



eNewsletter

The nation's largest sewing show, tailored for novices and experts alike!

www.sewexpo.com

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2017 Expo Dates - March 2-5, 2017 Puyallup, Washington

Dear Expo Goers,

Wow, it is time again to bring you up to date on our big line-up for the Sewing and Stitchery Expo 2017. It seems like we no sooner end one Expo and we are in the throes of another one and it is so much fun to see what our vendors and speakers have planned for another year. For those of you who can't remember, this will be our 33rd year.....I can hardly believe it! We always look forward to seeing all of you because it is like one big family reunion. So start planning now for March 2-5, 2017.

We have decided that it would be great fun for you to show off your creativity at the Expo. So, we have planned for a "Hat Contest." Hats have been part of our logo from the beginning and are so much fun. You can let your imagination run WILD! There will be three categories: 1. Most Glamorous; 2. Most Outrageous; 3. Most Sewing Related. Those who wish to compete for prizes must model their hat before an audience and judges at the Expo. Official rules will be posted on our website in November. You can start designing your hat now! There are no limitations related to the hat you come up with only that you can only enter one hat, it must be worn by you, and is created by you. I can hardly wait to see yours!

Friday Night Live is the big "Baby Lock Event" and you will be thrilled to know this year will be a stand out. Baby Lock is bringing one of our favorite entertainers back with a whole new twist. Drum roll for Martha Campbell Pullen, entertainer extraordinaire. You remember Martha and her "Spanx"® act. We were all crying from laughter. This year will be no exception with costume changes, singing, dancing, and sharing how she became so successful over more than 35 years.

“Turn Your Hobby into Money-PLUS Tons of Fun!” is the title and she is pulling out all the stops to entertain you. She is even making special appearances as a frog. And we know Steve Jeffery, Baby Lock President, will also be there to entertain and give away fabulous doorprizes. This will be a night to remember for years to come just like the “Spanx”® was years ago.

Martha Campbell Pullen will also do a special “Two Needle” seminar on Saturday titled, “Dreaming Is Not Enough To be an Entrepreneur”. For over 35 years, Martha has been conducting workshops on how to plan a business doing what you love to do. She will share business plans and help you learn the basics of how to do mind mapping which graphs out a business on one page of paper. And I am sure you will be entertained as well. Sign up for this seminar when the brochure comes out in late December.

Do you have your hotel room reserved? Is your mode of transportation planned for? Have you started your list of “want-a-bees”???? I have discovered my cell phone now provides the best place for lists because it is always with me. Go through your stash, see what you need and plan to buy it cheaper at the Expo. It will make your shopping experience more enjoyable and save you time too. In fact, your phone (Notes App or Reminder App) is a good place to list your favorite vendors and their booth numbers. It is a technological world and we are learning to use it to make our lives better.

Come to the Expo early so you can partake in the Wednesday Pre-Expo classes. I have seen the list and it looks like you will have a great selection to choose from. I will give you some more information of them in future newsletters.

We will be announcing more special events in the upcoming newsletters, so stay tuned and start planning for another great year!

Joanne Ross, Director

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Joanne Ross
Director

