

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

# Stitchery Row News

May 2006

Volume 4 Issue 1

## Spring has finally Sprung at .... the Row !!!

It looks like Winter has finally left us and Spring is really here to stay. And with that, Summer can't be far behind. What better time to get ready for Christmas giving than with new projects and supplies to fill your time between summertime commitments and travels.

Since our last newsletter we've held a special Christmas Party for Rewards Club members, completed the 2nd Annual Weekend Getaway, had a great Super Bowl Stitch-In, met several hundred designers and vendors at the INRG

Marketplace in Nashville, took a week's vacation at Hilton Head, initiated the Project-of-the-Month clubs, scheduled an internationally renowned designer to teach a class in Endicott, and still managed to provide the day-to-day service that you have come to appreciate. You'll find more information about most of these items elsewhere in the newsletter.

At the Nashville tradeshow we found not only new designs and needlework patterns, but also some new ideas for finishing your work for display.

The new projects and finishing techniques provide some great opportunities for your personal decorating as well as some terrific gift ideas for family and friends. "Thanks" go to Janet for keeping the store open during our Nashville trip.

See pages 4 & 5 for more detailed information regarding our purchases at Nashville. And remember, if we don't have what you need, we'll get it!

Stitchery Row .... Where good things happen!

### Inside this issue:

Weekend Getaway Info	2
New Classes	2
Classroom Corner	3
Project of the Month Clubs	3
New Needlework	4
New Beading	5

**WE WILL BE CLOSED  
JULY 4 and  
JULY 18-22**

**Getaway Weekend  
Jan 26-28, 2007  
Register TODAY  
for best credit.**

## What's New?

### Cinderella visits ... the Row

Stitchery Row is sponsoring a two day workshop: **Cinderella in Blackwork & Surface Stitches**. This is an intermediate to advanced class on blackwork and surface stitches. The design incorporates the geometric blackwork technique and includes four methods of shading. Joining us to conduct this

workshop is **Marion E. Scoular**, an internationally renowned teacher, designer and author. The class will be held on September 23rd and September 24th, from 9:00 am to 4:00 pm both days.

The class fee is \$100 plus \$30 for the class kit. Class size is limited to 25 students, so register early to reserve a seat.

Contact Stitchery Row for questions and to request registration materials. Don't miss out on the chance to participate in this truly outstanding learning opportunity.

## Beads Beads Beads

The beading area of the store is continuing to show slow and steady growth. We've added colors and sizes of delicas and seed beads, as well as the introduction of some triangle beads. Recently, we had a **Red Hat Society** group come in and design their own zig-zag bracelets in traditional purple and pink colors. It was an evening of fun and accomplishment as each member proudly left with a new bracelet on their wrist. Come in, design your own, or seek help in one of

the many books we have available.

One morning Kimberly decided she needed jewelry for a dinner we were attending. By the next day she had a bracelet, earrings, and necklace. All were coordinated with her attire for the evening. You should have heard the compliments! And the cost was a bargain at less than \$15.00.

## Annual Stitchery Row Weekend Getaways

### What a Great Time

The 2nd Annual Getaway Weekend is over and everyone had a great time. This year we had a 'Gallery' displaying pieces completed by our customers, a 'Show and Tell' table for participants to display their projects, and a silent auction benefiting cancer research. Of course there was plenty of time for stitching, eating, friendship, and laughter. Our local newspaper had this to say about our weekend:

"Stitchery Row in Endicott hosted the second annual Stitcher's Delight Getaway Weekend with hand embroidery enthusiasts of all levels from New York, Pennsylvania, New Jersey, and Georgia. A fundraiser for cancer research was conducted with prizes donated by **Stitchery Row** and **The Beveled Edge** in Endicott. In total, \$350 in cash and merchandise were donated to the **Living Beyond Breast Cancer** organization."

### Taking Registrations

Plan now for the next Getaway. We are happy to announce the **3rd Annual Weekend Getaway** is scheduled for January 26-28, 2007. It will again be held at the Owego Treadway. For a brochure and registration form either stop in, call us, or check the website. Be sure to register early to maximize the value of your merchandise credit voucher. Don't miss this winter blah blasting weekend.

## New Class Offerings

See page 3 for dates and times of 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.

### SEPTEMBER SONG

Have you pretty much mastered cross stitch? Would you like to learn some new stitches? Join Kimberly during Thursday evening stitch-ins this summer to learn ten new stitches as you complete the beautiful September Song band sampler by Just Nan. This sampler is completed on linen or other evenweave fabric. Sessions are scheduled from 6-8 pm as follows:

May 18—bands 1-3, featuring Smyrna, Round Eyelets, Triple Crossed Rice, Satin Stitch.

June 15—bands 4-7, featuring Strap Stitch, Double Running Stitch (blackwork).

July 27—bands 8-10, featuring Herringbone Diamond, Triple Cross.

August 24—bands 11-14, featuring Diamond Eyelets, Half Eyelets, Tied Maltese Cross.

With a few hours each month, you can enhance your embroidery skills and finish this sampler, including bead embellishments, by the end of the summer. The \$40 class price includes 8 hours of instruction and all required materials. Sign up now.

## VISION AND NEEDLEWORK

The common solution to declining vision is to pursue projects on larger count fabric, even when the result is not as satisfying as on smaller count linen. An article in the February issue of CNA Magazine tells about Mary Blanton, a needleworker and shopowner whose best corrected vision is 20/200. Though legally blind, Mary does very intricate needlework—daily. Rather than larger count fabric, Mary emphasizes the correct combination of stretching, lighting and magnification tools. Let us show you what is available and help you find a combination that works for you! A variety of lighting, frames, Q-snaps, magnifiers at ... the Row.

## 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 until July 15, 2006
- (one key tag per coupon and one coupon per customer)

## Project-of-the-Month

The Friendship Samplings and Winter Samplings clubs are in full swing. The fourth project is now being distributed. We've seen some very creative finishing and innovative problem solving. Some have chosen to make ornaments of the series, others are giving them as gifts as soon as completed. A great job by all! Check the website or call us for more details about joining.

## Stitcher Rewards Club Members

Your completed bright yellow keytag is your ticket to \$15 in merchandise credit, as well as the chance to win one of our periodic prize drawings. Prizes have included supplies, tote bags, kits, and notions. And winners need not be present to win. We'll get your prize to you. Don't miss out on the benefits of the Club. You start to accrue your merchandise credit the day you sign up. And everybody loves giveaways!

Join the Rewards Club today at ... the Row !!

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

Class	Class Dates and Times	Fee
<b>Beginner Classes in Various Stitch Techniques</b>		
<p>These two hour introductory classes provide basic knowledge of the individual technique, including completion of a small project to demonstrate your new skill.</p> <p>Techniques:</p> <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>	<p>Class dates and times will vary based on the schedules of the participants.</p> <p>Classes can be scheduled days, evenings, or Saturdays.</p> <p>Stop in to see the projects.</p>	<p>\$20 for each class taken - includes materials for the project</p>
<b>September Song Sampler</b>		\$40
Learn ten embroidery stitches while completing this Just Nan band sampler. Three or four bands and stitches will be covered in each class.	Four Thursday evenings 6-8pm. May 18, June 15, July 27, Aug 24	
<b>Hardanger</b>		\$20
Learn hardanger basics by stitching this delicate ornament. Kloster blocks, cutting the fabric, filling stitches, and finishing are all covered in this class.	Sat, June 10 10 AM to 12 PM	
<b>Punchneedle</b>		\$20
As this technique grows in popularity, an increasing number of patterns are being produced. Add this technique to your repertoire. Class fee includes instruction and materials for completion of a small project.	Sat, June 3 10AM to 12PM	
<b>Special Interest Classes—take one class or all</b>		
Finishing alternatives - ornaments, fobs, needle cases, etc.	Sat, Aug 26 10AM to 12PM	\$20
Mount your piece to be framed - 2 hour introductory	Sat, Jul 8 10AM to 12PM	\$20
Make a pillow out of your embroidery	Sat, Jun 24 10AM to 12PM	\$20

<b>Beading—new technique with each class</b>	Wed - 1-3	Thurs - 6-8	Fee plus materials
Basic Bead Stringing - Necklace or Bracelet	Jun 7	Jun 1	\$10
Flat Peyote Stitch Bracelet	Jun 21	Jun 29	\$10
Scallop Stitch Necklace	Aug 2	Aug 3	\$10
Beaded Ribbon Scissor Fob	Jul 5	Jul 6	\$10
Crystal Drops Ornament	Jul 12	Jul 13	\$10
Brick Stitch Earrings	Aug 9	Aug 10	\$10

**Summer Class Special** - If you attend any two of the scheduled beading classes, your class fee for a third class will be **FREE!** The regular class fee for all beading classes is \$10. Materials (beads, findings, etc.) for all of the classes is additional. The total cost will depend on the number and types of beads selected as you design your personalized project for each class. Sign up now to complete your own jewelry, ornaments, and accessories.

## What's New At ... The Row!! Needlework

The Nashville trade show was once again an intense weekend. We visited about 100 designers/suppliers in just 17 hours. We found some really exciting new designers as well as some fantastic new designs from familiar names. Here are some you might enjoy stitching:

*Bent Creek Winter Snapperland* consists of four small patterns that comprise a winter country scene; can be done together or separately. Kimberly started this on vacation, so stop in to see her progress. The first two **Spring Snapperland** patterns have just been released as well.

*Little House Needleworks* has teamed up with *Trail Creek Farms* to offer a series of pieces that, when completed, can quickly be stitched onto the matching pillow for finishing. **Season of Rest** and **Season of Hope** are available with two more in the works.

*Just Nan* has introduced a series of seasonal samplers done in a square and featuring her new three dimensional charms. **Winter in the Square** and **Spring in the Square** are available with Summer on its way. She also has a breathtaking tulip frame which she features with her **Tulip Time** pattern. Absolutely beautiful.

**Don't Bug Me** when I'm stitching is the latest Knob Knocker from *The Sweetheart Tree*. Stake your space with this adorable piece hanging on the doorknob of your stitching room or made into a pillow and placed on your favorite stitching chair.

Barbara Rakosnik of *Periwinkle Promises* has been very busy with her new designs. Check out **Summer Sizzle Sampler** which includes many different

stitches in a very unusual design, or **Winter Spruce Sampler** which would give you a chance to do a blue on white sampler in the traditional motif style.

As a companion to her **My Son** design, Catherine Strickler of *Indigo Rose* has released **My Daughter**. This is sure to be an heirloom passed down through the generations in your family.

Thea Dueck of *The Victoria Sampler* has released **Summer Garden Sampler**. Her collection of Garden bell pulls has been very popular with designs reflecting the seasons, various flowers, and popular venues. Stop in to see several of these finished and in the works.

Three new patterns have been released by *Drawn Thread*. They include **The Wayward Garden**: a stunning floral sampler, **Red Lace Sewing Case**: a delicate needle and scissor case, and **English Garden Pocket**: a quaint bag to hold precious items.

Leslie Rudnicki of *Hillside Samplings* has introduced a new series called **Flower Samplers**. The first set includes Honeysuckle, Lily, Thistle, and Rose. Additional flowers will be available later this year.

*NeedleArt Connections* is a new designer who has an arrangement with The Museum of Needleart in Holland to reproduce their samplers. Be sure to take a look at **Min Letterdoek 1744-1817**, a stunning motif sampler reproduction.

There are new wedding and baby designs from *DebBee's Designs*, *Black Swan Designs*, *Brittercup Designs*, and *Sisters and Best Friends* just to mention a few. Is there a wedding or a new child in your future? Start to create the perfect memento now.

Halloween was well represented with new designs from *The Needle's Notion*, *Little River*, and *Dette Designs*. The

winter holidays and snowmen were also popular with the designers.

New traditional samplers are available from *With My Needle*, *Designs from Pamela*, *Carriage House Samplings*, *NeedleArt Connections*, *My Big Toe Designs*, and *Papillon Creations*.

The Fantasy designers were very busy this year with a series of ornaments released at the Nashville show. If you love dragons, then get a start on the holidays by picking up some of these designs.

Have you tried Counted Canvas? This technique has become very popular with the availability of so many exciting threads. Working on 18 ct canvas with perle cottons, wools, and other fibers goes quickly and is lots of fun. Check out the new designs from *AmyBear Designs*, *DebBee's Designs*, *Harbour Light Designs*, and *From Nancy's Needle*.

Punch needle is really hot. Check out our upcoming class in the class schedule. This is a quick and easy technique that comes to us from Russia. Stop in to see samples and peruse the large collection of patterns available. If you want something easy to pick up over the summer, this might be the ticket.

Have you heard the buzz about the new *Tokens and Trifles* perforated sewing cards. We have the complete selection of cards and also the patterns to use with them. These stitch up so quickly and make beautiful ornaments, bookmarks, gifts, and needle books. Very quick to stitch and finish off.

This is just a sampling of all the new items we have. More coming in daily, so

**Stop in to check out  
all the new goodies  
at ... the Row !!!!**

## What's New At .... The Row!! Accessories

Kimberly has been busy checking out all the new product updates from the distributors and you should see what she's come up with to go along with your stitching.

Looking for a gift for a dear stitching friend? We have a lovely selection of needle minders from *Kelmscott Designs*. They remind me of Wedgewood, but at a fraction of the price. A great way to surround yourself with beauty while you're working on your project.

*Olde Colonial* has an ornament pillow with four flaps that can be stitched. *Homespun Elegance* has some beautiful patterns that go along with these pillows.

A really quick finishing idea are the pillows and banners from *Stitch A Gift*. Designed for a small stitched piece, all you need to do is pop the stitching in and you're done.

We now have available a photo album which has an insert on the front for your stitching. *Milady's Needle* has designs available for these albums so you can show off your favorite photos.

Looking for a way to keep track of your scissors and other gadgets while you're stitching. Pick up a **My Scissors** jar to keep on the table next to your chair to hold all those little items that can easily fall on the floor.

New items are coming in weekly, so stop in to check them out. And if you see something you want, let Kimberly know. She's always interested in bringing in new items.

## What's New At .... The Row!! Beading

We found several new beading designs at the Nashville trade show. We now have designs and kits from *Needle & Frame*, *Threaded Needle Designs*, *Betty J. Hauser*, and *Deb Moffett-Hall*.

Have you considered beaded ornaments? Try our Crystal Drops class for instruction on how to complete these beautiful peyote stitch ornaments. Learn how to start peyote stitch projects, read a peyote stitch graph, and assemble this beautiful ornament. Call to reserve your spot in this class so we have enough supplies for all attendees.

Did you see the beaded ribbon scissor case and pincushion scissor fob? This is a really quick and easy to learn technique which will have you making these as gifts for all your friends and relatives. In July we are offering a class to teach you this technique. Stop in soon to have the best selection of kits.

We have added many loose beads to our bead tables giving you many more choices as you select beads for your next project.

Looking for something to do this summer with your daughter, granddaughter, or a special friend? Why not bring them in and spend an afternoon making a piece of jewelry. Select your beads and take advantage of our beading table to work on your project together. What a great way to spend some quality time together.

See a pattern that you want to try out. Just ask and we'll sit down with you to figure out how to put it together. We're always looking for a reason to sit and bead.

## Mirabilia News

Do you collect Mirabilia designs? We have just been notified that 20 of her designs are about to go out of print. If you need one of the following, please call soon.

The Dreamer, My Lady's Garden, English Roses, The Baby Boat, Stone Roses, Blooming Bride, Giggles in the Snow, Under the Friendship Tree, Le Nouveau Sampler, The Seaside Kingdom, The Blossom Harvest, The Lady of the Flag, Fairie Treasures, Guardian Angel, or any of the Little Stitches patterns.

## Primitive Traditions Frames

We now have a source for Primitive Traditions frames. These are featured on designs from Carriage House Samplings, The Goode Huswife, La D Da, Hands to Work, Primitive Traditions, Handwork, The Marking Sampler, Olde Willow Designs, Sheepish Designs, With My Needle, Sampler Girl, Plum Street Sampler, Birds of a Feather, Elizabeth's Garden, The Essamplaire, and Of Female Worth. If you have any questions or you would like to order one of these frames, please contact us.

## Gas Price Adjustment

Like most of us, you may still be adjusting to the fluctuations and increases in energy costs. Let us help you keep these costs from impacting your needlework hobby. When you find your supplies running low or if you know what you need for that new project, give us a call and we'll get it in the mail to you. Our turn-around time is very quick and shipping costs are exceptionally reasonable. Give it a try when it makes sense. Of course, we would always love to see you in person to help you pick out supplies for that new project, and for you to browse around to see what else is new at ... **the Row!**

## Stitchery Row ...

*where stitchers &  
beaders go!*

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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!!**

The national seminars for **Embroiderers Guild of America (EGA)** and **American Needlework Guild (ANG)** are coming up this fall. The ANG session is in Tucson and the EGA session is in Richmond. Contact us for information regarding membership in these guilds and for seminar details. We're always looking to increase needlework appreciation at ..... the Row.

**Store Closings: Stitchery Row will be closed July 4th and July 18 through July 22.**

### **Stitchery Row**

55 Washington Ave.  
Endicott, NY 13760

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 third 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.

**Summer Special: Attend two scheduled beading classes and get the third class fee FREE!!**