

Stitchery Row ... where stitchers and beaders go !!!

# Stitchery Row News

December 2007

Volume 5 Issue 1

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## Winter and the holidays are upon .... the Row !!!

Wow, what a summer and fall we've had here at the Row. Can you believe the holidays are upon us already? Since the On-line Needlework Show in October we've been receiving new merchandise from new designers almost every day. Thanks to all who placed orders during the on-line show. We encourage everyone to come in to see the wide variety of new merchandise.

In October, we also hosted a workshop with Betsy Stinner. The 25 participants worked on a preface piece

to practice all of the stitches needed to complete the Eliza Pinckney Sampler. We can't wait to see who completes the sampler first. Of course, Betsy kept the workshop interesting with her many stories of the history of Eliza Pinckney. Thanks go to Karen Greene for helping Paul in the store during the class.

Well, the next few months are packed with activity here at the Row. Starting with a Customer Appreciation Holiday Party, new stitching and beading

classes, the Getaway weekend, and the Super Bowl Stitch-In, there are many reasons to stop in. Have you filled out a Christmas Wish List yet? What better way to guarantee that your family will buy you the perfect gift. Perhaps they will even send you to the Getaway Weekend. We're sure that by the time the holidays are over you'll deserve to get away for a weekend. Read on for details on all the upcoming events here at the Row.

Stitchery Row .... Where good things happen!

**Getaway Weekend**  
**Jan 25-27, 2008**  
**It's not too late.**  
**Register TODAY!**

**WE WILL BE CLOSED:**  
**Dec 24-31**  
**Feb 18-22**  
**Apr 15-19**

**Customer Appreciation Holiday Party**

Join us for an evening of fun, food, shopping, and gifts.

When: Dec 14, 2007  
5 to 8:30 PM

Where: Stitchery Row  
Who: Past, present, & future customers.

## Upcoming Events

See inside for details on these upcoming events:

Dec 14—Customer Appreciation Holiday party—see details on right

Dec 24—31—Closed

Jan 25-27—4th Annual Getaway Weekend—see page 2

Feb 3—Super Bowl Stitch-in—see page 2

Feb 8-11—Nashville Trade Show

Feb 18-22—Closed

Apr 15-19—Closed

## What's New?

### Just Cross Stitch Ornament Issue

The 2007 Just Cross Stitch Ornament Issue is available. This issue includes 75 ornaments from some of your favorite designers as well as many new designers. There are many projects that you can stitch in a few hours to adorn your own tree or give as that special gift. Stop in soon to pick up your copy before they're gone. It's certain to get you in that holiday spirit.

### The Gift of Stitching Magazine

The Gift of Stitching magazine is a digitally produced stitching magazine from Australia. You can now purchase your subscription directly from Stitchery Row. This magazine features many beautiful projects in each monthly issue. Back issues are also still available. All you need is access to the Internet and the ability to print the pages you want to use. I have recently subscribed myself and am really enjoying it. Stop in to look it over and we can answer any questions you have.

## Annual Stitchery Row Weekend Getaway

### Plan your stitching weekend getaway

Are you ready for your very own vacation? The 4th Annual Weekend Getaway is only a few weeks away and now's the time to make your reservation. Spend a weekend making significant progress on your projects while making new friends who also

enjoy needlework. Pamper yourself at the Owego Treadway. Take advantage of the on-site massage therapists, swimming pool, spacious rooms, and exercise equipment. Take a break from kitchen and cleaning duties as the Treadway staff take care of your needs.

### Register Now

Plan now for your Getaway. The **4th Annual Weekend Getaway** is scheduled for January 25-27, 2008. It will be held at the Owego Treadway. For a brochure and registration form stop in, call us, or check the website. Don't miss this winter blah-blasting weekend.

## Project of the Month Clubs

We want to congratulate all of you who participated in this year's Project of the Month Clubs. It has been so nice to see all the finished projects and it was great fun to pick out the color choices for so many of the projects.

Janet and I have had many discussions about what we could do for 2008, but have not come to any conclusions. So, we're asking for your help.

Please let me know what your thoughts are regarding the Project of the Month clubs. Also, if there is some type of program that you would be interested in having us run, please let us know about that as well.

## New Class Offerings

See page 3 for the dates and times of our upcoming beading and embroidery classes. If you are interested in a class or technique that is not listed, contact us and we'll set one up.

### Surface Embroidery

Take this opportunity to learn basic surface embroidery. This technique is enjoying great

popularity with home and clothing designers. Learn the basic stitches which can then be combined into many different designs so that you can embellish your own items. What a great way to color coordinate your wardrobe and accessories or decorate your home.

### Punchneedle

We are running the punchneedle classes again since they were so popular. This technique is showing up in

many other areas of needlework as well. Learn what all the buzz is about as you learn the ins and outs of punchneedle.

### Finishing alternatives and Mounting your needlework

These classes remain very popular. Learn different ways to finish your projects in the Finishing Alternatives class. Learn how to mount your needlework for framing in the Mounting class.

**Do we have your email address?** Send us your email address so we can send you information during the year about activities at Stitchery Row—be in the know !!!

## Beading Classes

Kimberly has been busy learning new beading techniques and coming up with new beaded jewelry. Have you seen her changeable necklaces? Create a single beaded chain and many different pendants to hang from it. Have a weekend's worth of jewelry in just hours. Learn this technique in the Herringbone Necklace and Peyote Stitch Slide classes that are scheduled this winter. These classes are sure to fill up fast, so call soon to reserve your space.

## Coupon Special

### Stitcher Rewards Members Bonus

- Redeem this coupon with your completed key tag and receive an extra \$5 in FREE merchandise. (\$20 rather than \$15)
- Full redemption value only.
- Valid thru February 3, 2008
- (one key tag per coupon and one coupon per customer)

## Super Bowl Stitch-in

This has become one of our most popular events. Come to Stitchery Row for our annual **Super Bowl Stitch-in**. We'll have special offers, prizes, games, food, and fun. And, of course, we'll get in some "serious" stitching time.

Join us:

**Sunday, Feb 3, 2008**

**11 AM to 5 PM**

## Classroom Corner—call or stop in to register so kits can be prepared

Cross Stitch & Embroidery Classes	Class Dates & Times	Fee *
<b>Finishing alternatives - ornaments, fobs, needle cases, etc.</b>	Sat, Dec 15 9AM to 11 AM	\$20
<b>Basic Counted Cross Stitch</b>	Choose one class session	\$20
Join us for this two hour class and enter the relaxing and addictive world of counted cross stitch. Learn how to start a cross stitch project, including how to read a cross stitch chart, what tools to use, and about the materials and threads that are available. As you work on your project, you will learn different stitches and stitching techniques. This class is for the new stitcher or someone who wants to improve their basic skills.	Sat, Jan 12 9AM to 11 AM	
	Wed, Mar 19 1 PM to 3 PM	
<b>Punchneedle</b>		\$20
Punchneedle is hot!! Have you seen it in the magazines? Here's your chance to learn this technique and all the places you can use it. Try it out and see what all the buzz is about.	Wed, Jan 16 1 PM to 3 PM	
	Sat, Mar 1 9 AM to 11 AM	
	Wed, Apr 9 1 PM to 3 PM	
<b>Mount your piece to be framed - 2 hour introductory</b>	Sat, Jan 19 9AM to 11 AM	\$20
<b>Introduction to Needlepoint</b>		\$25
Want to learn how to needlepoint so that you can make a beautiful pillow or wall hanging for your home? This class will introduce you to the basics of needlepoint.	Wed, Feb 6 1 PM to 3 PM	
	Sat, Mar 8 9 AM to 11 AM	
<b>Basic Surface Embroidery</b>		\$20
Want to learn how to embellish your clothes or other items around the house. Learn the basic embroidery stitches that are showing up on clothing and so much more.	Wed, Mar 12 1 PM to 3 PM	

\* Cross Stitch & Embroidery class fees include the materials to complete a small introductory piece. Pre-registration required for all classes

Beading Classes	Thurs 4-6 PM	Sat 9-11 AM	Fee *
Herringbone Necklace	Jan 10	Feb 2	\$10
Basic Bead Stringing - Bracelet	Jan 31	Mar 29	\$10
Peyote Stitch Slide	Feb 14	Mar 15	\$10
Scallop Stitch Necklace	Feb 28	Feb 16	\$10
Brick Stitch Earrings	Mar 13	Apr 5	\$10

\* Bead classes do not include purchasing the beads to make the project. The bead costs will vary based on the beads that you choose. Pre-registration required for all classes

## *Stitchery Row ...*

*where stitchers &  
beaders go!*

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800-711-0692**

**stitcheryrow@stny.rr.com  
www.stitcheryrow.com**

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.

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** on any Friday. Group energy accomplishes much more than motivating yourself at home. And as always, help is available.

Have you registered your birthday with Stitchery Row? Let us know when your birthday is to be eligible for special discounts. Must be done at least one month in advance. Ask us for details.

Periodically, we notify our customers via email of other shop specials and activities. Our newsletters are also available on our website. **Send us an email**, and we'll include you on our email distribution so you'll know first when there are new opportunities at the Row.

Your membership in the local chapters of the **Embroiderers Guild of America (EGA)** and **American Needlework Guild (ANG)** provide some great educational opportunities as well as a chance to meet stitchers that share your passion. Contact us for information regarding membership in these guilds and for seminar details. The Row always seeks to increase needlework appreciation.

## **Stitchery Row**

55 Washington Ave.  
Endicott, NY 13760

Store Closings: **Stitchery Row will be closed Dec 24 - 31, Feb 18 - 22, Apr 15 - 19**