the quilt, how to "stitch in the ditch," and how to make and hand-sew bias tape around the quilt border.

"Emma was excited to learn about making quilts,"

says Voress. "She almost completely finished her project. I enjoyed seeing her smile at learning something new."

Emma was able to sew on her family's new activa 240, a machine purchased from Bernina Sewing Center.

When asked about her favorite part of the week, she responds, "When we were sewing the squares of the quilt together."

She agreed if she could do another sewing project, she would want to work on a pillow for her bed "...if Mom helps out."



Emma proudly shows the quilt she learned how to make during Sew Kool Summer Camp this June.

Sew Many Stitches

What's the Fastest Way to Hear the Latest from Bernina Sewing Center?

Joining our e-mail list!

When you submit your e-mail address, you can change and/or update your profile. Add your e-mail address to any of our various e-mail lists with a range of topics in which you might be interested. Some topics include the latest promotions to our newest products.

Also, 2 Ways to Update Your Profile:

- Choose the appropriate link found at the bottom of e-mails you receive from us.
- Enter your e-mail address in the red-bordered box on the home page of our Web site and click Go.

You can decide what information you receive from us!

NEW! Daily Specials

Make-it Mondays—All patterns 20% off

All day, every Monday, **starting July 6**

Fat Quarter Tuesdays—\$2.00 each

All fat quarters \$2.00 each, every Tuesday, starting now



Wacky Wednesdays—Wild and wacky one-day specials

Discounts on specially selected items that will change each week. Wacky Wednesday specials will be posted on the Monday before. Look for our wacky deals posted weekly both on our Web site and in the store.



***July 8: First Wacky Wednesday special**

**Receive \$50 off purchase of Bernette 82e or 92c
Your final cost is 50% of MSRP**

Keep up with our daily specials posted every Monday by bookmarking our Web site:
www.berninasewingcenterstmarys.com.

Tips! Improving Your Software Skills

1. To check if you have the right needle, pierce the fabric with the needle. It should go in easily and shouldn't leave a hole. A smaller needle rather than a larger needle may be needed for dense designs to penetrate the stitching.
2. When tearing the excess tear away, make sure you hold onto the stitches and do not tear into the stitches. Remember, it is tear "away" and not tear "into."
3. You can change the entry and exit points of an object simply by moving the diamond (entry) and the plus (exit) icons when you are using the edit tool.
4. Marking placement lines on your fabric or project is so important. Making sure that your project is hooped straight can make all the difference in the world.
5. Polyester embroidery thread is stronger than rayon thread and is colorfast, chlorine bleach resistant, UV resistant and will not take on other colors or bleed onto your project.

Feel free to share *Sew Many Stitches* with a friend!

Something for Everyone: Upcoming Classes

Bernina Sewing Center offers classes for beginners to advanced crafters, for those who love to sew, quilt, embroider or who would like to learn. **For more details, class descriptions and updates, stay tuned to the Classes page on our Web site:**
www.berninasewingcenterstmarys.com.

Mon, July 6

Quilt Project 1 (Part 2), 6-8 pm

Thurs, July 9

Quilt Project 1 (Part 2), 10 am-12 pm

Sat, July 11

Heritage Sewing with Rose Osterloh,
10 am-1 pm

Beginning Quilting, 2-4 pm

Mon, July 13–Fri, July 17

Sew Kool Summer Camp, 1:30-3:30 pm

Tues, July 14

Heritage Sewing with Rose Osterloh, 6-9pm

Wed, July 15

Sew Fundamental Pillow, 6-8:30 pm

Sat, July 18

Software Sampler, 11 am

Wed, July 22

Super Simple Quilts 1: Marching in Line
(Part 1), 9:30 am-12 pm

Fri, July 24

Bernina Club: Quilt Yourself Gorgeous, 3 pm

Sat, July 25

Summer Romance Quilt (Part 1),
10 am-12:30 pm

Mon, July 27

Quilt Project 2: Split Rail (Part 1), 6-8 pm

Wed, July 29

Super Simple Quilts 1: Marching in Line
(Part 2), 9:30 am-12 pm

Bernina Club: Quilt Yourself Gorgeous, 7 pm

Mon, Aug 3

Quilt Projects 2: Split Rail (Part 2), 6-8 pm

Wed, Aug 5

Sew Fundamental Sleep Pant (Part 1),
10 am-12:30 pm

Thurs, Aug 6

Quilt Project 2: Split Rail (Part 2),
10 am-12 pm

V.6 Consumer Webinar: Embroidery
Software, 7 pm

Sat, Aug 8

Summer Romance Quilt (Part 2),
10 am-12:30 pm

Mon, Aug 10–Fri, Aug 14

Sew Kool Summer Camp, 1:30-3:30 pm

Wed, Aug 12

Sew Fundamental Sleep Pant (Part 2),
10 am-12:30 pm

Sat, Aug 22

Software Sampler, 11 am

Mon, Aug 24

Beginning Quilting, 6-8 pm

Fri, Aug 28

Bernina Club: Contain Everything, 3 pm

Mon, Aug 31

Quilt Project 1 (Part 1), 6-8 pm

Wed, Sept 2

Bernina Club: Contain Everything, 7 pm

Mon, Sept 7

Labor Day: Store Closed

Mon, Sept 14

Quilt Project 1 (Part 2), 6-8 pm

Sat, Sept 19

Software Sampler, 11 am

Fri, Sept 25

Bernina Club: Decorative Notes, 3 pm

Wed, Sept 30

Bernina Club: Decorative Notes, 7 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 on the Classes page for more details on these learning opportunities.

Bernina Sewing Center

488 Fortman Dr.
St. Marys, OH 45885

(419) 394-1111
berninasewing@bright.net

Your full-service sewing center is on the Web!
www.berninasewingcenterstmarys.com

Heritage Sewing with Rose Osterloh



Rose Osterloh, a 17-year-old Girl Scout from Troop 473 in Maria Stein, has found a unique way to serve the community for her gold award.

She is sewing historical costumes for the Piqua Historical Society and invites anyone with sewing experience to donate their time to get involved in this project.

Bernina Sewing Center is providing classroom space on the dates listed below for a group to work with Rose.

Saturday, July 11, 10 am-1 pm

Tuesday, July 14, 6-9 pm

For more information, call Rose at (419) 953-0545 or e-mail her at oster@watchtv.net

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