



THE STITCHING POST

MARCH 2010

410.788.7760

Needle and thREAD: STITCHING FOR LITERACY—Have you heard? Stitchers across the country and world wide have been participating in this terrific event for the last several years and it has become an annual event. The premise is simple: bookmarks are stitched by anyone who wants to participate and then donated to schools and libraries for Children's Book Week. They are used as rewards for the children's reading accomplishments, encouraging them to continue reading while promoting the needlework industry. The children of today will be our needleworkers of tomorrow as well as vital people directing the future of our society. We want them to be well versed in all facets of life—Literacy and the Arts are two means to help our nation develop for the future. We need to introduce them to our wonderful world of stitching and continue to foster its growth. There are so many children as well as young adults who have no idea that the needlearts exist and they won't ever if we don't start somewhere to spread the "word"!



Ready for the challenge? Bookmarks can be quick to stitch, are great little projects to take with you while waiting for appointments (ladies: they will fit right in a pocket of your purse!) and are easy to complete while watching your favorite TV shows! You can use prefinished bookmarks (available at the shop) or use scraps of fabric that you already have. We will also be donating strips of scrap fabrics from the shop. The bookmarks can be fringed on the ends or basted to be finished off. You are welcome to use any techniques or threads that you wish and the pieces can be as simple or elaborate as you choose. There are a variety of bookmark books available, with some designer's proceeds going to the program. You can use previous graphs of the month or any small designs that you come across in your book stash! If everyone does just one each year, think how much encouragement that will give to these young readers!

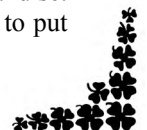
Bring your finished bookmarks to the shop between **March 18th and May 6th** with a slip of paper attached to your piece with your first name and the title of a favorite book. This adds a personal touch for you and for the child who receives the bookmark. We are excited to be sponsoring this program locally

and in conjunction with Jen of Funk & Weber Designs. For additional information and to see pictures of collections from previous years, go to <http://stitchingforliteracy.com/>. Please join us in this wonderful cause—help promote literacy, the needlearts, our shop and goodwill among all of us.

STITCH YOUR HEART OUT CAMPAIGN – The Stitch Your Heart Out (SYHO) Campaign was created to excite stitchers with a new and fun project, create an interest in stitching for non-stitchers and introduce stitching to the next generation, while promoting heart health. Starting in February on the first Friday of every month for twelve months, a new design will be released by industry leading designers. We will receive them in the shop during the following week. Once you have stitched all 12 designs, you will receive a FREE cover chart and instructions on how to assemble them into a stitched designer encyclopedia. Some of the designers include Rosewood Manor, Ink Circles, Blue Ribbon Designs, and La-D-Da, just to name a few. Each of the small sized designs will be very affordable.

Visit the blog for more information thru a link on Hoffman's website (www.hoffmandis.com) or go to <http://stitchyourheartout-lts.blogspot.com/>. Updates for the campaign will be on the SYHO web site as well as more information on the program as it evolves. We will be able to view all of the designs and the completed encyclopedia at the Nashville trade show, but don't miss out on the charts from these wonderful designers NOW. Contact the shop to sign up today and we'll let you know when each of the designs arrives.

MARCH MADNESS—As I write this, we are finishing the football season and we are already hoping that the Ravens make it deeper into the playoffs next season! But now it's time to shift our thoughts to basketball and the March Madness tournament, a highlight of the basketball season for so many fans. During the week of **March 22nd – 27th** stop in and look around for the orange basketballs. They will be your key to savings on selected fabrics, threads and other merchandise. Come by and find lots of savings and projects to put in your stitching 'hoop'!





STITCHERS' NIGHT—What better way to celebrate the beginning of spring than with friends and an evening of stitching! Spring officially begins the afternoon of **March 20th** and after this long cold winter we will all be ready for its arrival! Join us that evening from **6:30-10:30** for a lite supper, shopping and stitching. This would be a wonderful time for you to think about stitching a bookmark for the needle and thREAD campaign (see intro)! Cost for the evening is \$15; payment is due **when signing up** to secure your spot for the night.

DOUBLE/TRIPLE PUNCHES—While hoping this year is more stable for everyone, it never hurts to make the dollar go as far as possible. It is our goal to do that by offering you savings with the double/triple punch coupons! During the week of **April 5th – 10th**, come into the shop to make a purchase (excludes custom framing) and you'll receive a coupon for double punches. If you spend \$60 or more (before tax), you'll receive a coupon good for triple punches! Punch coupons may be redeemed the week of **May 10th – 15th**.

ON-LINE NEEDLEWORK SHOW—Log on to www.needleworkshow.com during the week of **April 15th – 20th** and visit the General Viewing area. Select the designers you would like to see, make a list of the items you wish to purchase and call or e-mail us with your choices and payment information. It's that easy and you can visit the web site 24 hours a day on the dates the show is open! One note to remember – we do have minimums that must be met with some of the vendors, so that may limit us on getting occasional items you request. We will mail

your order as soon as the designs arrive to us, but keep in mind that it takes the designers time to complete their part of the process and get them out to us.

ANNIVERSARY SALE—It's hard to believe we are celebrating the **29th** year anniversary of The Stitching Post! Stop by the shop between **Thursday, April 22nd and Saturday, April 24th** to join the celebration. We will have **drawings for discounts** and a **special gift** to honor the occasion. We are grateful to all of you for your patronage and look forward to seeing you throughout the weekend event and the rest of the year.

SUMMER CLEARANCE EVENT—The arrival of the summer trade shows will be here sooner than we realize and we need to make room for all the new merchandise. Help us clear out a variety of items to make way for all of the latest and exciting products that we will bring back from Columbus and St. Charles. During the week of **May 31st – June 5th**, we'll offer discounts on select items, savings on fabrics and other specials. This is a great opportunity to plan your projects for summer vacations—they'll also be here before you know it!

STITCHERS' NIGHT #2—We will be offering another stitching evening this quarter on **May 22nd** from **6:30 – 10:30**. You'll have plenty of time to shop and stitch with friends after a lite supper. Cost for the evening is \$15; payment is due **when signing up** to secure your spot for the night.

NEW RIGHT NOW



MIRABILIA—Dressed in white with charcoal embroidery on her gown, **Sabrina** is an elegant goddess

VICTORIA SAMPLER—**Carol Singers** arrived just before the holidays, but many of you may not have seen this sampler which celebrates song of the Christmas season; **Birds of a Feather** is a sampler about stitching together

LIZZIE KATE—Also new out just before the Holidays were **Dogs Leave Pawprints**, **Time For God**, **Live Simply**, and the newest boxer kit **Today Was A Total Waste of Make-Up**. Coming soon will be **Cat Lessons for People** (I understand **Dog Lessons** will be coming in Nashville!), **Easter Quick-it**, **We're Not Gossiping—We're Networking** boxer kit and a new series called **Green Flips**, a 6-part series with three parts released now. Each has its own saying

but can be stitched individually or all together with a border and each is embellished with a yellow flower button

BY THE BAY—**Tidal River Part #3** has been released and the three parts look wonderful together or done individually; **Christmas Cove**

Little House Needleworks—The Ornament Series has begun and the first two releases are **Fa-La-La** and **Pear Tree** with **He's A Flake** on its way! These ornaments are wonderful—be sure to sign up today so you don't miss any of the releases! **Sampler Months** is a new thread pack series from Little House and Crescent Colours. Two months will be in each chart pack along with six cotton floss colors; these would be nice as small gifts or pop them in and out of a frame for each month!



MILL HILL—Spring bead and button kits have arrived and include several shells, a purse, a shoe and an ice cream shoppe; small kits include a flamingo, shamrock and gold finch. Mill Hill has introduced a new series called Sticks, which include designs called **Love Me Love My Dog**, **Cherish Family**, and **Cook Up A Storm**

JEANETTE DOUGLAS DESIGNS—**Seaside Stitches Accessories**

PINE MOUNTAIN—Small monthly pillow kit **ready...set...snow**; **January Expressions** kit has words and symbols for the icy month of January; **February Expressions** has sentiments of love; **Whoop Loves You?** is the small pillow for February

CLASSES

General class conditions:

- Call or come in to reserve your class. Please do not just show up & assume a spot is available!
- Payment is due within one week from the time you sign up for the class.
- If a class does not have enough registrants and is cancelled, the money will be refunded, can be applied for shop credit, or applied to that class at a later time. If you are unable to attend and there is a substitute available, money will be refunded minus a \$5 processing fee.



CROSS STITCH 101 – If your cross stitch is rusty and you need a refresher or if you just want to try it, then this class is for you! You'll learn how to follow a chart, the threads to use (the variety that exists now continues to expand!), fabric sizes and other information while learning the basic stitch and getting some helpful hints as well. A small project will be started during class – by the time you finish, you'll be ready for the next step.

Teacher: Dianna Heiger \$12

THURS., APRIL 15th, 6:30–8:00 PM



BEGINNING NEEDLEPOINT – During this 2-part class, Carol will share information and techniques for stitching on canvas. You'll learn two of the basic needlepoint stitches (continental and basketweave) allowing you to work on any canvas. After learning the stitches, and in the second half of the class, you will get help in choosing a canvas and fibers to begin your first piece using these techniques.

Teacher: Carol Toll \$28

SAT., APRIL 17th, 10 AM – 12 PM & 1:30 – 3:30 PM



PUNCHNEEDLE – Have you heard people raving about this embroidery technique called punchneedle? This fun and easy needlework technique is worked from the back of the fabric using a special needle. It is quick to learn and you'll become addicted very easily, so come try your hand at it, expand your needlework repertoire and let us know what you think!

Teacher: Melinda Zachary \$20

THURS., APRIL 29th, 6 – 8:00 PM

SAT., MAY 1st, 10 AM – 12 PM & 1:30 – 3:30 PM



STITCHING OVER 2 – Afraid to work on a higher count of fabric? This class is a great chance to give it a try! Dianna will share her knowledge about linen and evenweave fabrics, as well as helpful tips, as you stitch on a small project.

Teacher: Dianna Heiger \$12

THURS., MAY 13th, 6:30 – 8:00 PM



HARLEQUIN DANCE - This canvas work design is a small geometric piece, fun to stitch, and a good 'next step' if you have just finished the beginning needlepoint class. If you are looking to try something between cross stitch and hand painted needlepoint canvases this would be a great place to start!

Harlequin Dance is available as a class piece only, as it is exclusive to shops who have taken it as a class at market. You will work this design from a chart on 18 count canvas. There will be a few different stitches to learn using a variety of textures with threads from Rainbow Gallery. When signing up, you'll need to choose from one of the two color-ways we'll be offering.

Teacher: Melinda Zachary \$82

SAT., MAY 8th & 15th, 10 AM – 12 PM



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SNIPPETS

WOODLAWN EXHIBIT—Be sure to plan a visit to Woodlawn in Alexandria, Virginia for the needlework show during the month of **March**. It is an inspirational exhibit that is great fun to see with stitching friends (make a day of it!) and a wonderful way to support the needlearts in our area.

TRUNK SHOWS—We have a variety of needlepoint (NP) and cross stitch (CS) trunk shows set up this year. During all of the needlepoint trunk shows, take **20% OFF** any canvases from the show and the threads purchased for those canvases **that day** will receive **15% OFF!**

- ❖ **April** – Rosewood Manor (CS)
- ❖ **April 24th – May 17th** – Susan Roberts (NP)
- ❖ **May** – Employee Trunk Show—we will be featuring each employee's favorite designs that they've stitched during the past couple months.

HOLIDAY NOTE—We will be closed on **April 4th** for Easter Sunday.

CUSTOM FRAMES—We continue to add new frames to our existing lines of mouldings, as well as several new companies. Our most recent addition to the family is **Valley House Primitives**. You may have seen credit for their frames on charts from such designers as Carriage House Samplings, With My Needle, Plum Street Samplers and La-D-Da, just to name a few! We are excited to offer these frames and to show them off on some of our shop models.

CUSTOM FINISHING—If you are bringing a piece to the shop or sending us one to be finished and you would like your current design to match another one that you had previously completed, please bring the original with you. Our finishers can only match something exactly if they have the first one to see/work from.

