

Cindy's Threadworks

Proprietor: Cindy Scraba

Website Shoppe: www.cindysthreadworks.com

Shoppe by appt: near Qualicum Beach, BC (Vancouver Island)

E-Mail: cindysthreadworks@telus.net

Phone: (250) 738 0560



Submitted by Carol Jess

If you've been a member of the CQA/ACC within the past 3 years and regularly read *The Canadian Quilter*, you're likely familiar with "Cinderella's Column". If you ever wondered: "What's with the fairytale reference?" It's all in fun—directed towards quilters' happy stitching experiences with just a wee bit of influence from Cindy Scraba's nickname! Cindy notes it has been a privilege (since 2007) to submit articles to the Editor, Marsha Cleveland, covering guild events, educational topics, techniques, and products. She hopes members derive a benefit by learning and applying something from the articles and her on-line Blog and Newsletter. Cindy believes thread is a key design element and it definitely suffers from an identity crisis! She resolves it's understated and has long been an underdog in quilters' circles (more below). Her work and play with fibre-related mediums is an enduring inspiration to bring thread to the forefront for quilters, stitchers and fibreartists.

Is this what inspired you to create Cindy's Threadworks.Com?

The original inspiration came about while creating my own juried quilt and CQA/ACC Trend-Tex Challenge quilt for *Quilt Sask 2009*. While searching for exciting thread options to embellish and quilt my entries, a considerable void was revealed in the marketplace. I'd already been using Superior Threads™ while teaching myself to longarm. The decision to carry their thread lines was perhaps the easiest of all business decisions. When you're breaking in a new machine and testing new skills, it's certainly less stressful to use quality threads. Basically, I needed a "big girl" resource for thread. I soon realized other quilters needed a reliable Canadian source for quality threads and other hard-to-find notions. After

numerous trips to the city for supplies became sometimes fruitless and inconvenient, I launched www.CindysThreadworks.Com. Here everyone can shop in their pajamas, during any time zone (with free parking, too)!

What products do you sell at your web store?

I like to inspire creativity in the fabric and fibre arts world and often it's the tools of choice that provide the springboard. When you visit my on-line Shoppe you'll discover plenty of items you didn't even know you needed! If the thread choices seem overwhelming, it's far simpler to view them simply as types: cotton, poly, silk, metallic, and decoratives. Additionally, you'll find a unique lineup of scissors, needles (for both hand and machine), stabilizers, patterns you won't find anywhere else, specialized notions for appliqué, and new products including surprise purchases (all of which I share with subscribers in my Newsletter ThreadNews). Most of my ThreadNews subscribers are from referrals, which in itself is gratifying.

Can quilters shop in-person?

The short answer is Yes; however, I'm located in the country on 5 acres, and getting from there to here can sometimes be an adventure itself! When folks plan to visit Vancouver Island, I suggest they schedule extra time to visit an island gem—Little Qualicum River Falls Regional Park, which is literally my backyard (the waterfalls are worth the trip!). Meeting stitchers and quilters from across Canada is really exciting too—I've had visitors to ThreadLand from NB, NS, AB, SK, MB, ON and the list continues.

Do you offer classes and workshops in your home studio at ThreadLand?

I try to allow a few weeks in my calendar to have fun while hosting and encouraging stitchers to visit ThreadLand for the day. It's an opportunity for learning-by-playing and to more fully understand the various thread personalities by applying them directly to projects. My interactive Thread Talks and hands-on workshops can also be arranged through your guild program or workshop committees.

Will you be a participating merchant at Quilt BC in Penticton May 16-18th, 2013?

Absolutely. I am very pleased the Penticton Quilters' Guild is hosting this event once again in the west. I appreciate the opportunity to share my specialty threads along with my other wares with the CQA/ACC membership, for the first time. I routinely take my Thread Candy Shoppe on the road to various quilt shows or scheduled thread talks and workshops. Feel free to inquire—I'll try my best to accommodate your needs. Please introduce yourself when you visit my booth at the Conference.

Is there anything you would like to add?

Thank you kindly to Carol Jess, CQA/ACC Membership Director and to the CQA/ACC Executive for choosing Cindy's Threadworks to be the first On-Line featured Shoppe, which is an honour. Membership definitely has its benefits!