

St. Matthews

3829 Staebler Ave
Louisville, KY 40207
502-893-3503
Mon-Thurs 9:30-5:30/Fri
9:30-5:00/Sat 9:30-4:00
Closed Sun



Landis Lakes

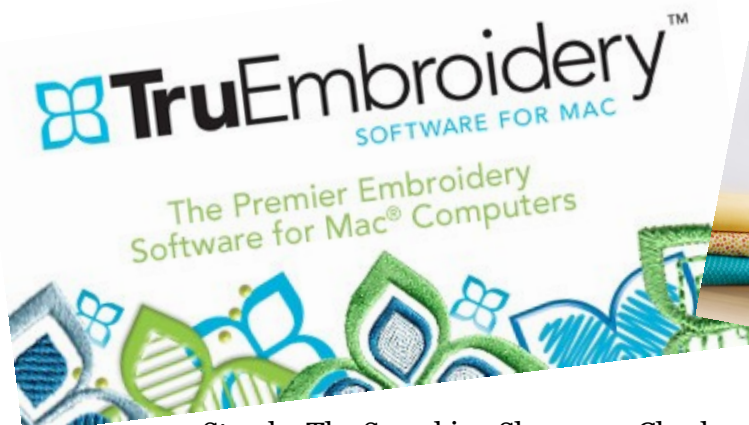
169 S. English Station Rd
Louisville, KY 40245
502-409-9664
Mon-Thurs 9:30-5:30/Fri
9:30-5:00/Sat 9:30-4:00
Closed Sun

Needle Works Newsletter

**You are cordially invited to join us for our
Thirty-first Anniversary Sale-A-Bration!!!
Friday & Saturday, November 16th –17th
from 9 a.m. to 5 p.m.**

We want to thank each and every one of you for your support over the last thirty-one years!
You are very special to us and we would love for you to join us as we celebrate this milestone.
There will be refreshments, door prizes and GREAT opportunities to save.

For one day only, we will be offering the very latest sewing machines, sergers, embroidery machines,
fabrics, notions and accessories to you at the very lowest prices this year.
You can take advantage of special savings on our fabulous **BERNINA**, **Brother** and **Husqvarna**
Viking models- we'll have special financing available as well as gift with purchase opportunities on
some models.



Stop by The Smocking Shoppe or Check out www.husqvarnaviking.com for
more details. See what all the EXCITEMENT is about!!

Dear Friends,

It's our birthday again- The Smocking Shoppe is officially thirty-one years old this month I want to personally thank each and every one of you for your support over the last thirty-one years- it has been quite a ride but we're ready, willing and able with your help to put a few more years under our belt!

The last couple of months have been quite busy with SVP Educator Kevin Conley and Bluegrass Quilt Show in September followed by Viking Convention October 1st- 4th in Tucson AZ, the ASG Meeting on October 11th at our Landis Lakes store, BERNINA Educator Elaine Cibelli on the 20th and, last but not least, our wonderful Sewing Getaway at Wooded Glen in Henryville IN the last weekend! Whew!

We enjoyed having a booth at the Quilt Show again and it was so good to see all of you who stopped by. The entries were excellent- we had several customers and staff members who had quilts on display with several ribbon winners among them- yea!

Fay and Billy enjoyed the opportunity to visit a different part of the country when they attended Viking Convention (I was at a family wedding in North Carolina so I was unable to go). Viking introduced some exciting new products including TruEmbroidery Software for Mac, the Opal 650 & 670 and the fabulous Designer Ruby Deluxe. Come in soon to see what all the excitement is about!

We were so pleased to open our store to the American Sewing Guild for their meeting on October 11th. We had a marvelous turnout with several new folks. After a short business meeting, Fay Brown presented a program called "From Kookie to Couture"- lots of great sewing tips and tricks for making your creations unique. Thanks to all who participated and a special thanks to Fay and staff members Bev and Kathy wonderful who helped out.

With the holiday season approaching, BERNINA, Brother and Viking are gearing up for some great opportunities for you to take advantage of if you are in the market for a new sewing machine or serger. Read about them in this newsletter. In addition, we will have our Thirty-first Anniversary Sale-A-Bration on Friday and Saturday, November 16th & 17th from 9:00-5:00. We would love for you to come by and celebrate with us- no purchase required- but we will have some great deals available to tempt you.

As is our normal procedure for this time of year, we have an abbreviated class schedule but lots of Sit and Sew opportunities (so you can get those unfinished gifts completed!).

All of us at The Smocking Shoppe wish you and yours a Happy Thanksgiving, a Merry Christmas and a healthy and prosperous 2013!

Fondly,
Linda

Reasons to Purchase your Sewing Machine

from
The Smocking Shoppe:

When you purchase your Bernina, Bernette, Brother or Husqvarna Viking from us, you also get ESP (Extra Support Package). It includes:

1. Extended Warranty- The Smocking Shop will provide free labor on warranty repairs for two years from the date of purchase. This does not include a clean and tune which should be done for the regular maintenance of the machine; however, you are entitled to a 15% discount on the service fee with your Preferred Customer Card.
2. Unlimited Instruction Classes- You are entitled to take our New Owners Mastery classes as many times as needed until you feel comfortable with your new machine.
3. Telephone Assistance- We are available any time during regular business hours to assist with machine or software related questions over the phone.
4. One-on-One Help- This is available to anyone who cannot get in for the regular New Owners classes or just needs extra help. You will need to make an appointment with Fay, Linda or your salesperson.
5. Preferred Customer Status- After completing your New Owners classes, you will be given a Preferred Customer Card which entitles you to 15% off purchases related to your machine (thread, stabilizer, presser feet and other accessories, embroidery designs, etc.) and other special Preferred Customer promotions. This card is good for one year and is renewable annually as long as you own our machine.
6. Frequent Buyer Card- For every 6 before tax purchases you make, you will receive a store credit of 10% of the total toward future purchases. (This can not be used to pay for events and no discounts can be applied when using this credit.)
7. Full Trade Up Program- If, within 12 months of the purchase of your new machine, you wish to trade up, The Smocking Shop Inc. will take this machine in trade for the full price you paid for it against a new machine of a higher value. All you pay is the difference between the regular price of the new machine and the price you paid for this machine! All manuals, presser feet and accessories that came with your machine must be returned to receive a full refund. The trade in machine must be clean and in resalable condition.

The Smocking Shoppe staff is committed to helping you learn to use your new Bernina, Bernette, Brother or Husqvarna Viking sewing machine or overlock machine and receive maximum benefit from all of its features. Please let us know how we can be of service to you. We wish you many years of creative sewing enjoyment and we appreciate your business so very much!!

Class Registration Policy:

Classes must be paid in full at the time of reservation. You may register by phone with a credit card; if paying by check (phone), your place is not secured until your payment is received. Class fees are non-refundable: however, in-store credit will be issued if withdrawal from class is 48 hours prior to class time. In the event the class minimum is not fulfilled, you will be notified of the cancellation 48 hours prior to the class and all fees will be refunded. In the event of illness or inclement weather, please notify us of your absence and we will try to arrange a makeup in a future class.

WHAT TO BRING: In addition to supply list for your class, please bring:

Basic supplies -sewing machine or serger (if your class requires one) with all accessories; thread to match sewing project; marking tools; ruler/tape measure; rotary cutter; scissors; small cutting mat; seam ripper; good pins.

Embroidery supplies– Basic supplies plus embroidery unit and embroidery foot; stabilizers; bobbin thread; hoops; templates; disks or USB for design transfer.

New owners— Items listed above plus manuals.

THE SMOCKING SHOPPE MASTERY SERIES INFO

SEWING MASTERY CLASSES FOR HUSQVARNA VIKING/BERNINA/BROTHER:

The Smocking Shoppe wants each and every customer (children must be at least 15 yrs of age to attend mastery series, the parent is welcome to take the class for the child) to feel at ease with their new sewing machine. Below is a list of Mastery Classes available for all machines purchased at The Smocking Shoppe. We have adopted customers who purchased BERNINA sewing machines, sergers and Artista software at Baer Fabrics. In addition, if you purchased a Brother sewing machine, serger or PEDesign software from Austin's Sewing Center before June 2008, you are also part of our adopted family. These Mastery Classes are FREE but some will have a \$5.00 kit fee payable to teacher at time of class to cover supplies (this will include fabrics, zippers, buttons, laces, battings and more pertinent to that particular class). Be sure to read each class description to see if there is a small kit fee applicable. Mastery 1, Embroidery Mastery and Software Intro classes have NO kit fee. You are responsible for bringing the machine, machine accessories (especially the power cord and foot pedal!), scissors and a spool EACH of cotton and polyester thread to each class.

When attending a Mastery 2 class, please bring a USB stick and we will download onto it a copy of the complete Mastery manual for your machine. Be sure to read each Mastery Class description to see what is included in that class and to see if your machine qualifies for the class. Remember that you can take the Mastery Series (any or ALL of the classes) as many times as you like for as long as you have your sewing machine—for FREE. All sewing, serger and software Mastery Classes (except Mastery 1) will be offered both day and night at our Landis Lakes location. Mastery 1 and Embroidery Mastery will be offered at both locations as well.

For all other outside machine owners, we would still love to have you join our sewing family--The cost for Machine Mastery 1-7 is \$25.00 per class; Embroidery or Software Mastery is \$50.00 per class.

Difference between computerized, embroidery/sewing combo, embroidery only and manual.

MANUAL/ MECHANICAL—SELECT STITCHES BY TURNING DIALS. NO COMPUTER SCREEN.

COMPUTERIZED— SELECT STITCHES BY PUSHING BUTTONS. HAS A COMPUTER SCREEN WITH STITCH SETTING INFO.

EMBROIDERY/SEWING COMBO— SELECT STITCHES BY PUSHING BUTTONS. HAS A COMPUTER SCREEN WITH STITCH SETTING INFO. ABILITY TO USE DIRECT CONNECT, USB STICK OR DESIGN CARDS TO CREATE MACHINE DRIVEN EMBROIDERY

EMBROIDERY ONLY— NO SEWING ABILITY. CAN ONLY EMBROIDERY.

SEWING MASTERY 1

The first class in the series is for all new owners. Everyone must take this class first. This class will cover how to thread your machine, wind a bobbin, needles, threads, general maintenance, choosing stitches, how to change presser feet and the purpose for each foot , basic seams and buttonholes. There will be 2 classes listed under this mastery class. BERNINA—all BERNINA and Bernette sewing machines will take this class. Brother/Husqvarna Viking—all Brother, Husqvarna Viking, Huskystar and White sewing machines will take this class. Please bring your machine, all accessories, pen and paper. Open to ALL BERNINA , Brother and Husqvarna Viking sewing machine models (except embroidery only machines). No Kit Fee.

If your machine is unlisted and you're unsure if your sewing machine qualifies for any of the following mastery sewing classes please call Landis Lakes for assistance.

SEWING MASTERY 2

The second class in the series you will learn how to use your new machine to make several different blind hems, hem jeans, and a variety of seam finishes. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/ Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

SEWING MASTERY 3

The third class in the series you will learn how to use your new machine to make buttonholes, put in zippers, and work with elastic. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

SEWING MASTERY 4

The fourth class in the series you will learn how to use your new machine to do heirloom techniques which include 3 different types of gathering, pintucks, and lace insertion. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

SEWING MASTERY 5

The fifth class in the series you will learn how to use your new machine to do additional heirloom techniques which include pleats, tucks and piping. This class also includes basic programming. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

SEWING MASTERY 6

The sixth class in the series you will learn how to use your new machine for basic quilting— piecing, machine quilting, free motion quilting and the BERNINA stitch regulator foot. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

The following mastery classes require you have a computerized sewing or embroidery/sewing combo machine (except embroidery only).

If your machine is unlisted and you're unsure if your sewing machine qualifies for any of the following mastery embroidery classes please call Landis Lakes for assistance.

There will be 2 classes listed under this embroidery mastery class. BERNINA—all BERNINA emb/sewing combo machines will take this class. Brother/Husqvarna Viking—all Brother, Husqvarna Viking and Bernette Deco sewing machines will take this class. Please bring your machine, all accessories (power cord of most importance), pen and paper and most manual. Open to ALL BERNINA, Brother and Husqvarna Viking sewing machine models. No Kit Fee.

EMBROIDERY MACHINE MASTERY 7

This class covers basic threading and hooping techniques including hoop, stabilizers, needle and thread selection. Design selection, move, mirror and rotate are also discussed. This class open to all BERNINA/Brother/Husqvarna Viking embroidery/sewing combo and embroidery only machines. No Kit Fee.

SERGER MASTERY

This class will cover basic threading techniques and maintenance of your serger. Open to all BERNINA/Brother/Husqvarna Viking serger models.

COVERSTITCH SERGER MASTERY

This class will cover coverstitch threading techniques for your serger. Open to all BERNINA/Brother/Husqvarna Viking serger models.

brother at your side Come join Cindy Hogan, National PE-DESIGN expert and The Smocking Shoppe

for a 2 day hands on PE-DESIGN NEXT computer seminar.

Day 1 is a Kick Start session and will explore the Design Database, editing designs, lettering, Name Drop and more.

Day 2 will focus on the basic digitizing tools in Layout and Editing, appliqué's and Photo Stitch.

This seminar is designed to get you started in using some of the most popular features of the software. Cindy's unique style of teaching will get you more comfortable with your software in a most enjoyable setting. Come see what you can create with the new and exciting PE-DESIGN NEXT. Seating is limited, so reserve your space early!

November 29 & 30, 2013
10:00-4:00

\$69.00 for the two days (includes lunch and snacks)

CLASSES AVAILABLE AT ST. MATTHEWS LOCATION

The following classes are designed to start you on the road to a long and happy relationship with your wonderful new Husqvarna Viking, Bernina or Brother sewing machine, serger or software. We'll go over basic information and techniques and help answer any questions on the way. Remember you are always welcome to take a refresher, too! **The following MASTERY classes are free to anyone who bought their machine at The Smocking Shoppe..**

SEWING & HEIRLOOM CLASSES

SIT AND SEW

Need to finish those unfinished projects from your classes at The Smocking Shop? **This is the class for you!!!** Bring in your supplies and instructions from our past classes and someone will be here to help you through the finishing process.

Experience Level: Beginner	Cost: \$15 per month
Date: Nov 6—Diane Nov 27—Linda Dec 4—Diane Dec 14—Linda	Time: 10-4

HOOTY HOOT DRESS:

The dress for most seasons 2 wks

This very versatile jumper will be wearable multiple seasons by your "sweetest friend". In this class you will learn the basics of altering a pattern, adding borders and accents to a basic pattern, machine applique, making your own mini piping, lining a dress, buttonholes and more. Choose from flowers, owls, or your special interest to applique on the newly created border of this altered pattern! Basic sewing skills are needed for this class; however we will expand on using more than the basic stitches on your machines! Taught by Dana Cherry

Experience Level: Beginner	Cost: \$55
Date: Nov 8 & 15	Time: 10-3

SPECIAL OCCASION DRESS WORKSHOP 3 wks

Join Linda Carswell as you make a beautiful Christening gown, baby dedication, Holiday or other special occasion dress. You will choose the pattern, fabrics and trims to make it your own with lots of help from our staff if you so desire.

Experience Level: Beginner/Intermediate	Cost: \$75
Date: Nov 28, Dec 5, 12	Time: 10-3

EMBROIDERY CLASSES

MACHINE EMBROIDERY —"SOUP TO NUTS" - FOR ANY BRAND EMBROIDERY MACHINE

Dive in to the wonderful world of embroidery as we explore: choosing the correct design, preparing different fabrics, hooping techniques, placement pointers, templates, multi-hooping and much, much more. Students must have taken their new owners classes or be familiar with the machines to take this class. Taught by Diane Cagnon-Ciolek.

Experience Level: Beginner	Cost: \$25
Date: Nov 20	Time: 10-4

BEADING

BEADING

Diane is the **QUEEN** of beading at The Smocking Shoppe. Join her for the next adventure in beading. Whether you have been beading for awhile or just starting you will enjoy learning the different techniques in Diane's wonderful beading classes.

Experience Level: Beginner	Cost: \$25
Date: Dec 20	Time: 10-1 6-9

MARTHA PULLEN CLASSES

HEIRLOOM BLOCK OF MONTH

This nine-block quilt has the most beautiful heirloom techniques combined with machine embroidery. After you have finished this keepsake quilt, you will be well versed in many of the world's favorite heirloom techniques, which you can then apply to any garment or quilt you might want to make in the future! Taught by Linda Carswell. Kit included. Be sure to ask for supply list.

Experience Level: Beginner	Cost: \$20 per mon
Date: Dec 7	Time: 10-1

PINK, WHITE, BLUE QUILT

Back by popular request! Join Linda Carswell on the fourth Friday of the month to make these beautiful quilt blocks. You will learn various heirloom techniques each month finishing up with nine blocks that will be made into a small quilt. Kit included. Be sure to ask for supply list.

Experience Level: Beginner	Cost: \$20 per mon
Date: Nov 30, Dec 21	Time: 10-1

CLUBS

KIDS SEW CLUB

Does that little girl in your life want to sew? Have her join our club just for Little girls. She will make a small sewing project one Saturday of every month. Ages 8 – 13 years. Please ask for a supply list

Experience Level: Beginner	Cost: \$15 per mon
Date: Dec 8	Time: 10-1

CLASSES AVAILABLE AT ST. MATTHEWS LOCATION

SEWING MASTERY CLASSES FOR HUSQVARNA VIKING/BERNINA/BROTHER:

Learn the basics of your wonderful new sewing machine in the listed classes below. All Mastery 1 and embroidery unit classes are according to make and model. Once you have completed the #1 level you may take any of the other mastery classes in any order you desire. Mastery classes 2 and above are all makes and models together (except for embroidery unit mastery), just choose date and time best suited for you and register for that particular class. Please ask for supply list.

PLEASE CHECK BOTH STORE LOCATIONS FOR NEW OWNERS CLASSES.

MASTERY CLASSES

MASTERY CLASS 1

Experience Level: Beginner
Date: Dec 10

Cost: FREE or \$25
Time: 10-1

SEWING MASTERY 4

Experience Level: Beginner
Date: Nov 12

Cost: FREE or \$25
Time: 10-1
6-9

SEWING MASTERY 5

Experience Level: Beginner
Date: Nov 19

Cost: FREE or \$25
Time: 10-1
6-9

SEWING MASTERY 6

Experience Level: Beginner
Date: Nov 26

Cost: FREE or \$25
Time: 10-1
6-9

EMBROIDERY MASTERY 7

Experience Level: Beginner
Date: Dec 13

Cost: FREE or \$25
Time: 10-2

SERGER MASTERY

Open to all BERNINA/Brother/Husqvarna Viking serger models. Please ask for supply list.

Experience Level: Beginner
Date: Nov 10

Cost: FREE or \$25
Time: 10-1

Special Holiday Financing Offers

GE Capital

Thanksgiving Special

11/19/12-12/2/12

24 months no interest with equal monthly payments purchases over \$2000

36 months no interest with equal monthly payments purchases over \$4000

BERNINA Credit Card

Holiday Financing

11/1/12-1/7/13

36 months no interest with equal monthly payments all BERNINA products over \$3000

Small Business Saturday Shopping Extravaganza Weekend

11/23/12-11/26/12

60 months no interest with equal monthly payments all BERNINA products over \$5000

Brother/GE Capital

Black Friday Event

11/19/12-12/2/12

4 years no interest with equal monthly payments with purchase of Quattro 2

Husqvarna Viking/GE Capital

10/15/12-11/15/12

36- 48 months no interest with equal monthly payments with purchase of Designer Diamond Deluxe or Designer Ruby Deluxe

11/16/12-11/25/12

Black Friday Promotion

60 months no interest with equal monthly payments with purchase of Designer Diamond Deluxe, Designer Ruby Deluxe or Platinum 3000

St. Matthews—November 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 <i>Groupon 6-8</i>	2	3
4 <i>Closed</i>	5	6 <i>Sit and Sew—Diane</i> 10-4 <i>Groupon 6-8</i>	7 <i>Groupon 6-8</i>	8 <i>Owl Dress</i> 10-3 <i>Groupon</i> 6- 8	9	10 <i>Serger Intro</i> 10-1
11 <i>Closed</i>	12 <i>Mastery 4</i> 10-1 6-9	13 <i>Mini quilt</i> 6-9	14 <i>Groupon 6-8</i>	15 <i>Owl Dress</i> 10-3	16 <i>Sale</i>	17 <i>Sale</i>
18 <i>Closed</i>	19 <i>Mastery 5</i> 10-1 6-9	20 <i>Soup to Nuts</i> 10-4 <i>Groupon 6-8</i>	21 <i>Close @ 2:00</i>	22 <i>Thanksgiving</i> <i>closed</i>	23	24
25 <i>Closed</i>	26 <i>Mastery 6</i> 10-1 6-9	27 <i>Sit and Sew</i> -10-4 <i>Linda</i> <i>Groupon 6-8</i>	28 <i>Christening</i> <i>Dress/Party</i> <i>Dress 10-3</i> <i>Groupon 6-8</i>	29	30 <i>Pink—White- Blue Quilt</i> 10-1	

brother® at your side NEWS

**The Brother® “Black Friday Event”
November 19th - December 2nd, 2012**

**Quattro® 2
Entrepreneur® PR-1000e
DreamWeaver™ XE
No-Interest Financing for 4 Years**

**Laura Ashley Isodore™ Innov-ís 5000
\$300 Brother Visa Prepaid Card
PLUS
FREE PhotoStitch Bundle – a \$599.95 value**

**DreamWeaver™ 6200D
FREE PE500 Embroidery-Only Machine
PLUS
\$300 Dealer Discount**

**Innov-ís 1250D
\$100 Brother Visa Prepaid Card
PLUS
\$100 Dealer Discount**

**Innov-ís 950D
\$75 Brother Visa Prepaid Card
PLUS
\$75 Dealer Discount**

**Innov-ís 80
\$75 Brother Visa Prepaid Card
PLUS
\$75 Dealer Discount**

**Innov-ís 40
\$50 Brother Visa Prepaid Card
PLUS
\$50 Dealer Discount**

**Brother Accessories
15% Off All Brother and Pacesetter Accessories**

**iBroidery Download Center
15% Off All Designs**

St. Matthews - December 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4 <i>Sit and Sew— Diane 10-4</i>	5 <i>Christening dress/Party Dress 10-3 Groupon 6-8</i>	6 <i>Groupon 6-8</i>	7 <i>Heirloom Block 10-1 Night time Girls 6-12</i>	8 <i>Kids Sew 10-1</i>
9	10 <i>Mastery 1 10-1 Groupon 6-8</i>	11 <i>Groupon 10-12 Mini Quilt 6-9</i>	12 <i>Christening dress/Party Dress 10-3 Groupon 6-8</i>	13 <i>Mastery 7 Emb 10-2 Groupon 6-8</i>	14 <i>Sit and Sew 10-4</i>	15
16	17 <i>Groupon 6-8</i>	18 <i>Groupon 10-12</i>	19 <i>Groupon 6-8</i>	20 <i>Beading 10-1 6-9</i>	21	22
23	24	25	26	27	28	29
30	31					

BERNINA⁺ NEWS

Holiday 2012

November 17, 2012–January 7, 2013



Celebrate your creativity with joyful inspiration from BERNINA!



Special financing and limited-time offers available.
Stop in today!

bernina.com

Purchase any new BERNINA product with a purchase price of:

\$399 to \$999 and receive \$50 instant savings (DesignWorks not included)

\$1,000 to \$2,299 and receive \$100 instant savings (DesignWorks not included)

\$2,300 to \$4,499 and receive \$150 instant savings (7 Series and DesignWorks not included)

\$4,500 to \$6,499 and receive \$250 instant savings (7 Series and DesignWorks not included)

\$6,500 plus receive a \$500 instant savings (7 Series and DesignWorks not included)

made to create **BERNINA⁺**

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Husqvarna

VIKING®

Husqvarna

VIKING®

Make Your House a Home for the Holidays



Designer Diamond deLuxe™

Sewing & Embroidery Machine

\$500 Rebate

Plus
FREE Luggage!*

Over
\$300
Value!



Designer Ruby deLuxe™

Sewing & Embroidery Machine

\$250 Rebate

Plus
BONUS GIFT!*

Over
\$300
Value!



- Limited edition shoulder bag with matching scissor case including our most popular INSPIRA™ scissors and curved tweezers.
- Assortment of metallic threads.
- 100 bonus embroidery designs.



*\$500 Mail-in rebate and free luggage offer valid with purchase of DESIGNER DIAMOND deLuxe made 12/1/12 - 12/31/12.

\$250 mail-in rebate and bonus gift valid with purchases of DESIGNER RUBY deLuxe made 12/1/12-12/31/12.

VIKING, INSPIRA, DESIGNER DIAMOND deLuxe and DESIGNER RUBY deLuxe are trademarks of KSIN Luxembourg II, S.a.r.l. HUSQVARNA is a trademark of Husqvarna AB. All trademarks used under license by VSM Group AB. ©2012 KSIN Luxembourg II, S.a.r.l.

CLASSES AVAILABLE AT LANDIS LAKES LOCATION

The following classes are designed to start you on the road to a long and happy relationship with your wonderful new Husqvarna Viking , Bernina or Brother sewing machine, serger or software. We'll go over basic information and techniques and help answer any questions on the way. Remember you are always welcome to take a refresher, too!
The following classes are free to anyone who bought their machine at The Smocking Shoppe.

SEWING MASTERY CLASSES FOR HUSQVARNA VIKING/BERNINA/BROTHER:

Learn the basics of your wonderful new sewing machine in the listed classes below. All Mastery 1 and embroidery unit classes are according to make and model. Once you have completed the #1 level you may take any of the other mastery classes in any order you desire. Mastery classes 2 and above are all makes and models together (except for embroidery unit mastery), just choose date and time best suited for you and register for that particular class. Please ask for supply list.

PLEASE CHECK BOTH STORE LOCATIONS FOR NEW OWNERS CLASSES.

MASTERY CLASS 1

Experience Level: Beginner	Cost: FREE or \$25
Date: Nov 8	Time: 10-1
Dec 12	6-9

EMBROIDERY MASTERY 7

Experience Level: Beginner	Cost: FREE or \$25
Date: Dec 19	Time: 6-10

SOFTWARE INTRODUCTORY CLASSES

BES /ELS LETTERING

Let Fay show you the ins and outs of your BES Lettering program. We will go over how to combine monograms with designs, appliqué and much more.

Experience Level: Beginner	Cost: FREE or \$25
Date: Dec 4	Time: 10-1

5D Intro

Need help with your Husqvarna Viking 5D. This lecture/demo class will go over the basics of this amazing software. Taught by Dana Cherry.

Experience Level: Beginner	Cost: FREE or \$25
Date: Nov 8	Time: 6-9

CLUBS

WHAT'S HOT!!!!

This once a month club is FREE to everyone!! We have show and tell from the customers and staff that attend, it's always fun to see what other people are sewing (not required to attend) We will then go over the hottest new trends, newest products and most important new techniques. So please join The Smocking Shop at our Landis Lakes location on the first Monday Night of each Month from 6:30-8:30 to join in the fun.

Experience Level: Beginner	Cost: FREE
Date: Nov 5, Dec 3	Time: 6:30-8:30

THE DIAMOND CLUB

Learn to use your Husqvarna Viking Diamond sewing machine to it's fullest capacity. This class will meet once a month to go over a new technique. Taught by Diane Ciolek. **(Free to customers that purchased their Diamond sewing machines at The Smocking Shop)**

Experience Level: Beginner	Cost: Free
Date: Nov 5, Dec 3	Time: 4:30-6 pm

VIKING 5D PROFESSIONAL COMPUTER CLUB

Practice makes perfect! Join Fay Brown each month as you explore the different techniques available to you in this wonderful & exciting software.

Experience Level: Beginner	Cost: \$15 month
Date: Dec 7	Time: 10-1

SERGER CLUB

How do you turn a corner using a rolled edge and make it look nice? What about gathering on the serger for making ruffles? In this monthly class will make a small simple project that will allow you to become more familiar with your serger and increase your knowledge at the same time. Taught by Diane Ciolek.

Experience Level: Beginner	Cost: \$15 month
Date: Nov 19, Dec 17	Time: 10-1 or 6-9

PILLOW CLUB

Need a present or just jazzing up a bedroom? In this monthly class we will make a new pillowcase or pillow using different sewing techniques . Join Fay Brown for all the fun! koljk

Experience Level: Beg/Inter	Cost: \$25 month
Date: Nov 9, Dec 14	Time: 10-4

CLASSES AVAILABLE AT LANDIS LAKES LOCATION

CLUBS

ENDLESS POSSIBILITIES CLUB

Have an embroidery machine? Hoop not big enough to do what you want? Don't understand how to appliqué by machine or maybe your monograms are not going in the right place. Diane Ciolek will take you through the many wonders of your embroidery machine in this by-month club. Come join the fun! Same project will be taught at 3 different time slots.

Experience Level: Beginner	Cost: \$25
Date: Dec 6	Time: 5-10 pm
Dec 10	10-4

FAST & FUN

Try before you buy! In this class we will go over the newest feet and techniques for your sewing machine. Bring your machine and try our feet as you make simple but fun projects. Taught by Denise Bloom.

Experience Level: Beginner	Cost: \$10
Date: Nov 12, Dec 10	Time: 10-1

SEWING CLASSES

SIMPLE HOLIDAY DRESS

Please join Denise and make this Kwik & Easy Kwik Sew Pattern. We will be making the girls' dress in class, but a tunic may also be made in its stead, using the same pattern. Pattern ranges from girls size XS (4-5) to XL (12-14). Dress and tunic have a tie in casing at neckline, which gathers in the front and back, and ties at one shoulder. Super easy and super fun to make! Pattern purchase required.

Experience Level: Beginner	Cost: \$ 35
Date: Nov 26	Time: 10-4

LEARN TO SEW

Cover basic skills while you complete 3 articles in class. Class fee includes a great book filled with projects. Taught by Bev Weis who loves inspiring beginners.

Experience Level: Beginner	Cost: \$100
Date: Nov 7, 17, 28, Dec 5	Time: 6-9

LOLLIPOP BAGS

Fun new style zipper bag with wristlet strap in 2 sizes/style. This bag stands up on a hidden contrast bottom besides having the neatly inserted zipper. Start now to make those small but special gifts. Pattern purchase required. Taught by Bev Weis.

Experience Level: Beginner	Cost: \$25
Date: Nov 12	Time: 6-9

SIT AND SEW

Need to finish those unfinished projects from the classes at The Smocking Shop? **This is the class for you!!!** Bring in your supplies and instructions from our past classes and someone will be here to help you through the finishing process.

Experience Level: Beginner	Cost: \$15 per month
Date: Nov 27 -Mary	Time: 10-4
Nov 23—Bev	6-10
Nov 30—Diane	6-12
Dec 7—Bev	6-10
Dec 15—Mary	10-4
Dec 28—Diane	6-12

HOLIDAY BOWS

Holiday Bows - Come to class and learn how to make all kinds of different bows ... hair bows, gift bows, and bows for all your craft projects. You will learn how you can decorate and make beautiful packages on a budget. You don't have to spend a fortune to have a festive home for the Christmas Season. You will also learn how to adorn your little girl with pretty hairbows, pony tail holders, shoe decor, and anything else your imagination can dream up. Bows are a great way to embellish without spending a fortune! Kit fee required. Taught by Denise Bloom.

Experience Level: Beginner	Cost: \$ 45
Date: Nov 20	Time: 10-4
Dec 1	10-4

QUILTING CLASSES

MACHINE QUILTING -NOTEBOOK

The class is hands-on machine quilting practice. We'll cover stitch-in-the-ditch, echo quilting, cross hatching and free motion. The participants will receive several quilting design ideas and produce samples for their future reference. Teacher -Mary Bauer

Experience Level: Beginner	Cost: \$ 35
Date: Nov 7	Time: 10-2

PICTURE THIS

Make a family treasure with this unique project. We'll show you how to take a series of photos, turn them into a Showcase family pets, a special vacation, your children's school days, a daughter's wedding, your family through the years, etc. If you have no photo transfer experience, Mary will print your photos for you before class. The cost for the printing the photos is \$5.00 per sheet. Photos can be mailed, emailed or left at The Smocking Shoppe for Mary to process. Ask for instruction sheet. Teacher -Mary Bauer

Experience Level: Beginner	Cost: \$ 35
Date: Nov 15	Time: 6-10

Coming in January 2013

ABIGAIL QUILT

Six month -Block of the Month

If you are a confident beginning quilter and want to take your skills to the next level, join us for a six month Block of the Month starting in January 2013. By the end of June you will have a beautiful quilt top ready for quilting to give as a special gift or keep to enjoy yourself. Kits and available and the sample is on display at the Landis Lakes store.



The Unmystery Quilt

In December the mystery is out of the box! Mary's quilt will be on display and the classes will be repeated in 2013 for all of you that wished you had signed up this year. You can select your own fabrics (we'll help) and the end result will not be a mystery. But we guarantee a year's worth of solid fun and a college course in quilting.

THE STITCHING SISTERS

SEPT, 2013

HUSQVARNA VIKING EDUCATOR— Marsha Kirsch

March 23, 2013

Tools of the Trade - Make Your Sewing Easy
In this lecture/demo event you will gain valuable insights into how the correct accessories, INSPIRA® Stabilizers, and Needles, will enhance your sewing and embroidery experience. You will learn the proper use of these different stabilizers in combination with needles, thread and various fabrics. You will also learn some easy time saving embroidery tips utilizing 5D™ software.

ANGELA WOLFE

Oct, 2013



It's a Party! Come join the fun and learn the latest techniques in embroidery with Jessica Chillemi from Anita Goodesign. This two day event with its party atmosphere will give you an opportunity to sample different types of embroidery applications--from applique' to cutwork, to "in the hoop" projects, and much much more. No matter what your skill level, you will absolutely enjoy these fun filled days of education. This event is open to people of all skill levels and embroidery machines are provided for your use in the seminar. You will be delighted by the new projects, and hundreds of samples. This is the BEST sewing and embroidery event of the year! All projects are created in a team environment so you will feel comfortable learning and sharing in a party atmosphere. This is a 2-day team sewing event and includes lunch, refreshments, and all supplies for projects along with plenty of specials, door prizes, and give-aways! Each attendee will receive a FREE CD with tutorials and designs for ALL the projects that we do. This popular event fill will quickly so sign up today!

May 10-11, 2013

10:00-4:00

\$89.00

Location:

TBA

Landis Lakes—November 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4 Closed	5 Diamond Club 4:30-6 What's Hot 6:30-8:30	6 Stripes part 2	7 Machine Quilting 10-3 Learn to Sew 6-9	8 Mastery 1 10-1 5D Intro 6-9	9 Pillow Club 10-4 Diamond Club 6-9	10 Mystery Quilt 10-1
11 Closed	12 Fast & Fun 10-2 Advent Calendar 2:30-5:30 Lollipop Bag 6-9	13 Mystery Quilt 10-1 2-5	14 Home School 10-1 Learn to Sew 6-9	15 AGD Foundation Piecing 10-2 Picture This Quilt -6-10	16 Sale	17 Sale
18 Closed	19 Serger Club 10-1 Advent Cal 2:30-5:30 Serger Club 6-9	20 Holiday Bows 10-4 Groupon 6-8	21 Closing @ 2:00	22 Thanksgiving Closed	23 Sit and Sew— Bev 6-10	24
25 Closed	26 Simple Holiday Dress 10-4	27 Sit and Sew 10-4 — Mary Groupon 6-8	28 Learn to Sew 6-9	29	30 All Night Sew 6-12	

Landis Lakes - December

2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 <i>Holiday Bows</i> 10-4
2 <i>Closed</i>	3 <i>Diamond Club</i> 4:30-6:00 <i>What's Hot</i> 6:30-8:30	4 <i>BES lettering</i> 10-1 <i>Groupon 6-8</i>	5 <i>Learn to Sew</i> 10-4	6 <i>Endless Opportunities</i> 10-4 <i>Groupon 6-8</i>	7 <i>5D Club</i> 10-1 <i>Sit and Sew—</i> <i>Bev</i> 6-10	8 <i>Mystery Quilt</i> 10-1
9 <i>Closed</i>	10 <i>Fast & Fun</i> 10-1 <i>Endless Opp</i> 5-10	11 <i>Mystery Quilt</i> 10-1 2-5 <i>Groupon 6-8</i>	12 <i>Home School</i> 10-1 <i>Mastery 1 6-9</i>	13 <i>Groupon 6-8</i>	14 <i>Pillow Club</i> 10-4 <i>Diamond Club</i> 6-9	15 <i>Sit and Sew—</i> <i>Mary</i> 10-4
16 <i>Closed</i>	17 <i>Serger Club</i> 10-1 6-9	18	19 <i>Mastery 7</i> <i>Emb</i> 6-10	20	21	22
23 <i>Closed</i>	24	25 <i>Christmas—</i> <i>closed</i>	26	27	28 <i>All Night Sew</i> 6-12	29
30 <i>Closed</i>	31					