

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

Stitchery Row News

November 2006

Volume 4 Issue 2

Winter and the holidays are upon the Row !!!

Wow, what a summer and fall we've had here at the Row. Can you believe that the holidays are upon us already? We haven't done a bit of shopping for our families, but boy has Kimberly been busy bringing in new merchandise for the shop.

In September, we hosted a two day workshop with Marion Scoular. The 28 participants worked on a black-work piece called Cinderella. Marion provided excellent instruction and guidance to all as well as keeping the group in stitches with stories about her many needlework experiences. With the help of Judy

Wentz and Paul, even Kimberly was able to attend the class, although she hasn't touched the piece since. Oh, well, just one more UFO !!

Undaunted, in October, Kimberly took off for the EGA National Seminar in Richmond, VA. Not setting her sights too high, she took two days of Studio Time, during which she worked on her Tony Minieri, Stars of the New Millennium piece. The second half of the week, she took a beading class with Joyce Lukomski and actually came home with some finished pieces. Check them out the next time you

stop in the shop. Thanks go to Judy and Janet for keeping Paul company while Kimberly was away.

Well, the next few months are packed with activity here at the Row. With Customer Appreciation events, classes, and the Getaway weekend, there are many reasons to stop in. Have you filled out a Wish List yet? What better way to guarantee that your family can buy you the perfect gift. Read on for details on all the upcoming events here at the Row.

Stitchery Row Where good things happen!

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Getaway Weekend
Jan 26-28, 2007
It's not too late.
Register TODAY!

WE WILL BE CLOSED:
Nov 21-23
Dec 26-30
Feb 20-24

Stitcher Rewards Club Party

ATTENTION ALL STITCHER REWARDS CLUB MEMBERS

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

When: Dec 1, 2006
5 to 8:30 PM

Where: Stitchery Row

Who: Your yellow Stitcher Rewards Club keytag is your ticket to the fun.

Upcoming Events

See inside for details on these upcoming events:

Nov 21, 22, 23—Closed

Nov 24, 25—Join us for a break during your Black Friday shopping.

Dec 1—Stitcher Rewards Club party—see right

Dec 26-30—Closed

Jan 26-28—3rd Annual Getaway Weekend

Feb 4—Super Bowl Stitch-in—see page 2

Feb 9-12—Nashville Trade Show

Feb 20-24—Closed

What's New?

Just Cross Stitch Ornament Issue

The 2006 Just Cross Stitch Ornament Issue is available. The 75 ornaments from some of your favorite designers cover the gamut of techniques and subjects. There's sure to be a project here 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.

Just Cross Stitch Christmas Ornaments 10th Anniversary Collection

In celebration of the 10th anniversary of the Just Cross Stitch Ornament magazine, Hoffman Media has published a collection of ornament designs into one book. Taken from the magazines over the last ten years, this collection of over 80 ornaments is a must have. Many of these pieces are no longer available in any other publication. Stop in and take a look at these beautiful pieces. What a collection

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Annual Stitchery Row Weekend Getaway

Plan your stitching weekend

The 3rd Annual Weekend Getaway is only a few weeks away. Have you made your reservations for this year's event? Spend the weekend making significant progress on your needlework projects. Make 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.

Taking Registrations

Plan now for the next Getaway. 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.

Project of the Month Clubs

This year's Project of the Month clubs were very successful and there has been great clamoring for us to do it again, so here goes.

This year we are offering two clubs: **Seasonal Potpourri** is a collection of designs which will get you in the mood for each season. **Canvas Quickies** are designs each done on canvas with a variety of threads.

Starting in February, club members will pick up a new project kit each month. Each project includes a Free pattern and a fabric & thread pack. Full retail cost of the kit is \$5.00, but members that pick up the project on designated pick-up dates will pay \$2.50, **BUT ONLY IF** the previous month's project is completed. We'll also have a specific time each month for members to get together to help each other. At the end of the year, we'll have a Holiday party for the members to show off all of their completed projects.

Stop in or call to sign up now. First pick up date is Feb. 4, 2007.

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.

Surface Embellishment

Take this opportunity to learn how to embellish clothing and other items. Surface embellishment is enjoying

great popularity with fashion 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.

Bead Embroidery

Join us to learn how to use the Kantan Couture bead embroidery tool recently released by Clover. This tool makes adding beads to handbags, clothes, and

other items quick and easy. No more stitching through each bead individually. This technique makes bead embroidery a snap. Sign up early as this class is certain to fill up.

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.

Beading News

Kimberly has been busy learning new beading techniques and coming up with new beaded jewelry. Have you seen her new changeable necklace? Create a single beaded chain and many different pendants to hang from it. Have a week-end's worth of jewelry in hours. Have you checked out all the new beading magazines and books that are available? We now carry magazines from the US, Canada, and Australia. What a collection of unique designs.

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 4, 2007
- (one key tag per coupon and one coupon per customer)

Super Bowl Stitch-in

A great way to beat the winter doldrums as well as avoid the endless pre-game analysis. 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 on

Sunday, Feb 4, 2007

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 *
Basic Counted Cross Stitch	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.	Wed, Jan 17 1 PM to 3 PM Sat, Jan 20 9AM to 11 AM Wed, Apr 18 1 PM to 3 PM Sat, Apr 21 9 AM to 11 AM	
Mount your piece to be framed - 2 hour introductory	Sat, Dec 9 9AM to 11 AM	\$20
Finishing alternatives - ornaments, fobs, needle cases, etc.	Sat, Dec 16 9AM to 11 AM	\$20
Bead Embroidery		\$20
Learn to use the new Kantan Couture tool.	Wed, Feb 7 1 PM to 3 PM	
Cross Stitch on Even Weave Fabric		\$20
Are you ready to move from cross stitching on Aida to linen or other even weave fabric? Learn the tricks that will take your cross stitch to the next level.	Wed, Feb 14 1 PM to 3 PM Sat, Feb 17 9 AM to 11 AM	
Introduction to Needlepoint		\$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, Mar 7 1 PM to 3 PM	
Punchneedle		\$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, Mar 14 1 PM to 3 PM Sat, Mar 17 9 AM to 11 AM	
Surface Embellishment - something to do on the school holiday		\$25
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 by stitching a design on a small denim purse (included in price of class).	Fri, Apr 6 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—new technique with each class	Wed - 1-3 PM	Sat - 9-11 AM	Fee *
Basic Bead Stringing - Necklace or Bracelet	Nov 29	Nov 25	\$10
Crystal Drops Ornament	Dec 6	Dec 2	\$10
Scallop Stitch Necklace	Jan 10	Jan 6	\$10
Flat Peyote Stitch Bracelet	Jan 31	Feb 3	\$10
Square Stitch Bracelet	Feb 28	Mar 3	\$10
Brick Stitch Earrings	Mar 28	Mar 24	\$10
Multi Strand Necklace	Apr 25	Apr 28	\$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 ...

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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)** this fall provided some great educational opportunities as well as a chance to meet stitchers from around the nation. 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

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.

Store Closings: **Stitchery Row will be closed Nov 21-23, Dec 26 thru 30, and Feb 20-24**