

FEBRUARY, MARCH NEWS

Store Hours: Weekdays 9:30 a.m 'til 5:30 p.m., Saturday 9:30 'til 3



1722-C 28th Avenue South
Homewood, Alabama 35209
Phone Toll Free 877-296-3517
In Birmingham 205-870-1931



Alabama's leading PFAFF and baby lock retailer

PFAFF

SERVING BIRMINGHAM SINCE 1950

Shawn Jackson, President
Lanell Carroll, Office/Newsletter
Wayne Garmon, Service
Misty Sims, Office
Catherine Forsythe, Sales

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Phone 205-870-1931
Toll Free 877-296-3517
www.sewingmachinemart.com

COMMUNITY HELP EFFORT

Please continue to bring by your aluminum can pop tops to donate to a non-profit group with which one of our teachers is working.

CONGRATULATIONS... Go to the website and view the beautiful Creative Button Challenge items. Results were: \$250.00 Gift Certificate First Place Winner, Ellen Ballard for her wall hanging entitled "The Button Express"; \$100 Gift Certificate Second Place Winner to Brenda Pridmore for her fun Sewing Ladies Sewing Basket; and Third Place Winner, Betty Lewis's quilted wallhanging, which had everyone who saw it wondering How Did The Rooster Lay That Egg? And as a thank you to everyone who participated, a Free Machine Service gift certificate.

Ask at the front counter for your Customer Appreciation purchase record card so you can take advantage of our great money back program. **AND...Make sure to tell that friend you send by to look at machines to give us your name when they purchase it, so we can note your record No Charge for your next machine service!**

NEW THINGS TO CHECK OUT...we want to help you...:

- **AMAZING DESIGNS NEW EMBROIDERY AVENUE KIOSK** - now available in our store!. You can browse through absolutely every design sitting at the kiosk, and select anything from one individual design, or as many as 40 design collections, then take your custom disk home immediately. It is in real time, so if they come out with new designs the day before, you'll be the first to have them!
- **THE PFAFF CREATIVE VISION MACHINE** - You'll be amazed...make it talk to you!
- **THE BABY LOCK QUEST MACHINE** - Come in and test it out. A whole new experience!
- **MIDNIGHT CLASSES** - for potential students who tell us they work and have their Saturdays filled with other things, and ask if we're open on Sundays, and want to learn to sew or embroider or quilt or about their software or other things, but don't find our schedule convenient. Call and ask for details and fee info!!!
- **OUR ADOPTION PROGRAM** - for sweet people who purchased their machine(s) and/or software from some other shop, and ask for our help in learning how to make the most of it. Call and ask for details so we can help you!!!
- **INSPIRA NEEDLES** - Try them and tell us what you think.
- **A BEAUTIFUL ART QUILT MADE BY THE GEE'S BEND QUILTERS**
- **MORE WONDERFUL INSPIRING SAMPLES** - created by our talented teachers and customers.

Thanks for Being Our Customer... We Appreciate You!!!

AND WE CONTINUE TO...

- *Provide Expert Professional Scissors/Shears Sharpening Service. Quick Turnaround, Excellent Results!*
- *Service your machine at no charge on your first anniversary of purchase date from us!*
- *Support you with educational support, including Learn How To Use Your New Machine classes with every machine purchase.*

Please feel free to phone us anytime to ask about class details, or classes not included in our regular newsletter. Many customers make special requests to learn more about techniques used as they see all the great samples on display in the store. Our goal is to provide you with instruction and support for your creative goals, and we're here to help!

GET TO KNOW EMBROIDERY SOFTWARE - MAKE IT CREATE FOR YOU

Answers To Your Babylock Software Questions

Bring your laptop, your questions, and your notepad to explore making the most of your Palette or Designer's Gallery software programs.

Saturday, March 8, 10 a.m. - 2 p.m.

Daniel, Instructor



Exploring Your Pfaff Embroidery Software, Pfaff Creative Machines, and Specialty Hoops and Techniques

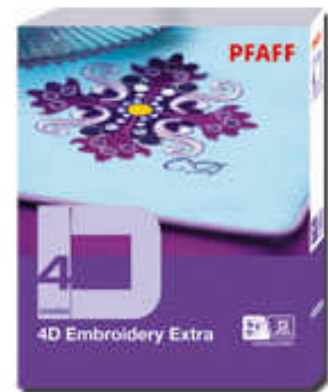
Expand your knowledge and make the most of your machine by doing unique projects, designed by Shirley, that give you a better understanding of Pfaff software and specialty hoops/accessories. Anyone who wants to know more about any of this can come and participate or just observe. .

Saturday, Feb. 16

Thursday, March 27

10:00 a.m. - 2:00 p.m.

Shirley, Instructor



February

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|-----------------------|-----------------------|---|----------|------------------------------|---|
| | | | | ASG | 1 | 2 SMM Club Class - VALENTINE VEST!!! |
| 3 | 4 FACS WORKSHOP | 5 FACS WORKSHOP | 6 | 7 | 8 | 9 |
| 10 | 11 Learn To Sew | 12 Learn To Sew | 13 | 14 | 15 Quilting With Betty | 16 Exploring Pfaff Creative Machine & Software And More |
| 18 | 18 Learn To Sew | 19 Learn To Sew | 20 Techniques in Miniature Class, based on Kreations by Karon patterns | 21 | 22 | 23 |
| 24 | 25 Learn To Sew | 26 Learn To Sew | 27 | 28 | 29 | |

PRODUCT ORIENTATION: Learn To Use Your New Pfaff or Baby Lock Machine

Call us anytime for specific dates/times for your model. These classes are conducted regularly, every month, and you are welcome to come back to repeat if you like.

Sign up at the store when you purchase your new machine to reserve your seat and pick up your supply list. Sessions are **conducted monthly** in our classroom, and provided with purchase of new machines at no charge. You will be guided through the basic operation of your machine with a knowledgeable instructor, as well as learn the proper way to keep your machine trouble free for years of enjoyment. **Free with purchase of a machine at the Sewing Machine Mart.**

American Sewing Guild Machine Embroidery Neighborhood Group

First Thursday of each month, 10:00 a.m. 'til noon. Door prizes furnished by Sewing Machine Mart!
Contact Nancy Walton, Neighborhood Group Leader, for more details.

MARCH

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|--------------------|---|--|---------------------------|---|
|  | Pfaff's Original IDT - - Integrated with the machine...evenly feeds top layer of fabric as feed dogs feed the bottom layer. <u>NO SLIPPING OR SHIFTING - EVER!!!</u> | | | | | 1 SMM Club Class - PERPETUAL CALENDAR!!! |
| 2 | 3 FACS WORKSHOP | 4 FACS WORKSHOP | 5 | 6 ASG | 7 | 8 Question and Answer Help Session With your Baby Lock & Designer's Gallery Software |
| 9 | 10 Learn To Sew | 11 Learn To Sew | 12 | 13 Everything You've Always Wanted to Know About Machine Embroidery | 14 Quilting With Betty | 15 |
| 16 | 17 Learn To Sew | 18 Learn To Sew | 19 LEARN HEIRLOOM TECHNIQUES WORKSHOP WITH SHIRLEY | 20 | 21 | 22 |
| 23 | 24 Learn To Sew | 25 Learn To Sew | 26 | 27 Exploring Pfaff Creative Machine & Software And More | 28 | 29 |
| 30 | 30 Learn To Sew | | | | | |

Class Guidelines:

1. Please register early, at least **one week** prior to class date as classes fill quickly. We want to be sure to have sufficient supplies for you.
2. Payment is required at the time of registration. Credit card payments may be made via phone.
3. Supply lists are provided with payment of class fee. Some classes require a little advance preparation.
4. A 10% discount is given for class supplies upon presentation of your paid class receipt.
5. Should you be unable to attend a class, please be aware that credit will be given only if we are notified at least one week prior to class date.
6. We reserve the right to cancel classes that do not reach minimum enrollment. If a course for which you registered is cancelled you will be notified, and you will have the option of receiving a full refund, store account credit, or applying your fee to another class.

We look forward to having you here. Please be sure to provide us with feedback after your class!

CLASS DESCRIPTIONS: COME TO CLASS AND LEARN NEW TECHNIQUES

Learn Heirloom Technique Workshop With Shirley

Come and learn heirloom sewing by machine techniques that will give you the basic skills you need to create your own heirloom garment or other project. Examples of what you will learn: lace-to-lace, lace to flat fabric, entredeux to flat lace, entredeux to flat or gathered fabric and to flat or gathered lace, lace shaping, folded tucks, French seams, and puffing. If your machine has heirloom stitches, you'll also learn how to use these beautiful stitches to further enhance a beautiful heirloom project. Make it a

Wednesday, March. 19, 10:00 a.m. – 3 p.m.

Shirley, Instructor

Techniques in Miniature Class, based on Kreations by Karon patterns

Many of you have commented on the beautiful, unique quilts at the front counter, with the miniature dresses theme. We have many kits for purchase in the store, and they have been a tremendously popular new item we brought in during the first part of this year. Most of the instructions in Karon's Kits are techniques utilizing mostly handwork. Shirley will teach you techniques in miniature during this class, including pintucks, embroidery, shadowwork, decorative edgings, and more. as well as many variations and ideas to do much of it with your machine. Come in and select your kit while stock is plentiful, then attend this session and enjoy this workshop of creative fun.

Wednesday, Feb. 20, 10:00 a.m. – 4:00 p.m.

Shirley, Instructor

Learn To Sew For Beginners

Learn the basics of sewing as you make a project from start to completion. This class is geared to those who have never sewn before, or want to be reintroduced to today's techniques in sewing! The first class will be a lecture.

Ongoing Classes, Every Week. Call for additional dates/times!) Machine provided for in-class time.

Intermediate Sewing Class

Take your skills to a higher level by creating a project in class that will enable you to build upon your basic sewing skills. Sewing machines will be provided. The first class will be a lecture.

Ongoing Classes, Every Week. Call for specific dates/times!

Sewing Techniques Class (Section A)

Want to brush up on, and perfect your basic sewing skills? These classes will review stitching techniques, but won't require that you fully complete a finished project. During initial Sewing Techniques Class, we incorporate Volume 1 of the Basic Sewing Workbook, which is available at the store. Learn or revisit the basics as you explore many techniques, like seam finishes, buttonhole variations, zipper applications, blind hems, AND MORE! Fabrics provided; special price on the Workbook for students.

Ongoing Classes, Every Week. Call for specific dates/times!

More Sewing Techniques Class (Section B)

This class continues with more techniques to expand your sewing knowledge. Fabrics provided. **(No additional Workbook required for More Sewing Section B session.)**

Ongoing Classes, Every Week. Call for specific dates/times!

Lanell, Instructor

NOTE: Lanell is certified by the Home Sewing Association, and teaches at all levels. The Home Sewing Association (HSA) is a not-for-profit organization that represents members from every facet of the sewing industry. Take advantage of her knowledge and expertise when you come by to inquire about that special project you're creating!

Club Class Meeting

Do you own a Pfaff or Baby Lock machine? If you do come to our classroom each month and make a project, learn more about your machine, and have fun with a great teacher and some great new sewing and embroidery friends. **If you don't**, let us know and we'll have a machine set up in the classroom for you to use. Stop by to see the samples, sign up and pick up your supply list. **PLEASE NOTE: Due to the nature of these sessions and occasional unique supply requirements, please enroll at least 5 days prior to class date. Thanks!**

Saturday, Feb. 2, 9:00 a.m. - 12:00 p.m.

Project: Valentine Vest

Saturday, March 1,

Project: Perpetual Wall Calendar

Lanell, Instructor

Learn Quilting With Betty, Traditional and Unique Methods

Make it a unique, one-of-a-kind creations, while learning with Betty and Darlene's original patterns:

Friday, Feb. 15, 10:00 a.m. – 2 p.m.

Project: Gorgeous Embellished Rose Applique Quilt, Featuring 3 Dimensional and Quilt Then Assemble Techniques

Friday, March 14, 10:00 a.m. – 2 p.m.

Project: Variations on Paper Piecing Geometric Techniques, For Many Different Color Families

Come by to see the quilts on the wall, and for fabric, pattern, and other kit info.

Betty, Instructor

Everything You've Always Wanted To Learn About Machine Embroidery!

Regardless of the brand of embroidery machine you own, or would like to own, there are certain specifics to understand so that you can achieve a professional finished look to every project you undertake. This class is geared to everyone - beginners and otherwise - and structured so that you can watch, learn, and ask your questions of someone who is extremely knowledgeable and very talented in these areas. (Examples of things that will be shown and discussed: Embroidery Applique, Free Standing Lace, 3 Dimensional Embroidery Incorporating embroidery in your quilts.) So if you'd like to spend classroom time in a quiet learning environment with someone who truly knows almost all the hints and tips, call now and sign up! Stabilizer sampler packet included.

Thursday, March 13, 10:00 a.m. – 12:00 p.m.

Peggy, Instructor

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Machine. Sign up at the store when you purchase your new machine to reserve your seat and pick up your supply list. Sessions are conducted monthly in our classroom, and **provided with purchase of new machines at no charge.** You will be guided through the basic operation of your machine with a knowledgeable instructor, as well as learn the proper way to keep your machine trouble free for years of enjoyment. Free with purchase of a machine at the Sewing Machine Mart).