

# SCHMETZ



Sew-cial  
Bloggers  
boot camp

**February 27-28, 2013**

Best Western Park Plaza & Conference Center  
620 South Hill Park Drive  
Puyallup, WA 98373-1433

**In conjunction with the Sewing & Stitchery Expo**

## Confirmed Speakers



### Niamh O'Conner — Art Director & Evil Genius of Urban Threads

Niamh has been dabbling in the dark arts of illustration since her teen years, and since diving into Urban Threads she's found all sorts of fun creating and designing. Besides drawing offbeat embroidery designs and MacGyver-ing together tutorials, Niamh enjoys reading, traveling, martial arts, movies where things blow up, and occasionally still freelancing illustration for magazines, concert posters, and children's books. She also probably spends far too much time at her computer, trying to scheme up various ways of taking over the world with embroidery. [www.urbanthreads.com](http://www.urbanthreads.com)



### Jake Finch — Publisher of Generation Q Magazine

It's an old story, but completely true. In 1987, the year I got married (yes, I was a child bride), I traded my credit cards for a sewing machine with my husband. Today I have five machines and more cards than I should, but I also have an incredible job where I get to indulge my passion for fiber with my journalistic passions for words and images. What could be better? Maybe chocolate and snuggling, but only on certain days! I started on the machine by teaching myself how to make clothing. (You should see some of those first attempts . . .) An accidental move onto quilting became an obsession lasting now more than, gulp, 22 years. (I swear I was a child bride!) And I love the modern movement!

I've authored four books on quilting, served as editor for a couple of quilt mags and in my spare time, I find myself being raised by my precocious 10-year-old Samantha (who will never be a child bride, but who is already a quilter) and hubby, Stephen, in Southern California. [www.generationqmagazine.com](http://www.generationqmagazine.com)



### Sarai Mitnick — Owner and Designer, Colette Patterns

Sarai is the designer behind Colette Patterns and the author of *The Colette Sewing Handbook*. Sarai is the founder, boss lady, and project wrangler. She loves the hard work of running a business and figuring out how to implement her bazillions of ideas. She's proud to contribute to the revival of sewing as a craft, and to help educate and inspire other sewists. Sarai loves sewing as a means to bring creativity and personal expression into daily life. She's also a Crazy Cat Lady, vegetable grower, gin drinker, traveler, knitter, and bookworm. [www.colettepatterns.com](http://www.colettepatterns.com)



### Angela Mae Jorgenson — Etsy Extraordinaire

Angela CRACKED THE GOOGLE CODE. It wasn't easy — it took lots of trial and error — and she sometimes didn't shower or eat for days on end — but she CRACKED IT. That's how she moved up to #1 in the Google search engine — and that's why she sold over \$100,000 of handmade wedding merchandise on Etsy in her first 14 months. Because Angela has been in the Etsy trenches — she has real opinions on what you should name your Etsy store, how you should handle shipping, and how to turn every customer into repeat business. But make no mistake — your success depends on CRACKING THE CODE . . .

## Highlights

### Day One

Wednesday, February 27

- Continental breakfast
- Lunch with keynote speaker
- Five business/blogging seminars
- One 3-hour hands-on evening sewing workshop (four topics to choose from)
- Speaker Forum

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### Day Two

Thursday, February 28

Attendees use a special VIP Press Pass to the Sewing & Stitchery Expo, which is good for:

- Gate admission
- Invitation to audit One-Needle seminars (80+ classes to choose from)
- VIP invitation to the Sew Expo Blogger's Booth

## Registration

Registration begins **November 15, 2012**

Early bird registrants save **\$50.00**

**\$199** until December 31, 2012

**\$249** after January 1, 2013

<http://www.schmetzneedles.com/boot-camp-info.htm>

## Additional Information

Contact: Rhonda Pierce  
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email: [rpierce@euronotions.com](mailto:rpierce@euronotions.com)  
phone: (773) 584-6407

**Tentative Schedule**  
**Wednesday, February 27, 2013**

7:30	Breakfast and Registration
8:30	Welcome
8:40	Session 1: Urban Threads
9:30	Break
9:40	Session 2: Collete Patterns
10:30	Break
10:40	Session 3: Generation Q Magazine
11:30	LUNCH — Sew Expo Welcomes with VIP PRESS PASS
12:30-1:45	Etsy, Crack the Google Code
1:45-2:15	BIG AFTERNOON BREAK — (SURPRISING DELICIOUS FOOD)
2:15-3:15	The Social Media Work Horse
3:15-4:15	Panel Discussion
4:15-4:45	SCHMETZ Sew-cial Product Review Final Announcements
6:00-9:00	Hands-On Sewing Classes held at the Expo Hall, on the grounds of Sewing & Stitchery Expo

**Thursday, February 28, 2013**

On the second day of the SCHMETZ Sew-cial Bloggers Boot Camp — attendees use VIP Press Passes into the largest consumer sewing show in America — the Sewing & Stitchery Expo.

**Be Special . . . Be SCHMETZ Sew-cial!**

Attend the inaugural SCHMETZ Sew-cial Bloggers Boot Camp . . .  
Be a better blogger. Become a member of the exclusive “SCHMETZ  
Sew-cial Product Review Panel.” Attendees will receive  
Goody Bags with \$200 worth of gifts . . . EQUAL TO THE PRICE  
OF YOUR EARLY BIRD REGISTRATION FEE!!

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- **Are you launching a new product in 2013?**
- **Would you like to put your product into the capable, creative hands of some of today's trend-setting sewing/quilting BLOGGERS?**

The SCHMETZ Sew-cial Blogger Boot Camp will take place February 27-28, 2013 at the Sewing & Stitchery Expo in Puyallup, Washington.

As part of the SCHMETZ Sew-cial Blogger Boot Camp, we will be asking our sewing/quilting blogger attendees to participate in a New Product Review. Each new product will be reviewed by up to 10 sewing bloggers — and the reviews will be posted on [www.SCHMETZneedles.blogspot.com](http://www.SCHMETZneedles.blogspot.com).

We are looking for 12 HOT NEW PRODUCTS in the sewing industry.

If you answered "YES" to those first two questions — and would like to have your product considered for the SCHMETZ Sew-cial New Product Review — provide product information as shown on the backside of this flyer and email to [customerservice@euronotions.com](mailto:customerservice@euronotions.com).

Contact: Rhonda Pierce  
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New Product Name: \_\_\_\_\_

Product Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

US Retail: \_\_\_\_\_

Manufacturer: \_\_\_\_\_

Date Available: \_\_\_\_\_

Availability:     Store     On-Line     Both

Include Photo

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

SCHMETZ Sew-cial New Product Review is looking for 12 HOT New Products: tools, notions, books, patterns, gifts, whimsical sewing must-have's, etc. If your product is selected, you will be asked to supply 10 units by February 1, 2013.

Please email information above and image to [customerservice@euronotions.com](mailto:customerservice@euronotions.com).