

Julia's Gems

Is it hot enough for you? About a dozen of us gathered recently in the air conditioning at my house to have an impromptu birthday party for Shirley Binder and spend almost three(!) hours talking about ways to increase our membership numbers. I haven't written up the full list of ideas yet, but we did identify some "themes" that the CAB will be using in coming months to plan our strategy.

First, we think the secret to getting the word out about ASG is one-on-one conversations between members and the other sewists in the Wichita area. We're going to be talking about where our members encounter other sewists, ways to start a conversation about ASG, and how to invite people to visit our meetings. We're also looking into creating some ASG apparel with bling so that when we're out Eat-N-Shopping, people will know who we are!

Second, once we get people to visit, we need to make sure they feel welcome so we can

get visitors to join and new members to become active contributors and friends. Again, the CAB will be working on some specific ideas, but this should be easy for all of us to work on. After all, all we're really talking about is talking more about sewing!

I want to thank everyone who came to the brainstorming meeting, and everyone who shared their thoughts with me.

We've got lots of fun stuff lined up for August. July has a 5th Tuesday (31st), so we'll have a sewing retreat on Tuesday and Wednesday (Aug 1st). Our regular meeting will bring a fashion show from the 4H'ers and a talk by Bonnie Bing. There will be a full round of neighborhood group meetings – machine embroidery, embellishment, serger, Derby and East Side.

Come sew with us!

Julia

ASG on the Web

- Wichita ASG Facebook page: www.facebook.com/asgwichita
- Wichita ASG email: asgwichita@yahoo.com
- National ASG site: www.asg.org
- National ASG Facebook page: American Sewing Guild



Advisory Board

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Sewfun350@aol.com

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valarie_f@hotmail.com

Membership Renewal

The National office will send you a renewal notice about 2 months before your membership expires. If you don't receive a renewal notice, contact the membership chairwoman, or go to the National website, asg.org, where you can renew online.

Address Change

If your address, phone number or email changes, please report the changes to both the local membership chair and to the National office (you can use the website at asg.org.) **If you are not getting email from ASG, then use the "Change Email or Address" link in the Members Only section.**

A Note About Photos

As you have probably noticed, we love photos! If you take photos at an ASG event, please consider posting them to Facebook or emailing them to the newsletter editor.



If you would rather not have your photo appear on Facebook or in the newsletter, please tell the newsletter editor. If you don't see yourself here, then pose and smile whenever you see a camera, especially if you are sewing or shopping.

Advertising Rates

This newsletter is published 6 times per year. We only accept sewing-related ads.

Our rates are:

- 1/8 page—\$60/yr;
- 1/4 page—\$120/yr;
- 1/2 page—\$210/yr;
- 1 page—\$300/yr.

ASG members may place classified ads for 10 cents per word.



Rumour Has It...

- Bring in a new member and receive a free Craftsby.com class. Four are still available.
- We will be meeting at A-1 Singer in October and will need to bring some folding chairs.
- Shirley is sourcing some iron-on bling so that we can all apply the ASG logo to a t-shirt of our choice. These can be worn to Eat-and-Shop and other events to let people know who we are.
- Joan Fitzgarrald sold her Bernina 630 to someone outside of the Guild. She then received two other bids. So if you see something you want in a classified ad, don't wait!
- Save the Date: April 18, 19, and 20 will be a special event with Linda Lee
<http://sewingworkshop.com/linda-lee>
- Julia Langel and Betty Brees have booked their plane tickets to Houston for the National Convention, August 16 – 20.

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Have sewing questions????

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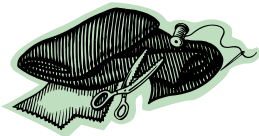
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Esther Cummins



Marsha Garren



August Events

General Meeting – August 7

“4-H Style Review and Bonnie Bing”

- A great fashion show by local youth
- Bonnie Bing on Fall Fashion trends
- 1:30 pm and 7 pm, Extension Center
- Julia Langel 733-4780

Machine Embroidery NG – August 8

“Design Storage and Organization”

- By Dawna O'Connor
- 2 p.m. at A-1 Singer, 1012 S. Oliver (Parklane Shopping Center)
- Irene Armstrong at 263-9361

Sew Inspired Neighborhood Group – August 20

“Button Holes and Buttons”

- Members will bring examples of embellished buttonholes or buttons
- 1 pm. 23 Chisholm Creek, Wichita, KS.
- Shirley Binder, 687-7257

East Side Neighborhood Group – August 21

“Bucket Tote”

- By Penny Ruddle
- Needle Nook Fabrics, 7 pm
- Theresa Corle 689-6702

Derby Neighborhood Group – Aug. 23

“Trellis Yarn Necklace”

- By Jean Horstman
- Woodlawn United Methodist Church, 431 South Woodlawn Boulevard, Derby, KS
- Marilyn Beaver, 788-5615

Serger Neighborhood Group – Aug. 27

“Serger Techniques – Part II”

- Based on the Bernina Serger workbook
- 1208 N Emporia, Wichita, KS, 1 pm
- Julia Waterbury, 722-0734

CAB Meeting – August 28

- 1:30, Ingle Room, Extension Center
- Julia Langel 733-4780

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...as if we needed an excuse!

- Sew for the Fun of It contest (use the 2012 Marketing Materials link)
- Five Free Projects
- **ARTICLE ON “BUYING A SEWING MACHINE”**



September Events

General Meeting – September 4

“ASG Birthday Party & Serger Demo”

- Birthday Cake will be provided
- Members of the Serger NG will demonstrate several techniques
- 1:30 pm and 7 pm, Extension Center
- Julia Langel 733-4780

Machine Embroidery NG – Sept. 12

“Variations in a design”

- By Anne Jesseph
- 2 p.m. at A-1 Singer, 1012 S. Oliver (Parklane Shopping Center)
- Irene Armstrong at 263-9361

Sew Inspired Neighborhood Group – September 17

“State Fair Purse Challenge”

- Make a purse according to the “Creative Purse Contest” for the State Fair
- <https://kansasstatefair.com/registration/competitioninfo.php?sect=510>
- 1 pm. 23 Chisholm Creek, Wichita, KS,
- Shirley Binder, 687-7257

East Side Neighborhood Group – September 18

“Designing Your Sewing Room”

- By Barb Scadden
- Needle Nook Fabrics, 7 pm
- Theresa Corle 689-6702

Serger Group – September 24

“Serger Techniques – Part III”

- More techniques from the Bernina Workbook
- 1208 N Emporia, Wichita, KS, 1 pm
- Julia Waterbury, 722-0734

CAB Meeting – September 25

- 1:30, Ingle Room, Extension Center
- Julia Langel, 733-4780

Derby Neighborhood Group – Sept. 27

“Zero-Waste Projects: Jacket and Skirt”

- By Jean Mulford 7 pm
- Woodlawn United Methodist Church, 431 South Woodlawn Boulevard, Derby, KS
- Marilyn Beaver, 788-5615

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In the Library

Items in our library include books, videos, DVDs, magazines and patterns. These items may be checked out for one month at a time. DVDs and videos must be returned the following month and may not be renewed until the end of the meeting so that others have a chance to check them out.

There is a charge of \$1 per item per month for items returned late. Any item not returned within 6 months will be considered lost and the member will be responsible for replacing it. A complete listing of library holdings is available at the library table during our monthly meetings.

New Titles:

- *Sew Wild: Creating with Stitch and Mixed Media* by Alisa Burke
- *Pattern Magic* by Tomoko Nakamichi
- *Pattern Magic: Stretch Fabrics* by Tomoko Nakamichi,
- *The Complete Photo Guide to Textile Art* by Susan Stein
- *Cool Couture* by Kenneth King
- *Design It Yourself Clothes: Patternmaking Simplified* by Cal Patch

Ginny, our Librarian, is always happy to hear suggestions for new books and DVD's. ***Since we have a new Machine Embroidery Neighborhood Group, she is especially interested in suggestions for Machine Embroidery books or magazines.*** Do you have a favorite that you think others would enjoy? Have you seen a book that contains a technique you would like to read about? Is there a "How-to" DVD for sale in a magazine? We are also happy to receive your donations of sewing related magazines that we then sell to other members. However, we request that you limit your donations to no more than two years worth at one time, so that our librarian can handle the volume.

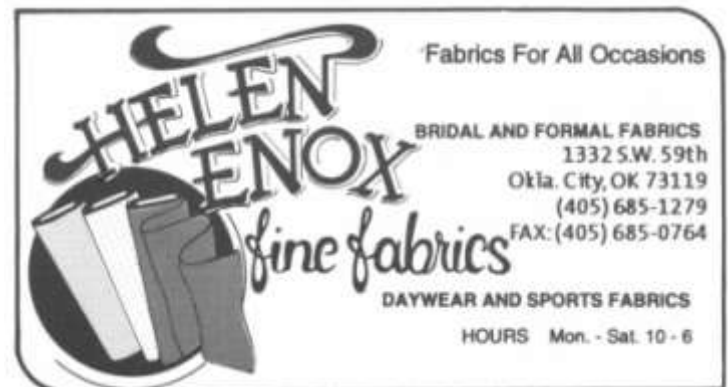
On-Going Fundraisers

The Fabric Fund has fabric for sale! Prices are \$1 per yard. Funds raised go into the general budget.

At the library table, we have magazines that have been donated by members for sale for 25 cents each or 5 for a dollar. Funds raised go to buy items for the library.

The Fabric Fund needs donations, but please do NOT donate fabric that has been stored with moth balls. The smell is impossible to remove and transfers to other items.

Tables open before and after the meeting and during refreshment break.



Merchant Discounts

A-1 Singer Sewing Center (15%)

685-0226, A-1singer.com
1012 S Oliver
Wichita KS

Fabric Essentials (10%)

785-243-4044, FabricEssentials.com
116 W 6th St,
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Hancock Fabrics (10% on some things)

7395 W Central 722-7554
8131 E Kellogg 682-4574
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Helen Enox Fine Fabrics (10%)

405-685-1279
1332 S W 59th
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Hen Feathers (Punch Card)

652-9599, Henfeathersquilts.com
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Midwest Sewing Center (15%)

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Midwestsew.com

Needle Nook Fabrics (10% off regular priced fabrics)

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2714 Boulevard Plaza
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Odd Balls Yarn Shop (10% on regular priced items)

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Chisholm Trails Shopping Center,
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788-5120, Sunflowerquilts.com
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How did you hear about ASG?

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www.midwestsewing.net



Ginny Perott



Community Service Report

So we thought we had done plenty of charity sewing in the first half of the year and would take a break, but apparently the community didn't get the memo. A request from the Children's Home for vinyl table cloths to protect some tables that were donated resulted in Theresa, Vicky (and Theresa's "honorary" helper) taking over the new work room at A-1 Singer one afternoon to make six round table cloths with elastic edges to hold them on. Three more will be needed when additional vinyl is available.

Derby Neighborhood group changed their June meeting to a day-time sewing day where seven dedicated members produced 12 receiving blankets, 9 double thickness receiving blankets, 5 baby quilts and 4 lap robes.

At the May 5th Tuesday Sew-in, members of the Serger Neighborhood group used the "blanket stitch" on their sergers to produce ten baby blankets for the fall baby shower. Other members honed their skills at attaching double fold bias tape to turn out 30 "coffee cup tool organizers" to present to the 4-H style review participants.

As a side project, Theresa also sewed up 29 chair-back pockets at the request of a local kindergarten teacher.

On June 29th, about six of our members joined over 200 volunteers and law enforcement officers at the Extension Center to participate in Bears for Badges. Some of our member also made bears at home. 445 bears were cut, sewn, turned, applied with eyes and noses, stuffed, stitched up and beribboned between 9 am and midnight. Theresa (with Vicky in the background sewing, and a couple of other member cameos) got interviewed by Channel 12 and appeared on the 5 and 6 o'clock news that day. There is a story and video on www.kwch.com/news (not sure how long this will be available). Vicky also has a DVD copy. Denise Dias, who organized the event, intends to do it again next year.

To round things off, Sew Inspired Neighborhood Group spent a couple of their meetings learning to pleat and smock and have stitched up nine Wee Care gowns.

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ASG attended the 4-H Style Review in full force!



Ann Jessep



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August/September 2012

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- Participate in fashion shows and sewing fairs
- Contribute to community outreach through sewing
- Get discounts at local and national stores

