

To the Sonoma County Sewing Community,

You once came to the aid of Parkside Sewing Machine Centre with a barrage of emails and calls to Bernina of America, and they listened. We are once again asking for your help in a matter that will impact our sewing community for years to come.

One of our regrets about retiring is that we have felt responsible for serving to our best ability our customers, and we worried that we were abandoning that obligation. However, we now know that we can step aside with a good conscience if John Furtado of Village Sewing Center is to take on the mantle of the Authorized Bernina Dealer of Sonoma County. We are confident that he will take care of you with skill, honesty, integrity and fairness. Also, we want to ensure that the dollars spent in our community remain to be reinvested here, that they not be funneled to a corporate office in another county. As a local, family owned shop, John has long been a supporter of and a contributor to the local sewing community.

Village Sewing Center needs your voices right now to make Bernina of America aware of your support of the transference of dealership to John. If you would like to ensure that your sewing machine needs, purchases, service and repairs are provided by Village Sewing Center, please email the Bernina corporate offices. Your voices have swayed them before, let them know that as consumers your needs and wishes are paramount.

And those of you who have been loyal customers of Village Sewing Center over the years may want to lend your voices as well to ensure that Village Sewing Center remains a valuable asset to our sewing family.

The person to whom your concerns should be addressed is Bill Butler, Market Development Director: bbutler@berninausa.com.

Thank you to all who have supported our little shop over the years, 40 of them! We will miss seeing your faces and hearing your stories.

Sincerely,

Jim and Annemarie Wyllie

Parkside Sewing Machine Centre