

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

Stitchery Row News

What's coming up at ... the Row !!!

This has been a very exciting and busy year here at the Row. We have continued to expand our beading section with new designers, books, and beads. We are adding new techniques to the product lines which we offer including kumihimo—Japanese braiding, temari—Japanese thread balls, and wool felt appliqué. Look for more details and class offerings in this newsletter.

Kimberly has just returned from the EGA National Seminar in Louisville, KY where she took classes in beading and temari. Her

projects are finished and on display at the Row. Stop in and ask her about her week. And we are very excited that next year's seminar will be held in Pittsburgh, PA and Stitchery Row will be the boutique at seminar. If you are not an EGA member, ask us for more information.

We have many more exciting events coming up over the next few months.

The On-line Needlework Show runs from September 24 through 29. This is a great opportunity for you as customers to see what's new in the industry first

hand and help me select what to bring in to the store. Check out all the details on page 2.

The 5th Annual Getaway Weekend is scheduled for January. Now's the time to plan your Getaway. We're sure that by the time the holidays are over you'll deserve your own Getaway Weekend.

Our annual Super Bowl Party is always a good time. Plan now to join us on Feb 1st.

Read on for details on all the upcoming events here at the Row.

Stitchery Row Where good

September 2008

Volume 6 Issue 1

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Getaway Weekend

Jan 23-25, 2008

It's not too late. Register TODAY!

WE WILL BE CLOSED:

Nov 26-27

Dec 24-Jan 1

Feb 17-21

Just Cross Stitch Ornament Issue

The 2008 Just Cross Stitch Ornament Issue is expected any day. This year's issue has 76 designs to adorn your tree or give as that special gift. Stop in soon to pick up your copy before they're gone or call us and we'll hold one for you. It's certain to get you in that holiday spirit. We do have a limited number of copies of the 2007 issue still available if you missed it last year.

What's New?

This time of year is exciting in the needlework industry. Two of the largest industry trade shows are held in September. The first was held in St. Charles, MO the weekend it rained so much (thanks Ike) and the second is the On-line Needlework show September 24—29. Because of these trade shows, all needlework designers are releasing new designs and there are new tools and gadgets coming out, as well as new threads, fabrics, buttons, and charms.

The staff at Stitchery Row are busily reviewing all these new items and ordering them for you to look at here at the store. New items will be coming in almost every day for the next few weeks, so stop in often to get the first look at the new merchandise.

Upcoming Events

See inside for details on these upcoming events:

Sept 24-29—On-Line Needlework Show

Nov 26-27—Closed

Dec 24-Jan 1—Closed

Jan 23-25—5th Annual Getaway Weekend

Feb 1—Super Bowl Stitch-in

Feb 6-8—Nashville Trade Show

Feb 17-21—Closed

On-line Needlework Show

The On-line Needlework Show is a wholesale needlework show that is held twice a year. Over 150 designers, distributors, and suppliers use this show to showcase new designs and supplies to shop owners around the world. This is one of my opportunities to bring new merchandise into the store for you.

What makes this show unique is that you get to "come along" with me to this show. The On-line show is set up as a website where each of the participating designers and companies have a link that you click on to view their offerings. You will be able to see the latest designs from your favorite designers and check out the offerings from new designers as well. When you see items you would like to order, just send me a note (stitcheryrow@stny.rr.com) and I will include them as I place orders over the weekend.

The show starts at 2PM on Wednesday, September 24 and continues through midnight Monday, September 29. Go to www.needleworkshow.com and select General viewing, then click on the designer name to see what they have to offer. For items you would like to purchase, send me the company name and information about the items you would like. As always, when your items arrive, we will contact you.

I will be shopping all weekend as well and selecting new merchandise to order for the store, so if you're not able to view the on-line show, stop into the store over the next few weeks to see what I've ordered. There's sure to be a lot to see.

Annual Stitchery Row Weekend Getaway

Are you ready for your very own vacation? The 5th 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 5th Annual Weekend Getaway is scheduled for January 23-25, 2009. 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 have many people who are stitching away on their projects of the month. This year you had two months to finish each project and canvas and linen alternated each month. These clubs remain very popular and we expect to run them again starting at the Super Bowl Stitch-in. If you want to be included in 2009, please let us know.

Do we have your email address?

Help us cut our costs, so we can spend more on inventory. Send us your email address so we can send the newsletter and other updates to you via the internet. Get the latest information all year long about activities at Stitchery Row—be in the know !!!

We do not give any personal information to anyone. Your privacy is important to us.

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 December 23, 2008

(1 keytag/coupon; 1 coupon/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 1, 2009

11 AM to 4 PM

Class Offerings

Are you interested in improving your skills or learning a new embroidery technique?

Stitchery Row offers instruction in many different embroidery techniques including

- Counted Techniques: Cross Stitch, Canvas, Hardanger, Drawn Thread, Pulled Thread, Blackwork
- Needlepoint
- Surface Embroidery & Crewel
- Stamped Embroidery

Instruction is available at Beginning, Intermediate, and Advanced levels. Because of the many different techniques and skill levels, we prefer to customize our classes to the students. Therefore, if you would like to learn something new, call Kimberly at Stitchery Row and we will arrange a class specific to what you want to learn.

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

Needlework Classes	Class Dates & Times	Fee
Temari Temari are beautifully decorated balls that can be used for ornaments, jewelry, or as decorations around the home.	Wed, Oct 22 1:00-3:00	\$30 *
Finishing alternatives - ornaments, fobs, needle cases, etc. Learn different ways to finish your projects in this class.	Sat, Oct 25 10:00-12:00	\$20
Punchneedle Punchneedle is hot!! 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, Nov 12 1:00-3:00	\$30 *
Mount your piece to be framed Learn how to mount your needlework for framing.	Sat, Nov 15 10:00-12:00	\$20
Wool Felt Appliqué Wool felt appliqué is a combination of hand embroidery and sewing.	Sat, Dec 6 10:00-12:00	\$30 *
Kumihimo Kumihimo is the art of Japanese braiding. This can be used for jewelry, decorating your needlework, or home décor.	Wed, Dec 10 1:00-3:00	\$20

* Class fee includes the materials to complete a class piece. Pre-registration is required for all classes.

Beading Classes

The girls at Stitchery Row continue to learn new beading techniques and play around with different beading patterns. Karen has been teaching the beading classes this summer and is looking forward to helping you learn how much fun it is to make your own jewelry. This is a great way to make inexpensive gifts for your family and friends. If you are interested in learning to bead, contact Kimberly to set up a class. Get a group of your friends together for a class and have an afternoon of creativity and fun.

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***where stitchers &
beaders go!***

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Endicott, NY 13760**

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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 Nov 26 - 27, Dec 24 - Jan 1, Feb 17 - 21