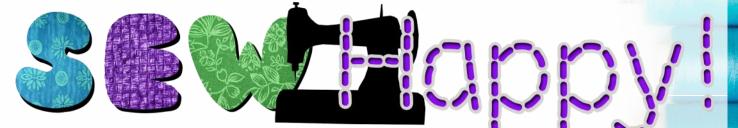
### A Newsletter for the Santa Rosa, California Chapter of the ASG



#### Volume 23 Number 3



The American Sewing Guild is a nonprofit organization for home sewers. ASG's purpose is to provide information, education and programs for its membership and the community. **Our chapter serves Sonoma and Marin Counties.** 

Information on meetings, programs and membership is available at <u>asgsantarosa.org</u>.

# Inside this Issue

President's Message 2 Upcoming Events Calendar Community Service Sit and Sew with a Pro Neighborhood News Yearly Challenge Renewing Members New Members Sew and Tell

#### July/August/September 2016





# A Few Spots Left at the 12th Annual SewGetAway Retreat

## Get Away From It All To Do What You Love

Our guild offers an annual retreat on July 15 through 18 (Friday afternoon to Monday noon) in Rohnert Park, CA. Come stay at the dorms at Sonoma State University for 4 days and 3 nights. Meals are provided.



# Get Help With Our Professional Sewing Instructors

Bring your machine and projects to our dedicated sewing studio and take advantage of our professional instructors available for fitting and sewing assistance. All irons, boards, pressing equipment and cutting tables are provided.

## Only Twenty-two Can Participate

Join a group of twenty-two sewists for this fabulous retreat. <u>Contact us to register</u>.

Dates: July 15th—18th 2016

**Cost:** Members: \$425 per person shared bedroom/\$475 private bedroom. Non-members are also invited but the cost is an additional \$50 for a 1 year ASG Santa Rosa chapter membership.

# Santa Rosa Chapter Advisory Board

**Elected Members** 

**President**: Ginny Winter (707) 528-6205 ginnywinter47@gmail.com

**1st VP/Membership**: Phyllis Mulligan (707)544-7018 phyllism@sonic.net

2nd VP/Events: Judy Shubin (707) 364-4886 judyshubin@gmail.com

**Secretary:** Myrna DeMartino (415) 883-7913 <u>myrnademartino@gmail.com</u>

Treasurer: Carrie Hansen (707)584-5225 carrie@outsideair.com

#### Appointed Committee Positions

Librarian: Denise Stahl (707) 527-8456 dstahl2@prodigy.net

Advertising: Karen Koenig (707) 887-9788 karenkoenig@comcast.net

Community Service Chair: Carole Hamann (707) 526-9226 <u>chamann1526@gmail.com</u>

Refreshments: Anne Marie Wyllie (707) 575-8320 annemariewyllie@comcast.net

Newsletter Editor: Cheryl Kaul (707) 585-3735 <u>ckaul@pacbell.net</u>

*Sew Happy* is published four times a year by the Santa Rosa Chapter of the American Sewing Guild. Please visit our website: <u>www.asgsantarosa.org</u>

#### Remaining 2016 CAB Meetings

August15– Cross and Crown 5:30-6:30 November 19– Location TBA 10:30-11:30 [Editor's note: Columbia River Sewing has graciously given their permission for us to reprint this article.}



# What's Out There

By Leigh Wheeler

Recently I spent four days at a spinning retreat. We had a wonderful teacher—Judith McKenzie, who is like Peggy Sagers, Fons & Porterand Martha Pullen all wrapped up in one—for spinning and wool. During one afternoon, we set up a series of indigo dyeing pots. I had never dyed with indigo before. Honestly, dyeing sounds like great fun, but also a chemically dangerous pain in the you-know-what, and pain-in-the-you-know has won out so I haven't really messed with it until now. Judith had a new preparation of the dye that was super easy, didn't take all that long (as far as that goes with dyeing), and the whole process was absolutely magical. I'm hooked!

First, everyone who had something for the pot soaked it in water. I had four big skeins of wool yarn I bought at a great sale at a little yarn shop, but it was the most awful retina searing Mountain-Dew-green you ever saw. I had originally bought it to dye, but we won't talk about how long ago that was. Anyway, anything could improve it, so I brought it for the dye pot. Additionally, we all got to take thrift store fabric napkins and do some tie dying with found objects and cherry pits since someone brought cherries. The snack was a bonus!



Judith filled a 5 gallon bucket with warm water, let it sit for a few minutes to let the air bubbles rise to the top and then added about  $\frac{1}{2}$  -  $\frac{3}{4}$  teaspoon of RIT Color Remover to the water. This reduces the air suspended in the water. Once that had sat there for about five minutes, about a tablespoon of indigo powder was added. The pot was slowly stirred to dissolve the dye. It's really important to keep the air bubbles out. Then we added our fiber and let it sit in the dye bath for about 20 minutes.

Once soaked, we pulled out the skeins carefully, squeezing out the dye bath as it came out. My skeins were really green, but as they came out of the dye, they turned blue. You could actually watch the color change. It was like seeing Polaroid pictures develop. Pure magic. We repeated the process because that both evens out the

dye and darkens the color. My skeins are now a beautiful, slightly variegated deep blue-green and there is enough for a sweater. My



tie-dyed napkins also look really cool, and I must've had an indigo-crazed look on my face because Judith laughed and said that I better look out, or everything in my house and the dog too was going to be blue. It's a danger!

Indigo dyes everything: cotton, linen, wool, silk, rayon, polyester, everything. It will also dye pearls, wooden beads, leather, pretty much anything you can submerge in the dye pot. And it's easy! Since 2004 freeze-dried indigo, or instant indigo, has become available. In this method the indigo has already been reduced, and then freeze-dried into a crystal. The crystals can be stored indefinitely as long as they are not exposed to moisture. It easily dissolves in water. Processing indigo dye from the plants is a much different and time consuming process.

If you're interested in learning more about indi-(Continued on page 6) go, here are some interesting resources:

*Blue Alchemy: Stories of Indigo*: a feature-length documentary about indigo and cultures around the world that are re-building their communities around it. <u>www.bluealchemyindigo.com</u>

Eliza Lucas Pinckney: Google her. She created the extremely lucrative indigo industry in the United States in the 1700s, and was quite wellknown. Upon her death, George Washington requested to be her pall bearer. There are several books about her on Amazon.

Check out the whole-cloth thread-painted quilt "Blue Men" 58"x78" by Hollis Chatelain



www.hollisart.com

Indigo: In Search of the Color that Seduced the World. By Catherine E McKinley—a descendant of a clan of Scots who

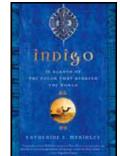
wore indigo tartan, Jewish "rag traders," a Massachusetts textile factory owner; and African slaves. Her ancestors were traded along the same Saharan routes as indigo, where a length of blue cotton could purchase human life. I really enjoyed her book. The ultimate fabric search.

Dharma Trading Company carries the freezedried indigo and has instructions for using it. <sup>3</sup>/<sub>4</sub> ounce will do 5 lbs of fiber. http:// www.dharmatrading.com/dyes/pre-reduced-

<u>indigo-crystals.html</u>. I'm definitey going to order some. I can see a blue and white quilt in my future.

Happy Sewing,

Leigh Wheeler



# Michelle Paganini Workshop



#### **Comments from Participants:**

I have to say that I was pleasantly surprised today regarding the topic of the meeting. I admit, I was not too excited about up cycle recycle, but little did I know how interesting Michelle was going to be. I thought this was one of the best programs that we have had in the past few years.

I'm going to check my shoes to see which pair of the 100 I can paint.!!!!!! Who knew...

Michelle is a superb speaker. Her story of her career change and going back to school at Canada College in Fashion Design...inspiring! I'm going thrift store shopping with a new eye and have already eyed a couple of pairs of shoes in my closet to paint as well as some clothes hanging there that I never wear.











(top left & right) Michelle teaching. (top right) Leslie Budge (Center left) Phyllis Mulligan (Center right) Beckie Simmie (Bottom left) Judy Shubin

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## **April 22nd Meeting**



Marla Kazell was our speaker for this meeting. We socialized for a time before announcements, Show and Tell and Marla's trunk show. It was nice to visit with old friends.



(above) Barbara Gerhardt posed with Marla. (below) New member Terri Kannisto didn't mind me taking her picture as long as I didn't show her face. That's Terri Abramson with her.



(above) Sharon Graham, Marla Kazell and Ellie O'Connor. (right) Joanne Wales, Darlene Wilson and Becky Erba. (below) Beckie Simmie showed us her ultralight rain poncho and chaps.

At right are Linda Garcia and Beckie Simmie modeling the shirts they made in the Michelle Paganini workshop.



# **Marla Kazell Trunk Show**



In her trunk show, Marla explained how she uses a wellfitted pattern repeatedly, changing the design details to create different looks. Left is a lace jacket, on the right is a collage jacket. Below are details from two versions of the same blouse. Below left is a shirt made from fabrics out of Marla's stash.







Marla Kazell Workshop





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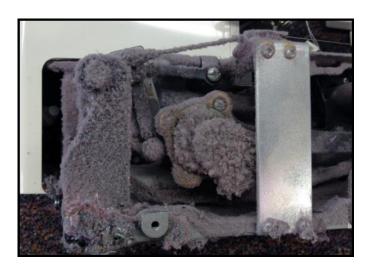
(above) Marla explains how to sew a classic shirt placket. (right) Nina Redman, Carrie Hansen and Laura Cline (far left) Marla explains how a scarf neckline is constructed.

LEADER(S)	GROUP/TIME/PLACE/ MONTHLY MEETING	ABOUT THE GROUP
Carol Jacobsen jandcjacobsen@aol.com 415-883-7913	This 'n That Meets the Fourth Friday 9:30 a.m1:00 p.m. St. Elizabeth Seton Church Rohnert Park	This 'n That likes to chat, have fun and help each other while working on their own projects.
Penny Piazza Dragonstale_p@yahoo.com 707-664-1760	Sewing Circle Meets the First Friday 9:30 a.m. – 1:00 p.m. St. Elizabeth Seton Church, Rohnert Park	<b>Sewing Circle</b> members help each other while working on their own projects. Experienced sewers in the group are here to assist you. They also like to have some fun and chat.
Vonnie Anderson vonniea@sonic.net 707-579-1380	Sew Together Meets the last Monday 10:00 a.m. – 2:00 p.m., Village Sewing Center,,Santa Rosa	<b>Sew Together</b> loves to sew together, each participant works on her own project which may include some quilting, general sewing and helping each other.
Joann Gordon joanne.kitties@gmail.com 415-456-3913 Asst: Connie Riley <u>Poodle1447@gmail.com</u> 415-332-1447	Sew Marin Meets the Third Friday 10:00 a.m1:00 p.m. California Sew & Vacuum San Rafael	<b>Sew Marin</b> is a new group just getting started but they are full of ideas for sewing and other needle arts. Watch for their calendar of events
Cheryl Scott acherylscott@comcast.net	Wild Hautes Meets the Second Wednesday 10:30 a.m1:30 p.m. Meisner Sewing Center, Santa Rosa	<b>Wild Hautes</b> may sound like a strange name, but these members love to sew. If you are an intermediate or advanced sewer then this is the group for you.
Isla Corbett <u>isla@castawayandfolk.com</u> 707-548-2461	Castaway Group Meets the Second Friday 1:30 p.m.—3:30 p.m. Castaway & Folk, Santa Rosa	The Neighborhood Group at Castaway and Folk is moving to the second Friday of each month following Ginny's workshop.

# LINT: A TRUE STORY

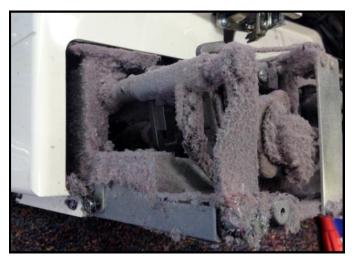
Lint is defined as an accumulation of fluffy fibers. We have lint in clothes dryers, clothing, and unfortunately, our sewing machines. The lint which we find in our sewing machines is mostly from threads, fabric, and batting. Cotton produces more lint than spun polyester. Lint is a result of friction (or rubbing) against the thread. Think of how many contact points the top thread touches during the threading process. There are thread guides, tension discs, levers, and the needle. Each contact point causes friction which results in lint coming off the thread. A little lint is to be expected. However, excess lint can be bad for your machine because it can cause your stitches to be misaligned, feed dog operation malfunctions, fabric puckering, and thread breakage. Regular cleaning and maintenance is recommended for all sewing, serger, and longarm machines. Many machines come with a lint brush to remove lint from the bobbin case area, thread guides, and the needle area. Please refer to your machine manual for proper care procedures.

From the outside, your machine may not show signs of excess lint buildup, but that doesn't mean that your machine is is clean on the inside. The images below are photos we recently took. A friend wondered why her machine was not working. The machine looked fine from the outside (see the far right image). The needle plate and surrounding areas do not show signs of lint build up from the outside. Only when the cover was removed, did we find the problem, and what a problem it was! These are actual photos.



What is the key to reduce or eliminate lint? Don't use low quality or cheap fuzzy threads. By stitching with high quality cotton threads, you will notice that there will be less lint buildup inside and outside your machine.





[Editor's note: The Maryland Nimble Thimble graciously gave us permission to reprint their article.]

# Fancy Footworks by Stephanie DeAbreu

I've been sewing for decades. But when faced with yet another ruffled skirt for one of my granddaughters, I dreaded using the old techniques for gathering. How many times have I used the double row of basting and the thread breaks? Or I zigzagged over perle cotton that left too much volume under each gather...it was time to figure out another way.



I remembered I had a gathering foot, but never really used it much. So I dusted it off and started to play. Now I have a new favorite presser foot!

The gathering foot comes with most machines. Sometimes it is called the double-shirring foot. Not only does it gather one layer of medium or lightweight fabric, but it can also gather one layer as it sews the gathered layer onto a flat piece. You can imagine how this can shorten the process for adding a ruffle to large home dec projects like dust ruffles or curtains . . . or a little girl's skirt with seven rows of ruffles!

Here's how it works: To gather a single layer, place a piece of fabric under the foot and sew a straight stitch. You will see it begin to create a gentle gather. Adjusting your needle tension and stitch length will create more or less volume in the gathers. The longer the stitch length, the more volume in the gathers.

If you want to attach a gathered piece to a flat piece all in one step, place the piece to be gathered under the foot and insert the flat piece into the slot of the foot. The short length of the under-part of the foot causes the bottom fabric to gather up behind the foot.

When I played around with the tension and stitch length, I eventually got what I wanted: a two- toone ratio. I used 42 inches of fabric that gathered perfectly to my 21 inches of flat fabric.

Another technique I discovered with this foot is shirring, which is parallel rows of gathered fabric. You'll have to hand-wind cord elastic onto the bobbin. The shirring takes place as you sew rows of parallel straight stitches. That sure would have been nice to know when I was shirring the entire bodice of a dress and tied knots in the elastic at the side seams that eventually came untied.

So if you haven't already, I hope you will try the gathering foot. I'd love to hear your experience and see what you are able to accomplish with it.

## **Sewing Clinic with Ginny Winter**

Enjoy some one-on-one assistance with fitting and sewing concerns, or just sew with an expert nearby in a lovely store. We have our own dedicated sewing and cutting area.

Where: Cast Away & Folk, 100 Fourth Street Santa Rosa 546-9276 (enter on Wilson Street)
When: Fridays, 10:30 am - 1:30 pm
Cost: \$10.00 per hour



[Editor's note: This article is reprinted from the blog <u>Blue Radish</u> with permission from its author, Rebecca.]



#### Frustration – the flip-side of "flow"?

Last week I talked about the concept of 'flow' – the state in which you are completely absorbed in what you are doing. I am fortunate to find that state of flow often when I am sewing. But it isn't always the case! If we were to look on the flip-side of 'flow' I think we might find 'frustration'. Mistakes and difficulties are inevitable when you sew – and not just when you are a beginner let me assure you! So we will all feel frustrated at times so I thought it would be worth discussing this topic early on in the blog.

I am fairly hot headed. I admit it. When I was in my late teens and early twenties and began sewing quite a bit, mostly my own clothes, I vividly remember getting frustrated – A LOT! I was on a sharp learning curve and tackling projects that were more challenging. Let's just say I wasn't always successful and I would get cross – OK, there were probably tears, yelling, swearing. I may have even thrown things. I really needed to find a better way of dealing with my sewing frustration! For the most part, I did. So here are my tips for avoiding sewing frustration but, more importantly, for dealing with frustration when it arises.

## Tips for handling sewing frustration

#### Accept that mistakes happen

I think the first thing I had to accept was that mistakes will happen. There will be times when something goes wrong – you interpret the pattern incorrectly (or it just isn't clear!), your machine plays up, bits don't fit together, the garment doesn't fit you or any number of other mishaps. It will happen. If you are pushing yourself to sew things that are a bit more difficult or challenge your skills a bit more, it will



(Continued on page 14)

happen more often. And I want you to be pushing yourself a bit because that is the way we learn and improve. As Bram Stoker said in Dracula, "We learn from failure, not from success." I'm not sure that that is absolutely true but it might be argued that there is more opportunity for learning from our failures – or at least our difficulties. But to learn from the difficulties we need to push past our frustration over them. So...

#### Adopt a 'can do' attitude

Attitude – I admit I struggle with this one but if you can approach your sewing with the right attitude you will be more able to handle the frustrations. Understand that you are

learning and be kind to yourself (there's the bit I struggle with!). This is true whether you are a new beginner sewer or a more experienced sewer learning something new. Be positive and confident that you will master this and you will produce lovely things with practice and a bit of trial and error. Sewing is something anyone can learn. There are challenging techniques that might take a long time to master (I'm thinking of haute couture tailoring) but home and garment sewing is something you can do and you'll be producing lovely things in no time! There will be bumps on the road but with an attitude of 'I can do this' you will be more likely to persevere. Think about what you would say to your child if they were learning and be that kind voice in your own head.



#### Choose appropriate projects

As I mentioned in last Tuesday's post, the state of 'flow' is found in the appropriate intersection of skill and challenge so finding appropriate sewing projects for your skill level is important. Find success with simple projects then build your skills slowly. Patterns often give a suggested skill level and there are many sewing books which take you, step-by-step, through projects of increasing difficulty, adding new skills and techniques which build on what has been mastered already. One I bought recently for Ms12 is "Learn to Sew with Lauren" by Lauren Guthrie.

In my post Setting Yourself Up to Sew I mentioned that cotton or poly-cotton are good fabrics to use in your early sewing projects. They will cooperate with you as you learn. They do not slip so much as, for example, satin would, so sewing straight, neat seams is easier. They also have enough, but not too much, substance to them so that they are easier to deal with than chiffon or a heavy denim. Stretch or knit fabrics have added challenges too. They require different techniques to sew them successfully. Cottons are also pretty easy to unpick without damaging the fabric. Now I don't want you to avoid anything but cotton forever but I do want you to have early success to learn the basic techniques before adding the challenge of the peculiarities of these other fabrics. Whatever fabric



you use though, chose the right needle as discussed in the Threading your Machine post.

#### Practice and experiment first

My next piece of advice is to test things out first. Before launching yourself into a new project with a different fabric or technique, use some scrap fabric to practice. Adjust your stitching for the fabric you are using. Do some buttonholes on a scrap of fabric. Learn to insert a zip neatly in a couple of squares of similar fabric (then sew them together and – voila! You have a cushion cover!) Play, experiment, explore! You won't feel the pressure then to get it right first time on your project.

#### Set realistic goals

Set realistic goals for yourself in terms of time also. For me, there is nothing that will bring about frustration faster than coping with problems and mistakes when I am pushing up against a deadline. If you plan on making something handmade for everyone for Christmas, don't wait to start until you peel back the first window of your Advent calendar! Don't start making an outfit for an event the week before you are attending it! Give yourself plenty of time because my next piece of advice is to...



#### Take a break

Just STOP! This one took me a long time to learn but once I did, it was a game changer! When something goes wrong and you feel your patience ebbing away, put it down. Turn off your machine and walk away. Come back later – after a cup of tea or a good night's sleep – and approach the problem with a fresh outlook. I find it much easier to unpick something as the first thing I do for the day rather than the last. And when things start to go wrong it is often because I am tired. Being tired is not a good state in which to sew. Well, it isn't a good state in which to do anything much except sleep, is it? I can't tell you how many more projects got finished if I left a problem before I was tearing out my hair and only returned to it when I was rested enough to deal with it again.

#### Get help

Finally, if you have really got yourself into a spot and can't work out how to solve it, ask for help. If you don't have a sewing friend or relative to ask, Google it! Is there anything you can't learn from YouTube these days? There are also lots of forums online to have a look at for advice. I also recommend buying a good 'sewing bible' to have on the bookshelf beside you. The one I have is called "Sew It Up" by Ruth Singer.

# Make Your Next Project Picture Perfect!



Have questions about your sewing? Come join the group and Sit and Sew With a Pro. The name of the "Sit and Sew" has been changed appending "With a Pro" to better describe what the event offers. Participants get five hours of professional help with sewing projects and fitting issues from either Ginny Winter or Lyra Bobo. The Pros also demonstrate a tip or trick to expand our knowledge. <u>View the schedule on</u> <u>our website</u>. Available spots fill up quickly so reserve early using the <u>form on the website</u>.

#### **Visit Our Local Retailers**

These local retailers usually offer a 10% discount (unless otherwise specified) on selected non-sale sewing items to Guild members who present their valid membership card at time of purchase. We appreciate this offer by the retailers. In turn, we encourage you to patronize them. Retailers may change their discount policy at any time, so please inquire about their current policy when making purchases.

Joann Fabrics & Crafts	California Sewing & Vacuum
245 Tamal Vista Blvd., Corte Madera	1435 4th St, San Rafael, (415) 457-3326
425 Rohnert Park Exp. W, Rohnert Park	Northgate Sewing & Vacuum —
3620 Industrial Drive, Santa Rosa	274 Northgate One, San Rafael (415) 472-1281
2051 Harbison Drive, Vacaville	Britex Fabrics — 146 Geary Street, SF (415) 392-2910
Birch Street Clothing	Parkside Sewing Centre - 15% off selected items.
http://www.birchstreetclothing.com	410 Santa Rosa Avenue, Santa Rosa (707) 576-1430
Discount Fabrics	Castway & Folk - Wilson St. between 3rd and 4th
2170 Ceaser Chavez, San Francisco (415) 671-8231	in Railroad Square, Santa Rosa (707) 546-9276
3006 San Pablo Ave, Berkeley (510) 426-0699	castawayandfolk.com
http://www.discountfabrics-sf.com/	Meissner Sewing & Vacuum Centers 250 Mendocino
StitchCraft - 170 Kentucky Street, Petaluma	Ave. Santa Rosa (707) 575-5259 meissnersewing.com
(707) 773-4739 http://www.stitchcraftonline.com	Village Sewing Center 1455 Santa Rosa Ave,
StitchCraft offers a variety of classes also.	Santa Rosa (707) 544-7529 www.villagesewing.com
Beverly's Crafts	A variety of classes are also offered.
1630 Range Avenue, Santa Rosa (707) 521-2196	Santa Rosa Vacuum —
5701 Redwood Dr., Rohnert Park (707) 206 9523	1587 Farmers Lane, Santa Rosa (707) 546-0674

[Editor's note: I read Carolynne's poem in Orange County's Pressing Issues. She graciously gave us permission to reprint it.]

## **Fabricholics**

written by Carolynne Templeman

With long list of things to accomplish today, I enter the mall and plunge into the fray. All's going well, just another shop more, Then what do I see but a new fabric store !

This stripe I must have, that polka dot too ! The print I've been looking for ! It's even in blue ! With fervor undimmed, I choose batting and lace, Then off to the carpark I nervously race.

Quick ! Think of a plan to sneak in the house. Perhaps I could stuff it up under my blouse ? Too late ! I'm accosted outside of the den. "I see you've been out buying fabric again !" I stutter, I fumble, oh, I'm losing my grip ! The bulge in my bosom is starting to slip. Out they all tumble, cascading in folds, Fuchsias and purples, azures and golds.

But a stash of fabric is a quilter's delight. A treasure to cherish, a wonderful sight. One can't buy too much, one always needs more,

Stored in deep closets and heaped on the floor.

An obsession, maybe, but not to extremes. No worse than a passion for basketball teams ! Perhaps, I should promise to end all this buying, But that wouldn't be fair, we all know I'd be lying ! A Show for all who love to Sew and Ouilt

ome join us in sunny California for an awesome celebration of sewing and quilting. So, just how awesome will it be? We're glad you asked!

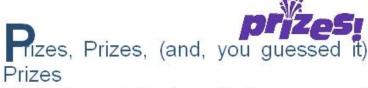
lasses, Classes, Classes

Three full days packed with educational and entertaining hands-on classes and lectures covering every style of sewing and quilting.

# Shopping, Shopping, Sho

SHOP

The best and most innovative vendors in the business will be there and you'll have plenty of unhurried opportunities to browse their wares.



What better way to finish your day than win a prize? Lucky winners will walk away with some superb prizes - it could be you! You must be present to win, but who wouldn't want to be?

### When?

ſ

Pre-day classes: October 14 Classes & Exhibition: October 15 & 16

#### Where?

Business Expo Center 1960 S. Anaheim Way, Anaheim, CA 92805

## How Much?

Entrance to the vendor hall is \$5 per day or \$8 for the weekend. Class fees will vary depending on the type and length of the class.

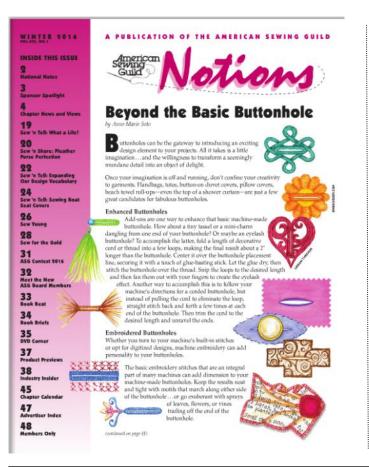
#### More Information / Sign Up?

For up-to-date information and class registration visit

www.sewtimeless.com/celebrate

Presented by Kandi Christian and the Sew Timeless team.







Advancing Sewing As an Art and Life Skill

### Deadline for October/ November/December Issue of Sew Happy!

The deadline to submit articles and photographs for the next issue of Sew Happy! is September 10, 2016. Please submit your articles and photos to Cheryl Kaul, newsletter editor, at <u>ckaul@pacbell.net.</u>

#### **Advertising Rates**

Full Page (double-sided): \$40.00

Half Page (7<sup>1</sup>/<sub>2</sub> x 4<sup>1</sup>/<sub>2</sub>): \$15.00

Full Page (single-sided): \$25.00

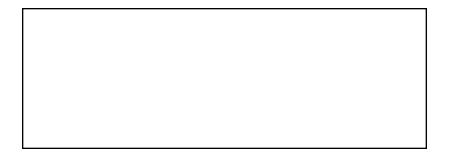
Quarter Page (3<sup>1</sup>/<sub>2</sub> x 4<sup>1</sup>/<sub>2</sub>): \$10.00 Business Card (3<sup>1</sup>/<sub>2</sub> x 2): \$5.00

All ads must be camera ready. Rates are per issue. Make all checks payable to "ASG/Santa Rosa Chapter" and contact Karen Koenig for billing instructions: <u>karenkoenig@comcast.net</u>

ASG MEMBERSHIP APPLICATION	<ul> <li>New Member</li></ul>
Name	Chapter
Address	ASG Member at Large\$50
CityStateZip	Renewal Member
Daytime phone number	Late Renewal\$50 Chapter Santa Rosa, CA
E-mail	Payment
How did you hear about ASG?	<ul> <li>Check payable to "American Sewing Guild"</li> <li>MasterCard   Visa   AmEx   Discover</li> </ul>
<b>Return to:</b> American Sewing Guild 9660 Hillcroft, Suite 510, Houston, TX 77096	Account#: Expiration Date: CVV# Signature:

American Sewing Guild Santa Rosa Chapter PO Box 2208 Rohnert Park CA 94928

First Class Mail



Advancing Sewing As an Art and Life Skill