



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,

We are ready for the 2017 Sewing and Stitchery Expo and we hope you are too! We have new seminars, speakers, vendors, style shows and events for you to enjoy and take part in. We have been working for a year to make this the best show ever so get those comfy shoes ready for a big time in Puyallup! First a reminder that you can purchase event and seminar tickets at the Expo at the Ticket Counter in the Showplex. Tickets available for evening events include:

Friday Night Live, Turn Your Hobby into a Career, sponsored by **Babylock**. Martha Pullen, an icon in the sewing world, will bring a whole new passion to the Sewing and Stitchery Expo. She will share her 35 years of experience as an entrepreneur in the sewing industry. She is most known as the founder of *Sew Beautiful* magazine, a leader in the heirloom sewing industry, vintage textile historian, and world-wide teacher. Her background includes a mile-long list of experiences. She has been a TV personality, author of 50 sewing books, two business books and two cookbooks. She has also been a salesperson, community teacher, cheerleader coach, church pianist, pageant judge, college professor, English teacher, second grade teacher, and actor. She

The graphic features a photograph of Martha Pullen, a woman with short blonde hair and red glasses, resting her chin on her hand. To her right is a green vertical bar with the 'baby lock' logo in a white oval. Below the photo is a white circle containing the text 'FRIDAY 6:30 pm' and '\$25'. At the bottom of the graphic is a red banner with the text 'Friday Night LIVE!' in white, stylized font.

was photographic and runway model, government contractor, alterations seamstress, tutor and event speaker.

Quilters Night Out, on Saturday March 4, **Janome** is sponsoring the “**Quilting Criminals**”, Kym Goldup-Graham and Ann Duncan. These two professionals are coming from Australia and are well-known as the inventors of *The Sewing Revolution Rulers* and authors of the *Infinity Quilt Book*. These ladies are humorous and promise to have you rolling in the aisles. They will share their techniques for breaking the rules, their quilts, samples and you will have an evening to remember. They have taught classes around the world and will now come to the Expo for your enjoyment.



Sponsors: We want to thank our generous sponsors for helping to make the Expo more affordable and fun for everyone. Please extend your appreciation when you see them.

- **Babylock** for Friday Night Live, “For the Love of Pets” Sewing Area and bags
- **Bernina of America/Puget Sound Dealers** for sewing machine door prize
- **Clover** for the Hat Contest
- **Coats** for the thread at the “For the Love of Pets” area
- **Fashion Sewing Supplies** for bags
- **Free Spirit** for the fabrics at the “For the Love of Pets” area
- **Janome America/South Sound Sewing** for Quilters Night Out and sewing machine door prizes
- **Kai Scissors** for bags
- **Quality Sewing/Brother** for sewing machines and bags
- **Quality Sewing /Pfaff Sewing Machines** for sewing machine door prizes
- **Quality Sewing/Viking Sewing Machines** for sewing machine door prizes
- **Schmetz/Euronotions** for the Hat Contest
- **South Sound Sewing/Elna USA** for sewing machine door prizes
- **Superior Threads** for the Hat Contest

Do you want to show Fluffy or Fido you love them with a new bandana, but have never made one yourself? Then the Baby Lock's For the Love of Pets Sewing Area is for you. No sewing experience is needed to sew a bandana, complete with a customized name, for your "fur baby."

Don't have a pet? Sew one for yourself or a friend! With free thread provided by Coats and fabric provided by Free Spirit, your \$5 donation will go directly to the Humane Society of Tacoma and Pierce County to help provide food, shelter and medical services to more than 12,000 animals. (Have questions about the Humane Society? They will be onsite to talk with you.) In addition to your customized bandana, for each donation, you will receive a free door-prize ticket for a pet giveaway prize, courtesy of Baby Lock.



The Hat Contest will give you a chance to join in the Expo fun. Prizes for the top winner in each category will be given. Find one of your hats and decorate it or make a new one. This contest is sponsored by **Schmetz, Superior Threads and Clover**. There are three categories: Most Outrageous; Most Glamorous; and Most Sewing Related. Show off your talents and maybe win a prize. Each day there will be a parade of "Hat Contest Contestants" on the Free Stage at 12:30. A panel of judges will pick the winner in each category. The rules are on the website <http://www.sewexpo.com/Hat-Contest>

Seminar Changes: If there are any last minute changes related to seminars including room changes, cancellations, etc., you will be emailed if you have a ticket for that seminar. Remember to look us up on **Facebook**. It is just one more place where we will share what is coming, any changes, highlights, etc.

4-Day Pass: Just a reminder that 4-Day Passes are still available for \$42.

Reminders for the Expo:

1. **Wear comfortable shoes and clothes, leave the carts at home, and please use our package check.**
2. **Don't forget your tickets.**
3. **Seminar and event tickets will be available at the show.**
4. **Be sure to bring a friend for an even better experience.**

5. **Remember to use the “Package Check” to save your energy and make your experience better.**
6. **Thank our sponsors when you see them. They help make it all possible for a reasonable price.**

Are You Ready? Do you have your favorite vendor lists made out? Do you have your seminar tickets and your Four Day Pass? I hope so because the Expo is just around the corner and we are very excited about seeing you. You will get a souvenir **Expo Bag** thanks to our generous sponsors: **Baby Lock, Janome, Quality Sewing and Fashion Sewing Supplies.** And you can fill it with all your favorite finds and check your packages at our package check.

I am looking forward to seeing you at the Expo.

Joanne Ross, Director
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Director