

TOP STITCH

Volume 18, Issue 1

Winter/Spring 2015

Why We
Sponsor



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While watching the final episodes of **Poirot** with David Suchet this fall, I couldn't believe that I had been an ardent fan for 25 years! That takes me back to days when I didn't even have a VCR and had to make sure I was at home to see it. Things have changed a lot; now people get downloads and I use a **TiVo** DVR to make sure I don't miss my favorites - but those productions are still immaculate.

There was a time when **A&E** aired the British-produced **Poirot** for the USA. Their initials stood for arts & entertainment and they were trying to be a commercial alternative to **PBS**. By 2002 **A&E** dropped the arts tag, saying it was too elitist, and veered programming to reality TV in order to capture a younger audience. Luckily **PBS** was still there to offer programming that mainstream media found less lucrative. (Though there are many now clamoring for **Downton Abbey**)

I still remember the first time I donated to **PBS** (in 1988). I was watching the movie **Gypsy** - at that time a long forgotten film, and well before **TCM** - starring Rosalind Russell and Natalie Wood. I loved the movie (which I had never seen before) and I loved that it wasn't constantly interrupted by commercials. So when the membership drive came on, and it seemed like no one was stepping up to the plate, I called in to donate. I felt like I was doing my part. I felt like I was, "putting my money where my mouth is" - that very old, but infinitely applicable saying. I still have the mug that was my membership gift.

Our personal values have translated into our company, so Jonathan and I try our best to support the businesses we believe in. We only bring in products that we ourselves - as active sewists - would choose to use, or those things we feel comfortable recommending for others. That also extends to our advertising. For us it was a no-brainer to sponsor our very favorite station - **SOPTV**. Business advisors tell us we could get more air-time and more exposure if we chose to spend that money with more commercial outlets, but our heart just isn't in it.

We know that to keep those Saturday morning quilting shows airing, to keep those wonderful **Masterpiece** productions and mysteries coming to our area that someone has to "step up to the plate". And we hope...we are counting on...those people in our community who realize the benefit of local access to quality fabrics and machine service and sewing advice, will remember to sponsor their local businesses. Our community depends on your participation.

Top News

- **Downton Abbey** Season 5 premieres Sunday, January 4. The new DA fabrics have already arrived, including the castle logo in smaller sizes, as well as a panel with labels. Looks include calicos the staff would have worn (from the Downstairs Collection) and tweeds for the men (from the Lord and Lady). Lady Rose's Collection features Art Deco prints. The Egyptian Collection (which will be relevant once the new series starts) ships soon.

A handwritten signature in black ink, appearing to read "Paeon", is located at the bottom right of the page.

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, January 29, 1:00 - 3:00 Digitize a Logo: Discover some basic digitizing techniques while we create an embroidery design working only from a poor quality graphic. Add small lettering too.

Thursday, February 19, 1:00 - 3:00 Blooming Bliss Quilt: Design a "jellyroll" quilt with the built-in Quilter program as well as coordinating quilting patterns using Embroidery.

Thursday, March 19, 1:00 - 3:00 All Geared Up: Use Art Canvas tools to create "gear" shapes for unique quilting and applique patterns.

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, February 12, 1:00 - 3:00 Super Bowl: Cutwork bowl with Paint and Crystal embellishment

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, February 5, 1:00 - 3:00 Order in the Closet: A hanging jewelry organizer will be the focus while learning how to work with vinyl and applying bindings.

Thursday, March 5, 1:00 - 3:00 Power Zips: Zippers can be added anywhere to up-style patterns and ready-to-wear. See how to install many different types with both machines and sergers.

Thursday, April 9, 1:00 - 3:00 Applique Adventure: Machine applique can be awesome - or awful. Learn the tips and tricks to get the look you're after, making applique both fun and foolproof.

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, January 17, 10:00 am - 4:00 pm
- Wednesday, January 21 and Thursday, January 22, 10:00 am - 1:00 pm (both days)
- Saturday, February 7, 10:00 am - 4:00 pm
- Tuesday, March 3 and Wednesday, March 4, 10:00 am - 1:00 pm (both days)
- Saturday, March 21, 10:00 am - 4:00 pm
- Tuesday, April 14 and Wednesday, April 15, 10:00 am - 1:00 pm (both days)

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

- Saturday, January 31, 10:00 am - 1:00 pm
- Wednesday, February 11, 10:00 am - 1:00 pm
- Tuesday, March 24, 10:00 am - 1:00 pm
- Saturday, April 11, 10:00 am - 1:00 pm

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

- Tuesday, January 27 and Wednesday, January 28, 10:00 am - 1:00 pm (both days)
- Saturday, February 21, 10:00 am - 4:00 pm
- Tuesday, April 21 and Wednesday, April 22, 1:00 - 4:00 pm (both days)

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⁺

made to create



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Monday—Friday 10:00 - 5:00
Saturdays 10:00 - 4:00

Get \$300+ of FREE FABRIC with Purchase of a BERNINA 8 Series Sewing Machine*

*Buy an 8 series machine 12/29/14 - 1/31/15 and
receive an in-store credit towards fabric

+Remember: Our BERNINA Buyer's
15% Discount applies to all regular priced
fabrics so actual dollar value is over
\$350!

CLOSED
Saturday,
April 4th

Annual *"In With the New"* **SUPER-SALE**

January 2 - 24
20 - 60% Off all Fabrics*

(*1/2 yard minimum cut. Muslin, Kona Bay black
and American Made Brand solids excluded)