

Welcome Spring!! Welcome Spring!! Welcome Spring!! Welcome Spring!! Welcome Spring!! Welcome Spring!! Welcome Spring!!



Loving Stitches

Quarterly Newsletter April - June 2014

Extended Articles

**You may already embroider for pleasure...
now sew for profit, too!**



Are you thinking about starting a full-time or part-time home embroidery business? Or are you interested in taking your machine embroidery to the next level? With the addition of the BERNINA E-16 to our product line-up in May, we will be offering workshops to answer the questions you have and to discuss everything you need to know in order to get the most out of your embroidery equipment to include, if you are interested starting your own machine embroidery business!

But you've never owned a business? No problem! In our comprehensive workshop, you'll learn what it takes to start a successful business, the resources you will need, and how to find and attract great customers. You'll see how you can become more involved in the fastest growing segment of sewing, EMBROIDERY, and sew for profit as well as pleasure! As your local dealer, Loving Stitches will not only train you on using the machine, we will also show you how easily you can learn to personalize almost anything using embroidery.

We will also introduce you to expanding your design world by using software, splitting designs, using a cap frame, and so much more. With 18 years of solid educational history, Loving Stitches stands prepared to fully educate you about all the aspects of embroidery that will make it possible for you to begin your new adventure in embroidering for a profit right away! And your support will be from a local dealership.

Call today and sign up for notification of our workshops as they are scheduled. Our retail and technical staff are scheduled to attend certification training in late April and workshops will begin as early as product arrives at Loving Stitches in May!

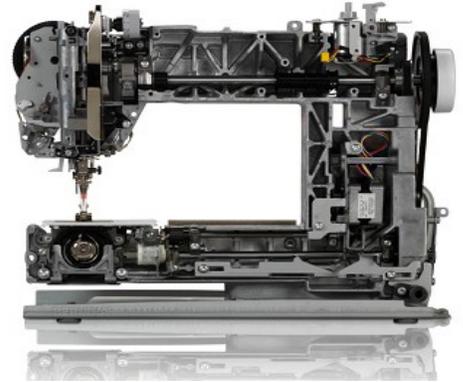
Technical Department Update

At Loving Stitches all of our technicians are BERNINA certified! Work is done on a first in-first out basis or by appointment. And our technicians work on all brands of machines, to include long-arm machines and multi-head embroidery machines. Warren and Dennis are engineers and Marty's software design and computer experience make them ideal partners in delivering excellent service for all of your machines. Because of that, those of you who use their services are able to extend the life of your sewing equipment by as much as 15 years...and keep your machine looking and sewing like a much "younger" model!

We have always strived to deliver superior service you could trust even when that meant there was a wait time involved. Now that we have THREE technicians we are happy to tell you that the guys are current and ready to take appointments or drop in machines without extended wait times! YEA! There will still be delays, such as times when parts are not available or when we have to search for "graveyard" parts on non-BERNINA machines. But, for the most part, you can count on a timely turnaround and still expect that excellent servicing you have become accustomed to.

And we understand that some of you need immediate service because you use your equipment in earning your living, so we have added a RUSH service for an additional charge. Or, if not using the machine for an industrial purpose, we have a few loaner machines for emergency use we can let you borrow while yours is being fixed without incurring the rush fee for service (note, we have only BERNINA machines and cannot guarantee that you can borrow the same model machine as you own). Finally, as a reward for those of you who get your equipment serviced annually as suggested by all machine manufacturers, we will discount our machine maintenance fee 10% on any machine serviced during the previous year at Loving Stitches.

Our technicians suggest that embroidery capable machines be serviced at the same time, and that you include a hoop and your embroidery foot when you leave the embroidery system with us. Further if your machine has a BERNINA Stitch Regulator foot, that you bring that foot in as well so we can make sure you have the latest updates. Finally, the technicians will need your forward/reverse presser foot (the primary presser foot you use for most stitching save piecing), a bobbin, bobbin case, power cord, power pedal and samples of any problems you might be having if your machine is being left for other than maintenance service.



It is our pleasure to serve you by helping you maintain your equipment! Getting older is a fact of life, but with regular attention from the Loving Stitches technical team, your machine will still be hearing "whistles of admiration" years from now.



Just Something Special
for you for taking a look at
our extended articles!
Did you know you can
embroider on these
koozies?
They would make a great
gift!

Spring Quilt Gardening Begins in June!

NO GREEN THUMBS REQUIRED! If you own a sewing machine and want to learn more than how to straight stitch, you are cordially invited to join Carol for some Quilt Gardening lessons beginning in June. "Stitcher's Garden" is a quilt program intended to introduce new ways of using your machine's stitches and presser feet. Monthly classes will include a lecture demo about how to construct that month's block as well as a time for questions.

You might choose to construct the blocks a traditional way, with more or less embellishment, even to include embroidery or design works in your construction process as time goes on. There are so many possibilities and the "look" of your quilt is totally up to you. A bonus is that each month's block is quilted as you go!

For those of you who enjoyed our "Feet Retreat" events, this is a perfect follow up for you. And for new machine owners, it's really an educational opportunity for you, too. Anyone, regardless of the brand of machine you own, is welcome to participate. Even if you just want the patterns and elect to sew at home on your own, we want you to be a part of this fun time.

Pricing is affordable and we are offering incentives like free background fabric for those who pre-register before the day the class begins...that's 4 yards of background. And each monthly pattern will include the fabrics needed to construct that block! The fee is \$45 at the time of registration and each month's block will be priced from \$12 to \$15, depending upon the number of blocks. Patterns can also be purchased as a group with no fabric provided but that cost is \$96 for the group. When purchased as a monthly kit, the patterns are included.

Demonstrations will be offered twice monthly, on the 2nd Wednesday from 1-2 p.m. and on the 4th Saturday from 2-3 p.m. and kits will be available for that month's block(s) including applique fabrics, patterns and directions following the demonstration. If you have questions, want a little assistance, or just prefer to sew with friends, there will be a Block of the Month EXTRA HELP SEW-IN scheduled, too, at no additional charge. The dates and times for those will vary so please check the store calendar of events on our website for one convenient for you.

Ladies, this is gardening ANYONE can have fun doing and it is done without getting hot, sweaty or dirty! Sign up now as we will only cut a limited number of kits.

*We Apologize!
Some Changes have been made to
some of our classes!*



BLOCK OF THE MONTH PAPER PIECING

Nancy/\$20

Saturday, 10-1 April 26

"Apple Leaf"

Learn the joy and easy precision of foundation paper piecing! A new skill to add to your enjoyment of quilting that is easy and provides perfect results! Paper piecing is like "quilt by number", it's that simple yet gives the most stunning results on normally difficult block designs. This is being taught in a block of the month format using the Garden book by Carolyn Cullinan McCormick. Come join this class and learn some techniques.



BLOCK OF THE MONTH PAPER PIECING

Nancy/\$20

Saturday, 10-1 May 10

"Garden Walk"

Learn the joy and easy precision of foundation paper piecing! A new skill to add to your enjoyment of quilting that is easy and provides perfect results! Paper piecing is like "quilt by number", it's that simple yet gives the most stunning results on normally difficult block designs. This is being taught in a block of the month format using the Garden book by Carolyn Cullinan McCormick. Come join this class and learn some techniques.

On Page 3 a couple of changes:

Cutting and Prep for Claudia Dinnell

in the description it is suppose to say June 14th not June 4th.

Year Round Sewing for Kids

Mondays have changed to Wednesdays from 1-3 pm.

Bag Day Rules Are Changing!!

100% of the money you pay when you purchase a Loving Stitches bag for use on Bag Days and the money you pay for the yellow Key Tags, save the sales tax over which I have no control, is donated to support breast cancer research since that is something that so many of our customers have battled with during our 18 years in business. Because the highest percentage of the foundation's budget is spent on the programs and services it delivers (91%), this year we changed the research charity we support to THE BREAST CANCER RESEARCH FOUNDATION. This is the same foundation BERNINA of America supports, also. Bag Days at Loving Stitches are a kind of gift to you, our customers, to let you know how much we appreciate your business and also a way for us to keep our minds focused on helping others.

So what are the changes all about? One of our

customers made a suggestion recently that we would like to try for this newsletter period to see if we should change the rules permanently. Her suggestion...make every day BAG DAY! That's right, every day! We would still limit you to two days each month but they can be ANY DAYS YOU PICK! Sound interesting?

Here's how it would work. Every bag would need to have your name on the inside facing at the top and, as it is and always has been, the bag would be good to use for one year from the date of purchase. So you would still need a valid canvas bag and you would still need to use your bag and only your bag...no sharing. The change would be when you shop, you can tell the clerk when you check out that you want to use one of your monthly bag days on your purchase and your savings would apply to the eligible for discount products you bought that day! The date would be written on the backside of your canvas bag by the clerk, and would count as one of your TWO Bag Days for that month. After you have used both of your days, you would have to wait for the next month to have two more days to use, of course.

By moving to this system, you won't have to save your purchases until an actual date comes around. Twelve months, 24 days of your choice, 20% savings on all qualifying purchases for everything you can fit in your Loving Stitches Bag. Sound fair? Let's see how you like it over the next three months. If you like it, we will change the rules permanently. If not, we can always go back to the second Friday and fourth Saturday of each month.

Remember, too, to bring your tote bag every time you visit because if you use it instead of taking a bag, your name goes in a drawing for a \$25 gift card every time you make a purchase. We select one winner each month! Thanks to all who have helped us GO GREEN thus far!

Finally, "Like" us on Facebook and stay in touch on "Twitter" to learn about days when you can earn double and even triple punches on your yellow key tags for special product sales! These notifications will be on Facebook or Twitter ONLY!

