








Also Available in Heavy Terry

1 RSA0426 Rugby	3 HVT427 Crew Neck	 Dark Navy 539 U
2 HVT495 Pullover Hoodie	4 HVT450 Sweatpant	 Zinc 425 U

Asi/35297

Heavy Terry Club Jacket

	Red 711 U
	Maroon 491 U
	Royal Blue 661 U
	Zinc 425 U
	Black Neutral Black U

American Apparel®

NEW
Heavy Terry Club Jacket
HVT401 | Unisex
XXS | XS | S | M | L | XL | 2XL
2XL available in select colors

Zinc
65% Combed Cotton Fleece
28% Polyester
7% Rayon
11.28 oz/ yd² = 382 g/m²

Colors
71% Combed Cotton Fleece
29% Polyester
3 oz/ yd² = 441 g/m²

American Apparel is Jobs.
At American Apparel we leverage art, design, innovation and technology to advance our business. Our workers earn fair wages, pay millions of dollars in taxes and have access to comprehensive medical programs.

You Can Order Mill Direct!

Contact customer service
to open an account today at:
Tel. +1 (213) 488-0226
Fax. +1 (213) 488-0334
csr@americanapparel.net

Wholesale Imprintable Division
americanapparel.net/wholesale



Made in USA
Sweatshop Free

Circle 3 on Free Info Card or visit www.stitches.com/freeinfo








Also Available in Heavy Terry

1 RSA0426 Rugby	3 HVT427 Crew Neck	 Dark Navy 539 U
2 HVT495 Pullover Hoodie	4 HVT450 Sweatpant	 Zinc 425 U

Asi/35297

Heavy Terry Club Jacket

	Red 711 U
	Maroon 491 U
	Royal Blue 661 U
	Zinc 425 U
	Black Neutral Black U

American Apparel®

NEW
Heavy Terry Club Jacket
HVT401 | Unisex
XXS | XS | S | M | L | XL | 2XL
2XL available in select colors

Zinc
65% Combed Cotton Fleece
28% Polyester
7% Rayon
11.28 oz/ yd² = 382 g/m²

Colors
71% Combed Cotton Fleece
29% Polyester
3 oz/ yd² = 441 g/m²

American Apparel is Jobs.
At American Apparel we leverage art, design, innovation and technology to advance our business. Our workers earn fair wages, pay millions of dollars in taxes and have access to comprehensive medical programs.

You Can Order Mill Direct!

Contact customer service
to open an account today at:
Tel. +1 (213) 488-0226
Fax. +1 (213) 488-0334
csr@americanapparel.net

Wholesale Imprintable Division
americanapparel.net/wholesale



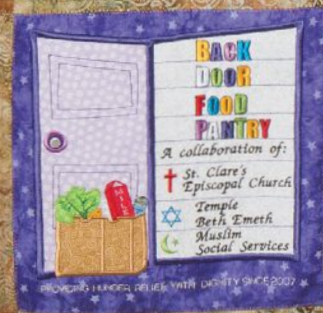
Made in USA
Sweatshop Free

Circle 3 on Free Info Card or visit www.stitches.com/freeinfo

STITCHES

Embroidery's Voice & Vision

August 2013





POCKET. GOOD.

It's not easy being the 'Squatch. A schedule packed with photo ops
leaves little time for foraging, so snacks on the go are a must.
That's why we offer everybody's favorite BEEFY-T® with a pocket.

The BEEFY-T® pocket tee. It's like comfort and convenience had a baby.



Visit haneslocator.com to see the full ad series.

COMFORT MATTERS



Made in USA Club Jackets

**That's American.
That's American Apparel®**



**Made in USA
Sweatshop Free**

American Apparel is Jobs.

At American Apparel we leverage art, design, innovation, and technology to advance our business. Our workers earn fair wages, pay millions of dollars in taxes, and have access to comprehensive medical programs.

You Can Order Mill Direct!






Call customer service to open an account today at:
Tel. +1 (213) 488-0226, Option 2
Fax. +1 (213) 488-0334
csr@americanapparel.net

American Apparel
— Factory HQ USA
747 Warehouse St.
Los Angeles, CA 90021

Wholesale Imprintable Division
americanapparel.net/wholesale



Heavy Terry Club Jacket

- HVT401 | Unisex
XXS | XS | S | M | L | XL | 2XL
- 2XL available in select colors
- Zinc
65% Combed Cotton Fleece
28% Polyester
7% Rayon
11.28 oz/ yd² = 382 g/m²
- Colors
71% Combed Cotton Fleece
29% Polyester
13 oz/ yd² = 441 g/m²

-  Red
— 711 U
-  Maroon
— 491 U
-  Royal Blue
— 661 U
-  Zinc
— 425 U
-  Black
— Neutral Black U


Wool Club Jacket with Leather Sleeves




- RSAWN402 | Unisex
XXS | XS | S | M | L | XL | 2XL
- Exterior
80% New Wool
20% Nylon
- Interior
52% Polyester
48% Viscose
- Leather Sleeves

-  Oxford
— Process Black U
-  Black
— Neutral Black U

Trucker Hat

- CT509 | Unisex
- One Size
- 100% Cotton Chino Twill
100% Polyester Cap Mesh

-  Ivory
— 7527 U

-  Red
— 711 U
-  Navy
— 282 U
-  Black
— Neutral Black U

**New
Styles
for
2013**

Blue Generation®

SUPER BLEND PIQUE POLOS



6.7 oz.
pique
60/40
cotton/
poly

FROM
\$8.95
NET

**MEN'S
BIG
& Tall**

BG-6204

BG-7204



6.7 oz.
pique
60/40
cotton/
poly

FROM
\$9.95
NET

BG-6205

BG-7205



6.7 oz.
pique

60/40
cotton/
poly

FROM
\$8.95
NET

BG-6209

MOISTURE WICKING POLOS



5 oz.
100%
polyester

FROM
\$10.99
NET

**MEN'S
BIG
& Tall**

BG-6219

BG-7219



4 oz.
Snag
Resist
100%
polyester

FROM
\$10.99
NET

BG-7224

BG-6224



5.7 oz.
pique

65/35
poly/
cotton



FROM
\$10.25
NET

**MEN'S
BIG
& Tall**

BG-7202

VALUE PIQUES



4.7 oz.
pique

65/35
poly/
cotton

FROM
\$6.75
NET

BG-6400

BG-7400

TEL: 1-888-336-4687

FAX: 1-888-744-7887

NEWLY EXPANDED

FREE FREIGHT*

WITHIN 2 DAYS

*VISIT WEBSITE FOR DETAILS

WWW.BLUEGENERATION.COM

SuperBlend is a Reg. TM of M. Rubin & Sons.

TEFLON® is a Registered Trademark of DuPont
used under license by Blue Generation.

SOFT TOUCH POLOS



5.5 oz.
pique

65/35
poly/
cotton

FROM
\$7.35
NET

BG-6500

BG-7500

LOGO READY APPAREL **Blue Generation®**

NOW

MEN'S
**BIG
& Tall**

BG-7219
XS-6XL

FROM
\$10.99
NET

BG-6223
S-4XL
FROM
\$11.99
NET

BG-5500
XS-XL
FROM
\$5.99
NET



POLO TEAM HIGHLIGHTS



ASI 40653

31 COLOR SELECTIONS
MEN'S SIZES UP TO 10XL & TALLS IN SELECT STYLES
LADIES S-5XL*, YOUTH XS-XL

*In select styles & colors

Circle 5 on Free Info Card or visit www.stitches.com/freeinfo



View website
& catalog



OUR QUALITY
YOUR REPUTATION
9313 / SHADOW HOODED SOFT SHELL



C H A R L E S R I V E R A P P A R E L

GET A SAMPLE FOR ONLY \$10 NET

NOT VALID ON OUR WEBSITE. MUST MENTION CODE Z6. STYLE 9313 ONLY.

1 BLANK SAMPLE PER ACCOUNT. VALID 08.01.13-09.30.13

800-225-0550 / custserv@charlesriverapparel.com / ASI #44620 / PPAI #111644

Circle 6 on Free Info Card or visit www.stitches.com/freeinfo



Technical fabric treatment and storm flap combine to prevent moisture from entering garment for a period of time.



Fabric constructed with a touch of Lycra®spandex or stretchy material for extra comfort and flexibility.



Active-Dry® moisture management fabric that wicks perspiration away from the skin and onto the surface of the fabric for evaporation. Keeps you cool and comfortable.



Technical fabric construction that pushes moisture to the surface of the garment for evaporation.



Garment designed with fabric treatment that offers maximum wind-blocking properties.



THE OMNI JACKET LIGHTWEIGHT SOFT-SHELL PERFORMANCE TESTED

Industry's most versatile and best value jacket
Available in 6 colors from XS-4XL

ASI 66238

PPAI 243349

SAGE 67239

LANDWAY.COM

Landway[®]
Explore new possibilities.

Circle 15 on Free Info Card or visit www.stitches.com/freeinfo

ColDesi™

HeadsUp

Industry Exclusive Embroidery Machine
TRADE-IN PROGRAM

Introducing Our Easy Trade-In Program For SWF Commercial Embroidery Machines.

Whether you are a new business with more work than your single head machine can handle or the biggest contract embroidery shop in town, your investment MATTERS.

Combine SWF's industry leading technology and ColDesi's high level of professional support, and you get the most cost effective way to expand and upgrade your capabilities – with HeadsUP!

Trading up from a single head embroidery machine to a 2-head or more? Need to double or quadruple your capacity? GET UP TO 100% trade-in and a minimum of 50% of your original purchase value.

Already have your multi-head machine but need to work faster, smarter and increase your revenues?

Get up to 70% for your machine trade-in today!

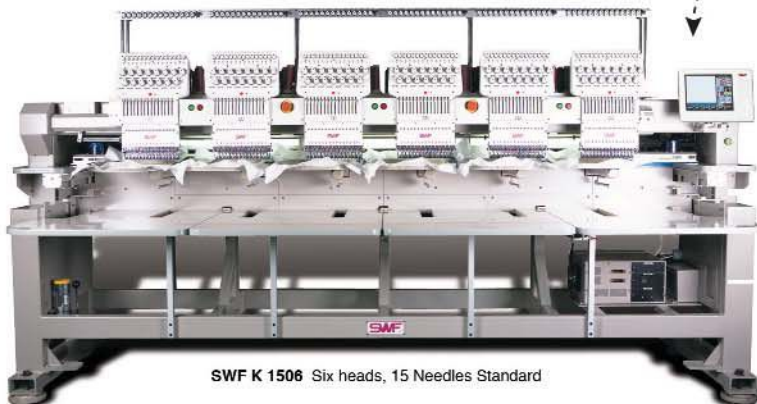
SINGLE-HEAD TRADE VALUE COMPARISON

Trading up from a single-head machine to a 2-head or higher machine.

	0-12 MONTHS	13-24 MONTHS	25-36 MONTHS	37-60 MONTHS
ColDesi	100%	70%	60%	50%
Others	80%	65%	50%	0%

4 Reasons Why ColDesi's HeadsUp Is Smart For Business.

1. 100% trade-in on single head machines.
2. Option to trade at any time in the first 5-years.
3. SWF machines from ColDesi have the lowest inception and cost of ownership of any of the premium brands.
4. Five year warranty covers machine throughout HeadsUp Trade-in Program.



SWF K 1506 Six heads, 15 Needles Standard



SWF K 1504 Four heads, 15 Needles Standard



SWF K 1502 Two heads, 15 Needles Standard



SWF E 1501C
Single head, 15 Needles



SWF K 1504DF Four heads, 15 Needles Dual Function

MULTI-HEAD TRADE VALUE COMPARISON

Trading up to equal size or higher machine and equal or greater value.*

	0-24 MONTHS	25-36 MONTHS	37-60 MONTHS
ColDesi	70%	60%	55%
Others	0%	0%	50%

*Excludes Dream Machines



Call us toll-free **1-877-793-3278** to learn more about HeadsUp and SWF machines.

coldesi.com

ColDesi™

Number One In Apparel Decorating Equipment

Circle 28 on Free Info Card or visit www.stitches.com/freeinfo

Puzzling Over Gift Ideas?

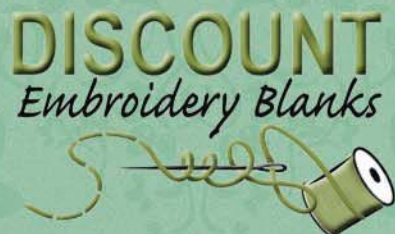


Discount Embroidery Blanks is the perfect fit.

Timeless to trendy! Transform the blank and bland to beautiful and elegant or to fun and fancy with creative, fine quality blanks at amazingly competitive prices.



You'll love our wide selection, quick shipping, and knowledgeable, personalized customer service.



www.DiscountEmbroideryBlanks.com
Toll Free 1-866-210-0072

DISCOVER
OVER
270
New!
LOOKS

+

64
New!
TALL
STYLES

Outfit the TALLEST to
the SMALLEST with the
2014 **APPAREL, BAGS**
& **CAPS** catalog.

Order today.



800.426.6399 ■ sanmar.com

SANMAR

Circle 20 on Free Info Card or visit www.stitches.com/freeinfo

C CONTENTS

S·T·I·T·C·H·E·S

AUGUST 2013

v.27 n.7

FEATURES

Cover Story

Quilting For A Cause 46

Decorators across the country joined *Stitches* in creating a quilt that honors many different charitable causes and foundations: We asked embroiderers to create a quilt square for a cause, perform service in honor of the quilt and then document their experience. What resulted is a collection of stories that will touch your heart.

INTERACT

Stitches.com 16

Trending topics: What decorators want in top-notch employees; customer service mistakes that drive clients away; and what social networks embroiderers use for business.

Pinterest.com/stitchesmag 18

What's hot from our Screen-Printed Designs and Appliqué & Multimedia Boards.

Letters 20

Readers tell us how they use social media to snag new clients.

Expert Weigh-In 22

An expert shares his insights on what suppliers need to do for their decorator clients, what the entertainment market is buying and why he moonlights as a radio personality.

Problem Solved 24

Learn how to hire your first machine operator.

Phil Stitch Answers 25

Phil finds sleeveless tees with a pocket, tool caddies and foldable stadium seats.



ASI President and CEO Timothy M. Andrews was presented with The *Stitches* Hopeful Hearts Quilt shortly after it arrived at ASI from master quilter, Geri Finio.

NEWS

Industry 26

U.S.-made products star at Expo East; HanesBrands announces 1st quarter financials; Colman & Co. reports rhinestone-related sales spike; and more.

World 27

Trending topics: Mexican embroiderers combat 'femicide'; Indian movie about embroidery wows critics; and more.

Strategy 28

One shop makes its marketing efforts really personal; a decorator adds a new Tajima six-head with extra-wide sewing areas to up productivity; and more.

DECORATING SOLUTIONS

5 Steps 32

Use rhinestone transfers to create a perfect design.

Decorating & Fabric Trends 33

Hot topics: Next-generation burnout apparel; neon Easy Prints heat transfers; and Spring Appliqué Design Collection by Appli-Stitch.

Machine & Software Upgrades 34

Hot topics: Meet StockStitch version 6.2; new print design templates from InkSoft; and a new large-format reclaiming sink.

Saving 36

Quick tips: Achieve excellent opacity with new PVC-free inks; support fabrics without adding milk with a new non-directional non-woven; and more.

Technically Speaking 37

Embroider all types of winter wear.

LOOK BOOK

Runway 38

Runway trends: tangerine, the skater look and angled patterns.

Trends 39

Sell top color, apparel and embellishment trends inspired by top designers.

Showcase 42

Men's and women's outerwear to sell.

Inspiration 44

Affinity Express' Joanna Grant shows off some of her digitizing team's breathtakingly precise work.

Coming Next Month 62

What to look forward to in September/October 2013 *Stitches*.

Ask an Expert 63

An expert advises how to hire your first staff – and what personalities and roles will create your decorating A-team.

About the Cover:
Design: Hillary Haught
Photography: Mark Priskett
Quilt sewn by Geri Finio, Studio187

Make Money Printing T-shirts!



We are at Your Service

to help you grow your T-shirt business

- ◆ No art necessary - choose from thousands of free layouts
- ◆ Single color Easy Prints® orders ship same day!
- ◆ Get quotes on your artwork within the hour



STAHLS' TRANSFER EXPRESS

TransferExpress.com asi/91804

We are here to help
Call us today for free samples
1-800-622-2280
 Monday-Friday 8am to 7pm EST

Introducing The Stitches® Membership Package

Designed for Your Success



The NEW Stitches Membership Package
 makes it easy to grow your business.

- Increase sales with your own website full of T-shirts, blankets, caps, bags, plush toys and other embroidery-ready items.
- Get the most powerful eCommerce solution that is fully customizable, virtual sample-ready and social media compatible. See a preview at www.joinstitches.com/preview.
- Source products from every ASI Supplier Member with ASI's ESP Buyer's Guide™.
- Expand your business with FastFind® - the print guide with every distributor reseller.

Only
\$49.99
A month

CALL (877) 276-0292
 or visit www.joinstitches.com

S·T·I·T·C·H·E·S

Embroidery's Voice & Vision

Publisher, Chief Revenue Officer

Richard Fairfield, MASI
rfairfield@asicentral.com, @RichFairfield

Editor In Chief, Senior Vice President

Melinda Ligos, MASI
mligos@asicentral.com, @ASL_melinda

Editor, Executive Director

Professional Development
 Nicole Rollender, MASI
nrollender@asicentral.com, @ASL_Stitches

Managing Editors

Joe Haley, BASI
jhaley@asicentral.com, @asi_joehaley
 Joan Chaykin, BASI
jchaykin@asicentral.com, @asi_joanchaykin

Senior Staff Writer

Dave Vagnoni, BASI
dvagnoni@asicentral.com, @vagnoniASI

Staff Writers

Christopher Ruvo, BASI
cruvo@asicentral.com, @ChrisR_ASI
 Jennifer Vishnevsky, BASI
jvishnevsky@asicentral.com, @Jen_Advantages

Copy Editor

Patricia Cangelosi, BASI
pcangelosi@asicentral.com, @patty_cangelosi

Editorial Assistant

Carole Seymour, BASI
cseymour@asicentral.com

Contributing Writers

Steve Freeman, Deborah Jones, Tonia Kimbrough
 and Alissa Tallman

Editorial Interns

Grace Bennett
gthompson@asicentral.com

Sara Lavenduski, BASI,
slavenduski@asicentral.com, @SaraLav_ASI

Samantha Phillipps
sphillipps@asicentral.com

Art Director

Hillary Haught, BASI, @HaughtArt

Senior Editorial Designer

Glen Karpowich, @KarpoDesigner

Editorial Photographer

Mark Pricskett, MASI, @marcOphoto

Executive Director Production &

Advertising Operations

Haitham Barakat, MASI

Executive Director Audience Development

& Analysis

Debra Brill, BASI



POSTMASTER: Send address changes to
 STITCHES
 P.O. Box 2197 • Skokie, IL 60076

Stitches ENVIRONMENTAL STATEMENT. By using eco-friendly paper, *Stitches* magazine has saved the valuable resources below per year.

TREES	ENERGY	WATER	GREENHOUSE GASSES	SOLID WASTE
148	102 mil. BTU	53,847 gal.	16,426 lbs. of CO ₂	8,910 lbs.

Environmental impact estimate were made using the Environmental Defense Calculator.
 For more information visit www.papercalculator.org. Please recycle this magazine.

TSC is making a splash with HOT summer

COLORS

Nothing's hotter this summer season than making a statement with COLOR. Take your fashion basics to the next level with trendy tints! Light it up with bright neons in your favorite tees, tanks and totes from brands like American Apparel, Anvil, In Your Face Apparel and Liberty Bags. Take it retro in any of our colorful tie dye designs from Dynomite or tone it down with our variety of vintage-tone styles from Gildan, Tultex, 213 Apparel and more.

Check out these and all the hot hues available now from TSC.



90518



APPAREL®

800.289.5400

tscapparel.com

Circle 55 on Free Info Card or visit www.stitches.com/freeinfo

STITCHES

Embroidery's Voice & Vision

Advertising Specialty Institute

Chairman

Norman Cohn, MASI

Vice Chairman

Matthew Cohn, MASI

President & Chief Executive Officer

Timothy M. Andrews, MASI

Chief Operating Officer

Vince Bucolo, BASI

Senior Vice President/Sales

Christine Lovell, MASI

Vice President/Sales

Ron Ball, MASI

Vice President/Associate Publisher

Ed Koehler, BASI

Account Executives

Vince Deissroth, BASI; Jeannine Garrison, BASI;
Alan Lee, Tom Lin, BASI; Cindi Mann, BASI; Barry Melito;
Phyllis Mutnick, BASI; Jim Padilla, BASI; Suzanne Rozick,
BASI; Mary Sells, MASI

Chief Technology Officer

Armughan Rafat, BASI

Stitches Editorial Advisory Board

Mike Angel, Vice President of
Sales and Marketing, Melco

Jim Auclair, Owner,

FixYourStitch Embroidery Machine Repair

Conrad Booker, Designer/Artist

Erich Campbell, Digitizer/E-commerce Manager,
Black Duck Inc.

Lauren Cocco, Senior Merchandiser and
Embellishment Specialist, Vantage Apparel

Samanta Cortes, Owner,
Fashion Design Concepts Inc.

Cory Dean, Owner, Artwork Source

Ginny Fineberg, Owner and President,
Sandpiper Embroidery

Geri Finio, Embroidery Artist,
Studio187.net

Jay Fishman, Owner,
Wicked Stitch of the East

Steve Freeman, Owner,
Qdigitizing.com

Joanna Grant, Director of Sales,
Affinity Express

Colleen Hartigan, Vice President of Sales,
Madeira USA Ltd.

Joyce Jagger, The Embroidery Coach,
TheEmbroideryTrainingResourceCenter.com

Anna Johnson, Owner,
Super Embroidery & Screen Printing Inc.

Deborah Jones, Owner,
MyEmbroideryMentor.com

Jimmy Lamb, Manager of Education & Communications,
Sawgrass Technologies

Bonnie Landsberger, Owner and Digitizer,

Moonlight Design

Ed Levy, President, Digitize4u Inc.

Niamh O'Connor, Art Director/Evil Genius,
Urban Threads

Howard Potter, CEO,
A&P Master Images

Michael Savoia, Owner,
Villa Savoia Inc.

Lee Romano Sequeira, Co-owner,
Sparkle-Plenty.com

Andrew Shuman, General Manager,
Rockland Embroidery Inc.

Jane Swanzy, Owner,
Swan Marketing LLC

Dana Zizzo, Chief Marketing Officer, Jetline Inc.

Gayle Zrelia, Founder and President, EnMart



We're Tweeting

Stitches is part of the "Twitter-verse"! Follow our tweets at www.twitter.com/ASI_Stitches to be one

of the first to learn about *Stitches* surveys, videos, contests, webinars and more!



We're on Facebook

Stitches has a page on Facebook! Please join us at www.facebook.com/stitchesmag – when you

become a member of our *Stitches* magazine Facebook fan page, you'll connect with us and lots of other decorators and suppliers who are developing innovative approaches to decorating apparel and all kinds of other items.

Circle 16 on Free Info Card or visit www.stitches.com/freeinfo

We Got You Covered

OUTDOOR CAP

KNW-595
Cotton/Acrylic Knit with Ear Flaps
Fleece Lining

KN-400
Acrylic Super Stretch Knit
Watch Cap with Cuff

KN-550
Acrylic Super Stretch Knit

View our website for the full collection www.outdoorcap.com/promoproducts • sales@outdoorcap.com

ASI/75420 • SAGE/66971 • UPIC/OUTD1200

Why people Wilcom...

Here's just a few of the reasons people choose Wilcom DecoStudio and EmbroideryStudio e3:



A user-friendly wizard which automates your settings based on chosen fabric: from underlay to stitch density and pull compensation



Automatic borders and outlines on ALL fonts (make every font two color!)



Multi-file export for Appliqué, rhinestones - send to a .PLT file



Improved TrueType Font (TTF) conversion



CorelDRAW® X6 Included! - works exclusively with Corel



Visualize the design within the hoop (choose Tajima, Barudan, SWF, Happy & more)



Over 170 keyboard embroidered fonts



Product Visualizer: image of shirts, hats, pants & more to send for approval sheets

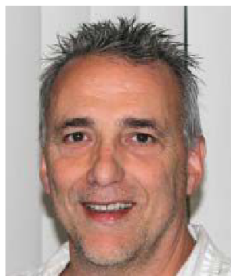


Free support & training!

To update or enquire about new Wilcom software call toll free 877 657 7500 or email softwaresales@wilcomamerica.com

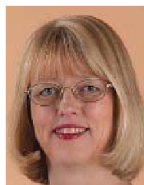
www.wilcom.com The world's **favorite** embroidery & apparel decoration software

Circle 47 on Free Info Card or visit www.stitches.com/freeinfo

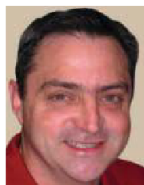


In this issue's "Expert Weigh-In" in our new "Interact" department, we chat with **JOHN OTTAVIANO**, director of sales and marketing at Rothco

(*asi/83708*), in part about why suppliers need to be really engaged with their decorator and distributor clients. "Everybody's biggest challenge in this industry is going to be engagement," he says. "All B-to-B salespeople need to be consistently in front of their client base using social media, e-mail, blogs and more, providing information and expertise so their customers will come to them for solutions. To that end, Rothco has created a private Facebook group where we discuss products, ideas and promotions."



In this month's "Technically Speaking" section of our "Decorating Solutions" department, **DEBORAH JONES**, president of MyEmbroidery-Mentor.com, offers practical advice on how to decorate different types of outerwear. For example, appliqué on PolarFleece and sweatshirt fleece is "tricky because the depth of the pile can cause shifting," she writes. "Still, appliqué is an appealing and attractive method because it marries a bold look to a bold fabric. This is an instance where hand-cutting is more foolproof than using pre-cut appliqués. But you don't have to stick with traditional appliqués. PolarFleece and sweatshirt fleece are great canvases for raw-edge and reverse-appliqué techniques. In these techniques, the edge of the appliqué fabric isn't enclosed inside a satin stitch."



In this issue's "Ask an Expert," **STEVE FREEMAN**, owner of Qdigitizing.com, Qemblem.com (*asi/700501*) and Qmogo.com, advises a shop owner who's ready to hire employees – outside of family members. For one, Freeman notes that as your business grows, you'll be able to hire people to fill jobs you once had to do yourself. "I don't enjoy the type of sales building that requires cold calling for new business," he writes. "Because of this, one of the first roles I filled in my company was a professional salesperson. The person I hired was much better at this type of sales building than me. Because he was good at this, the company had increased revenue, he was able to make a good living and I was happy because I didn't have to fill a role I didn't enjoy."



IT'S YOUR **EASY BUTTON** TO NEW SALES...

UPCOMING ADVANTAGES ROADSHOW SCHEDULE

Midsouth • August 13-15	Shreveport • Jackson • New Orleans
Southeast • September 16-19	Raleigh • Charlotte • Atlanta • Nashville
Southern California September 30-October 4	Van Nuys • Ontario • Orange County San Diego • Phoenix
Midwest III • October 14-18	Milwaukee • Chicago • Indianapolis Cincinnati • Columbus
Canada East • November 5-8	Montreal • Ottawa • Toronto • Burlington
7:45 a.m.-9 a.m. & 1 p.m.-2 p.m. NEW Distributor Education. 9 a.m.-1 p.m. Exhibit hours. All distributors are invited to attend for FREE .	

The Advantages Roadshow, the advertising specialty industry's most popular traveling show, is heading to your neighborhood. Delivering top suppliers and fresh marketing ideas right to your doorstep, the Advantages Roadshow is a cost-effective and time-efficient way to find innovative solutions to your clients' toughest challenges.

Here's what you'll find at the Advantages Roadshow:

- **Top industry suppliers showcasing new money-making products**
- **A wide spectrum of ad specialty products on display**
- **A productive, tabletop setting conducive to intimate conversations**
- **The perfect place to connect with other ad specialty professionals**
- **New distributor education led by industry experts**

ADVANTAGES
ROADSHOW

Register today for the Advantages Roadshow at www.advantagesroadshow.com for FREE!

©2013, The ASI Show®. All Rights Reserved.

The *Stitches* Hopeful Hearts Quilt



In the nearly seven years that I've been the editor of *Stitches*, one of the resonating facets of the decorated-apparel industry is just the unbelievable amount of heart, of giving back, there exists among our readership. It's a very beautiful thing, this willingness on decorators' parts to get involved with and advocate for important causes and charities, which focus on everything from combating Alzheimer's and Cystic Fibrosis, to those that fight hunger and domestic violence.

Impressed with this altruism, we decided to spearhead a project this year that would give a loud voice to myriad causes. Called Quilting For A Cause, the more than six-month effort resulted in The *Stitches* Hopeful Hearts Quilt – a joyful collection of 12 unique blocks created by embroiderers across the U.S. We asked each decorator to select a cause close to their hearts, so that each square's artistry would reflect that passion.

After sending an open invite to embroiderers to contribute squares, we sorted through a record amount of responses, narrowing down our quilt-square makers to 13 individuals whose passion for their causes stood out. Then, we asked *Stitches* Editorial

Advisory Board member Geri Finio, owner of Maryland-based Studio187 and a veteran quilter, to assemble the quilt. And that she did, painstakingly working up to 10 hours a day to create the masterpiece you see on this month's cover.

"It's an emotional process to learn about each cause from the meaningful perspective of the block contributors," Finio says. "Educating myself on each cause and realizing the impact and responsibility each charity has for so many affected people is eye-opening. Using textiles and quilting as my medium, their message is given a voice that educates and raises awareness."

In this very special issue, you'll meet the people involved in this amazing effort – and learn about their charities and the delighted reactions to being recognized in this quilt. In addition, this quilt is going to travel around the U.S. visiting the shops of those who contributed, so visit *Stitches.com* to follow that path – and to see photos and videos of the square makers' efforts.

And after completing its cross-country trip, the quilt will find a final home at ASI's corporate headquarters, where it'll be displayed in a main corridor.

Enjoy the issue!

Nicole M. Rollender

Circle 13 on Free Info Card or visit www.stitches.com/freeinfo

EXPAND YOUR CAPABILITIES. EXPAND YOUR CUSTOMER BASE.

Vinyl Cutter Package

GCC EXPERT 24 LX W/ STAND AND SIGN SUPPLIES

CUT VINYL - PRODUCE VINYL SIGNS, VEHICLE GRAPHICS, WINDOW TINTING, LABELS, STENCILS AND PINSTRIPING APPLICATIONS QUICKLY AND EASILY. CONTOUR CUT FULL COLOR PRE-PRINTED GRAPHICS FOR PRINT/CUT APPLICATIONS AS WELL.

LABELS AND DECALS - PAIR YOUR EXPERT 24 LX CUTTER WITH A PRINTER TO CONTOUR CUT PRINTED LABELS AND DECALS.

HEAT APPLIED DIGITAL CUT GRAPHICS - GCC'S EXPERT 24 LX CUTTER IS THE PERFECT TOOL FOR CUTTING A WIDE RANGE OF COLORFAST HEAT-APPLIED MATERIALS FOR PERSONALIZING JERSEYS, CAPS, GYM BAGS AND JACKETS.

RHINESTONE DECORATION - A RHINESTONE TEMPLATE SOFTWARE (AVAILABLE IN OUR STORE) ALLOWS YOU TO CREATE CUSTOM RHINESTONE TEMPLATES, PERSONALIZING EVERYTHING FROM T-SHIRTS AND HANDBAGS TO WINE BOTTLES AND CELL PHONES.



ALL FOR
UNDER
\$1,000!

asi/58475

800.347.0068
Imprintables.com

Imprintables®
WAREHOUSE
We Show You How™



Get exclusive promos and updates

ONLINE EXCLUSIVES



Get Your Stitch Report

Stitches Staff Writer Christopher Ruvo delivers a few timely tips for finding and hiring the right employees for your shop in the latest edition of "The Stitch Report."



Podcast: Quilt Chat

Stitches Staff Writer Christopher Ruvo chats with Geri Finio about working on "Quilting for a Cause." Finio is the embroidery artist who sewed together the one-of-a-kind charity quilt.



The Great Outdoors

Whether for recreation or work, Americans spend countless hours partaking in outside activities. Visit *Stitches.com* to learn how to capitalize on that devotion to the open air, including sports, hunting, hiking and golfing.

SOCIAL FEEDS



Facebook Fans React We posted:

What's the number-one quality you look for when you want to hire a new employee?

You answered:
CHRIS NIPPER
Experience.

ERICH CAMPBELL

I look for self-starters. It's hard to find people who can run without constant supervision, but in an SMB you need people who can take initiative and who find ways to make progress, even when the task at hand is complete or there is no top-down direction in the immediate moment.

CATHY CATTLE

Are they good listeners? I believe if they want the job, then they can be trained to be a great asset.

HOWARD POTTER

Hard, creative worker who cares about everything they touch that leaves our doorstep. Most employees will never understand that they're an extension of us with our customers.

JERRI KIME DYKE

It really is a toss-up between honesty and initiative. An employee has to be above questioning their ethics on a daily basis, or else the working relationship breaks down. On the other hand, we also want them to be a self-starter and make decisions on their own as they learn their responsibilities.

MEREDITH BECKHAM KOWALSKY

An innate leaning toward customer service. Some of it can be trained into a person, but only if they begin with an understanding as to why it's important. You can lose a customer within the first few minutes they walk in the door if the service isn't there.



@CHRISVOSS

It's all right letting yourself go, as long as you can get yourself back. Mick Jagger

@MASHABLE

NSA Collecting Millions of Phone Records and Other News You Need to Know <http://bit.ly/11n5fb9>

@SANDSACTIVEWEAR

Love the Ladies' #Burnout #TShirt? Stay tuned for more #ontrend apparel by @MVSport this fall. #summer #musthave <http://bit.ly/14ecBlx>

@CORELSOFTWARE

#CorelDRAW Master Silvio Gomes shows you how to simulate 'puzzle' effects with CorelDRAW. <http://src.is/HG-tw> #GraphicDesign

@ASICENTRAL

What your #iPhone case says about you <http://ow.ly/1LEAX> #funny

@HOOTSUITE

"We can no longer push our messages across; we need to pull customers in with engaging content." <http://ow.ly/1KKJg>

@SAWGRASSINK

Buy an Epson Stylus Pro 9890 Printer & Get a \$1,000 Rebate from your Epson Pro Imaging Authorized Reseller <http://ow.ly/1HJLj> #gooddeal

@FIBRE2FASHION

Wool season in strong marketing position - BWMB CEO <http://goo.gl/tb/3Bgil>

@KEVINKNEBL

Good morning! Success is largely a matter of holding on after others have let go. <http://ow.ly/12icWD>

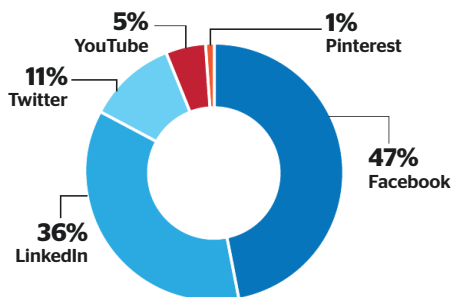
@TRISHLECLAIR

15 Things You Should Give Up To Be Happy <http://fb.me/TIZhMIE3>

INDUSTRY POLL

On *ASICentral.com*, we recently asked industry professionals:

Which social network do you use most for business?



BLOG EXCERPT

DecQuorum How-To Tips for the Professional Pinner



In this post, I want to talk about how you should be using Pinterest. As with every other type of social media, how you go about building your account and who you follow can make a big difference in the success of your Pinterest boards.

Tip #1: Don't mix business and personal life – Pinterest gives you the option to have personal and business boards. Make sure your business-specific boards are separated from the boards for your personal life. Although those who follow you have the option to only follow specific boards, many followers may not know they can do this. Your business message may get lost in the clutter if you combine both your professional and personal boards.

Scan this code to read the entire blog entry by EnMart Marketing Manager Kristine Shreve.



A man with short brown hair and a light beard is smiling and looking towards the camera. He is wearing a navy blue hooded sweatshirt with grey drawstrings and a grey-lined hood. He is sitting on a boat, with the mast and rigging visible in the background. The background is bright and slightly out of focus, showing other boats and a clear sky.

185C00

Make Some Waves!

Chart a course for comfort and contemporary style with the bold and brawny 185C00 Gildan Heavy Blend™ Hooded Sweatshirt. Weighing in at a hearty 8.0 oz, it gives you more of the plushness you want from sweats. The 50% cotton/50% polyester air jet yarn feels exceptionally soft, and is pilling resistant. There's even a contrasting jersey-lined hood that shows you go your own way. Slip it on and make a few waves.

GILDAN
part of your life™

myGildan.com

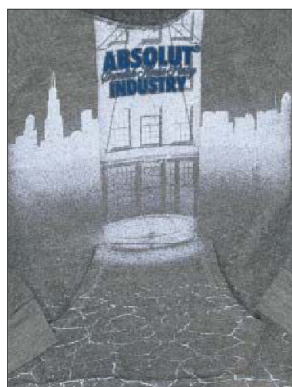
Pinterest

Check out the following designs that we pinned on Stitches' Pinterest page – from the *Screen-Printed Designs* and *Appliqué & Multimedia* Boards.

From the Board: Screen-Printed Designs



Shirt designed with discharge inks by Forward Printing, Oakland, CA.



Reflective ink design appears with the flash of a cell phone camera from Culture Studio (asi/700559; circle 151 on Free Info Card), Chicago.

From the Board: Appliqué & Multimedia



Satin appliqué on a burn-out tank from ImageSeller (asi/230143; circle 152 on Free Info Card), Denver.



2012 *Stitches* Golden Needle Awards winner: Best Multimedia Design, Fashion - an embroidered and screen-printed T-shirt by Greg Gaardbo of Shockwaves Promotional Apparel (asi/87144; circle 153 on Free Info Card), Des Plaines, IL.



Screen-printed T-shirt by Brent Bolm, owner of Eagle Activewear, Warren-ton, MO.



100% combed ringspun cotton tee printed with water-based inks and handmade in the USA from Black & Denim.



"If I Have to Break My Neck to See It Then I Will," comprised of embroidery thread, fabric, wood and artificial flowers, by Sophia Narrett.



2012 *Stitches* Golden Needle Awards winner: Design of the Year, Technical, Corporate - an embroidered and appliquéd hoodie by Timberly Kremer, Ram-bow, New London, MN.

Visit Stitches' Pinterest page – and all of our great boards – at Pinterest.com/stitchesmag.



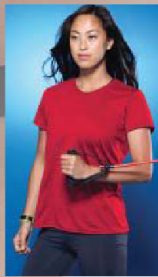
GET MOVING!

Our advanced fabric technology wicks away moisture to keep you cool and in the zone. These active styles in 100% poly knits are designed to move with you, while the anti-microbial properties keep you fresh. Team up with 8 colors in companion styles for men, women and youth.

For complete Gildan Performance™ product information visit mygildan.com



42000 Gildan Performance™
Adult T-Shirt



42000L Gildan Performance™
Women's T-Shirt



42000B Gildan Performance™
Youth T-Shirt



42400 Gildan Performance™
Adult Long Sleeve T-Shirt



42400L Gildan Performance™
Women's Long Sleeve T-Shirt



42400B Gildan Performance™
Youth Long Sleeve T-Shirt

GILDAN®
PERFORMANCE™

INTERACT

Letters

We received these letters in response to the question: How have you recently used social media to connect with clients or gain new business?

Constructive Feedback

I use social media daily to promote my business. I post what I'm working on and some finished projects. I also post and promote products that I put on Etsy.com, via Marketplace, Google Places, Yahoo! local, Flickr and my Facebook page. The feedback from each of these social sites has been very helpful in pinpointing what my customer is interested in; then I can focus on items geared toward better sales. Yes, it's time-consuming, and social media doesn't guarantee sales, but I feel the exposure and customer connection are priceless when compared to print media.

Carolyn Cagle
Strikke Knits LLC

Get In On the Action

I like to keep our Facebook

page fresh and updated by incorporating specials (via PostHelpers, the Facebook app for the promotional products industry), behind-the-scenes images/videos, and industry news. My goal is to create conversations with our fans, have them interact with us and let them know we want to hear from them. This allows us to interact with our existing customers, and also lets us reach out to potential customers.

Facebook is also great for real-time interaction. One of my favorite posts was from a customer who was new to our Facebook page. She was trying to find the rep for her area so she could redeem a prize certificate. I was able to quickly respond with her Pro Service rep's name and contact

information. This left a great impression! She was really pleased with the fast response. We also belong to industry Facebook groups that are filled with great conversations. Distributors and decorators are using these groups as an alternate search method to get more personal suggestions on products and suppliers. The use of Facebook has become an important tool to share our products, whether it is through us or through our fans. These conversations have driven customers our way, albeit by us or by other suppliers and distributors suggesting us. Word-of-mouth via social media has certainly increased our presence with new and existing customers. The more active we are with providing answers and positive

experiences, the stronger our relationships will grow.

Jessica Onions
Pro Towels (asi/79750)

Promote Yourself

We use Facebook daily to promote to our existing customers and show potential clients what we do and can offer. With that site, we do price quotes for people, promote our customers and show off what we can do.

Howard Potter
A&P Master Images

Supporting Our Troops

We use Facebook, Pinterest, Twitter, LinkedIn and now Commonsku to connect our friends, fans and customers. Recently we've been working with a variety of military battalions we've connected with via Facebook. It's such a win-win, since they're supporting their loved ones who are being deployed overseas. The families use their rhinestone apparel for fundraising and showing support to the troops.

Lee Romano Sequeira
Sparkle Plenty Designs
(asi/88442)

VOILA!

The Best Piece I Ever Embroidered



Submitted by Nadia Santoli, communications manager at Ash City (asi/37143; circle 154 on Free Info Card); www.ashcity.com

clear enough. Our in-house digitizer carefully cropped out the background to create a clean and vivid image of the truck. The result was a vibrant and intricate logo, and the extremely happy customer placed four orders! We welcome challenges here at Ash City, and we especially love when the end-result is a happy customer with multiple order requests!

A customer came to Ash City (asi/37143) with a request for a logo from a photograph. Initially, he was very skeptical that he could get exactly what his wanted. He had brought his photograph of a large construction truck to several different decorators, but they told him the photo couldn't be digitized because it was too busy and not

TALK TO US!

Tell us what challenges you're facing in your shop. React to a story you've just read in *Stitches* or on our Facebook page. E-mail us a shot of the latest and greatest embroidery design you've just run. We can't wait to hear from you, so send letters to the editor to nrollender@asicentral.com.

PERFORMANCE THAT TAKES THE LEAD.



LET'S MAKE
EXCELLENT
HAPPEN.



9119L & 9119

FRESHER, DRIER PERFORMANCE FOR MEN AND WOMEN.

Excellence is what **New Balance®** is all about: from spirited, contemporary styling to the most advanced performance technology. The **9119** and **9119L** Tempo Long Sleeve Performance T-shirts have Lightning Dry® moisture management and anti-microbial properties to feel dry even in the heat of action. Choose New Balance, and run ahead of the crowd.

For more information visit NBimprint.com.

Gildan is an authorized licensee of New Balance Athletic Shoe, Inc.
New Balance® and the flying NB are registered trademarks of New Balance Athletic Shoe, Inc.
Circle 12 on Free Info Card or visit www.stitches.com/freeinfo

asi/56842
new balance®

I INTERACT

Expert Weigh-In



John Ottaviano, director of sales and marketing at Rothco (asi/83708), shares his thoughts on his company's offerings, the unique markets it serves and the importance of meeting clients' needs in a timely fashion.

My position at Rothco started as a career change.

I came to Rothco because of a friendship with a member of the owners' family. I was a retail district manager and looking to get out of that particular rat race. Rothco was, and still is, primarily a manufacturer and supplier to the Army/Navy and military trade. Since then, we've branched off into numerous different markets, including the promotional products industry.

We've made a name for ourselves in military items for over 20 years.

When I started here in the late '80s, we exhibited at the Premium Incentive Show in New York. We did a little promo business with those distributors who were savvy enough to have found us. As time went on, we got referrals from ASI, despite the fact that we weren't a member. I think we were regarded as being the best resource for military clothing and products. With the advent of ASI's ESP database, ASI had a tool that could incorporate all of our products and adapt to our pricing structure. Since then, being part of ASI, our business has grown exponentially and we've become the go-to source for all types of military, public safety and outdoor promos.

We serve a variety of unique markets.

Our canvas bags are very hot for the music, concert and video game promotion markets. Our uniforms and boots are highly sought after by companies selling to institutions and theme parks. Everybody from the nation's largest airplane manufacturer to the number-one skate shoe brand is putting their logos on our military clothing.

We've had recent success in the entertainment industry.

We have had quite a number of very successful entertainment-related promotions using our vintage military canvas shoulder bags. They are very well-priced but have a much higher perceived value than their cost. The dark, flat colors they come in accept logos very well. Recently, one of our clients supplied these as VIP gifts for a concert tour featuring a very successful former *American Idol* finalist.

We offer a plethora of options for military and outdoor promotions.

We have anything and everything military and camouflage including uniforms, tactical gear, footwear, 22 colors of camouflage clothing, headwear, outerwear, clothing for men, women, kids and infants, survival gear, military fashion and an amazingly successful line of military and fashion bags in both canvas and poly.



The Vintage Canvas Explorer Shoulder Bag with leather accents (9684) from Rothco (asi/83708; circle 155 on Free Info Card) features a large zippered main compartment, two small pouches and zippered inner pocket. It's available in brown, khaki, olive drab and black.

We've added extensively to our line of vintage military clothing and canvas bags. We've also added a number of tactical vests, pouches and accessories for both military and airsoft use. Additionally, with the explosion of the prepper movement, we've added survival-related products.

Suppliers need to meet clients' requests quickly, regardless of order size.

Our biggest challenge is being able to supply large quantities of merchandise at a moment's notice and, with that in mind, we're adding 60,000 square feet to our existing 160,000-square-foot headquarters. This will allow us to continually add more products and maintain even greater inventory of everything we stock. We currently have a 99% in stock rate and

are looking to make it 100%.

Suppliers need to be engaged with their customers for everyone's benefit.

Everybody's biggest challenge in this industry is going to be engagement. All B-to-B salespeople need to be consistently in front of their client base using social media, e-mail, blogs and more, providing information and expertise so their customers will come to them for solutions. To that end, Rothco has created a private Facebook group where we discuss products, ideas and promotions. Any decorator with a Rothco account can join by e-mailing dealerforum@rothco.com.

I moonlight as a radio personality. In my off hours, I'm a DJ at college radio station WUSB, so the music I listen to is pretty eclectic.

NEW STYLE 780 ANVIL BEYOND BASIC

BE CONFIDENT IN ANVIL'S
NEW, COMFORTABLE STYLE
THAT GOES BEYOND BASIC.
SOFT YET SUBSTANTIAL
5.4 OZ. 100% COMBED RING
SPUN COTTON, PRE-SHRUNK.
EASY RELABELING WITH A
TEARAWAY LABEL AND SIZED
FOR ALL IN S-3XL.

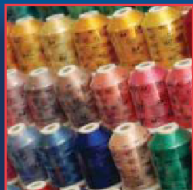
780 Adult Heavyweight Combed Ring Spun Tee

Circle 4 on Free Info Card or visit www.stitches.com/freeinfo

anvil[®]

anvilknitwear.com

asi/36350



It's
Not
Easy
Being
Green.



Doing the right thing rarely is. The word **sustainability** has become an important part of our business as we strive to ensure that we are doing the right thing for our families, community and environment. When you choose our quality products, you help us realize our global commitment to sustainability.



A&E Robison-Anton
Embroidery Threads

www.robison-anton.com

INTERACT

Problem Solved

Q *I'm looking to hire my first machine operator for my home-based shop. What qualities should I look for in that person? What other duties should I look to assign to him or her?*



Anna Johnson, Super Embroidery and Screenprinting (asi/700101):

You need to know that the potential operator can see very clearly to thread needles and trim threads; can stand for long periods of time; has no back, neck, arm or hand issues; and can read and understand instructions. Look for someone who wants to be helpful and is clean, organized and attentive to your needs. They should be willing to sweep the floors, clean their machine and surrounding areas and do anything you ask them to do that you feel is within their job description. Also, look for someone willing to work who doesn't necessarily want to own an embroidery business one day. You don't want to train your competition. I've helped lots of people get started in their own embroidery businesses, but I wouldn't want to do inside training with customer access, for example. Finally, if the shop is home-based, call some references. You want to make sure they're honest.



Deborah Jones, MyEmbroideryMentor.com: Look for a person who's already doing a multitasking, standing-up job.

Sewing machine operators are often tapped for embroidery jobs, but sewing is a sit-down job and embroidery is a stand-up job. While some may work out, it sometimes isn't a match. Instead, I often look at grocery checkers and fast-food employees. They're not highly paid, but if they appear cheerful and efficient, they often can be quickly trained in embroidery. I recommend that you train them first in trimming and thread changeover. Gradually move them to machine operation over the course of a few weeks, after you've determined they have the necessary dexterity and focus.

“Sewing machine operators are often tapped for embroidery jobs, but sewing is a sit-down job and embroidery is a stand-up job.”

Deborah Jones, *MyEmbroideryMentor.com*



Howard Potter, A&P Master Images:

We usually steer clear of anyone with prior experience in our line of work because of bad habits they've developed over time. It's easier to teach someone with no experience. That way we're sure that they're doing the job in the way we trained them. We usually like someone with an art background who has an eye for design and is willing to learn new processes. If you can take in interns to see if they work out, you cut some of your training costs. Then, if they don't work out, they at least got some experience. It's a win-win situation for everyone.



Samanta Cortes, Fashion Design Concepts Inc.:

Look for someone who's agile and can do several things at once, and those who are eager to learn and confident in teaching others. By hiring trustworthy and responsible employees who can grow with you, you'll strengthen your future operations.

PROBLEM SOLVED

Have a problem you need solved? Send your question for the *Stitches* Editorial Advisory Board to nrollender@asicentral.com.

Phil Stitch Answers



Got a question for Phil?

If you can't find what you're looking for in the 2013 Sourcing Guide, write to: *Stitches*, Attn: Phil Stitch, 4800 Street Rd., Trevoze, PA 19053. Or fax your question to (215) 953-3107. For the quickest response, e-mail askphil@asicentral.com. For RN inquiries, visit

www.stitches.com for the RN Database link.

Although I try my best, I can't always answer every request, so please continue your search on your own. Remember, if you contact the companies I mention, tell them you heard about them here!

PS: If you become an ASI Decorator Member with ESP, you'll have access to every item in the wearables and promotional products industry from 3,000+ reputable suppliers. Just call (800) 546-1388 to get started!

I'm looking for sleeveless T-shirts with a pocket. Any suggestions? - Wendy

As the young people like to say: Suns out, guns out! Jensen Apparel (*asi/63302*); (800) 382-4976; www.jensenapparel.com; offers a classic cotton sleeveless T-shirt, item 3020P, with a left-chest pocket that's a great addition to a sporty, summer wardrobe. Also try Broberry Mfg. (*asi/42057*); (330) 995-0736; www.broberry.com; for a 6.75-oz. cotton sleeveless workwear shirt for a more rugged look. If you need a ladies' complementary style, American Apparel (*asi/35297*); (213) 488-0226; www.americanapparel.net/wholesaleresources; is a good place to start, with its made-in-the-USA big pocket tank, a 100% cotton fine jersey tank, item RSA0402.

I am looking for a tool caddie or garden bag that can be monogrammed with initials. Can you help? - Ellen

The Magnet Group (*asi/68507*); (800) 458-9457; www.themagnetgroup.com; makes sure that if you're in the yard, you're fashionable with its gardener's tote (BG900). Equipped with outside compartments for shovels, gloves, seed packets and more, this tote is the perfect outdoor companion. STOPNGO Line (*asi/57655*); (800) 833-8981; www.stopngoline.com; has a deluxe gardener's tote bag constructed of 600 denier polyester with heavy vinyl backing. Item W15 features multiple tool pockets and a main compartment with

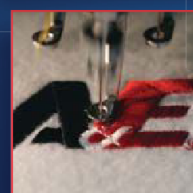
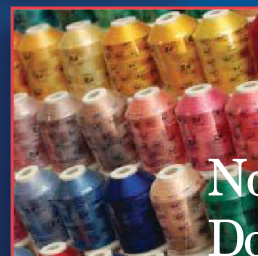
webbed handles. If you want to get really serious this summer, offer customers the green thumb gardening bag, which includes gloves, dandelion shears, a water bottle sprayer, a trowel and a hand rake, from Prime Resources (*asi/79530*); (203) 331-9100; www.primeline.com.

I'm looking for inexpensive foldable stadium seats with a removable back cover for embroidery. - Brandy

Brentwood (*asi/88245*); (888) 777-3419; www.brentwoodline.com; has a stadium seat, SSPB, made of 600D polyester and featuring 1" dense foam padding for comfort, adjustable webbed side straps and seat attaching strap. Grab a seat at Picnic Plus (*asi/88675*); (866) 634-2628; www.picnicpromo.com; which carries a stadium seat with extra-wide hook and loop fasteners to secure the seat to a bench or bleacher. It features two front storage pockets and a foam padded seat and back, and folds flat with a carry handle and shoulder strap. Lastly, embroider a stadium seat from Allcasion Travelware (*asi/34046*); (888) 838-8998; www.allcasion.com. Item SC1300 is foldable with a metal frame, shoulder strap and safety hooks to fasten to a bench.

I haven't had much luck locating fleece (full-zip and quarter-zip) and jackets in yellow. - Candi

Trademarks Embroidery (*asi/91755*); (888) 993-4747; www.tmemb.com; offers a handsome quarter-zip fleece, item F292, with a sueded finish, contrast twill-trimmed neck, rib knit cuffs and open hem - available in black, blue, navy and yellow. It's ladies' night at VOS Sports Inc. (*asi/94200*); (888) 268-6867; www.vosports.com, a supplier that carries a women's full-zip sweatshirt made from 12-oz. fleece, item 9906. 20 Degrees Below (*asi/92366*); (800) 413-2129; www.20belowasi.com; is always a surefire bet since it rules the outerwear world. You'll find a ton of fleece options here, in a variety of colors.



Nobody
Does it
Better.

Partnering with the right distributors is key to delivering on our promise of the finest quality, the best selection and outstanding service. We proudly welcome **KYS Embroidery Supplies** to our superior distribution network, serving our customers right where they need us.

Available through:

Cristall Thread & Supply, Inc. - www.SMC1983.com
Daines Enterprises - www.dainessewing.com
Hammer Brothers - www.hammerbrothers.com
KYS - www.kysembroiderysupplies.com
Llovet Sales Company, Inc. - www.llovet.com
S.M. Cristall Company, Inc. - www.smcristall.com
Texas Specialties - www.texasspecialties.com



By Christopher Ruvo

Dallas Leads Top Markets for Promo Sales

A recent survey shows that the Dallas/Fort Worth/Arlington metropolitan statistical area (MSA) is tops in the U.S. for sales of advertising specialties, which includes decorated apparel. "The types of companies here are heavy users of promotional products," says Paul Gittemeier, CEO of Tic Toc (*asi/158990*), a Dallas-based ad specialty distributor.

Based on the Ad Specialties Vitality Index (ASV), the survey from the Advertising Specialty

Institute and *Counselor* magazine measures the amount of promotional products sales in each of the country's largest 100 MSAs against the population of those MSAs. The result is a 1-to-100 ranking of the best and worst places for sales of ad specialties and imprinted apparel right now.

After Dallas, the other markets in the top five for ad specialties sales are: Greensboro/High Point, NC; Bridgeport/Stamford/Norwalk, CT; Columbia, SC; and Milwaukee/Waukesha/West Allis, WI.

HanesBrands Announces 1st Quarter Financials

Leading industry apparel supplier HanesBrands (*asi/59528*) posted a \$51.4 million profit in the first quarter of 2013, the company announced. A 700% year-over-year increase in operating margins offset a 2% decrease in sales to create strong profit for the quarter.

Hanes' Branded Printwear division, which caters to the advertising specialty/apparel decorating industries, experienced a sales decline of \$15 million in the quarter. Hanes said the decline was a "planned reduction of commodity-oriented branded printwear sales."

The company expects a decline of \$40 million to \$50 million in branded printwear sales in 2013. Last year Hanes sold its European imagewear business and discontinued both its private-label program and Outer Banks product line.

U.S.-Made Products Star at Expo East

At this year's Expo East trade show in Atlantic City, the emphasis was on made-in-the-USA apparel and accessories, reflecting continued customer interest in purchasing high-quality products made domestically.

Headwear maker Knit Lab at

press time had plans to open a new factory in Winston-Salem, NC. Its winter beanies are made from a circular jacquard knit that allows the supplier to do reverse designs on both sides and add in woven logos, cuffs, pom-poms and other custom touches. "The reason we're here is that the brands we manufacture for have a mandate to make products in the U.S.," says President Christopher Cantasano.

Meanwhile, a number of new and innovative products were on display at the show. Glass-U is a college startup that features foldable wayfarer sunglasses. The sunglasses can be color customized on the inside and outside of the frame and on each arm. "What's really been popular is the foldability of the sunglasses," says Bailey Candel, a company principal.

Colman Reports Rhinestone Sales Spike

Colman and Co., an apparel-decorating supply company based in Tampa, FL, recently announced record monthly sales of its Hotfix rhinestone

Event Calendar

Stitches.com

See a complete industry event calendar.

Aug. 4-6, Las Vegas
ISS Shows

(508) 743-0532

www.issshows.com

Aug. 7-8, Long Beach, CA
The SAAC Show

(805) 484-7393

www.saac.net

Aug. 12-16, Ft. Worth, Dallas, Austin, San Antonio, Houston
Advantages Roadshow

(800) 546-3300

www.advantagesroadshow.com

Aug. 14, Knoxville, TN
PPAMS Knoxville Road Show
(615) 465-8109
www.ppams.com

Aug. 22, Bloomington, MN
UMAPP Selling Solutions Showcase Room Show
(651) 734-9677
www.umapp.org

Aug. 24-27, Ft. Lauderdale, FL
Fort Lauderdale Gift Show
(678) 285-3976
www.ftlauderdalegiftshow.com

Aug. 25-28, Marlboro, MA
New England Apparel Club Show
(781) 326-9223
www.neacshow.com

Sept. 16-19, Raleigh, Charlotte, Atlanta, Nashville
Advantages Roadshow
(800) 546-3300
www.advantagesroadshow.com

supplies. The company reports this segment of its business is up more than 40% for the year through mid-spring.



These wayfarers from Glass-U (circle 180 on Free Info Card) are both durable and foldable. They can be customized with different colors on the inside and outside of the frames and each arm.

Mexican Embroiderers Combat 'Feminicide'

They're called "Bordamos Feminicidios." And with each stitch they sew, they honor women assaulted or slain because of their gender.

Based in Mexico, the women's group – whose name translates from Spanish as "We Embroider Feminicides" – memorializes victims of gender-based killings by embroidering their harrowing stories on handkerchiefs and displaying them at demonstrations and events. A stark statistic makes plain the reason for the awareness-raising mission: Between 1985 and 2009, there were more than 34,000 "feminicides" in Mexico. Under Mexican law, "feminicide" is brutal, misogynistic gender-driven violence against women that can result in homicide or other types of violent death.

"Bordamos Feminicidios uses embroidery to provide a voice to feminicide victims and to change society's perception of these women as weak," writes Mayela Sanchez in an article on UPI.com (<http://goo.gl/al25O>).



PHOTO: MAYELA SANCHEZ

To bring attention to violence against women, Bordamos Feminicidios stitch the names of victims on handkerchiefs and display them at a variety of events.

Indian Embroidery Film Wows Critics, Audiences

A documentary out of India with Kutchi embroidery at its heart has been winning praise and awards. *Tanko Bole Chhe* – "The Stitches Speak" – tells the story of how Kutchi embroidery has become a personalized form of expression for the women artisans who practice the traditional stitching style, which originated in India's Kutch District. Recognitions for the film include an "honorable mention" at the Iowa City International Documentary Film Festival, a "Best Short Documentary" award at CINE-QUEST, and a "Best Creative

Film" at the International Short Film Festival India.

Gaming Meets Stitching in Swede's Art

What do video games and embroidery have in common? They form the unique aesthetic of a Swedish artist whose stitched creations are taking the Internet by storm and appearing in galleries across Europe. Per Fhager uses embroidery to recreate colorful, highly-detailed screenshots of classic video games such as *The Legend of Zelda* and *Super Mario Bros. 2*.

So intricate are the works that they've been mistaken

for actual screenshots. Fhager recently told www.nintendolife.com: "I've been playing video games since I started going to school. I was instantly fascinated by the movement, music, colors, sheer challenge and above all, the graphics. I remember being completely mesmerized by the pixel aesthetics and would spend hours with my nose almost touching the TV screen, copying sprites onto graph paper. Since then the unique world of video games has influenced and inspired my creative expression."

Read a full-length interview with Fhager and check out his work here: <http://goo.gl/2Hi6t>.

Antique Embroidered Tapestry Stolen in Hong Kong

A 17th-century embroidered tapestry from Macau, China, was stolen recently during an international exhibition in Hong Kong. Featuring a front-facing dragon and floral motifs, the approximately \$40,300 yellow velvet artifact was swiped during the International Arts and Antiques Fair at the Hong Kong Convention and Exhibition Centre. The tapestry's owner, Teresa Coleman, blamed the brazen theft on a lack of security. "There seems to have been virtually no security at the time to protect the antiques displayed," she wrote in a statement.

SALES

'Can-Do' Sales Kindler

Business at Swan Marketing (*asi/700627*) is booming. Over the last four years, owner Jane Swanzy's sales have shot skyward, propelled higher in large part by average 30% annual increases with her largest client, the Houston Livestock Show and Rodeo.

Swanzy, a home-based Houston area decorator, says the secret to her success is a "What-can-I-help-you-with?" attitude. Whether it's apparel or something else, Swanzy chips in with solutions for the rodeo's merchandise director. Through this, she earns profits on individual jobs and engrains herself as a trusted partner, meaning buyers at the livestock show – with reported assets of \$145.4 million – will continue to work with her time and again. "When you have a good attitude and show you can solve problems, clients are loyal to you," Swanzy says.

To highlight her sales-building helpfulness, Swanzy recently orchestrated a custom jewelry order for the rodeo. She was talking with the merchandise director one day when the woman mentioned she wanted to have custom jewelry made for the rodeo. The buyer particularly liked the work of China Baroque

– a company that repurposes china into beautiful jewelry pieces. Could Swanzy help with something like that, the merchandise director asked?

While she didn't have experience with jewelry orders, Swanzy didn't hesitate to jump in. Research led her to a vendor in Colorado that could create plates with rodeo-themed prints. Swanzy got the plates printed, then sent them to China Baroque to be cut and crafted into pendants, bracelets and more. The work – which required research and coordination by Swanzy but no hands-on labor – earned her a tidy profit. What's more, the rodeo is planning to go through Swanzy to do the jewelry again and has since come to her for help with other non-apparel decorating orders. "By expanding how useful I am to them," Swanzy says, "it keeps back the competition that's always snapping at my heels."

MARKETING

The Personal Touch

With so much technology and automation, business can seem especially impersonal these days. But at Louisville-based Stitch Designers (*asi/741145*), the marketing team's mission is to buck the trend. "Our marketing strategy centers on making as many personal touches as possible," says Joe Thompson, national accounts manager/marketing director.

Whenever possible, Stitch Designers arranges face-to-face meetings with clients. The outreach includes an open-door policy in which the decorator invites customers passing through Louisville to swing in for a visit and a free lunch.

Still, for the busy salespeople Stitch Designers services, sit-down meetings can be difficult. Thompson and his team don't let that halt their personability efforts, though. For within a

two- to three-month period, marketing reps/account managers are responsible for calling every salesperson and franchise owner whose accounts they handle. The calls are about more than business. They're about making a personal, friendly connection.

To that end, Thompson assiduously keeps notes on each contact, so the next time he rings he can ask them personal things to show he knows them and that he genuinely cares. Says Thompson: "If you have a relationship and all things are equal, they're going to do business with you. And if you build that into a friendship, then even if things are unequal, they're still going to want to stick with you."

Thompson appears to have a point: Client retention at Stitch Designers is soaring, and business was up 18% through the first half of the year.

Circle 7 on Free Info Card or visit www.stitches.com/freeinfo

CUSTOM TOWELS
by Cotton Love

as low as \$3.95 Ea*
28"x58" Blank Terry Velour Beach Towels 8.5 Lbs./Doz.

as low as \$6.75 Ea*
30"x60" Custom Silkscreen Beach Towels 11 Lbs./Doz. includes a one-color imprint

CUSTOM EMBROIDERY & SILKSCREEN AVAILABLE ON ALL OUR TOWELS

as low as \$2.30 Ea*
100% Cotton Blank Tri Fold Terry Velour Golf Towels

as low as \$5.75 Ea*
32"x64" Blank Terry Cotton Beach Towels 15 Lbs./Doz.

COTTON LOVE™

PPAI: 360824 • ASI: 46756 • UPIC: CottonFl • SAGE: 69321
(888) 621-3255 • (786) 565-6850
www.Cotton-Love.com • Promo1@cotton-love.com

SHOP MAKEOVER

Six-Head Efficiency

To get the job done right, you need the right tool. Or, in the case of California Embroidery, the right machine.

By investing wisely in a new six-head with extra-wide sewing areas, the Fresno, CA-based shop streamlined operations,

overcoming an order backlogging problem that had been bogging down operations.

The issue began, company President Gary Holcomb explains, when the shop started receiving a wealth of orders from Fresno State University for oversized appliqué designs on items like hooded sweatshirts. Given the high volume,

California Embroidery normally would have sewn the jobs on its old six-head. But the sewing areas on that machine lacked the width to accommodate the oversized design. As a result, Holcomb's team stitched the university's orders on a few single-head machines. It wasn't an efficient way of doing things, and with the single-heads tied up, other orders had to be kept on the backburner, creating a frustratingly inefficient situation.

After enduring the ordeal for a time, Holcomb got fed up. He researched machines and determined that the Tajima-IIC-1506-450 would suit his shop best. With its six heads and extra-large sewing field, the new Tajima proved perfect. It freed up the single-heads and fast-tracked accurate and attractive production of the oversized appliqué designs. "We're so much more efficient," Holcomb says. "It just unclogs a lot of things that had been

holding up the whole process."

Plus, the machine opened the door for California Embroidery to expand sales with end-buyers desiring oversized designs.

Noting that his shop's sales are up 10% so far this year, Holcomb says: "It's exciting because we can help anyone that's looking to do big jacket backs."



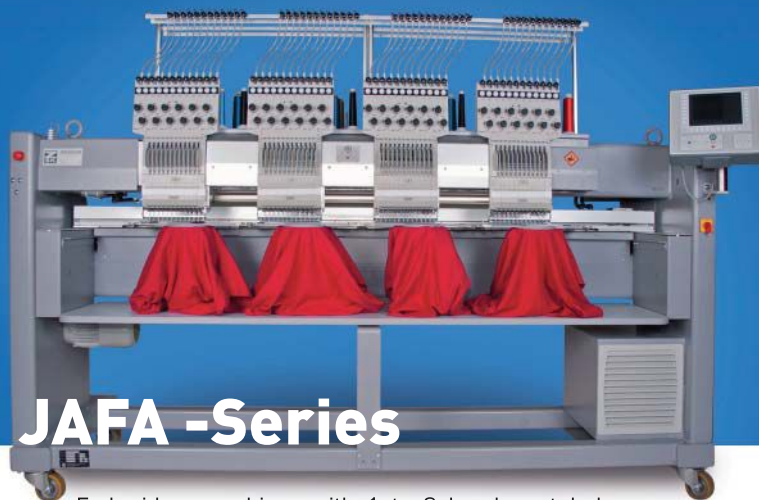
A Tajima six-head with an extra-wide sewing field helped California Embroidery streamline production of appliqué hoodies like this for Fresno State.

ZSK LOOKS BACK ON MORE THAN ONE HUNDRED YEARS IN TEXTILE ENGINEERING ...

and our embroidery machines persuade through extreme precision, flexibility, ease of use and a long life time.



MADE
IN
GERMANY



Jafa-Series

Embroidery machines with 1 to 8 heads • tubular, cap or border frame mode • for large quantity orders • changing motives and special requirements • often used for promotion products and give away industry, corporate fashion and individualization of textiles • changeover between applications is fast and easy • Made in Germany

www.zskusa.com

or call

Toll Free: 800 525 2366

ZSK USA INC.

Office Franklin
70 Industrial Park Drive, Unit 1
Franklin - New Hampshire 03235
E-Mail: jthibodeau@zskusa.com

ZSK USA INC.

NEW Office Schaumburg
518 Pratt Avenue
Schaumburg - Illinois 60193
E-Mail: dsmith@zskusa.com

ZSK ONLINE

www.braille-embroidery.com
www.youtube.com/user/zskfilm
www.zskusa.com
www.zsk.de

WEB

App-Tastic!

In a marketplace where the pace of business is always accelerating, sellers of imprinted apparel need fast access to products while on the go like never before. To satisfy the demand, Ash City (*asi/37143*) recently launched a mobile application that empowers clients to quickly browse up-to-date inventory and place orders from their iPhones and iPads. “We’re striving to deliver immediacy and ease of use,” says Sophia Santamaria, Web and digital strategy manager at Ash City, an apparel supplier, manufacturer and decorator.

Offering easy navigation and uncomplicated tabs, the app enables users to search 420 products by style number or name. Favorite products can be marked, making them easy to find in the future, while images of apparel are high-resolution and viewable from multiple angles. Critically, users can submit orders through the app. “We want Ash City to always be in our customers’ hands,” Santamaria says.

While the supplier already had a mobile-friendly website, customer feedback made it clear the added convenience of an app

was desired – a finding backed by comScore data, which shows that on smartphones, 82% of users’ mobile media time is spent on apps. After identifying what customers would most want from an app, Ash City spent more than four months developing the offering. Santamaria says enhancements are ongoing, and the app could soon be available to Android users, too.

Ash City’s app innovation comes at an opportune time; leading technology researchers like Gartner are predicting that this year, mobile devices will surpass personal computers as the most commonly used Web-access tools. Within days of the launch, more than 50 people had downloaded the app, which garnered positive reviews in Apple’s app store. One review read: “Great new app. It runs very smoothly and clean. Easy to find items and place orders. This will save our company time.”

For apparel decorators interested in launching an app of their own to serve clients, Santamaria advises: “Make it customer-centric. Find out what your clients’ pain points are, and then deliver something that helps them.”

Circle 30 on Free Info Card or visit www.stitches.com/freeinfo



DTG DIGITAL M4 INDUSTRIAL

4X MORE!

Finally – a Direct to Garment Printer *DESIGNED* with big shops and screen printers in mind. The new DTG M4 high capacity direct to garment printer has arrived.

The new DTG M4 uses the same advanced printing technology as its smaller counterpart, the M2, but with a new platen system that allows printing 4+ t-shirts at a time. OR just go big and take advantage of its 24" x 36" print area. This improved overall efficiency dramatically increases the ROI for the machine, particularly for screen printing shops. Being able to print 4 standard t-shirts at a time means the ability to let the machine run longer without operator interaction, making that employee more productive.

The RIP software included with the DTG M series direct to garment printers is now approximately **30% faster**, further increasing the shop's productivity. The new application can queue an entire days jobs, leaving the artist free to do other things while an operator simply advances from one job to the next.

FORWARD THINKING

DTG DIGITAL M4 INDUSTRIAL

4X MORE!

Finally – a Direct to Garment Printer *DESIGNED* with big shops and screen printers in mind. The new DTG M4 high capacity direct to garment printer has arrived.





ColDesi™

Number One In Apparel Decorating Equipment

Call us toll-free **1-877-793-3278** to learn more about the DTG Digital Garment Printer.

dtgprintermachine.com



Robes



Polka Dot Wraps



Cosmetic Bags



Sherpa Throws



Blankets



Bath Towels



Golf Towels

TERRY TOWN

asi/90913

Expect Quality



Baby Blankets



Sublimatable Towels



Kid's Wraps



Fingertip Towels

GREAT BLANK ITEMS IN STOCK AND READY TO SHIP!

FREE GROUND SHIPPING FOR ORDERS OVER \$500

Must Mention Code FRXO830

www.terrytown.com

Offer Expires 08/30/2013

Call (800) 742-9793 or email sales@terrytown.com to place your order now.

Circle 69 on Free Info Card or visit www.stitches.com/freeinfo

DECORATING SOLUTIONS

Five Steps

By Tonia Kimbrough

Rhinestone Transfers Make Placement Easy

Transfer Express (asi/91804) makes it easy to combine custom transfers with stock rhinestone designs using its new Rhinestone Ready layouts. These predesigned templates feature an open area that's intended to be filled with a rhinestone stock transfer in five steps.

1

CHOOSE A RHINESTONE READY LAYOUT
design from www.transferexpress.com.

2

MATCH YOUR RHINESTONE TRANSFER (3.5 inches, 4 inches or 5 inches) with a predesigned layout intended for that size. (Note that a rhinestone transfer won't stick to the plastisol heat transfer itself.)

3

SELECT A RHINESTONE PLACEHOLDER to match the rhinestone transfer design. Go to www.transferexpress.com and click on the "Ordering & Pricing" menu at the far right of the screen. Select "View Clipart" from the menu. Then scroll to the bottom of the clipart options and select "Rhinestone Placeholders."

4

HEAT PRESS the screen-printed transfer first.



5

POSITION YOUR RHINESTONE
transfer in the
opening and
heat seal.

DECORATING SOLUTIONS

Decorating & Fabric Trends

Next-Generation Burnout



SANMAR (ASI/84863; CIRCLE 156 ON FREE INFO CARD) OR CALL (800) 426-6399 TO LEARN MORE.

If you like popular burnout styles, you'll love the new Microburn fabric in SanMar's (asi/84863) newest collection from District and District Made. "Microburn is a modern take on burnout with a weathered look and feel," says Erin Arnold, SanMar spokesperson. "Microburn shirts feature a rare blend of shades and layers for an unusually lightweight feel and one-of-a-kind look."

Expect excellent imprint results when decorating the new fabric. "Our Microburn fabric looks delicate but holds up to screening like any traditional fabric," says Rhea Aslin, senior brand manager at SanMar. "We've had great success with screen printing on the fabric, including foil treatments that look amazing. We think decorators will really like working with this fabric and will find it easier to decorate than traditional burnout."

With a dozen brand-new fabrics for the industry, the latest from District and District Made takes fashion basics to the next level. The District line features juniors' and young men's trends and fits, while the District Made line consists of fashion styles in ladies' and men's sizing. The 2013-2014 collection includes more than 50 new tops, bottoms and accessories for him and her.

"The fashion basics market continues to evolve," Aslin says. "Dyeing techniques and unique heathers add freshness to fabrics, while neckline and hem variations are changing the T-shirt landscape."

Knockout Neon

Trendy graphic looks of bold color on black backgrounds are easy thanks to six neon colors for creating custom Easy Prints transfers from Transfer Express (asi/91804). The colors include neon yellow, neon pink, neon lime, neon blue and neon orange.



TRANSFER EXPRESS (ASI/91804; CIRCLE 157 ON FREE INFO CARD) OR CALL (800) 622-2280 TO LEARN MORE.

These shades look great on lights and darks, but may lose some opacity on darker colors. To maintain brightness, you should use white as a backing ink. Less opacity may be fine for many customers, but it makes sense to get a sample prior to ordering to ensure the finished product meets your customer's expectations. Sample packs are available in all six colors.

Creating a transfer is as easy as choosing a layout; changing the text, art and colors; and pressing it. Design one or several variations and print them out for your customer to choose which one she likes best.

Make Fashion Fun

Bright primary colors and fun, warm-weather themes fill the Spring Appliqué Design Collection by Appli-Stitch, making the springtime designs appropriate for cheerful apparel any time of year. It's one of 10 design collections that you can use to create foolproof appliqués every time.



FLORIANI; CIRCLE 158 ON FREE INFO CARD

The Appli-Stitch Spring Appliqué Design Collection comes with 12 ready-to-use designs and step-by-step instructions. Appli-Stitch fabric, which comes in rose velvet, glitter and leather, is sold separately. Designs include flowers, ladybug, watering can, birdhouse and more. Other collections available cover sports, sea creatures, holidays and mascots.

To create an appliqué, the Appli-Stitch fabric is positioned over the target stitch. The design border is sewn and the excess fabric is torn away. To see the selection of designs and fabric as well as a video of Appli-Stitch in action, go to www.applistitch.com.



DECORATING SOLUTIONS

Machine & Software Updates



DALCO ATHLETIC; CIRCLE 159 ON FREE INFO CARD OR CALL (800) 288-3252.

Upgraded StockStitch Software

StockStitch version 6.2, a Windows-based software program offered by Dalco Athletic, has recently been upgraded and is now compatible with Windows 8 as well as XP, Vista and Win 7. This versatile program automates the process of sewing stock letters, numbers and appliqué shapes, allowing embroiderers to increase productivity when creating appliquéd teamwear and apparel.

Also new to version 6.2 is the addition of six appliqué dye-sublimated twill number fonts including Pro Team, Dagger, Shock, Athletic Block Narrow, Digital Camo and Camo. Each font comes in 3", 4", 6", 8" and 10" sizes in one, two or three colors.

StockStitch comes with more than 40 font styles that also include shapes such as banners, ribbons and states. After you've selected a font style, you choose a material from Dalco's wide selection, which includes twill; designer fabrics like polka dots; pebble grain, which simulates the look of a basketball or football; and Dal-Chenille. Dal-Chenille is a material that looks like real chenille, but is much faster to use than having chenille done directly to a jacket.

Large-Format Reclaiming Sink Makes Cleanup More Efficient

Double up on cleaning your screens and cut your chore time in half. Workhorse products now offers a larger version of its popular reclaiming booth. The double-wide Wash-It Screen Wash-Out Sink measures 24" deep by 52" wide, compared to the standard booth measuring 24" deep by 32" wide. This larger model is ideal for washing two standard automatic 23" x 31" screens or a single large-format screen. It is made of sturdy steel construction; has a translucent back window; and comes standard with two screen racks.

The translucent back window allows for natural light to pass through, making it easier to see the design when developing and also to see missed spots when cleaning the screen. A light can easily be mounted on or behind the sink for enhanced visibility. An optional squeegee rack can be purchased to hold up to eight squeegees at a time for cleaning and drying.



INKSOFT; CIRCLE 176 ON FREE
INFO CARD OR CALL (800)
410-3048.

InkSoft Adds New Design Templates



Expand your design capabilities with Design Studio, InkSoft's online designer program. You'll find a wide variety of templates and clip art to use when creating custom apparel. Fresh, high-end designs are added on a regular basis at no extra cost to InkSoft customers. Recently, the company added 1,300 design templates in 15 categories, and 7,000 clip art designs in 19 categories.

All the most popular categories are included such as sports, mascots, Greek letters, holidays, military, first responders and many more. If that weren't enough, new cheerleading clip art also has been added to InkSoft's cheer design idea library, perfect for back-to-school spirit team apparel. Design Studio generates production-ready vector art for any purpose.

WORKHORSE PRODUCTS; CIRCLE 160 ON FREE INFO CARD OR CALL (800) 778-8779.

ProSpangle

COMMERCIAL QUALITY HOTFIX SPANGLE MACHINE

Why ProSpangle?

- NO HOLES - unlike other systems means fewer spangles for a bigger impact.
- VERY FAST - 600 to 800 spangles/minute
- PERFECTLY ROUND - 2mm to 9mm
- HEAT APPLIED - heat activated just like rhinestones but LESS heat and time needed to adhere.
- ZERO LEAD content, safe for children's wear
- Comes with HotFix Era design software

The ProSpangle produces a "transfer" just like rhinestone transfers making it is simple to store and ship to your customers.

prospangle.com

Call us toll-free **1-877-793-3278** to learn more about adding Spangles to your business.

ColDesi
Number One In Apparel Decorating Equipment

The Professional's Choice For Creating Spangle Transfers



*The most advanced
production-quality
spangle machine on
the market today.*

prospangle

Circle 29 on Free Info Card or visit www.stitches.com/freinfo

DECORATING SOLUTIONS

Saving 9

Reduce Ink and Labor Costs

Kornit direct-to-garment digital printers are designed to help decorators save money on labor vs. traditional screen printing, and they also reduce ink costs. Kornit's ink cost is among the least expensive in the direct-to-garment industry. Competitors' ink costs up to five times more per liter than Kornit's ink, making the average cost per print a fraction of the cost of competitors, according to the vendor.



HIRSCH INTERNATIONAL:
CIRCLE 177 ON FREE INFO CARD
OR VISIT WWW.HIC.US



WORLD EMBLEM
INTERNATIONAL
(asi/98264; CIRCLE
178 ON FREE INFO
CARD) OR CALL
(800) 766-0448 TO
LEARN MORE.

Product Pick

Keep workers safe with the addition of High Visibility Striping to their uniforms. Experts at World Emblem International (asi/98264) understand the importance of adding reflectivity to uniforms, as it is a standard uniform requirement for many low-lit and potentially hazardous working environments. Simply supply your work shirts, pants, coveralls or vests and World Emblem will increase their visibility and safety with the addition of High Visibility striping, as well as add your choice of other apparel decorations, all in one location.

World Emblem offers six different trims and 48 standard placement locations for its High Visibility Striping. If the placements you require don't fit within the available

standard placement locations, World Emblem can create custom templates to meet all of your customers' safety requirements.

Quick Tips

1

Achieve excellent opacity and a soft hand using new Magna Colours PVC-free inks. Graphic Solutions Group (GSG) recently

added the Magna Colours AquaPlas CMJ series of

high solids, water-based inks, which are designed for printing colored cotton, polyester or blended shirts. The inks are free from PVC, phthalates, alkylphenol ethoxylates (APEO) and formaldehyde. The series includes two bases: Magna AquaPlas White CMJ, which is a ready-made white opaque base, and Magna AquaPlas Neutral CMJ, which is a ready-made clear opaque base. Visit www.GOGSG.com for more information.



GRAPHIC SOLUTIONS
GROUP; CIRCLE 179 ON FREE
INFO CARD

2

Show customers exactly what they're getting

when they order apparel decorated with cutter materials. Small and compact Spectra Cutter Material

Swatch Books from

Imprintables Warehouse (asi/58475) can be easily carried in a portfolio or kept handy in a drawer for use at the front desk or showroom. The swatch books are available for eight of Imprintables' most popular cutter materials. These include Bling, Eco-Film, Alloy, Glitz, Foil, Fashion Flock, Cut II and Patterns. There are 45 designs in the Patterns book. For other materials, each book contains every color offered with a vinyl face cover. E-mail info@imprintables.com for more information.



FLORIANI; CIRCLE 158 ON
FREE INFO CARD

Technically Speaking

By Deborah Jones

Decorate Outstanding Outerwear

Jackets have high perceived value with end-buyers and -users, and with larger embroidery sizes and multiple locations, your profit possibilities are multiplied. Now, let's look at some techniques for embroidering on outerwear.

1 DIRECT EMBROIDERY ON POLARFLEECE. Embroidering on fleece is usually done in one of three ways. Method one uses water-soluble topping to hold the nap down while the stitches are formed. Cut-away stabilizer is recommended for heavy or detailed embroidery on PolarFleece (see Fig. 1).

Method two uses plenty of underlay to control the nap. Double zigzag underlay is used under satin-stitched columns (see Fig. 2). This takes more machine time, but the benefits are that it eliminates the need for a consumable product – the topping – and the underlay controls the pile permanently.

Method three lays down the pile by applying a background of widely spaced fill stitches in a matching thread color. When correctly done, the background stitches aren't distracting; rather, the base makes it possible to use smaller lettering sizes or finer detail than might be practical without the lightly stitched background.

2 APPLIQUÉ ON POLAR-FLEECE AND SWEAT-SHIRT FLEECE. Appliqué on fleece is tricky because the depth of the pile can cause shifting. This is an instance

where hand-cutting is more foolproof than using pre-cut appliqués. But you don't have to stick with traditional appliqués. PolarFleece and sweatshirt fleece are great canvases for raw-edge and reverse-appliqué techniques. In these techniques, the edge of the appliqué fabric isn't enclosed inside a satin stitch.

In the raw-edge technique, the appliqué fabric is laid on top of the garment. A double layer of running stitches outlines the design and holds the fabric in place. Then, small sharp scissors are used to trim the excess fabric about 1/4" away from the stitched outline.

The reverse appliqué technique uses the same type of designs, but in this technique, the appliqué fabric is beneath the garment instead of on top. The appliqué fabric is hooped in as you would hoop a stabilizer. After the outline design has been applied, the excess garment fabric is trimmed away from inside the outline, exposing the appliqué fabric. The reverse appliqué technique is popular on sweatshirts and hoodies (see Fig. 3) because sweatshirt fleece reacts very suitably after cutting. It's important to leave negative space untrimmed, such as the inside of letters like "O" and "D".

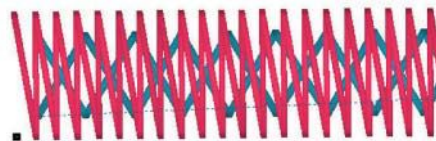


Fig. 1. PolarFleece is a knit, so most designs stitch best with cut-away stabilizer.



Fig. 2. Trim just inside the letters using sharp, short-blade scissors. Then, trim the excess fabric on the reverse side.

Fig. 3. Two layers of offset zigzag stitches give a cleaner appearance and control the pile.



3 DIRECT EMBROIDERY ON NYLON AND POLYESTER.

Waterproof garments are often made of densely woven nylon or polyester material. This fabric dulls needles quickly. You need needles with fine points to cleanly penetrate this material, and these needles are even more susceptible to dulling from the tough fibers used to make these fabrics.

Use a sharp needle, rather than a light ball point, which is routinely used by most commercial embroiderers in the U.S.

Crisp or firm tearaway is recommended for these fabrics. Keep density moderate – about 4 points – to prevent puckering. Although strong, some of these fabrics are also lightweight and

subject to puckering unless proper density and stabilizers are used.

4 FINISHING WATER-PROOF MATERIALS TO RETAIN WATERPROOF QUALITIES. After embroidering, you'll need to take an additional step. Gunold USA developed a special backing, Thermoseal, to restore the waterproof qualities of nylon and polyester materials. The backing is fused to the reverse side after the embroidery has been applied and trimmed and stabilizers removed. It seals the small holes made by the needle penetrations.

DEBORAH JONES is president of MyEmbroideryMentor.com. Contact: djones@myembroiderymentor.com

Look Book

Runway

By Alissa Tallman

Trend Alerts

As summer closes, and fashion cruises into fall, get ready to pitch these hot trends. First, tangerine, an inspiring, citrusy hue that adds extra sizzle to any outfit, transitions into early fall in everything from tops to dresses to handbags; plus, a pop of this bright color will add pizzazz to any logo or design. And, the “young” skater look has morphed into one of the coolest casual looks for men, whether the wearer prefers loud neon or more subdued, earth-toned versions. Finally, patterns and embellishments will have you looking at all angles with lively geometric, squared-off prints on both women’s and men’s apparel and accessories.



PHOTO: DARIO CANTATORE

Tangerine

Tangerine is a remarkable hue, capable of infusing any outfit or logo with a sunny disposition. This splendid cardigan by Kate Spade debuted during New York Fashion Week 2013 and makes for an ideal pairing with neutrals, especially navy.



PHOTO: TIM WHITBY

Skater Look

Combining urban grit with comfort, the skater look has carved out a place for itself on the runway. This memorable ensemble by Topman Designs was showcased in Britain and demonstrates the style’s adherence to bright pops of color, intense graphics and an overall casual feel.



PHOTO: STEFAN GOSATTI

Angled Patterns

Lines and shapes can go any which way when it comes to patterns. This outstanding outfit from Manning Cartell was unveiled during Mercedes-Benz Fashion Week in Australia and effectively integrates broad stripes with skintight leggings that keep the ensemble slim.

Trends

COLOR

Tangerine

Tangerine is a super-hot hue this season and bedecks dozens of runway and retail collections, from Marchesa to Kate Spade to J Mendel. Exuberant and light, this arresting orange variation leans toward the yellow side of the spectrum, imbuing it with a cheerful, succulent appearance.

“Tangerine, along with all shades and variations of orange, is a true seasonal shade,” says Allyson Krichman, senior director of market development at Rymax Inc. “It adds a strong pop of color to any ensemble and works well with both casual and dressy looks. It can brighten up anyone’s wardrobe and looks great with crisp whites, neutral basics, stripes and even prints.” She adds gold and brights into the mix, too: “Tangerine pairs nicely with gold accessories and bright colors like pink and turquoise. Whether today’s fashionistas are putting together a color-block ensemble or just want an impressive accent, tangerine gives it that youthful flair.”

Tangerine’s brilliance makes it an ideal color choice to integrate into promotional campaigns, Krichman says. “By highlighting tangerine, decorating companies can create excitement with their campaigns and stand out from the competition,” she says.



AKWA (asi/33280; circle 169 on Free Info Card) carries this plush full-zip women's jacket (246-MFL) in tangerine, as well as flamingo and key lime.



Ashlin BPG Marketing (asi/37138; circle 174 on Free Info Card) distributes this charming cowhide wristlet wallet pouch (B9106-48-37) in tangerine.



For that add-on sale, Logomark Inc. (asi/67866; circle 162 on Free Info Card) distributes this attractive tangerine watch (WC5240T).

Look Book

Trends

APPAREL

Skater Look

Skater apparel isn't just for the streets – it's been showing up on the runways, too. From Shaun Samson's men's collection to Topman Designs' latest apparel, the skater look features a plethora of inspiring graphics, revamped colors and edgy outfit ensembles.

"The skater look is a modern evolution of grunge, which made its fashion debut in the early '90s; it was even featured in *Vogue*," says Katie Smart of Axis Promotions (*asi/128263*). "Today's version has the same aesthetic, but it's been infused with hip-hop, high-fashion and street-culture elements." Smart defines this trend as specifically a "streetwear style": "Rather than being forced from the top down, like high fashion, it comes from the bottom up. Think of it as grassroots or guerrilla fashion."

Such a trend is highly applicable for promotional opportunities, as it represents a unique amalgam of today's hottest fashion trends. "Clients are looking for sportier fits in tanks and tees," Smart says. "Trendy colors and prints like neon and camo are flying off the shelves. And flat-brim snapback hats are also totally in style."



This skater-ready burnout raglan baseball tee (02640B7) is available from Alternative Apparel (*asi/34850*; circle 163 on Free Info Card) in several colors, including gray heather/black, gray heather/green and gray heather/navy.



Assertive Creativity (*asi/37166*; circle 164 on Free Info Card) carries a wide range of colorful men's sneaks, including these (ACPW-7030-MSNK-GRN).



For excellent skater-style shorts try these camos (WR551) from Dickies Occupational Wear (*asi/49675*; circle 165 on Free Info Card).

Trends

PATTERN

Angled Patterns

Angled patterns are front and center this summer, whether it's Givency's patchwork-inspired collection, Louis Vuitton's multihued checkerboard patterns or Manning Cartell's stunning zebra-esque prints.

"Angles convey movement, direction, edginess and speed," says Mary Ellen Nichols, director of marketing communications for Bodek and Rhodes (*asi/40788*). "Although the decorated-apparel industry hasn't customarily featured a very bodacious use of geometric angles in its designs, understanding such patterns can help logo designers convey their messages better." Nichols asserts that angled designs are most applicable to sports apparel. "Athletic wear with angled insets conveys quickness and agility. Even 'fun wear,' such as strategically placed tie-dyed styles, can show off angled designs for the boldest of statements," she says.

Nichols suggests that the angled-pattern trend is an effective choice for clients seeking to assert their brand or company presence. And, she suggests the youth market as an excellent group to target: "The more bold and random the design, the more young wearers seem to like it."

Take a look at Bodek and Rhodes (*asi/40788*; circle 166 on Free Info Card) for a range of angle prints, such as this subtly applied design on a men's performance polo (8408).



This full-zip microfiber women's jacket (440364) is available from Scoreboard Sports/Doodle Soup (*asi/88747*; circle 167 on Free Info Card). Choose from black, lemon, navy, navy/red, red or royal.



Harvest Industrial & Trade Co. Ltd. (*asi/61670*; circle 168 on Free Info Card) carries these pixel-print men's board shorts (10501156 102JK).



From Kati Sportcap (*asi/64140*; circle 161 on Free Info Card), this Oil Cloth Crown with Camo Visor (OC203) offers a fun twist on traditional camo with angled shapes. The oil cloth "waxed" twill crown resists water as does the camouflage visor and comes in two color combos: Oil cloth/Realtree all-purpose camo and Oil cloth/Oilfield camo.

Look Book

Showcase: Outerwear

This season, outerwear dazzles in an amazing array of leather jackets, metallic trench coats and denim jackets, all available in a wide range of styles, colors and textures. Three over-arching outerwear trends to know about are design simplicity, versatility and eco-friendliness. “More consumers are becoming conscious of all three,” says Jessie Kotur, director of operations for Corporate Image Outfitters LLC (*asi/46741*).

On the first two trends, Kotur says customers want to invest in attractive yet functional apparel. “People want a simple but stylish design, and they want durable garments that serve multiple purposes,” she says. Also, keeping apparel production “green” is something customers care about, according to Kotur: “Awareness of social and environmental issues is rising, which means people are more thoughtful about what they buy and how it’s made.”

Gina Kwok, director of marketing operations for Alternative Apparel (*asi/34850*), says prints are hot in outerwear. “There’s a resurgence of classic Americana prints,” she says. “You’ll see buffalo plaid, camo and gingham, all of which add visual interest and dramatic pop. As end-buyers shop for their own personal use, they’ll see outerwear with similar prints in their favorite stores and be excited to find that the same items are available from decorators for their own campaigns.”



Driving Impressions (*asi/50864*; circle 170 on Free Info Card) provides an artful rendition of the new “plaid” with this water-resistant wind jacket (Z27296).



The svelte women’s leather jacket (W14) can be found at Bishop The Garment Co. (*asi/40585*; circle 171 on Free Info Card).



This eye-catching men’s plaid Puma wind jacket (562963-01) is available from Pro Golf Premiums Inc. (*asi/79680*; circle 172 on Free Info Card).



This boxy women’s eco-friendly sleeveless hoodie (1936E1) is available from Alternative Apparel (*asi/34850*; circle 163 on Free Info Card).



Corporate Image Outfitters, LLC (*asi/46741*; circle 173 on Free Info Card) carries this waist-length women’s denim jacket (CAR_WJ027).



2013 Apparel Short List

Call us for all your branded apparel needs.
248-640-0115

Net Pricing

<p>Men's Victory Polo 509167 Reader Service 57</p> <p>\$26.50 29 Colors </p>	<p>Tech Core Striped Polo 452505 Reader Service 58</p> <p>\$29.25 27 Colors </p>	<p>Women's Victory Polo 508285 Reader Service 59</p> <p>\$26.50 28 Colors </p>	<p>Women's Texture 1/2 Zip 483648 Reader Service 60</p> <p>\$39.85 5 Colors </p>
<p>1/2 Zip Thermal Fit 482196 Reader Service 61</p> <p>\$34.50 19 Colors </p>	<p>Team Performance Polo 1233723 Reader Service 62</p> <p>\$31.50 18 Colors </p>	<p>Coach's Polo 1232837 Reader Service 63</p> <p>\$31.50 13 Colors </p>	<p>UA Tech 1/4 Zip T-Shirt 1242220 Reader Service 64</p> <p>\$25.00 10 Colors </p>
<p>Climate Solid Jersey Polo TM3005S3 Reader Service 65</p> <p>\$30.00 16 Colors </p>	<p>Climate Microstripe Polo TM1212S3 Reader Service 66</p> <p>\$32.50 13 Colors </p>	<p>Climate 3 Stripe Pullover TM4106S3 Reader Service 67</p> <p>\$30.00 12 Colors </p>	<p>Women's Climate Solid Polo TMS12 W3503 Reader Service 68</p> <p>\$22.50 14 Colors </p>

We also carry products from these brands:

Ashworth

FOOTJOY



POLO
GOLF



LOOK BOOK

Inspiration: Joanna Grant

Joanna Grant sums up her secrets of embroidery success with a thoughtful, down-to-earth statement: “You’re only as good as your last order.” Grant, vice president of graphic production and support services for Elgin, IL-based Affinity Express, should know. Her company has been officially recognized for its highly effective business-process outsourcing and IT capabilities, and several of Affinity’s designs have netted *Stitches* Golden Needle Awards.

Grant herself has remained on the *Stitches* Power List for three consecutive years. She attributes the proficiency with which Affinity carries out its work to both timeliness and a commitment to quality over quantity. “Embroidery is a very skilled craft,” she says. “If you’re worth your salt, you’ll execute designs well and work very hard at making sure the dimensions are exactly on target.” She says that doing quality work defines the professional embroidery world apart from those who are much less experienced. “Today, anyone can call themselves a digitizer. That’s changed the market considerably; the cost of doing business has been dramatically pressured by such elements,” she says.

Grant stresses the importance of prioritizing a design over a price point. “It’s crucial you choose what’s best for the design,” she says. “It’s not about price; it’s about how to achieve the best outcome.”



The Affinity Express team digitizes famous artists' prints to create stunning greeting cards and other mini-framed art pieces, as with the two shown here (top: Gustav Klimt's "Mother and Child"; bottom: Vincent Van Gogh, "Irises").



EMBROIDERY

It's A Part Of Our DNA

Not all machines
are created equal!

Pantograms
GS1501

15 Needle Single Head Compact

Check out the Innovative, NEW Pantograms GS1501

For 45 years, Pantograms has been the heart and soul of the commercial embroidery industry helping tens of thousands of embroiderers start and grow their businesses. We've used our knowledge to produce a high-quality, commercial grade embroidery system that incorporates all of the necessary features for optimal performance requiring the least amount of start-up capital. Not only do you get the latest innovative equipment backed with five year warranty, you'll gain Pantograms expert advice and stability. Pantograms has built its foundation on embroidery and we extend that wisdom to our customers because we know what it takes to succeed — from your initial investment to training and support.

*Built for millions of stitches — with each of our customers in mind.
Call to see how this embroidery solution can benefit you.*

www.pantograms.com

1-800-872-1555

Quilting FOR A Cause

Decorators across the country joined *Stitches* in a quilt-creating project that honors – and contributes to – many charitable causes and foundations. What resulted is a collection of stories that will touch your heart.

By Grace Bennett, Samantha Phillips and Christopher Ruvo

Quilting is more than a pleasant pastime. It's a living art form with the power to move and inspire, to reflect a culture and generate awareness – even to effect change.

Impressed by quilting's potential to be a positive force, *Stitches* was compelled to spearhead a cause-driven quilt project. Titled Quilting For A Cause, the effort resulted in The *Stitches* Hopeful Hearts Quilt – a colorful ensemble of 12 unique blocks created by talented and altruistic embroiderers from around the nation. Rather than advocate on behalf of one cause, the quilt's individual squares each bring attention to an issue close to the heart of the artisan who stitched it. As a result, a myriad of causes and charities come to the fore, covering those that focus on everything from combating Alzheimer's and Cystic Fibrosis, to those that fight hunger and domestic violence.

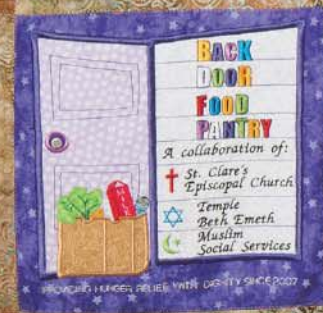
To take the quilt from concept to reality, *Stitches* turned to Geri Finio, an accomplished quilter and deft embroidery artist. The owner of Studio 187, a custom embroidery studio, did the painstaking quilting, using her talented hands to turn the disparate squares into an attractive, unified quilt. Before Finio (see "Q&A" with her on pg. 59) could get started, however, we needed to find willing square-makers. To do that, we sent an open invitation to embroiderers in the nationwide *Stitches* community. After poring through the avalanche of interested queries, we enlisted 13 stitch experts – some working in pairs – whose mix of needle skill and devotion to their causes stood out. Not only did these dedicated stitch pros create artful squares, they directly contributed to their causes through initiatives like volunteering or making donations. Going a step further, they told the compel-

ling stories behind their quilt blocks through essays that can be read in the pages ahead, and in videos and photos that are viewable online at *Stitches.com*.

Without the hard work of Finio and the rest of the team, without their willingness to take time from their busy days, the quilt would have remained a mere idea, interesting but unrealized. Instead, it came to wonderful life, debuting publically in July at The ASI Show Chicago, one of the top trade shows for the promotional products industry. The show is put on by the Advertising Specialty Institute, *Stitches*' parent company. Starting this month, the quilt will travel to the shops of the participating square-makers – a journey you can learn more about online at *Stitches.com*.

After completing its cross-country trip, the quilt will find a final home at ASI's corporate headquarters, where it'll be prominently displayed in a main corridor that hundreds of employees walk through daily. "ASI is incredibly proud of the decorators who so generously donate their time and resources to public service and we can't think of a more fitting display of their commitment to making the world a better place than this beautiful quilt," said Timothy M. Andrews, president and chief executive officer of ASI.

For us at *Stitches*, the quilt project meant a lot. It was a chance to take part in the storied quilting tradition. It was a chance to help create a shared purpose among embroiderers and to call attention to worthy causes. And, it was a chance to reflect to a wide audience something special that we experience day in and day out in talking to embroiderers around the country: that the people who make up this industry have a lot of heart. – *Christopher Ruvo*



Embroiderers across America combined their talents to create The Stitches Hopeful Hearts Quilt, a 12-square quilt that creates awareness for important causes and charities.

The *Stitches* Hopeful Hearts Quilt will be traveling around the country starting this month. Track its progress and learn more about the embroiderers and their chosen causes at Stitches.com.



SQUARE STORIES

Embroiderers relate the stories behind their quilt block in their own words. Plus, we offer technical breakdowns of each square and insight and feedback from the charities they support.

Alzheimer's Awareness



Square Stitchers: Gail Gilmore and Donna Fenstermacher, A To Z Wear Ltd., Cincinnati

"When we learned about *Stitches*' Quilting For A Cause project, we saw it as an opportunity to help raise awareness about Alzheimer's disease. That's why we created this particular square.

"Alzheimer's is near and dear to my heart, as my great-aunt and brother-in-law have passed away due to this disease. My great-aunt lived with my family and me for six years. Her mind slowly deteriorated over that time. I brought her to work with me at A to Z Wear for approximately two years. My business partner was very involved in helping me care for her. We even set up a bedroom for her at work. Often, she would wander in our work area because she didn't like being separated. She was a blessing to us and our business.



Gail Gilmore and Donna Fenstermacher of A To Z Wear Ltd. hope their square helps raise awareness about Alzheimer's disease in their town of Cincinnati and far beyond. Says Fenstermacher: "Alzheimer's is near and dear to my heart, as my great-aunt and brother-in-law have passed away due to the disease."

"At the time, we didn't realize that she was teaching us to be prepared for my sister's husband being diagnosed with Alzheimer's a few years after my aunt's death. My sister did a wonderful job caring for her husband over the 10-year time period that the disease progressed. He passed away November 27, 2012, at age 65. To her great credit, my sister has become a true advocate for Alzheimer's awareness and for the hope that further research will lead to an improvement in care and a cure.

"In addition to creating this square to help raise awareness, we had stickers made to distribute at the walk/run for Alzheimer's event in May in Cincinnati. We'll also have stickers printed for the event in October." — *Donna Fenstermacher*

AMID THE STITCHES

Gail Gilmore and Donna Fenstermacher decided to stick with a simple design to emphasize the importance of their message: "Memories don't always last a lifetime." The embroidered brain framed by the silhouette of the head is one of the first aspects to which a viewer's eye is drawn. Embroidered using a fill stitch, this is symbolic of the heavy impact memory loss can have on Alzheimer's sufferers.

Meanwhile, the satin stitch border of the Alzheimer's Association logo makes the symbol seem to jump off the square, especially against the sky-blue shade of the backdrop fabric. This fabric features a shingled texture, which sets off the deep purple, satin-stitched lettering. The lettering is designed to look like it was drawn from calligraphy, giving the piece an elegant appeal.

ABOUT THE CAUSE

The Alzheimer's Association's mission is to encourage the advancement of medical research focused on discover-



Paula Kollstedt

ing a cure for Alzheimer's disease, a type of dementia that causes severe memory loss while affecting behavior, logic and intellectual ability. The many chapters of the Alzheimer's Association provide services for sufferers and their families, including support groups, help lines, educational programs and safety services.

Paula Kollstedt, executive director of the Alzheimer's Association of Greater Cincinnati, was humbled that Gilmore and Fenstermacher featured the organization in their quilt square. Says Kollstedt: "The more visibility we can have as to the importance of this cause, the closer we are to accomplishing our vision, which is a world without Alzheimer's."

The Alzheimer's Association of Greater Cincinnati raises approximately \$825,000 through special events; about \$340,000 comes in through donations, while an additional \$60,000 comes in through grants.

LEARN MORE: www.alz.org/cincinnati

A Stand Against Abuse



Square Stitcher: Abbie Andersen, Bootstrap Threads, Gig Harbor, WA

"Domestic violence takes many shapes and forms. To raise awareness and show support of the many victims, we lovingly participated in this quilt project and donated apparel to The Crystal Judson Family Support Center of Tacoma, WA.

The center is named in honor of Crystal Judson Brame. She was murdered in 2003 by her husband, then Tacoma Police Department Police Chief David Brame, who also took his own life. This tragedy occurred with their children present.

"Personally, I was compelled to contribute to the domestic violence cause and participate in this quilt project by a tragic story that involves a friend, who was a victim of domestic abuse. A mother with two young daughters, my friend was in a very stressful, abusive marriage. She then was involved in a bitter divorce that focused primarily on custody of her two daughters and, secondly, on asset distribution. This was a family that seemed from the outside to be quite normal. The parents were educated and successful. They lived in a nice home in a lovely neighborhood. Their children attended a private school. But this was just an image.

"Looking back, I failed to see how broken my friend was. She appeared unstable; she wasn't eating or sleeping. During that time, I tried to be supportive, but at the same time, I wanted to keep my distance. Looking back, I wonder what her family and friends could have done better to have



Embroiderer Abbie Andersen of Bootstrap Threads stitched this square to help call attention to the ravages of domestic violence and to let victims of spousal abuse know they have options. "There is help," Andersen says.

changed the tragic trajectory she was on. Very sadly, her path was to prison for conspiracy to commit murder against her husband. She pleaded guilty and was sentenced to almost 14 years in jail. She can't contact her children, who will be in their early 20s when she's released. She has now lost what she valued most.

"When the news broke, we couldn't believe it. It was surreal, unfathomable. This was a woman who was educated – who was dedicated to her children, her church, and her extended family and friends. In honor of abused women like my friend, we hope to get the message out that these victims of spousal abuse have options – that there's help. We hope to help prevent tragedies."

✿ AMID THE STITCHES

With her quilt square, Abbie Andersen wants to call attention to the ravages of domestic violence. The square displays the purple ribbons associated with domestic violence awareness; Andersen hopes that it conveys the severity of domestic violence and the toll it can take. She used her commercial embroidery machine to make the design. The displayed image of the ribbon was digitized and sewed onto the fabric with rayon thread. Andersen completed the square within an hour.

♥ ABOUT THE CAUSE

Tacoma, WA-based Crystal Judson Family Justice Center (FJC)



Rick Talbert

opened in 2005 in memory of Crystal Judson, a long-term domestic violence sufferer who was killed by her husband.

The FJC serves domestic violence victims and their families by offering basic necessities and a safe place to go. The charity provides a lot of services for affected victims, including: legal support, counseling, support groups, housing, emergency assistance, protection orders, spiritual support, transportation and safety planning. Crystal Judson Family Justice Center (A Stand Against Abuse) raises around \$50,000 per year.

FJC Executive Board Chair Rick Talbert says: "It's an honor for the Crystal Judson Family Justice Center to be featured in the charity quilt. Raising awareness about domestic violence is critical to our work to end this life-shattering form of abuse." The charity hopes to better the lives of those who are struggling, and stands by the words written on a plaque in memory of Crystal Judson: "May all who walk through these doors find strength, courage and hope."

LEARN MORE: www.aplaceofhelp.org

21 Million: Total number of quilters in the U.S.

Source: "Quilting In America Study"

'Families Are Forever'



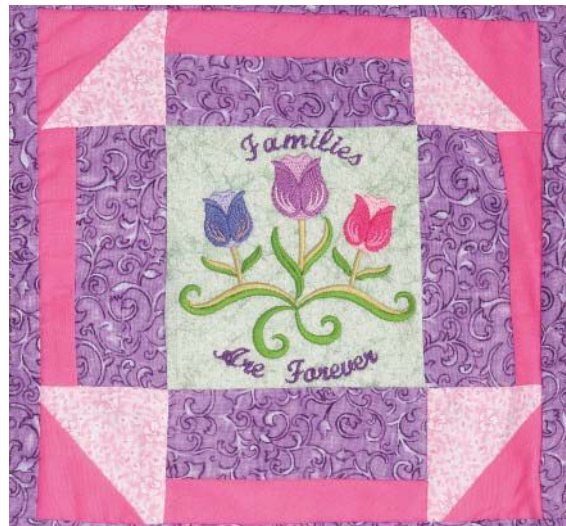
Square Stitcher: Sandy Miller, Sandy's Sweet Embroidery Creations, Hendersonville, NC

"I have two causes that inspired my squares. One is working with single moms, and the other is working with the elderly. I'm 57 years young and a student online at Liberty University, working on my bachelor's degree in psychology with an emphasis on Christian Life Coaching. I want to help single moms create vision and direction for their otherwise hectic lives. I was a single mom and know the challenges of trying to raise a family on your own; I'd love to be able to come alongside young struggling women trying to do the same thing.

"My second charity is on the other end of the spectrum. It involves working with elderly women. For the past year, I've been going to a local assisted living facility and doing crafts with the elderly. We've made all sorts of things, from Christmas stockings to Mother's Day corsages. I'd love to someday provide them with a wall quilt reflecting pictures that remind them of home.

"The tulip trio design has a lot of meaning to me. Years ago, when my children were teens and I was having a lot of trouble with them, I was in a parenting class. We were doing art therapy in which we were asked to draw anything that came to mind. I ended up drawing a trio of tulips. The center tulip represented me, and the ones on either side represented each of my children. But now, instead of me holding them up – as was the case in that picture of so many years ago – they help hold me up. Although I've remarried and have a very loving husband, my children will always be my first family, because families really are forever."

"When I was chosen to participate in The *Stitches* Hopeful Hearts Quilt, I knew the quilt squares needed to reflect my Christian beliefs. I chose the heart and hands design because it represents loving hands helping one another. The phrase 'to God be the glory' just wouldn't leave me, so I knew it had to be incorporated into the design. The construction of the quilt squares isn't perfect, but I'm not either. The message and intent of this project is about much more than perfectionism; it's about heart.



Sandy Miller of Sandy's Sweet Embroidery Creations made two squares. Each is inspired by a cause she holds dear.



✿AMID THE STITCHES

Sandy Miller used a stock design from Embroidery Library called Spring Tulip Trio to create the flowers to decorate her Families Are Forever square. She chose the pink, blue and purple color scheme to represent her and her two children. A satin stitch winds from the heads of the tulips, creating spiraling dual-toned green stems. Fill stitches were used on the tulip blooms, adding a textured effect to the petals. Miller often stitches in a traditional style to reflect her traditional values.

For her other square, Miller also features a bold color scheme and the same traditional style. An array of different fabric patterns sends the viewer's eye immediately to the heart in the center of the square, where Miller embroidered two interlaced hands to represent the helping hands of the generous volunteers within many charitable communities.

Satin-stitched lettering in neon yellow spells out "To God Be the Glory" – a phrase that informs and powers Miller's life. With the square, the only struggle Miller encountered was arranging the lettering to frame the central images in a pleasing way without distracting from them.



Stacia Glavas

♥ABOUT THE CAUSE

Based in Melbourne, FL, the Brevard Rescue Mission is a shelter for homeless single mothers and their children. The organization's goal is to provide women with the tools and resources to survive as single parents.

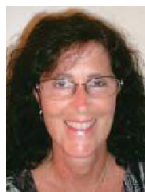
Although the nonprofit's main objective is to offer temporary shelter for the mothers, it also educates them on important life skills and financial habits to enable them to succeed. Skills they learn include time management, interviewing, nutrition and budgeting. Brevard Rescue Mission last year served 47 residents. Its year-end appeal raised \$55,000.

Stacia Glavas, the mission's founder and CEO, feels privileged to have her cause included in the cause quilt. "We're honored that someone feels so connected to our mission," Glavas says. "Sharing our vision to truly 'break the cycle of homelessness with women and their children' offers us another opportunity to highlight the need in not only our community, but in communities all over our country." Learn More: www.brevardrescuemission.com

The *Stitches* Hopeful Hearts Quilt will be traveling around the country starting this month. Track its progress and learn more about the embroiderers and their chosen causes at Stitches.com.



A Mother's Stitches



Square Stitcher: Robin Mouton, Back Gate Embroidery, Sneads Ferry, NC

"I created these two squares in tribute to the Special Olympics Onslow County and the Down Syndrome Network of Onslow and Carteret Counties. My reasons for doing so are quite personal. In 1991, my husband and I had our first child, Donovan. He was born with Down syndrome. My first concern at the time was how to tell my

husband, who was in the Marine Corps, serving in Saudi Arabia during the Gulf War. My second concern was obtaining books on Down syndrome and learning as much as possible. I was determined to provide the best life for our son. Nowadays, I find myself trying to help other families that have a child with Down syndrome. I want to help them to not feel so afraid and to show that, even though a child may be different, he or she is capable of success and plenty of love.

"I really got a great chance to get involved when my son was 11. It was then that he started participating in Special Olympics. A change of circumstance left the kids without an assistant swim coach, so I stepped in. I've been coaching ever since. Two years ago, I reformed – and became the head coach of – our Special Olympic soccer team, which won a gold medal last season. I've also been on the Special Olympic Onslow County Committee for a few years, helping with local fall/spring games and with our Polar Plunge fundraiser.

"After Donovan graduated high school and started working and attending an adult day program, I left my job to assist him with transportation and supervision. It was then, too, that I started my embroidery business out of my home and got involved with the Down Syndrome Network of Onslow and Carteret Counties. I've since become vice president of DSNOC and coordinator of the charity's primary fundraiser, the Buddy Walk. The smiles and hugs I get from the athletes and the pride I feel when I help accomplish something as spectacular as the Buddy Walk just can't be beat."



Stitching a square for the Special Olympics of Onslow County, NC, was a fulfilling and personal project for Robin Mouton, the owner of Back Gate Embroidery. "My son," she says, "has been involved in Special Olympics for several years, and I coach two of his teams."



Robin Mouton doesn't just run Back Gate Embroidery; she's also the vice president of the Down Syndrome Network of Onslow and Carteret Counties, where she coordinates the Buddy Walk. Her involvement inspired her to craft this quilt square.

AMID THE STITCHES

Robin Mouton was so enthusiastic for this project that she created two squares. To create the blocks, Mouton used her Happy HCD 15-needle machine with RAPOS 100 polyester thread. The logos were digitized with the Stitch N Sew2 software.

The first block has the circle star, which Mouton paper-pieced together. The color royal blue is the color of the SOOC. The second square, which displays the friendship star, was created by standard piecing and has a digitized center logo. Mouton chose the colors of Down syndrome awareness, yellow and blue, for this square. She wanted to put the DS-NOCC logo in the friendship star to represent the friends she has made through the group. The SOOC logo was thoughtfully placed inside the circle star to convey a sense of unity and strong bonds. In a circle, there's no top and no bottom; everyone is needed to form the whole.

ABOUT THE CAUSE

The Special Olympics of Onslow County (SOOC), NC, is a charity founded to help intellectually challenged individuals have a positive, encouraging experience through an active environment that is chan-



Jennifer Wiser, DSNOC

neled through athletics. There is no cost to participants' families. Keith Fishburn, SOOC's president/CEO, is honored to have the organization be a part of the quilt project. "Being highlighted in *Stitches* magazine may bring us some more athletes and give us a new audience," he says.

The Down Syndrome Network of Onslow and Carteret Counties (DSNOC) Inc. was founded in 2011 by loving parents who wanted to provide the best life possible for their children with Down syndrome. The group seeks to unite families and friends who have loved ones with intellectual challenges. "We're a growing organization, so it's wonderful for us to have the publicity," says Jennifer Wiser, president of DSNOC. "But more importantly, it's truly wonderful for our kids with Down syndrome to be honored in this way."

LEARN MORE: Down Syndrome Network of Onslow County: www.dsnoc.com; and Special Olympics (Onslow County): <http://sonconslow.org/about>

House of Hope



Square Stitcher: Loronda Schuler, Heav'n Sent Creations, Marshall, MN

"The House of Hope Minnesota is a wonderful place where girls between the ages of 12 and 18 can find help to overcome many of the behavioral issues that plague teens. The organization's mission is to 'provide a Christ-centered home where teens in crisis can find hope and healing and to provide community programming that is preventative in nature.'

"As I was working on a new set of embroidery designs with butterflies, I thought they'd be perfect symbols to represent the House of Hope. The girls who come there remind me of butterflies: They come to the home encapsulated in their cocoons of behaviors, insecurities, family struggles and many other issues. But when they graduate, they've become like beautiful butterflies, equipped for life with wonderful support, coping tools and faith.

"Every year, I spend a couple of days at the House of Hope doing a sewing project with the girls. We've sewn different items depending on the time of year. This year, I decided that a basic quilting/embroidery project would be a great fit to go along with *Stitches'* charity quilt initiative.

"The project involved having the girls make pillows with an 18" and 9" patch design. I took



Loronda Schuler of Heav'n Sent Creations stitched this square for House of Hope Minnesota, an organization that helps teenage girls overcome behavioral issues. "Each year I've watched this program do miracles," Schuler says.

the girls to our local quilt shop, and they chose two coordinating fabrics to make their pillows. Then, each girl sat with me and designed her center square, which I then embroidered. We talked about coordinating with the fabric choice, color choices, size of designs and stitch-out time. They also chose their favorite scripture to add to the square. On our second day, the girls put together their nine-patch pillows with great excitement.

"Each year, I've watched this program do miracles to change the lives of troubled teens. It's my hope that the pillows will help the girls learn sewing and embroidery skills – and remind the girls of their successes at the House of Hope Minnesota."

*AMID THE STITCHES

When Loronda Schuler began the design process for her quilt square, she had one objective in mind: Clearly represent the idea of transformation. That's why she chose the fill-stitched butterfly image that's the block's central focus.

Schuler crafted her color scheme to match the winged creature and thus came an array of matching pastel and cream threads, which combine to give the piece a calming feel. In addition, the Celtic loops crafted with a satin stitch add an interesting aesthetic element. Satin stitches also make up the cream inner frame and the green border, producing a pleasing frame effect.

Meanwhile, Schuler used appliqué for the inner and outer fabrics. Among the satin-stitched lettering is a Bible passage that Schuler feels defines the message of the nonprofit she supports: "And hope does not put us to shame, because God's love has been poured out into our hearts" (Romans 5:5).

♥ABOUT THE CAUSE

House of Hope Minnesota is a non-profit Christian organization that provides a loving environment where troubled teenage girls can work through their emotional and spiritual struggles. The house educates these young girls on how to



Claudia Stenson

grow into active and successful members of society. The staff encourages the teens to get involved in service groups within their

communities and guides them away from damaging influences. House of Hope Minnesota raises about \$325,000 annually.

Claudia Stenson, director of House of Hope Minnesota, says, "There are Houses of Hope across the nation, and I believe this is a great way for people to find out that there are resources that aren't necessarily court-ordered or through social service."

LEARN MORE: www.houseofhopeminnesota.org

Quilt Like an Egyptian: While the origins of quilting are uncertain, the practice has been traced back to the ancient Egyptians.

Helping Hunters Help the Hungry



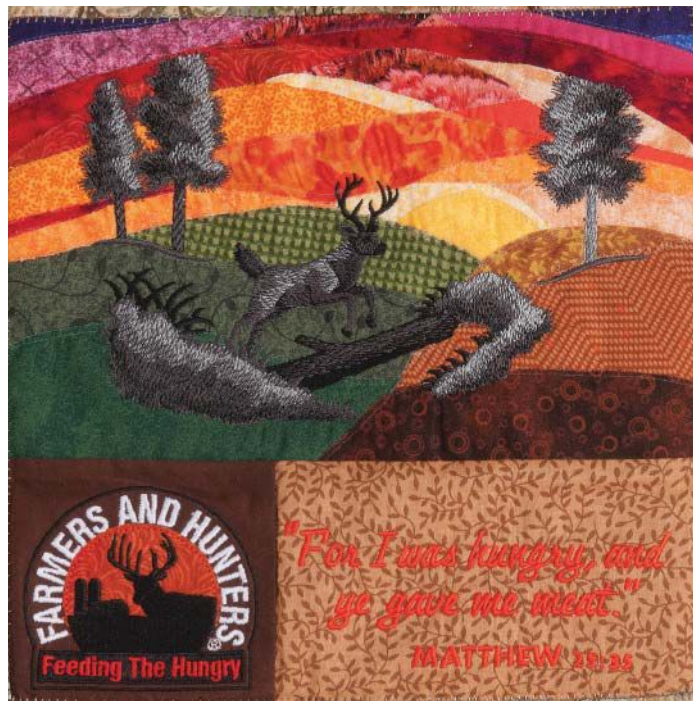
Square Stitcher: Tracy Petrekovich, Hoop & Stitch Embroidery, Cortland, OH

"With my quilt square, I'm promoting Farmers and Hunters Feeding the Hungry. I hope my square will help open the door for others to contribute to this Christian ministry, which uses a

renewable God-given resource to help feed those in need. In our home, hunting is a family affair. And since FHFH provides such a magnificent service (giving venison to hungry people), it only seems proper to support this wonderful organization. I feel the true meaning of community stems from doing for others to create a better whole.

"As for making the square, it always feels amazing to have creative freedom when working on a project. I wanted to make sure FHFH was dominantly represented because it is, after all, the star to me. I also wanted it to be beautiful. To achieve that, I knew I had to use embroidery – a decorating method I love – to embellish my square. I sketched a rough draft out on paper, and then chose the fabrics I wanted to use. The FHFH logo has a beautiful sunset color scheme, so I decided to follow with that motif. The images on my square are a silhouette against a lovely, colorful quilted sunset. The sunset is often the last thing hunters see before heading in for the night to be with their families, so I find it highly appropriate. After the fabrics were stitched, I used my embroidery machine to add the decorations.

"Next, I am working hard on creating apparel and accessories for FHFH. Branding the organization's logo on wearables is a great way to get the word out about the ministry. That is why my husband and I chose to donate these particular items to FHFH. We both strongly believe in the ministry and will continue to support it in whatever way we can. Hopefully we can spread some of our enthusiasm about FHFH."



Farmers and Hunters Feeding the Hungry moved Tracy Petrekovich of Hoop & Stitch Embroidery to create this square. "I feel the true meaning of community stems from doing for others to create a better whole," she says. "Hopefully we can spread some of our enthusiasm about FHFH!"

*AMID THE STITCHES

Tracy Petrekovich's process for creating her quilt square was quite different from her other embroidery projects. The majority of those require intensive focus on embroidery embellishments; the creativity crux on the quilt square, however, centered on fabric selection.

With this design, the fill-stitched deer and landscape elements almost take a backseat to the collage of bright-patterned fabrics that make up the sunset. Yet, the embroidered silhouettes of the deer and forest are crafted with a fine attention to detail, clearly displaying Petrekovich's love of embroidery. The running stitches patching together the backdrop lend a subtle abstract flair to the piece. The design freedom for this project allowed Petrekovich to use her full artistic ability to represent her favorite organization.



Matthew Wilson

♥ABOUT THE CAUSE

Farmers and Hunters Feeding the Hungry is an organization that's dedicated to providing food for the less fortunate in many different areas of the country. The nonprofit accomplishes this by gathering, processing, freezing and packaging discarded big game meat and delivering it to food banks free of charge.

The nutritious, low-fat meat is discarded as a result of limitations put on hunters who might hunt in excess during the season. FHFH works with countless organizations – church pantries, church feeding ministries, the Salvation Army and emergency assistance programs – to ensure that this meat is received by impoverished communities. The processing and packaging costs are covered by donations from folks across the country. FHFH generates annual revenue of slightly over \$810,000.

Matthew Wilson, director of programming and development for FHFH, is thrilled that the ministry is being included in the quilt project. "I think it's a wonderful idea to design a quilt that features different charities and organizations," he says. "We're honored that Tracy Petrekovich thought of us."

LEARN MORE: www.fhfh.org

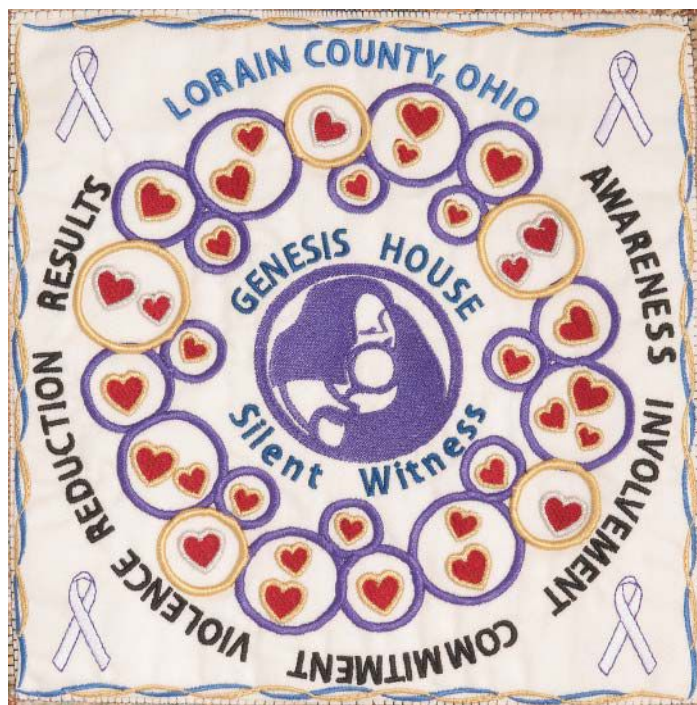
Stopping Violence



Square Stitchers: Michael and Nancy Krupar, Wellington Thread Works, Wellington, OH

"With this quilt square, I'd like to help carry the message of our local Genesis House in Lorain County, OH, which helps victims of domestic abuse. I was drawn toward this cause because, as a former teacher, I had a problem in some of my classes with guys bullying guys and abusive dating.

I've since retired, but I still remember a brave young woman named Johanna Orozco giving a presentation about being sexually assaulted and shot by her abusive ex-boyfriend. Johanna shared her compelling story with our youth in hopes that they will not become statistics like 33 women have in



Lorain County.

"As for Genesis House, the organization's 'Silent Witness' program is pursuing a path that's designed to make people aware of the potential danger of everyday taunting, which can blossom into violence, domestic abuse and eventually death. By putting together this quilt, we can reach hundreds of people and at least encourage them to think about this serious issue." — *Michael Krupar*

Michael and Nancy Krupar of Wellington Thread Works crafted this square with Genesis House of Lorain County, OH, in mind. Says Michael: "By putting together this quilt, I believe we can reach hundreds of people and at least encourage them to think about this serious issue" of domestic violence.

Tristan and Isolde: The earliest known existing quilts may be two large 14th-century wholecloth Sicilian quilts whose whitework surfaces are heavily embellished with trapunto. Both feature scenes from the chivalric legend of Tristan and Isolde.

✳️ **AMID THE STITCHES**

The Krupars filled their quilt block with symbolic significance. The 24 circles represent the 24 years that the Silent Witness exhibit has been in existence at Genesis House in Lorain County, OH. The exhibit features 33 stand-up cardboard silhouettes, each with a plaque dedicated to a woman in the county who was killed by domestic violence. These women are commemorated in the quilt block by the red hearts within the circles. They were crafted using a smooth fill with a metallic satin stitch around each.

Decorating the center of the square, the Genesis House logo was digitized and sewn with a smooth fill. The gold accents throughout the piece represent the generosity and love of each volunteer in the organization. These were sewn using a puff technique and a satin stitch over a 3mm-thick foam, which adds depth to emphasize the importance of the volunteers. Additionally, the color purple is known as a representation of domestic violence. The white ribbons are for violence against women. Poignantly, the wording around the circumference of the design is the phases of the Silent Witness Model for Eliminating Domestic Violence Murders by the year 2020.

♥️ **ABOUT THE CAUSE**

The Genesis House in Lorain, OH, provides temporary shelter, food and support to women and children



Virginia Beckman

attempting to escape domestic abuse. During their stay at the shelter, inhabitants may receive assistance such as crisis counseling, domestic abuse

information, support groups and childcare. Through fundraisers, newsletters and community outreach, the center strives to raise public awareness about domestic violence. Genesis House Domestic Violence Shelter raises \$700,000 per year.

Michael and Nancy Krupar met with the executive director of the Genesis House, Virginia Beckman, to share their quilt design and explain their passion for the cause. "The fine people of Wellington Thread Works put together the most meaningful, beautiful images for the square," Beckman says.

LEARN MORE: www.genesishouse-shelter.com

2013 Specialty Printing & Imaging Technology **SGIA** EXPO

Orlando, FL • October 23–25, 2013

Co-location Partner IFAI Specialty Fabrics Expo

**MORE EXHIBITORS.
MORE ANSWERS.
MORE FACE TIME.**

Get face-to-face with experts and your peers from every sector of the imaging industry. The Expo has literally every part of the industry represented and ready to talk to you:

In the Zones
On the Expo floor
At the educational sessions
In the Receptions, lobby, hotels and hallways

Only at the Expo

"Every time we attend the SGIA Expo, we find something that makes us money. I have never been disappointed by this show."

— 2012 SGIA Expo Attendee

Register Now!

SGIA.org

Keyword: Expo

See the *Full Spectrum*
of Specialty Imaging Technology and Equipment



AGFA 



durst

efi

FUJIFILM



SII



Seiko Instruments USA

Faith Food



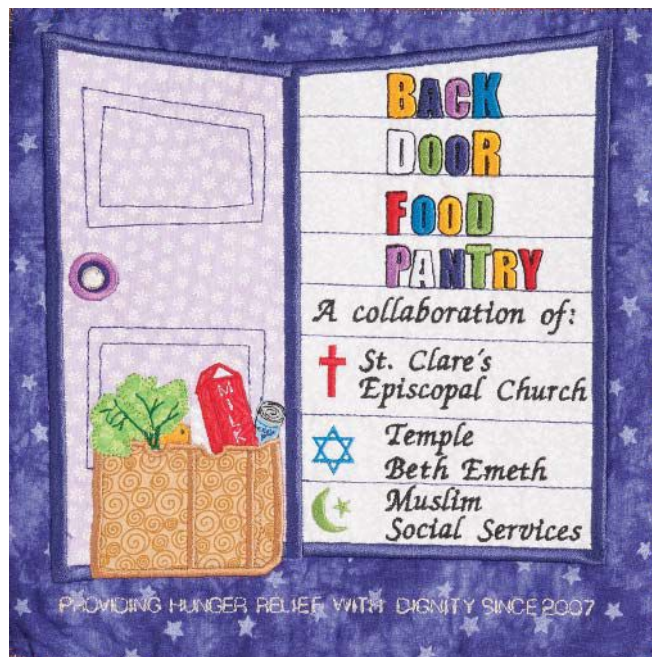
Square Stitcher: Naomi Spivak, Matan Embroidery, Ann Arbor, MI

"I run a small, home-based embroidery business and rely almost entirely on local business. Understanding and appreciating the need for local support, I have a special interest in local causes. That's why my quilt square pays tribute to the Back Door Food Pantry, which is a local food gathering and distribution center for the needy.

"The pantry is entirely staffed by volunteers. I've been volunteering there for almost a year now. What I like about the program is that it is grassroots and it's a collaborative effort by three faith-based organizations – a church, a synagogue (of which I am a member), and the local Muslim Social Services.

"Ann Arbor, MI, is a fairly well-off, highly-educated community. And yet, it's naïve to think we don't have hungry, unemployed and underemployed people here. The pantry serves close to 100 individuals and families weekly. There are other food pantries and soup kitchens in the area, but we're one of the only groups that don't require individuals to provide proof of need in order to receive food from us. We hold the belief that people don't take advantage of us. It's unpleasant enough to have to stand on line for a basic necessity, so we don't feel it's necessary to humiliate people by asking them to fill out a lot of paperwork.

"It felt very satisfying to work on this project. After receiving such positive feedback from other volunteers, I plan to create another square to frame and place in the pantry. The thought of solving the problem of world hunger can seem overwhelming, but step by step, working at the local level, we can work toward feeding everyone."



The Back Food Pantry, an interfaith food distribution center for the needy, inspired Naomi Spivak of Matan Embroidery to contribute this square for the quilt. Says Spivak: "The thought of solving the problem of world hunger can seem overwhelming, but step by step, working at the local level, we can work toward feeding everyone."

✴️AMID THE STITCHES

Naomi Spivak's approach to creating the quilt square was to faithfully represent the Back Door Food Pantry's logo. She began by taking a picture of the logo and digitizing it with her Wilcom International DecoStudio software. Next, Spivak created the 33,000-stitch design on her Barudan Elite Pro machine.

The colors in the design stay within the general scheme of the pantry's logo, with minor enhancements to make the colors more vibrant. The fonts used to display the charity's name and the religious organizations that support it are the same. Spivak got a bit creative with the groceries in the bag next to the door, as she chose items that would be easier for appliqué. A fan of appliqué who's been embroidering for more than a decade, Spivak worked on the square off and on between different jobs. She estimates that it took 15 to 20 hours to finish.



Kathy Daly

♥️ABOUT THE CAUSE

Founded by four local women who wished to reduce hunger locally, the Back Door Food Pantry of Ann Arbor, MI, provides nutritious food and other basic necessities to people in need. Demand for provisions has significantly increased since the charity opened in 2007: Currently, about 300 people are served per week. Staffed entirely by volunteers, the charity is a nonprofit and seeks only to lend a helping hand to the less fortunate. Back Door Food Pantry raises approximately \$40,000 per year. "The Back Door Food Pantry is a multi-faith group of caring hands reaching out to help others," says Co-Chair Kathy Daly. "We're thrilled to be represented in this quilt created by talented hands which will include our story for all to see."

LEARN MORE: www.backdoorfoodpantry.org

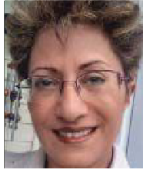
Quilting 101:

A multi-step process, quilting is a sewing technique in which two layers of fabric, usually with an insulating interior layer, are sewn together with multiple rows of stitching.



65 Roses

Square Stitcher: Sadia Andrews, Sadia's Designs, MD



Marty Tranes could sense that his mother was worried about him. The kind-hearted 7-year-old, who suffers from Cystic Fibrosis, sought to put her at ease. "Don't worry, Mom," Marty said. "65 Roses won't hurt me."

In a cracking voice, Marty's grandmother, Diana Greer, recounts this moving anecdote. "65 Roses," Greer says, "is what a lot of children with Cystic Fibrosis call the disease. It's easier for them to pronounce."

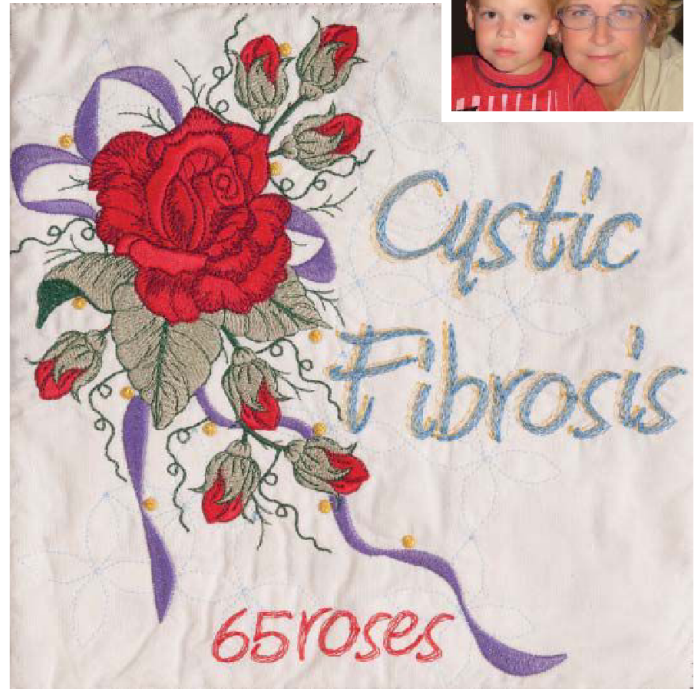
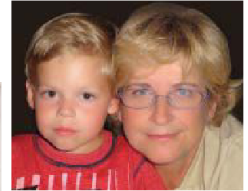
When embroidery artist Sadia Andrews learned the significance of 65 Roses to the CF community, she knew the theme had to be part of the square that she stitched on behalf of Greer and her grandson for The *Stitches* Hopeful Hearts Quilt. "The light bulb just went on," says Andrews, who used CF's symbolic color, purple, and red – an empowering color – in the design. "It's a powerful message."

A chronic genetic disease without a cure, Cystic Fibrosis attacks the lungs and other organs, causing breathing problems. While it's impossible to predict how long an individual with CF will live, the estimated median age of survival is in the mid-30s, according to the Cystic Fibrosis Foundation.

Loving grandmother that she is, Greer is doing her part to raise money for CF research in the hopes that doing so will help lead to better treatment and, ultimately, a cure. She is involved in the Cystic Fibrosis Foundation and participates in "The Great Strides Walk" – a fundraiser – as part of a group called "Marty's MegaFans."

A respiratory therapist by trade, Greer is an avid fan of quilting and a quilt collector. While she admits she didn't have the time or stitching skills to create her own square, Greer was excited to serve as the inspiration behind Andrews' design. For her part, Andrews was thrilled to lend her needle expertise to such a worthy cause. "It's a fabulous way to bring awareness," she says. "I hope others will see it and want to do something similar." – *Christopher Ruvo*

Diana Greer and her grandson, Marty Tranes, who suffers from Cystic Fibrosis, provided the inspiration for Sadia Andrews' square.



"65 Roses" is what children with Cystic Fibrosis often call the disease because they have trouble pronouncing CF's proper name. Diana Greer, whose grandson has Cystic Fibrosis, hopes this square helps raise awareness about CF. "It's a moving project to be part of," she says.

✿AMID THE STITCHES

Digitized in two sections and stitched on a Brother PR-1000, Sadia Andrews' 65 Roses square uses a variety of stitches. The buds are all long and short satin stitches, while the large rose has several types: satin and manually-created long and short stitches for the petals. The leaves are created in the same manner. The ribbon is satin stitches, and the writing and the background filler are manually-created running stitches. Meanwhile, the tiny, raised dots are again manually-punched long stitches. Andrews used polyester 40 wt. threads for most of the embroidery, as well as metallic thread for some of the shaded writing and raised dots.

The colors in the design have symbolic significance. The red in the rose and buds represents courage, strength and willpower, while purple, the color of Cystic Fibrosis, is prominently featured. The entire process took Andrews almost two weeks, and concluded with a beautiful and sentimental piece.



Ann Krulevitz

♥ABOUT THE CAUSE

Based in Bethesda, MD, the Cystic Fibrosis Foundation is a nonprofit that works tirelessly toward the discovery of a cure for the disease, while supporting those who have been afflicted with CF. With the foundation's help, scientists in 1989 discovered the defective gene that's the root of Cystic Fibrosis – a phenomenal breakthrough in the cause's quest for a cure. Since the foundation's establishment in 1955, great progress has been made in lengthening and making more comfortable the lives of Cystic Fibrosis sufferers. In 2012, the Cystic Fibrosis Foundation raised more than \$27.8 million.

"We're so glad that we're partnering with an organization that is obviously committed and dedicated to their passion," said Ann Krulevitz, associate executive director of the Maryland Chapter of the Cystic Fibrosis Foundation. "It's wonderful that we can bring together their passion for quilting and our passion, which is adding tomorrows."

LEARN MORE: www.cff.org

Every Child Matters



Geri Schwarz

Square Stitchers: Angie Crook and Geri Schwarz, Cotton & Clover, Fort Smith, AR

“Angie Crook and I are professional quilters, but more importantly, we’re mothers. We believe our children and those in the community are our most important assets. We support the Fort Smith Children’s Emergency Shelter in Fort Smith, AR, because it is the city’s only provider of shelter and care for homeless boys and girls, ages 6 to 17. Each time we sell a pillowcase in our store, we donate one to the shelter, which uses them as gifts on special occasions.

“For many of these children who have nothing to call their own, something as simple as a pillowcase can contribute to their sense of self. We’re blessed to play a small part in it.

“The design process for the quilt square was simple. We chose mini pillowcases to represent our commitment to the children in our area. We hope others will see it and remember that each and every child is a person to be cherished.” – Geri Schwarz



Angie Crook and Geri Schwarz of Cotton & Clover created this square for Fort Smith Children’s Emergency Shelter, the only provider of shelter and care for homeless children in the Arkansas city. “Each time we sell a pillowcase in our store, we donate one to the shelter,” Schwarz says. “We chose mini pillowcases for the square to represent our commitment.”

Latin Roots: The term “quilt” comes from the Latin word *culcita*, meaning a stuffed sack.

*AMID THE STITCHES

In honor of their local children’s charity, Angie Crook and Geri Schwarz created a block that features small, softly colored pillowcases attached by a hand-stitched seam that’s meant to be a clothesline carried in the mouth of a small bird. Crook and Schwarz drew a rough draft of the design before starting the actual project. Each pillowcase was appliquéd individually, and features its own unique cloth pattern. The delicate yellow, pink, white and blue hues evoke the innocence and purity of childhood. The heart signifies love and adoration for children who have been robbed of the enjoyable years of youth with a caring and functional family. The square suggests the sense of hope and comfort that can be found in the shelter’s safe environment.

♥ABOUT THE CAUSE

Fort Smith Children’s Emergency Shelter has been a safe haven



Jack Moffett

for children in need of shelter and care since its founding in 1977. While their circumstances vary, the children served

are in great need of housing and safe guidance when they come in. Many are victims of abuse and neglect and have nowhere else to go. The shelter aims to bring as much normalcy to the children it serves as possible. Fort Smith Children’s Emergency Shelter raises \$225,000 annually to supplement its government funding.

Jack Moffett, executive director of the shelter, says: “The shelter is dependent upon community support. We’re delighted that a *Stitches* reader from within our community has chosen to include our organization in this quilt project. An initiative this far-reaching will not only create exposure for us at the local level, but it’ll create awareness and support for abused and neglected children everywhere.”

LEARN MORE: www.childrensemergencyshelter.org



Q&A: Quilter-in-Chief



Embroiderer Geri Finio combines the hands and eyes of a gifted artist with a compassionate and caring heart. Given these attributes, the life-long stitcher with a passion for quilting was a natural choice to weave the different charity blocks into a single quilt. This was far from the first quilt Finio created with a deeper meaning in mind. The owner of Studio 187, a custom embroidery studio in Anne Arundel County, MD, has previously worked on quilt projects like “The Silenced Voices of the Inner Child” – a quilt she designed, pieced, sewed and machine-embroidered to raise awareness about adult survivors of childhood abuse. Playfully given the title of “Quilter-in-Chief,” Finio here offers insights into her work on The *Stitches* Hopeful Hearts Quilt.

***Stitches:* What was the most challenging aspect of putting this quilt together?**

Geri Finio: The challenge was to bring everything together in a color theme that wouldn’t compete with individual blocks. I had to look at it for about a week on my design wall – rearranging blocks until I came up with a design idea that flowed. For this quilt, I chose a neutral but colorful hand-dyed Batik for the sashing. Then I framed using a punch of color designed in black and white rose blocks. The color scheme is busy, but it works. When creating charity quilts, I never know what the blocks will look like when they arrive in my studio. When blocks are created by many contributors, part of the creative process is to allow the final outcome to be determined by the blocks themselves. My role is to find the balance.

***Stitches:* What was compelling about working on the quilt?**

GF: It’s an emotional process to learn about each cause from the meaningful perspective of the block contributors. Educating myself on each cause and realizing the impact and responsibility each charity has for so many affected people is eye-opening. I’m merely the facilitator for their very important messages. Using textiles and quilting as my medium, I give their messages a voice that hopefully educates and raises awareness.

***Stitches:* What kind of personal fulfillment do you get from working on cause-driven quilt projects like this?**

GF: The most powerful moments come at the unveiling when I see individual reactions. I’m rewarded and surprised when something I’ve created touches others in a meaningful way. I am humbled by the heartfelt and often teary comments of gratitude. I’ve witnessed adult women and men who’ve been moved to the point of tears. Seeing that I was able to touch somebody’s heart and offer recognition for a significant part of their human experience matters most to me.

***Stitches:* Is there anything else you hope the *Stitches* quilt can help accomplish?**

GF: I’d like to show that quilting is not stereotypical quilting bees or old-fashioned, nor are quilts just for beds. People of every age and gender quilt. I especially love the youthful playfulness that teens bring to quilting. Quilting has an interesting history, and it’s time well spent to read about it and learn the impact it had within many cultures throughout history. The integrity of embroidery, sewing and quilting go together so well that, for me, it’s almost impossible to separate them.

CHRISTOPHER RUVO is a staff writer for *Stitches*. **GRACE BENNETT** and **SAMANTHA PHILLIPS** are editorial interns for *Stitches*.

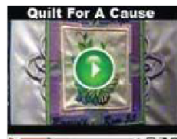
LIGHTS, CAMERA - QUILTING!

Some of the Quilting For A Cause stitchers put together videos about their squares and causes. Check out the teasers below and watch the videos online at Stitches.com.



FEEDING THE HUNGRY

Tracy Petrekovich shares the story of the beginning of the Farmers and Hunters Feeding the Hungry ministry. She also documents her process of creating her square.



FIGHTING BACK AGAINST DOMESTIC VIOLENCE

Michael and Nancy Krupar document the 100 hours they spent crafting their quilt square, which is dedicated to the Genesis House Domestic Violence Shelter.



STIRRING MEMORY

Gail Gilmore and Donna Fenstermacher stitch their quilt square in memory of loved ones they lost to Alzheimer’s disease.



STITCHING THE WAY TO HOPE

Loronda Schuler explains how teaching embroidery to troubled teenage girls helped them to find hope and guidance.



FOR THOSE IN NEED

Naomi Spivak tours the Back Door Food Pantry, where thousands of hungry citizens are fed by generous food donations. She explains her work at the pantry and how it was translated onto her quilt square.

CLASSIFIEDS

Reader service number on reply card or visit stitches.com/freeinfo

Apparel

ATHLETIC TEAM UNIFORMS
As low as \$3.00* • As low as \$3.00*



Skyrocket
Your Profit

asi/55056
Cool-T Interlock • Lined Mesh Shorts

*Call for details • Get Made In USA 
(877) 503-6723 • www.hooraysport.com

RS No. 8


SUMMER SPECIAL



19895-0 ANSI/ISEA Class 2 Vest
Sizes: M, L, XL, 2XL, 3XL, 4XL, 5XL
\$16.00 (P)

510-505-9870 | www.hsgsafety.com
harry@hsgsafety.com | asi/58841

RS No. 54

Scan to view our video 



Same Day Shipping!
pizzazzwear.com/v17

RS No. 17

Custom Patches & Pins

Mens & Womens
BLAZERS
From
\$39

16 COLORS!

- Royal Blue • Gold
- Red • Kelly Green
- Carolina Blue
- Camel/Beige
- Augusta Green
- Hunter Green
- White • Gray
- Purple • Orange
- Burgundy • Brown
- Navy • Black

Blazers-R-Us.com
(412) 273-3417

RS No. 53

Contract Screen Printing
APPLIED PRESSURE, INC.



EST. 1990

CONTRACT PRINTING
APPAREL SCREENPRINTING
WEST COAST FACTORY
818-887-7787
sales@appliedpressure.com
AppliedPressure.com

RS No. 42

Custom Patches & Pins

Custom Embroidered Patches
ABemblem.com
800-438-4285

Use Your Smartphone to Scan  <http://abqr.co/de/5>

For Super Value
Super Quality
Super Fast
Call, Click or Scan

RS No. 1

CUSTOM PATCHES

- Guaranteed Quality • Wholesale Pricing
- Reliable Delivery
- In Stock US Flags and Blanks

PATCH SUPPLY INC
(800) 851-7096 fax (800) 851-7097
e-mail: sales@patchsupply.com

RS No. 36

Custom Patches & Pins

CUSTOM
EMBROIDERED,
CHENILLE, RUBBER &
LASERCUT® PATCHES
(800) 872-8778
quotes@DoctorPatch.com
DoctorPatch.com
Small Ads = LOW Prices!



RS No. 39

3-5 Day Turn Time



WORLD EMBLEM

www.WorldEmblem.com
1-800-766-0448
Patches • Transfers • Name Badges

RS No. 24

Digitizing

ALLSTARDIGITIZING.COM
Embroidery Digitizing & Vector Art

1 DAY TURNAROUND **FLAT RATE**

VECTOR DIGITIZING

Before  **LEFT CHEST \$25.00**
SLEEVE
CAP
JACKET BACK

After  **\$10.00**

Unlimited Stitches

DAVIDSONVILLE GATORS 
NW 

100% SATISFACTION GUARANTEE
SUPERIOR QUALITY
Order Online : www.AllstarDigitizing.com
832-420-7176

RS No. 32

CLASSIFIEDS

Reader service number on reply card or visit stitches.com/freeinfo

Digitizing

LOW PRICE - 1 DAY TURNAROUND - ASI - SAGE

ExpressDigitizing.Com
Decorate with confidence
art@expressdigitizing.com

\$1.99/k

QUALITY GUARANTEE - BEST SERVICE
1-866-988-3110

ExpressVector.Com
art@expressvector.com

YOU PROVIDE IMAGE WE VECTOR
CAMERA READY ARTWORK
PRINTING

\$15
Color Separation
Color Separation
BITMAP TO VECTOR
PHOTO TO CLIPART
FAX TO VECTOR
LINE ART DESIGN

FREE QUOTE
24 HOURS TURNAROUND

RS No. 33

HAWKEYE
DIGITIZING AND DESIGN

23 YEARS IN THE EMBROIDERY INDUSTRY
PROFESSIONAL LEVEL DESIGN CONSULTING
LOGO AND CHARACTER CREATION
FAST TURNAROUND
REFERENCES UPON REQUEST

\$1.50 / 1K
MHAWK512@GMAIL.COM

RS No. 48

PREMIUM RUSH
Here, you get to cut in line!
Guaranteed **5** hour turn-around

\$25 flat
UP TO 10K STITCHES

We treat you like ROYALTY!
Your wish is our command

Call us toll free for more detail
1-855-597-0720
Or log in to place new orders
www.RoyalDigitizing.com

EMBROIDERY DIGITIZING

RS No. 40

Digitizing

\$1.60/1K MINIMUM CHARGE \$16
(UP TO 5000 STS)
IT'S ACTUALLY \$14.40! SINCE YOU ALWAYS GET A DISCOUNT

123
DIGITIZING
Where You Will Always Get A Discount
WWW.DIGITIZING123.COM

10% OFF SINGLE ORDER
20% OFF DOUBLE ORDER
30% OFF TRIPLE ORDER

24 HRS TURN-AROUND

RS No. 41

Get \$5 Off First Order!

EASY [order of operations
community service
data backup]

7

7digitizing.com

fast turn-around in 12-24 hours.

RS No. 52

Shamrock Thread Designs
Custom Digitizing

MADE IN AMERICA
Great Quality
Exceptional Service

Tired of your Digitizing Dollars Going Overseas!! Give Us a Call, We're Easy to Work With; Easy to Understand

Toll Free: 888 827 7074
Phone: 651 773 7027
Fax: 651 777 7087
designs@shamrockthread.com
www.shamrockthread.com
Located in St. Paul, MN

RS No. 38

Embroidery Services

Custom Embroidery
SINCE 1983

Fawn Industries
www.fawn.com
P: (800) 388-FAWN
E: info@fawn.com

Contract Embroidery, Emblems
Applique, Tackle Twill, 3-D
Digitizing & Art Services

50% OFF
(First Design By New Customer)

1537 Main Street P.O. Box 230 New Park, Pa 17352
ASI / 702575 **SAGE/ 66020**
UPIC# FAWNEMBR **PPAI# 195913**

RS No. 34

Equipment

WANTED
USED EMBROIDERY MACHINES
VARIOUS MAKES AND MODELS

TAJIMAS WANTED
SINGLE HEADS
MULTIHEADS

CHL, INC.
3229 Cherry Lane
FT. WORTH, TX 76116
TEL: (817) 366-5629
WEB: www.chlinc.net
E-MAIL: chlinc@att.net

RS No. 44

Equipment Repairs

EMBROIDERY LASERS

Serving From 1 To 10,000 Heads

866-BITOUUSA
info@bitousa.com www.bitousa.com

RS No. 37

Labels & Emblems

DJSLABELS.COM

Printed Labels, Woven Labels,
Hang Tags, Stickers

(800) 967-2323

RS No. 49

Merchandise

StouSe

★★★ **MADE IN THE USA** ★★★

MAGNETS & PLASTICS

Save The Date Magnets
Clear Cards!
5 STAR

www.stouse.com

MAGNETS • HANG TAGS • PLASTIC CARDS
RULERS • MINI MAGNETS • BADGES • ID TAGS
LARGE VEHICLE MAGNETS • SHELF DANGERS

877-764-5757
ASI: 89910 • PPAI 113066 • SAGE 53848 • UPIC STOUSE

RS No. 21

ADVERTISER INDEX

Merchandise

stouse
★★★ MADE IN THE USA ★★★
DECALS!
www.stouse.com
DECALS • STATIC CLING • ROLL LABELS • KWIK-SHIP
DOMED DECALS • APPAREL TAGS • BUMPER STICKERS
CALENDARS • HARD HAT DECALS • INDUSTRIAL DECALS
877-764-5757
ASI: 89910 • PPAI 113066 • SAGE 53848 • UPIC STOUSE

RS No. 22

Hey, Monogrammers!
increase special occasions sales with
groovy holidays great designs at the
right price.
groovy holidays
212.625.1301 www.groovyholidayswholesale.com

RS No. 51

Software

AccuRIP SOFTWARE
Accurately and easily output FILM to your
Epson Inkjet
DOWNLOAD
a FREE software
trial today!
Get ink volume,
reduce shop
downtime, and save
money with AccuRIP
and the exclusive
ALL BLACK Ink system.
www.accurip.net
631-744-4330 • Freehand Graphics, Inc.
Plus: DOWNLOAD a FREE Trial of Spot Process Separation Studio Software

RS No. 31

ADVERTISERS/SUPPLIERS	RS#	PG#
A-B Emblem asi/30102	1	60
American Apparel asi/35297	2	1
American Apparel asi/35297	3	BellyBand
American & Efrid	26	24
American & Efrid	27	25
Anvil asi/36350	4	23
Applied Pressure INC	42	60
Bc Supply Co	36	60
Bito	37	61
Blazers R Us	53	60
Blue Generation asi/40653	5	2, 3
Charles River Apparel asi/44620	6	4
Chl Inc	44	61
Cotton Love, LLC asi/46756	7	28
Djs Labels Inc	49	61
Express Digitizing.com asi/700145	32	60
Express Digitizing.com asi/700145	33	61
Fawn Embroidery Services Inc asi/702575	34	61
Force 2000 Athletic Apparel asi/55056	8	60
Freehand Graphics Inc	31	62
Gildan asi/56842	10	17
Gildan asi/56842	11	19
New Balance asi/56842	12	21
Groovy Holidays	51	62
Hawkeye Digitizing & Esign	48	61
HSG Safety Supplies Inc asi/58841	54	60
Ideas Plus Inc	40	61
Ideas Plus Inc	41	61
Imprintables Warehouse asi/58475	13	15
Jerzees	18	CV4
King Par LLC asi/64861	57-68	43
Landway asi/66238	15	5
Leading Developments, Ltd	52	61
Outdoor Cap Co asi/75420	16	12
Pacific Sportswear & Emblems	39	60
Pizzazz asi/78230	17	60
SanMar asi/84863	20	8
Shamrock Design	38	61
S & K Manufacturing Inc asi/84325	19	62
Specialty Graphic Imaging Association	43	55
Stouse Inc asi/89910	21	61
Stouse Inc asi/89910	22	62

Transfers

CALL FOR YOUR **FREE SAMPLE**
Dye Sub Transfers \$1.99 ea
WE PRINT THEM, YOU HEAT PRESS THEM
NO MINIMUMS (Up to 16"x20" Press Size)
No Art? Let Us Be Your Art Department
OVERSIZED PRINTED SHIRTS ONLY \$15 ea NO MINIMUMS
Includes Front & Back Print!
ASI# 84325 skmfg.com 1-800-764-8688

RS No. 19



Needle Patrol

Our friend Slick (an embroidery machine needle) has hidden himself somewhere in this issue. He might be in an editorial photo, graphic or text – he's not in an advertisement. If you find the needle, send us a note that says, "I found the August needle on page XX," along with your name, company, address and phone number (or e-mail address) so we can contact you if you're the winner. Mail or fax it to us at *Stitches*, Attn: Needle Patrol, 4800 Street Rd., Trevose, PA 19053; fax: (215) 953-3107. Also, tell us a little about your business. No phone calls please; you must respond in writing. Hurry! Responses for the August needle are due by Aug. 30, 2013. From the correct responses, we'll randomly select one winner who'll receive a \$100 gift certificate, courtesy of Madeira USA, Laconia, NH. Please submit only one entry per drawing. We'll announce the winner in the November issue.

Slick Went on Vacation

Alas, in the June issue, Slick headed to the beaches of beautiful Bermuda for some fun in the sun. Mabel Martin of Ephrata, PA-based Martin's Sharpening was the first reader to alert us to the fact that Slick had given us the slip. As this issue's winner, Mabel will receive Madeira USA's gift certificate. Keep your eyes peeled for the industry's favorite game of hide and seek! Next issue, Slick will be hiding in *Stitches'* pages, refreshed and ready for action.

Sunstar Usa, Inc.	45	CV3
Sunstar Usa, Inc.	46	64
Col Desi.	28	6
Col Desi.	29	35
Col Desi.	30	30
Hanes/Champion	14	CV2
Terry Town asi/90913	69	31
The Sewphisticated Stitcher		
& Discount Emb Blanks asi/323872	25	7
Toyota/Pantograms	35	45
Transfer Express asi/91804	23	10
TSC Apparel asi/90518	55	11
Wilcom America	47	13
World Emblem asi/98264	24	60
ZSK USA Inc. asi/18320	56	29

Stitches August 2013, Vol. 27, No. 7 (ISSN 099-5893) (USPS 2387) is published monthly, except bi-monthly in MAY and September/October, by Advertising Specialty Institute, 4800 Street Road, Trevose, PA 19053. Periodical postage paid at Langhorne, PA and at additional mailing offices. Subscription rates: free and controlled circulation to qualified subscribers. Non-qualified persons may subscribe at the following rates: USA, 1 year, \$35, 2 years, \$69. Canada, 1 year, \$39. Outside USA and Canada, 1 year, \$59 (\$95 airmail delivery). POSTMASTER: Send address changes to *Stitches*, PO Box 2197 Skokie, IL 60076.

GO ONLINE! Get valuable product information by visiting us at www.stitches.com/freeinfo. It's fast and easy!

STITCHES READER SERVICE NUMBERS

COMPANY	RSN	PAGE#
AKWA (asi/33280)	169	39
Alternative Apparel (asi/34850)	163	40, 42
Ash City (asi/37143)	154	20
Ashlin BPG Marketing (asi/37138)	174	39
Assertive Creativity (asi/37166)	164	40
Bishop The Garment Co. (asi/40585)	171	42
Bodek and Rhodes (asi/40788)	166	41
Corporate Image Outfitters (asi/46741)	173	42
Culture Studios (asi/700559)	151	18
Dalco Athletic	159	34
Dickies Occupational Wear (asi/49675)	165	40
Driving Impressions (asi/50864)	170	42
Floriani	158	33, 36
Glass U	180	26
Graphic Solutions Group	179	36
Harvest Industrial & Trade Co. (asi/61670)	168	41
Hirsch International	177	36
ImageSeller (asi/230143)	152	18
Inksoft	176	34
Kati Sportcap (asi/64140)	161	41
Logomark Inc. (asi/67866)	162	39
Pro Golf Premiums Inc. (asi/79680)	172	42
Rothco (asi/83708)	155	22
SanMar (asi/84863)	156	33
Scoreboard Sports (asi/88747)	167	41
Shockwaves Promotional Apparel (asi/87144)	153	18
Transfer Express (asi/91804)	157	33
Workhorse Products	160	35
World Emblem International (asi/98264)	178	36

ASK AN EXPERT

By Steven Freeman

LOOKING FORWARD

In the next issue, you'll learn the pros and cons of becoming a certified women-owned firm!

Q *My decorating business has been doing extremely well, but my “employees” have all been family members helping out. I’m ready to hire my decorating “A-team.” What are the types of positions I should look to hire? What kind of people do I want on my team?*

You describe a scenario many of your contemporaries have gone through or are going through. When I started my first embroidery company, my wife worked by my side. As the business matured, it became apparent we would need to change the dynamics. There comes a point when someone needs to be the “boss,” and that can be a very difficult role to fill if your employees are also close relatives.

This doesn’t mean you can’t have family members as employees in your business, but the single most important fact to remember is they have to be treated exactly as you’d treat any other employee. That means your wife or brother or mother can’t receive special treatment or higher pay just because they’re family. Conversely, if things are tight, you can’t ask a family member to wait a few days for a paycheck. Once you have made the decision to reach beyond your family for employees, you should ask yourself a few questions in order to find the right people.

For example:

1. What roles in the business might be better suited for an employee other than me? For example, I don’t enjoy the type of sales building that requires cold calling for new business. Because of this, one of the first roles I filled in my company was a professional salesperson. The person I hired was much better at this type of sales building than I am. Because he was good at this, the company had increased revenue, he was able to make a good living, and I was happy because I didn’t have to fill a role I didn’t enjoy.

As your business grows, you’ll be able to hire people to fill jobs you once had to do yourself. Fill the roles that make the most sense for you. If you love dealing with customers but hate bookkeeping, hire a bookkeeper. Even as a small business, consider yourself the CEO of your enterprise. The CEO delegates responsibilities in her organization to the people best suited for those roles.

2. What’s the most effective use of my time? Since commercial embroidery is a field where creativity and necessity (right brain vs. left brain) can clash, it’s important for you to understand that even though you might enjoy running the machines or digitizing a logo,

“As your business grows, you’ll be able to hire people to fill jobs you once had to do yourself.”

there might be a better use of your time. Find employees who’ll handle the production-related aspects of your business, so you can focus on business development. As the leader of the organization, you need to stay involved in the creative process while delegating day-to-day production tasks to employees.

3. What kind of people do I want on my team? You want to work with people who are honest, hardworking and reliable, but it’s not always easy to find that person. Depending on the job role, it may or may not be important how the person presents himself at an interview. What’s important for you to understand is through a careful interview process, you need to determine if this is a person you can spend as much (or more) time with than the people you call family. You need to ask applicants probing questions while being careful not to violate any laws regarding discrimination. Additionally, you need to understand that the type of person who can run an embroidery machine, digitize a design or create and evaluate business analytics is almost

never the same person.

Making the transition from a family-based business to employees found through traditional recruiting can be very tricky. With family members you already know them as “people” and you don’t have to ask questions like, how old are you? Are you married? Do you have children? While the answers to those questions might be important to you (on a personal level), it’s not legal to ask this of a potential employee during the interview process. Because of this, you have to become detached from the emotional side of the equation and be prepared to hire purely on how a person will best meet the needs of you and your organization.

STEVEN FREEMAN, an industry veteran, is the owner of Qdigitizing.com (asi/700501), Qemblem.com and Qmogo.com. He’s an award-winning embroidery digitizer and has extensive experience designing, programming, implementing and maintaining e-commerce websites. Freeman holds an MBA and is also a Certified Database Programmer. He’s on ASI’s Education Board and *Stitches*’ Editorial Advisory Board. He has been published in trade magazines and is a highly regarded speaker at industry trade shows and conferences. Contact: steve.freeman@qdigitizing.com.

GOT A DECORATOR DILEMMA?

E-mail your question to nrollender@asicentral.com. We’ll request your permission to print your question and our expert’s response in *Stitches*. Note: Unfortunately, we’re unable to answer each individual question.



Just the Right Solution for Your Business Start!

The biggest with the most varieties of single head range on the market !

SDMS II

- **High Productivity and embroidery quality**
- **More powerful New touch operation box**
 - Upgraded memory capacity : 10,000,000 stitches
 - 4 USB ports
 - Multi-tasking function
 - Supporting multi-media data
- **Compact machine size & Wide embroidery range**
- **Automatic thread tension control** (optional device)



MAN-12



E-T1201C



E-T1501



E-U1201

"A SWF single head machine is ideal for both start up and established embroiderers."

THEY ARE THE BEST !

- Automatic thread tension control device
- Design analysis
- Automatic profit forecast
- Productivity prediction function
- Making a worksheet on-line
- Real-time monitoring



SDMSII is applicable to all models



SWF Americas / SunStar USA Inc. 2384 E. Walnut Ave. Fullerton, CA 92831



The biggest with the most varieties of single head range on the market !



E-T1501C

SINGLE HEAD

- ⓧ High speed - up to 1200spm
- ⓧ Expanded on-board memory
- ⓧ Limitless storage via use of USB memory
- ⓧ Quick change cap frame available
- ⓧ User friendly LCD screen and control
- ⓧ Compact size yet large embroidery field

Embroider two different fabrics simultaneously with each it's own unique pattern !

DUAL FUNCTION

- ⓧ Only available in SWF, Dual Function series gives the double benefit.
- ⓧ Pump auto lubrication
- ⓧ Color change memory & Design to machine connection system "SENS"
- ⓧ Advanced design transfer system allows more flexible work
- ⓧ Larger HD color touch screen / OP Box with USB for easy design input
- ⓧ Uniquely designs high speed color change system
- ⓧ New thread handling increases productivity



K-UH1506D-45



SunStar USA Inc. 2384 E. Walnut Ave. Fullerton, CA 92831

Tel : **(714) 871-3995** www.swfusa.com

Call Us for More Info & Quote! marketing@sunstarusa.net



JERZEES[®]

COLOR OUTSIDE THE LINES!

Creativity Comes Easy with NuBlend[®] Fleece

That's right. Creativity doesn't have to be limited to just t-shirts. JERZEES[®] NuBlend[®] Fleece offers a variety of colors and styles that allow you to think outside the box.

Break out of the norm with sizzling fleece shades like, **Neon Green and Pink**, **Safety Orange**, and even **Cyber Pink**. But if your design doesn't call for trendy brights, no fear, there's over 30 JERZEES[®] fleece colors to choose from, including new earth tones like **Safari** and **Military Green**.

So, go ahead...color outside the lines with JERZEES[®] NuBlend[®] Fleece.

JERZEES.COM 800.321.1138

Circle 18 on Free Info Card or visit www.stitches.com/freeinfo

asi/84257