



BAYOU EMBROIDERY UNIVERSITY

Hosted By AllBrands.com

A Two Day Hands-On Sit & Sew Educational Event!

Friday & Saturday

November 15th & 16th, 2013 9am-5pm

Baton Rouge River Center



AllBrands.com is excited to announce The Bayou Embroidery University. Come join us at the Baton Rouge River Center for two days of hands on embroidery in our Interactive Workshop. We have assembled the Best Professors of Embroidery in the Nation to help instruct you. Come meet, Embroidery Experts *Eileen Roche* and *Marie Zinno* of *The Stitching Sisters* along with *Deborah Jones*, *Coleen Swettman* and *Barb Mikolajczyk* for some very unique tips and tricks to help you create your one of a kind master piece. Don't miss this exciting opportunity to spend two days of embroidery, education and fun. Gain valuable knowledge and experience. Leave inspired with new unique techniques, projects, memories and most of all make new friends. You'll learn the secrets and tips to stitching like a pro. Learn how to use embroidery to transform everyday items into money making projects with your hobby. You will be inspired with embroidery techniques and projects that are easy, exciting, fabulous, and fun. You will be part of a very special event like none that you've ever experienced. ***Embroidery University, where everyone's the Class Favorite!***

★ ★ UNIVERSITY HIGHLIGHTS ★ ★

- ★ ***Embroidery Machines Provided for Use***
- ★ ***Gigantic 6500 sq. ft. Classroom***
- ★ ***Up to 6 hours of Hands on Instruction, Sewing and Projects for 2 Days***
- ★ ***Sew in a Team Environment of 3 Members Per Machine while Constructing 9 Different Projects***
- ★ ***Each Student will Take 3 Completed Projects Home***
- ★ ***Free Complimentary USB Stick Loaded with all 9 Designs***
- ★ ***Top 5 Embroidery Educators in the Nation On-Site***
- ★ ***Plenty of Staff Providing One on One Help***
- ★ ***Rub Elbows with the Famous Eileen Roche and Deborah Jones***
- ★ ***Bayou Embroidery University Sorority Social***
Put the Books Away and Mix it up with Your Classmates and Instructors Friday Night After Class- The Blend-Restaurant and Winery
- ★ ***Diplomas for Each Graduate***
- ★ ***Snacks and Lunch Provided***



***Give-A-Ways
and Prizes!***

☆☆ PROFESSORS of EMBROIDERY ☆☆



Eileen Roche Marie Zinno

The Stitching Sisters- Eileen Roche and Marie Zinno

Eileen Roche is considered an expert in the machine embroidery industry. Founder and editor of *Designs in Machine Embroidery* magazine, Eileen Roche has invented many products that embroiderers depend on to make machine embroidery more successful including the patented In The Hoop™ Angle Finder, Snap-Hoop, Quick-Snap and Stipple! design collections. Eileen is also the author of eight books – all on machine embroidery. Eileen has appeared in dozens of PBS television shows: *Sewing with Nancy*, *It's Sew Easy* and *Martha's Sewing Room* and can be found on *Craftsy* in the Machine Embroidered Quilt and Machine Embroidered T-Shirt classes.

Marie Zinno is a regular contributor to *Designs in Machine Embroidery* and *Stitches* magazines and is a commercial embroiderer by trade. She offers a unique combination of knowledge of both the start-up commercial and home embroidery markets Marie is the author of *Machine Embroidery for Children and Tots* (KP Books, 2007) and co-author of *Machine Embroidered Monograms for the Home* (Designs, 2010).



Debora Jones-My Embroidery Mentor

Deborah Jones is a second generation embroiderer who learned much about embroidery from her father, a tailor who created elaborate embroidered stage costumes for country music performers and rodeo stars. She began using automated embroidery machines that her father imported from Germany in the late 1960s and also learned to create hand-guided embroidery on manual embroidery machines.

In her career, Deborah has managed production in large-scale embroidery shops, operated her own successful embroidery business and served as an editor of a major U.S. embroidery magazine. An author and mentor, she is a popular speaker on embroidery topics. Considered an expert in embroidery for home and commercial machines, Deborah writes the columns “*Ask the Expert*” and “*What to Do When You're New*” for *Designs in Machine Embroidery* magazine and “*Technically Speaking*” for *Stitches* magazine.

She is the author of the popular reference book, *Machine Embroidery on Difficult Materials*, and a technique book, *Dimensional Machine Embroidery*. Her expertise covers digitizing, application technique and the business of embroidery. Currently Deborah creates DVD embroidery lessons for home embroiderers on a wide range of embroidery topics.



Barbara Mikolajczyk-Educator

It was obvious at an early age, Barb would sew and teach. She won her 1st sewing award at age 12 while directing theatrical shows in the neighborhood. In College she landed a job, working in the costume department. The rest is history which includes 40 years of experience and memories in the Theatre and Home Decor areas. During her career in education, Barb was the chairman of a Fine Arts Department. She found herself drawn to the set design and costuming areas. After leaving education she started her own business in Interior Design. Barb started sewing and embroidering for her Grandchildren and fell in love with all the Brother Brand sewing machines. Now Barb is a National renowned Educator for Brother Sewing Machines. Barb says she is blessed, to have the opportunity to combine my love of teaching and sewing as an Educator for Brother.



Coleen Swettman-Educator

Coleen got her first sewing machine at age 11 and has been stitching ever since. She has experience with a large variety of sewing projects including; tailored suits, prom dresses, home dec items and dozens of quilts. She has also made custom draperies to complete the décor for many homes.

In the mid 1990's Coleen became fascinated with machine embroidery. It was love at first sight. She loves every aspect of embroidery from digitizing to seeing the design stitched out on the finished item. Coleen started with the earliest version of embroidery software and enjoys the many new advanced features and ease of use that are available in software today. If an item can be embroidered – she's probably embroidered on it.

It is a thrill for Coleen to see the excitement when a student experiences the thrill of learning a new sewing or embroidery skill.



SPECIAL KEYNOTE SPEAKER ★★☆☆

Helen Gardner

Entrepreneur, Fund Raiser and Ovarian Cancer Survivor



Raising Hope.
Targeting Ovarian Cancer.
Learn More ➔

10% of All Proceeds From Ticket Sales will be Donated to the "Be The Difference Foundation", in Support of Awareness and Finding a Cure for Ovarian Cancer.



Pictured L-R:

Gary Gardner-Owner of Designs in Machine Embroidery, Helen Gardner- Ovarian Cancer Survivor
John M. Douthat- Owner/Tech AllBrands.com

Bonus! Over \$700 in Freebies for All in Attendance!



Over 1000 Embroidery Designs on Multi-Format CD



A \$500 Value!



DESIGNS IN MACHINE EMBROIDERY

A \$40 Value!

Embroider A Cure Design Collection
20 Different Embroidery Designs to Help Show Your Support for the Fight Against any Cancer



DESIGNS IN MACHINE EMBROIDERY

DIME Magazine
May/June 2013 Issue

A \$62 Value!

Stipple: Holiday 2
Fast, Easy, Flawless One Step
Quilting and Appliqué



Stitching Sisters Project CD

The Stitching Sisters Favorite
Holiday Gift projects



Deborah Jones-
My Embroidery Mentor

A \$50 Value!

"Terrific Towels" CD
12 Monogram Background Frames
for your best towel embroidery ever



AllBrands 1GB USB Flash Drive
Loaded with All 9 Projects

All the Class Projects Covered in the University will be Loaded Onto One Convenient Flash Drive for Future Use!

A \$50 Value!



University T-Shirt

Bayou Embroidery University Logo on the Front with the "Be The Difference Foundation" and Brother Logos on the back

A \$25 Value!



brother

Innovis SASCISKIT
6 Piece Scissor and Tweezer Set

A \$100 Value!



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Event Information

Driving Directions- Baton Rouge River Center

From New Orleans/Hammond- Take Interstate 10 Westbound to just before Mississippi River Bridge merging onto Interstate 110 North, stay in the far right lane to Exit #1A, Government Street. Turn left onto Government Street heading downtown towards the Mississippi River. Remain in the right lane to the light at St. Louis Street and turn right, paid parking lots will be to your immediate right or left.

From Lafayette/Lake Charles- Take Interstate 10 Eastbound crossing over Mississippi River Bridge, stay in the left lane to Exit #155B merging onto Interstate 110 North. Remain in your left lane to Exit #1B, Convention Street. Follow exit straight onto Convention Street and turn left 2 intersections up onto N. 7th Street/Napoleon. Follow Napoleon to Government Street and turn right. Remain in the right lane to the light at St. Louis Street turning right, paid parking lots will be to your immediate right or left.



Hotel Information Host Hotel



Baton Rouge
200 Convention Street
225.343.1515
877.270.1392
www.hotelindigo.com

Special University Room Rate

\$139.⁰⁰ per Night
Enter Group Code #ABB



Reservations Must be Made Before October 15th!

\$10 Parking per Day

Free Shuttle Service to and from the River Center

Other Features- 100% Smoke-Free, Located in the Heart of Downtown Baton Rouge,
Walking distance to restaurants, bars, casinos and other cultural attractions

Other Hotels in the Downtown Area

Belle of Baton Rouge/Sheraton
\$110 per night

103 France Street
225.242.2600
800.676.4847
www.belleofbatonrouge.com

Hilton Hotel, Capitol Center
\$149-159 per night

201 Lafayette Street
225.344.5866
800.HILTONS (445-8667)
www.hilton.com

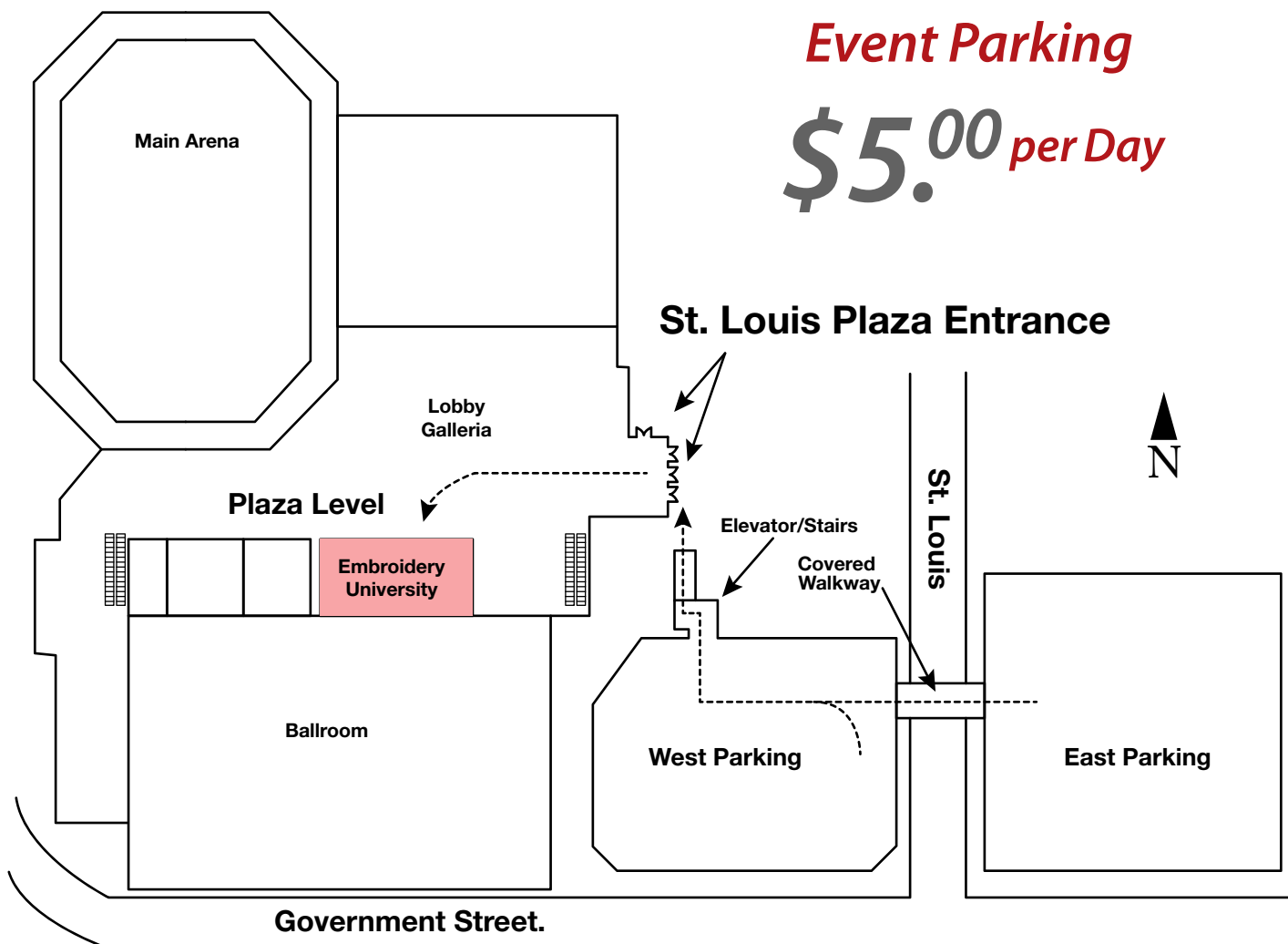
Hampton Inn
\$189 per night

462 Lafayette Street
225.382.2100
800.HILTONS (445-8667)
www.hamptoninn.hilton.com

Baton Rouge River Center

Event Parking

\$5.00 per Day



You can either park in the east or west garages located next to the River Center. You will need to go to the Plaza Level, follow the covered walkways until you get to the St. Louis Plaza Entrance located on the east side of the facility.

Please Bookmark this Page and Check Back Periodically for Event Updates and Further Details about the Friday Night Sorority Social