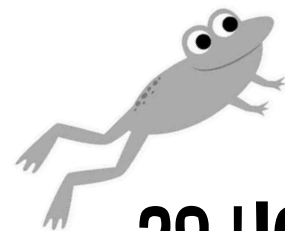


Old Machines.
New Found Dreams.



We will be collecting old sewing machines to donate to charities, such as The Sewing Machine Project and Goodwill. It is our hope that these machines will be the tools that can help rebuild and restore communities that have recently faced challenges or loss. With a donation of your old machine, you will receive a \$100 mail-in rebate with your purchase to a new Bernina valued at \$999 or more! 3/31/08 - 4/13/08

Make a difference with **BERNINA**[®]
Stitches for Hope



29 HOURS OF LEAPING SALE!

Leaping Lizards, Lords and February!

IF YOU CAN "LEAP" OVER IT, TAKE
29% OFF!*

Friday February 29th to Saturday March 1st.

*Off MSRP! In-stock items only. For safety reasons, Cabinets excluded. We don't want anyone to get hurt! My Label, EditorPlus, DesignerPlus excluded.

FEBRUARY

MARY ELLEN'S BEST PRESS

The Clear Starch Alternative
Reg. \$7.99, 16.9 fl. oz spray bottle

\$1 OFF

OEESD Design of the Month - Children

MARCH

TAILORING SUPPLIES

Pattern Weights, Hams, Seam Rolls

20% OFF

OEESD Design of the Month - Alphabets

APRIL

MAGNA-HOOP, JUMBO MAGNA-HOOP

A size available to fit all artistas & auroras

20% OFF

OEESD Design of the Month - Fish or Ocean Theme

FEB, MAR, APR 2008

March 13 - 17, 2008
Savings on all of your sewing needs!
Special financing available -
NO Payments, No Interest
(if paid within 15 months)

Spring is in Bloom Sale

www.bethscreative.com
614.436.2611
Columbus, Ohio 43214
5324 N. High Street

Beth's
creative stitchery

Central Ohio's #1 Bernina Dealer

BERNINA

Beth's

creative stitchery

Feb/Mar/Apr 2008

Sew...It came to my attention in mid-December that I would be celebrating a milestone. Since Jan 2nd, I have been with Beth's Creative Stitchery for 25 years. I like to tell people I was 13 when I started here!

I have a friend who has the uncanny ability to place a day, date and year to an event, while I'm lucky if I get the correct century! Like most people, I place milestones before or after big events. Things happen to fall into only a few categories: before BCS, after BCS, 1993 (the year I bought my house), 1999 (the year I married Scott) and 2005 (the year I took over the shop). Store events are often related with the model of machine for sale at the time.

Which brings me to history. It's been fun to have created some! It's fun to know the history of our product, which seems to amaze people. It's been interesting to watch the sewing machine market and changes it has taken, and we'll be watching to see where it heads in the next 25 years. Truth be known, I was not 13 when I started at the shop. Actually, I will be in my early seventies if I spend another 25 years here. Second truth: I am likely not going to celebrate a 50th anniversary. I plan on being here for the 30th, for sure the 35th, and most likely the 40th...after that, we'll see.

All that being said, 1983 was a very good year!

Laura

See www.bethcreative.com for additional blog.

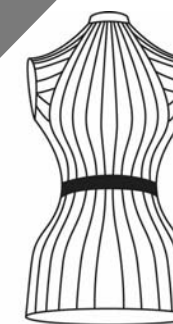
www.bethscreative.com

STORE HOURS

Monday thru Thursday 10:00am to 5:30pm
Friday and Saturday 10:00am to 4:30pm
Sundays - Closed, so that we may refresh, rejoice & reconnect.

 Bernina of America and its dealers are long-term supporters of the Susan G. Komen Breast Cancer Foundation.

SPECIAL
DEMONSTRATION
TUES. MARCH 11
6 PM - 8 PM



My Label™

3D FASHION PATTERN SOFTWARE

The first ever consumer made-to-measure pattern software with a personal model.

See the results before you sew them!

Special package price \$550*

*includes software, measuring kit, pattern storage envelope, measuring session, and labels. Also, My Label contest! See inside for details or visit www.berninamylabel.com.

MARCH IS
MAD FOR SERGER
MONTH!

MICRO THREAD CONTROL!
ANY WIDTH, ANY STITCH!
PERFECT STITCH!
LOOK LIKE A PRO!



All sergers include starter package and classes!

Purchase with us, because every staff member owns and uses a serger!

BERNINA News

MY LABEL is a hit! This new made-to-measure pattern program is re-igniting fashion sewing everywhere. Why did you stop sewing for yourself? Like thousands of others, poor fit was probably the issue. "Clothing is so cheap nowadays, and sewing can be so expensive," is another comment. Well, I don't know about you, but have you seen the price of nice ready-to-wear lately?! On the contrary, fashion sewing can be very economical. The trick? Get a program like MY LABEL. Start with good fit. Learn to make some basic changes. Next, buy less junky fabric that piles up and spend wisely on quality fabric that transcends time. Swap fabric with friends, and reuse the fabric in the garments you have. Fashion sewing is exciting! It's a time-honored craft and skill. And it doesn't take months to finish. To find out more about MY LABEL, go to www.berninamylabel.com or join us for an introductory session on **Tuesday, March 11, 6:00 pm to 8:00 pm.**

MY LABEL CONSUMER CONTEST

Now that you have it, show it off! Make any garment using the My Label software, and you could be a winner! All entries must be postmarked by March 1, 2008. For more information and entry forms, go to www.BerninaMyLabel.com or stop by the shop.

DESIGN CONNECTION -

YOUR CONNECTION TO EXTRAORDINARY EMBROIDERY!

Exclusive Starter Kit includes a delectable, collectible sewing case filled with 1,000 embroidery designs, sample products, design catalog, and more. Every 2 months, you will receive 4 BLANK design packs (24 total during one year) and 4 BONUS Premier Design Collections. That's a \$2,600 value for only \$799. The whole package is an exceptional value with designs averaging \$1.50 each. Starter Kit available at the end of February.

WINNER OF THE 25TH ANNIVERSARY ACTIVA 210 GIVE-AWAY

Although many entered, only one could win. The winner and proud owner of an activa 210 is Karen Elliott. This is Karen's first Bernina. Her sister has been a customer for several years and has been trying to get Karen to buy a new machine. She plans on doing a lot of home decorating and sew her own nurses scrubs. Congratulations, Karen!

Sew, for your information

WE BELIEVE ... every person who has chosen to sew on a Bernina has chosen the best the industry has to offer. Every Bernina owner should receive the best in education and service. When you walk through our door, you are entering the finest sewing establishment in Central Ohio. Visit our website (www.bethscreative.com) and find out more about us and the Beth's Creative Stitchery Quality Assurance Package.

NEW! SEWER'S ADVANTAGE - Sew a lot? Then the more you buy, the more you save ... EVERY DAY. No coupons. No membership fee. No waiting for special events. Get the DQD - Daily Quantity Discount.

BEST PRESS REFILL - Don't you just love BEST PRESS! Get refilled for less! Instead of tossing the bottle, refill it instead. Four different scents available. Only \$7 a refill. Better yet, buy a second bottle and rotate. That way, you will never be without a full bottle. If you want to refill your own, a gallon-sized container is available.

FABRIC EXCHANGE - Our little department of fabric and sewing supplies, ever changing. Sometimes you will find trims, sometimes zippers. Other times a fat quarter of really cool fabric. Or some handwovens. Or wool suiting. It's like a little treasure hunt! AND, you can contribute! If you have NICE fabrics that you would like to sell, we will add it to our exchange. For more information, go to www.bethscreative.com.

FREE PACK OF NEEDLES! - Every time you have your machine serviced, bring in an empty RED Bernina 5 package of needles, and we will refill it FREE with 5 NEW size 80s. Valid on regular pay services only.

GET YOUR GARDEN TOOLS READY FOR SPRING - Your one-stop location for sharpening all scissors, rotary cutter blades, knives, and garden tools (or anything with a blade). SHARPENING ON SITE from a mobile unit. It will make any tool or cutting device look almost like new. All items done within one week. Prices range from \$7 to \$18.

ERGONOMIC ADVANTAGE CHAIRS - Designed by sewers, for sewers. After 25 years, the "banquet hall" style chairs were due for replacement. We now have 8 beautiful burgundy upholstered, fully adjustable chairs. Once you sit in one, you will want to take it home, but don't! Custom order your own and have it built just for you.

WELCOME QUILTERS OUTLET (URBANA) AND CALICO CUPBOARD (PATASKALA)! - Not new to Bernina sewing machines, but new to the sales team! Sew, yes, there are two new Bernina dealers out there! We are one big team! Stop in and say "hi" if you are in their neighborhood.

WELCOME GRACELAND SINGER! - After more than 25 years in business, the owner of Graceland Singer decided to retire. Her trusted repair person, Steve Coats, has taken up residence in the south front of the shop. Many of you already have had him repair your non-Bernina machines. He is good natured and a very talented sewing machine repair person. We are delighted to have him in the shop and have joined forces in a continuing effort to provide quality service.

CLASS SCHEDULE, E-BITS NEWSLETTER, and OUR WEBSITE - Our class schedule is always ready before the newsletter and is posted on our website. By signing up for our free E-Bits newsletter, you will receive advance notice of when the new schedule is ready for download, new products, sales, and upcoming events. Sign up at bcs@bethscreative.com. If you do not have e-mail, stop by in person, or we would be happy to send you a hard copy. Please make your request by mail with a large self-addressed stamped envelope. Also, visit us at www.bethscreative.com today and check out Laura's monthly blog!

LATE WINTER/EARLY SPRING SCHEDULE HIGHLIGHTS

Software Club - NEW day! The second Software Club date has been moved to Saturday afternoon. If you have not attended Software Club, you are missing out on exploring all the avenues of what the artista EditorPlus and DesignerPlus software can do. We will be using the multi-hooping function in March and will continue to explore creating embroidery quilting.

Seams Like It's Over - Seam Finishing - We have had many requests for classes in classic sewing techniques. The second in our offerings is all about the seam and how to put on the finishing touch. The class will cover about 8 different techniques. Follow it up with the zipper insertion class called Zip It Up!

Serger Shirt - A nice spring pick-me-up! Clever little top/jacket that can be made out of mostly leftover fabrics, using a serger. If you don't have a serger, borrow one of ours.

Worm Ways Silk Wall Hanging - Beautiful and simple. Make this sampler to match your décor or just experiment with color. Are you a member of Silk Road? This is a great place to use your fabric!

Wave Tote - The most clever tote bag! It is wonderful made out of big prints, with four pockets and a great shape.

Smocked Yoke Dress - A true heirloom. This little dress will be passed from generation to generation.

Basket Liner - Make your own, save money, and match your décor! Learn to draft a pattern to fit most baskets.

Stippling with Style - Beth returns to teach this very popular class. The ladies in the last class were so excited, they begged us to start a free motion quilting club!

Mini Pins - Our very popular youth sewing program!

For dates
and times go to
www.bethscreative.com

Marketplace

Staff Picks

Laura - Dritz Pattern Weights. I just love these little fabric "pods" filled with weighted beads. About 1½" square and made out of hot pink and purple fabric, not only are they easy to see, but the shape makes them easy to pick up and move. Package of 4, \$9.99.

Carol - Best Press - This incredible new product makes ironing a breeze in that it has all the benefits of starch with none of the annoying drawbacks. Best Press provides a crisp "fresh from the cleaners" look to all iron-able fibers, especially natural ones. Available in both unscented and lightly fragranced, you'll want to have both on hand along with the handy gallon sized refills. \$7.99

Sharon - Bernina Needle Punch - What a fast and easy way to add pizzazz to a plain jacket or vest, create fabric for a special project, or create your own felt fabric for embellishments. This accessory takes the hard work of hand needle felting to a new level, saving time and energy! Kit \$90, Needle Plate \$40.50

Jodell - Double Cording foot #59C/#60C - Carol and I recently used our Double Cording foot at a Bernina workshop to make purses from fabric-wrapped cloths line. The 59C worked great because it sits on top of the cording, and you simply zigzag the cording together. We also used the foot to make double cording. Very slick to use! \$38.

Robin - Magna Hoop - My favorite new product is the Magna Hoop. I really love how easy it is to use and that it cuts down my hooping time. I don't have to worry about hoop burn, nor do I have problems hooping fleece anymore. Because it comes with 5 templates, it is perfect for those difficult areas such as cuffs, collars, pocket flaps, ribbons, and other items that will not fit into a hoop well. This is one item I won't do without. It is fantastic! \$139



Silk Road
Silk Dupioni Fabric Club
Start with 14 luscious colors, continue quarterly with 2 to 3 new colors. No Membership fee, free shipping. Details at www.bethscreative.com or contact us in person.

Gift Cards Available!
For any amount!



CONGRATULATIONS TO:

Congratulations to the following customers who completed their MASTERING YOUR BERNINA.

Emily Andrews	730	Tracy Marx	450
Nikki Conklin	730	Sharon Skaggs	430
Tammy Goode	430	Linda Taylor	440
Brenda Hildebrand	630	Julie Wolf	440
Kristin Kehler	440	Don Wolfe	220
Eileen Markwood	230		



Buy 5 packs of needles, get 20% off.
Buy 3 magazines, get one FREE.
Buy 2 books, get one FREE.
Buy a box filled with Isacord thread, get 20% off.
Buy 10 spools of thread, get 15% off.
Buy 2 OESD embroidery CDs, get one FREE.

FEB • MAR • APR 08
SCHEDULE
Available at

www.bethscreative.com