

# TOP STITCH

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Summer 2015

## The Power of "I Can"



Tidbits of our childhood come flashing back at the most unexpected moments. For instance, while walking around a bookstore I saw a copy of "The Little Engine That Could" and immediately thought about how that was one of the favorites for my mom and me to read together. That little train (which I had forgotten was written as a girl character), intimidated by the mountain but courageously approaching it with the phrase, "I think I can, I think I can." The delight I always felt (knowing the happy ending) when it made it over the pass chanting, "I thought I could, I thought I could". Sometimes I worry that not enough people remember those simple life-lessons we take to heart as children.

I love to share the story of our customer Ardell, who at the age of 28 was told she had 8 hours to live. At the age of 85 she still hasn't let that stop her! In 2005 (age 75) Ardell came to us to buy an embroidery machine. When she realized she'd need a computer to accomplish what she wanted she went out and bought one of those too. When she brought in that first quilt she completed using her new embroidery feature we all had to express our sincere admiration. That's when she told us a story about her mother, who whenever she heard the words, "I can't" would turn around and say, "Of course you can. Remember you're an Amer - I - can, not an Amer - I - can't." (Just to be clear, I'm sure she didn't mean any disrespect to anyone of another nationality, it was just a cute way of getting her point across.)

Ardell still comes to software classes and keeps on trying new things, having made dozens of quilts for her family (soon to be 5 generations). We're always proud to see how she's never let a little thing like a sewing machine intimidate her. Which is why I'm so surprised when younger people - whose entire lives are run by cell phones and other computerized appliances - insist that they don't want any machine that offers those sewing-friendly features like automated buttonholes and applique stitches at the push of a button...because they're too complicated! **BERNINA** made their first computer machine in 1986 and they've proven to be just as reliable - and more user-friendly - than those using mechanical gears instead of digital stepper motors (the only parts that differentiate between the two).

In all things it is a matter of what you choose to say "I can" to. Henry Ford famously said, "If you think you can do a thing or think you can't do a thing, you're right."

Embrace the power of "I can" and see how much you end up doing.

### Inside this issue:

Special Classes	2
New Owner Classes	3
Announcements	4

### Top News

- **BERNINA** is introducing new models of the extremely popular 7 Series machines this season. The updated 790, 770 and 740 will all feature their innovative "Adaptive Thread Tension" which will give decorative stitches an equally perfect appearance on both the front and back sides. We're taking pre-orders now since they will be in short supply as word gets out. Or you can take advantage of close-out pricing on the current 7's we have in stock...only while they last!

## Software Inspirations

Be inspired to create with software! Lessons show how to work with the **BERNINA Software 7** and incorporate embroidery into projects. You will receive a CD that includes handouts, a PowerPoint Presentation, instructional VIDEO and completed designs in .ART format.

**Fee: \$10.00 per session**

**Thursday, April 23, 1:00 - 3:00** Flower Show: One design can have many embroidery options: lightweight versions, applique and more.

**Thursday, May 21, 1:00 - 3:00** I Was Framed: Work with photos using ArtCanvas, then create embroidered frames to show them off.

**Thursday, June 18, 1:00 - 3:00** Make Mine Plaid: Many different ways are available to create plaid; see them all!

**Thursday, August 20, 1:00 - 3:00** Applique 3 Ways: Explore the options for each style: raw edge, cut in hoop and pre-cut.

www.

TopStitchBernina.com



Remember to click the **HELP DESK** for our most common fixes for your sewing mishaps.



Online **NEWSLETTERS** have extra coupons not in the printed copy.

## DesignWorks DECODED

**New for 2015!**

Learn how to use DesignWorks Software with ease and the techniques to get custom results when using DesignWorks tools. **FREE for anyone who has purchased DW tools from TOP STITCH!**

**Thursday, May 14, 1:00 - 3:00** Set a Table: PaintWork placemats, etched glasses and napkin bling.

## BERNINA CLUB Lifestyles

**BERNINA CLUB** lessons incorporate presser feet, accessories and creative machine techniques into projects for everyday living. Go home with a CD that contains hand-outs and instructions. This is a demo/lecture format so no equipment is necessary to attend.

**Fee: \$10.00 per session** Space is extremely limited - pay at sign-up.

**Thursday, May 7, 1:00 - 3:00** Today's Table: Set a lovely table with a custom reversible table topper using chalk cloth, fabric and burlap. Complete the look with perfectly serged napkins.

**Thursday, June 4, 1:00 - 3:00** At Your Fingertips: Mix tiny piecing for a bold geometric pattern, create tweed from ordinary stitches, blend fabric with Kraft-tex for this perfect clutch wallet.

**Thursday, August 6, 1:00 - 3:00** Easy Style Dress: This VERY easy, simple-style dress leaves plenty of options to embellish. Pintucks, eyelets and Spanish hemstitching add subtle, classy style.

### Class Policies:

Space is limited; as a courtesy to others, please inform us immediately if you need to cancel (there may be others on a waiting list)

We will cancel a class three days in advance if we do not have the minimum number of students.

You are expected to put a reservation on your calendar; we do not make reminder calls.

These classes are complimentary with purchase of a machine from TOP STITCH.

- If you purchased your machine from us you are welcome to take the New Owner's Guide classes additional times at no extra charge as long as space is available.
- Choose one of the options listed below then call or come in to reserve your space (pre-registration is required).

**BERNINA SEWING MACHINE USAGE - \$200.00** (*Free with machine purchase*)

- Saturday, May 2, 10:00 am - 4:00 pm
- Tuesday, May 5 and Wednesday, May 6, 10:00 am - 1:00 pm (both days)
- Tuesday, June 2 and Wednesday, June 3, 10:00 am - 1:00 pm (both days)
- Wednesday, July 29 and Thursday, July 30, 1:00 - 4:00 pm (both days)
- Saturday, August 8, 10:00 am - 4:00 pm
- Tuesday, August 18 and Wednesday, August 19, 10:00 am - 1:00 pm (both days)

**BERNINA EMBROIDERY USAGE - \$100.00** (*Free with machine purchase*)

- Saturday, May 16, 10:00 am - 1:00 pm
- Tuesday, June 9, 10:00 am - 1:00 pm
- Wednesday, August 12, 1:00 - 4:00 pm

**BERNINA SERGER USAGE - \$200.00** (*Free with machine purchase*)

- Saturday, July 25, 10:00 am - 4:00 pm

When you Buy a **BERNINA** at **TOP STITCH** the following services are included:

1. Complete Class Instruction for use of your new machine at no additional cost.
2. Free, unlimited trouble-shooting assistance by phone, e-mail or in-store.
3. Full warranty coverage performed on our premises by a BERNINA specialist.

**Plus** our **exclusive BERNINA BUYERS' BONUS** Discounts:

- ▶ **15% off** regular priced fabrics, notions, books, machine accessories, embroidery designs, etc.
- ▶ **Discounted** maintenance & service on purchased machine (saves you up to \$110. for each service).

**Your 15% discount** is good for one full year after purchase and will be renewed automatically for another 12 months whenever you pay for maintenance on the machine purchased (at the discounted price).

# TOP STITCH BERNINA<sup>+</sup>

made to create

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April 2015 Accessory Special

## 25% OFF

Echo Quilting and CutWork Foot #44\*



One foot for  
Echo and  
double-needle  
quilting, as well as  
for CutWork.



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\*Offer valid April 1-30, 2015 at any participating BERNINA Store. Offer good for 25% off one (1) BERNINA Echo Quilting and CutWork Foot #44. Cannot be replaced with any other offer. Not valid on previous purchases. Taxes are not included in the total purchase calculation. Cannot be redeemed for cash. Some exclusions may apply. Subject to availability. Available while supplies last. Offer limited to the residents of the 50 United States only.

Monday—Friday 10:00 - 5:00

Saturdays 10:00 - 4:00

## CLOSED

May 23 - 25

July 4 - 15

August 31 -

September 7

## Get \$300 FREE FABRIC with Purchase of a BERNINA 880\*

\*Buy an 880E machine now thru 4/30/15 and receive an in-store credit towards fabric to use...whenever

\$5.00 off FABRIC purchase of \$25 or more

\$10.00 off FABRIC purchase of \$50 or more

\$20.00 off FABRIC purchase of \$100 or more

With coupon. Applies to fabric purchase only. 4/10/15 - 5/22/15