



THE STITCHING POST

JUNE 2009

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I've been stitching like a mad woman, like there's no tomorrow. I keep setting all these goals of things to finish and what to start next and how much longer on this certain piece before I can move on to the next?!? I know this is all because of the "impending doom," that soon I will have a few weeks where I won't be able to stitch at all. Then what will I do? Sure, I could do a little reading or watch some movies, both of which I have no time for now and that would be quite different and exciting! I might actually enjoy that... But it won't be the same as being able to thread a needle and go to town on a piece of fabric or canvas!

The doom I am speaking of is shoulder surgery - a torn rotator cuff. Those of you who know the story of Jackson, my now 2 year old Boston Terrier, understand that we didn't do very well last spring with doggie school and training classes. My husband will tell you we got kicked out of class, thanks to Jackson's desire to play with all his 'friends'. He paid no attention to anything I had to say, all the while pulling and tugging in an effort to do whatever he wanted or to see whomever he could get to. All that yanking (and the setting up of new displays for shop treasures!) took its toll on me and now I am going to pay for it with this surgery.

So many things we take for granted until something like this happens. Then when there comes a time that we can't do something and even if it is for a short while, it's very frustrating. I'm sure I'll try to do whatever I can with the other hand, maybe some needlepoint or even just separating some threads. I know I'll be counting the days before I can use the arm for one of my favorite things. Until then, I'll be stitching vicariously thru all of you and sharing the love of needlework as you continue to stitch and finish projects. There will be lots of new and exciting things coming in the months ahead, so read on to see what's happening and why I'll be so envious as you get to begin and finish off lots of fun things! I'll play 'catch up' as soon as I can!

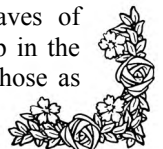
MARKET EVENTS—It will soon be time for Market again! There will be two trade shows in the next couple of months, both of which are very different but equally exciting. The Columbus

tradeshow, which will be the second week of June, is a large convention show that is cross stitch, needlepoint and knitting. Some of our favorite cross stitch and needlepoint designers and our larger distributors will be there. By the weekend of June 20th, we'll display as many samples and pictures as possible of the upcoming designs, needlepoint canvases, threads and accessories. Orders may be placed in advance for the new items; they must be pre-paid and we will call you as soon as your items have arrived. This is the best way to be the first to receive the new merchandise that is 'hot off the presses' from all your favorite artists! As products arrive from this show, we will be getting them to the floor and up on the site as quickly as possible for everyone to see.

The trade show in St. Charles is the fall market that premiered last year. It was a smash hit for everyone, vendors and shops that attended. The location was wonderful, the rooms for the show were spacious and well-lit, and everyone was positive and excited about this new prospect. The option of ordering merchandise as well as doing cash and carry made it especially appealing, knowing that we could avoid any weight restrictions for items we bought! This show is the last weekend of September, just in time to get everyone energized for the fall season. We will have the treasures from this market on the floor and the web site during the first week of October, with the items we order arriving soon after.

Be sure to stop in often throughout the summer and early fall—you won't want to miss anything new in your needlework shop!

Just a reminder to help us clear those cobwebs **May 18th – 23rd**. Our spring cleaning event will give you savings and discounts on your purchases and will benefit us by making room for all of the new finds from these two upcoming markets! Don't forget the special **grab bags**, loaded with goodies—when they are gone, that's it until next time! We'll have a **clearance table** with markdowns on a variety of merchandise as well as some fabrics. Upon our return from the Columbus trade show, waves of canvases will be floating across our doorstep in the weeks ahead. We need to make room for those as



well, so look for mark downs on select **needlepoint canvases** during the spring cleaning event.

CHRISTMAS IN JULY—This event is a popular annual tradition and the summer season wouldn't be complete without it! Our Christmas in July sale is **July 13th – 25th**. Take **20% off** all **in stock** Christmas items, including books, kits and canvases. During this two week event **ONLY** we will be offering the raffle of a very special item. The **Prairie Schooler 12 Days of Christmas** ornaments have been discontinued for some time now and we wanted to do something different with these wonderful models. Cost for the raffle tickets will be \$1 each or 6 tickets for \$5.



BACK TO SCHOOL...BACK TO STITCHING—The kids get back to school supplies, so now it's your turn! After the long summer, you deserve some "back to stitching" supplies!! If you haven't had a chance to come in during the summer, you will have missed a lot of new things in the shop with more to come at the end of September. Stop by the shop the week of **August 17th – 22nd** to treat yourself—catch up on all the new and stock up on your fall stitching needs. Look for the coupon inside this newsletter. Bring it in during this week for **25%**

off one in-stock item of your choice. See the coupon for exclusions and remember you must have the coupon in hand for the discount. Make "back to stitching" your personal back to school time!

STITCHERS' NIGHT—Top off the back to stitching week with a stitch night just for you! Get back into your favorite project along with fellow stitchers on **August 22nd** from **6:30-10:30**. Have dinner before you arrive; then enjoy snacks and some sweet treats while you relax and cool down during this late summer evening with your stitching friends. Cost for the evening is \$15; payment is due **when signing up** to secure your spot for the night.

FALL STITCHING WEEKEND—Plans are in the development stages for a mid-fall weekend of stitching, relaxation and fun! We'll have more information and all the details worked out as soon as possible. You can contact the shop, watch the e-mail newsletter (sign-up now if you haven't yet!) and shop fliers for details around early June. We are planning the event for October, depending on the location and availability.



NEW RIGHT NOW

LIZZIE KATE—The Boo series is now complete! I saw this stitched on 32 Kermit from Picture This Plus in Nashville and it was wonderful, so let us know if you want a piece to stitch your Boo series on. Can't wait to see what Linda does next! The second Giggie Boxer, **Cinderella's Shoes** is out as well as **It's A Boy Thing**. **ABC Lessons** kit released in Nashville and has been quite popular

ROSEWOOD MANOR—**Watch Over Me** is a neat birth sampler that you can personalize and design as you go back for generations; **Flowers, Plants & Fishes** was inspired by an antique sampler and the designs in the piece can be used individually in so many ways; **Willkommen** was inspired by a study of German lace; **Heart Tree** and **Gathering Flowers** are charts to make necklaces

LITTLE HOUSE NEEDLEWORKS—**Sunflower Inn** and **Be True**

SHEPHERD'S BUSH—**Purple Snowman** is their newest kit, to go along with the Red and Green Snowmen! New in the Scatter series are **Luck** and **Snowflakes**; **Hide & Seek** is a spring design

DRAWN THREAD—**Language of Love**; **Morning Glory**, which would look beautiful in one of the

Olde Colonial mirrors; **Moonlight Garden**; **CiCi's Sewing Casket**

MILL HILL—A series of snowman kits by Jim Shore, stitched on a beautiful blue perforated paper and embellished with Jim Shore buttons

VICTORIA SAMPLER—**Southern Garden** has lots of Southern charm and specialty stitches! **Heart's Delight** has four small pieces including a nametag pocket and a biscornu; **Tea and Stitches** is a sewing box top and designs for the small accoutrements

THE SAMPLER COMPANY—**Sailor's Wife** and **Over the Hills** are two new pieces from Brenda Keyes

BLACKBIRD DESIGNS—Booklets with designs for mini socks, the first three months were released in Nashville—**By the Chimney with Care**, **Love is in the Air** and **March of the Daffodils**. These are too cute and we are eagerly awaiting the release of the next months. **My Heart is True** is a new book with 10 designs; **Bluebird Thread Keep**; **Small Token**; **Wild Rose**

MIRABILIA—Winter White Santa is their 10th design! Included with the chart is a special crystal embellishment to go on the top of the tree

PRAIRIE SCHOOLER—April, Welcome Spring, July, Stars and Stripes are all wonderful designs for spring and summer stitching

RAISE THE ROOF—Monthly Mockeries is a series of four charts that express a different phrase for each month—fun little things like ‘Go Fly A Kite’ and ‘No Way Jose!’. Stitch them all together or maybe do a few separately for someone who uses that certain saying all the time!

JEANETTE DOUGLAS DESIGNS—Take Time to Read is the new one for that series; **Pineapple Stitches** and **Pineapple Biscornus & Scissor Fob**

COUNTRY COTTAGE NEEDLEWORKS—Summer Retreats are little cottages that fit into

cheerful colored frames from The Family Tree by Crescent Colours; **Bayside Bungalows** is a thread pack released in Nashville—add fabric and you’ve got a fun summer design to stitch on vacation!

MESH BAGS—We can’t keep ‘em in stock, but we’re trying! And now, they come in new JUMBO sizes—these would even hold your needlepoint pieces that are on stretcher bars! The colored mesh bags with the print fabrics have some new designs out as well.

DAYLIGHT COMPANY—They have launched a new series of **table** and **floor lights**, as well as a wonderful light with an attached magnifier that folds up for travel! The new **Stitch Smart Stand** has a clamp that holds your frame at the top of your piece. The accessory kit has a clamp to hold your chart and a small light, both of which attach to the stand.

Bring in this coupon & receive **25% off** one in-stock item of your choice.

(Excludes Dazors, Daylight lamps and Custom Framing)

Valid August 17th – 22nd

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 for the class 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 you’ve done cross stitch before and 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 (there is quite a variety now that didn’t exist just several years ago!), 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., JUNE 25th, 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, you will have time during the second half of the class to get help in choosing a canvas and fibers to begin your first piece using these techniques.

Teacher: Carol Toll \$28

SAT., JULY 18th, 10 AM – 12 PM & 1:30 – 3:30 PM



STITCHING OVER 2 – If you always wanted to work on a higher count of fabric but were afraid to, 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., JULY 23rd, 6:30 – 8:00 PM



PUNCHNEEDLE – This fun and easy needlework technique is worked from the back of the fabric using a special needle. Just about everyone who tries this embroidery raves about it. It is quick to learn and a lot of fun, so come try your hand at it, expand your needlework repertoire and let us know what you think!

Teacher: Melinda Zachary \$20

THURS., JULY 30th, 6 – 8:00 PM

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





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SNIPPETS

TRUNK SHOWS—During all of the needlepoint trunk shows, take **20% OFF** any canvases from the show. As an added incentive during these difficult economic times, buy threads for any canvases purchased from the trunk show **that day** and receive **15%** off those threads!

- ❖ **JUNE**—BIRDS OF A FEATHER
- ❖ **JULY**—MELISSA SHIRLEY
- ❖ **AUGUST**—ARTIST'S COLLECTION

CUSTOM FRAMES—With the selection we already have of frame mouldings in the shop, you wouldn't think we would be adding anything else right now. But two more new companies have come out of the woodwork (so to speak!) and our existing companies continue to develop new lines of frames. We **HAVE** to have them in the shop to display the best selection for framing your needlework as well as your shadow

boxes, prints and artwork. Be sure to check out all the new selections the next time you are in the shop—our next task will be where, oh where, will we put them all!!

Don't forget to take advantage of all these new frames during your birthday month—bring in your framing during that month and you get **10% OFF** the complete project! Also you'll get punches on your Framing Card.

SUMMER HOLIDAYS—SHOP CLOSED

- ❖ **Monday, May 25th** – Memorial Day
- ❖ **Friday, July 4th & 5th** - Independence Day
- ❖ **Monday, September 7th** – Labor Day

