

# Beth's

creative stitchery

May, June, July 2009

Sew...A few years ago a friend called me a Luddite, a term named after Ned Ludd, whose followers (British textile artisans), in 1811, destroyed 2 machines that made stockings, in fear that they would destroy their livelihood. It is a term used today to describe anyone who shuns modern technology. At the time, I did not own a mobile phone or a digital camera. Fact be known, in the mid 90's, I had spent much time researching digital cameras. No one I knew owned one and they were VERY expensive. I decided not to buy one, because digital camera technology was advancing rapidly and I did not want to be part of the testing generation.

I have always loved technology. Look at the miracles of modern medicine. Look at what the Internet has provided. Look at how cool our sewing machines have gotten!

When this friend comes over, he often questions me on my current projects. I have shared with him the amazing My Label virtual pattern fitting software, the embroidery designs I am digitizing on DesignerPlus software ( he is blown away by the fact that I actually teach advanced software classes in embroidery digitizing) and he inquires about my very high tech sewing machine.

So it boils down to this; I might not have a virtual character created to live in some wildly popular Internet world, but my virtual model lets me create real clothing to wear in the real live world, embellished with embroidery software, sewn on a high tech sewing machine!

Technology. Pick what really enhances your life and let it make its mark. Hopefully you will choose something in the sewing world and not the "surfing" world!

*Laura*

[www.bethscreative.com](http://www.bethscreative.com)

## STORE HOURS

Monday thru Thursday - 10:00am to 5:30pm

Friday & Saturday - 10:00am to 4:30pm

Saturdays in July - 10:00am to 2:30pm

Sunday - Closed, so that we may refresh, rejoice & reconnect

Closed - Memorial Day, 4th July, Labor Day

## AURORA EMBROIDERY MODULES

Regular \$1099

SALE \$550

*50% Off*

## 800DL BERNINA SERGERS

Regular \$1099

SALE \$550

*50% Off*



## V5 DesignerPlus Embroidery Software

Regular \$2099

SALE \$1600 and get V6 FREE

## "Commit to V6"

Upgrade Embroidery Software NOW...

SAVE \$100

No deposit or payment required.

V6 Upgrade Software due Oct 1, 2009. MSRP \$499.

More sale details inside...



Bernina of America and its dealers  
Support both the Susan G. Komen Breast  
Cancer Foundation and  
The American Heart Association.



## BERNINA *News*

**V6 UPGRADE SOFTWARE** - We are excited to announce the upcoming release of V6 EditorPlus/DesignerPlus. An overview will be presented in July and the official release is set for October 2009. At this time, "no cats have been let out of the bag". See details on our "Commit to V6" special below. MSRP \$499.

**MY LABEL COLLECTION 1 - NEW AND FREE!** Six new styles are currently available for all owners of My Label Made to Measure Pattern Software. The new styles include: 2 jackets (jeans and shawl collar), 2 skirts, 1 dress, 1 Pair of 5-pocket jeans. One style a month will be made available for FREE download. The jeans are currently available. The Wrap Skirt is coming soon!

**BERNINA SEWING MACHINES TOP RATED AGAIN!** - If you own a Bernina, you already know it is the best sewing machine on the market. We can see the quality and don't need Consumer Reports to tell us so. The latest issue (March 2009), rated two Bernina models #1 in the quilting AND embroidery category! The aurora 440E and activa 230 were the ONLY machines rated with EXCELLENT sewing performance. Both machines had the highest scores in each category and out performed even more expensive machines! YEAH!

**THE RED BOOK** - A collectors edition 75th Anniversary book that details Bernina's rich history and product line. Only a limited number of these books are currently available. Two versions: complete hardback and abridged soft-back. \$39.50 and \$6.00

**BERNINA SERIES 820 - THE QUILTER'S EDITION** - We are expecting our demonstration model in the shop at the end of April. Consumer delivery is set for late May/early June. Want a glimpse of this machine? Come by to see the 830, we will just remove the embroidery module and not show you the multi-motion stitches!

## *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 web-site and find out more about us and the Beth's Creative Stitchery Quality Assurance Package.

**MY LABEL TRUNK SHOW** - We just love this program! We have made MANY garments using this software. The garments fit so well, its scary to have to use a commercial pattern, and have to question the fit. Come in a take a look at what can be done with My Label. On display May 1 to 16.

**CONGRATULATIONS!** For completing their Mastering Your Bernina Program! Yes, we offer you more classes on how to use your machine than anyone else. We also know, that the more you know, the more your skills improve. It is a time commitment, you bought the best and you're worth it!

Mary Bibee	140	Loretta Baker	440
Gianna Clegg	230	Linda Quertinmont	230
Colleen O'Brian	230	Pam Smith	440
Linda Elliott	440		

**SEMI-ANNUAL FABRIC SWAP** - In September or October, we will be having our annual fabric swap. This is a great way to clean out your "stash" and make some cash. This year we have a few new rules - Your fabric must be clean and wrapped with one of our official tags (please use rubber bands). We will be accepting no more that 50 bundled or pieces of fabric from any one person. If your fabric is musty or extremely old, we have the right to reject it!! *No unfinished project, books, patterns, or other non-fabric items will be accepted.* Start now to get your fabric ready. More details to follow. Fabric tags can be found on our web-site and are available at the shop.

**NEW! YOU-SELL-IT POLICY** If you sell your old Bernina to a local buyer, let us sweeten the deal. We will give your buyer free lessons and 1 year free service! For more detail see [www.bethscreative.com](http://www.bethscreative.com) for our essay and policy or call us.

[www.sewrepublic.com](http://www.sewrepublic.com) Visit Bernina's site for young sewers.

[www.checkerdist.com](http://www.checkerdist.com) Shop the warehouse in your P.J.'s and let us place your order.

[www.brewersewing.com](http://www.brewersewing.com) Still in your jammie's? Keep on shopping... Give your list to us.

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

**SHARPENING ON SITE** - a mobile unit, your one stop location for sharpening all scissors, rotary cutter blades, knives and garden tools (or anything with a blade). Prices range from \$7 to \$18.

**CLASS SCHEDULE, E-BITS NEWSLETTER and OUR WEB-SITE-** A full color **class schedule** is posted on our web-site. Just click on the word CLASSES located in one of the colorful burst on the home page. Sign up to receive E-Bit, our electronic update of goings-on. at [bcs@bethscreative.com](mailto:bcs@bethscreative.com). Also, visit us at [www.bethscreative.com](http://www.bethscreative.com) today and check out Laura's monthly blog!

**PROJECT LINUS DROP-OFF** - BCS is an official drop-off site for all donated blanket or quilts.

## Customer Appreciation Sale



**Month of April ONLY**

Our additional Birthday Gift to you:  
Purchase an aurora Embroidery Module, 800DL Serger, DesignerPlus, or "Commit to V6" and receive...

### EMBROIDERY MODULE

Starter Pack including Stabilizer sampler, Bobbin Thread, 1 OESD Pick-A-Pack Design CD  
\$75 value

### SERGER

8 Spools of Serger Thread (4 beige/4 Black)  
\$37 value

### DesignerPlus V5

2 OESD Pick-A-Pack Design CD  
\$110 value

### "Commit to V6"

1 OESD Pick-A-Pack Design CD  
\$55 value

## 8 Series Quilt Frame



The BERNINA Quilt Frame will help you manage your most expansive of projects with it's expandable size that fits quilts of any size, from crib to king!

- ▶ Twist n' Lock rails
- ▶ Smooth, Precise Tension Control
- ▶ Cloth Leaders With Grid Lines
- ▶ Quality Bearings for Smooth Rolling Excellent Control
- ▶ Ratcheting Take-up Rail
- ▶ Sleek Look
- ▶ Additional Features - Height Adjustable Legs Work from both sides Sets up in Two Sizes Utility shelf

## Works With All Bernina Sewing Machines!

**\*Quilters Wallet Pattern and Assembly Kit**  
\$4 to \$8

**\*Mono-Dini Embroidery**  
Buy 1, Get 1 FREE  
\$49 to \$69

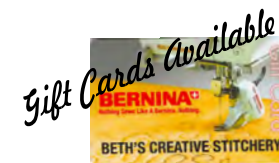
**\*Our favorite notion of '09:**  
**5-in-1 Sliding Gauge**  
\$14.50





**NEW COLLECTION ARRIVING!**  
**5-Pocket Jeans**  
Downloads available now

**My Label™**  
3D FASHION PATTERN SOFTWARE

## Silk Road

Silk Dupioni Fabric Club  
**SILK ROAD MEMBERS SPECIAL**

- Take 50% off designer tin silk collections
- Take 25% off Silk Unraveled by Laran Moffat
- \$29.95



**40th Annual NQA Quilt Show**  
 June 18 - 20, 2009  
 Greater Columbus Convention Center

**RESERVE YOUR NQA CLASS-ROOM MACHINE TODAY!**

Own the machine you have always wanted.

- ♥Only a limited number of Machine available.
- ♥Special Demo prices on aurora 440's and 450's
- ♥Reserve a machine before May 31 and receive an additional \$150 off the demo price.

*Buzz by... visit us at the show!*

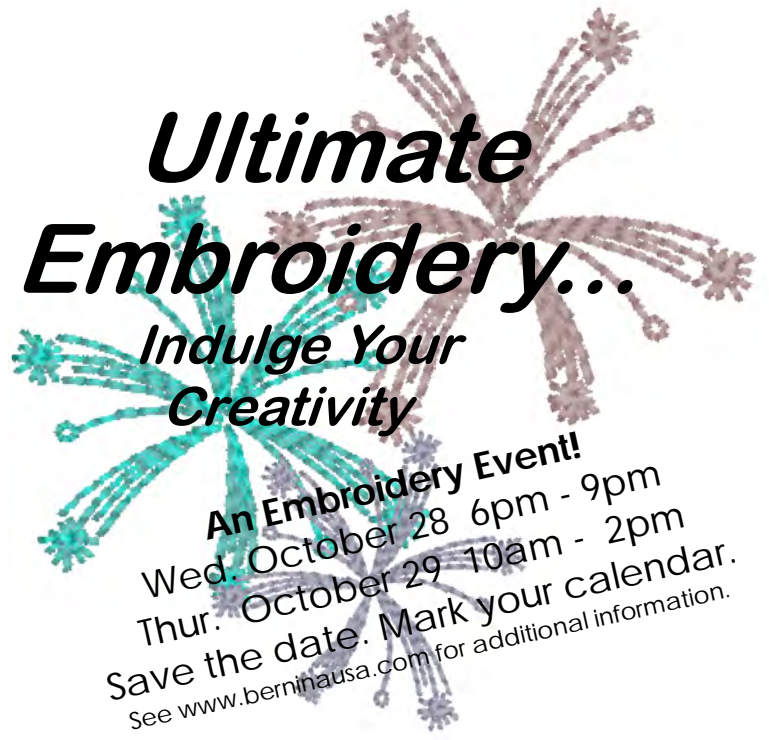


# Ultimate Embroidery...

*Indulge Your Creativity*

**An Embroidery Event!**

Wed. October 28 6pm - 9pm  
 Thur. October 29 10am - 2pm  
 Save the date. Mark your calendar.  
 See [www.berninausa.com](http://www.berninausa.com) for additional information.



May	June	July
<p><b>FABRIC BUNDLES</b>            BUY 1,            GET 1 <b>FREE!</b>            Of equal or lesser value.            OESD Design of the Month - patriotic</p>	<p><b>SUMMER READING</b>            BUY 1,            GET 1 <b>FREE!</b>            Of equal or lesser value. In store only.            OESD Design of the Month - alphabets</p>	<p>Buy any 1 embroidery design package,            Get 1 OESD Lace design FREE            OESD Design of the Month - school</p>

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**Beth's** creative stitchery

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