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Quilt as Desired

WINTER 2008

NEWSLETTER

SPECIAL POINTS OF INTEREST:

- **New Loyalty Program** to replace QAD's Rewards Card Program
- **Win/Win Solutions**
- **Trade In/Trade Up Program**
- **Added Value Packages with Machine Purchase**
- **Let Me Show You Program**
- **Tutor Tuesdays**
- **Block Party 2008**
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- **Toonie Tuesday**
- **Thimbleberries Club 2008**
- **Fabric & Friends Quilt Group**
- **Sew Creative Embroidery Club**
- **Classes/ Workshops**

Happy New Year

Happy New Year from all of us at Quilt as Desired. We look forward to all the activities we have planned for the new year and hope that you will join us. Given that this is the time of year for looking back and assessing the year just completed as well as looking forward to the year ahead as we make our new year's resolutions, we thought it fitting to share with you our thoughts and our new year's resolution for 2008.

Over the past 3 1/2 years, we have learned a lot about retail, particularly as it relates to our specific niche of sewing machines, and all things related to sewing, quilting and machine embroidery. Along the way we've also made our fair share of mistakes. However, our goal is to learn from our mistakes and to incorporate what we've learned into how we operate. At all times, we strive for excellence in customer service. To that end our new year's resolution for 2008 is

to work with our customers to always attain a win/win outcome. To achieve this goal for 2008, we are putting into place a number of solution-oriented practices that will allow us to work towards meeting your needs as well as support the successful operations of Quilt as Desired. Working towards win/win will ensure that we will continue to be here to inspire and support your joy of sewing!

(Read more about these new practices below.)

Win/Win Solutions

Quilt as Desired will continue to accept returns on sewing machines. Research has revealed that returns are generally not accepted by independent sewing machine dealers; however, we have found that a limited return policy works well for us. It allows some flexibility for the customer while still meeting the operating needs of a specialty retailer. Sewing machine returns are allowed within seven days of purchase with a 20% restocking fee. The machine must be returned in the condition in which

it was sold.

Quilt as Desired's sewing machine trade in/trade up program has also been revised to allow for more flexibility for our customers.

Quilt as Desired will now accept returns on cut fabric for credit only. Original receipt must be presented and fabric must be in the same condition as when sold. Customer will be charged a 20% cutting fee on the return.

Customers wanting fabric samples will have two options. A fat

quarter of the fabric can be purchased and returned for cut yardage or we will be happy to cut any amount less than our minimum cut of 1/4 yard for a fee of \$1.00 per inch.

Returns on notions (unopened) will be accepted within seven days of purchase with receipt.

Unfortunately, due to copyright issues, returns/exchanges cannot be accepted on books, patterns, and software.

Exciting New Customer Loyalty Program!

Starting January 1st, Quilt as Desired is introducing a brand new customer loyalty program. There will be no card to keep in your wallet, no key tag to be punched and no receipts to save. We'll keep track of everything for you!

There is **no** cost to register and you will receive an immediate 5% savings on **all** regularly priced merchandise in the store **including** sewing machines, sewing cabinets and software. The program will run January to December and in each quarter of the year, you will earn Quilt as Desired Loyalty "Bucks" in increasingly larger percentage increments based on your level of purchases (up to a maximum of \$90 Loyalty "Bucks" per quarter). The more you spend, the higher the percentage of Loyalty "Bucks" you earn. At the end of each quarter you will be able to pick up your earned Loyalty "Bucks" to be redeemed on **anything** in the store. You will have up to a year to use your Quilt as Desired Loyalty "Bucks".

It's just our way of saying "Thank You" to our loyal customers!

Stop by the store to register and to receive complete details.

Trade In / Trade Up Program

Many of our customers find that their sewing habits change over time or discover that they want to be able to do things that their current machine cannot do. We will work with you to help you choose your next machine that will do all the things that you would like it to do. AND, we will accept your current machine as a credit towards your new machine. Trade in/Trade up value is determined by the age of your machine as well as the value of the machine in which you are purchasing. Stop by the shop with your current machine and we would be happy to advise you as to its trade in/up value.

Added Value Packages with Machine Purchase

We don't just sell you a machine in a box. We want to support you as you experience the joy of sewing with your new machine purchased at Quilt as Desired. Therefore, every Sewing/Embroidery Machine and Serger purchased at Quilt as Desired comes with an Added Value Package. Each Added Value Package includes coupons to be redeemed for Quilt as Desired's Machine Mastery Classes, automatic registration for Quilt as Desired's Customer Loyalty "Bucks" program and immediate benefit of the 5% discount off the regular purchase price of the machine being purchased, participation in Quilt as Desired's Trade Up Program, complimentary regular machine servicing at the machine purchase anniversary date, and support and troubleshooting either by phone or in person.

Purchase Financing Available

Take advantage of our account options for your next purchase.

Three types of accounts are available.

Regular Revolving Account

No interest, no payments for 3, 6 or 12 months

Easy Payment Plan for 12, 24 or 36 months (equal payments with interest)

Account options are available on purchases over \$250.00.

*“Blessed are
the children of
quilters, for
they shall
inherit the
quilts.”*

Let Me Show You Program

Quilt as Desired is excited to introduce its “Let Me Show You” Program. Every Thursday at 2:00 pm, starting January 10th, we will show you how easy it is to master a new technique whether it’s a how to use a specialty presser foot for your sewing machine or a technique involving quilting, sewing or machine embroidery. Schedules will be available for pick up at the shop and we will give you updates via email. These demos are free of charge and are just another way we are working to enhance your shopping experience. No registration is required — just drop in. We’ll have the coffee on!

Tutor Tuesdays!

We’re here to help! Drop into the store on Tuesdays between 1:00 and 3:00 p.m. and receive specialized help with your project. The first Tuesday of the month is reserved for quilting (Jan. 8, Feb. 5, March 4), the second for machine embroidery (Jan. 15, Feb. 12, March 11), the third for general sewing (Jan. 22, Feb. 19, March 18) and the fourth Tuesday is reserved for embroidery software assistance (Jan. 29, Feb. 26, March 25). Please call ahead to let us know you are coming. Cost is only \$10 per session.

Block Party 2008 (Block of the Month)

Block Party 2008, Quilt as Desired's Block of the Month Program, uses an easy diamond and Y-seam-free method of making a different 12" star block each month. Choose from four color families — black with brights, white tone-on-tone with lighter, more pastel colors, cream tone-on-tone with more muted colors or batiks. Register now to reserve your spot and select your colorway. A demo of the block construction will take place on the last Saturday of each month at 11:00 am. Participants can pick up their block at that time or anytime after with no penalty. Cost is \$5/month (\$6 for batiks) prepaid one month in advance. Those wishing to prepay for the year will receive a 10% discount. Register now to reserve your spot and select your colorway.

*"A quilt will warm
your body and
comfort your
soul."*

*"A messy
house is the
sign of a
happy
quilter."*

Sew Socials

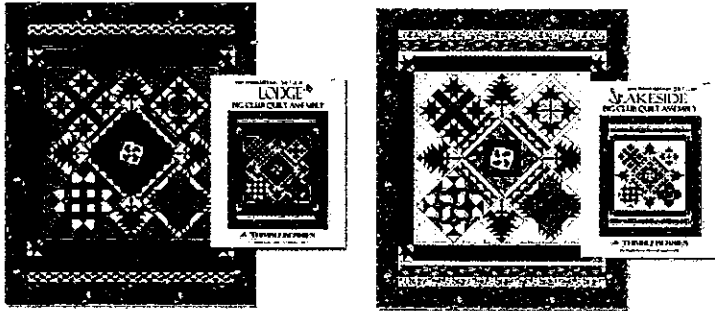
The first Friday afternoon of each month from 1:00 - 5:00 we'll have the coffee on and cookies out! Come and join us — Sew what you want, finish a UFO, start something new, or help us work on charity quilts. We look forward to spending this time with you! (January 11, February 8, March 7 and April 4th)

Toonie Tuesday Continues!

Toonie Tuesday has quite the following. Participants find it rewarding to be challenged each month by a new block. It is also an economical way to build a sampler quilt or you can use the blocks in any way you choose. We will continue with this program as long as there is interest. For those of you not familiar with the program, Quilt as Desired offers a new block each month. A kit with instructions and fabric is available every Tuesday for the month for only \$2. You will have three colorways to choose from . . . Black background with brights, white with pastels and off-white with more muted colors. See you on Tuesdays!

2008 THIMBLEBERRIES QUILT CLUB

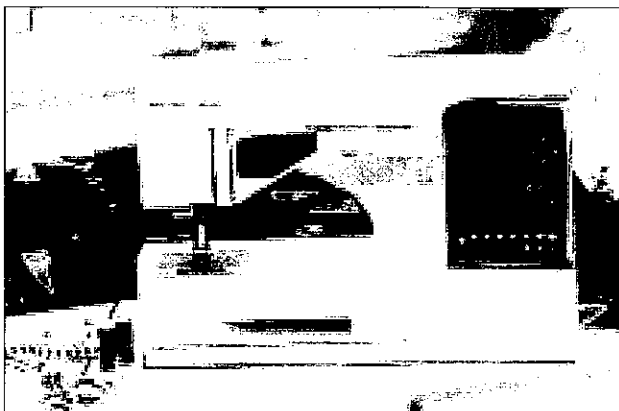
LODGE & LAKESIDE



Quilting with friends is as easy as joining the Thimbleberries 2008 Quilt Club. Quilt Club 2008 features the Lodge & Lakeside fabrics by RJR and the Big Club Quilt in two colorways—Lodge & Lakeside. Four single patterns, published quarterly, are used to complete the Big Club Quilt (94" x 114"). They are Lakeland Pines, Bear Paw Runner, Forest Bloom and Woodland Stars, also available in two color options. In addition, Lynette Jensen designs extra club projects exclusively for Thimbleberries Club members and communicates with them monthly through her Quilt Club newsletter. Registration \$25. Big Club Quilt \$25*/month for 12 months (includes all patterns and fabric). *Ten percent discount if paid in full (for the year) at time of registration.

As soon as they arrive (early January), we will be introducing six Husqvarna Viking Sapphire 870 Sewing Machines into our classroom for your use. We invite you to leave your machine at home and enjoy the features of the Sapphire 870!

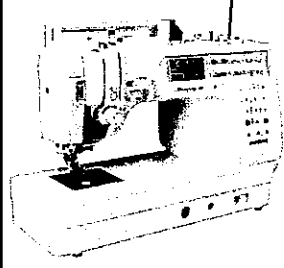
Husqvarna VIKING



SAPPHIRE™ 870 QUILT

- Large Graphic Display
- 163 stitches
- Pattern re-start and mirror image end to end function
- 5 alphabets
- Selective Thread Cutter
- 20 permanent memories
- Start/Stop sewing without foot control
- Electronic Self adjusting Thread Tension

Memory Craft 6600
Professional



**"Behind every
quilter is a huge pile
of fabric."**

**"My soul is fed
with needle and
thread."**

**"One quilt-
ing project,
like one
cookie, is
never
enough!"**

Fabric and Friends Quilt Group

Join us for a fun and informative evening on the last Tuesday of each month (6:30—8:30 p.m.). A group of quilting enthusiasts get together for inspiration, demos of new techniques, special projects, show and share and a great time! Registration is just \$60 for year (September to June) and is pro-rated — join now for just \$30 (January to June).

Sew Creative Embroidery Club

Sew Creative Embroidery Club is an exclusive embroidery club with one new and innovative embroidery project each month for 12 months (starts February 2008). As a member, each month, you will receive a new project with coordinating embroidery designs and an optional one hour demonstration class (second Thursday of the month at 11:00 a.m.) on how to create the project. The embroidery designs and projects have been developed by Snez Babic, a Husqvarna Viking embroidery and digitizing educator. You can see samples of past projects at her website, www.snezbabicdesigns.com. Embroidery designs have been formatted for all embroidery machines. Fee: \$120/year (includes all designs and project sheets).

**Register
for
Classes/Wokshops
Now!**

Class Registration Guidelines

Quilt as Desired strives to bring you exciting new classes each session. In addition to our Machine Mastery Classes and Quilting Classes, we are excited to announce that we have added basic sewing and home dec classes. Register early to avoid disappointment.

Register by phone, e-mail or in person. In order to hold your spot, classes and kit

fees must be prepaid. Pay by credit card, cash or debit.

Registration fees are non-refundable unless a class is cancelled by Quilt as Desired. If a customer cancels at least one week prior to the start of the class, a credit will be applied towards another class. After that time, class fees are non-refundable and non-transferable.

Note: Where a fabric kit is indicated, purchase of the fabric kit is a requirement of registration. However, you will select the fabric that you would like for your kit.

Sewing Machine Mastery Classes

Machine Mastery Level 1 (Mechanical and Electronic Machines): Getting to Know Your Machine – Threading, needles, bobbin winding, straight stitch, zigzag, three-step zigzag, reverse and lock stitch, review of accessories, machine maintenance.

Machine Mastery Level 1 (Computerized and Embroidery Machines): Getting to Know Your Machine – Threading, needles, bobbin winding, straight stitch, zigzag, three-step zigzag, reverse and lock stitch, review of accessories, machine maintenance.

Machine Mastery Level 2: Basic Applications - Buttonholes, sewing buttons on by machine, blind hems, knit stitches, gathering, basting, overcasting and edge finishes

Machine Mastery Level 3: Basic Applications Continued – Twin needle hem, felled seam, rolled hem, jeans hem, shell tuck and picot edge.

Machine Mastery Level 4: Embellishment - Raw edge and satin stitch applique, couching, cording, beading, piping and fringe.

Machine Mastery Level 5: Creating with Free Motion - Free motion quilting using a darning foot and sewing with the feed dogs down

Machine Mastery Level 6: Quilting Techniques – ¼" seam, buttonhole appliqué, decorative stitch appliqué, crazy quilting, ditch quilting, hand quilting by machine

Machine Mastery Level 7: Introduction to Heirloom Techniques – smocking, twin needle hem, corded pin-tuck, twin needle decorative stitching, bobbin work.

Machine Mastery Level 8: Memory Magic - Designed for computerized machines with memory capabilities. Learn the functions of your programming features on your computerized sewing machine, combine decorative stitches and/or lettering, and store and retrieve these programmed pattern combinations.

These classes are held every Friday (10 - 11:30) and Saturday (9:30 - 11:00) starting January 11th. The level offered is scheduled based on demand. Please call the shop to register. Registration is \$35/class. **There is no charge for these classes for Janome and Husqvarna Viking machine owners who have Quilt as Desired's Added Value Package (which comes with each new machine purchase).**

Embroidery Machine Mastery Classes

Please call the shop for the schedule of these classes. Registration is \$45/class. **There is no charge for these classes for Janome and Husqvarna Viking machine owners who have Quilt as Desired's Added Value Package (which comes with each new machine purchase).**

Level 1a: Introduction to Your Embroidery Machine. Explore the features of your embroidery machine, including threads, proper hooping techniques, different types of stabilizers.

Level 1b: Transferring for the Timid. Does transferring designs scare you? Are you mystified where they go when you hit send? Come and let us show you how easy it is to take a design from the computer to your embroidery machine.

Level 2: Create samples using different types of stabilizers and fabrics.

Level 3: Design Placement. Learn to combine designs and proper design placement. Learn to embroider using the lettering function of your machine.

Serger Mastery Classes

Level 1 - This beginning serger class is a must for everyone who is determined to conquer their serger. Threading, balancing tensions, basic stitches, serger construction techniques and maintenance will be covered. You will learn where, when, why and how to easily change settings on your machine. At the end of this class you will be more confident using your machine.

Level 2 - The focus of this class is seam finishes --- french seam, rolled seam, overlock seam, flatlock seams, etc.

Level 3 - This class will continue with serger construction techniques using the basic overlock stitch, including corners, lace and elastic application. Rolled edge basics and flatlock settings will be included, along with decorative thread tensions. All models and brands are welcome; however, you must know how to thread your machine. Serger Mastery I and II are prerequisites for this class.

These classes are scheduled based on demand. Please call the shop to register for the next available date. Registration is \$35/class. **There is no charge for these classes for Janome and Husqvarna Viking machine owners who have Quilt as Desired's Added Value Package (which comes with each new machine purchase).**

Sew With Confidence Classes

Do you think sewing is difficult? You won't after taking our Sew with Confidence series of classes. Instruction includes all you need to know to start sewing like a pro! You will start with the basics learning about fabric to use for what garment, how to read a pattern and basic fitting techniques. Continue on with sewing pajama pants and top and you will learn how to make pattern adjustments to ensure proper fit, simple waistband techniques, basic seam and seam finishing, hems, facings, collar, sleeves, and buttonholes.

Introduction to Garment Sewing: In just a few hours you will be given enough information to get you started. You will learn the basics about fabric selection, what to look for when shopping for a pattern, choosing the right size, how to read a pattern, what tools you require and when to use them. No supplies are required for this class. 3 Hours, Tuesday, January 15 (6:30-9:30 pm.) Registration: \$30

Pajama Pants: Over the course of three weeks, you will construct pajama bottoms with an elastic casing waistline. You will learn basic fitting techniques, pattern layout, basic seams and seam finishing, and a turned and topstitched hem. Tuesday, January 22, February 5, 12 (6:30 - 8:30 p.m.) Reg. \$45 (Fabric Kit Required)

Pajama Top: This four week class will teach you additional fitting techniques, patch pocket, when and how to use interfacing, adding a collar and facings, sleeves, topstitching and buttonholes/buttons. Tuesday, February 19, March 4 - 18 (6:30 - 8:30 p.m.) Reg. \$60 (Fabric Kit Required)

Home Dec Classes

Now your home can be decked out in the latest styles with beautifully coordinated ensembles in every room. Simple, custom fit window treatments, pillows and cushions, bedroom décor, and table accessories are easy to sew. No patterns necessary — just measure, cut and sew using shortcut techniques to create classic home décor. Pick and choose from the following classes. Some are demo/seminar style and others are hands-on workshops.

In the Bedroom: Freshen up your bedroom with new décor. At the end of four weeks, you will have a beautiful new double/queen comforter with matching pillow cases, pillow shams and a neckroll pillow. (Note: Take the Window Treatments Class and you can then have matching curtains.) 4 weeks, Wednesday, Jan. 23 - Feb. 13 (6:30 - 8:30 p.m.) Reg. \$60 (Fabric Kit Req.)

In the Living Room 1: Dress up your living room with new cushions to match your décor! During this 3-hour hands-on class, you will make simple cushions and cushion covers. Wednesday, Feb. 20 (6:30 - 9:30 p.m.) Reg. \$25 (Fabric Kit Required)

In the Living Room 2: Learn how to embellish your cushions using your sewing machine's decorative stitches and specialty presser feet to make fringe and add couching. Wednesday, Feb. 27 (6:30 - 9:00 p.m.) Reg.: \$20 (Fabric Kit Required)

In the Kitchen/Dining Room: Very simple placemats and a table runner will brighten and enhance either your kitchen or your dining room. Wed. March 5, (6:30 - 9:30 p.m.), Reg. \$25 (Fabric Kit Required)

Window Treatments: In this seminar style class, we will cover simple rod pocket curtains, tab curtains and roman shades. Wed. March 12, (6:30 - 9:30 p.m.) Reg. \$25

Fabric Bowls: Whether you are a novice to sewing or an expert, you will love making this fast, fun and easy fabric bowls. They're so much fun to make, you'll want one for every room in your house . . . And they make perfect gifts. Wed. March 19, (6:30 - 9:30 p.m.) Reg: \$25 (Fabric Kit Required).

Quilting Classes

Beginner Quilting – Sampler Quilt (Wanda Steiner)

In 8 weeks, you will be introduced to all aspects of machine piecing, simple machine applique, rotary cutting methods, strip piecing, bias squares, quarter-square triangles, handling bias edges, sashings and borders and squaring your block. This is a very basic beginner course for those who have never used a rotary cutter. All methods shown are speed methods so you can create quilts quickly once you master the basics. The first session will introduce you to the tools on your supply list & why you need them. You will also be shown how to select your fabrics according to value and contrast. Jan 1-31, Feb 14-28, Mar 6, 20 (6:30 - 8:30 p.m.) Reg. Fee: \$120 Fabric Kit & Pattern required.

Introduction to Quilting: This two hour class will introduce you to basic rotary cutting, how to correctly read your omnigrad rulers and how to get an accurate scant 1/4" seam when piecing. Wednesday, January 16, 2 - 4 p.m. or Saturday, January 19, (1 - 3 p.m.) Reg. \$15

Beginner Quilting - For those that don't have time for the 8 week comprehensive beginner quilting class, this easy-to-piece quilt is the perfect project for you! You have the option of make it a crib quilt or a sofa/lap size. With a simple design of rail fence blocks and wide sashing, you'll be finished in no time. Prerequisite: Introduction to Quilting (above) Three weeks. Wednesday, Jan 23 - Feb 13, 2 - 4 p.m. or Sat. Jan. 26, Feb. 2, 16, 23, (1:00 - 3:00 p.m.) Reg. \$45 (Fabric Kit Req.)

Two Solitudes—Reversible Quilt: This is a dramatic variation on a previous reversible quilt class. Come and learn a new technique and have fun at the same time. This quilt is beautifully done in orientals and batiks and can be done with a reversible binding. Saturday, Jan 26, Feb 9, 23, March 8, 3:00 - 5:00 Reg. \$60 (Fabric Kit Required)

Quilting Classes (continued)

Hand Applique - Baltimore Album: Do you really enjoy the look of layered floral blocks in heritage-style quilts? Maybe you purchased patterns and fabric for a gorgeous appliqué quilt and feel overwhelmed by the number of tiny templates for all of those lovely flowers. There is another way! You are invited to spend an evening learning to put away those teeny-tiny pieces of freezer paper and take another approach to complex appliqué. Iris Rountree will show you the “back-basting” or “template-free” approach to complex appliqué and you will be able to use it for simple and complex patterns. This is a session for people who have already done some hand appliqué and would like to do more. Thursday, January 10th (6:30 - 9:00) Reg. \$20

Applique Workshop: This workshop is the perfect introduction to appliqué. You will be shown five different appliqué techniques including an easy template free hand appliqué method and different machine appliqué stitches. You will make samples to take home in the way of coasters that you can use. Sat. March 1, (11:00 - 5:00), Reg. \$45 (Fabric Kit

Hand Quilting: This is a full day workshop of benefit to both beginner and experienced hand quilters. Tracy Popp will share her expertise and help you perfect your hand quilting stitch. Sunday, February 5 (10:00 - 4:00). Reg.: \$45

Cozy Flannel Raggy Quilt: Join us for this two-week class to make this adorable cuddly raggy quilt. You will have a choice of which size to make, crib or lap size. The quilt is set on point and has simple appliqued hearts in alternating blocks. You do not need quilting experience to make this quilt. Tuesday, January 15 - 22, (10:00 - 12:00), Reg. \$30 (Fabric Kit Required).

Under the Sea: You'll love making this zany appliqued wallhanging. This ocean scene features fish that are reminiscent of those from Finding Nemo! The pieces are fused to the pieced background and then stitched down with a buttonhole (blanket) stitch. Saturday, March 22 - 29, (1:00 - 4:00), Reg. \$45

Mariners Compass Stars: We'll introduce you to paper piecing in this quick two-hour workshop. You will complete a 12" star block from Carol Doak's latest book, Mariner's Compass Stars. Once you see how simple it is, you'll be hooked and will want to make a whole quilt using this technique and Carol's book! Saturday, January 12, (1:00 - 5:00), Reg. \$25 (Fabric Kit provided \$20)

Wild Goose Chase Quilt: Once you've tried Eleanor Burn's method for making flying geese blocks you won't want to go back to using any other method. Those who've tried it, love it! We'll be using one of the designs from Eleanor Burn's Wild Goose Chase book that features fussy cut centre squares to each block surrounded by flying geese. It is wallhanging size; however, you will have the option of making it larger if you choose. Saturday, March 8 - 15, (1:00 - 3:00), Reg. \$30 (Fabric Kit required)

The love of sewing is our
common thread!