

Heirlooms & Comforts Viking Sew 'n Quilt

Scraps

Dear Friends:

At the change of the year we always get a bit nostalgic. It happens to me every year. My children often accuse me of being “sappy”. We are blessed to be in this stage of life, surrounded by family (I’m beginning to adjust to being the oldest “Mother-figure” in the clan, but I still have difficulty thinking “Matriarch”) and wonderful friends—staff, friends, customers who become like family. Thank you for the part you play in our lives.

One change that is coming is that Viking Sew ‘n Quilt is now under Cathy Dyer’s leadership. She is wonderfully capable and has taken the responsibility very graciously. You should be able to depend upon Cathy and her staff to assist you however you need them. There will be changes you will notice and some you won’t notice right away. Visit

From Cathy Dyer:

A New Year – What will 2008 bring at VSQ? A few changes in clubs, new activities, and a new teacher are in store for our customers. In addition we have lots of new classes planned from our current teaching staff of Carol, Jeffie, Nancy, Kathy, Dot, Cindy, Holly and Cathy.

Jelly Rolls are in VSQ. We have some batik jelly rolls, Thimbleberries jelly rolls and some floral jelly rolls. In addition, a new club is the Jelly Roll Club. Each month a color or theme of fabric will be chosen. You will be able purchase a 20 strip jelly roll of this theme. Keep an eye on the samples we make from the Jelly Rolls (like Brenda Connelly’s “Turning Worms into Stars” or Kathy Wilson’s “Cheery Strip Quilt”) or choose your favorite pattern to use these

them often. Visit me at Heirlooms & Comforts, where I will be most working days unless I “have” to go to visit grandchildren or take a trip to some place I really want to experience before I am too old.

The Class Schedule that follows is outstanding for Heirlooms & Comforts and for Viking Sew ‘n Quilt. There are great subjects for every level of ability that we see in the shops. You will certainly find something that is good for you. Call early and arrange to complete your registration so that you aren’t closed out of what you want to learn. Samples are hanging for inspiration; so a trip into each shop is a good idea.

See you soon!

Sara

strips. This club is a great way to get a sampling of fabrics and build your jelly roll stash. Just stop in and sign up.

We welcome Debbie Graves to our teaching staff at VSQ. Debbie has extensive experience in garment construction, embroidery and embellishments of quilts and garments. Look for her Panel Play Class, Pillow Patch and Making Tracks Jacket classes.

If you are a new sewer then take a look at Cindy Watters “Jammie” class. This class is an introduction to garment construction and basic sewing techniques. Cindy also has some classes for the novice embroiderer. You’ll learn about stabilizer, their uses while making some gifts or decorations. You could also choose to join her for an Open Embroidery session where she’ll coach you

WINTER, 2007 AND 2008

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Winter Class Special!

Register and Pay
Class Tuition
By January 5, 2008
and
Receive
20% off

CLASS SUPPLIES*

*Class supplies can be purchased anytime prior to class and are limited to teacher supply list.

on your project.

So you want to learn how to Quilt we have two options for you. A daytime class with Carol Alperin or an evening class with Holly Anderson. In these classes you’ll learn cutting and piecing techniques, quilting methods while making a sampler quilt.

(cont. on page 2)



Machine Knowledge Classes at H&C

For this series of classes we are using a different format for Machine Knowledge classes. There has previously been some confusion about Sara being in place at a given time to be able to instruct the students—known as scheduling conflicts. For this quarter, we are going to ask that you make an appointment with Sara to get one-on-one instruction about

the use of your Husqvarna Viking sewing machine or serger. That way there shouldn't be a general scheduling problem and Sara will be on cue for you. Sometimes it may be that we can have a one-on-two session if there are two of you who can come to the shop at the same time. We are hopeful that this is a more efficient method of providing for

you helpful information about the use of your machine. Of course, this is free service for persons who purchased their Husqvarna Viking model from H&C. However, if your machine was purchased at another dealership, we can provide this service for \$35 per hour charge. Be sure to call for an appointment with Sara!

Cathy: (cont. from page 1)

Dot Bailey has made some beautiful christening gowns on display at VSQ - the "Smocked Christening Gown" is being offered this semester. At the end of the class you should have a completed christening gown. You may want to make one for a future child or grandchild while learning heirloom sewing techniques.

So as you look at our class listing you can see the gang at VSQ has been busy planning and developing new classes and projects. Why not add to your New Year's list of resolutions to try a new technique or a new style of quilting, sewing, or embroidery? We are working hard to inspire you and help you in your current and future projects.

Cathy Dyer

New Confident Beginner Class Established at H&C

We have come to realize that some of the participants for classes are very new to sewing and quilting. These participants need more skill to comfortably complete projects in some of our classes. In order to give these participants instruction and time to practice these skills, Sara is teaching a Confident Beginner Class. We want to be sure that students can proceed with a class to achieve the end result that we hope for. We want to have Confident Beginners.

Just what is a Confident Beginner? She knows

how to use her machine. She can easily sew a 1/4" seam, knowing exactly where to guide the fabric to achieve that seam allowance. She can adjust her machine tension if it needs adjustment and she knows how to get the dust from around the bobbin case. Of course knowing where to find instruction in the sewing machine manual is important too. A Confident Beginner can measure using her 24x6 ruler and other basic rulers like the Bias Square and the 1x6 Omnigrid ruler. Finding a 7/8" mark will not frighten the Confident Beginner. She

will know how to cut using the rotary cutter and ruler to measure the desired size cut. Safety rules are a part of her knowledge as well.

Again, the Confident Beginner Class with Sara is at Heirlooms & Comforts. It will be held on January 10, January 12, and February 2 from 10:00 to noon each day. Students may attend either of the three sessions. Be sure to register so that we are prepared for your attendance.

News Flash! Are You an Email Customer?

If you are not, now is the time to join. I am sure everyone likes to be the first to know what is happening. I am also sure you would like to take advantage of all the special offerings and sales to which our email customers have instant access. Our email customers are in the know and most all of them can hardly wait until they hear from us each week. So now is your opportunity to join. Just go to our web site at www.heirloomsandcomforts.net and sign up now. One important thing to remember is that our email list is secure, we do not and never will share or sell this list to anyone. Signing up means you will only receive email from us.

Introducing Singer Line of Machines!

As some of you may know Husqvarna Viking is part of a company called SVP Holdings. It is the largest sewing machine company in the world. SVP consists of three sewing machine brands: Viking, Singer, and Pfaff. These are brands you are very familiar with and that you know and trust. Because of the composition of this company we have been designated as an authorized Singer Dealer at both Heirlooms & Comforts and Viking Sew 'n Quilt. By being able to offer

both Singer and Husqvarna Viking sewing machines we have the best entry-level machines in the market and also the best mid priced to top of the line machines with our Husqvarna Viking line. This makes us your one stop shop for all your sewing machine needs.

One of the key points to remember about purchasing a sewing machine from H & C or VSQ is that when we make the sale our relationship just begins. Compare this to

purchasing on-line or at a big box store where the relationship ends with the sale. We offer free classes and telephone support for all sewing machines we sell. We also have a top rated service department to take care of all your service needs. There will never be a need to box it up and send it out for service.

Be sure to stop by and let us acquaint you with our complete line of machines. You will be glad you did.



Future Direction for Newsletters

As a retail business one of the most important things we do is to stay in contact with our customers. We strive to do this in a manner that is the most efficient and timely for our customers while at the same time is feasible and cost effective for us as a business.

In looking to the future we are considering going to a web page newsletter. We think it has several benefits: accessible 24/7, information is current, changes and updates can be made instantly, and finally with utmost importance is environmental friendliness. This is our contribution to being "green" and reducing the amount of paper we use in our business.

Here is how we would envision the initial process would work. We would continue to develop three newsletters each year. In the past these have been mailed out in April, August, and December of each year. For example for next year, sometime in April we would send you a postcard informing you that a new newsletter and class schedule has been posted on our web site. We will also tell you that if you prefer a hard copy, you can come in to the shop to pick up a copy or you can call and we will mail it to you. You will also be able to print a copy directly off our web site. For our email customers we would notify you via email that this information is now on our

web site. This process would be repeated in August and December.

We realize that with any changes there is always a downside. In this case it could be that not everyone has access to the internet or they do not have printing capability. We hope that we have addressed both of these concerns by sending a post card reminder and having hard copies available for you at the shops. However, if these options still are not satisfactory we will work to make arrangements to continue to mail you a copy.

Before we launch this initiative we would like very much to hear from you our customers. It is fine for us to come up with all these bright ideas; but if you, our customers, think it is a bad idea then we surely need to know about. To register your opinion, either positive or negative, please call us at 864-639-9507 for H & C or 864-286-9507 for VSQ; email us at h&c@heirloomsandcomforts.net or vssq@heirloomsandcomforts.net, or even better come by either shop to share you opinions.

Remember you can sign up for our emails at www.heirloomsandcomforts.net. It is easy, secure and fast.

HEIRLOOMS & COMFORTS
VIKING SEW 'N QUILT
WWW.HEIRLOOMSANDCOMFORTS.NET

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Postmaster:
Please deliver on or before December 27, 2007

 **Husqvarna**

VIKING

Our newsletter inserts are color coded:

Classes at Heirlooms & Comforts in Central are printed on blue paper and classes at Viking Sew 'n Quilt in Greenville are printed on pink paper.

Calendar of Events

Dec. 25-26	Christmas—Stores closed
Dec. 27-29	Inventory Clean-up Sale
Dec. 31, Jan 1	News Year's Day - Closed
Feb. 22-23	QSC Spring Meeting (Rock Hill)
Apr. 4-5	Foothills Piecemakers Guild Show
May 16-18	Spring Quilt Market
May 26	Memorial Day—Closed

INVENTORY CLEAN-UP SALE

DECEMBER 27, 28, & 29
**MANY ITEMS
DRASTICALLY REDUCED**

Watch your e-mail for
specifics of this
clearance sale.
Our housekeeping
is to your benefit!!