

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

# Stitchery Row News

September 2005

Volume 3 Issue 2

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**Getaway Weekend**  
**January 27–29**  
**Register TODAY**  
**for best credit.**

## **Just CrossStitch Ornament Issue**

The 2005 Just Cross Stitch Ornament Issue has arrived. From whimsy to traditional, check out the designs from Victoria Sampler, Water's Edge, Sunflower Seed, and many more!

## **Stitcher Rewards Club Members**

**Holiday party on  
Friday December 2  
from 5:00 pm to  
8:30 pm. Discount  
shopping, gifts, hors  
d'oeuvres. See page  
2 for details.**

## **Dog Days of Summer have passed ...the Row !!!**

Summertime at .... the Row has really flown by. Can you believe that the dog days of summer are gone and Autumn is already here?? With the heat we've had throughout June, July, and August it feels nice to have some moderating temperatures. But no matter what happens outside, the temperature at ... the Row is always just perfect for stitching and beading!!

As usual there's a lot going on here. The summer trade shows were packed full of new goodies includ-

ing new designs, new designers, new fabrics, new threads and new gadgets. See the **newsletter insert page** for more details, and stop in to browse throughout the store to see all the new merchandise.

In July the mid-Eastern Region of EGA held their annual seminar in Pittsburgh and asked us to set up a boutique at the seminar. Well, it was a bit hectic, but we packed up lots of merchandise and headed to Pittsburgh. This was a great

opportunity to meet Guild members from other parts of the region. It's always fun to see old friends and to make new ones.

Our Stitcher Rewards Club membership is growing. Members like the opportunity to earn free merchandise as well as to participate in periodic offers. Winners of merchandise drawings have been well pleased and those that have taken advantage of bonus coupons have increased their earnings.

Stitchery Row .... Where good things happen!

## **What's New?**

### **Project-of-the-Month Clubs**

Does it seem that you never finish a project? Do you want to learn some new techniques but aren't quite sure where to start? These clubs are just right for you! Starting in February, club members will pick up a new project kit each month. Each project includes at least the pattern, fabric, & threads. 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. One series of projects is geared toward the winter holidays. The other series includes projects pertaining to each season. We'll also have a specific time each month for members to get together to help each other. Toward 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 for more details and a list of projects.

### **Beads Beads Beads**

The front section of the store has turned into our Beading Area. We currently have a wide selection of Miyuki beads, strands of Czech beads, and many loose beads in a variety of sizes and shapes. We also have beading thread, memory wire, findings and accessories necessary for creating your own jewelry designs. We have books and kits to help with the design phase and get you right into making your own designer jewelry. See Classroom Corner on pg 3 for a list of classes.

## 2nd Annual Stitchery Row Weekend Getaway

### Taking Registrations

Encouraged by the success of our first *Weekend Getaway*, we are happy to announce the 2nd Annual *Weekend Getaway* scheduled for January 27-29, 2006. It will again be held at the Owego Treadway.

We are planning weekend events similar to those held at last year's *Getaway*. We'll have some mini-workshops, some auctions, plenty of time to work on your projects, and lots of fun. To get 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.

Here are some comments from one of last year's attendees:

"Last January twenty stitchers spent a fun filled weekend stitching at the Owego Treadway. .... We brought our stitching, patterns, threads, needles scissors, frames

and lights. Some were commuters, others stayed at the Treadway. One came from Poughkeepsie, others from Sayre, Corning, Newark Valley, Owego and greater Binghamton. All had a good time. Why were we there? ... Concentrated stitching time ... Time away from children .. Husbands needed to experience the kids for a weekend .. A break from cooking, cleaning, TV, and phone. .. Hope to see all of you at the 2nd Annual *Getaway*."

### New Class Offerings

We're ready to go with some new classes for this fall. See page 3 for dates and times.

Sure to be a new favorite is our **Taming Your Stash** class. Get together with other stitchers and hear about some tried and true ways of keeping your stash under control. Are you tired of spending more time looking for your threads than actually stitching? Has your stitching overtaken the living room, bedroom, or maybe the whole house? This is your opportunity to tame that tiger so you can get down to some serious stitching. Scheduled right after New Year's

to help you achieve one of your New Year's Resolutions!!!

### BEADING CLASSES ARE HERE !!

Starting in October, we'll be offering a new beading technique each month. Start out with the basics and learn Basic Bead Stringing in October. Come back each month and learn another beading technique. A specific bracelet or necklace will be taught each time. You will pick out the beads that you use for each item. Stop in to see samples of each project to be taught.

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

### STITCHING CLASSES

We are again offering a complete range of classes covering stitching techniques, various stitches, mounting for framing, finishing alternatives, etc. If you haven't seen the depth that punchneedle can add to your stitching creations, stop in to see some examples. You're sure to want to sign up to add this technique to your repertoire. As always, if you are interested in a technique or a class that is not listed here, contact us and we'll do our best to set one up. In the past we've offered classes on Stumpwork and Temari Balls to satisfy requests from our customers. We're always happy to help.

### 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)

Valid until December 15, 2005 (one key tag per coupon)

### Related Happenings

**BC Stitchers Tree at Roberson** - be sure to see this Christmas tree decorated entirely with ornaments stitched and donated by local EGA members.

**L'aveggio Sip & Stitch**—a monthly informal gathering of people interested in needlearts. For info call Mary Ann at 607-754-3430 or us at Stitchery Row.

### Stitcher Rewards Club Members

Your bright yellow keytag is your ticket to the Stitcher Rewards Club Member holiday party. Join us on Fri, Dec 2 at 5PM for a special evening of laughter, stitching, and delectable treats. Take this opportunity to fill out your Holiday Wish List, then send your loved ones here to finish their shopping. Visit with your stitching friends in a relaxed atmosphere before the hectic holidays. We'll have special keytag drawings, discounts, and gifts for all.

Join us for the holidays at ... the Row !!

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

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>Linen II—Welcome Spot Sampler—Adv Beg</b>		\$35		
<p>This six hour class extends your counted cross stitch on linen experience. Learn a variety of additional stitches as well as embellishment of your piece with beads and charms.</p>	<p>Scheduled on an as-requested basis.</p> <p>Please call to schedule.</p>			
<b>Linen III—Take Time to Stitch—Intermediate</b>		\$35		
<p>Enhance your counted embroidery skills with this six hour class. Learn several more counted embroidery stitches while completing this non-traditional sampler.</p>	<p>Scheduled on an as-requested basis.</p> <p>Please call to schedule.</p>			
<b>Special Interest Classes—take one class or all</b>				
Getting your stitching under control (Taming Your Stash)	Sat, Jan 21 9AM to 11AM	\$20		
Finishing alternatives - ornaments, fobs, needle cases, etc.	Sat, Oct 29 9AM to 11AM	\$20		
Mount your piece to be framed - 2 hour introductory	Sat, Nov 5 9AM to 11AM	\$20		
Mount your piece to be framed - all day workshop	Sat, Dec 3 10AM to 2PM	\$20		
Make a pillow out of your embroidery	Sat, Feb 4 9AM to 11AM	\$20		
<b>Beading—new technique with each class</b>	Wed - 1-3	Thurs - 6-8	Sat - 10-12	
Basic Bead Stringing - Necklace or Bracelet	Oct 19	Oct 20	Oct 22	\$10
Flat Peyote Stitch - Bracelet	Nov 9	Nov 17	Nov 12	\$10
Square Stitch - Bracelet	Dec 14	Dec 15	Dec 10	\$10
Basic Bead Stringing—Necklace or Bracelet (repeat)	Jan 18	Jan 12	Jan 7	\$10
Multi Strand Bead Stringing - Necklace or Bracelet	Jan 11	Jan 19	Jan 14	\$10
Brick Stitch - Bracelet	Feb 8	Feb 16	Feb 18	\$10
Tubular Peyote Stitch - Necklace	Mar 8	Mar 16	Mar 11	\$10

**Super Bowl Stitch In** - With the coming of Fall, the football season is well underway. Can the Patriots repeat as Super Bowl champions? Maybe. Can we repeat with a really fun time at our annual Super Bowl Stitch In? **Absolutely!!** Plan to be here Super Sunday **February 5th** between 11:00 am and 5:00 pm. We'll have the usual array of special offers, prizes, games, food and fun. And, of course, we'll get in some serious stitching time rather than listening to those endless pre-game analyses. See you in February!!

## Stitchery Row ...

*where stitchers &  
beaders go!*

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

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800-711-0692**

**stitcheryrow@stny.rr.com  
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 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.

Holiday Closings: **Stitchery Row will be closed Nov 23-24, Dec 24-26, and Dec 31-Jan 2**

Coming: Project-of-the-Month Clubs for education, entertainment & fun-see pg 1

## **Stitchery Row**

55 Washington Ave.  
Endicott, NY 13760

**Winter Special:** 20% off all stitching stands in inventory.  
No special orders. First come — first served.  
Valid through December 31, 2005.