

THE NEW SEWING CONNECTION

Issue 61

AAA VACUUM & SEWING  
CUPERTINO

9-2017  
Modified on 09-28-2017

IT IS HOLIDAY  
TIME



19070 Stevens Creek  
Blvd.

Cupertino, CA 95014

408-255-4762

INTRODUCING  
PFAFF ICON!



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# PFAFF



# THE NEW CREATIVE ICON

**vacuum not working  
like NEW?**

**Bring it in and let us get  
running like new.**



**ORECK**  
AUTHORIZED DEALER

*Thinking of you*

**KIRBY**

 **Electrolux**

**eureka!**  
Invented for the way you clean™

**dyson**

**Dirt Devil**  




**Tired of fixing your old vacuum?  
Try these brands and enjoy the best!**



**RICCAR**

*The First Name in Vacuums That Last™*



***Tired of looking for your vacuum cleaner bags at the box stores, grocery, or drug stores and not finding them? We DO carry them here! All brands, makes, and models. Just come in and we will have you on your way quickly. We also have belts, filters, and other accessories. Make us your one stop vacuum shop.***

THE NEW SEWING  
CONNECTION

19070 Stevens Creek Blvd.  
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[www.aaavacsew.com](http://www.aaavacsew.com)



**PFAFF**®

**brother**®  
at your side

**ORECK**  
AUTHORIZED DEALER

**Miele**  
DIAMOND DEALER



The Intelligent Choice

*Thinking of you*

**Electrolux**

**RICCAR**  
The First Name in Vacuums That Last™

## MANAGERS MESSAGE

**WOW! Can you believe that 2017 is almost over? Where did the year go? I can tell you where we were the last couple of months...both Pfaff & Brother had their dealer conventions, and we got to see all the new machines, upgrades, and accessories that they have for you.**

**Brother's was in August and there were upgrades for the Dream series machines and the BES4 software. We have those in stock and they do some neat things. There is also a new coverlock machine and a bunch of new Scan n Cut accessories.**



**As for PFAFF, we have in stock their NEW Creative Icon. What an awesome machine! Easy to use, bright, and so much more. Come in and sew with our floor model...you won't look at another ma-**

**chine and will want to take it home with you.**



**Pfaff is also celebrating their 155th anniversary with 2 special edition sewing machines: the Ambition 155 & the Smarter 155, with super pricing in October.**

**We have some fun classes this quarter. The Dakota Club gives you a couple of options for designs. Michele is back with Learn to Sew classes in October and November. Our Anita Goodesign workshop is a little different**



**this quarter; see the class description for more details. In the December class, we will be having a potluck to celebrate the holidays.**

**Like I said, FUN! Sami also has Scan N Cut classes scheduled.**

**Our store is getting a little cramped, so we are having some Closeout/Floor model specials at 20% off and some at even more. If you want to save and not get rid of the box, these sewing machines and vacuum cleaners might fit into your budget.**

**Now to our great customers: We wish you all a happy and safe holiday season. We look forward to seeing you in the store.**



**Just a little tease, there could be some in-store specials and promotions. So, if you don't stop in often, check out our Facebook page or sign up for our emails.**

**Merry Christmas & Happy New Year.**

Get Your Sewing Room Ready

**STILL SOME LEFT**

**Koala Studios**  
Floor Model Sale  
Save up to  
**30%**  
off MSRP

WHILE SUPPLIES LAST  
SALE ENDS SEPTEMBER 30, 2017  
CHECK AT PARTICIPATING RETAILERS



*The First Name in Vacuums That Last™*

**20% OFF.**

**Selected Floor models  
& Closeouts.**





**As one of Northern California's top Miele dealers, we carry the entire line of canister and upright vacuums.**

**Now is the time to get a great deal on some floor models of Miele vacuums (while they last).**

**20% OFF selected FLOOR models and CLOSEOUT Models. Limited to stock on hand.**



# PFAFF



**FREE**  
PRESSER  
FEET KIT  
with purchase



**\$399**

**smarter™**  
BY PFAFF 155

\$599 MSRP

Offer valid  
Oct 1-31, 2017.  
See store for  
details.



**\$899**

**ambition™ 155**

\$1,099 MSRP

**CREATIVE VISION,  
CREATIVE 2.0**

**& MORE SPECIAL PRICING WHILE THEY LAST!**

**SAVE \$100's,  
EVEN \$1000's!**

**DON'T LIKE THE PRICE? MAKE US AN OFFER!**

LIMITED TO STOCK ON HAND, PRICING IN-STORE ONLY. NO PHONE QUOTES, PLEASE.

Cupertino 408-255-4762 [www.aaavacsew.com](http://www.aaavacsew.com)



**new  
Upgrades**



**ALREADY OWN A DREAM?**

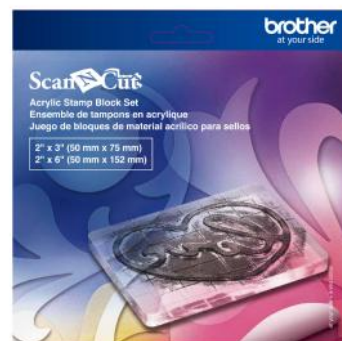
**YOU CAN UPGRADE TO THE DREAM 2.**

**COME IN AND PICK THEM UP.**

**We have the NEW "Q"  
Series machines in  
the store NOW.  
Come on in and  
check them out.**

# NEW From Brother: SCAN N' CUT 2

## NEW Accessories



**New! Scan N' Cut 2**

Perfect for Appliqué Design, Cutting Fabric and Creating Quilt Blocks.

**Scantastic New Features!**

- 30% Larger Display**
- 12" x 24" Scanning**
- Wireless Network Ready**

If you were excited about ScanNCut before, you will definitely be amazed by it now. Presenting ScanNCut2, with fantastic new features and improvements that will help take your cutting and crafting to a whole new level. ScanNCut2 features a new, super-large LCD touch screen display (30% larger than before) for super-clear, easy to use images, plus a huge 12" x 24" scanning area to expand your scanning and cutting horizons.

**More Advanced Features, Same Great Price:**

- Enhanced Scanning - RGB color recognition
- 300 DPI Built-in Scanner - Create your own cut files
- Stand-Alone - 1,102 designs and 15 built-in fonts
- Precision Cutting - German carbide blade, Japan design quality
- SVG Data Readability - Utilize art files you may already have (no need to buy more)
- ScanNCutCanvas - Free cloud-based web application for editing and designing cut data (visit ScanNCutCanvas.Brother.com)
- PES and PHC data readability - Works in total harmony with sewing and embroidery machines\*

**Same Affordable Price**

CHES05W

\*Reads PES and PHC files containing appliqué stitch data.

# Scan N' Cut Classes 11/25 & 12/9



Now the perfect tool for cutting your appliqué, quilt pieces, and more!  
It's time to get rid of your rotary cutter or even that AccuQuilt and all those dies.

Or that Silhouette Camio cutter and all those expensive accessories.

This machine will cut from your own scanned designs or from built-in designs and quilt patterns.

As of this printing, we have them in stock, but they do sell quickly.

# DAKOTA COLLECTIBLES



**Go Nuts!**  
**Go Creative!**

**COUPON**

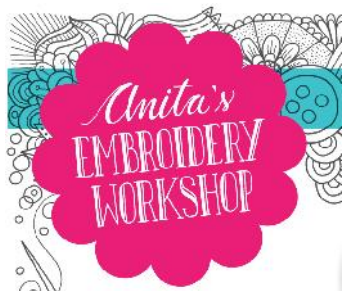
**DECEMBER ONLY**

**Print out this page and bring it in to  
purchase a Dakota from our display  
BUY ONE, GET ONE FREE!!!**

**ONLY FROM OUR  
DAKOTA DISPLAY**

Limited to stock in display ONLY!





Anita Goodesign™  
EMBROIDERY DESIGNS • EVENTS • EDUCATION

# Anita's Express Workshop

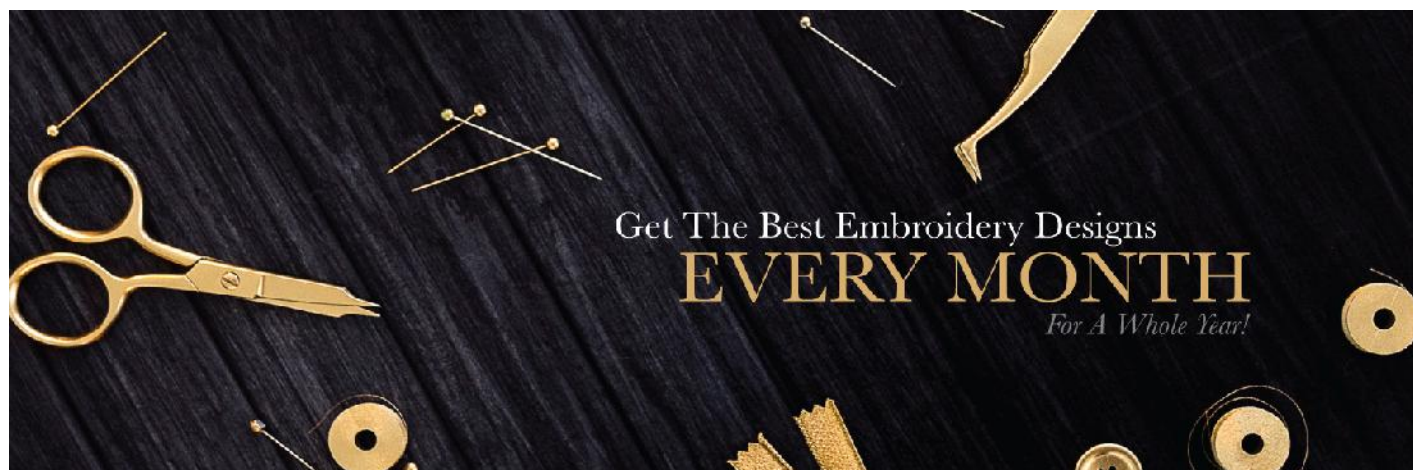
**Sign up  
Quickly...  
Classes do  
Fill Up**



**NOVEMBER EXPRESS  
WORKSHOP  
DOODLE POT HOLDERS  
FRIDAY 17, SATURDAY 18 &  
MONDAY 20  
9:30-1:00**



**DECEMBER EXPRESS WORK-  
SHOP  
3D CHRISTMAS TAGS  
FRIDAY 15, SATURDAY 16 &  
MONDAY 18  
9:30-1:00**



## Get The Best Embroidery Designs **EVERY MONTH**

*For A Whole Year!*



All Access is the best program with the most value that Anita Goodesign offers! If you were to purchase all of these releases separately for a year, they would cost over \$6,000! By signing up for the All Access Club, you will save over 79% off the retail price!

**\$1400 / 12 MONTH SUBSCRIPTION OR \$116\* MONTHLY**

### JOIN THE ALL ACCESS CLUB AND RECEIVE A WELCOME KIT INCLUDING:

#### YOU GET

"Sew, Let's Get Started!" is a beautiful full-color book to get you started on your way to creating beautiful quilts and embroidery projects. It contains all of the tutorials and design images of the designs in your companion CD. The companion CD contains 18 different quilt base blocks and a set of sashing blocks so you can create your own quilts with any design that you may already own. There are also over 10 Mix & Match Quilting design sets and over 300 embroidery designs perfectly sized for the quilt blocks or they can be stitched on clothing and other projects.



Fundamental Curriculum and Catalog.



A custom Anita Goodesign CD Binder to hold all of your monthly CDs.



### PLUS, GET \$1400 TOWARDS FREE GIFTS!

Any of our available releases, up to **\$1400** retail! Choose any combination of Fulls, Minis, Special Editions, Premiums, Premium Plus collections, All Access Back Issues, and from the Bundles on the right.



2015 ALL ACCESS BUNDLE  
12 ISSUES - \$1200



2016 ALL ACCESS BUNDLE  
6 ISSUES - \$600



QUILTING BUNDLE  
4 PREMIUM COLLECTIONS - \$600



ANITA'S EXPRESS BUNDLE  
18 ISSUES - \$540

### THERE'S MORE! EVERY MONTH, YOU GET:

- All the Full and Mini releases every month!
- A full color book containing all of the monthly tutorials and design images! You no longer have to spend money to print your tutorials!
- All of the Special Editions, Premiums, and Premium Plus collections that we release during your membership year. You no longer have to pre-order or pay extra!
- Bonus content in your full color book every month, plus sneak peaks of upcoming designs!



\*Not all Dealers offer financing. Ask your local Authorized Anita Goodesign Dealer for information regarding twelve month no interest financing. Taxes vary from state to state. The above prices are based on 12 months same cash with a minimum monthly payment. The offer is based on approval.

## Financing Available (O.A.C.)

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Schedule subject to change without notice.



## Class Policy

Payment to AAA Vacuum and Sewing in the form of cash, check, or credit card is required at the time of registration.

Please register at the class location at least 7 days in advance.

If you cancel 7 or more days in advance, you will receive a store credit

If you cancel less than 7 days in advance or do not show up for a class, no credit will be issued, as all preparations have already been made.

If the store cancels the class, you will receive a store credit or refund. (your choice)

Classes may be subject to cancellation if there is insufficient enrollment 7 days prior to the scheduled date.

Sorry, we are unable to accommodate children or guests in the classes.

Please arrive on time with all your supplies and your sewing machine in good working condition.

We respectfully request that students not wear perfume to class, as some people have allergies.

You will receive a 10% discount on all class supplies purchased at AAA Vacuum and Sewing. You will also receive a 10% discount on all non-sale sewing merchandise on the day of the class.



We are not responsible for misprints or class cancellations.

## **MACHINE OPERATION CLASSES**

The Machine Operation Classes are designed to help you understand how to use and care for your new machine. The classes are free when you buy your machine from AAA Vacuum and Sewing in Cupertino. We offer the classes several times a month at different stores for your convenience. Some of the classes fill up quickly and there are a limited number of spaces in each class, so please sign up as soon as possible. If a minimum number of people have not signed up, the class will be cancelled one week before the scheduled time. Most classes are from 10:30 AM to 12:30 PM.

## **MACHINE OPERATIONS: 1, 2 & EMBROIDERY**

With the purchase of a new sewing machine from AAA Vacuum & Sewing, we offer lessons on how to operate your new purchase.

If you purchase a mechanical machine, you will look for the Machine Operations 1 class.

There is a two class series for all electronic machines, Machine Operations 1 & 2.

Machines with an embroidery unit have a third class.

### **Machine Operations 1 – Basics**

In this class you will learn the basic functions of your machine, what all the buttons do and what the different messages mean. You will practice many of the regular sewing stitches and learn how to use them. You will also learn the care and maintenance of your machine.

### **Machine Operations 2 – Built in Decorative Stitches**

In this class you will learn how and when to use all those wonderful decorative stitches that are in your machine. It is important to use the correct needle, thread and stabilizer when using these stitches. All this will be covered in class. You will practice changing the size of the stitch, combining stitches and using the alphabets. In this class you will practice many functions of your machine.

### **Embroidery Machines**

This class is for the machines that have an embroidery unit and the Brother Embroidery only machines. You will learn the correct needles, thread, and stabilizers to use for machine embroidery. All the functions of your machine, in the embroidery mode, will be covered. You will sew out 1 or 2 designs from start to finish. All of your questions about machine embroidery will be answered.

**Due to manpower issues, we do not have any scheduled operation classes. BUT, after you purchase, we will be happy to give you one-on-one instruction for your new machine. Just call the store and ask one of the sewing specialists to set up a time that fits both your schedule**

## **SERGERS**

When you buy your serger from AAA Vacuum and Sewing in Cupertino, you get free machine operation classes. If your machine does the chain stitch and cover hem, there are two classes; all other machines have one two-hour class. The classes are small, so call early to reserve a space.

### **Serger 1**

In this class you learn all the parts of your serger and how to thread it. You will practice the two-thread overlock stitch, four thread overlock stitch and the rolled hem.

Date: Monday, Oct 23

Time: 10:00 a.m. to 1:00 p.m.

Teacher: Deborah

### **Serger 2**

This class is for owners of the Pfaff Coverlock machines. You will learn how to do the cover stitch and chain stitch. You will explore many of the things you can do with these stitches and show you some of the accessories to use with them.

Date: Monday, Oct 30

Time: 10:00 a.m. to 1:00 p.m.

Teacher: Deborah

## **EMBROIDERY PROJECTS**

### **Anita Goodesign Workshops**

We are doing something a little different this quarter.

Anita Goodesign did not have a workshop for this quarter, so what we are doing is one of the Anita Goodesign Express class for November & December.

In November, we are doing Doodle Pot Holders, so you can keep your hands safe from all that holiday baking you are going to do. In December, we will be making 3D gift Tags—not just for holidays; you can use them anytime. Also in December, we are having a Potluck in all the classes, so bring in your favorite snack or treat and let everyone enjoy.

We look forward for this new experience and seeing all the completed projects. Sign up quick, as these classes fill up fast.



DATES: NOVEMBER

Friday 17, Saturday 18 & Monday 20

TIME: 9:30-1:00

COST: \$25.00

DATES: December

Friday 15, Saturday 16 & Monday 18

TIME: 9:30-1:00

COST: \$25.00

## **Dakota Collectible Embroidery Club**

### **Christmas Tree Ornaments and/or Bookmark Gift Cover**

Once a quarter, Dakota provides a design collection for us to use as a class. Use the bonus coupon to receive \$10.00 off any regularly priced Design Collection. This quarter you have a choice of which projects disk you would like to use or you can do both.

Bookmark Gift Covers give you a choice of projects that can be made as a bookmark or, with the addition of elastic, it can be used as a bookmark to decorate the front of the book or decorate a present. 5X7 embroidery field.

The Christmas Tree Ornaments are appliques that can be embroidered with or without a frame and hanging loop. Add plastic to the back and use as a name tag or embroidered design on your Christmas projects. 4X4 embroidery field.

Date: Friday, November 3, 2017

Time: 10:00 a.m. to 1:00 p.m.

Location: Cupertino

Class Fee: \$25

Dakota Disk: \$30



# SCAN N CUT

## SCAN N CUT

We are starting Scan N Cut classes this quarter. There will be two categories

**BASIC** – Just getting started, learn the basics, programming, scanning, etc.

**ADVANCED** – A more project-based class to make the most out of your Scan N Cut.

The class is still under development on specifics

YES, this class IS different than last quarter's advanced class.

### BASIC

Date: Saturday, Nov 25

Time: 10:00am to 1:00 p.m.

Class Fee: FREE (if machine purchased from AAA-Cupt) or \$10.00 (if machine purchased elsewhere)

Instructor: Sami

### ADVANCED

Date: Saturday, Dec 9

Time: 10:00 a.m. to 1:00 p.m.

Class Fee: \$5.00 (if machine purchased from AAA-Cupt) or \$15.00 (if machine purchased elsewhere)

Instructor: Sami



## **LEARN HOW TO SEW**

### **SEWING WITH MICHELLE**

Learn to sew or need help with your sewing projects, this is the class for. Each student works at their OWN PACE, and on their own project. These classes are for people 10 years and older. You may take the morning or afternoon class or both. If you do not have a machine, you may rent one for the day. For more information on Michelle's classes visit her web site: [www.simplylovetosew.webs.com](http://www.simplylovetosew.webs.com)

Date: Saturday, October 14th

Time: 9:30 a.m. – 12:30 p.m.

Teacher: Michelle

Location: Cupertino

Class Fee: \$30.00

Date: Saturday, October 14th

Time: 1:00 p.m. – 4:00 p.m.

Teacher: Michelle

Location: Cupertino

Class Fee: \$30.00

Date: Saturday, November 4th

Time: 9:30 a.m. – 12:30 p.m.

Teacher: Michelle

Class Fee: \$30.00

Date: Saturday, October 4th

Time: 1:00 p.m. – 4:00 p.m.

Teacher: Michelle

Class Fee: \$30.00