

# TOP STITCH

Volume 22, Issue 2

Summer 2019

## Every Day is Earth Day



They say it was April 22, 1970. That tells me the exact date I first opened a business. I would have been 9. And I was determined to raise money to save the planet. Opening the time-honored lemon-aide stand at the corner park, I was thrilled to come up with nearly \$5 (though I wonder now if that covered the cost of goods mom put in). The following year I would clean up the creek with my buddies (sign of the times - I was only one of two *girls* willing to wade into the dump). Nearly half a century later I have always been a committed environmentalist, and my life and business choices have held that as a foundational value throughout.

For instance, in Bellingham, WA, our first **Top Stitch** got front page headlines (local) when we brought in organically grown hemp fabric - in 1995! (It's tough being ahead of the curve; most people ended up buying \$3 per yard cotton muslin.) In Medford we've been offering organic cottons and thread since they first became available. And we've always assumed you don't *really* need another bag for that small piece of fabric you just bought. Small acts multiplied thousands-fold do make big changes...isn't that how we build a quilt?

In fact part of the reason we are so proud to sell **BERNINA** machines is because of their Swiss commitment to environmental consciousness, which is evidenced by the quality standards they continue to demand of their equipment. This family business is still thinking of long wear, with repair. I know of no other company that makes their walking foot *repairable*, or will refurbish circuit boards from 1987. Keep things longer? Presser feet bought in 1998 will still fit new machines today! It's a philosophy that was common in another era, and thankfully not entirely lost.

Today I plan to make waterproof sleeves for stainless steel straws so that I can carry them in my purse and skip the plastic ones. (Spoiler alert on the Christmas presents ;-)) I'll be using an eco-friendly waterproof cotton that we started carrying last year, which I've already used to make reusable lunch bags and aprons.

As I sit here typing and sunning this Earth Day, rejoicing in a gorgeous afternoon accompanied by bird chirps and wind chimes, I ask you all to start remembering that **every** day is our Earth's day. It is without a doubt our one and only home.

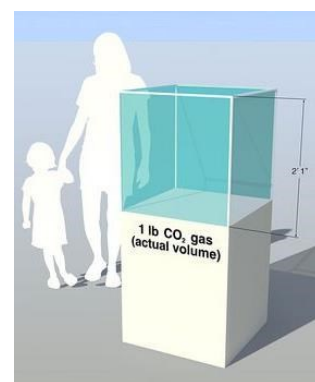
### Inside this issue:

In the Works	2
New Owner Classes	3
Announcements	4

### The More You Know:

The United States EPA recommends that you turn off your engine when parked for more than 30 seconds.

This calculation is based upon the contribution of heat trapping gases while idling compared to the amount released during ignition. Some countries suggest the number should be 10 seconds, but the USA team also considered wear and tear on the vehicle's components.



On average, one pound of CO<sub>2</sub> is released for every 10 minutes a car engine idles (...it's much more than that at highway speeds).

## In the Works: Sewing for Sanity

*I have to confess, I collapsed to my knees in a sobbing puddle while watching the spire of Notre Dame fall. It felt like the quintessence of an age being burned to the ground; a universal symbol of the maelstrom of undoing that has beset our world for the last few years. This new normal of constant mayhem has started to take its toll, but what I have found through it all is that going to the sewing studio restores my sanity.*

*In the sewing room I can play and experiment and even feel comfortable making mistakes. In the sewing room I am in control of color and light and shape and line. In the sewing room I can explore exciting new techniques. In the sewing room I can take comfort in mundane tasks. In the sewing room I am creating. In the sewing room I can find myself.*

*I feel lucky that my artistic talent was recognized by family and teachers early on. I was constantly encouraged to draw and color and try all sorts of craft projects. They obviously saw a joy in me when I was occupied in these concentrations, and observed the sense of self-value learned in producing something I made. Most my attempts were self taught, reading from a magazine or exploring the hobby shop, which helped to develop problem solving skills and a general sense of creative daring. I know I am an artist because I feel compelled to do these things; there is no other way to phrase it.*

*It saddens me that education today has lost site of the value of arts. The obsession with tech and finance and finding a job has left little room for humanities in the class (though ironically it seems the new living standard is an endless stream of entertainment). But it goes without saying we call them the Humanities for an obvious reason. One could say we would not be human without them. (I recommend the book **How Art Made the World** by Nigel Spivey for more on this.)*

*So I have to ask, is this why our societies seem to be crumbling? Have we forgotten the basics to health and happiness because of an insatiable focus on wealth? Have we lost sight of our ability - and need - to personally contribute? Do we no longer value creation because of obsession with destruction? Will our steeple ever rise again?*

*I obviously have no answers...but I'll be searching for some sanity in my sewing studio.*

**Where you buy your machine has a great deal to do with the long-term happiness with that purchase. You should expect to receive whatever services are included at the store where you paid for them.**

When you Buy a **BERNINA** at **TOP STITCH** the following are ALWAYS 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. each time.  
(\*only applicable when our authorized technician was the last to work on the machine)

**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.**

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

- Taught by master technician, experienced tailor and all around sewing guru, Jonathan Hanken, these classes surpass the information usually provided and greatly enhance your success and enjoyment with **BERNINA**.
- Choose one of the options listed below for your model, then call, email or come in to **reserve your space** (pre-registration is required). The Embroidery segment can be taken before OR after your basic sewing class.
- If you **purchased your machine here** (new, demo or USED) you can take your New Owner's Guide classes additional times at **no additional charge**.

### 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.

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

- Saturday, May 11, 10:00 am - 4:00 pm
- Wednesday, May 29 and Thursday, May 30, 10:00 am - 1:00 pm (both days)
- Tuesday, June 11 and Wednesday, June 12, 1:00 - 4:00 pm (both days)
- Saturday, July 13, 10:00 am - 4:00 pm
- Wednesday, August 7 and Thursday, August 8, 10:00 am - 1:00 pm (both days)

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

- Saturday, June 1, 10:00 am - 1:00 pm
- Wednesday, June 26, 1:00 - 4:00 pm
- Saturday, August 3, 10:00 am - 1:00 pm
- Thursday, August 15, 10:00 am - 1:00 pm

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

- Saturday, June 8, 10:00 am - 4:00 pm
- Saturday, August 17, 10:00 am - 4:00 pm

# TOP STITCH

**BERNINA<sup>+</sup>**

*made to create*



1596 Biddle Rd.

Medford, OR 97504

(between Progress & Morrow)

[www.TopStitchBernina.com](http://www.TopStitchBernina.com)

[topstitch@qwestoffice.net](mailto:topstitch@qwestoffice.net)

541.608.7722

Tuesday—Friday 10:00 - 5:00

Saturdays 10:00 - 4:00

CLOSED Sunday & Monday

**CLOSED:**

All Mondays

Thursday, July 4

Saturday, Aug. 24

thru Labor Day,

Sept. 2

All Pre-Cut

FAT QUARTERS

\$2.00

Regularly \$3. No limit. May 7 - May 31