

**St. Matthews**

3829 Staebler Ave  
 Louisville, KY 40207  
 502-893-3503  
 Mon-Thurs 9:30-5:30/Fri  
 9:30-5:00/Sat 9:30-4:00  
 Closed Sun



**Landis Lakes**

169 S. English Station Rd  
 Louisville, KY 40245  
 502-409-9664  
 Mon-Thurs 9:30-5:30/Fri  
 9:30-5:00/Sat 9:30-4:00  
 Closed Sun

# Needle Works Newsletter

## UPCOMING EVENTS



It's a Party! Come join the fun and learn the latest techniques in embroidery with Jessica Chillemi from Anita Goodesign.

**April 20 & 21, 2012**  
**10:00-4:00**  
**\$89.00**

(See page 10 for more details)



### Slam Dunk Savings On Our Champion Sewing & Embroidery Machines!

ROUND 1 March 1 - 14, 2012	ROUND 2 March 14 - 31, 2012
<b>Innov-is NX-2000</b> Quilting & Sewing With a Touch of English <b>\$300 MAIL-IN REBATE</b> PLUS <b>FREE \$234PRW Sewer* (MSRP \$799)</b>	<b>Quattro™ 2</b> Embroidery, Sewing, Quilting & Crafting <b>\$500 MAIL-IN REBATE</b> PLUS <b>\$500 DEALER DISCOUNT** \$1000 in Savings!</b>
	<b>Entrepreneur® Pro PR1000e</b> Enhanced 10-Needle Embroidery Machine <b>\$500 MAIL-IN REBATE</b> PLUS <b>\$500 DEALER DISCOUNT** \$1000 in Savings!</b>

**LE-ap into 48 Months of special financing!\***

\*48 MONTHS special financing valid February 29—March 19, 2012 on BERNINA products totaling \$6,000 or more. No interest until February 2016 on purchases of \$6,000 or more on BERNINA products with your BERNINA Credit Card made between February 29-March 19, 2012. Fixed monthly payments required. Regular account terms (including minimum monthly payments) apply after the promotion ends.

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Dear Friends,

It seems like we have “dodged the bullet” so to speak as far as winter goes and spring is definitely on the way. In fact, spring is “busting out all over” at The Smocking Shoppe right now! We have some beautiful new fabrics at both locations including some gorgeous laminates for those April showers at our Landis Lakes store.

Fay and I attended Viking Sewfest in Atlanta on January 31<sup>st</sup>. I stayed over a couple of days to visit my parents and had the opportunity to shop Bear Threads' "warehouse" which is right around the corner from Mama and Daddy's- way too tempting to see it all in one place! As a result, we have some gorgeous new heirloom fabrics and laces just in time for Easter, First Communion and wedding sewing.

Back to Sewfest, we have a new Viking sewing machine called the Limited Edition Tribute 140C in honor of Husqvarna's 140 years of "magical innovations" in sewing. It even comes with a \$250 value sewing essentials accessory kit- a very sweet machine indeed!

We are also excited about the Mega Endless Hoop 260 x 150E for the Designer series machines- you can go to <http://www.husqvarnaviking.com/us/6953.htm> to update your Designer Diamond, Ruby or Topaz machine so it will be ready when the hoop arrives.

We are busily preparing for our spring events. We will be participating in both the Louisville Quilter's Day Out on Saturday, March 17<sup>th</sup> and the Southern Indiana Quilter's Day Out on Saturday, March 24<sup>th</sup>. We hope to see you there. We are again representing Husqvarna Viking at the AQS Show in Paducah April 25<sup>th</sup>-28<sup>th</sup> and would love for you will to stop by our booth if you are planning to attend.

We are most excited about our Anita Goodesign Embroidery Party April 20<sup>th</sup>- 21<sup>st</sup> and from the number of sign ups we have so far you all are excited, too! This two day hands-on event is the best sewing and embroidery event of the year. If you are one of the first fifty people to sign up before March 25<sup>th</sup>, you will receive a free CD with 5 Anita Goodesign Collections valued at \$300 in addition to your project CD from the event. Read more about it in this newsletter.

As always, we have some great promotions from Bernina, Brother and Husqvarna Viking coming up. You can read all about them in this newsletter- there's no time like the present to treat yourself to your “dream” machine!

Happy sewing!

Linda

\*\*\*\*\*  
**Reasons to Purchase your Sewing Machine**

**from**

**The Smocking Shoppe:**

When you purchase your Bernina, Bernette, Brother or Husqvarna Viking from us, you also get ESP (Extra Support Package). It includes:

**1. Extended Warranty-** The Smocking Shop will provide free labor on warranty repairs for two years from the date of purchase. This does not include a clean and tune which should be done for the regular maintenance of the machine; however, you are entitled to a 15% discount on the service fee with your Preferred Customer Card.

**2. Unlimited Instruction Classes-** You are entitled to take our New Owners Mastery classes as many times as needed until you feel comfortable with your new machine.

**3. Telephone Assistance-** We are available any time during regular business hours to assist with machine or software related questions over the phone.

**4. One-on-One Help-** This is available to anyone who cannot get in for the regular New Owners classes or just needs extra help. You will need to make an appointment with Fay, Linda or your salesperson.

**5. Preferred Customer Status-** After completing your New Owners classes, you will be given a Preferred Customer Card which entitles you to 15% off purchases related to your machine (thread, stabilizer, presser feet and other accessories, embroidery designs, etc.) and other special Preferred Customer promotions. This card is good for one year and is renewable annually as long as you own our machine.

**6. Frequent Buyer Card-** For every 6 before tax purchases you make, you will receive a store credit of 10% of the total toward future purchases. (This can not be used to pay for events and no discounts can be applied when using this credit.)

**7. Full Trade Up Program-** If, within 12 months of the purchase of your new machine, you wish to trade up, The Smocking Shop Inc. will take this machine in trade for the full price you paid for it against a new machine of a higher value. All you pay is the difference between the regular price of the new machine and the price you paid for this machine! All manuals, presser feet and accessories that came with your machine must be returned to receive a full refund. The trade in machine must be clean and in resalable condition.

The Smocking Shoppe staff is committed to helping you learn to use your new Bernina, Bernette, Brother or Husqvarna Viking sewing machine or overlock machine and receive maximum benefit from all of its features. Please let us know how we can be of service to you. We wish you many years of creative sewing enjoyment and we appreciate your business so very much!!

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**Class Registration Policy:**

Classes must be paid in full at the time of reservation. You may register by phone with a credit card; if paying by check (phone), your place is not secured until your payment is received. Class fees are non-refundable: however, in-store credit will be issued if withdrawal from class is 48 hours prior to class time. In the event the class minimum is not fulfilled, you will be notified of the cancellation 48 hours prior to the class and all fees will be refunded. In the event of illness or inclement weather, please notify us of your absence and we will try to arrange a makeup in a future class.

**WHAT TO BRING:** In addition to supply list for your class, please bring:

**Basic supplies** -sewing machine or serger (if your class requires one) with all accessories; thread to match sewing project; marking tools; ruler/tape measure; rotary cutter; scissors; small cutting mat; seam ripper; good pins.

**Embroidery supplies**— Basic supplies plus embroidery unit and embroidery foot; stabilizers; bobbin thread; hoops; templates; disks or USB for design transfer.

**New owners**— Items listed above plus manuals.

## THE SMOCKING SHOPPE MASTERY SERIES INFO

### **SEWING MASTERY CLASSES FOR HUSQVARNA VIKING/BERNINA/BROTHER:**

The Smocking Shoppe wants each and every customer ( children must be at least 15 yrs of age to attend mastery series, the parent is welcome to take the class for the child ) to feel at ease with their new sewing machine. Below is a list of Mastery Classes available for all machines purchased at The Smocking Shoppe. We have adopted customers who purchased BERNINA sewing machines, sergers and Artista software at Baer Fabrics. In addition, if you purchased a Brother sewing machine, serger or PEDesign software from Austin's Sewing Center before June 2008, you are also part of our adopted family. These Mastery Classes are FREE but some will have a \$5.00 kit fee payable to teacher at time of class to cover supplies (this will include fabrics, zippers, buttons, laces, battings and more pertinent to that particular class). Be sure to read each class description to see if there is a small kit fee applicable. Mastery 1, Embroidery Mastery and Software Intro classes have NO kit fee. You are responsible for bringing the machine, machine accessories (especially the power cord and foot pedal!), scissors and a spool EACH of cotton and polyester thread to each class.

Be sure to read each Mastery Class description to see what is included in that class and to see if your machine qualifies for the class. Remember that you can take the Mastery Series (any or ALL of the classes) as many times as you like for as long as you have your sewing machine—for FREE. All sewing, serger and software Mastery Classes (except Mastery 1) will be offered both day and night at our Landis Lakes location. Mastery 1 and Embroidery Mastery will be offered at both locations as well.

For all other outside machine owners, we would still love to have you join our sewing family--The cost for Machine Mastery 1-6 is \$25.00 per class; Embroidery or Software Mastery is \$50.00 per class.

Difference between computerized, embroidery/sewing combo, embroidery only and manual.

**MANUAL/ MECHANICAL—SELECT STITCHES BY TURNING DIALS. NO COMPUTER SCREEN.**

**COMPUTERIZED— SELECT STITCHES BY PUSHING BUTTONS. HAS A COMPUTER SCREEN WITH STITCH SETTING INFO.**

**EMBROIDERY/SEWING COMBO— SELECT STITCHES BY PUSHING BUTTONS. HAS A COMPUTER SCREEN WITH STITCH SETTING INFO. ABILITY TO USE DIRECT CONNECT, USB STICK OR DESIGN CARDS TO CREATE MACHINE DRIVEN EMBROIDERY**

**EMBROIDERY ONLY— NO SEWING ABILITY. CAN ONLY EMBROIDERY.**

### **SEWING MASTERY 1**

The first class in the series is for all new owners. Everyone must take this class first. This class will cover how to thread your machine, wind a bobbin, needles, threads, general maintenance, choosing stitches, how to change presser feet and the purpose for each foot , basic seams and buttonholes. There will be 2 classes listed under this mastery class.

BERNINA—all BERNINA and Bernette sewing machines will take this class. Brother/Husqvarna Viking—all Brother, Husqvarna Viking, Huskystar and White sewing machines will take this class. Please bring your machine, all accessories, pen and paper. Open to ALL BERNINA , Brother and Husqvarna Viking sewing machine models (except embroidery only machines). No Kit Fee.

**If your machine is unlisted and you're unsure if your sewing machine qualifies for any of the following mastery sewing classes please call Landis Lakes for assistance.**

### **SEWING MASTERY 2**

The second class in the series you will learn how to use your new machine to make several different blind hems, hem jeans, shell hem, rolled hem and a variety of seam finishes. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

### **SEWING MASTERY 3**

The third class in the series you will learn how to use your new machine to make buttonholes, put in zippers, and work with elastic. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

**SEWING MASTERY 4**

The fourth class in the series you will learn how to use your new machine to do heirloom techniques which include gathering, pintucks, lace insertion and tucks work. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

**SEWING MASTERY 5**

The fifth class in the series you will learn how to use your new machine to do additional heirloom techniques which include fringing and piping. This class also includes basic programming. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

**SEWING MASTERY 6**

The sixth class in the series you will learn how to use your new machine for basic quilting– piecing, machine quilting, free motion quilting and the BERNINA stitch regulator foot. Please bring your machine, all accessories, pen and paper. Open to all BERNINA/Brother/Husqvarna Viking sewing machine models (except embroidery only). Kit fee \$5.00 to teacher payable at time of class.

**If your machine is unlisted and you're unsure if your sewing machine qualifies for any of the following mastery embroidery classes please call Landis Lakes for assistance.**

Please bring your machine, all accessories (power cord of most importance), pen and paper and most manual. Open to ALL BERNINA, Brother and Husqvarna Viking sewing machine models. No Kit Fee.

**EMBROIDERY MACHINE MASTERY 7**

This class covers basic threading and hooping techniques including hoop, stabilizers, needle and thread selection. Design selection, move, mirror and rotate are also discussed. This class open to all BERNINA/Brother/Husqvarna Viking embroidery/sewing combo and embroidery only machines. No Kit Fee.

**SERGER MASTERY**

This class will cover basic threading techniques and maintenance of you serger. Open to all BERNINA/Brother/Husqvarna Viking serger models.

## What's New

- " Husqvarna Viking introduces new machines for 140 year anniversary!
- " Tribute 140C—Limited Edition
- " Exclusive sewing advisor & sensor system
- " Perfectly balanced buttonholes
- " 145 stitches, 4 fonts and 15 memories
- " Light and space
- " And much, much more!!
- " Comes with free gift - Sewing Essentials Accessory kit valued at
- " \$250.00



## CLASSES AVAILABLE AT ST. MATTHEWS LOCATION

The following classes are designed to start you on the road to a long and happy relationship with your wonderful new Husqvarna Viking, Bernina or Brother sewing machine, serger or software. We'll go over basic information and techniques and help answer any questions on the way. Remember you are always welcome to take a refresher, too!  
**The following classes are free to anyone who bought their machine at The Smocking Shoppe..**

### SEWING & HEIRLOOM CLASSES

#### SIT AND SEW

Need to finish those unfinished projects from your classes at The Smocking Shop? **This is the class for you!!!** Bring in your supplies and instructions from our past classes and someone will be here to help you through the finishing process.

**Experience Level:** Beginner      **Cost:** \$15 per month  
**Date:** March 9      **Time:** 10-4  
                  April 4  
                  April 12

#### JOHNNY ROMPER

Johnny is the perfect button-on-the-shoulder romper for little boys sizes 3 months - 4 years. It can be made smocked or unsmocked, short or long. Classic in design, it has both center and back seams for a better fit. The crotch of the romper can be finished with snaps. If you are making the unsmocked version, you can applique' or monogram. Taught by Linda Carswell. Pattern purchase required.

**Experience Level:** Beginner      **Cost:** \$30  
**Date:** March 12      **Time:** 10-2

#### CHILD'S SHIRT OR BLOUSE

Campbell by Children's Corner is a shirt and blouse for boys and girls available in sizes 1-4 and 5-8. The boy's shirt buttons in the front and features a pointed collar and straight sleeves with separate cuffs that are topstitched to the sleeve. The girls blouse buttons in the front and features a pointed collar and short sleeves finished with inverted box pleats and button or 3/4 sleeves with a 1/2" ruffle. Taught by Linda Carswell. Pattern purchase required.

**Experience Level:** Beginner      **Cost:** \$45  
**Date:** March 21, 28      **Time:** 10-1

#### MAMIE RUFFLE SLEEVE DRESS

Mamie by Children's Corner is a gathered round yoke dress that comes in sizes 6 months to years. It features ruffle sleeves that are finished with medium rickrack and it buttons up the back. The lines round yoke is trimmed with corded piping and is suitable for monograms or embroidery. Taught by Linda Carswell. Pattern purchase required.

**Experience Level:** Beginner      **Cost:** \$45  
**Date:** April 9, 16      **Time:** 6-10

#### SIMPLE SASH SUNDRESS

Sewing with Whimsey's Simple Sash Sundress is elegant in its simplicity. This sundress creates a timeless silhouette. This dress is fast and easy to construct and looks darling out of solid or large print. Taught by Denise Bloom. Book purchase required.

**Experience Level:** Beginner      **Cost:** \$45  
**Date:** March 19, 26      **Time:** 10-1

#### NIGHTY NITES

Make jammies with this easy to sew Olive Ann Designs pattern. Playful shortie nightgown with bloomers are easy to make, fit and wear. Children's sizes 2 -10. Taught by Denise Bloom. Pattern purchase required.

**Experience Level:** Beginner      **Cost:** \$35  
**Date:** April 23      **Time:** 10-4

#### DECORATIVE MACHINE STITCHING SAMPLER

Starting with the decorative stitches you have on your machine, we will use, alter and manipulate them to create a small sampler with several different visual effects. When you are finished, you can use the sampler to make a pillow top or Russian-style stuffed doll to decorate your home. We will play with color, thread and textural add-ons to make your project even more unique. Learn to have FUN with that fabulous machine you have! Taught by Diane Ciolek.

**Experience Level:** Beginner      **Cost:** \$35  
**Date:** March 8      **Time:** 10-4

#### CARDIGAN STYLE JACKET

This loose fitting jacket can go from everyday classic to evening elegance, depending on the fabrics you choose to use. Leave it simple or add embroidered or textured panels to highlight your creative voice. Simple construction and finishing techniques make it "hand-made", NOT home-made. Taught by Diane Ciolek. Pattern purchase required.

**Experience Level:** Beginner      **Cost:** \$50  
**Date:** March 6, 20      **Time:** 10-2

#### QUILTED PURSE

Make a wardrobe of purses with one frame! The sliver Frame Purse is one of our most requested patterns for purse making, requiring only basic sewing skills. Join Denise as she walks through the process of making these adorable purses, leave with one and the ability to make many more! Taught by Denise Bloom. Pattern purchase required.

**Experience Level:** Beginner      **Cost:** \$35  
**Date:** March 10      **Time:** 10-4

#### LEARN TO SEW

Learn to Sew has a brand new look! We'll make three fun projects out of a brand new look that's filled with colorful photos and great ideas. Learn some basic sewing skills & boost your confidence while making things you'll be proud to show off to family and friends. Taught by Josie Stegman. Book included.

**Experience Level:** Beginner      **Cost:** \$100  
**Date:** April 17, 24, May 1, 8      **Time:** 6-10

## CLASSES AVAILABLE AT ST. MATTHEWS LOCATION

### EMBROIDERY CLASSES

#### **MACHINE EMBROIDERY —"SOUP TO NUTS" - FOR ANY BRAND EMBROIDERY MACHINE**

Dive in to the wonderful world of embroidery as we explore: choosing the correct design, preparing different fabrics, hooping techniques, placement pointers, templates, multi-hooping and much, much more. Students must have taken their new owners classes or be familiar with the machines to take this class. Taught by Diane Cagnon-Ciolek.

**Experience Level:** Beginner  
**Date:** April 28

**Cost:** \$25  
**Time:** 10-4

#### **PANT LEG PIZZAZZ**

Everyone wants those 'designer jeans' they see in the high-end stores, but who can afford them? Use your embroidery machine and paper templates to create stacked designs on jeans and pants. Learn how to open and close seams. Combine designs to make your fashion statement garment. Taught by Diane Ciolek.

**Experience Level:** Beginner  
**Date:** April 10

**Cost:** \$35  
**Time:** 10-4

#### **SASSY SCARF**

Create a scarf with embroidery that hangs off the edges for a beautiful effect. This accessory will get you notice! You will need a minimum of 7" wide/high embroidery field for this class. Taught by Diane Ciolek. Embroidery design purchased required.

**Experience Level:** Beginner  
**Date:** April 17

**Cost:** \$35  
**Time:** 10-4

### MASTERY CLASSES

#### **SEWING MASTERY CLASSES FOR HUSQVARNA VIKING/BERNINA/BROTHER:**

Learn the basics of your wonderful new sewing machine in the listed classes below. All Mastery 1 and embroidery unit classes are according to make and model. Once you have completed the #1 level you may take any of the other mastery classes in any order you desire. Mastery classes 2 and above are all makes and models together (except for embroidery unit mastery), just choose date and time best suited for you and register for that particular class. Please ask for supply list.

**PLEASE CHECK BOTH STORE LOCATIONS FOR NEW OWNERS CLASSES.**

#### **MASTERY CLASS 1 HUSQVARNA VIKING / BROTHER**

**Experience Level:** Beginner  
**Date:** March 5  
          March 6

**Cost:** FREE  
**Time:** 10-1  
          6-9

#### **EMB MASTERY CLASS 9 HUSQVARNA VIKING / BROTHER**

**Experience Level:** Beginner  
**Date:** March 12  
          March 20

**Cost:** FREE  
**Time:** 10-2  
          6-10

### BEADING

#### **BEADING— Beaded Spacers**

Diane is the **QUEEN** of beading at The Smocking Shoppe. Join her for the next adventure in beading. Whether you have been beading for awhile or just starting you will enjoy learning the different techniques in Diane's wonderful beading classes.

**Experience Level:** Beginner  
**Date:** April 12

**Cost:** \$25  
**Time:** 6:30-9:30

### MARTHA PULLEN CLASSES

#### **New HEIRLOOM BLOCK OF MONTH**

This nine-block quilt has the most beautiful heirloom techniques combined with machine embroidery. After you have finished this keepsake quilt, you will be well versed in many of the world's favorite heirloom techniques, which you can then apply to any garment or quilt you might want to make in the future! Taught by Linda Carswell. Kit included. Be sure to ask for supply list.

**Experience Level:** Beginner  
**Date:** March 2  
          April 6

**Cost:** \$20 per month  
**Time:** 10-1  
          10-1

### CLUBS

#### **SCRAP THERAPY CLUB**

Join Karen Fox as she helps you get started with your therapy!

**Experience Level:** Beginner  
**Date:**

**Cost:** \$15  
**Time:** 6-10

#### **KIDS SEW CLUB**

Does that little girl in your life want to sew? Have her join our club just for Little girls. She will make a small sewing project one Saturday of every month. Ages 8 – 13 years. Please ask for a supply list

**Experience Level:** Beginner  
**Date:** March 3  
          April 21  
          April 21

**Cost:** \$15 per month  
**Time:** 10-1  
          10-1  
          2-5

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NEWS



## Slam Dunk Savings

On Our Champion Sewing & Embroidery Machines!

ROUND 1 March 1 – 14, 2012		ROUND 2 March 14 – 31, 2012	
<b>Innov-is NX-2000</b> <i>Quilting &amp; Sewing With a Touch of English</i> <b>\$300 MAIL-IN REBATE*</b> <b>PLUS</b> <b>FREE 5234PRW Serger™</b> (MSRP \$799)	<b>Quattro® 2</b> <i>Embroidery, Sewing, Quilting &amp; Crafting</i> <b>\$500 MAIL-IN REBATE*</b> <b>PLUS</b> <b>\$500 DEALER DISCOUNT**</b> <b>\$1000 in Savings!</b>	<b>Entrepreneur® Pro PR1000e</b> <i>Enhanced 10-Needle Embroidery Machine</i> <b>\$500 MAIL-IN REBATE*</b> <b>PLUS</b> <b>\$500 DEALER DISCOUNT**</b> <b>\$1000 in Savings!</b>	

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## March 2012 St Matt

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 <i>Sit &amp; Sew 10-4</i>	2 <i>NEW Heirloom Block 10-1</i>	3 <i>Kids Sew 10-1</i>
4 <i>Closed</i>	5 <i>Mastery 1 10-1</i>	6 <i>Jacket 10-2 Mastery 1 6-9</i>	7	8 <i>Sampler Quilt 10-4</i>	9 <i>Sit &amp; Sew 10-4</i>	10 <i>Quilted Purse 10-4</i>
11 <i>Closed</i>	12 <i>Mastery Emb 10-2</i>	13 <i>Mini quilt 6-9</i>	14 <i>Johnny 10-2</i>	15	16	17 <i>St Patrick's Day</i>
18 <i>Closed</i>	19 <i>Whimsy Dress 10-1</i>	20 <i>Jacket 10-2 Mastery Emb 6-10</i>	21 <i>Boy's Shirt 10-1</i>	22	23 <i>Heirloom Block 10-1</i>	24
25 <i>Closed</i>	26 <i>Whimsy Dress 10-1</i>	27	28 <i>Boys Shirt 10-1</i>	29	30	31

## April 2012 St Matt

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 <i>Closed</i>	2	3	4 <i>Sit &amp; Sew 10-4</i>	5	6 <i>New Heirloom Block 10-1</i>	7
8 <i>Easter</i>	9 <i>Mamie 6-10</i>	10 <i>Pant Leg Pizzazz 10-4</i>	11	12 <i>Sit &amp; Sew 10-4 Beaded Spacers 6:30-9:30</i>	13	14
15 <i>Closed</i>	16 <i>Mamie 6-10</i>	17 <i>Sassy Scarf 10-4</i>	18	19	20	21 <i>Kids Sew 10-1 2-5</i>
22 <i>Closed</i>	23 <i>Nighty Nites 10-4</i>	24 <i>Learn to Sew 6-9</i>	25	26	27	28 <i>Soup to Nuts 10-4</i>
29 <i>Closed</i>	30 <i>Closed for Inventory</i>					



**Anita Goodesign**<sup>TM</sup>  
Embroidery Designs • Events • Education

**It's a Party! Come join the fun and learn the latest techniques in embroidery with Jessica Chillemi from Anita Goodesign. This two day event with its party atmosphere will give you an opportunity to sample different types of embroidery applications--from applique' to cutwork to "in the hoop" projects, and much much more. No matter what your skill level, you will absolutely enjoy these fun filled days of education. This event is open to people of all skill levels and embroidery machines are provided for your use in the seminar. You will be delighted by the new projects, and hundreds of samples. This is the BEST sewing and embroidery event of the year! All projects are created in a team environment so you will feel comfortable learning and sharing in a party atmosphere. This is a 2-day team sewing event and includes lunch, refreshments, and all supplies for projects along with plenty of specials, door prizes, and give-aways! Each attendee will receive a FREE CD with tutorials and designs for ALL the projects that we do. This popular event will fill quickly so sign up today!**

**April 20 & 21, 2011**

**10:00-4:00**

**\$89.00**

**Location:**

**Landis Lakes Shopping Center  
111 South English Station Rd  
Louisville, KY 40245**

# BERNINA<sup>+</sup> NEWS



**Springtime Savings Event**  
Stop in March 8-19!

Celebrate spring with us. Get Instant savings and exclusive offers on ALL new BERNINA machines, software and accessories!

**BERNINA<sup>+</sup>**  
made to create



**LE-ap into 48 Months of special financing!\***

B 830 LE

Design LJ 606 available at your Design Studio dealer or EmbroideryOnline

\*48 MONTHS special financing valid February 29-March 19, 2012 on BERNINA products totaling \$6,000 or more. No interest until February 2016 on purchases of \$6,000 or more on BERNINA products with your BERNINA Credit Card made between February 29-March 19, 2012. Fixed monthly payments required. Regular account terms (including minimum monthly payments) apply after the promotion ends.

made to create **BERNINA<sup>+</sup>**

**Husqvarna**

**VIKING®**

# National Quilting Month Specials

**Husqvarna** **VIKING®**



**50% OFF**  
200 x 200 Quilter's Hoop

Offer good March 1-31, 2012 during National Quilting Month

**Husqvarna** **VIKING®**



**FREE**  
Limited Edition  
Quilter's Kit  
With Purchase of the  
SAPPHIRE™ 875 Quilt

Offer good March 1-31, 2012 during  
National Quilting Month

Over \$320 Value

**Husqvarna** **VIKING®**



**\$399**  
ONLY  
**H | CLASS™ 100Q**

Light, portable & packed with  
time-saving features! Includes a  
convenient travel carrying case

Offer good March 1-31, 2012 during  
National Quilting Month

MSRP \$499



## CLASSES AVAILABLE AT LANDIS LAKES LOCATION

### QUILTING CLASSES

#### MACHINE QUILTING -NOTEBOOK

The class is hands-on machine quilting practice. We'll cover stitch-in-the-ditch, echo quilting, cross hatching and free motion. The participants will receive several quilting design ideas and produce samples for their future reference. Teacher -Mary Bauer

**Experience Level:** Beginner

**Cost:** \$ 35

**Date:** March 21

**Time:** 10-3

#### HAT QUILT

Just in time for Derby! Using fusible appliqué we'll make a collage of hats and then learn how to embellish. Teacher -Mary Bauer

**Experience Level:** Beginner

**Cost:** \$ 50

**Date:** Tues—April 3, Mon- May 7

**Time:** 10-3

#### T-SHIRT QUILT

Make memories for yourself, your family or your friends. You may even want to start a small home business! This class will step you through the process of preparing T-shirts ( or other articles of clothing) and then arranging and piecing your collection into a useable fun quilt. Teacher -Mary Bauer

**Experience Level:** Beginner

**Cost:** \$ 35

**Date:** March 20 & 27

**Time:** 10-3

#### BEGINNING QUILTING -NOTEBOOK

The participant will fill a notebook with ideas, instructions, tips and samples that should serve as their reference guide for their future quilting projects. We'll discuss rotary cutting/safety, precision piecing, quilt anatomy, quilting terms, piecing variations, time saving tricks, putting together the quilt sandwich, quilting and binding. We'll stitch several sample quilt blocks to complete your notebook Teacher -Mary Bauer

**Experience Level:** Beginner

**Cost:** \$ 35

**Date:** April 17

**Time:** 10-4

### SEWING CLASSES

#### SEW CONFIDENT

Sew Confident! classes take the guesswork out of garment sewing. Learn how to measure for a great fit (we will have sample garments in all the sizes for you to try on), what fabric works with the pattern (order the classroom kit with quality fashion fabric in the color of your choice), and how to achieve those professional details (they aren't as hard as they look). Good fit, gorgeous fabric, great fashion. Now you can sew with confidence! Taught by Fay Brown.

**Experience Level:** Intermediate **Cost:** \$ 30

**Date:** March 30— Pintuck jacket **Time:** 10-4

#### APPLIQUE' BUNNY TEA TOWEL

A sure sign of Spring . . . bunnies in the grass and flowers blooming, too. Learn a quick & easy way to appliqué on tea towels with gingham trim. Nice for yourself and as thoughtful hostess gifts. Pattern (required) also includes a table runner for a future project. Teacher -Bev Weis

**Experience Level:** Beginner

**Cost:** \$ 25

**Date:** March 7

**Time:** 6-10

#### HANDY ZIPPERED BAG

By request this class will be offered again, taught by Bev Weis. While making a zippered pouch you will learn a neat & easy way to put in a zipper. Plan to leave class with your first one completed; you'll surely want to make more!

Pattern purchase required.

**Experience Level:** Beginner

**Cost:** \$ 25

**Date:** March 27

**Time:** 6-10

#### LEARN TO SEW—PT 2

The fun continues . . . You've taken the Learn to Sew series and you want to do more? Join teacher Bev Weis and make two more easy projects on these two Tuesday evenings

**Experience Level:** Beginner

**Cost:** \$ 45

**Date:** April 10, 17

**Time:** 6-10

#### ACCESSORY HOLDER

This holder will keep your machine from moving around while your sewing and it has clear pockets that hang down in the front of your machine to hold all your accessories. Taught by Karen Fox.

**Experience Level:** Beginner

**Cost:** \$25

**Date:** March 28

**Time:** 6-10

#### THREAD CATCHER

Everyone loves the little thread catchers that we use in our class room at Landis Lakes. Karen Fox will help you make your own.

**Experience Level:** Beginner

**Cost:** \$25

**Date:** April 4

**Time:** 6-10

#### INTERCHANGEABLE PURSE

One handle-many bags! Change out your bags on a whim! With a twist, slide one bag off the clever reusable purse handle, then slide a new one on! Taught by Denise Bloom. Pattern purchase required.

**Experience Level:** Beginner

**Cost:** \$35

**Date:** April 18

**Time:** 10-4

#### SIT & SEW with BEV

Need help finishing a project ? Just do not understand the directions on your pattern? Join Bev Weis in this Friday night sit and sew.

**Experience Level:** Beginner

**Cost:** \$15 per month

**Date:** March 16, April 20

**Time:** 6-10

#### SIT & SEW

Need help finishing a project ? Just do not understand the directions on your pattern? Taught Mary Bauer.

**Experience Level:** Beginner

**Cost:** \$15 per month

**Date:** March 16, April 20

**Time:** 6-10

#### ALL NIGHT SEW with DIANE

Join Diane in this all night class. She will help you with any questions you may have on your different projects.

**Experience Level:** Adv Beginner

**Cost:** \$20 per month

**Date:** March 23, April 27

**Time:** 6-12

## CLASSES AVAILABLE AT LANDIS LAKES LOCATION

### CLUBS

#### WHAT'S HOT!!!!

This once a month club is FREE to everyone!! We have show and tell from the customers and staff that attend, it's always fun to see what other people are sewing (not required to attend) We will then go over the hottest new trends, newest products and most important new techniques. So please join The Smocking Shop at our Landis Lakes location on the first Monday Night of each Month from 6:30-8:30 to join in the fun.

**Experience Level:** Beginner      **Cost:** FREE  
**Date:** March 5, April 2      **Time:** 6:30-8:30

#### THE DIAMOND CLUB

Learn to use your Husqvarna Viking Diamond sewing machine to it's fullest capacity. This class will meet once a month to go over a new technique. Taught by Diane Ciolek. **(Free to customers that purchased their Diamond sewing machines at The Smocking Shop)**

**Experience Level:** Beginner      **Cost:** Free  
**Date:** March 5, April 2      **Time:** 4:30-6 pm

#### VIKING 4/5D PROFESSIONAL COMPUTER CLUB

Practice makes perfect! Join Fay Brown each month as you explore the different techniques available to you in this wonderful & exciting software.

**Experience Level:** Beginner      **Cost:** \$15 month  
**Date:** March 2, April 6      **Time:** 10-1

#### SERGER CLUB

How do you turn a corner using a rolled edge and make it look nice? What about gathering on the serger for making ruffles? In this monthly class will make a small simple project that will allow you to become more familiar with your serger and increase your knowledge at the same time. Taught by Fay Brown

**Experience Level:** Beginner      **Cost:** \$15 month  
**Date:** March 19      **Time:** 10-1, 2-5 or 6-9  
 April 16

#### PILLOW CLUB

Need a present or just jazzing up a bedroom? In this monthly class we will make a new pillowcase or pillow using different sewing techniques. Join Fay Brown for all the fun!

**Experience Level:** Beg/Inter      **Cost:** \$25 month  
**Date:** March 16      **Time:** 10-4  
 April 13

#### BERNINA CLUB AM

Try before you buy! In this class we will go over the newest feet and techniques for your Bernina sewing machine. Bring your machine and try our feet as you make simple but fun projects. Taught by Denise Bloom.

**Experience Level:** Beginner      **Cost:** \$10  
**Date:** March 12, April 9      **Time:** 10-1

#### BERNINA SOFTWARE CLUB

Monthly software club for the Bernina DesignerPlus software.

**Experience Level:** Beginner      **Cost:** \$15  
**Date:** March 26      **Time:** 1-3

#### BERNINA 830 CLUB

Com see what all your new 830 BERNINA sewing machine will do in this month to month lecture demo club.

**Experience Level:** Beginner      **Cost:** \$15  
**Date:** March 26      **Time:** 4-6

#### PROJECT YOUR WAY CLUB

You've heard of Project Runway . . . come check out Project Your Way, a brand new monthly group for teen agers who want to create hip, fun projects with others their age. Our go-to book will be "One-Yard Wonders," filled with great projects. Sign up now & invite a friend to join you! Taught by Bev Weis. Ages 13-17 only. Book purchase required.

**Experience Level:** Beginner      **Cost:** \$ 15  
**Date:** March 24      **Time:** 10-2

#### ENDLESS POSSIBILITIES CLUB

Have an embroidery machine? Hoop not big enough to do what you want? Don't understand how to applique' by machine or maybe your monograms at not going in the right place. Fay Brown will take you through the many wonders of your embroidery machine in this month to month club. Come join the fun!

**Experience Level:** Beginner      **Cost:** \$25  
**Date:** March 23      **Time:** 10-4  
 March 14      5-10 pm  
 April 11      5-10 pm

# March 2012—Landis Lakes

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 5D Club 10-1 Sergers Club 6-9	3
4 Closed	5 Diamond Club 4:30-6:00 What's hot 6:30-8:30	6 Learn to Sew 6-9	7 Home School 10-1 Home school 2-5 Bunny Tea Towel 6-10	8 Sergers Intro 6-9	9 Diamond Club 6-9	10 Mystery Quilt 10-1
11 Closed	12 Bernina Club 10-1 BES Lettering 2-5 PEDesign Intro 6-9	13 Mystery Quilt 10-1 Mystery Quilt 2-5	14 Endless Opportunities 5-10	15 Mastery 2 10-1 6-9	16 Pillow Club 10-4 Bev's Sit & sew 6-10	17 Louisville Quilter's Day Out
18 Closed	19 Sergers Club 10-1 Sergers Club 2-5 Sergers Club 6-9	20 T-Shirt Quilt 10-2	21 Machine Quilting 10-3	22 5D Intro 10-1 Diamond Club 3:30-5:30 Cutter's Club 6-9	23 Endless Oppor- tunities 10-4 All Night Sew 6-12	24 Southern Indi- ana Quilter's Day Out Teen Sew 10-2
25 Closed	26 Bernina Soft- ware Club 1-3 830 Club 4-6 EQ7 Club 6:30-9:30	27 T-Shirt Quilt 10-2 Handy Zippered Bag 6-10	28 Accessory Holder 6-10	29 Mastery 3 10-1 6-9	30 Sew Confident 10-4	31

# April 2012— Landis Lakes

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Closed	2 Diamond Club 4:30-6:00 What's Hot 6:30-8:30	3 Hat Quilt 10-1 Mastery 1 2-5 Mastery Emb 6-10	4 Home School 10-1 Home School 2-5 Thread Catcher 6-10	5 Mastery 4 10-1	6 5D Club 10-1 Serger Club 6-9	7
8 Closed—Easter	9 Bernina Club 10-1 Mastery Emb 2-6 Mastery 1 6:30-9:30	10 Mystery Quilt 10-1 Mystery Quilt 2-5 Learn to Sew 2 6-10	11 Endless Opportunities 5-10	12 Mastery 5 10-1 6-9	13 Pillow Club 10-4 Diamond Club 6-9	14 Mystery Quilt 10-1
15 Closed	16 Serger Club 10-1 Serger Club 2-5 Serger Club 6-9	17 Beginning Quilting 10-4 Learn to Sew 2 6-10	18 Interchange- able Purse 10-4 BES Intro 6-9	19 Mastery 6 10-1 2-5 6-9	20 Anita Goodesign 10-4 Bev Sit & Sew 6-10	21 Anita Goodesign 10-4
22 Closed	23	24 Sit & Sew 10-4	25	26 Diamond Club 3:30-5:30 Cutter's Club 6-9	27 All Night Sew 6-12	28 Teen Sew 10-2
29 Closed	30 Closed for Inventory					