

E-Swatches™

The online magazine of The American Sewing Expo™
"The Novi Show"



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The Eye of the Needle

...notes from the editor

Greetings Expo Enthusiasts,
The 15th annual American Sewing Expo is just a few short weeks away. You are no doubt getting ready for the Michigan Fall season and the sewing expo. If you have pre-registered be sure to open your ticket envelope right away. Look over the information inside to make sure you received the correct tickets and to review any supply lists for hands-on classes. If you have not pre-registered you still have until the 15th to do so. The online registration is the easiest and gives you extra bonuses. Remember if you have any question regarding supply lists, online registration or class content we are here for you.

Call us anytime Monday thru Friday between 10:00 AM and 4:00 PM. For those of you who cannot pre-register on-site registration is available right up to a few minutes before the class starts and seminar package rates still apply. The registration desk is located in the lobby at the Rock Financial Showplace and is open everyday of the expo 30 minutes prior to the first class of the day.

Important Dates and Deadlines:

Registration Brochure available online Now!	Now!
Registration Brochure available by mail	
or local stores	Now!
Last day to Pre-Register	Sept 15
Pre-Show Workshops	Sept 24-25
The Expo Dates	Sept 26-28

Contest Entry Deadline:

Innovation Generation	Sept 12
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Janet Pray
E-Swatches Editor



Cutting Edges

...keeping up with fast changes!

If anyone was “born” to teach sewing, it was Cecelia Podolak, the highly respected clothing specialist from British Columbia, Canada. The expertise she brings to us at the Expo is a result of her distinguished career in the field.

Cecelia grew up in Iowa, in a family of women who immersed themselves in crafts such as sewing, crochet, knitting, cross-stitch, and embroidery. She took the requisite home economics courses in high school, and then tailoring classes at the university level. But it was her own teaching of custom tailoring that honed her skills. “My high school students were amazing in handling wool fabrics, mastering the pressing techniques I demonstrated to them, and producing beautiful jackets and skirts. Some went on to win awards in the *Make It with Wool* contests,” she remembers.

Cecelia, fondly known as Ce, achieved an M.S. in Clothing, Textiles, & Merchandising from the University of Oklahoma, and then accepted a teaching position in Canada at the University of Winnipeg in Manitoba. After that came a move to Vancouver, BC, where she and a colleague opened a small fabric shop, and she taught Clothing Design and Custom Tailoring at the University of British Columbia.

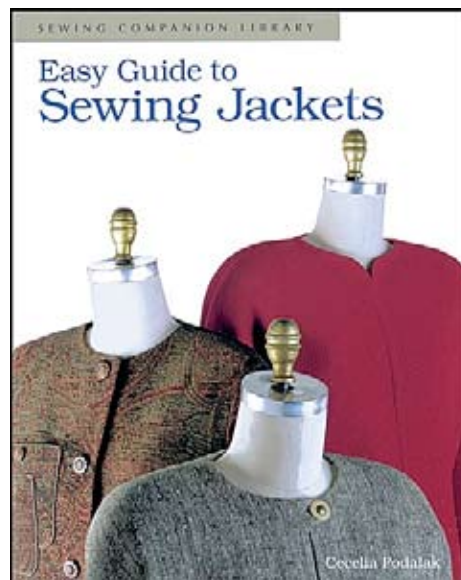
Times were changing, with a lot of women entering the work force, and now Ce switched from labor-intensive tailoring methods to “fast and easy” industry techniques. “The emphasis was on fusible interfacings, and sewing as much as possible on the machine, using hand stitching to achieve a quality look. I was able to teach what I called a fusion type of tailoring, combining the best of both worlds!”

The next step in Ce’s career included a series of “Up-Date” courses for teachers, and participation in sewing shows, both in Canada and the U.S.

Seminars were on “Pressing” and “Jackets.” Her best-selling pressing video, called “Fearless Pressing: Part I Jackets” is still available, along with her little tailoring “daubers” used in this pressing.

Ce Podolak is also author of several articles for *Threads Magazine*, *Sew News*, *Vogue Pattern Magazine*, and *Australian Stitches*, as well as a best-selling book called “Easy Guide to Sewing Jackets.” Ce explains, “All the techniques presented in that book are still very current and useful, a blend of tailoring principles, contemporary industry methods, and some custom sewing.”

The success of the book led to customer requests for patterns with better fit. Ce started a line of patterns called *The Classics*, starting with a cardigan jacket. The patterns use industry grade rules, and are sized (12 to 24) to fit like better RTW. They are designed for women with fuller bustlines, thicker mid-sections, fuller back shoulders, and yes, tummies and hips! Seam allowances vary, as the construction directions incorporate industry techniques. The pattern line, *Material Things*, now includes a basic skirt, t-shirt, blouse, and casual jacket.



At the Expo, Ce Podolak will be teaching :

- * Wednesday workshop - Fearless Notched Collar
- * Thursday workshop - Fearless T-Shirt
- * Friday/Saturday seminar - More Than a T-Shirt
- * Friday/Saturday seminar - Re-Design Your Favorite Shirt

She will also offer a daily demo called *Jacket Shortcuts* on Stage 3. Come and learn from one of the very best in the business!!!

Barbara Gash
Freelance Sewing Writer
Bloomfield Hills, Michigan



Drafting Table... Kuddles for Kids...

...Innovations and Ideas! *...Giving back to our families!*

Parking at the expo;

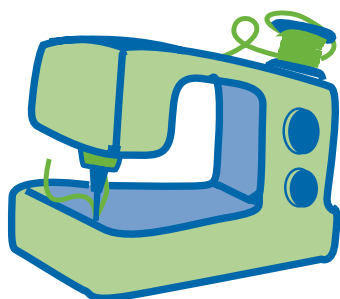
One day	\$5
Four days	\$12
Five days	\$15

Note: To receive the special multiple day rates you need to tell the parking attendant the first day you arrive.

Handicap parking is available at the expo center; however you must arrive very early to obtain a space close to the building. We have a larger than average number of attendees who qualify for handicap parking spaces and many of them arrive early in the morning. Note; It is possible to have someone drop you off at the front door and return to pick you up without incurring the parking cost.

Bringing Your Machine

If you are bringing your machine to a workshop you may bring it on a wheeled cart. Carts with wheels are not allowed on the vendor floor only! You may store your cart and machine at the secure package check Friday thru Sunday for a nominal fee. Please make note of the NO stroller rule. For those with very small children, it's important for you to know that we cannot accommodate strollers on our crowded vendor floor. Strollers can be used in the concession area in Hall B only. Also note, we do have some limited sewing activities for children ages 8 to 10. Ages 11 and up are encouraged to participate in all activities at the American Sewing Expo.



Kuddles for Kids;

Every year at the ASE, with your help, we produce a plethora of Teddy Bears for charity. These bears are donated to police and fire departments around the city and to Childrens Hospital in Detroit.



Pictured left to right; Joan Podeszwa, organizer of the Closet Door, Vicki Edds of Commerce Twp., Judy Whitlock of Commerce Twp and Sue Zanotti of Clarkston. These three women are members of the Lakes SewCiety sewing guild. Every year this guild produces flannel kimono and blankets for Children's Hospital. This year ASE sent along 100 Kuddles for Kids Teddy Bears.

Wanted:

I would like to find a non-smoking roommate for Thursday, Friday, and Saturday nights for the Expo.

Gen Henderson

Donovanhenderson@msn.com

Needed:

Car Pool from the Chicago, IL area?

Please contact Wendy Vaughn

mswendy205@yahoo.com

Sew Experience Café... at the Expo

is loaded with fun, exciting sewing and embellishing projects. Enjoy a cup of coffee while you view informative video clips on unique sewing tips and browse the extensive menu of projects available only to café participants.

Choose from a menu of attractive projects, then dive-in at your own pace as you make it your own.

The café experience is a mere \$5. Reservations for the café begin each morning when the vendor hall opens. This event is for everyone from the novice to the seasoned sewer.



Luggage Tag

A person can never have too many luggage tags! Of course, they're good for making your suitcase easy to spot on the carousel at the airport. They're also a creative way to personalize a laptop carrier, bookbag or tote and the list goes on.



Mini Christmas Stocking

These little darlings are perfect for holiday gift giving. The size lends itself to small gifts like jewelry, money or gift cards.



Card Holder

This stylish card holder is made of oil cloth a practical fabric that's durable and easy to keep clean. Embroider a motif or Initial to personalize it and now it can be used to store business or credit cards. Use it when giving a "gift card" and it's two gifts in one!



Travel Butler

This a terrific quick gift idea and you'll experience the wonderful world of machine embroidery. Learn first hand how easy it is to apply snaps.



Quilt Label

Have you always wanted to have an embroidered label for one of your special creations. Here's your opportunity. Design and stitch-out your very own customized label.



Creative

DRAWings

Where Creative Magic Begins...

JANOME



“ThreadBanger” comes to the Expo!

Make the most of your Internet time!

ThreadBanger.com is a network for people who love to DIY, recreate, refashion and craft. The network brings together people who can share their ideas, tips and advice with others and help make the world more fashionable - ThreadBanger style! Hosts Rob Czar and Corinne Leigh scour the streets looking for indie designers and crafters who share their passion with the world. New episodes air every Friday on ThreadBanger.com. The website features how-to videos, forums and blogs, as well as newsletters and contests – all to help crafters create and find their own style.

Janome America, Inc. introduced two innovative ThreadBanger sewing machines with the consumer in mind who wants to recycle and recreate old garments into fresh new fashions. With each American disposing of approximately 35 pounds of old clothing and textiles annually, Janome and ThreadBanger recognize that do-it-yourself fashion

opportunities can be found everywhere. Blending creative inspiration and conservation, these machines only use 4 watts as opposed to the typical compact fluorescent lights consuming about 5-30 watts.

Rob and Corinne will be on Demo Stage 2 Friday and Saturday from 11:45 to 12:15 and 2:45 to 3:15.



Corinne Leigh and Rob Czar are the ThreadBanger Duo!

When the ThreadBanger duo aren't on the demo stage you might catch them helping show attendees how to “go green with blue jeans”, in the Re-Construction Zone in the center of the vendor hall.

Re-Construction Zone details are on the inside cover of the registration brochure (link is on the home page, upper right corner).



Snippets

Important information in small bites!



Yes, I Made This! is a new project at the American Sewing Expo. This is for you – who doesn't want to show off their sewing expertise and what better place to do it than the American Sewing Expo? We are proud to be sewers so let's show it!

Here's how it works;

- Arrive at the expo wearing something that you made. This can be a garment or any accessory, like a handbag or a tote.
- Go to the Islander Sewing Systems booth to purchase the Yes, I Made This! pin (proceeds of pin sales go to Dress for Success, a charity that helps low income women prepared for the job market by supplying them with appropriate clothes for work).
- Get your picture taken for the web site photo gallery and enter the Yes, I Made This! drawing for great prizes.

More details will be provided when you pick-up your pin.

The Trivia Question for September is ...

Who is the king of couture sewing?

Winner will receive one free ticket to the Passion For Fashion Show 6:00pm
Saturday, September 17, 2008.

Email your answers to watastitch@comcast.net

All readers are eligible to win that have not won the Trivia challenge previously this year.

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Last E-Swatches answer to the Trivia Question...

Who authored the DVD, Fearless Pressing?

Answer: Cecile Podolak

First submitted by: Rebecca Kluz, Jenison Mi

Correction to last edition winner Donna Wertz, lives in Belleville, Michigan

Registration Tips from Brenda Rogerson

ASE Education Director

- Read the class descriptions carefully. If you have any questions, please call me at 248-857-3111 x22.
- Register early to ensure your class choices. Registration begins July 22 at 9:00 am EST.
- Registering on the web allows you to see when a class is sold out.
- Hands on classes sell out early. Pictures of hands-on class projects are available on the web.
- Registering for a package saves you money. (See page 18 of the registration brochure)
- Register on the web and receive a bonus. (See page 18 for the registration brochure)
- Register before August 11 to receive a free general admission ticket. (See page 19 of the registration brochure)
- A class supply list will be included with your ticket.

If you have trouble registering on the web, our staff is available M-F from 10 am – 4 pm EST to assist you.



Tips for Attending the Expo

1. Wear comfortable shoes - for the sewing expo, fashion stops at the ankles!
2. Layer your clothing to accommodate any temperature changes.
3. Bring sticky address labels for mailing lists & sign-up sheets.
4. Carry a small notebook and pen to jot down notes.
5. Make sure to drink plenty of water.
6. Allow yourself plenty of time to do everything - don't try to do it all in one day.
7. Make sure you have the opportunity to take classes, enjoy the galleries of exhibits, attend fashion shows and demos and of course, shop!
8. Give yourself a treat - hire a sitter for kids under the age of 8.
9. Get yourself prepared for a shopping spree - You're worth it!