

*Stitchery Row ... where stitchers go !!!*

# Stitchery Row News

April 2005

Volume 3 Issue 1

## Spring is here! Find it at ..... the Row !!!

Winter is gone and Spring has arrived at ..... the Row. It's hard to believe Easter has already passed.

Winter seemed to fly by but we did manage to have some exciting times. Over the holiday, we closed the store and took some time off. Although we were closed, we spent quite a bit of time here doing inventory. And it seemed every time we were here, we'd find at least a couple of customers knocking at the door. It's always a delight to see our dedicated clientele!

At the end of January, twenty people enjoyed the First Annual Stitcher's Delight Weekend Getaway at the Owego Treadway. See the summary on page two and get ready to join us next year.

The Super Bowl Stitch In held in early February was another great event. See page three for a recap of that day.

Also in February, Kimberly, Paul, and Alicia attended the Nashville TNNA Trade Show. We have many new designs

that we picked up at this show. They include a variety of topics and challenges to all levels of stitcher.

Are you a member of the Stitcher Rewards Club? This is an opportunity for everyone to earn merchandise credits on future purchases as well as participate in special events. See below.

We have a new set of classes coming up for the Spring. Along with high quality products and personal service, this is another great reason to make Stitchery Row ... the place to go!

Inside this issue:

Weekend Get- 2  
away results

New Classes 2

Classroom 3  
Corner

Super Bowl 3  
Stitch-in

**Specials:** Watch for Halloween in May and Christmas in July weekly deals

## Beading

Some of you may have heard rumors of us adding beading to the list of items available at the Row. Yes, this is the plan, but we're still working out the details. Keep checking in to watch all the changes underway.

## What's New?

### Stitcher Rewards Club

Have you joined the Stitcher Rewards Club? This is a great opportunity to earn free merchandise and take part in special opportunities and offers. Join the club for \$2 to get your key tag. Get your key tag punched for each \$5 purchased. When the key tag is filled, get \$15 in free merchandise. Ask for details when you stop in.

### Beaded Bracelet Kits now available

One of the classes we offered at the Weekend Getaway was a Beaded Bracelet. This class was very well received and several of you are having great fun making bracelets for family and friends. We now have Beaded Bracelet kits available and one of the classes we are offering is how to make the bracelet. Beading is the newest craft craze. Learn how ..... at the Row.

### Nashville Trade Show

Thanks to Deren running the shop, Kimberly, Paul, and Alicia were able to attend the Nashville Trade Show in February. As always this is sensory overload. We visited nearly 200 vendors in two days and brought home merchandise from most of them. We have new patterns, kits, fabric, threads, and gadgets. Stop in to see if you can find all the new merchandise ... at the Row.

**Our newsletters are now on the website. Send us an email & we'll notify you by email when we post future newsletters. Help us reduce postage costs!! Get yours quicker than by mail !!!**

## Stitchery Row Weekend Getaway - What a Weekend!!

WOW !!! FANTASTIC !!! Let's do it again !!! That pretty much sums up the response from the 20 attendees at the First Annual Stitchery Row Weekend Getaway. We gathered early on Friday morning at the Owego Treadway and got right down to stitching. Kimberly was there by 8 AM and she wasn't the first to arrive. Everyone was anxious to start working on the many projects they had brought along. A few of us could have

stayed there a month and still not finished everything we had brought, even though we stitched pretty late every evening.

The people were like family. The accommodations were relaxing. The meals were delicious. The auctions were fun. The stitching was terrific!

One of our optional activities was completion of a **Courage** sampler donated by Periwinkle Promises.

For a \$5.00 donation to cancer research, participants stitched a part of the project. The completed project was auctioned off with the proceeds going to cancer research. This project resulted in a \$188.00 donation! Thanks to all for their generosity and support.

We have already scheduled the Second Annual Getaway for January 27-29, 2006 again at the Treadway. Stop in or call for your registration form.

## New Class Offerings

Kimberly's been very busy getting a bunch of new classes ready for this spring/summer. See page 3 for dates and times.

**Beginner classes** are taking a new form. Rather than scheduling each class, we're offering open registration for many different techniques. Stop in or call and make arrangements to learn your chosen technique when it's convenient for you. See the schedule for a list of techniques available. Call for details.

### Linen II (Advanced Beginner)

We're teaching a new piece for

this class. It's **Welcome Spot Sampler** from **Drawn Thread**. This class will teach you to work on linen and includes several different stitches as well as beads and charms.

### Linen III (Intermediate)

For the stitcher who would like to tackle some more difficult stitches, we are offering **Take Time to Stitch** from **Jeannette Douglas**. This piece includes 20 different stitches sure to challenge most of you.

### Finishing Techniques

Classes on **techniques for finishing** the pieces you've all worked so hard to stitch.

**Finishing Alternatives**—Learn ways to finish your small pieces including ornaments, needle cases, bell pulls & fobs.

**Mounting your Piece**—Use these techniques to make your own framing look more professional or to save some money when having your piece professionally framed.

Also available is a **Mounting Workshop**. See the next page for details.

**Making pillows**—We'll discuss several different options for assembling and finishing your piece as a pillow.

Sign up now for one or all of these exciting new classes.

## Coupon Special

### Stitcher Rewards

#### Members Bonus

- Redeem this coupon with your completed key tag and receive an extra \$5 key tag redemption value. (\$20 rather than \$15)

Valid until June 30, 2005

- (one key tag per coupon)

## Birthday Registry

Be sure to register your birthday with us to receive a Birthday Special postcard! Do it now!

## Wish List Registry

Call or stop in to fill out a registry form. A great way to make your specific interests known! It has worked for others—it will for you.

## Complete Project Specials

Looking for a complete project that includes a frame designed for the piece? We have a selection of complete projects on sale. Designs by Fanci That, Homespun Elegance, and Waxing Moon are set perfectly in the frame. The pattern, material, threads, embellishments, & frame are on sale at a package price discount of **33% off** the total retail price. Limited quantities.

## Classroom Corner—call or stop in to register. Space limited.

| Class  | Day | Time       | Class Date(s)   | Fee  |
|--|-----|------------|---|--|
| <b>Beginner Classes in Various Stitch Techniques</b>   |     |            |   |  |
| These two hour introductory classes provide basic knowledge of the individual technique, including completion of a small project to demonstrate your new skill.<br>Techniques:<br><ul style="list-style-type: none"> <li>- counted cross stitch</li> <li>- counted canvas</li> <li>- needlepoint</li> <li>- hardanger</li> <li>- beading</li> <li>- punchneedle</li> <li>- huck embroidery</li> <li>- crewel embroidery</li> </ul> |     |            | Class dates and times will vary based on the schedules of the participants.<br>Classes can be scheduled days, evenings, or Saturdays.<br>Stop in to see the projects. | \$20 for each class taken - includes materials for the project |
| <b>Linen II—Welcome Spot Sampler—Adv Beg</b>   |     |            |   | \$35   |
| This six hour class extends your counted cross stitch on   | Wed | 1:00-3:00  | May 11, May 25, Jun 15  |  |
| linen experience. Learn a variety of additional stitches as  | Thu | 6:00-8:00  | May 12, May 26, Jun 23  |  |
| well as embellishment of your piece with beads and charms.   | Sat | 9:00-4:00  | Jun 4   |  |
| <b>Linen III—Take Time to Stitch—Intermediate</b>  |     |            |   | \$35   |
| Enhance your counted embroidery skills with this six hour  | Wed | 1:00-3:00  | Jun 1, Jun 29, Jul 13   |  |
| class. Learn several more counted embroidery stitches  | Thu | 6:00-8:00  | Jun 2, Jun 30, Jul 14   |  |
| while completing this non-traditional sampler.   | Sat | 9:00-4:00  | Jul 2   |  |
| <b>Finishing Techniques—take one class or all</b>  |     |            |   |  |
| Finishing alternatives - ornaments, fobs, needle cases, etc.   | Sat | 9:00-11:00 | Jul 23  | \$20   |
| Mount your piece to be framed - 2 hour introductory  | Sat | 9:00-11:00 | May 14 or Jul 9   | \$20   |
| Mount your piece to be framed - all day workshop   | Sat | 9:00-4:00  | Jun 25 or Aug 6   | \$20   |
| Make a pillow out of your embroidery   | Sat | 9:00-11:00 | Aug 20  | \$20   |

**Mounting Workshop**—In response to feedback from our two hour finishing class on Mounting your Piece for Framing, we are offering an all day Mounting Workshop. Bring your piece, ready to mount, and use our class room to mount your project. Kimberly will be available to assist you in centering and stretching your piece to ensure satisfactory results. Stop in to sign up and get a listing of the supplies you should bring with you for the workshop. This is a great opportunity to conquer your fears. Two hour class is a pre-requisite.

**Super Bowl Stitch In** - The Patriots weren't the only winners on Super Bowl Sunday. Everyone that attended our stitch in had hours of quality stitching time, plenty of snacks, and lots of laughs. Every merchandise purchase was rewarded with a Lucky Draw Discount and entries into hourly prize drawings. Michele Hoskins, Gail Kirch, Diane Madok-Lamont, and Jane Denny went home with project kits of unique Sweetheart Tree designs. Congratulations to all! Plan now for next year's Super Bowl Stitch In.

## *Stitchery Row ....*

*where stitchers go!*

**55 Washington Ave.  
Endicott, NY 13760**

**Phone/fax:  
607-786-7768  
800-711-0692**

**Email:  
stitcheryrow@stny.rr.com**

### **We're on the Web!**

**www.stitcheryrow.com**

Our newsletters are on the website. **Send us an email**, and we'll notify you by email when we post future letters. Help us reduce postage costs!!

Here's when you can find us at the store:

|              |                    |
|--------------|--------------------|
| Tues-Wed-Fri | 10:00 am - 4:00 pm |
| Thurs        | 10:00 am - 7:00 pm |
| Sat          | 10:00 am - 3:00 pm |

There's always table space available to sit and stitch.

**Embroiderer's Guild of America** is holding stitch-ins in the store on the second and fourth Mondays of each month from 6:00 pm to 9:00 pm and all day on the fourth Friday of each month. All EGA members are welcome. If you are interested in joining EGA, stop in and see what EGA is all about.

Every Thursday, if you're here by 7:00 pm, we'll stay open late to provide extended **stitch-in** hours for **all** of our customers.

Friday is **our** day to stitch! When you bring your projects in, it gets us going on our own. Bring your **projects** and your **friends** to any of our stitch-ins! Group energy accomplishes much more than motivating yourself at home. And as always, help is available.

Coming: Halloween in May & Christmas in July (see pg. 1)

### **Stitchery Row**

55 Washington Ave.  
Endicott, NY 13760

**Spring Special:** Check out our Complete Project package deals. Each selected package includes a pattern, material, threads, embellishments, and frame all for 33% off the retail prices of the individual items.