

The Embroidery Experience with Deborah Jones and Embroider This!

Learn from embroidery industry experts Deborah Jones and Sarah Kochanowski

Thursday Evening August 12

Registration for Digitize with Deborah – in Churchill meeting room

5 p.m. to 7:30 p.m.

Check in for your digitizing class if you are arriving on the evening before. Assistance will be provided in loading your software on your laptop if you have not been able to get this done, so you will be ready for start of class at 9:00 a.m.

Friday, August 13

8:00 a.m. to 9:00 a.m. – Outside Windsor Ballroom

Check in for your digitizing class and enjoy provided pastries, juice and coffee.

9:00 a.m. to 10:15 a.m. – Windsor Ballroom

Part One – Digitizing with Deborah Class

10:15 a.m. to 10:45 a.m. - Mid-Morning Break

Coffee, soft drinks, bottled water provided

Store Open - Churchill

Embroider This and My Embroidery Mentor products will be featured at wholesale prices in the on-site store conveniently located just outside the meeting room.

10:45 to 12:00 noon

Part Two – Digitizing with Deborah Class - Windsor Ballroom

12:00 noon to 1:00 p.m. – Lunch in the Atrium

Store Open - Churchill

1:00 p.m. to 2:30 p.m.

Part Three - Digitizing with Deborah Class - Windsor Ballroom

2:30 p.m. to 3:00 - Afternoon Break

Coffee, soft drinks, bottled water provided

3:00 p.m. to 4:30 p.m.

Part Four - Digitizing with Deborah Class - Windsor Ballroom

4:30 p.m. – 7:00

Free time and dinner on your own

7:00 p.m. - 8:30 p.m.

Stop, Look and Learn Displays - Windsor Ballroom

Enjoy an informal session with educational display stations on a variety of embroidery subjects. Ask questions, get product samples and meet your fellow attendees.

Coffee, soft drinks and bottled water provided.

Saturday, August 14

8:00 a.m. to 9:00 a.m.

Store Open - Churchill

Registration

Pastries, Coffee, Juice and Bottled Water provided

9:00 a.m. – 9:45 a.m. - Windsor Ballroom

Hoop This!

Learn practical methods to embroider items that are often considered difficult to hoop, including pillow cases, pile fabrics, cosmetic bags and more. A variety of methods will be shown for getting accurate placement and straight embroidery – every time.

9:45 a.m. - 10:15 a.m. – Break

Store Open - Churchill

Coffee, soft drinks, bottled water provided

10:15 a.m. – 11:00 a.m. - Windsor Ballroom

Working with Challenging Fabrics

Learn how to get high-quality embroidery on a wide range of fabrics. You will be proud to show off your embroidery on sheer handkerchiefs, plush fabrics, deeply textured materials and more. Learn proper needle and stabilizer combinations for each fabric type.

11:00 a.m. – 11:30 p.m. - Windsor Ballroom

All About Monograms

Does the man's initial go on the left or the right when embroidering a married couple's linens? What is traditional for a baby's birth blanket? The first and middle names, or do you include the last name too? These and other puzzlers will be answered in this informative session.

11:30 a.m. – 12:30 p.m.

LUNCH in the Atrium– Provided

Store Open - Churchill

12:30 p.m. - 1:15 p.m. - Windsor Ballroom

Selling and Pricing Your Embroidery

Even if you don't have a full-time business, you probably get requests for embroidery. Learn how much you should charge for your time, including time at the computer. Get an understanding of how to set yourself and your products apart from other embroiderers with unique products and embellishments.

1:15 p.m. - 2:00 p.m. Windsor Ballroom

Give What Lasts

Get great gift ideas for gift-giving occasions of all kinds. Whether for your personal gifts or for recommendations to your customers, you will leave this class with ideas for gifts that will be a pleasure to receive and treasured for years to come.

2:00 p.m. – 3:00

Store Open - Churchill