



THE STITCHING POST

DECEMBER 2010

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It's hard to believe this is the last newsletter for 2010 and I feel like it should only be the second, okay maybe the third, but certainly not the last one of another year! If anyone had told me that time goes by **this quickly** as I get older, I would never have believed them! Yes, I am on this kick again about how fast life is whizzing by with no sign of slowing down. Make it stop, make it June again—we need one of those time machines that will let us travel back and re-live some of the fun things we've done.

It just doesn't seem possible that we're headed for another Holiday season. Attempts at trying to slow things down—relax, drive slower, take a day off—just don't seem to have as much of an impact as one might hope. Alas, I guess we just need to accept things for what they are and time will continue to take us on its voyage. But do continue to try—it's possible that any continued attempt, no matter how small, might take hold and things will 'feel' a little slower. I love the saying "There is no failure except in no longer trying".

And maybe that explains why The Stitching Post is still here as your local needlework shop, embarking on a celebration of **30 years** in the needlework industry! We continue to try and do everything possible to offer you the newest designs available, to give you so many choices on the fabrics and canvases you stitch on as well as the fibers you work with, and to provide framing and finishing services to add that special touch when your work is complete.

Lastly, but foremost, we try to give you the best customer service we can provide. Since no one shop can carry everything, we are always willing to order things we don't have, those you can't find anywhere else, as well as items that are out of stock, at no additional cost to you. We enjoy seeing your finished works, helping you out if you are having difficulty with a stitch, or changing thread colors on a piece to suit your palette better. We would be 'failing' all of you if we didn't strive to make your needlework experience the best we

can. Thank you for sharing our 30 year celebration and we hope you continue your needlework journey with us as we plan to celebrate many more years together.

INVENTORY CLEARANCE—We recognize that as stitchers we all know how to count, but this is really not the fun part of 'counting' needlework! It is so much more enjoyable when done on fabric or canvas than it is with pieces of merchandise. You can help save us time on New Year's Eve so that maybe we'll have a few minutes to count on our fabric before we ring in 2011! And since you are willing to help us with our time management, we'll give you added incentive by offering the following discounts:

DEC 27th - 29th - 20% off regularly priced items; **50% off** sale items

DEC 30th - 25% off regularly priced items; **60% off** sale items

- χ *Sale prices are **ONLY** on **IN STOCK** merchandise*
- χ *Stephanie Dawn Bags will be **15% off** the regular price*
- χ *Discount **does not** apply to special orders, DMC floss, hardback books, or kits from The Crewel Work Company*
- χ *Super Saver cards can be punched, but may **not** be redeemed during this sale*

30th ANNIVERSARY—As mentioned, 2011 will celebrate 30 years of The Stitching Post in the needlework industry. Commemorate this exciting event with us as we celebrate for the entire year! We have developed a special **STASH ENHANCEMENT VALUE BOOK** that will feature **30% off** coupons throughout the year. The value of the book is worth a **minimum** of **\$500** and is exclusive of our other sales and promotions (we have done our best to plan these coupons around our other events). Each coupon is good during one specified week and cannot be combined with other discounts; sale items will be excluded. You **must bring the book** with you to

receive these special offers—no copies will be accepted. Cost for the value book will be \$25 and we will be taking pre-orders, starting in November. They will be available for pick up starting **January 3rd**, along with a free gift for your first coupon. The book will only be available thru **Saturday, January 29th** so be sure to reserve your copy today to maximize your savings for 2011!

YEARLY CLUBS—In the past, we have offered various clubs—Christmas, Sampler and most recently the canvas ornaments. Designers and companies have always been very generous in providing us with free charts and designs and that allowed us to share them with all of you. However, due to the internet and recent issues with piracy and copyright problems, many designers have not only stopped doing these charts but have decided to entirely discontinue designing for the industry. Although we are hopeful that such issues will be resolved, that could take awhile since it has been occurring for some time.

As a result, I am sorry to say that we will not be offering a club at the start of this year. If something presents itself, we may be able to do a club or a series in the later half of the year. We will continue to offer free charts and kits for cross stitch and canvas pieces as the charts become available, so please watch for those in the coming months. We will try to offer one each month, alternating between the two media.

Just a note regarding copyright issues: It is not only **WRONG** to copy a chart and give it to someone else, it is **ILLEGAL**. It violates the rights of the owner of that copyright and puts the designers and the shops out of business. **PLEASE** consider what it will do and whom it will affect if you ever make copies of charts and give them to someone or share charts on the internet.

WINTER STITCH NIGHT—Baby it's cold outside... But it will certainly be warm in the shop, generating our own heat with our needles flying during the winter stitchers' night on **Saturday, January 15th** from **6-10 PM**. Hopefully your projects for Holiday gifts are all 'wrapped up' by then and you can spend the evening working on something for you! Join us for a light supper, a little shopping and lots of stitching. Call to reserve a spot since space will be limited; \$15 is due at the time you sign up.

SUPER BOWL SUNDAY—Look at our Ravens now! This young team is working hard to make

Baltimore a contender for the Super Bowl this year. Our team will be dressed in purple, ready to help you make your day a winning one on **Sunday, February 6th** from **1-5 PM**. You'll receive **20% off** your purchases (**in-stock merchandise only**) as you enjoy a fun afternoon with us and fellow stitchers. Come in and stock up on all the supplies you need to 'kick off' all your upcoming projects! (No Super Saver Cards or Custom Framing)



NASHVILLE MARKET—The new location for the Nashville Market last year was wonderful and we are thrilled to be returning again for this year's cash and carry trade show. We've tried stuffing the suitcases to carry things back but with the fifty pound limit and the fact that the suitcases weigh so much before you even get started, we are now shipping a lot of our treasures home. Somehow, the luggage still gets close to that limit but we enjoy the challenge of bringing all of the new and exciting things back from everyone's favorite designers. Mark your calendars for **Saturday, February 26th**, as all of the new will be out on the shop floor for you to purchase!

TRUNK SHOWS—We have lots of wonderful trunk shows planned for 2011 in needlepoint (NP) and cross stitch (XS). During all of the needlepoint trunk shows, take **20% off** any canvases from the show and the threads purchased for those canvases **that day** will receive **15% off!** Please call or check the web site to make sure the trunk shows have arrived as the start dates are approximate.

- ❖ **JAN 6th – FEB 12th**—Victoria Sampler (XS)
- ❖ **FEB** – A Collection of Designs (NP)
- ❖ **MARCH** – La-D-Da (XS)

STITCHER OF THE MONTH—We have decided that it is time to bring back our Stitcher of the Month program as part of our 30 year celebration! The pieces will be current designs so that when you stop in each month to see the work of a different stitcher, those designs will be available for purchase. Be sure to stop in every month and get some inspiration from your fellow stitchers!

GENTLEMEN STITCHERS—We want to see more of your work! We will have a men's display during the month of **April**. If you would like to participate, tell us so we can add your name to our list.





NEW RIGHT NOW



JBW DESIGNS—Christmas Village III and IV are here as well as a free layout to do them all on one piece of fabric; small pre-made stockings on 28 count fabric are available for **Red Stockings Collection I & II**; **Scaredy Cats**

MILADY'S NEEDLE—Yuletide Hornbooks has two designs with two pieces of fabric and a small hornbook to finish off the design—a sweet little gift or ornament for your tree; **Birds & the Bees** and **Faithful Friends**

SHAKESPEARE'S PEDDLER—Jenny Bean Friendship Sampler (Jenny now has some stitching friends, including pieces from Lizzie Kate, Samsarah, and Chessie & Me); **Father Sail Home**; **Spanish Mystery Sampler**

FROM NANCY'S NEEDLE—a new series called American Life features **School Days** and **Give Thanks**; **Snowcrystal Tree**; **Celtic Wings**

ROSEWOOD MANOR—Trip Around the World is a neat design, each letter stitched with different borders and specialty stitches; **Spring Quaker** and fun **Butterfly Pins**—no two will be alike!

PRIMITIVE NEEDLE—Halloween Garden; **Hoodoo Voodoo**; **Annie Hysop** is one of the sampler friends of Jenny Bean

BLACKBIRD DESIGNS—Flowers of the Field is a design for a sewing pocket; **Waiting for the Harvest** is a monochromatic pin cushion pattern

LITTLE HOUSE NEEDLEWORKS—Be Merry-Belle Pepper is one of Jenny Bean's new friends; **Pumpkin Hollow Farms**, **Winter Band Sampler**, and **Snow White**. The ornament series is nearly complete for this year but the good news is that there will be a new series of ornaments for next year! We can still order the ones for 2010 but be sure to get on our automatic list for 2011 so you don't miss any!

SHEPHERD'S BUSH—This years stocking is **Sadie**; **Hallow's Eve** and **Autumn Gives** are new leaflets, each with a button

HINZEIT & KAY'S FRAMES—This wonderful duo has done it again with **Music Time**, **Crystal Elfkins**—there are three of them! **Silent Night** is done in white and gold; mini blocks for **Mexico**, **Dance**, and **Travel**; a new series called **Charmed Shuttles** the first one is **Beware, Blessing, Believe**; eight new little ones in the **Word Play** series

NEEDLE DELIGHTS—Amazing Color, Tuscan Midnight and **Christmas Ornament Tree 2** are the latest in her counted canvas designs

CHERRYWOOD DESIGNS—Curly Q Witch and **Witches Checklist** are done on bright fabrics for Halloween; **Baby in a Manger** is a sweet Christmas design; **Needle** is the next in the Dictionary series

ERICA MICHAELS—Home in Autumn, Bit O Merriment, and **Tis A Small Gift** are new silk gauze designs; **Peace on Earth** and **Three Ships** are small stocking cuffs stitched and attached to Weeks Dye Works wool with decorative buttons; Several more new silk gauze designs will be coming in November!

PLUM STREET SAMPLERS—Olga the cat now has a companion **Boris**, the dog; **Dust of Snow** is a new sampler; **Sea Hag**

BLUE RIBBON DESIGNS—Frolic in the Foliage is a new Autumn sampler; **Halloween with a "Y"** and **Blessed Beyond Measure** has several designs to choose from to stitch a small pocket that will hold a measuring square

COUNTRY COTTAGE—Pumpkin Cottage, Joy*Peace*Love, Christmas Carols

AMY BRUECKEN DESIGNS—Stack of Jacks and now **Stack of Snow** are out in the new "Stack" series. These are finished in a wonderful mirror from Olde Colonial and can be switched out by season; **So Very Merry Santa**





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SNIPPETS



HOLIDAY HOURS

- ❖ **12/24 & 25 – FRI & SAT**
Closed for Christmas
- ❖ **12/27 - 12/30 – MON - THURS**
Regular hours for Inventory Clearance Sale!
- ❖ **12/31, 1/1 & 1/2 – FRI - SUN**
Closed for Inventory and New Year's Day
- ❖ **1/3 - MON**
Re-open with regular hours for 2011

HOLIDAY GIFT IDEAS—Just a reminder that we have Gift Certificates available in any denomination—a perfect gift for any needleworker and they can be used for merchandise or on your Custom Framing. Other wonderful ideas are the Walker Mesh bags or Stephanie Dawn bags, both of which come in many sizes and colors. For Stephanie Dawn,

you'll want to use one as a tote for your projects and get a matching one for a handbag!

WOODLAWN— This annual Woodlawn needlework display is held during the month of March in Alexandria, VA. Bring your finished work to the shop **Monday, January 17th** through **Saturday, February 5th** and we'll take your entry to Virginia for you. The entry fee is due when you drop off your piece. You will receive one free pass good for the show. Entries can be picked up in April.

WEATHER REMINDER—This winter has the potential to be another blustery one with several heavy snow falls predicted (hopefully not as bad as last year!). Be sure to call the shop on any inclement days to make sure that we will be open.

