

# SDTANNEWS

SEWING DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer  
June 2018 | ISSUE 155 [www.vdta.com](http://www.vdta.com)

SDT

SEWING  
QUILTING  
EMBROIDERY  
Professional™



"Sewing brings into focus the things that truly matter: family and friends, helping others, and creating something to be proud of."

**Janome Feature,**  
**page 20**

*June Bride  
Issue!  
Sewing for  
Weddings,  
page 31*

**DIYStyle® Disrupts the  
Sewing Process with New  
Cutting System!** *Cover Story, page 28*

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# SDTA

SEWING DEALERS TRADE ASSOCIATION

www.vdta.com

**SQE** | SEWING  
QUILTING  
EMBROIDERY

SQE Professional™ is a business-to-business trade magazine published monthly by the Vacuum & Sewing Dealers Trade Association (VDTA•SDTA). It is designed exclusively for the sewing, quilting and embroidery industry and all related products. SQE Professional™ is distributed to sewing, quilting, fabric retailers, manufacturers, distributors and suppliers located in the U.S.A. as well as around the world. The entire contents copyright 2018 by CD Management. Printed in the U.S.A. All rights reserved. Permission must be obtained in writing to reuse contents in any form prior to reuse.

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your industry news by email. Stay  
connected with your association!

## President's Corner

Membership benefits: are you taking advantage? As a member of the VDTA•SDTA, you have benefits. If you take advantage of them, the benefits can save OR MAKE you money. One of the benefits is International Spring Cleaning Month in March and International Sewing Month in September each year. These benefits, if you were to produce them yourself, would cost a minimum of \$800 for each promotion when you consider the production, time, and prizes.

September is International Sewing Month. We are already preparing the International Sewing Month (ISM) promotional kits for our members. In the month of September, independent sewing machine retailers across the nation will promote sewing. For ISM, your Association provides the dealerships with a marketing packet, complete with signage, banners, price tags, and prize drawing slips for customers. The Association produces this packet for our members at no-charge.

The Association also secures prizes for this event. Prizes range from fabric packs to sewing machines and notions. Additionally, the Association provides a \$600 in-store shopping spree and the money must be spent where the customer registered.

Because of the cost of producing and mailing these kits, members must request the marketing material in advance. If you are unsure if you have requested your packet, or have not requested one, call us today at 800-367-5651. This is a member's only promotion.

There are many other benefits for you to take advantage of. These are detailed on our website at [www.vdta-sdta.com](http://www.vdta-sdta.com). For questions on membership or the many benefits, call us at 800-367-5651.

If you are not a member, call us today and join!

Have a great selling summer!

Judy

**brother**  
at your side

2017-2018 Platinum Sponsor



# Classified Ads

To place a classified ad with VDTA•SDTA,  
call 800-367-5651 or fill out the form online -  
[www.vdta-sdta.com](http://www.vdta-sdta.com)

## BUSINESS FOR SALE:

Owner retiring after 40+ years - For sale profitable retail sewing machine store servicing tri-state area in North Texas. Built-in repeat service business, loyal clients, and highly-trained staff in desirable high traffic area. Turn-key - all stock, office equipment, tools, gauges, etc.- the works including complete customer list. Sales in excess of \$500,000 annually & growing. Owner will consider partial financing. Priced at \$150,000. Email [Cjm12400@gmail.com](mailto:Cjm12400@gmail.com) for more info. (3-3)

## BUSINESS FOR SALE:

Move to paradise? 125K. Well-established Vacuum, Sewing machine business located at a main intersection in beautiful St Augustine, Florida. Contact [asewvac@gmail.com](mailto:asewvac@gmail.com). (3-6)

## BUSINESS FOR SALE:

Vac and Sew shop, established, growing community. Between Tuscon and Phoenix, only shop for 70 mile radius. Selling for health reasons. 25K. [info@thevacdoctor.com](mailto:info@thevacdoctor.com). (1-1)

## HELP WANTED:

TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS!

Longarm Installer: Experience with HandiQuilter a must

Sewing Mechanic: Experience necessary (Brother / Baby Lock)

Vacuum Sales/Service: Simplicity / Miele / Oreck

Web Developer/Unique Content Writer: Any web experience?

Telephone Customer Service (vacuums)

Good At Your Craft? - Relocate To Florida! Top wages paid on all positions. Email resume to Greg Bank, Owner - [gregoryabank@gmail.com](mailto:gregoryabank@gmail.com).

## BUSINESS FOR SALE:

Vacuum cleaner sales and service. 35 years of successful operation, upstate NY, Saratoga county. \$166,000 building available. Rent/buy. Store view. [www.hotvacs.com](http://www.hotvacs.com). Contact David Swinton. 518-587-2177. Hotvacs@hotmail.com. (3-3)

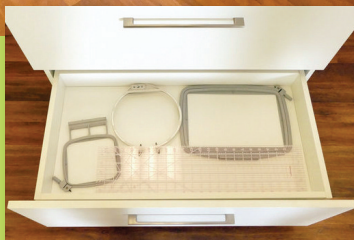
## BUSINESS FOR SALE:

Turn-key Sewing Supplies Business FOR SALE. Owner retiring after 43 years. NYS industry leader. Patchogue, NY. Listed at \$199K. Call 1-631-288-6333. (0-0)



## The Diva... It's Electric!

- ✓ Electric lift holds 65 lbs with the push of a button
- ✓ HUGE 30.5" wide x 14.5" deep opening, fits Dream and Destiny machines
- ✓ Ironing board and cubby for embroidery unit
- ✓ 2 drawers for notions
- ✓ Arrives fully assembled



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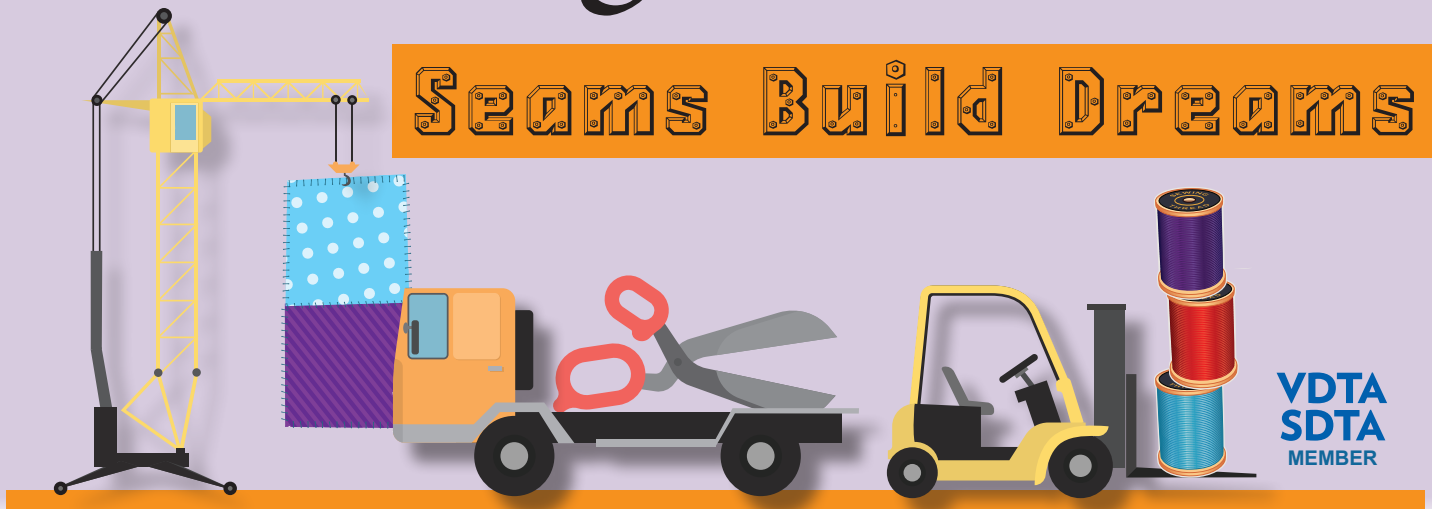
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# International Sewing Month

THIS  
YEAR'S  
THEME:

Seams Build Dreams



## September is International Sewing Month

Start planning today to participate in 2018 International Sewing Month.  
It's a great marketing tool for VDTA•SDTA Dealer Members only.

The VDTA•SDTA along with many key manufacturers co-sponsor this event. If you are a VDTA•SDTA dealer member, you can request a free sewing month kit, which includes wall and window banners, signs, and hang tags. This event is also an excellent opportunity for you to run a month-long sale, attracting new customers and rewarding current ones — all of whom can register to win some great prizes in the sewing month giveaways. Request your kit today and see all the details online at [www.vdta-sdta.com](http://www.vdta-sdta.com).

Name: \_\_\_\_\_

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax to 515-282-4483 • Email to [mail@vdta.com](mailto:mail@vdta.com), or  
Mail to VDTA•SDTA, 2724 2nd Avenue, Des Moines, IA 50313  
First kit is **FREE**; Call 800-367-5651 for cost of additional kits

# May Thank You MEMBERS

The following is a list of members who recently renewed their membership or joined VDTA•SDTA

## ASSOCIATE MEMBERS

Cana-Vac Systems Inc	Stratford, ON	April 2006
Essco	Twinsburg, OH	March 1987
Jabat Inc	Olney, IL	Nov 1996
Lindsay Mfg / Vacu-Maid Central Vac	Ponca City, OK	March 1995
Rexair LLC	Troy, MI	April 1994
SVP Worldwide	La Vergne, TN	March 1995
United Notions & Moda Fabric	Dallas, TX	March 2018

## DEALER MEMBERS

5 Little Monkeys Quilt & Sew	Weaverville, NC	March 2018
A & A Vacuum Mart	Mobile, AL	March 2018
A Stitch In Time	Grass Valley, CA	March 2016
A to Z Vac N Sew LLC	Norfolk, NE	May 2016
A Vacuum Store and Service	Calgary, AB	February 2007
A+ Vacuum Doctor	Venice, FL	Jan 2015
A-1 Sweeper World	Brandon, FL	March 2018
A-1 Vacuum Inc	Kelso, WA	Aug 1982
Alexander's Sewing & Vacuum	Durham, NC	Dec 1981
All About Quilting	Jacksonville, NC	March 2018
All About Vacuums	Doylestown, PA	March 2018
All Fixed	Nags Head, NC	Dec 2007
American Folk Art & Craft Sply	Hanover, MA	May 2012
Arbor Vacuum & Small Appliance Ctr	Ann Arbor, MI	May 1985
Avon Vacuums LLC	Avon, CT	March 2018
B & D Vacuum Sales & Service	Southgate, MI	March 1985
B & J Sewing Center	Faribault, MN	Jan 2015
Bagdon's Vacuum	Baltimore, MD	April 1998
Bailey's Vacuum Center	Santa Paula, CA	Nov 1992
Bay Vac And Pedal	Bay City, MI	May 2016
Beginnings Quilt Shop	Hendersonville, NC	March 2018
Bellaire Vacuum	Bellaire, TX	March 2018
Best Built In Limited	Vancouver, BC	Dec 2016
Best Vacuum Shop LLC	Houston, TX	April 2010
Blaine's Sewing Machine Ctr	Cranston, RI	April 2006
Bobbins Quilt & Sew	Buhl, ID	Jan 2017
Boulevard Vacuum	Los Angeles, CA	Dec 1987
Brothers Sew & Vac	Bethesda, MD	April 2012
Cadillac Vacuum Sales & Srv	Cadillac, MI	Dec 1998
California Sewing & Vacuum	San Jose, CA	Nov 1998
Carter Sweeper Sales Inc	Columbus, IN	July 1984
Charleroi Sweeper Center	Charleroi, PA	June 1983
Colonial Vacuum Service Inc	Williamsburg, VA	Feb 2006
Columbus Vacuum & Sewing Ctr	Columbus, MS	Jan 2017
Comer's Vacuums	Decatur, GA	Jan 2017
Common Threads	Apollo, PA	March 2018
Contact Security Inc	Chilliwick, BC	Feb 2017
Corvallis Sewing & Vacuum	Corvallis, OR	Jan 2017
Country Fabric & Craft	Valentine, NE	April 2006
Creative Sewing	Huntsville, AL	March 2018
D & H Service Center Inc	Orange, CA	March 2007
Day-Cin Vacuums	Dayton, OH	Feb 2011
Dixie Vac Service Inc	Louisville, KY	June 1983
E & D Distributing	Milton, WI	Feb 2009
Enhancement Systems LLC	South Amboy, NJ	March 2018
Friendly Stitches Sew & Vac	Downers Grove, IL	Jan 2012

## MEMBER SINCE

Georgia Vacuum & Sewing	Lawrenceville, GA	Jan 2017
Harbour's Sew & Vac	Cary, NC	March 2018
Heartfelt Quilting & Sewing	Winter Haven, FL	March 2018
Hutchin Solutions LLC	Gansevoort, NY	March 2018
Jean-Marie's Fabrics & Sewing Machines	Springfield, OR	Dec 1996
Larsen's Water & Air LLC	South Jordan, UT	May 2013
Louisiana Sew-Vac Sales & Srv	Sulphur, LA	Aug 2002
Low Country Vacuum & Sew	Charleston, SC	May 1998
M & M Vacuum Company	Missouri City, TX	Jan 2017
Macomb Sewing Center	Macomb, IL	Jan 2015
Margie's Sew Much Fun Inc	Crestview, FL	March 2018
Mid-America Vacuum Centers	Crystal Lake, IL	Feb 1999
More Than Vacuums	Littleton, CO	Jan 2016
National Vacuum	Gainesville, FL	Feb 2010
Opelika Sewing Center	Opelika, AL	March 2018
Oreck Clean Home Center	Tyler, TX	March 2018
Oreck Clean Home Store	Lincoln, NE	March 2005
Oreck Floor Care Center	Johnson City, TN	Dec 2016
Paramount Vacuum & Sewing Ctr	Eugene, OR	Dec 1989
Patches & Scraps	Midland, TX	Feb 2015
Patchwork Fabrics Gifts & More	Eatonton, GA	March 2018
Plug-Ins	Brooklyn, NY	March 2018
Quality Sew & Vac	Escanaba, MI	March 2002
Quilt N Code	Burnsville, NC	March 2018
R M Thompson Enterprises	Cuba, MO	March 2018
Ranft's Denville Vacuum/ Appliance	Denville, NJ	Oct 1982
Ray's Sewing Machine Ctr	San Jose, CA	Feb 2000
Sandhill's Sewing & Vacuum Ctr Inc	Miles City, MT	March 1991
Save Stores Inc	Portland, OR	April 2007
Seams Sew Right	Fayetteville, GA	Sept 2016
Service All Vacuum Co	Ft Wayne, IN	Feb 2010
Sew Simple of Lynchburg LLC	Lynchburg, VA	March 2018
Sew What! Inc	Newark, DE	March 2018
Sew-Mini Things	Mt Dora, FL	Feb 2013
Sierra Sewing Center	Reno, NV	May 2014
Sir Vac & Sew	Fern Park, FL	Jan 2017
Southwest Sewing Machines LLC	Houston, TX	March 2018
Swift's Vacuum Cleaners	Cary, IL	May 1982
Swiss Boy Vacuum	Bountiful, UT	May 1983
The Modern Quilt Guild	Los Angeles, CA	March 2018
The Quilters Studio	Fairfax, VA	March 2018
The Sewing Machine Shop	Walnut Creek, CA	Feb 2013
The Sewing Studio Fabric SS	Maitland, FL	March 2010
The Vac Shack Inc	Sioux City, IA	March 1982
The Vacuum Shop	Goldsboro, NC	March 2018
Tom Dodge Central Vac	Greensboro, MD	March 2015
Vac Central	Houston, TX	Feb 2017
Vacserv Vacuum Cleaner Repair	Spring, TX	May 2012
Vacuum Cleaners of Idaho	Twin Falls, TX	May 2012
Vacuums Etc	Columbia, ID	Oct 2009
Viking Village Sewing Center	Virginia, SC	Dec 2014
Woody Mann Company	Richardson, MN	Nov 2009
York Appliance Service	Toronto, TX	July 1981
Zimm's Vacufllo	Farmington, ON, Canada	March 1997



# JUNE Thank You MEMBERS

## ASSOCIATE MEMBERS

Euro-Notions/Schmetz-Creative Drawings Willowbrook, IL

## MEMBER SINCE

May 2011

## INTERNATIONAL MEMBERS

Suzhou Minkang Filter Co Ltd Xiangcheng District, China May 2012  
Fawas GmbH S G L Dellingen/Erms, Germany Nov 2004  
Greenkey Ltd Rosh Haayin, France April 2018

## DEALER MEMBERS

A-1 Vacuum Cleaner Co LLC Roseville, MN May 1989  
A-1 Vacuum Sales & Service La Crosse, WI May 1992  
Ace Parts Company Inc Ashtabula, OH April 1988  
All Brands.Com Sew & Vac Baton Rouge, LA Aug 1995  
Always In Stitches Noblesville, IN April 2009  
American Sew & Vac Mobile, AL Jan 2004  
Andy Central Vac Altoona, WI Jan 2006  
Art & Jenny's Sewing & Vacuums Ventura, CA March 1983  
Arvada Vacuum Arvada, CO March 1999  
Ashby Sewing Machine Co Kennesaw, GA June 2011  
B F Vacuum Cleaner Centre Ltd Ottawa, ON, Canada April 2002  
Blow's Sew-N-Vac Fargo, ND March 1990  
Bob's Vacuum Cleaner Ctr LLC Milledgeville, GA May 2003  
Bolts In The Bathtub Inc Lancaster, CA Feb 1998  
Brookfield Vacuum Cleaners Brookfield, WI Feb 1986  
Capital Vacuum & Sewing Ctr Annapolis, MD Feb 2012  
Casa De Las Aspiradoras Inc Bayamon, PR Nov 1988  
Central Vacuum Stores Inc St Petersburg, FL June 2001  
Certified Vacuum Shrewsbury, MA April 2018  
Cherry Berry Quilts Yucaipa, CA Jan 2014  
Choice Vacuum Inc Sarasota, FL May 1990  
Close To Home Orange, CT May 2006  
Close To Home Orange, CT May 2006  
Colby Sew & Vac LLC Colby, KS Feb 2008  
Crafty Corner Worthington, MN June 2013  
Crown Vacuum Sales & Services Prince Albert, SK, Canada Feb 2017

Dave's Bernina Provo, UT Jan 2017  
Derrel's Of Pensacola Pensacola, FL May 2016  
Dupage Vacuum Inc Wheaton, IL Feb 1985  
Fix-It Shop Toledo, OH Dec 1982  
Gall Sewing & Vacuum Centers Grand Rapids, MI Feb 1987  
Geo Givens & Son Mobile, AL May 2005  
Sewing Machine  
Hammer Brothers Kansas City, MO Feb 2017  
Heyde Sewing Machine Co Saint Louis, MO June 2000  
Lexington Vacuum Cleaners Albany, NY Feb 1985  
Mr Sewing Machine Irving, TX May 2017  
Neal's Vacuum & Sewing Ctr Muscatine, IA April 1989  
Quilt'n Thyme Sew & Vac Corning, CA Feb 2010  
Ready Set Sew Chattanooga, TN Feb 2012  
Rectors Vacuum Shop Bellingham, WA Jan 2013  
Santa Maria Sewing Santa Maria, CA June 2016  
Superstore Inc  
Sew-Into-Quilts & Sew-Fix-It LLC Deer Park, WA April 2018  
Sewing Machines Express Springfield, MO May 2004  
Shappley Sew & Vac Memphis, TN June 2003  
Smitty's Sew-N-Vac Sterling, IL Jan 1988  
State Vacuum Of Tampa Tampa, FL Aug 1981  
Stuarts House Of Vacuums Billings, MT Jan 2017  
Super Vacuum & Janitorial Glendale, AZ Feb 1994  
The Sewing Studio Lubbock, TX Jan 2013  
The Sewing Studio Fabric Maitland, FL March 2010  
Superstore  
University Vacuums Plus Fargo, ND Jan 2001  
Vac World Portage, MI April 1985  
Vacuflo Of Ky Inc Louisville, KY June 2011  
Vacuum Cleaner Mart of Ft Lauderdale, FL Jan 2017  
Vacuum Rebuilders of Montreal Montreal, QC, Canada May 2000  
Wimmer's Sewing Machine Logan, UT March 1982  
& Vac

*Due to a formatting error in May's issue of Floorcare-Central Vac Professional, some store names were misaligned with store locations.*

*This reprint offers a correction, as we sincerely thank each independent retailer for their membership with the Association.*

*Your success is our success!*

# 2018 VDTA•SDTA Independent Dealer of the Month

GT Sew & Vac+  
Colton, CA

VDTA•SDTA is excited to name GT Sew & Vac+ in Colton, California as June's Dealer of the Month. Owned by Alex Martinez, the GT Sew & Vac+ store has been an important part of their community since 1991, and while 27 years makes quite the mark, they hope to serve their customers for many more! The store caters to those in need of floorcare and home care products as well as sewing enthusiasts!

GT Sew & Vac+ carries a wide variety of products, including brands like Kirby, Sanitaire, and Hoover on the floorcare side of things, and Singer and Elna for sewing. They make it no secret that competition among products is greater than ever, along with a greater divide between choices a customer can make. But GT stands by their commitment to provide customers with the greatest overall value. That commitment shows from the long-lasting relationships they have built and the entire families who do business with them. When a business like theirs has been providing great service and products for 20+ years, they are turning the grandchildren of their long-time customers into loyal patrons too!

In addition to offering high-value products, GT Sew & Vac+ provides repair and rental services. With extensive experience in the industry, their service technicians help with household sewing machine repairs, and fix problems fast so their customers don't skip a beat on their favorite creative project. Sewing classes are also provided by GT. In addition, the store has built a great reputation for installing and servicing central vacuums in domestic and commercial spaces.

To stay in contact with their customers, the store uses email marketing, direct mail, and of course – word of mouth. A great review from a neighbor or friend goes a long way in growing a customer base. Plus, the store has built an amazing presence on Facebook! With new posts and engaging pictures once or twice a week, customers can easily see what's new at their favorite Sew and Vac store!



**A big congratulations to  
Alex and the hard-working  
staff at GT Sew & Vac+ on  
being named VDTA•SDTA's  
Dealer of the Month!**





# VDTA•SDTA Dealer of The Month

Company Name\_\_\_\_\_ Phone\_\_\_\_\_

Owner's Name\_\_\_\_\_ Web site\_\_\_\_\_

Address\_\_\_\_\_ E-mail address\_\_\_\_\_

City, State, Zip\_\_\_\_\_ Local Newspaper\_\_\_\_\_

1. What year was your store established? \_\_\_\_\_

2. How many stores do you operate? \_\_\_\_\_

3. How many employees do you have? \_\_\_\_\_

4. What product lines do you carry? \_\_\_\_\_

5. What services do you provide? \_\_\_\_\_

6. Is your business family run? How many generations? \_\_\_\_\_

7. What is your age group: ☐ 40 - under ☐ 41 - 50 ☐ 51 - 60 ☐ 61 plus

8. Check all equipment that your business carries:

☐ Vacuum ☐ Vacuum/Central Vacuum ☐ Vacuum & Sewing ☐ Janitorial

☐ Sewing Machines ☐ Quilt Shop with Sewing Machines ☐ Longarm machines

☐ Quilt Shop without Sewing Machines ☐ Other \_\_\_\_\_

9. Do you have and maintain e-mail lists of your customers? ☐ Yes ☐ No

10. Do you have and maintain direct mail lists of your customers? ☐ Yes ☐ No

11. Do you have a rental program for sewing machines? ☐ Yes ☐ No

12. Do you rent time on a longarm quilting machine to quilters to machine quilt? ☐ Yes ☐ No

13. Do you offer sewing /quilting classes in your store? ☐ Yes ☐ No

**On a separate sheet of paper or email (to mail@vdt.com) please answer the following**

14. How often do you offer classes and what age group do you target?

15. Community projects you participate in or support.

16. Marketing plans you have done that draw people to your store.

17. Any awards received from a manufacturer or from your community.

18. What tips of success or advice do you have for other independent retailers in the industry?

19. Share a paragraph about the history of your business and how it has grown?

20. How often do you attend the VDTA•SDTA Annual Convention? IE: Every year, every 2 yrs, etc:

21. What makes your shop stand out in your community.

23. Are you a member of the VDTA•SDTA? ☐ Yes ☐ No

24. What year did you join? \_\_\_\_\_

**Fax to: 515-282-4483**

**Mail to: Dealer of the Month, VDTA•SDTA, 2724 2nd Ave, Des Moines, IA 50313.**

**E-mail to: mail@vdt.com.**

You may also visit [www.vdt.com](http://www.vdt.com), click on "Members," and fill out the form online and submit.  
You must be a current member of VDTA•SDTA to be selected as the Dealer of the Month.

# VDTA•SDTA Upgrades Membership Pages on Website!

As a business, you know that a great website is invaluable for showcasing products, highlighting services, and sharing your store's location. A successful website is one that customers can easily navigate. It has quality information, a modern design, and moves you into the future. That is why we as your Association want to give you the same thing!

VDTA•SDTA is proud to unveil our latest website upgrade: re-designed Membership web pages! The new web pages contain all of our principal resources without clutter. More detailed information is incorporated seamlessly into the site.

The biggest upgrade comes to the Member Benefits pages. Where before there was a list, the new page features labeled icons that explain each benefit and its corresponding value.

Conveying the value of a VDTA•SDTA Membership was the focus during the upgrade. "We work very hard to provide our members with worthwhile benefits," says VDTA Accounts Manager Craig Dorman, "but the real value of those benefits isn't always made clear. We hope the web page revamp can help change that."

Now when visitors click to the Membership pages, they see frequently asked questions, the contact information of VDTA•SDTA Membership Director Joe Burklund, and more than fifteen fantastic membership benefit icons. Just click on one of the icons and a pop-up window will give you detailed information about that particular benefit. The best part? You are never directed away from the central Membership page, so you can keep exploring all that a VDTA Membership has to offer.

"We are extremely excited to share our web page update with the world," says Managing Editor Tonya Tienter. "Membership is essential to our Association. It's important to share our benefit information in a way that engages site visitors. Like we encourage dealers, we have embraced change and are looking to the future when it comes to web design."

She continues, "Our next step is to update the Membership Portal, which we hope to have done early this summer."

To visit the new and improved Membership pages, visit [www.vdta-sdta.com](http://www.vdta-sdta.com) and click on "Benefits" in the top navigation bar or in the options at the bottom.

**[WWW.VDTA-SDTA.COM](http://WWW.VDTA-SDTA.COM)**

Home Shops Near You Classifieds Membership ▾ Convention ▾

## VDTA-SDTA Membership

Click on Icons below for Member Benefit Details
















**Why is it important to become a member of the VDTA-SDTA?**  
To share interests, to continue education, and to meet daily challenges. Joining with others, accomplish what you could not otherwise do by yourself. VDTA-SDTA exists to educate & promote independent sewing & floorcare dealers in order to increase their marketshare and enable them to be more competitive.

**How can the services and programs assist me as a member?**  
Membership assets help lower overhead expenses, increase profit margins, and invigorate communication with your community of consumers.

**Who can I speak to more about Membership?**  
The VDTA-SDTA Membership Director is Joe Burklund, [joeburklund@vdta.com](mailto:joeburklund@vdta.com).

**What's the real value in a membership?**  
It's hard to put a price on all of the benefits, but we'll do our best. Many of the assets below have a "value" in their description, but here are a few:  
Promotional Kits: \$150 each  
Monthly magazines: \$60/year  
Postcards, repair tags, & more: \$50/year  
Trade Show & Convention: \$500+ including Keynote Address, Cocktail Reception, 50+ classes, plus member savings on car rental and hotel rates.

**How can I become a member?**  
Join today online here or call 800-367-5651 to speak with friendly VDTA-SDTA staff member.

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# Top Leaders Across Industries Convene at 4th Annual *KPMG Women's Leadership Summit*

## To Advance Inclusion And Diversity

*All Sessions to Be Live Streamed via [KPMG.com/WomensLeadership](http://KPMG.com/WomensLeadership)*

Women today account for only 5.2% of the CEOs of S&P 500 companies and slightly more than 21% of their board seats – and it's not due to a lack of desire according to recent studies. The *KPMG Women's Leadership Summit* aims to move the needle and forge paths for the next generation of women leaders. KPMG today announced that the 66th U.S. Secretary of State Condoleezza Rice, KPMG U.S. Chairman and CEO Lynne Doughtie, and retired 4-star U.S. Navy Admiral Michelle Howard will share their career experiences as leaders at this year's Summit on June 27.

The event will be live streamed in its entirety at [KPMG.com/WomensLeadership](http://KPMG.com/WomensLeadership) beginning at 10:30 AM EST / 9:30 AM CST. In its fourth year, the *KPMG Women's Leadership Summit* convenes highly accomplished leaders in the worlds of business, politics, sports, and the media to share strategies, insights, and lessons learned from their personal journeys with the next generation of women leaders nominated by their CEOs to attend, which includes representation from more than 80 of the world's leading brands.

Hosted on-site during the week of the 2018 KPMG Women's PGA Championship, the *KPMG Women's Leadership Summit* will feature distinguished speakers and panelists including:

### **Keynote speakers:**

Condoleezza Rice – 66th U.S. Secretary of State  
Admiral Michelle Howard – U.S. Navy (Retired)  
Lynne Doughtie – U.S. Chairman and CEO, KPMG

### **Olympian panelists:**

Nancy Kerrigan – Two-time Olympic Medalist & U.S. National Champion, Figure Skating  
Hilary Knight – Olympic Medalist, Team USA Hockey  
Maia Shibutani – Olympic Medalist, U.S. Figure Skating

### **Business speakers:**

Eric Foss – Chairman, President and CEO, Aramark  
Alex Gorsky – Chairman of the Board and CEO, Johnson & Johnson  
Jennifer Morgan – President, Americas & Asia Pacific Japan (APJ) & Member of the Executive Board, SAP



### **Business speakers cont.:**

Dan Pink – Best-selling author & motivational speaker  
Julie Sweet – CEO, Accenture North America

NBC's Sunday Night Football Sideline Reporter Michele Tafoya will serve as the master of ceremonies. Sessions will be moderated by NBC on-air talent including Dan Hicks, Host of NBC Sports' golf coverage and play-by-play announcer for Swimming and Downhill Skiing for NBC Olympics.

An advisory council comprised of exemplary leaders from across business, sports, and the media is helping to guide the *KPMG Women's Leadership Summit*. Founding sponsors of the 2018 Summit are Constellation, an Exelon Company, and National Car Rental. For more information about the *KPMG Women's Leadership Summit* and the *KPMG Women's PGA Championship*, visit: [KPMG.com/WomensLeadership](http://KPMG.com/WomensLeadership).

**About the Company:** KPMG is one of the world's leading professional services firms, providing innovative business solutions and audit, tax, and advisory services to many of the world's largest and most prestigious organizations. KPMG is widely recognized for being a great place to work and build a career. Our people share a sense of purpose in the work we do, and a strong commitment to community service, inclusion and diversity, and eradicating childhood illiteracy. KPMG LLP is the independent U.S. member firm of KPMG International Cooperative ("KPMG International"). KPMG International's independent member firms have 197,000 professionals working in 154 countries. Learn more at [www.kpmg.com/us](http://www.kpmg.com/us).

**Source: KPMG LLP**

# BERNINA Introduces the 2018 BERNINA 330 Special Edition First Love

*A portion of machine sales will support the Quilts for Kids, Inc. organization which helps children in need who suffer from abuse or a life-threatening illness*

**B**ERNINA of America, a premier manufacturer of sewing, embroidery and quilting machines, is pleased to introduce the 2018 BERNINA 330 Special Edition First Love (B 330 SE First Love) sewing machine. The B 330 SE First Love with exclusive faceplate featuring a colorful design supports the Quilts for Kids mission to support children from around the world who suffer from life-threatening illnesses, abuse, poverty, and natural disasters. BERNINA will also donate \$20,000 from a portion of the B 330 SE First Love sales to the Quilts for Kids. Additionally, BERNINA Dealers will host Quilts for Kids in-store events where the community will be invited into stores to make quilts for children in need. BERNINA has more than 400 Dealer locations in the U.S. The new B 330 SE machine is now available at BERNINA stores nationwide and has an MSRP of \$1,399. In conjunction with the launch of the B 330 SE First Love machine, BERNINA of America kicked off a First Love Instagram contest where one lucky winner received a brand new, free B 330 SE First Love sewing machine.

"Unfortunately life-threatening illnesses, abuse, poverty, and natural disasters are realities that some children have to face. Providing these children some comfort with a bright, colorful quilt made with love was the inspiration for the 2018 B 330 SE First Love," said Amy Sherfinski, Director of Marketing for BERNINA of America. "We are proud to partner with Quilts for Kids to help make a difference and enrich the lives of children all around this country."

Those interested in participating in the First Love Instagram contest were asked to repost an image of the B 330 SE First Love and comment on what they would create with the machine for children in need. Contest-goers had to also follow @berninausa on Instagram and use the hashtag #BERNINAFirstLove with their post. The contest ran through late Spring and the winner was announced in April. For more information, visit <https://www.instagram.com/berninausa>

The B 330 SE First Love features an exclusive faceplate with a colorful design. It is also equipped with 97 stitch patterns (including alphabet symbols), slide speed control, and a DC motor. Additionally, the machine can stitch 900 stitches per minute. For more information, visit [www.bernina.com/3Series](http://www.bernina.com/3Series)

"We are beyond grateful for the opportunity to partner with BERNINA," said Linda Arye, Founding President of Quilts for Kids. "The donation from the sales of the B 330 SE First Love will make a huge impact in accomplishing our mission of comforting children in need, with the gift of a colorful, fun handmade quilt."

Founded in 2000, Quilts for Kids, Inc. is a non-profit organization that transforms discontinued and unwanted fabrics into quilts to comfort children in need. As of 2018, the organization distributed quilts and other much needed items to hundreds of thousands of children in need, globally. The goal is to donate 30,000 quilts or more, each year. Quilts for Kids, Inc. is a 501-C-3 non-profit and is located at 494 Lincoln Highway in Fairless Hills, PA 19030. For more info, visit [www.quiltsforkids.org](http://www.quiltsforkids.org), call (215)295-5484 or stop by its headquarters.

**About the Company:** Founded in Switzerland more than 100 years ago, BERNINA is a worldwide premier manufacturer with a proven reputation for offering quality state-of-the-art sewing, quilting and embroidery machines, overlockers, and embroidery software. BERNINA's leadership is marked by an impressive number of ambassadors, industry leaders, influencers, and bloggers who chose to partner with the company. BERNINA products are sold in the United States through a network of over 400 fully trained independent dealerships that also offer support and education. Select BERNINA and bernette machines and BERNINA software can also be purchased online. BERNINA products are designed for beginning to advanced sewists and priced to meet a variety of budgets, with new products being introduced every year. You can follow BERNINA on Facebook: [www.facebook.com/berninausa](http://www.facebook.com/berninausa), Instagram: @BERNINAUSA, and Pinterest: [www.pinterest.com/WeAllSew](http://www.pinterest.com/WeAllSew), and read BERNINA's WeAllSew blog at [www.weallsew.com](http://www.weallsew.com).

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# New Foot Revolutionizes Free Motion Quilting

Sew Steady® is proud to announce a new product that will revolutionize free motion quilting. Introducing the Decorative Thread Ruler Foot from Westalee Design®. Patent Pending Aust Design No.s 20181852 & -854.

Developed by Leonie West, the inventor, quilter and creative genius behind Westalee Design®, the Decorative Thread Ruler Foot has a uniquely designed keyhole to carry the thread. This innovation makes it possible for home quilters to use their templates to achieve precise, intricate designs while adding beautiful embellishments with decorative threads – all in one step! The unique keyhole can handle threads from fine to thick, which means that you need only one Decorative Thread Ruler Foot to work with a variety of different threads. Imagine the possibilities!

Leonie, creator of the Westalee® Adjustable Ruler in 2008, has once again taken free motion quilting to a new level. Sew Steady® is excited to bring the Decorative Thread Ruler Foot to the quilting world. For more information about this innovative product, please contact Stacy Lewey at Sew Steady®.



Quilted using Westalee Design  
Decorative Thread Ruler Foot  
Sprin-e-fex 8 and 12" Arc Templates

# It's Sew Easy Series 1500

## Be Your Own Sewing Super Hero!



This season the designers are all heroes as they share techniques that will make sewing nothing short of super for your customers! Your customers can save the day with quick sewing gifts. Or rescue vintage fashion with new updates or learn to master their machine.

The series will also feature a skirt sew-along with Angela Wolf, and how to be your own designer.

*It's Sew Easy*, Series 1500 will be available to all Public Television stations across the country. The shows are shot and posted at KS Productions Studios in Solon, Ohio. The scheduled initial air date is Thursday, June 21, 2018 from via NETA (The National Educational Telecommunications Association).

*It's Sew Easy*, Series 1500 is sponsored in part by: Brother International Corporation; QT Fabrics, Shannon Fabrics, Coats and Clark; Dritz; and kaiscissors.com.

### EPISODES

#### #1501 Be Your Own Designer

Angela Wolf starts things off with a whole episode devoted to the first lesson of the skirt sew-along. We begin our A line skirt with choosing fabrics, patterns, and the correct size. We'll sew the skirt, the waistband, zipper, and hem all in today's lesson.

#### #1502 Sewing to the Rescue

Go through those old linens that you can't bear to part with and join Michelle Paganini as she rescues them with an upcycle project, turning them into travel and accessory bags. Then Londa Rolfing inspires you to use old sweaters, especially the ribbing, in creative upcycled sewing and lets you in on her secret for set-in sleeves. Angela Wolf has the first variation of the basic A line skirt and cutting the same skirt on the bias.

#### #1503 Heroes Come in All Shapes and Sizes

Some of our most loved companions are the furry kind. We begin with Cheryl Sleboda and a cosplay idea – turn into your favorite animal with furry ears. It's an easy costume and also includes tips for sewing fur. Then Caroline Critchfield makes a stylish leash and cage pad for your favorite four-legged friend. Finally we have a project for the littlest hero and a baby bottle cover from Joanne Banko.

#### #1504 What's a Super Hero without a Cape?

Not very super! They all need their signature cape! Joanne Banko has her version of a cape for the super hero woman. It features faux fur with a luxurious high pile for warmth and softness. Then Angela Wolf has the next step in our A line sew-along, with new variations as you become your own designer. She adds a center seam and lined pockets for a brand new look.

#### #1505 Machine Wizardry

Even super heroes need a little help every once in a while. Our sewing machine comes to the rescue with today's projects. Teacher Ellen Miller has a little bobbin magic as she introduces us to Sashiko, a couture technique that adds so many dimensions to your sewing. Then practice a little machine wizardry with Joanne Banko. Even the most basic machine includes super sewing stitches that can make your sewing more professional. Learn how easy it is to get super results using stretch stitches, overcast, basting, blind hem, and buttonhole stitches.

#### #1506 Embroidery Superstars

In our quest to become sewing superstars – we're adding a new discipline, embroidery. There are so many beautiful embroidery designs on our machines and online to personalize our sewing projects. Not only can you choose the design, but the placement and color. Up first is Sarah Gunn with the tools you need to customize the necklines of tunics and express your style. It's easy to stitch out the design but then what? Joanne Banko embroiders elegant coasters and makes a sheer organza bag to match.

#### #1507 Knit Techniques to Make You a Hero

Knits are one of the trendiest fabrics for your garment sewing, but there are some techniques that make knits look more professional whether done on a serger



or sewing machine. Sarah Gunn is up first with knit tips for hem and neck finishing that will give you professional results. Then Londa Roling shows: how to manage bulky edges when sewing, tips for elastic, ways to eliminate diagonal drag on fabric, and three things to know when a serger thread breaks. Last is Angela Wolf and another variation on the A line skirt – this time it's a knit maxi.

### #1508 Sewing Gifts Save the Day

Last minute gifts are no problem with sewing gifts that save the day! Rebecca Kemp Brent starts us out with gift wrap that's as pretty as the gift with the art of Pojagi – it's a great stash buster too. Then Caroline Critchfield makes a faux leather bag that's almost made entirely with your embroidery machine.

### #1509 Sewing Transformers

Change the look and feel of a garment with one simple addition or subtraction, making the finished look brand new. Joanne Banko starts us off with a cuddly faux fur collar to warm up any jacket. Then Angela Wolf transforms the basic A line skirt into fun athletic wear with a knit waistband.

### #1510 Super Hero Projects

Adding super details raises us from good to super! Angela Wolf begins with the next lesson in our A line skirt and adds suede cutouts for a brand new look. Then it's a shirt you can complete in an evening with unique pull-up sleeves for fashion and cosplay versatility with Cheryl Sleboda.

### #1511 Be a Super Hero - Literally, with Cosplay

Costuming and cosplay give you the ability to actually become your favorite superhero. Cheryl Sleboda is back with a steam punk version of a superhero with a faux suede corset. Even if you're not into costumes, you'll learn the techniques for using boning for strapless dresses, perfect for prom and weddings. Then meet blogger Emily Thompson with adorable tulle skirts for your favorite little – or big – girl. Instantly become your fantasy dream with tulle – all you need is a magic wand!

### #1512 Fabric Heroes

Fabric is the real hero; its unique characteristics make the finished garment. First up, Rebecca Kemp Brent creates her own fabric for a beautiful cape or for other elegant garments. Then it's a whole different look when you create your own felted wool from old sweaters with Michelle Paganini. Finally Michelle has a tip for using your own photos to create fabric from a printing service. Be unique with your very own fabric design!

### #1513 Growing Up a Star

Sewing superheroes are not born – they need to grow and be nurtured. Your favorite baby will feel like a star with this adorable baby bundle from Joanne Banko; a towel is just the beginning. Then blogger Emily Thompson is back with leggings that are guaranteed

to give your favorite little girl star power. And you'll feel like a hero too when you whip up a few pairs in just one evening. We finish up with Angela Wolf and a recap of our A line skirt sew-along and a final tip. It's the next generation of sewing super heroes!



**About the Company:** KS, Inc. Productions specializes in the creation, production, and marketing of how-to programming – mirroring the growing market of how-to enthusiasts. Many of the top rated how-to programs on Public Television are from KS, Inc. Productions. They include: *Make It Artsy, Beads, Baubles and Jewels, Hands On Crafts for Kids, It's Sew Easy, Quilting Arts, Scrapbook Soup, Knit and Crochet Now! and Fresh Quilting*. Over the past 28 years, KS, Inc. Productions has produced 17 different titles and over 2800 episodes for Public Television. In addition to how-to programs, KS, Inc. Productions develops and produces a range of video productions including numerous instructional and educational videos/DVDs in the how-to industry. All of the programming and video produced by KS Productions is enhanced with a complete social media marketing package including Facebook, YouTube, Pinterest, Instagram and websites reaching how-to enthusiasts online.

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# It's NOT All About Me??

School shootings, road rage, drug abuse ... the list goes on and on. Are we a sick society? Are we experiencing moral decay?

Simply put, there's a lot of hurt out there and people are reacting to it. People are divided and angry and stressed. We get on each other's nerves ... and the reactions are extreme. Is there a solution? I believe there is. A huge part of the issue is an "all about me" attitude. Change the attitude and you change the world. So, where does this change start? Change starts with you and I.

What can you and I do to make this a better world? It seems like a monumental task, but the answer isn't all that hard. When you give up putting yourself first and shift your focus onto others, things have a way of falling into place. This doesn't mean letting people walk all over you. It means taking interest in others and listening to them, to why they might have a different point of view. It might be an opportunity to see the hurt in someone else's life - and potentially help them.

Just like you, my years of experience (too many) have given me the opportunity to see a lot of hurt. For some, it's financial issues. Others, it's health. And for others, it's poor choices they wish they could take back. Many poor choices can be avoided with a good mentor. A good mentor helps you to not quit as soon as the going gets tough, to know when to quit and move on, and to be accountable.

There was a time when I wasn't a big believer in mentors. I could do it all myself. Chalk that one up to German-Russian ethnic pride? But I learned that a good mentor acts like a counterweight and helps you keep things in perspective.

So, mentor a young person and have your own mentor. I've met several great mentors while volunteering in our community. The more I volunteer, the more I notice some very successful individuals who spend a good amount of their free time helping others.

Could it be they know the full value of relationships and not having an "it's all about me" attitude? Have these individuals found that the more they give of themselves, the more things will come back to them? Imagine the possibility of what could be done in this world.

Recently I toured the new homeless shelter in our city. When the old shelter closed, our local United Way took it on. Jena, the Executive Director of our United Way, has been a missionary, is a foster parent, and also has started an "End the Hunger" campaign in our community. This includes over 1,000 backpacks of food sent home with school children each Friday. This homeless shelter facility is located a half-block away from our store in a "nice" downtown area. Jena has done a lot of work to make this a nice facility with a homelike atmosphere. The facility has gone from 2-3 police calls each night to none most nights. She's treating the residents with respect and they are acting more respectable. Jena knows what is close to her heart and is a great example of making a difference.

It's been a couple of pretty amazing years for me when it comes to work in our community, especially in the area of meal ministry and helping low-income individuals. I've spent hundreds of hours in hundreds of meetings (doing good for a guy who never liked meetings...). The results of all those meetings are coming back to me on both a personal and professional level. What issue is close to your heart?

Changing the world isn't just for college kids. It collectively starts with us. Take the focus off of "me" and things will go a lot better for "me."

So where does recovery start? It starts with each one of us. It's going to take a while, but until we start thinking more of others and a little less of ourselves, things are not going to change.

It's our duty. Go out and make a difference. Do your part of changing the world for the better!

**Thoughts and ideas from our readers are greatly appreciated. Questions? Comments? E-mail: [jimbarnhardt@msn.com](mailto:jimbarnhardt@msn.com)**

~Jim



**JIM BARNHARDT**

J & R Vacuum and Sewing  
VDTA • SDTA Board Member

## Are You Properly Protected?

The **Vacuum & Sewing Dealers Trade Association** is proud to announce the availability of business and professional liability insurance through our partnership with Association Business Programs. Whether you require a standard policy or a customized solution, they provide access to the best liability protection to suit your needs today, and as your business evolves. Coverages include:

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# Delivering an Unmatched Customer Experience in the Digital Age

Creating highly-engaged customers is forcing companies to provide their customers with a consistent experience whenever and wherever they need it....digitally.

Did you know that highly engaged customers buy 90% more frequently, spend 60% more per purchase, and have 3x the annual value (compared to the average customer)? That's a huge revenue opportunity you could take advantage of by digitally transforming your business!

But, in order to deliver on a better customer experience, you first need to understand who this new kind of digital customer is and what they want. It's clear that the customer is firmly in the driver's seat.

**“Highly engaged customers buy 90% more frequently, spend 60% more per purchase, and have 3x the annual value”**

## PERSONALIZED CUSTOMER EXPERIENCES

Today's consumer wants organizations to treat them as unique individuals and know their personal preferences and purchase history.

According to Accenture, 75% of customers admit they'll be more likely to buy from a company that:

- Recognizes them by their name,
- Knows their purchase history, and
- Recommends products based on their past purchases.

Technology has empowered customers to get what they want, whenever they want, and how they want it. Amazon is a “master” at providing this service to every single customer.

**CONSUMERS NOW EXPECT IMMEDIATE RESPONSE (SPEED)** to customer service requests on social media and they would rather engage digitally as opposed to pick up the phone. They also expect the same response times on weekends as on weekdays. This need for instant gratification has forced organizations to remain



accessible and on-demand, 24/7 with live people... no IVR and answer in one to two rings. Customers expect responses to be tailored to their needs and issues. They do not want to re-explain the issue

Everything is now happening in real time, which is why those companies that can offer speed, personalization, and accessibility to their customers will win out in the long-run.

Today's consumers are not loyal to a single mode. They browse in-store, shop online, share feedback through mobile apps, and ask questions for your support team on social media networks.

In today's fast-moving, always connected, and “always on” society, companies are forced to seriously consider implementing a digital transformation strategy, if they haven't already.

Digital transformation offers organizations an opportunity to engage modern buyers and deliver on their expectations of a seamless customer experience regardless of channel or place.

## 1. Customers Expect Immediate Response.

**Speed matters.** How fast you get your product to a customer – how quickly you can accomplish a service task for a client – it matters. A three day turnaround on an email or a long list of menu options on an automated phone system drives customers crazy.

**2. Customers Will Figure It Out - With or Without You. *It's always better that they figure it out with you.*** Cutting-edge technology devised

“Today’s consumers are not loyal to a single mode. They browse in-store, shop online, share feedback through mobile apps, and ask questions for your support team on social media networks.”

by Apple and Google has led consumers to expect a digital service experience that is clean, simple, and user-friendly. No second chances to make a first impression in today’s world. And, if you want to know how to do-it-yourself, just look it up on Youtube and 9 times out of 10, it’s there with instructions. So much easier than reading manufacturer’s instructions.

### 3. Make Your Website Customer Service Friendly. *The Interactive version of your brand.*

It’s one of the main channels your customers will use to figure out how to solve a problem. Do you see your website as a sales tool? Do you see it as an interactive version of your brand? Maybe you feel as though it’s one of those things that “you just have to have nowadays.” I promise you that your customers will search your site for information, even if it’s only to find a phone number to call you.

**What are you waiting for?** The digital disruption has revealed fantastic opportunities for higher levels of

customer engagement. The time is now for customer service teams to take advantage of this and step up to the plate. Think like your customer and give them what they are looking for.

***“Deliver first-rate digital experiences and watch your customer knock it out of the park for you.”***

**~John Tschohl**

#### **About the Author:**

John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment, and customer service in the world. John’s monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn, and Twitter.





# It's your time. Love what you make with it.

*Take a closer look at some of Janome's fantastic machines*

## Horizon Quilt Maker Memory Craft 15000

When you and your customers create with fabric and thread, every project is a journey. Where you end up and how you get there is all up to you... and your machine. And with wireless connect via PC or iPad® and Janome's fastest processor to date, you'll be there in no time. Plus the size is fantastic. The **Horizon Quilt Maker MC15000** comes standard with our largest hoop and has the largest touch screen we've ever made! No matter which direction you and your customers head, the new Horizon Quilt Maker MC15000 can take you there.

### MUST HAVE FEATURES:

**Built-in Wi-Fi:** The built-in Wi-Fi capabilities make it easy to transfer designs, fine tune embroidery placement, and monitor stitching from anywhere! Your customer can utilize their iPad® and the Horizon Memory Craft 15000's Wi-Fi capabilities with five iPad® apps that help make embroidery better. The newly released AcuSketch and AcuSetter enable quilters to utilize embroidery on their quilts.

## Horizon Memory Craft 9400 QCP

The **Horizon Memory Craft 9400 QCP** is unlocking an escape into pure creativity.

Imagine a weekend of sewing, away from the world, surrounded by fabric and creativity. When good friends get together to sew, there's a special energy in the air. Suddenly projects don't seem as daunting. Time spent squaring up two hundred half-square triangles zips by among chatter and laughter. That's what makes sewing so special. It's a passion that cuts through the clutter of the everyday and bring into focus the things that truly matter: family and friends, helping others, and creating something to be proud of.

### MUST HAVE FEATURES:

**Memorized Quilt Seaming:** The HMC9400 QCP was designed with special features to advance your customers' quilting. They'll love the Memorized Quilt Seaming feature – simply memorize the length of your seam, and sew away. Perfect for duplicating the same seam on numerous blocks. In addition, there are 74 stitches designed with quilters in mind because there is so much more to quilting than just straight stitches.

**Ruler Quilting:** Expand your quilting options and take advantage of the wide array of precision templates on the market for ruler-guided quilting. Have your customers engage the Ruler Work mode in Sewing Applications and use the new Ruler Work foot (QR) to safely follow along the guiding edge of precision cut templates. Achieve beautiful and consistent quilting design results previously only available to longarm quilters.

**Size, Space and Lighting:** A full size quilt can measure 8' x 10' or larger, making it difficult to stitch on a standard size sewing bed. With the 15000 and 9400, quilters have a full 11" of bed space to the right of the needle to store the extra fabric from the quilt they are working on.



For easier viewing of detailed quilt work, use the retractable High Light™ in with the Full Intensity Light System. The light is bright, even, and easy on the eyes. To ensure accuracy, the machine features advanced needle plate markings along with a professional HP needle plate and foot.

The Extra Wide Extension Table, which comes standard, provides vast space for your customers' largest quilting and home décor projects. Piecing is easier, with so much space for laying out blocks before you stitch. The bed and sewing space measures an amazing 16.5" x 24.5"!

## Memory Craft b700 Professional

From the seamless design of the extended, all metal flatbed to the ground-breaking speed of 1200SPM, the **MC6700P** is meticulously built to impress the most demanding sewist. Using the heavy duty frame, it's easy to power through layers of interfacing and thicker materials, even leather!

Think of all the boutique-style items that your customers could make with features like automatic buttonholes, hand-sewn-look stitches, and a built-in alphabet for designer labels. They will find room in their studio for the MC6700P and fall in love with sewing all over again.

### MUST HAVE FEATURES:

#### An Industry First for Speed - 1200 SPM:

Straight stitch at up to 1200 stitches per minute for professional performance in a convenient top-loading machine. A full metal frame and vibration suppression system ensure pleasurable, smooth, high-performance sewing.

*The MC15000, MC9400 and MCb700 Professional are great machines for your customers to start their next quilting project. Only at authorized Janome dealers.*

### MUST HAVE JANOME FEATURES:

**AcuFeed Flex™**: Janome's exclusive AcuFeed Flex™ makes your customers' sewing and quilting effortless. It moves the top layers of fabric in precise, parallel coordination with bottom layers. It's perfect for quilting, garments, home dec, and more. The 7-point feed dogs of the Superior Plus Feed System work in coordination with Automatic Presser Foot Pressure, which senses the thickness of the fabric. This integrated system means your stitches form consistently on all types of fabrics.

**Professional Grade HP Foot:** You and your customers are always striving for perfection in sewing, even as you all tackle various fabric types and sewing styles. Utilize this narrow gauge industrial-type foot for curves and precise topstitching. You all will notice the great ease of control and superior visibility it offers. It's also sized perfectly for creating 1/4" seams. This foot will surely become a go-to item for accurate piecing even on curves and small pieces of fabric!

**Three Needle Plates Including the Professional Grade HP Plate:** All three machines come with a zigzag needle plate, a straight stitch needle plate, and the new HP needle plate which has been designed to work together with the professional-grade HP foot. Each plate easily changes out with Janome's One-Push Needle Plate Conversion.

# JANOME



**Horizon Memory Craft 9400 QCP**

**Horizon Quilt Maker Memory Craft 15000**

**Memory Craft 6700 Professional**



# INSIGHT FROM THE WORK BENCH



**NORM HIMEBAUGH**

Himebaugh's Vacuum & Sewing Center

It has been a long time since I've had a major discovery on my bench, and I feel like I've just had one of the biggest ones since I started. This article will address the tension / portioning device in the Husqvarna-Viking Diamond Deluxe and Royale and the Ruby Deluxe and Royale.

Approximately two days before my Diamond Class, I made a discovery concerning the tension / portioning unit of the Designer Diamond. In my mind this was HUGE! I have been subconsciously working on the value relationships between the unit and the main PC board. Specifically, I have been trying to understand the range values between the numbers in the service mode adjustment boxes and the Factory reset areas, and how they interact (Before doing any servicing to any Designer Series machine, make sure it has the latest update first).

The Diamond memory has many default settings concerning different tension values as well as different portioning values. The lowest setting is basically the cut tension value, so the thread has the correct tension needed to make a good cut without making a "popping" sound (The "popping" sound is due to the value being too tight or too low that it won't allow the thread to be cut at all). You must set the value ranges in a certain order, or your unit will not function properly.

First in the Factory settings, you set the lowest value, then the high value. Your setting here dictates the other settings to come in terms of their range of ability.

Let's say you accidentally set the highest value too high or too low, and close the Factory settings. You have limited the range of adjustment of the other settings. So if you need higher tension for your straight stitch, you might not be able to go high enough to get good tension. If you set the lowest or beginning tension too tight, you'll have trouble getting the buttonhole default setting low enough.

When you turn on a Diamond or Ruby Royale, you will hear the tension unit calibrating. Some are smooth and many are not. When you hear a smooth one, memorize that sound and let it be your guide or goal for every one you service. I have been taking the units apart for some time

now, looking for thread jams and so forth, to get an understanding of its operation. If you choose to do this and the small gears separate, there is a small hard coil-like spring between them. The spring must be "loaded" with tension to put a certain pressure to the gear. You'll know your pressure is correct when you can look through the small alignment hole on each gear.

Look at a new unit or examine it before you disassemble it. They're tough at first - you have to develop your own touch to be successful. Do it on one in your parts inventory to start. They use temporary pins at the Factory to keep the gears together, and one tech told me he uses the end of an Allen key to lock them in place for reassembly.

You must turn the large gear by hand to both ends of its rotation on many units before you memorize the correct load. If you don't have strong fingers, forget it. *It is this load that makes some loud and others quieter.* There can be different reasons for excessive load: a bad tension stepper motor, threads jammed in the gears or rollers, and so on.

You should take the stepper motor out of a unit to feel the gears load, by rolling them with your fingers. When the stepper motor changes from using tension to portioning, a small driving gear moves on a horizontal shaft and engages the stepper motor drive gear. This is when it is using the tension side of its design.

When it changes and uses the portioning position, the gears disengage due to a spring loaded lever connected to the moveable gear. When they are apart, their gap should be 0.8mm. When the gears engage, the teeth must connect immediately or the teeth will round and get damaged. I have found 0.7mm works better if there is slight play in the stepper motor shaft. You'll have to do a case-by-case examination... but that's not my discovery!

With the unit together, roll the large gear and observe what happens from the back side of the mechanism. If the teeth "click" as they try to engage because of damage, you need a new unit unless correcting the gap between them fixes the issue. I needed you to see the units function before my big reveal!!

Look carefully at the construction of the unit's body, and you will see that about half of it is black plastic and the "shield" is metal. The shield is what the take-up lever moves up and down in.

Look at the gears: 3 gears and 3 rollers are attached to the metal shield frame – and 5 gears are connected to the black plastic frame. There are two silver metal screws that join these TWO FRAMES TOGETHER. The problem with binding in the unit is between the union of the gears!

There is a considerable amount of angle adjustment between the two frames! This is a problem because the gear that moves on the stepper motors shaft is disengaged by a metal lever and spring mechanism that is screwed down to or positioned by the other metal frame assembly.

When these two assemblies' angle of attachment is correct, the moving gear slides easily and disengages with ease. When it's not, the gears don't disengage properly and binding occurs. The incorrect angle also makes the gear mesh too tight between the 2 joining gears – which are on the different frames and loads up the stepper motor.

Once you correct what I just covered, you'll be able to turn the large gear much easier, and the small gear will move with great ease on the stepper motor shaft for both engaging and disengaging.

When attaching the tension unit back to the sewing machine, there are 3 screws that connect it to the frame. Attach the unit but not tightly using all 3 screws. With the large screws almost tight, tighten the small top screw first while pushing the unit gently towards the rear of the machine – then tighten the large screws.

It is possible to tighten the unit incorrectly and cause a bind in the unit. You must rotate the large gear to each of its stop positions with the unit attached to the sewing machine. Your goal is to hear the gear "click" as the unit moves to the portioning position when you reach the end of the large gears' rotation.

Next leave the tension unit unplugged from the PC board and go into the service mode. Make all tension values zero in all boxes, even Factory settings. Turn the machine off and then plug in the unit, go back into the service mode, and enter the Factory tension area. Set the low value and then the high value.

Close Factory settings, touch the set low button, pull the thread through the threaded machine, and set the value in a good approximate range. Then the high value the same way. Touch the Q foot square and select the 120 by 120 hoop. Do the same pull value test and set the tension in a good approximate range for testing.

If you have set the machine properly in terms of 1) timings 2) clearances 3) bind eliminations 4) needle bar depth 5) electronic centering positions 6) addressed the check spring and 7) smoothed any burrs in the thread path, your tensions will balance easily and you'll be amazed at the quality of your straight stitch.

Lastly, you reset the Factory portioning in the service mode using the embroidery hoop. You want to avoid any interference with the top thread when doing this reset. Portioning values rely on the presser bar settings, so make sure you check and/or reset the calibration setting of the presser bar in the service mode first – also the pivot height and the TP Setting.

I have only done about 15 Diamond or Ruby repairs with my new technique (at the time of this article), so I may update this in the future. The results in the quality of my stitching is astounding! I went from my customers being extremely happy with their

stitching to overwhelmed by it. When I reset the portioning value, I'm getting numbers like 98 and 99 in the check spring return boxes. And in the 4 other boxes where the numbers should be very low, I've gotten zero's in three of the boxes and a 3 in the fourth box.

One thing to note concerns the lowest tension value setting: When in the Factory tension reset area, that when set to the lowest setting, I didn't have true zero resistance on the thread. This happened on a few of the machines I've serviced.

If you look at the assembly, you'll notice the largest gear at the top of the unit rotates on a silver shaft that also goes through the tension discs. That shaft also goes through a small circuit board on the right side of the dial. If that shaft (in manufacturing) is slightly to the left or right too far, it binds the discs. I have been successful at "tapping" the shaft gently left or right SLIGHTLY and found the place that releases the discs. This brings balance to the mechanism and gives me true zero and a true starting point to the mechanism.

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"Look at the gears: 3 gears and 3 rollers are attached to the metal shield frame – and 5 gears are connected to the black plastic frame. There are two silver metal screws that join these TWO FRAMES TOGETHER. The problem with binding in the unit is between the union of the gears!"

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# How to Improve Employee Innovation

Leaders who eagerly want to find new ways to improve employee innovation often miss a very simple principle. Promoting and putting new ideas into practice requires time to think.

“Your business won’t succeed based on notes kept on a dusty shelf.”

The mistake is believing this kind of change is an instant process, much like oatmeal or rice. From my speaking presentations, I’ve discovered the audience needs time to process what they’re learning. During a 45 to 90 minute keynote, I’ll schedule one or two 5-minute breaks.

I stop talking and ask the audience to turn to the person next to them. Their mission is to discuss a takeaway they can use when they return to the office.

While it’s tempting to skip this step and just give out more information from the stage, learning can’t be a one way process. Having people take a moment to think about implementation increases comprehension and follow-up.

Similar processes can also help other aspects of employee innovation:

## CONFERENCE LEARNING AND ROI

Imagine a member of your team goes to a conference, takes lots of notes, and then comes back to your office full of ideas. The problem is, day-to-day demands prevent any of the ideas from ever getting out of the notebook.

Your business won’t succeed based on notes kept on a dusty shelf. When the person comes back from the event, give him or her some time to organize the top takeaways.

Then that person will lead a presentation of the ideas. There also needs to be a discussion about whether the ideas can be turned into action steps.

## QUESTIONS TO HELP IMPROVE EMPLOYEE INNOVATION

Change can be difficult and new ideas may encounter resistance. I’ve found these are important questions to discuss:

- “Why are we considering this new idea?”
- “What happens if we do nothing?”
- “How do we scale this idea to make it fit our business?”
- “If we implement this idea, how will things change in one year?”

## INNOVATION MAY REQUIRE EXPLANATION

While you may have been dazzled by seeing a new idea put into practice, those who weren’t there may not understand its value. It’s like the difference between experiencing a live performance and hearing a recording.

When you talk about something new, paint a verbal picture that allows other to experience it. Tell them what they are seeing and why it is important.

For instance, a basic description of an assembly line may not excite people because it involves a major change. But if you explain it so they understand the efficiency, speed, and precision gained through the manufacturing process, then the buy-in can increase dramatically.

**About the Author:** Ken Okel speaks to smart leaders and associations who want to unleash employee production, performance, and profitability. He introduces them to lessons learned from his time in TV News, Disaster Relief, and running a Professional Ballet Company. He wrote the book, *Stuck on Yellow* and is the host of the 2 Minute Takeaway Podcast. Ken’s weekly productivity tips can be found at: [www.KenOkel.com](http://www.KenOkel.com).



# Guest Writer Month for Dealers!



The VDTA•SDTA is YOUR industry trade association, and *SQE Professional*™ and *Floorcare-Central Vac Professional*™ are YOUR trade magazines! We are proud to feature press releases, regular viewpoint columns, and the latest developments in news.

**We'd like to expand this selection even further and encourage you - the dealers - to take up the pen and submit articles for publication.** If you're feeling anxious about this opportunity and have questions, here is what you need to know:


- **Don't worry about re-inventing the wheel:** Afraid you don't have anything "new" or "exciting" to say? Don't worry! Some of the best articles we publish serve as reminders of best business practices. Just write about what you see, know, and do.
- **...But don't be afraid to offer something new:** If you have a contrary opinion or novel idea, definitely write about it! We aim for our magazines to be the place of critical and innovative thinking.
- **So you're not wordsmith? That's OK!** New writers - or people who want to be writers - fear they aren't good enough. They are afraid they'll make spelling mistakes and grammar errors, that their writing isn't "polished." THAT'S OK! My job as an editor is to do the "polishing" and "correcting." Your job as a writer is to put an idea on the page.
- **No commitment required:** If you submit one article, that's great! If you submit two, that's great. If you submit them monthly, that's great too.
- **Common topics:** If you don't know where to start, consider one of these topics.
  - Customer Service (good or poor)
  - Training Employees
  - Motivating Employees
  - Advertising and Marketing
  - Sales (big-ticket items and gateway items)



**Our July and August issues will feature "Dealer Guest Authors"** - dealers who are interested in writing but may not have submitted articles before or have not submitted them consistently. **First-time and experienced writers wanted.** A half-page requires about 250 words. A full-page article requires around 500 words. No photographs are necessary, though they are welcomed.

**Be a Writer! Send in articles by June 30th or earlier to managing editor Tonya Tienter at [tonya@vdt.com](mailto:tonya@vdt.com)**





# VDTA/BERNIE EPSTEIN SCHOLARSHIP

PROVIDED BY VDTA • SDTA ★ ★ ★

## FOR MEMBERS ONLY

Is your student planning to pursue a bachelor's degree? Let your **VDTA • SDTA membership** financially assist with a chance of a lifetime.

**Apply for the VDTA/Bernie Epstein Scholarship!**

### Submitting an application is easy:

- ✓ Complete the scholarship application online at [www.vdta.com/BESFapplication.pdf](http://www.vdta.com/BESFapplication.pdf)
- ✓ Obtain a dealer reference letter.
- ✓ Get a certified copy of your school transcript
- ✓ Write an essay about career objectives.
- ✓ Write an essay about extra-curriculars.
- ✓ Gather 3 letters of reference

**Encourage your employees to have  
their student apply!**

**Deadline October 1, 2018**

**For information call 800-367-5651 or go to  
[www.vdta.com/besf.html](http://www.vdta.com/besf.html)**



# 2019 VDTA/Epstein Scholarship Application - Deadline: October 1, 2018

The VDTA/Epstein Scholarship is available through the VDTA•SDTA and is for VDTA•SDTA dealer members, their dependents (including grandchildren), employees, and employee dependents. Dealer member must be current and in good standing with their VDTA•SDTA membership in order for the student to apply for, receive, and continue to receive scholarship payments.

All info must be complete and you must provide the additional documents required. Completion of this application is for scholarship consideration only.

## 1. Personal Information

Last Name \_\_\_\_\_ First \_\_\_\_\_ Middle Init. \_\_\_\_\_  
Permanent Address \_\_\_\_\_ Zip \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Phone Number \_\_\_\_\_  
E-mail \_\_\_\_\_ Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_ Sex: ☐ Male ☐ Female

## 2. Parent/Guardian Information

Name \_\_\_\_\_ Phone Number \_\_\_\_\_  
Name \_\_\_\_\_ Phone Number \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_

## 3. Referred by VDTA•SDTA Dealer Member

Name \_\_\_\_\_ Company Name \_\_\_\_\_  
Relationship of applicant to dealer \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ City, State \_\_\_\_\_ Zip \_\_\_\_\_

## 4. VDTA•SDTA Dealer Letter

VDTA•SDTA Dealer Member: Write a letter stating why this applicant should be considered for the VDTA/Epstein Scholarship.

## 5. School Information

School Name \_\_\_\_\_ School Phone \_\_\_\_\_  
School Address \_\_\_\_\_  
Recommended by Teacher's Name \_\_\_\_\_ Contact info \_\_\_\_\_  
School Counselor's Name: \_\_\_\_\_ Cumulative GPA \_\_\_\_\_  
*must be minimum of 2.5 on 4.0 scale*  
Year in school as of Jan. 2019 ☐ High School Senior ☐ College Freshman ☐ College Sophomore ☐ College Junior  
*must be at least H.S. Senior*

## 6. Submit Most Current Certified School Transcripts with this Application.

7. **Write an essay** (100 word minimum) on a separate document addressing: a) any awards of honors you've received and b) your educational objectives and how they will relate to your planned future career.
8. **Write an essay** (100-word minimum) on a separate document addressing: extra-curriculars in which you have been involved that demonstrate 1 or more of the following: a) Love of Sports b) Community involvement 3. Humanitarianism 4. Leadership ability
9. **Additional Letters of Reference.** Obtain letters of reference from at least three (3) individuals (not related to applicant), attesting to your activities which demonstrate one or more of the attributes listed above in **ITEM 8**. This could be from school counselors, teachers, church leaders, other business owners, coaches, etc. Letters must be signed by the person who wrote it.
10. **Terms of Scholarship:** Scholarship recipient must be enrolled for at least 12 credit hours and maintain at least 12 credit hours each year to be and remain eligible for current and future scholarship money. Scholarship money is paid only as long as the recipient is an undergraduate student. Money is awarded in \$2,500 increments per school year with a maximum paid of the current scholarship amount.

11. **Other information:** *Scholarship is funded by industry donations. It is expected that the recipient of the Scholarship will accept the award in person at the VDTA•SDTA Convention. Recipient's travel, lodging and meal expenses will be provided. Not every student will receive the entire amount of the scholarship: total scholarship dollars are determined by the student's year in school at the time of the award. Financial need will not be used in determination.*

**My application is for: Academic year 2019/2020. I declare that to my knowledge, the statements and information given in this application and any supporting documentation submitted are true and accurate.**

Applicant's signature: \_\_\_\_\_

Date: \_\_\_\_\_

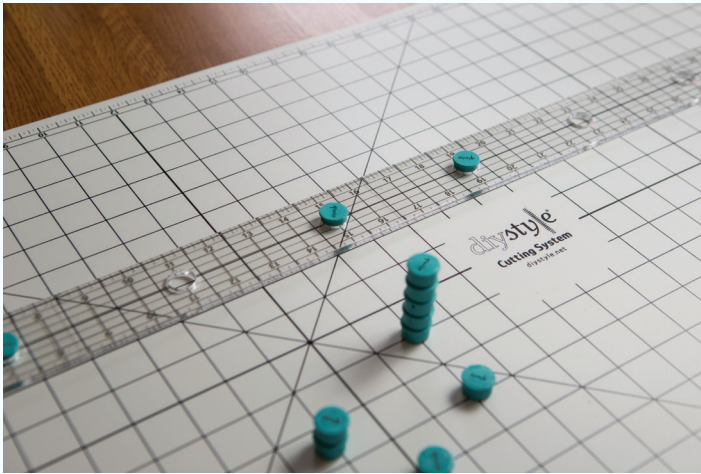
### Checklist:

- ☐ Complete this application
- ☐ Acquire Dealer Reference Letter
- ☐ Acquire Certified School Transcript
- ☐ Write essay about career objectives
- ☐ Write essay about extra-curriculars
- ☐ Acquire 3 letters of reference  
*(in addition to Dealer Letter)*
- ☐ Make sure letters of ref. are signed
- ☐ Sign this application

**Mail application & required documents postmarked by October 1, 2018**  
**to: VDTA/Epstein Scholarship, 2724 2nd Ave., Des Moines, IA 50313 • Phone: 800-367-5651**



# DIYStyle® Disrupts the Sewing Process with New Cutting System!



*The DIYStyle® Cutting System base set: Cutting side shown, t-square ruler and stackable magnets.*

When DIYStyle® initiated their mission to reach a young fashion-hungry creative consumer, they had no idea the path would lead to the invention of a product that bridges the gap between sewers of all ages. The team at DIYStyle® has been whipping up fun craft, home-dec, and fashion projects and patterns for over 10 years at DIYStyle.net!

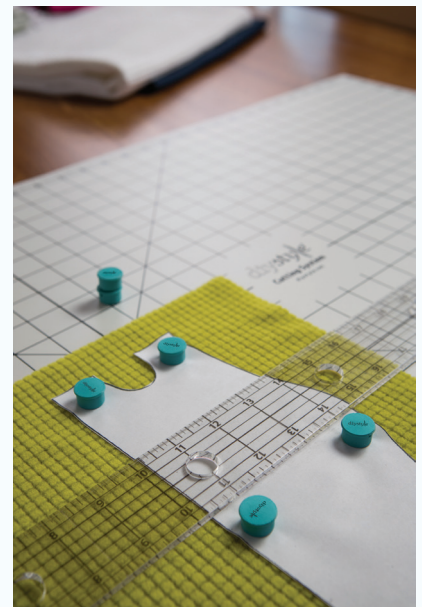
Led by Cindy Cummins (a sewing industry veteran) and Allyce King (the Fashion Designer and personality behind DIYStyle®), the company was one of the first websites to reach a 20-something fashionista. Now, with their new DIYStyle® Cutting System, they keep fresh designs coming – delivered in record time. Bringing more easy-to-create content to the audience DIYStyle.net originally set out to

reach, they continue to wow and engage the “Creative Chics” of today.

Through their website, blog, and Facebook, DIYStyle® confirmed a problem that sewers, quilters, and crafters of all ages have in common: the #1 issue they dislike about their hobby is “cutting fabric and materials in prep for creating!” Besides, new sewers are often reluctant to start a new project and seek a foolproof way to cut fabric right the first time, especially the knit fabrics everyone is sewing (and wearing) today. The creative minds at DIYStyle® found a way to solve this dilemma and bridge the “sewing gap” with the new DIYStyle® Cutting System!

The DIYStyle® Cutting System has been 6 years in the making! It all started in 2010 when the company added *Allyce King Swim* to their offerings. It was through producing RTW swimsuits – designing and creating Allyce’s original samples – that they discovered an easier, faster, and more efficient way to cut fabric and pieces.

Working with stretch spandex and controlling hard-to-manage fabrics really started it all. The system was invented by Cindy’s father, a retired engineer, when a large custom order of *Allyce King Swim* swimsuits needed to be cut and could not be scheduled at the automated cutting facility. Over 60 swimsuits had to be cut by hand, in less than 2 weeks, with the DIYStyle® Cutting System to the rescue! The suits made it to the sewing house, completed just in time to be worn by contestants of Miss California USA. Cindy and her staff knew the home sewer would love an effective solution to oftentimes challenging prep-work, and also getting to the actual creating and sewing (the FUN!) part faster, no matter what kind of fabric they were cutting.



*Align fabric and pattern with T-square ruler. Use magnets to hold all.*

The DIYStyle® Cutting System base set is comprised of a two-sided, multi-use mat; set of 12 powerful magnets; and a specially designed T-square and fabric alignment ruler. No more pins! Or pattern weights! The strong magnets hold the fabric and pattern securely to the mat, ready to cut with a rotary cutter. The mat features a gridded, high-quality rotary cutting surface on one side and a designer's cork surface on the reverse. The 36" pro T-square simplifies making straight cuts, with the ruler held in place by the magnets – and it serves as an alignment tool to get patterns on grain (no more tape measures!). The magnet housing is a low-profile design that allows cutting close with ease, and stacks for quick pick up. Using the DIYStyle® Cutting System can reduce the time spent cutting by two-thirds, while increasing accuracy and reducing waste!



*Low profile magnets allow cutting close with rotary cutter.*



*Pattern maker cork side of mat, pin needle tracer and stackable magnets.*

There is no denying a growing community of sewers in the 20-50 age demographic (check out all the groups on Facebook!). These young moms, first-time home owners, and career professionals are sewing clothing, items for their kids (and grandkids), and home décor pieces for their “nest.” They have little time to sew or craft, but they find a way to carve out time and *create*. They are looking for tools that help make the process as easy as possible, so they experience success. The DIYStyle® Cutting System

helps everyone cut with ease, ensuring the first step in the process has a positive outcome!

Dealer opportunities are available, with the debut of the DIYStyle® Cutting System at the recent VDTA•SDTA Trade Show and Convention in Charlotte, NC. With MAP protected pricing, Flat rate shipping, Affiliate program, and Dealer Locator, independent dealers can successfully reach consumers of all interests and skill levels. And for industry designers and educators, the company's DiploMAT program supports education programs, encouraging original patterns and projects. The DIYStyle.net website continues to be the creative and sewing support hub for the consumer, and (soon) will connect them to their independent retailer. In addition to the base set of the DIYStyle® Cutting System, additional offerings are on the way! Specialized rulers and template sets will be added soon, as well as specialized sewing tools that complement the system.

***DIYStyle® is thrilled to be part of the movement to keep the world creating!***

***Contact Cindy Cummins at [cindy@diystyle.net](mailto:cindy@diystyle.net) or 314-695-6386 to learn about the DiploMAT program and other DIYStyle® opportunities. Contact Ann Regal, Sales Director, [ann@diystyle.net](mailto:ann@diystyle.net) or 314-800-4814 for purchasing information and to become an Authorized Dealer.***

***Please visit [www.diystyle.net](http://www.diystyle.net) for a video demonstration of the DIYStyle® Cutting System!***







# Sewing a Wedding

*We cordially invite you to turn the page  
and immerse yourself in the magic of sewing  
for a wedding. Find happiness in that  
which we create to celebrate love.*



**IN THIS ISSUE YOU'LL FIND:** STORIES OF SEWING YOUR OWN  
WEDDING DRESS ~ HOW TO SEW BOW TIES AND EMBELLISHMENTS  
~ THE PERFECT HANDCRAFTED WEDDING GIFT ~ AND MORE!

Get  
ready to  
follow the  
journey of  
Mindy, Sara, &  
Chelsea as they take  
on the biggest creative  
challenge in their life:  
*Sewing a Wedding Dress...*

# Mindy's Tale

## SEWING MY OWN WEDDING DRESS

MINDY - SEWIST, COSPLAYER, AND AUTHOR  
BEHIND "THE GEEKY SEAMSTRESS" BLOG  
- SHARES HER WEDDING DRESS STORY.



A huge moment in any person's life is their wedding. When my now husband proposed a little over a year ago, one of my toughest early decisions was whether or not to make my own wedding dress. I had a fairly specific vision in mind, but I knew that I'd likely paralyze myself with indecision.

2017 was also an incredibly difficult year for me creatively, so when it came time to buckle down and really work on wedding planning, I decided to take the easier path and purchase a dress. I located a wedding dress maker on Etsy with a rather reasonable price. I scoured her reviews and found nothing but good feedback, so I pulled the trigger, sent her my money and measurements, and let her do her thing. Or so I thought.

Around Thanksgiving 2017, I was going over my wedding checklist and realized I hadn't heard anything from the dressmaker since I placed my order. I've had my fair share of experience with lackluster cosplay commissions (and fixing said situations for other people), so I reached out for a follow-up. My requested delivery date came and went with no response. I reached out again and realized that my dress hadn't even been started.

The dressmaker was apologetic and swore up and down I'd have my dress for the wedding, but I started prepared for the worst, gathering up materials and setting aside patterns on my own.

The dress I purchased arrived about two weeks before my wedding day and it was... bad. The fit was bad, there was no boning to be found, and the bodice didn't appear to have any interfacing. Nearly all of my custom requests were forgotten as well. Thankfully the seller was quick to refund the money, but I found myself in a really tight spot: barely 15 days until my wedding (even less until we had to fly out to Florida) and no wedding dress. So I cleared off my craft table and got to work.

Let's move forward to the actual construction of this dress. I didn't have a lot of time to second guess myself, so I defaulted to the design I had in mind for ages: a Cambie style bodice with a super full skirt & chiffon overlay.



This article is credited to "The Geeky Seamstress" blog and its author.



Again, since I didn't have a lot of time to second guess myself, I went with fabric my friends offered me from their stashes (I seriously have the best friends in Cosmic Coterie) or stuff I could find at my local store. The base fabric was white Casa satin and the chiffon overlay was also white from the Casa line. My interlining layer was unbleached cotton coutil I ordered from Richard the Thread for some of my corsets this year. The lining of the bodice was a special *Beauty and the Beast* stained glass fabric cotton, and my skirt lining was a soft lilac Casa satin.



I have two sewing machines: a Singer Stylist and a Brother SE400. I also have an older Kenmore serger that was gifted to me by my mother-in-law several years ago. I primarily worked with my Singer Stylist on this dress. It's not a fancy machine, but it's my old reliable! It can take just about anything I throw at it. One of the main things I love about my Brother SE400 over my Singer is the automatic thread cutter. I do a lot of corsetry and bodice work, which means I sew lots of boning channels. The automatic thread cutter is a life-saver with that kind of work.

So after making a quick mock-up of the wedding dress bodice using Simplicity 1606 as a guide, I dove straight into this build. The bodice came together fairly quickly. For the fashion layer, I underlined the interfaced satin pieces to the chiffon and serged all the edges prior to sewing.

The back portion of the bodice was a little trickier. The chiffon layer is free-floating, but since I still needed to finish the edges of the neckline and the sleeves, I did a double layer of chiffon with French seams all around.

The back of the bodice connects to the lining at the top, and then the sides connect to the front with a standard straight seam.

This gave me a tricky challenge I didn't account for initially: the back bodice of the Cambie wasn't quite designed for what I had in mind, and the arm hole was about a half inch too high. To fix this situation, I carefully trimmed down the arm hole, finished it with a zig-zag stitch, and covered the edges with a cute rose and faux pearl trim. I opted to put the zipper in the side since I wanted a clean and clear view of my back for photos.





For the interlining layer, I added German plastic boning to all the seams as well as the center front and center back. To keep life somewhat simple, I used some spare grosgrain ribbon I had on hand to create the boning channels.

The skirts were... interesting. For the lining layer, I drafted a half circle skirt to prevent potential wardrobe malfunctions on the beach. This layer was originally an aqua blue (one of my wedding colors), but the blue was too visible under the white. I instead went with a soft lilac (my other wedding color), which was perfect.

Continuing on, the white satin layer was a full circle skirt, and the chiffon layer was a gathered double circle skirt. I finished the lining and interlining layers with 1/2" horsehair braid and the chiffon layer with a rolled hem on my serger.

One of the final touches on my dress was a belt and butt bow. I wanted to incorporate the lovely lilac fabric Koholint gave me, and I also decided to add a butt bow at the last minute. I adore the slim jabot tails NyuNyu Cosplay came up with for her Super Mercury, so I drafted up a set of my own for my dress. And because it was for my wedding, I decided to hotfix 300+ Swarovski crystals to it. Because bling.

The final pieces I made to accompany my dress were a matching bow clutch (the lining is scraps from the stained glass fabric) and a lovely satin stole made from dress remnants. While the weather during the wedding was incredible at a perfect 70 degrees, a cold front came in as soon as the sun set. I was quite grateful to have something to keep me warm!

The stress of knocking out this dress two weeks before the wedding was hell. I'll admit to several tearful breakdowns during that time period.

This experience was also a great reminder for me on handling commissions. The whole situation with my original dress reaffirmed my desire to provide the best customer experience possible for my clients.

But at the end of the day, I have a sentimental story to share about this dress, and I'm far happier with it than I ever would have been about the dress I originally purchased.

My main advice to another bride sewing her own wedding dress is to go with your gut. I initially put off making my own dress because I was afraid I'd be paralyzed by indecision, especially in terms of materials. It turns out my original plan for making a dress is ultimately what made me happy. Also, you really can't go wrong with a matte bridal satin! I used Casa Matte satin due to convenience and time crunch, but Duchess, L'Amour, or Peau de Soies are also great options! Finally, making your own wedding dress is very stressful, but also incredibly rewarding. Give yourself ample time to enjoy the process.



Photo Credit: Simply in Love Photography; The Geeky Seamstress

# Chelsea's Tale

## SEWING MY OWN WEDDING DRESS

CHELSEA - AUTHOR OF "MY WEDDING DRESS DIARY" BLOG AND SEWIST WHOSE LATEST PROJECT IS A VICTORIAN PERIOD PIECE - SHARES HER WEDDING DRESS STORY.



I was married April 11, 2015 at Fort Eustis Army Base in Virginia. I worked in bridal – both sales and alterations – for a year and a half before moving to Virginia, and in all that time I never found a dress I wanted to wear myself. I loved the idea of having something totally original and unique. Plus, my mom made her own wedding dress in 1980. All things considered, I wanted to continue that tradition, so I decided to make my own wedding dress.

In fact, it was my mom who taught me how to sew when I was 10 or 11 years old. I hated it at first! She had me making a quilt, which I found boring. Then she helped me make a dress, which I did not appreciate then either. About a year later, after nearly giving up on me as a sewist, she gave me a handmade American Girl Doll dress for my birthday. I was big into dolls at the time, and suddenly something clicked: If I learned to sew for real, I could make my own outfits for my dolls!

After that, I was motivated to learn. I began raiding my mom's scrap fabric and buying remnants. Sewing became a great creative outlet for me, and I learned a lot about design, how to read a pattern, how to modify a pattern, and which fabrics were appropriate for certain styles and sewing techniques. By the time I was in high school, I had started designing and making clothes for myself (though I had my mom do the tricky parts like buttonholes and zippers). I actually made both of my prom dresses, too.

Fast-forward to my wedding dress. I had a vision that I'd been mulling over for several years, and like I said, nobody was designing dresses like I wanted. The vast majority of gowns I saw and sold were strapless, which is a style I don't particularly like. The other options were typically a deep V-neck, cap sleeves, or long lace sleeves (thanks to Princess Kate!). But I wanted a soft off-the-shoulder neckline, and that simply hasn't been in vogue for about 30 years.

The other thing I really wanted was a blue gown. THAT was impossible to find! White gowns? Check. Ivory? Easy. Blush? Champagne? Red? A little harder but still available. Nobody was making blue wedding gowns.

For the dress, I began by modifying a basic princess-seamed dress pattern, to make the shoulder straps into an off-the-shoulder neckline. I used my mom's BERNINA 830 sewing machine, which is older than I am. It became "my" machine to use when she got a computerized one with embroidery features, and I've been using it ever since. I took it to college with me and sewed in my dorm room, and it moved with me from Iowa to Michigan and now to Virginia.

For fabric, I used 100% silk duchesse satin for the gown, with 100% cotton muslin for the lining and interlining.



The first step in making my dress was to create a mockup. I sewed a mockup of the modified pattern using plain white cotton muslin, tried it on for fit (over a corset), and made adjustments. Next I took it apart as my new pattern to cut out the base gown from more cotton muslin that I dyed pale blue.

I made the same adjustments to the blue base gown, put the mockup back together, and later used it for the gown lining. This was all to get the basic shape. The actual gown was going to have much more detail – I just needed a foundation to build on.

I put the adjusted lining on my dress form and draped my next mockup directly on it. I used a satin that had similar weight and sheen to the silk satin I was using for the dress itself. In the draping process, I was able to create visual interest with tucks along the side seams of the bodice and make the shoulder straps flow into the front in an unbroken line. This was an important aspect of my design – I wanted the bodice to wrap around itself.

Once I had the mockup looking great, I took it off the dress form and used the draped pieces to cut out the real fabric. I re-draped the silk pieces back on, over the blue cotton lining this time. Once that was looking perfect, I removed each piece and stitched the silk to the cotton, then assembled the actual gown.

An important design element I wanted for the dress was a removable train. I used a pattern for this part – it's Truly Victorian TV361, and I highly recommend it.

Oh, and I added a pocket, hidden in a side seam of the skirt under a gathered panel that hung down from the waist. I loved having a pocket in my wedding dress! I could carry my vows, a handkerchief, my phone, and of course lipstick.



The most nerve-wracking aspect of constructing my own wedding dress was definitely dyeing the fabric! I had experience with dyeing, but usually it was cotton. This was silk, and the first dye bath I made was too light. My ivory fabric had turned a very pale mint green, NOT what I wanted. The next day I made a second, stronger dye bath. This time it came out exactly the color I wanted – a pale icy blue. It's very similar to my engagement ring, which is an aquamarine.

However, the most challenging aspect was engineering the closure. I was determined to make a gown I could get into by myself, with no zipper. I also wanted the closure to be hidden. I came up with a complicated multi-step closure with snaps, hooks, thread eyes, and fabric-covered buttons. I made it

fit snugly at the waist and hid it under a box pleat at the side. I was very proud of that particular innovation.



This article is credited to "My Wedding Dress Diary" blog and its author.





The most fun part of the whole adventure was trying the dress on for the first time. So much work had gone into it, and the payoff was completely worth it! Some sewing projects just fight me the whole time. Nothing seems to go right, I make stupid rookie mistakes, and I end up redoing steps several times.

This was *not* one of those projects. The gown went together beautifully, I only had to redo one thing, and it ended up like the vision in my head! (That rarely happens – I usually end up changing my vision as I compensate for problems in the design.) It was a labor of love. If I had to make my dress all over again, the one thing I would change would be the pocket. I'd want to make it a more integral design element instead of a last-minute addition.

For other brides sewing their own wedding gowns, I'd say: Give yourself enough time! I had a ten-month-long engagement, which was enough time to plan, shop for fabric, dye the fabric, design, and construct the gown. The beginning of sewing the mockup to my wedding day was just under six months, and I finished the dress a week before the big day.

Sewing my own wedding dress was a wonderful experience, and I'll have memories in it that I'll treasure forever.

Photography Credit: Modest Monkey Photography; Chelsea Souder





# Sara's Tale

## SEWING MY OWN WEDDING DRESS

SARA - NASHVILLE NATIVE, SEWIST, AND CREATIVE SPIRIT OF THE "SAYLOR" BLOG - SHARES HER WEDDING DRESS STORY.

Even though my fiancé and I had a very short engagement, my wedding dress was a long time in the making. Jordan and I had been dating for a very long time, and we knew we were going to have a short engagement. I also knew that I wanted to make my dress, so I needed to get an early start.

That being said, I decided to make a tester, prototype dress before we even got engaged. That way, I could be sure I'd pull it off - because I had never made anything even close to that complicated before. What I didn't know is that my practice dress would become my actual wedding dress.

It all started when I was browsing through Pinterest and saw a dress that I loved, but it was a designer dress and would be way out of my budget. There were also a few aspects of the dress I would've changed, so why spend that much and wish for something different? I just decided to make my own version.

I know the basics of sewing, but I am no seamstress. Seriously, believe it or not, I just winged it. I knew what I wanted and I knew I could figure out a way to make it work. The crazy part isn't my lack of sewing expertise, but what I made the dress out of.

It's funny - you can actually buy clearance clothing for less than the cost of some garment fabric. Knowing this, I bought three clearance dresses from *Forever 21*. These dresses were what I used to make my wedding dress. I did this in part because I paid less for the dresses than what I would have paid for fabric. I also thought it would save time, that I would be able to preserve some of the existing dress structures. I was right in part because I did keep some of the original hemlines, but I ended up not being able to use as much as I originally thought. I reworked nearly everything, ending in a dress that is pretty unrecognizable from the original ones involved.



**Dress B**



**Dress A**





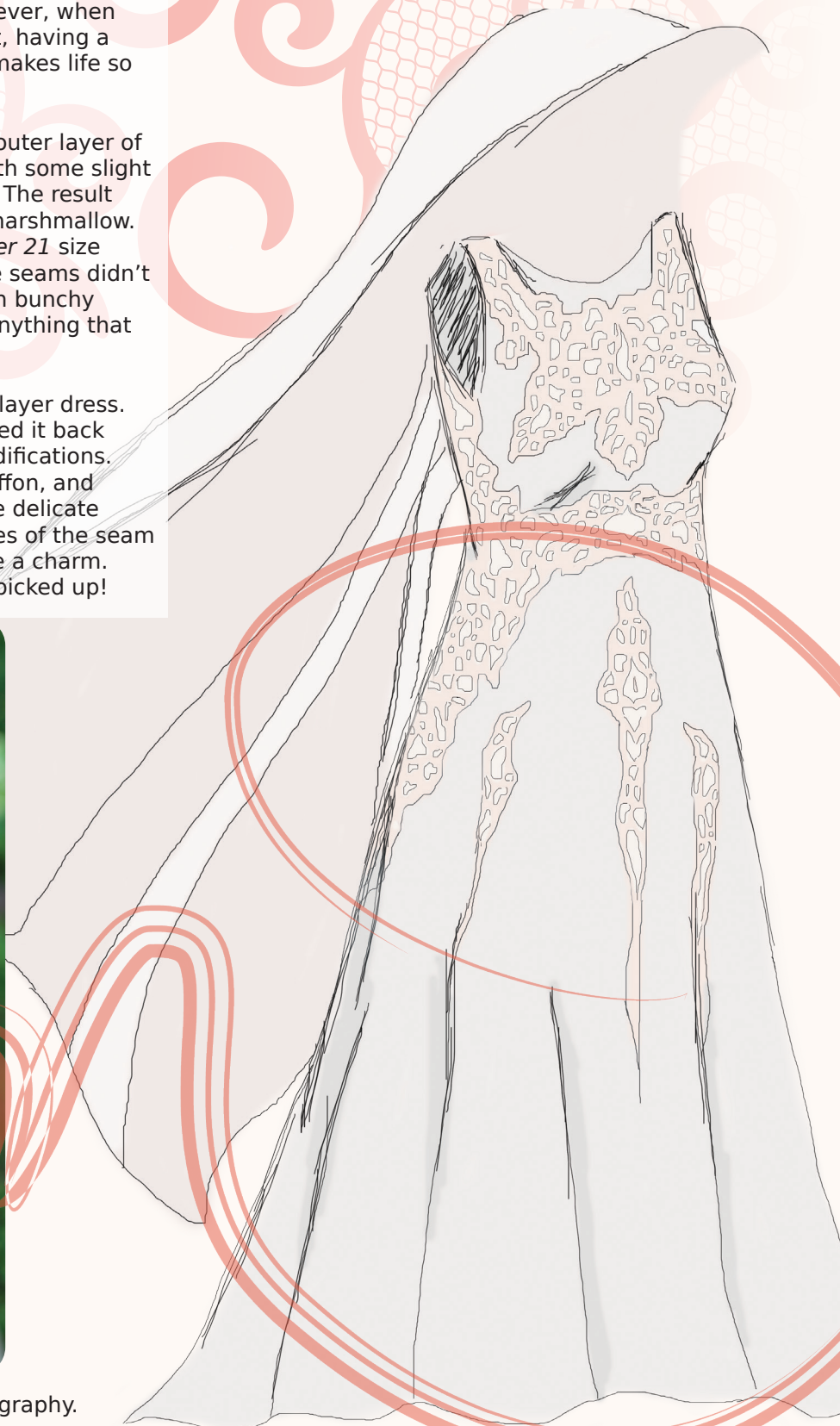
As I mentioned, this was supposed to be the *practice* project, but it was turning out so well that I decided to just keep going. My sewing machine is a Kenmore Mini Ultra. I bought it from a friend back in college. It's not a high-end machine but it got the job done! I'm somewhat of a novice, I like my machine because it's simple. However, when sewists are serious about a big project, having a good machine in good working order makes life so much easier!

My original plan was to put the sheer outer layer of 'Dress A' right over 'Dress B' – and with some slight modifications, that was going to be it! The result was horrifying. I looked like a sloppy marshmallow. Both dresses were huge on me. *Forever 21* size "smalls" are not small. In addition, the seams didn't match up and there was way too much bunched fabric. It was just bad. Definitely not anything that resembled a wedding dress.

So the first step was to alter the base layer dress. I completely cut it apart and then sewed it back together, sized smaller with some modifications. This was my first time sewing with chiffon, and I was afraid my machine would eat the delicate fabric. I used tissue paper on both sides of the seam to support the fabric and it worked like a charm. This is probably the most helpful tip I picked up!



Photo credit: Terry Bonham Photography.





Just simply tear off the tissue paper when you're done and marvel at your perfect seams! This trick will work with most delicate or thin fabrics like chiffon, lace, silk, etc...

Next, I cut all the crochet lace appliqué off of the sheer dress and then cut those pieces into smaller sections. I was simply going to sew the lace to the dress, but the crochet was too harsh on the mesh and ended up looking too casual. To fix this, I sewed the lace to the back side of the mesh, which gave it a softer look. This was the most time-consuming part of making my dress, because I had to individually hand-sew each piece on.

Soon, it was down to the finishing touches. I felt the dress wasn't "fluffy" enough, so I bought a second sheer dress (still clearance-priced) to cut up and add fullness. Most of what's under my wedding dress skirt is just strips of fabric hanging freely – no godets. But the effect was just what I hoped.

As I designed my dress, I also wanted it to have a custom train that could be invisibly bustled. In other words, I wanted the dress to have a train...but look like it didn't when gathered in back. I first tried to make a detachable train with a sash around my waist. For one reason or another, it didn't work out.

My back-up plan was to make something that could be tucked under the dress and become part of the skirt. I did this by *not* adding as many "fluff" strips in the back – the train became the "fluff." A simple hook and eye and it was done!

The veil was another story. I had previously wanted to make a veil, but my mom and I decided to order a pretty nice one. It arrived the day before my wedding... but it looked orange next to my dress. I settled on the idea that I would just pin some fabric on my head and be done with it. I mean, isn't that what a veil is anyway?

To my surprise, I woke up on my wedding day and had a perfect veil made from special fabric and the scrap lace of my dresses. My mom had stayed up until 1:00 AM making it, and it was perfect.

While everything turned out amazing, I definitely panicked about a month before the wedding. I thought I made a terrible mistake in not having a white dress. I also went dress shopping at bridal stores to secure my decision. I found some very nice options, but I don't regret my dress at all. I loved everything about it!

My advice to other brides sewing their wedding dresses is: Don't be scared, don't overthink it! It's your dress, your dream, your vision. Just jump in and envision it as an art project rather than something that you could ruin. I didn't use a pattern or dress form; I just kept adjusting until I got it how I wanted. It has mistakes and the inside seams are far from exemplary, but I figured no one would be looking that close anyway. I loved my dress and I'm glad I got to wear something that I made, imperfections and all.

This article is credited to  
"SAYLOR" blog and its author.

Look for more "Wedding Sewing" articles on page 49!



# Recognizing Our *Associate Members*

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# NRF Study Finds Millennial Parents Shop Differently than Those from Other Generations

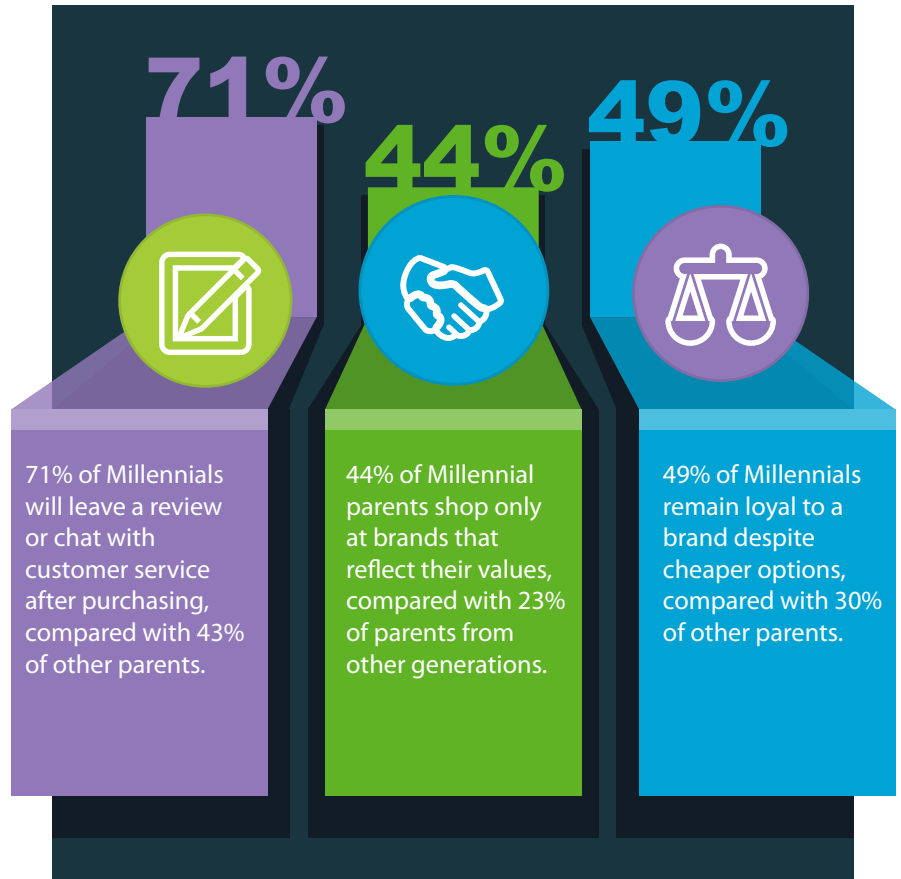
As millennials reach their late 20s and 30s, many are reaching their next step in life: parenthood. And findings from the spring edition of the National Retail Federation's quarterly Consumer View report released provide insight into how these new parents shop, spend, and engage with brands differently than parents in other generations.

"The millennial generation has at turns confounded, inspired, and challenged researchers and analysts with their spending habits," NRF Director of Retail and Consumer Insights Katherine Cullen said. "As many millennials move into parenthood, we are beginning to see how their expectations and shopping preferences compare with those of previous generations. Whether it's using a subscription service to make sure diapers don't run out or going online to research the best crib or car seat, millennials shop differently than other parents."

Born between 1981 and 1994, millennials are parents to 50% of today's children, more than 1 million millennial women become new mothers each year, and millennials make a significant contribution to the \$1 trillion U.S. parents spend annually on raising their children.

Millennial parents differ from other parents both in their lifestyle and shopping choices. According to the report, 40% hold a graduate degree, or more than double the 19% of other parents, and 69% of respondents earn more than the national median income of \$59,000 a year, compared with 53% of other parents.

Millennials also hold a positive outlook on their futures: the generation's consumer confidence has risen by more than 20 percentage points since 2008, and a third feel that their financial situation has improved over the last year. And 80% of millennials with children are in their 30s.



With so much information available on mobile devices, millennial parents turn to their smartphones at every point during shopping. The study found 78% use their phones to research products (compared with 58% of other parents), 75% to check prices or availability (also compared with 58%), and 71% to pay at checkout or place an order (51%). In addition, 71% will leave a review, process a return, or chat with customer service after purchasing, compared with 43% of other parents.

Millennial parents are often in a hurry, and 86% have used same-day shipping compared with just 67% of parents from other generations. And they're willing to pay for convenience – only 53% expect free shipping on small orders under \$50 compared with 66% of other parents.



Subscription services – which can supply automatic refills and discounted prices on items – are used by 40%, compared with 18% of other parents.

“To keep parents of any generation happy, brands and retailers must deliver on both price and quality,” Cullen said. “But millennials are very concerned about good customer services and are twice as likely to back out of a purchase for lack of it. For millennials, service ranks ahead of convenience, selection, and loyalty programs.”

Millennial parents say where they shop matters, with 44% only shopping at brands that reflect their social or political values, a factor cited by only 23% of parents from other generations.

“For millennials, service ranks ahead of convenience, selection, and loyalty programs.”

Once a brand gains the loyalty of millennial parents, they are much more likely to stick with it than other parents. The survey found 49% remain loyal to a brand despite cheaper options, compared with 30% of other parents. And 52% will remain loyal despite more convenient options, compared with 35% of other parents. Additionally, 64% will shop at a brand they are loyal to before looking at a competitor, compared with 54% of other parents.

This nationally representative survey targeted 3,002 U.S. adult consumers 18 or older between January 30 and February 18.

**Source: NRF**

**About the Organization:** NRF is the world’s largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and internet retailers from the United States and more than 45 countries. Retail is the nation’s largest private-sector employer, supporting one in four U.S. jobs — 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation’s economy.

“Even if you’re on the right track, you’ll get run over if you just sit there.”

-Will Rogers

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# Coming Soon:

Re-designed consumer information on VDTA's website!

This summer, look for re-designed "Consumer Information" pages on the VDTA•SDTA website. With up-to-date information, organized content, and new art-work, these web pages are meant to be shared with consumers. They feature foundational knowledge for shoppers wanting to buy a new sewing, quilting, or embroidery machine. Link the pages on your website, and get more traffic in your store!

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 City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
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 Number of stores? \_\_\_\_\_ Years in business: \_\_\_\_\_ Submit Copies of Business and Tax Certificate

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Identified as any dealer whose principal business is the sale of merchandise and services directly to the consumer (end user).

☐ **Associate member: \$625 each year.**

Identified as a wholesale manufacturer/distributor/supplier. Businesses located in the U.S. or International.

☐ **International member: \$150 each year.**

Identified as a dealer not located in the U.S. or Canada.

☐ **Miscellaneous Membership: \$150 each year.**

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 \$625  
 \$150  
 \$150  
 \$60

- Do you attend VDTA•SDTA conventions? ☐ Yes ☐ No  
 • Do you have a repair department? ☐ Yes ☐ No  
 • Do you teach sewing or quilting lessons in your store? ☐ Yes ☐ No

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Cardholder Name (Print): \_\_\_\_\_

Card #: \_\_\_\_\_ (CCV# \_\_\_\_\_) Exp Date: \_\_\_\_\_

Card Registered Address (If different than above): \_\_\_\_\_

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Is this a one time membership payment? ☐ Autopay (next membership payment due in 12 months)  
☐ This a one time payment, thank you.

# September Is International Sewing Month

*The Vacuum and Sewing Dealers Trade Association - VDTA•SDTA - is pleased to announce September as International Sewing Month.*

September is International Sewing Month, and during this annual event, participating independently-owned sewing centers throughout North America offer special prices on a wide range of products in their store.

How does this promotion work? The Association produces a marketing kit, complete with registration forms, colorful signage, and special price tags. The Association also secures prizes from industry manufacturers and distributors as giveaways to those customers who visit the store. The grand prize is a \$600 in-store shopping spree sponsored by the Association.

In September, customers who come into a SDTA member's store can register for these prizes. On October 1, the prize registrations are sent to the Association office in Des Moines, IA, where the drawings are held. Dealers are notified by October 30 if their customer has won a prize.

When a dealer promotes this event through their newsletters, newspaper, e-mail and store signage, this can be a very profitable promotion.

This promotion is not limited to September. Kits are scheduled to be shipped in July to those members who have requested them. Dealers can then use this promotion for other events in July and August as well. This maximizes sales potential.

The promotional kit, valued at **\$150**, is **FREE** for VDTA•SDTA members and is a Members-only benefit.

**If you are not a member, join today so you can take advantage of this promotion.**  
**For more information on membership, this promotion, and other member-only benefits,**  
**visit [www.vdta-sdta.com](http://www.vdta-sdta.com) or call 800-367-5651.**

## Dealers, want more traffic and sales?

## Sign up for the Int'l Sewing Month Promotion!

See  
page 5

## What is it?

A month-long promotion organized by VDTA•SDTA, that targets **YOUR CUSTOMERS**. It is **FREE** for VDTA•SDTA Members, and a Members-only benefit.

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# SEWING A WEDDING CONTINUED



**IN THIS SECTION, YOU'LL FIND:**  
HOW TO SEW A BOW TIE ~  
GARTER PARTIES: BRIDAL EDITION ~  
AN EMBROIDERED WEDDING GIFT!



# HOW TO SEW A BOW TIE

If your customers are attending weddings this summer – as guests or part of the bridal party – a fun way to jazz up the ensemble is with custom bow ties! With so many fabrics to choose from, cotton included, a bow tie they create is just the thing to add whimsy to a formal occasion. Plus they make great keepsakes.

Sewing a bow tie is, hands-down, easier than learning to TIE a bow tie, but both can be done in a relatively short amount of time. While silk or other fancier fabrics may be appropriate for a wedding, there’s nothing wrong with good quality cotton either. You can choose from bow tie patterns whose finished products include one single piece or two pieces joined by slide adjusters. The single piece bow tie is easier to make, but if you’re unsure of neck sizes for the guests or groomsmen, the adjustable option is better.

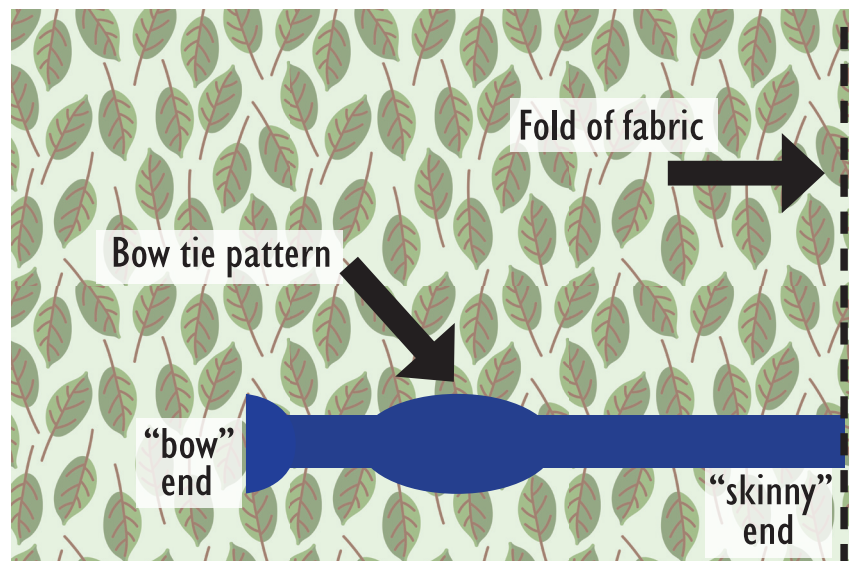
*Note: This pattern shows one half of full-length bow tie, meant to be cut from fabric on the fold.*

## Materials needed for a single bow tie include:

- ~Fat quarter fabric
- ~1 yard lightweight fusible interfacing
- ~Matching thread
- ~Pattern of your choice

## Other items needed to complete this project:

- ~Iron
- ~Pressing cloth
- ~Pins
- ~Fabric scissors

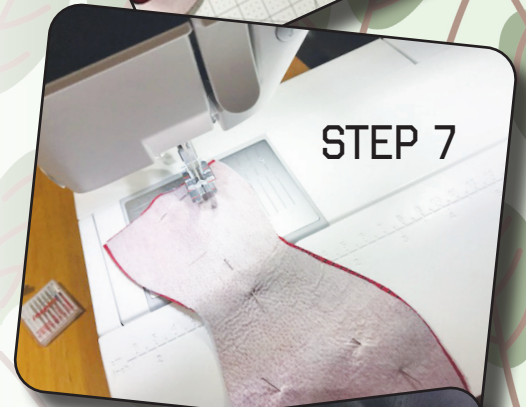




THE BOW TIE I MADE USES THE *SEEKATESEW* PATTERN AVAILABLE ONLINE. SEWING A BOW TIE IS PRETTY INTUITIVE, & THE BASIC STEPS ARE OUTLINED BELOW.

1. Pin pattern to your chosen fabric, with the skinny end (not the bow end) on the fold.
2. Cut 2 pieces from chosen fabric.
3. Pin pattern to lightweight fusible interfacing, with the skinny end on the fold.
4. Cut 1 piece from interfacing.
5. Using instructions provided with interfacing, press interfacing to the “wrong side” of 1 fabric piece.
6. Then, pin right sides of the fabric pieces together.
7. Sew pieces together using a straight stitch with  $\frac{1}{4}$ ” seam. Start in the middle and work your way around, leaving a 2” gap to turn the bow tie right-side out.
8. Turn the bow tie right-side out, and sew (by hand or machine) the gap close.
9. Press, making sure corners are completely turned out.
10. Watch YouTube videos on “How to Tie a Bow Tie” and enjoy looking snazzy!

*Made by VDTA • SDTA Editor  
and beginning sewist, Tonya.*





By Tonya Tienter

# Garter Party

## Bridal Edition

A bride's wardrobe isn't complete without shoes? a shawl? a veil? True, but one tiny accessory often makes a bride feel extra special on her wedding day: her garter! It's easy to buy a garter at the bridal store, one that matches the material or colors of your dress - but encourage your bride-to-be customers to personalize their wedding experience by making their own garter.

Weddings are all about the bride and groom's personal touch, maybe a special choice in flower or the signature drink. All of that will come and go, but a bride can keep her handmade garter forever as a special token of the day.

I'm no expert sewist, but I created a good looking garter in about 20 minutes (and that's after making a mistake and starting over). Brides coming into your store can do it too! Maybe even all the bridesmaids. I found great instructions on the *Something Turquoise* website that provide general knowledge on how to begin. From there, your customers can modify the design however they choose. Some key steps are on the next page, along with a garter I made.

## SUPPLIES

Sewing machine

1 yd lace

1 yd ribbon

Thread that matches the ribbon

1/2" elastic (or smaller)

Measuring tape

Scissors

Large safety pin

\*embellishments optional



# INSTRUCTIONS

1. Measure the circumference of your leg. To have the perfect amount of gathering for your garter, *Something Turquoise* recommends adding your number +7. Cut your ribbon and lace to that specific number.

2. For the elastic, take your measurement and -5 or -6 (depending on preferred tightness). *For example, an 18-inch thigh measurement means cutting ribbon and lace to 25-inches and elastic to 13-inches.*

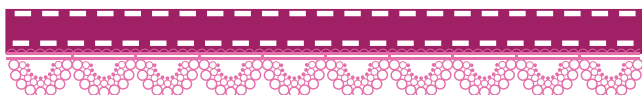
3. Pin the ribbon on top of the lace.



4. With a straight stitch, sew the TOP of the ribbon to the lace.



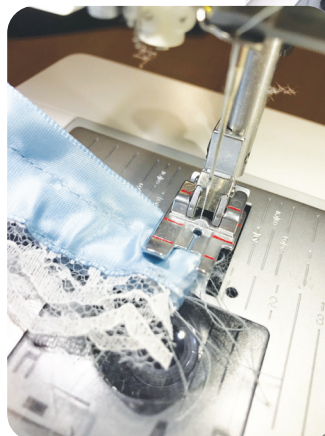
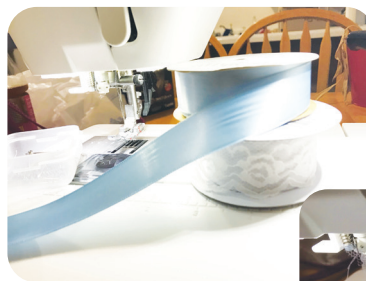
5. Next, sew the BOTTOM of the ribbon to the lace.



6. Take your cut piece of elastic and put a large safety pin at the end. Thread the safety pin between the seams of the ribbon.

7. Once the elastic is all the way through, pin both ends so you don't lose them.

8. With the "good" sides of the ribbon facing each other, sew down the side of the lace, by hand or with machine.



## OTHER OPTIONS

\* *These steps are for a garter with ribbon on the top and lace on the bottom. If you'd prefer to make a "layered" garter with lace on top, ribbon in middle, and lace on bottom, then Step 3 will change. You would instead pin the ribbon to the middle of the lace rather than the top.*

\*\**To make the garter feel more "smooth" when wearing, cut 2 lengths of ribbon. Pin ribbon on inside AND outside of lace. That way, the satin-y ribbon will touch your skin (as lace might chafe).*



# THE PERFECT WEDDING GIFT

## *An Embroidery 'Til Death Do Us Part*

**By Rachel D., author of the Sew RED-y blog**

I recently became a fan of hand embroidery and find it's my solace after a long day of work. Or when my hands want to be busy, but my body wants to be lazy. I like being able to make things for others, and that's where embroidery wins over sewing. You don't have to worry about fitting issues or if someone else will like the style.

My good friend Taryn got married recently and we've always been "art buddies." She's incredibly talented and we usually gift each other some of our artwork. I thought a handmade embroidery to commemorate her special day would be perfect!

I wasn't sure of her wedding colors when I started my gift, but I did know it was all about "shabby chic!" I wanted to keep a minimal but eye-catching color palette, so I chose complimentary colors: blue and orange. I've honed in on my rosette-making skills and tried out some new-to-me lettering. I love how this all came together!



I used techniques from *Stitch Encyclopedia: Embroidery: An Illustrated Guide to the Essential Embroidery Stitches* to learn how to make the rosettes. You basically stitch a 5-spoke "star" shape, then thread the needle close to the center of the spoke. Next you weave your thread under every other spoke in a circle until a rosette fills up the space. Finally you knot off your floss in the back & you're done!



To fill in the spaces between rosettes, I stitched lazy daisies, French knots, and small leaves. All of these techniques can be found in the *Stitch Encyclopedia* book, or there's plenty of YouTube tutorials out there, too!

For the lettering, I used an embroidery transfer pen to sketch freehand. It has blue ink that disappears with cold water. Magical! I looked up different lettering styles online and came up with this mish-mash modern calligraphy. I really had no rhyme or reason to filling in the lettering, as I just used simple back-stitches throughout. I am still a newbie embroiderer, so I am trying to figure out the best way to go about things. In hindsight, it may have been better to stitch the outlines of the letters first, then fill in the rest with floss afterward.

I used an 8-inch hoop with linen fabric as the base. The embroidery thread has a matte finish to make it... uhh... shabby-chic-ier? I used Mira HandCrafts 100% cotton embroidery floss for everything but the lettering. For that, I used sashiko thread. The Mira flosses are six-string flosses, 8.75 yards long each, so I am set for a while!

To finish, I trimmed the linen down to about an inch and hot glued it to the hoop. Other techniques are

fancier, like stitching a felt backing, but I took the easy route. No one will even look at the back when it's displayed!

**I also made a dress for myself for the wedding, so check that out on my blog, Sew RED-y. I'm very happy with how the project turned out, and hope Taryn and Chris enjoy their gift!**

*This article is the property of Rachel D. and the site Sew RED-y.*

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