



THE STITCHING POST

DECEMBER 2009

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While recently dining at one of our local restaurants, my husband and I had an experience that could have been a situation for us to say “we’re not going to be eating HERE again.” However, the service we received made us say just the opposite—we DO need to come back again soon. After our server returned to our table several times to inform us of ‘things’ that were not going well with our order, dinner arrived, our meal was good, and when the check arrived, the items in question weren’t even on the bill. Our waitress was upbeat, apologetic and turned what could have been an unpleasant experience into something optimistic. As a result, we left a nice tip, she was more than pleased and the evening was a win-win for everyone. I hope that when we patronize them again, all of us will remember each other and a rapport will continue that will foster more positive experiences in the future.

This particular experience has so many parallels to the way in which we want you, our customers, to feel when you shop with us. We strive to offer exceptional customer service to everyone, whether you are new to the shop or you have been with us through the years. The fact that we have so many loyal customers who frequent the shop often speaks volumes: a testimony to the service we provide. As new customers come thru our doors, we do our best to make them feel welcome so that they too will frequent the shop and return with their own positive experiences.

Providing personal customer service is one of our top goals and because it takes time we ask for your patience so we can provide it for everyone. We are always willing to try to obtain items that we might not normally stock, provide you with a huge selection of fabric with the best cut for your project, and obtain any of the items that go with the design you are stitching. We look forward to helping each and every one of you with any of your stitching needs and to making the time you spend with us friendly and encouraging. Like our dining adventure, we want you to be excited about a return trip soon!!

OPEN HOUSE—Our annual Holiday Open House will be held on **Saturday, December 5th**. Your

shopping and hectic days have probably already started by this time so this is a wonderful opportunity to share a few moments with friends or family. Send a spouse in with your wish list, shop for a stitching friend, or treat yourself to something special and have Santa leave it under your tree! Gift certificates are always a wonderful item to give or receive and we offer them in any denomination you request. We’ll have a special gift for you when you make a purchase that day as a thank you for your support and patronage throughout the past year. We know this has been a difficult year for all of us and that stitching for many of you is your outlet and safe haven from daily happenings. We wish all of you a wonderful Holiday season and a bright and prosperous 2010.

INVENTORY CLEARANCE—One, two, three...a counting we will be! We have fun with it, but counting inventory is not what we would prefer to be doing on New Year’s Eve!! How can you help, you ask? The more you purchase for your projects, the less we have to count and that will save us time to enjoy the final hours of 2009. We’ll give you added incentive by offering the following discounts:

- DEC. 26th, 28th, & 29th – 20%** off regularly priced items; **50%** off sale items
- DEC. 30th – 25%** off regularly priced items; **60%** off sale items

- χ *Sale prices are **ONLY** on **IN STOCK** merchandise*
- χ *Discount **does not** apply to special orders, DMC floss, Dazor lamps, hardback books, kits from The Crewel Work Company, or Stephanie Dawn Bags*
- χ *Super Saver cards can be punched, but may **not** be redeemed during this sale*

KIT OF THE QUARTER—Due to the abundance of free designs being promoted on the internet, some of our favorite designers are no longer providing as many free patterns for us to promote in our shops. This concept has been very popular for many years, as we have offered a free graph and then provided kits for purchase for each design. We do this so you don’t have to buy a lot of any one thing to stitch the



pattern and it makes a great little project to carry with you on trips, to appointments or whenever you need something to 'grab & go'! We are grateful and appreciative of those designers who do these patterns for us and will continue to offer them to our customers, just in a different timeframe.

Our "Graph of the Month" design has been revamped to the "**Kit of the Quarter**". We will now be offering a free chart and the kit to accompany it for a quarter at a time instead of just one month. The kits will follow the 'seasonal' calendar, so our first **Kit of the Quarter** will be available for December thru February. We will offer other kits and free patterns throughout the year in the shop when they become available to us.



CHRISTMAS LIGHTS CANVAS CLUB—Our Christmas Club this year features designs from Rainbow Gallery for Christmas light bulb ornaments. The light bulbs will all be the same size and stitched on 18 count canvas using a variety of the Rainbow Gallery threads. Each light bulb is done in different stitches and a unique color scheme, so it is a wonderful opportunity to use fun stitches with some threads you might not have tried before. The club will last for a full year, cost is \$15 and membership entitles you to:

- ❖ A free chart every month
- ❖ Kits for purchase for that month's sampler
- ❖ Coupons for special discounts

Sign up now and begin your ornaments in January; by next Christmas, you'll have a new and special set of lights for your tree!

WINTER STITCHERS' NIGHT—When it's cold outside what's a better way to stay warm than with stitching friends, a warm meal and your favorite

project in progress. Join us on **Saturday, January 23rd** from **6:30-10:30** for a light supper, stitching and lots of laughs. Cost for the evening is \$15; payment is due when signing up to secure your spot for the night.



SUPER BOWL SALE—Last year I mentioned a new coach and a team with a lot of young players being groomed for next season. Well, next season is here and look at us now (hopefully that is still the scenario by the time you receive this)!! Kick off your Super Bowl game-day with us on **Sunday, February 7th** from **1-5 PM**. You'll receive **20% off** your purchases (**in-stock merchandise only**)! Enjoy a fun afternoon with us while you stock up on all the supplies you need for your upcoming projects. We'll all be dressed in purple, no matter who goes to the big game! (No Super Saver Cards or Custom Framing)

MARKET DAY—Our Nashville excursion is a little later this year and we are going to a new location for this trade show. We are excited about this being held in a completely different setting that can only bode well for the industry. I'm sure this will continue to be one of the most popular shows as we stuff suitcases and ship boxes to return with lots of special treats and treasures for your stitching pleasure! All of the merchandise will be available by **February 27th** so mark the date on your calendar.

SPRING STITCHING WEEKEND—Plans are in the development stages for a spring stitching weekend to get away from the doldrums of winter! We'll have more information and all the details worked out in the coming weeks. You can contact the shop, watch the e-mail newsletter and shop fliers for more details.

NEW RIGHT NOW

CARRIAGE HOUSE SAMPLINGS—Many of you have been waiting for the **Christmas At Hawk Run Hollow** and it is here! This might be the best one yet, but the next one is Autumn...; **A Mind Independent & Free** is a new sampler; **Curse of the Raven** has a companion piece from **Goode Huswife—The Raven's Roost**

ERICA MICHAELS—More wonderful silk gauze 'Bits' kits to celebrate **Halloween, Thanksgiving, Christmas, Hanukkah, Kris Kringle**; **We Are Blessed** is a small sampler type design done on silk gauze

PRAIRIE GROVE PEDDLER—A variety of Holiday designs done as small candle mats and

finished with an edging of the Weeks Dye Works wool. These would make wonderful gifts; there are six designs including **Autumn Leaves, Cardinals** and **Snowmen**. **Pre-finished Stitcher's Wallets** come in a variety of colors with the pattern. More patterns are to be available in the future or design your own for your wallet!

BLACKBIRD DESIGNS—Joyeux Noel is a wonderful new book with 16 projects designed for the Holiday; **Midnight Watch**; **Halloween Greetings**; **Raise A Glass** is a new sampler to celebrate the New Year; also out this year was a new book **Tis Hallowe'en** with a variety of mini socks and the monthly stocking series will continue thru the end of the year



SHEPHERD'S BUSH—The stocking for this year is **Jeffrey's Stocking**, a shepherd watching his flock with a wonderful scene on the bottom of the piece; O Holy Night is a new sampler leaflet; new kits include **Holly & Ivy Sampler**, **We Will Go A Haunting**, **Scaredy Sheep Fob**, and **Spooky Night**

DEBBEE'S DESIGNS—**Diamond Delight V** is the newest in the series, stitched on new hand-dyed 18 Mono canvas; **Charmed Dog & Charmed Cat** make a nice tribute to your favorite family pets, stitched on new paw print fabric designed for these pieces

JBW DESIGNS—**Christmas Tree Collections** is a series of four charts with nine different tree designs; **'Twas the Night** is a new series of small ornaments with more in the series to follow; new in the **French Country** series is an elegant **Snow Globe**, a **Turkey** and **Noel Wreath**

FROM NANCY'S NEEDLE—A new house series in counted canvas work, the first two of which are **Two Haunted Houses** and **Two Gingerbread Houses**. Other new pieces include **Shades of Winter**, and **Holiday Tree II**

LIZZIE KATE—Three new and wonderful kits for the Holidays, **ABC's of Christmas**, **Jolly Holiday** and **3 Blox** as well as this year's **Tiny Tidings XIV**, **2009 Santa**, and **It's A Jingle Out There**. Be sure to see our model of the series that debuted earlier in the year, **Merry Christmas By The Letter!**

NAMASTE—This maker of leather handbags and knitting accessories has a piece called a **Buddy Case**. Wonderful for your needlework tools, magnetized to hold your needles and available in really cool colors! Reasonably priced, this would be a neat Christmas gift or stocking stuffer! We'll be glad to special order any of the leather handbags Namaste offers and we have a swatch of the colors available for you to see.

THREADS—New colors of Gentle Art Sampler Threads in the cottons and the wools, Weeks Dye Works and Crescent Colors cottons as well as the Belle Soie Silks

Lots of other new charts, frames and trinkets from your favorite designers have arrived. These are just a select few, so stop by the shop to see all of the latest!

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.



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., JANUARY 16th, 10 AM – 12 PM & 1:30 – 3:30 PM



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., JANUARY 21st, 6:30–8:00 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., JANUARY 28th, 6 – 8:00 PM

SAT., JANUARY 30th, 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., FEBRUARY 11th, 6:30 – 8:00 PM



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SNIPPETS

TRUNK SHOW—Our premiere trunk show for 2010 will be Amanda Lawford Designs in March. We'll offer **20% off** any canvas purchased from this show and you can get **15% off** any threads purchased for any canvases from the trunk show **that day**. Be sure to stop in and see these wonderful designs!

HOLIDAY HOURS

- ❖ **12/24 & 25 – THURS & FRI**
Closed for Christmas
- ❖ **12/26 -12/30 - SAT - WEDS**
Regular hours for Inventory Clearance Sale!
- ❖ **12/31 & 1/1 – THURS & FRI**
Closed for Inventory and New Year's Day
- ❖ **1/2 - SAT**
Re-open with regular hours for 2010!



WOODLAWN—Once again, we are offering to take your entries to Woodlawn for the needlework show.

Bring your finished work to the shop starting **January 18th** through **Saturday, February 6th**. The entry fee is due when you drop off your piece. You will receive one free pass good for the show held during the month of March in Alexandria, VA. Entries can be picked up in April.

IN SEARCH OF—If you are looking for certain fabrics, threads, etc. to go with a design you are working on, we request that you bring your chart with you when you come into the shop. By bringing the chart with you, it will help us to better assist you in finding the items that are called for in your design.

WEATHER REMINDER—In case you have not heard, the prediction for this winter is a very cold and snowy one! Be sure to call the shop on inclement days to make sure that we will be open.

