

BRING a FRIEND

GET FREE CLASSES!
Details inside

MORE THAN
200
SEMINARS,
FASHION SHOWS,
WORKSHOPS,
HANDS-ON
CLASSES WITH
INTERNATIONALLY
KNOWN TEACHERS
AND

Shopping!
Shopping!
Shopping!

March 20, 21 & 22

Exhibit Hall Hours:
10 AM - 6 PM

Cleveland, OH
I-X Center

Husqvarna VIKING

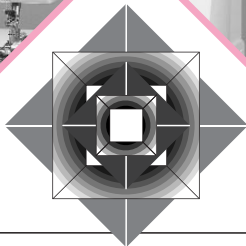
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brother. *Sulky* **Warm** **HAPPY**
sewing machine Company

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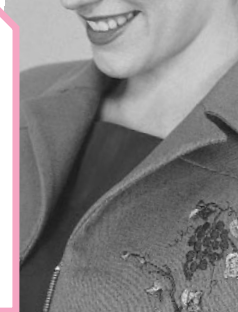


Free
Take one!



**ORIGINAL
SEWING & QUILT
E X P O**™

... Innovation ... Imagination ... Inspiration ...



... Individuality ... Invention ... Improvisation ... Immersion ... Identity ... Idea ...



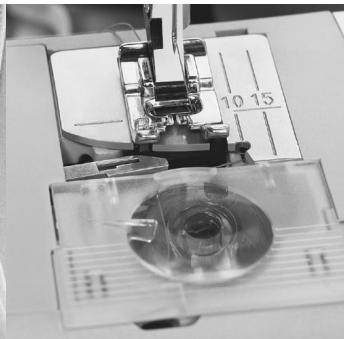
Featuring:
Ennovations
in
mbroidery™



... Incredible ... Ingenious ... Illuminate ... Infinite ... Interest ... Instruct ...



... I found myself at Original Sewing & Quilt Expo™ ...



Welcome to Original Sewing & Quilt Expo™!

Original Sewing & Quilt Expo™ is the place for sewing, quilting and machine embroidery enthusiasts to celebrate their love of sewing and jumpstart their creativity. What will you find at the Expo this year? Join us as we take a moment and chat with Marlene Ingraham, president of Original Sewing & Quilt Expo™.



MARLENE INGRAHAM, FOUNDER AND PRESIDENT OF ORIGINAL SEWING & QUILT EXPO™

Q: WHAT'S NEW AT ORIGINAL SEWING & QUILT EXPO™ THIS YEAR?

A: Oh, where do I begin?! I'm one of those people who gets easily bored with the same old classes, so we've created some great new seminars and workshops that really push the limits of sewing technology. Our most popular teachers are back with brand new classes and fun additions to old favorites. We've got great new teachers bringing you fresh ideas, new

topics, innovative approaches and skills from a different perspective. On top of that, we've got more exhibitors than ever before, bringing you the latest products and ideas from around the country.

Plus, there are more than \$3,000 worth of prizes we'll be giving away in our Super Prize Drawing. I love when the "I never win anything" people find themselves taking home a brand new sewing machine and some goodies to use with it!

We are thrilled to welcome new sponsors to the Expo this year. Take a look at the cover of this brochure and see who's helping to bring you so much fun at Original Sewing & Quilt Expo™!

Q. HOW DO I GET THE MOST OUT OF MY EXPO EXPERIENCE?

A: Those who've attended Original Sewing & Quilt Expo™ in the past know that taking classes deepens the Expo experience. As you read through this brochure, you'll notice it is divided into broad categories – but please don't limit yourself to those you *think* will interest you. Check them all out, because, just like the debate over whether a tomato is really a fruit or a vegetable, it is often hard to pigeonhole a class into just one category. Because of space limitations, we've had to make some hard choices. We hope you'll read ALL of the class descriptions – and find yourself in surprising new areas!

Q. I'VE READ THE BROCHURE – WHAT DO I DO NOW?

A: If you know what classes you want to attend, register NOW! Many classes, especially the workshops in the Husqvarna Viking, Pfaff and Brother studios, will sell out quickly. If you have questions or would like help in making decisions call us at 1-800-699-6309. For more detailed class descriptions and project photos, you can also visit www.sewingexpo.com.

By registering for class early, you'll save money AND be more likely to get the classes that you really want.

Q. WHAT ELSE CAN I DO IN A DAY AT THE EXPO?

A: First of all, prepare to have fun and make new friends. There are no strangers at Original Sewing & Quilt Expo™! While you're there, you'll also enjoy:

- Traveling displays and exhibits of breathtaking quilts, dolls, wearable art and more;
- New Designers Fashion Show, where independent designers present their latest collections;
- *Threads*® Magazine Design Challenge VII hosted by editors of *Threads*® Magazine – you've got to see it to believe it! (see page 5);
- Take in trunk shows and other "how-to" presentations all day long on two stages;
- Shopping, shopping and more shopping! More booths than ever filled with the latest products and ideas from regional and national exhibitors.
- Last but not least – **HAVE FUN!**

BRING A FRIEND — Get FREE classes!

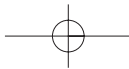


Here's how it works—

- 1.) Place your order for class tickets, and we'll give you your **BRING A FRIEND** code.
- 2.) Share this brochure and your **BRING A FRIEND** code with friends who've not taken classes at the Expo in the last 3 years. When you and a friend have each purchased a class and your friend gives us your **BRING A FRIEND** Code, vouchers for a free class session for each of you will be mailed directly to her.
- 3.) Bring your Vouchers to the Expo on Thursday, Friday or Saturday. Choose your **FREE CLASS** from the Class Schedule posters, showing classes with space

available for the **BRING A FRIEND** program, and **ENJOY A CLASS ON US!***

***BRING A FRIEND** vouchers are redeemable only at the Expo and classes are subject to availability on a first-come, first-served basis. Vouchers are valid for a single session, though may be applied toward the purchase of multi-session or premium workshops. Vouchers have no cash value. Availability of **BRING A FRIEND** classes and workshops based upon seating availability. MS. Productions, Inc. cannot be responsible for lost vouchers.



CLASSIC PRINCIPLES FOR GREAT STYLE

WITH PEGGY SAGERS

Patternmaker. Designer. Sample Maker. If you sew clothes you become all three, using both left and right brain functions. Learn the rules of great style and how to apply them to your own body – the one place we cannot see as others do. Learn to follow body line, create illusion, find a focal point and more.

Friday 2:30 – 3:30 L162

PANTS DRAPING

WITH PEGGY SAGERS

If you haven't been able to get pants to fit, it's because measuring sometimes just doesn't work. Starting with muslin pants and learning how and where to adjust them for a perfect fit: that's pants draping! Learn to drape pants and "read" the cloth to find the changes needed for the paper pattern, so you, too, can sew pants that fit!

Saturday 1:00 – 2:00 S258

FACTORY SEWING METHODS

WITH PEGGY SAGERS

Learn fast, easy methods you'll use over and over – even the hard stuff that you don't think you can do! Imagine setting in a sleeve just once to save mounds of time. Methods are direct from the garment factory where Peggy wrote the guidesheets. Includes fly front, set-in sleeve, notch lapel, linings, welt pockets and more.

Thursday 9:00 – 10:00 A4

Saturday 4:00 – 5:00 V290

TRUE REFLECTIONS

WITH LYLA MESSINGER

Learn to use your machine and the materials around you (fibers, trims, laces, threads, stitches, feet and more) to create custom-coordinated fabrics that perfectly suit your personality and style. Get a handle on even, perfect bindings, faux trapunto, latticework fabric and more – all the easy way, all as dramatic or understated as you are!

Friday 9:00 – 10:00 H119

ON THE EDGE: A FRESH APPROACH TO DECORATIVE DETAIL

WITH LYLA MESSINGER

As we all know, a single detail can "make the garment". Learn to invent and incorporate your own great details and where to place them for maximum effect. Includes how-to's for sculpting on Polar Fleece™, soft scalloped piping, fringed binding and trim, jigsaw appliqué, shaped facings, knit hems that don't stretch and more.

Saturday 2:30 – 3:30 T279

RIGHTING YOUR RIGHT ANGLES

WITH CYNTHIA GUFFEY

For years people have been admiring Cynthia's geometric inset bands that are neither mitered nor appliquéd. Create the same dramatic effects when you master turning a perfect right angle. Techniques work for any applied band, including bound pockets, cuffs and waistbands.

Saturday 9:00 – 10:00 Q225

FITTING SOLUTIONS: THE FINAL TWEAK

WITH CYNTHIA GUFFEY

The final "tweaking" is what makes a pattern really fit your 3-D shape, whether your first try looks pretty good or seems way off. Learn to detect, analyze and diagnose problems, then achieve these final fitting solutions as Cynthia demonstrates with mock-ups on students of all sizes.

Thursday 10:30 – 11:30 B17

Fashion Sewing



"I went to the Expo and enjoyed it very much. I took 10 different classes and learned from all of them. I thoroughly enjoyed the fashion show featuring several designers and I also took advantage of the great fabric and pattern shopping. I am really in the mood to sew now! Thanks for a great show."

Susan Stillwell, Raleigh, NC

YOUR PERSONAL BEST

WITH CYNTHIA GUFFEY

Be confident you look great every single day, starting now! Cynthia's formula for making great choices opens more options than it closes. Learn to evaluate facial features and body type to determine your best color intensity, degree of contrast, and the lines and textures that bring out your finest features.

Saturday 10:30 – 11:30 R241

READING THE WRINKLES

WITH PEGGY SAGERS

Great fit is a matter of matching your pattern's length, depth and circumference to your body's. Achieving this is a process of "reading" and removing telltale wrinkles when the garments are on the body. See how to pinch out wrinkles on a muslin and transfer the pinches to the paper pattern. Bring your own garments and their patterns for the most useful class of all!

Friday 9:00 – 10:00 H116

PATTERNMAKING FOR STYLE

WITH PEGGY SAGERS

Use quarter-scale patterns to discover how designers develop a pattern from a basic design. Bring clippings of clothes you'd like to sew to class. Then work together to diagnose your picture and learn how to use the French curve to make style changes. Move darts, set grainlines and more.

Supply List. Counts as 2 sessions.

Thursday 2:30 – 5:00 D54 & E70

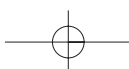
OVER THE TOP

WITH LYLA MESSINGER

Multiply and enhance your wardrobe with movement, style and versatility as you discover entirely new ways to create "add-ons" for your garments. You'll be able to move from casual to funky to business to elegant on a whim. Overlay options created from jacket or vest patterns let you add sparkle or just a piece of a dynamic fabric. Reversible straight skirt options let you work with drapery and/or sheer fabrics, creating a layer to use as a hip or waist tie. See beaded scarf options, lattice-work, surface designs and textured panels and more that work together to create a wardrobe limited only by the time you have to wear it.

Thursday 4:00 – 5:00 E71

Saturday 10:30 – 11:30 R247



ARE YOU A Rookie?

If you've never sewn, hardly sewn at all or haven't sewn in the last who-knows-how-many years, you qualify as a Rookie! We've designed a very special series, *Sewing for Rookies* to help you get started with confidence. The Rookie series is really basic stuff, things everyone who uses a machine will want to know.

Jill, Mac and Pam really make it easy and fun. Sewing offers a lifetime of creative pleasure and fulfillment . . . Why not start now?

SEWING FOR ROOKIES: THE NEW BASICS

WITH PAM DAMOUR OR MAC BERG

It's not your mother's home ec class! Get started sewing – or started again – the easy way with the new basics. Sewing's easier than ever once you know about essential tools, key terms, the best "starter fabrics" and more. Before you leave you'll sit at a machine and execute straight seams, curves and corners – the essential basics of all sewing projects!

Thursday	10:30 – 11:30	B24
Friday	10:30 – 11:30	J136
Saturday	10:30 – 11:30	R248

YOU DON'T HAVE TO BE A ROOKIE TO WANT TO START AT THE BEGINNING!

Any new technique can be easier to master – and more fun – when you give yourself a good start. We've got classes in nearly every category that are perfect for those who want to try something new. Most of these classes also offer much for the more experienced sewer, quilter or embroiderer as well, so they have not been specially designated as Rookie classes. If you are looking for solid information in a discipline that's new to you, take a look at the following:

MACHINE EMBROIDERY (PAGES 14 – 15): You're Embroidering on WHAT? • New Embroidery Basics • Sew Easy Software • Sound Foundations: The Next Generation

QUILTING (PAGES 10 – 11): Paper Piecing for Beginners • Quick Quilts: Fuzzy, Fun and Fabulous • Paper Piecing Workshop • Trapunto Three Ways

FASHION SEWING (PAGES 3 – 5): Machine Skills 101: Seam Edges and Hems • Your Personal Best • One Seam Reversible Scarf • No-Pattern Skirts Workshop

EMBELLISHMENT AND ART-TO-WEAR (PAGES 8 – 9): Knit or Crochet Fashion Purse • Inner Life • Painting, Stamping, Stenciling & Embossing Fabric • Hands-On Sashiko

SEWING FOR ROOKIES: THE WORKSHOP

WITH JILL MCCLOY OR PAM DAMOUR

Get ready to impress yourself! Created especially for Rookies, your tote or pillow project will have you performing common sewing techniques with ease. Create seams and seam finishes (some with a serger!), topstitched detail, hems or casings, buttons and buttonholes and more. Use a variety of feet and some great new notions as you practice basic sewing and pressing techniques.

Prerequisite: Sewing For Rookies: The New Basics. Class limit: 10 (So be sure to sign up early!)

Counts as 3 sessions. Materials Fee: \$15.

Thursday	12:30 – 3:30	C40X & D56
Friday	12:30 – 3:30	K152X & L168
Saturday	12:30 – 3:30	S264X & T280

SERGING FOR ROOKIES

WITH JILL MCCLOY

If you've never serged but want to see what it's all about, this is your class. Learn why sewing without a serger is like cooking without a microwave. You'll learn basic seaming for straight and curved seams, corners, easing a neck edge and a neat trick for bound cuffs as you complete a cardigan (all size XL) in class, and a no-pin matching system that works so well you'll use it in all your sewing.

Some machine sewing experience helpful. Bring scissors or a thread snips.

Counts as 2 sessions. Materials Fee: \$25.

Thursday	9:00 – 11:30	A12 & B28
Friday	2:30 – 5:00	L172 & M188
Saturday	9:00 – 11:30	Q236 & R252

MARY ELLEN FLURY

A professional tailor, designer and manufacturer for exclusive boutiques, Mary Ellen shares clear instructions and precision techniques through books, videos and seminars.



CYNTHIA GUFFEY

Owner of a fabric store and dressmaking business, her dressmakers use techniques she teaches for beautifully fitted fashion forward clothing that often incorporates machine embroidery.



KELLY HATFIELD

Owner of *The Regal Beader*, Kelly designs one-of-a-kind beaded jewelry and embroidery designs for wearable art and home dec. Many art galleries feature her work in their collections.



STEVE HOBBS

Steve is the Northeast Regional Sales Manager for *Brother Embroidery Systems*. He is also a consultant for embroidery professionals, helping them to increase their profitability of their businesses.



SALLY HOUK

Sally is the owner of *Sally Houk Exclusives*, a specialty yarn store in Shelby, Ohio. A knitter for 37 years and crocheter for 44, she is certified by the *Craft Yarn Council of America*.



MARY HUEY

The owner of *Erie Street Fabrics*, Mary has an M.A. from Kent State in Clothing and Textiles. Her quilts have been shown at *The Fine Arts Association* and *Great Northern Corporate Center Gallery*.



CINDY LOSEKAMP

Designer and author of eleven books, patterns, a design disk and beautiful screen prints, Cindy has been dubbed the *Queen of Stitch Manipulation* by students across the country.



JILL MCCLOY

Author of books and articles, Jill creates embroidery designs for *Viking Sewing Machines, Inc.* and *Cactus Punch* and adapts sewing and embellishment techniques to heirloom, quilting and dolls.



LYLA MESSINGER

Owner of *L.J. Designs* and author of the new book *Ordinary to Extraordinary*, Lyla's garments and techniques have been featured in *Threads*, *SewNews* and *Sew Beautiful* magazines.



SARA MOE

A fiber artist specializing in wearable art and embellishment, Sara is a *Pfaff* Creative Consultant who spent years in the computer industry. She remains on the cutting edge of sewing technology.



MORE THE DAY BEFORE!

WEDNESDAY MARCH 12, 2003

Longing for an in-depth session on just one subject? These focused Wednesday workshops are just that: MORE THE DAY BEFORE! Join our expert instructors and you'll leave with a finished project or a new "bag of tricks", more confidence to do the things you crave and, best of all, enough new ideas for a year!

MILLION DOLLAR TECHNIQUES

WITH CYNTHIA GUFFEY

Treat yourself to an entire day practicing the defining details of couture garments. Learn right angles as used for Cynthia's dramatic insets. Create knife-edged pleats that hang straight and learn to pipe the neckline and armscye for garments that lie perfectly flat without facings, interfacings or bulk. Discover foundation fabrics that make couture garments wear so beautifully for so long. All fashion fabric samples included.

SUPPLY LIST. CLASS LIMIT: 24 COST: \$114***

Wednesday 9:00 - 4:00 MDB 100

PROFESSIONAL WINDOW TREATMENTS 101

WITH PAM DAMOUR

Design and make your own window treatments the way professionals do! Start with the basics as you measure, calculate yardage and match pattern repeats, then learn to insert single welt cord, make ruffles and apply banding and trims. Later, design your own treatment, draft a pattern, and create your custom window treatment. Finish up with discussion and tips on installation.

SUPPLY LIST. CLASS LIMIT: 24 COST: \$124***

Wednesday 9:00 - 4:00 MDB 200

SORTING OUT YOUR SERGER

WITH MAC BERG

Spend a day focused on your very own serger and leave with confidence, insight and skills. Learn to understand and adjust tensions, then move on to differential feed and basic stitches including many types of hems and flatlocking. Work with two, three and four threads, and, if time permits, decorative threads. You must know how to thread your serger before class.

DON'T FORGET TO BRING YOUR SERGER!

SUPPLY LIST. CLASS LIMIT: 24 COST: \$114

Wednesday 9:00 - 4:00 MDB 300

STATE OF OHIO POSTCARD QUILT

WITH JILL McCLOY

Incorporate the icons of Ohio into an artistic postcard quilt. Jill's airy disregard for boundaries allows you to create visual depth while incorporating up to a dozen different machine techniques for artistic definition and dimensional effect. See a mini trunk show of state postcard quilts, all

designed to be completed in just one day. Break away from preconceived borders as you think about your own quilt designs!

SUPPLY LIST. CLASS LIMIT: 24 COST: \$114***

Wednesday 9:00 - 4:00 MDB 400

TAILORING SAMPLES

WITH MARY ELLEN FLURY

Learn essential tailoring methods as you make your own samples. Create a perfect double welt pocket and learn to ease in a sleeve cap, adding a sleeve head and shoulder pad. Then sew the jacket front to the facing and attach the upper and under collars. If there's time, you'll even attach a partial lining. Your wool crepe and interfacings come to you already cut and fused.

SUPPLY LIST. CLASS LIMIT: 24 COST: \$124***

Wednesday 9:00 - 4:00 MDB 500

DESIGNER JACKET WORKSHOP

WITH LYLA MESSINGER

Turn a pigment-dyed sweatshirt into a custom casual jacket. Inspired by a pricey art gallery jacket, Lyla's version highlights her innovative surface texture and piecing techniques. Learn no-pattern curved piecing, gathered texture, random pintucking, "grater texture" and more. Great for all sewing levels. Color/size choice.

SUPPLY LIST. CLASS LIMIT: 24 COST: \$114***

Wednesday 9:00 - 4:00 MDB 600

JUST GREAT PANTS!

WITH PEGGY SAGERS

Each student will come to class with a muslin pant shell, the starting point for pants draping - the process of reading the cloth to achieve a perfect fit. After fittings are complete, you'll learn to compare your muslin shell against any pattern and make changes for any style of pants.

ADVANCE PREPARATION NECESSARY. INCLUDES \$29 VIDEO.

SUPPLY LIST. CLASS LIMIT: 24 COST: \$79

Wednesday 1:00 - 4:00 MDB 700 P

*** A sewing machine is necessary for these classes. Bring your own machine or rent one for \$30 (See order form for details).

SUPPLY LIST & ADVANCE PREPARATION information for each session will be included with your registration confirmation.

COMPLIMENTARY BOX LUNCH for those attending *More the Day Before* all day (WITH PRE-REGISTRATION ONLY).

CHOICES:	Chicken Caesar Salad	MDBL1
	Ham & Cheese Croissant	MDBL2
	Turkey Croissant	MDBL3

