

# The Daily Stitch

Stitchville USA

JANUARY 2009

7-HI CENTER • MINNETONKA • (952) 474-1700 • toll free 888-232-9403

## DEBBIE'S CORNER

Ring in the New Year is always the promise of a new beginning! We are full of hope and resolutions about what we'll do differently and a few of us might even keep those resolutions once the hustle and bustle of the holidays has waned.

One negative that has had a ripple effect on most everybody is, of course, the economy. One way to relieve the accompanying stress is, in my opinion and without a doubt, stitching!! Try it. It may beat a resort or therapy and it's cheaper!! Pick up those projects that got put on the back burner during the hectic but wonderful holiday season and relax. Be productive with a calming therapeutic session with your passion. And as always, ... Happy Stitching!

*Debbie*

P.S. Don't forget to mark your calendars for **February 16th**. That's when the classroom will be filled to the brim with all the wonderful new stuff we'll be bringing back from **Nashville Cash & Carry!** We're driving, so there's not any luggage restrictions!



**\$5 Gift Certificate**

Just turn in a full key tag and be eligible to win a \$5 gift certificate. Congrats to our Winners in the Monthly Key Tag Drawing:

**November**  
**Beth Reilly**  
Plymouth

**December**  
**Stefnie Hatch**  
Victoria

## We'll mail it to you

If it's not convenient to stop in and you need a special something!

Call us at  
(952) 474-1700  
or fax 474-1618  
and we'll send it out!  
TOLL FREE:  
1-888-232-9403



## New Books

• The Mill Hill Spring Bead & Button kits are here! Six new designs — three flowers & three veggies. Their spring mini kits are adorable magnets. They're so cute you'll need to do them all!

They've also published a pattern book by Jim Shore called 12 Days of Christmas. Each square is 6x7 on 32 ct fabric. You can do them individually or altogether.

• Lizzie\*Kate has released the first of four new "Giggle Boxer" designs for 2009. Did you ever stop to think—and forget to start again? I can sure relate to that one! She also has the first 3 double flip-its called the Halloween Boo Club. Start it now. Have yours completed in time for the holiday. Her other new designs are called It's a Girl Thing and Spring Garden in punch needle.

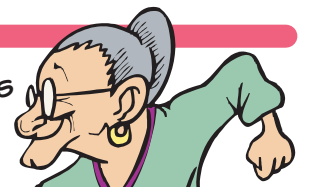
• Speaking of punch needle, Pine Mountain has a great way to have a tree full of ornaments for next Christmas. The monthly kits come with the preprinted fabric, floss and 4 WDW wool circles for finishing. It can't get any easier than that! Their new monthly pillow series are as adorable as ever. The tall sham-type pillow is really cute too.

New Books continued inside



# Super Bowl Sunday Sale February 1

Details on back!



www.stitchville.com



# CLASS SCHEDULE

## ✂ Includes Kit

Classes are on a first-come, first-serve basis and are to be paid at the time of registration. Refunds are available up to 5 days prior to class time - no exceptions! Three-student minimum required for the class to be held.

Remember, our shop closes at 8 pm. If you would like to shop, please come to class early (5:00 pm on Saturdays). Thanks!

**Class Registration Policy**  
Enjoy our wonderful board room table, cushioned chairs and great light. Stop in to see our class board, where all projects can be viewed. If you have any class suggestions, let us know. We'll see what we can do!



## NEW

### NEEDLEPOINT Stitcher's Best Friend \$10

EVERY 2nd Saturday • 1:00-3:00 PM  
Instructor - Deb Sieber

Do you need new ideas or inspiration? Do you need to select threads for a canvas that you want to stitch? Or are you dissatisfied with some of the stitches you selected? Then our needlepoint person is here to help. Deb Sieber has a great understanding of how threads work on your canvas to best achieve the look you're after. She'll also offer suggestions for stitches that might just "jazz up" that canvas! So, pull the "problem child" out of its hiding place and bring it in. Deb will help you find new threads, a new canvas, new stitches, and most importantly a new perspective.

### "Twisted Cord" ✂ \$25 & Tassel Making

Sat • March 28 • 1:00-3:00 PM

Instructor - Debbie Clarke & Deb Sieber

Learn how to make twisted cord with 1, 2 and 3 colors. You will also practice the art of tassel making. A mini drill and 1 pearl cotton is provided. Bring scissors please!

### Framing \$25 (per class)

Thurs • Jan 29 • 6:30-8:30 PM

Tues • Feb 24 • 6:30-8:30 PM

Thurs • Mar 26 • 6:30-8:30 PM

Thurs • Apr 16 • 6:30-8:30 PM

Instructor - Debbie Clarke  
Please, no pieces larger than 10" x 10"

This is a hands-on class. Come in two weeks before class to select your mats and frame for your masterpiece-to-be. Bring that piece to class with your "already selected" framing choices. You'll learn how to professionally stretch mount your piece. It will be ready to hang on your wall when you get home!

## NEW

### NEEDLEPOINT ✂ \$35 Surface Embellishments

Sat • February 28 • 1:00-3:00 PM

Instructor - Deb Sieber

Do you wish you knew how to add surface embellishments to your canvas? This class will show you how to do just that. We will make on-canvas tassels, braids, twisted fringe, couched coils, faux bullions, and if time allows, there may be one or two more! We will provide the materials you need for this interesting, hands-on course. Please bring scissors.

## NEW

### Ultimate Tassel \$25 Scissor Fob ✂

Sat • Apr 25 • 1:00-3:00 PM

Instructor - Debbie Clarke & Debbie Sieber  
Learn how to make this ultimate fob for your very own! There are two color choices offered. Stop in to see which one you'd like to make. **Basic tasselmaking knowledge required.**

### XStitch or Linen ONE ON ONE \$20

One on One Instruction . . . you may use your own project or start a new one. (Call for an appointment.)

### BEGINNING \$45 Hardanger ✂

Sat • Feb 21, 28 & Mar 7 • 10:30-12:30 PM

Instructor - Rosie Swartz

You will learn the basic steps while making a bookmark. You will learn the buttonhole, eyelets, satin stitch, weaving and spokes. Rosie has a way of making you feel comfortable with each step - even the cutting. Once you do your first piece you will be anxious to do another.

### INTERMEDIATE \$45 Hardanger ✂

Sat • Mar 21, Apr 4, 18 • 10:30-12:30 PM

Instructor - Rosie Swartz

You'll stitch a beautiful 6" ivory doily worked on 28 ct Jobelan featuring picots, doves eye, woven bars, satin stitch, double cable and buttonhole.

### ADVANCED \$45 Hardanger ✂

Sat • May 2, 16, 23 • 10:30-12:30 PM

Instructor - Rosie Swartz

Learn some challenging but fun stitches while making an 8 x 8 rose motif doily. 25 ct. white linen with ecru perle cotton will be used. Learn a kloster block variation, greek cross, satin stitch medallion and doves eye worked into a lacey-edge border.



# CLASS SCHEDULE



✂ Includes Kit

## Punch Needle

✂ \$25

Tues • Jan 20 • 6:30-8:30 PM or  
Tues • Mar 24 • 6:30-8:30 PM

**Instructor - Debbie Clarke**

Learn how to make some fascinating and textured pieces with the art of punch needle, a very old and yet new way to stitch. You'll have fun punching a cute ornament/pin while learning this technique. Join in the fun! Supplies provided - pattern, fabric and fibers.

Supplies needed - scissors, 5" hoop and a 3 strand punch needle.

## Linen or NeedlePoint "Padded Board" \$25

Cross Stitch

Sat • Apr 18 • 1:30-3:30 PM

Needlepoint

Sat • May 2 • 1:30-3:30 PM

**Instructor - Rosie Swartz**

Come learn a finishing technique - padded board. Learn a few tricks just for canvas. For this class you will need a stitched design approximately 2 x 2 with at least 1-1/2 x 2" on all sides. We will finish these pieces in a circle, square, rectangle or triangle.

**Needlepoint TRUNK SHOW**  
**20% OFF**  
March 6-29

A really spectacular trunk show that you won't want to miss from **Julia's Needleworks**.  
AGA, JHL, Georgia, JESSE, C. Leong, Decorations, Bracha Lavee and JB Designs are included in the show.



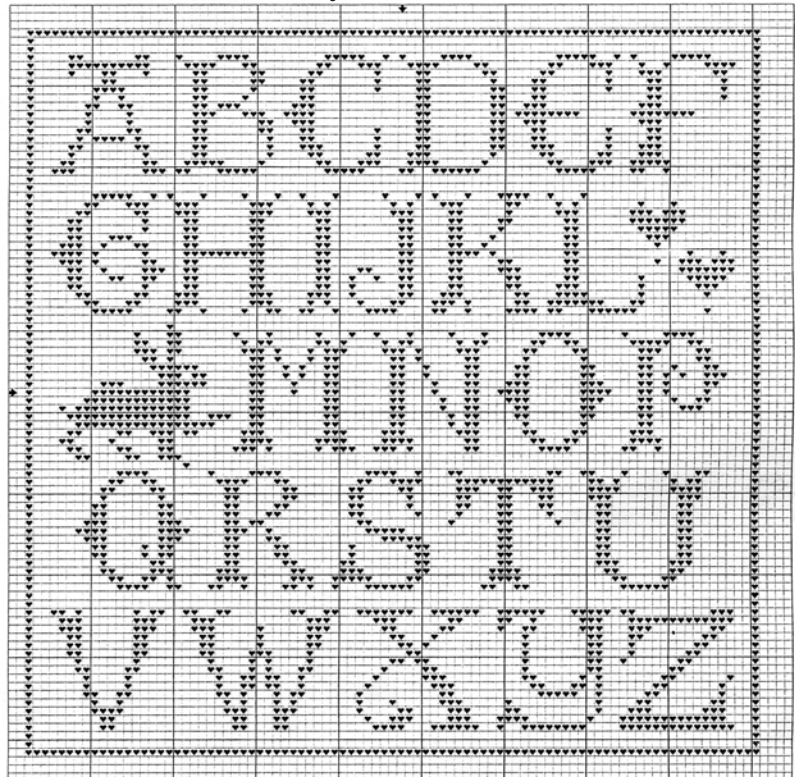
## New Books continued from front page

- **Heaven & Earth** has released a ton of new designs. Something for everyone, that's if you like the mega project. But these photo-esque designs are breathtaking. If you don't like stitching over one thread, we'll help you find just the right fabric for you.
- **Victoria Sampler** has added W is for Witch in her alphabet sampler series and a pretty Wedding or Engagement Sampler. Thea's 100th design is a beautiful Heirloom Stitching Sampler that celebrates the love of stitching and family. She's really outdone herself this time!
- **Drawn Thread** has two designs called Morning Glory and Moonlight Garden. Both delicate designs exude Cynthia's great style.

- The first of **Just Nan's 2009 Over the Top Series**, Snow and Needle Mitten has arrived. The tin has cardinals on top with a cute mitten needle minder.
- A Petit Sample Etui is a limited edition collaboration from **Praiseworthy Stitches, Cherished Stitches, The Stitching Parlor** and **With My Needle**. Each side of the etui is a small sampler. It premieres at the upcoming Nashville Needlework Market. I've already preordered, so be sure to call and reserve yours today. You'll want to have this beautiful needlework accessory holder for your very own.
- If you like the small look, you'll love the newest **Erica Michael's** silk gauze design, called To Thee My Heart. We have three of her other silk gauze designs finished here in the shop, so be sure to take a look.

**New Books** continued next page

## La-D-Da Free-bee Alphabet with Hare



Stitch count: 89 x 89

35 ct "Straw" linen by Weeks Dye Works  
One strand "Poison Apple" by Belle Soie (DMC 3328 is close)



### New Books *continued from previous page*

- The Baubles from **Sam Sarah** continues now with letters of the alphabet. C is for Cupcake is the latest. They are small designs stitched on Newport linen.
- **La-D-Da's** newest is There's no place like home, stitched on WDW linen with either silk or DMC.

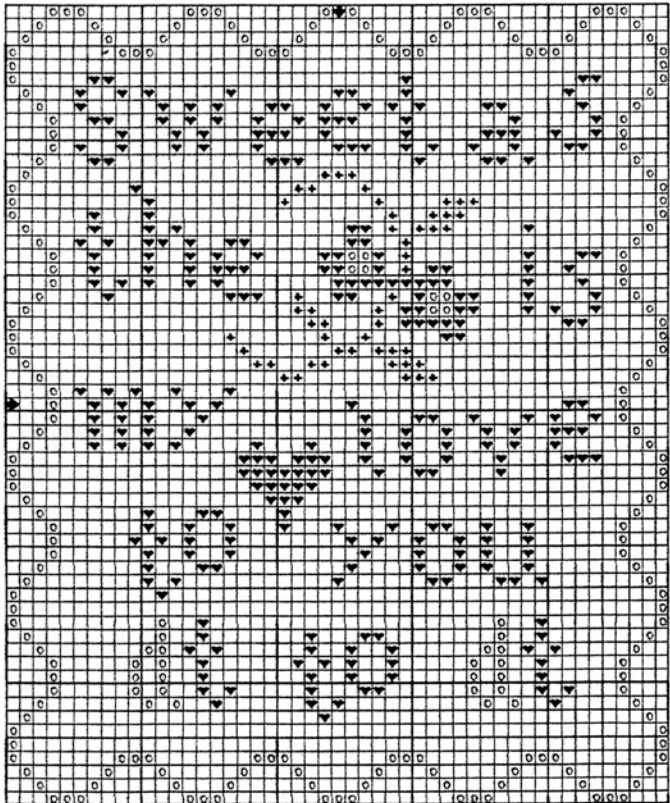
- For the counted canvas fans **Laura Perin** has Box of Ornaments and Indian Autumn. They're beautiful designs worked in variations of the diagonal satin stitch on either 18 count mono canvas or 18 count linen.
- New designs from **My Big Toe** includes Quaker Harmony, Be Not Forgetful, Hope in the Lord and Reign.
- On the Hardanger side, Donna from

- Satin Stitches** has six new designs. There's something for everyone... several small doilies, bookmarks and elegant table runners. If you haven't done this beautiful Scandinavian cutwork embroidery before, check out our class schedule and sign up! Rosie is a wonderful teacher.
- **Nordic Needle** has released Mary's Hardanger Fancies with 7 exquisite designs.

## SIP AND STITCH-AWAY

Every 2nd Saturday

Make it a great start for your day **EVERY 2nd SATURDAY, 9:30 AM to NOON**. Bring your projects and join 'the Debs' for morning refreshments and some stitching. We'll open the shop a little early just for you! We'd love to have you join us. (\$10 per Saturday)




**Sweet as the Flower**

Fabric:  
32 ct, Sand  
49w X 59h Stitches

Size:  
3w X 3-5/8h in

Use 2 strands of Gentle Arts floss over 2 linen threads

Symbol	Type	Color
+	GA Sampler	Dried Thyme
♥	GA Shaker	Antique Rose
o	GA Shaker	Apple Cider

 **MIDSUMMER NIGHT DESIGNS** [www.midsummernightdesigns.com](http://www.midsummernightdesigns.com)

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## PROJECT COUPON



### 25% off

March 23-30

**One week only!**  
Good for a kit **OR** pattern, fabric and fibers for a complete project.  
**Must present coupon.**

Reminder:  
no punches on sale merchandise.



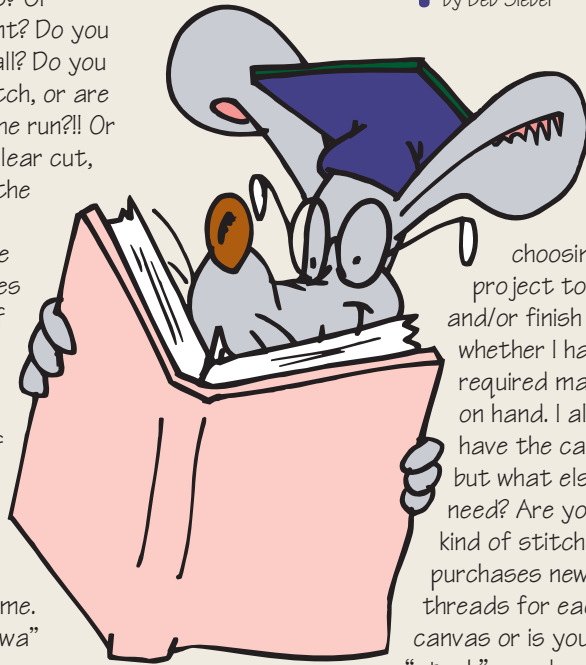
# Needlepoints...

by Deb Sieber

What inspires you to start a new project? Is it an emotional connection to the canvas? Or with the intended recipient? Do you like large projects or small? Do you have a lot of time to stitch, or are you like me: stitchin' on the run?! Or perhaps it is nothing so clear cut, maybe just plain love of the canvas, threads, and process. I discovered while going through my canvases that I have many kinds of inspiration.

As I was trying to set some stitching goals for 2009, I found myself analyzing the various projects. I was amused to find myself with many reasons for stitching (or not) each canvas before me. A quaint "Christmas in Iowa" ornament will likely go unstitched as my son transferred back to MN before I even began stitching it! The small stocking ornament that I chose for my nephew will likely get done this year. I still love the canvas, but more importantly, I think that he will too. A floral pillow top that I (loved and) started but wasn't happy with will get a do-over this year. My friend has a "big" birthday this year, and I want to remember her with a small canvas that I bought with her in mind. And my "Baker Santa" that is really only for me will also get a start.

My reasons for doing each project seemed as diverse as the projects themselves. One objective for



choosing a project to start and/or finish is whether I have the required materials on hand. I already have the canvas, but what else do I need? Are you the kind of stitcher who purchases new threads for each canvas or is your "stash" your best

resource? Though I am up to 8 bins containing nothing but threads, I often don't have enough of the one item that I need the most. So, I call myself a "combo" stitcher: I check out my stash first and then buy new. Most of the projects on my list could at least be started with what I have on hand — always a plus for making the final cut!

The next question I pondered is whether I have enough time to satisfactorily complete the project. I prefer to love the project all the way through from selection to completion and my time allowance is critical to my sense of satisfaction. So if I choose a piece for my mom's birthday in February, I will more

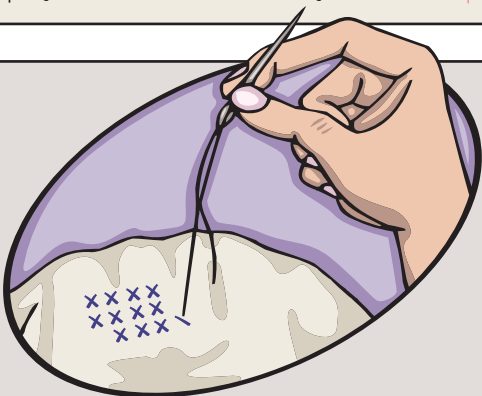
than likely aim to wrap it up for next year's birthday. If the canvas is super small, I may try and squeeze it in, but usually I will wait for another time to do it.

When I choose a project to work on, I try to have an idea of what it will be when I finish. Of the four canvases that made the 2009 cut, I'll finish one as an ornament, one as a holiday stand-up decoration, one as a pillow, and one as a gift for a friend's June birthday. All of the finishes are manageable for me to finish by myself. If things change and I need to get them professionally finished, I will manage my time accordingly so that I can have each piece when I need it.

As it turns out, the "need by" dates of my selected canvases are scattered through the year, I feel confident that my desire won't exceed the time I have. I can frame up each one on stretcher bars, pull threads from my stash, plop on a magnet with a couple of needles, make some notes about stitches that I want to use on each canvas, make my "to buy" list, and get started.

All in all, I was a little surprised by how analytical the process of selecting canvases actually is. But if I have a canvas, a recipient, an intention of the end project, and many of the materials on hand, the selections were surprisingly easy. By selecting my canvases to stitch in 2009, I can now look for new ones to take their places. What fun!

I hope that your stitching selections are as easy and fulfilling as mine. Happy 2009!



## Friday Night STITCH-IN

\$10 per Friday evening • 6:00 to Midnight  
JANUARY 23 • FEBRUARY 27 • MARCH 27 • APRIL 24

Bring your project(s) for an evening of stitching and gabbing! Light snacks and beverages will be provided. Sign up is required - only ten people may register, so hurry! A great stress reliever after a busy week. Laughter is guaranteed.

ADDRESS CORRECTION REQUESTED

FREE CHART

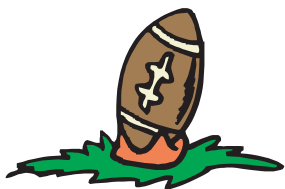


While Supplies Last

# Super Bowl Sunday "Widows" Sale

15% OFF ALL IN-STOCK  
merchandise\*

Sunday • February 1 • 12-5pm



\*excludes custom framing, special orders,  
holds and already-on-sale merchandise.  
Reminder: no key tag punches on sale merchandise



STITCHVILLE HOURS: MON. - FRI. 10AM - 8PM • SAT. 10AM - 5PM • SUN. NOON - 5PM