



# TO OUR CUSTOMERS

We, the Anita Goodesign team, do all sorts of things from creating and digitizing original artwork, to providing you with new designs monthly with our Club program, to bringing you an unmatched embroidery and quilting education. We strive to teach our customers techniques that make embroidery fun and easy. The primary way we do this is through our

Embroidery Parties. We develop four brand new and totally different classes throughout the year, and our team of highly qualified educators travel to different cities teaching from our curriculum. But, it's more than just a class. This brochure will show you everything you need to know about our Embroidery Parties.



THERE ARE THREE IMPORTANT ASPECTS TO EACH OF OUR EMBROIDERY PARTIES

# LEARN

At an Anita Goodesign Embroidery Party you will learn new techniques, master ones you've seen before, and learn how to apply them to different collections and projects. You'll learn new things about your machine and stitch out projects

you never imagined could be done all in your embroidery hoop. We'll show you great tips on how we choose fabrics, stabilizers, and threads and teach you tricks for how to best use the notions in your sewing toolkit.



# RECEIVE

You'll never walk away from an Anita Goodesign Embroidery Party empty handed. You will receive free gifts just for attending. Your Party Pack includes a beautiful full-color tutorial book with 80+ pages of step-by-step instructions for the 14 different projects, plus a design CD containing multiple designs for each project. Your tutorial book will show you in pictures exactly how to complete each project. It even has a list of materials you'll need, sizes and stitch counts, and the thread colors we used when creating these projects. Plus you will also get a new full-color catalog and an exclusive design CD with 9 additional collections. All of this is valued at \$600, and it's yours free! You'll be able to shop our products at special show pricing, and we give away over \$2000 in prizes at every Embroidery Party! You'll also be provided with lunch and yummy snacks (like chocolate)!



# EXPERIENCE

In addition to learning a ton, we also want you to have a great time at our Embroidery Parties – after all, it is a Party! Experience our hands-on team-sewing environment. You'll be seated with new friends who love embroidery and quilting as much as you do. You can learn from experienced seamstresses

and teach those who are new to embroidery. You'll also be the first to see sneak peeks of upcoming releases, and be able to make and take great new projects, seen first at our Embroidery Parties.



These elements are consistent at every Anita Goodesign Embroidery Party you'll attend. You can count on it. We've been teaching these classes for 12 years, and we know what works. We also know that we'd all be pretty bored if every single class was exactly the same. That's why we create four different curricula to teach every year.

We choose a new theme for each quarter, and base our projects and designs on that theme. You may learn how to make a lined zippered bag with our Anita's Playhouse theme, but now you know the technique for making any lined zippered bag. A refrigerator

magnet made using our freestanding embroidery technique may have our Stitchin' in the Kitchen theme, but you'll walk away knowing how to create any of our freestanding embroidery projects.

The new themes and projects are always fun, and of course, give us the opportunity to create beautiful new artwork for you. More importantly, however, the new themes allow us to teach new techniques and review those basic techniques that are so important to master.

We believe we've developed just the right formula that mixes the tried and

true Anita Goodesign teaching methods with brand new and exciting new themes. You'll learn so much, receive an excellent value, and have a spectacular experience! Look for updated event calendars each quarter to see if we'll be coming to a dealer location near you! We can't wait to see you at an Anita Goodesign Embroidery Party!

**Steve Wilson**  
& The Anita Goodesign Team

# TESTIMONIALS

Had a wonderful time at the AG Event hosted by Sew Much More in Garden City, Georgia today! Definitely do this again.

**Sandra L.**

Savannah, GA

Thank you for a wonderful two days in Port St. Lucie, Florida. It was fabulous! I am so impressed with Anita Goodesign, their staff, and dedication to their customers.

**Lorraine S.**

Port St. Lucie, FL

Had fun this weekend in Portland's Embroidery Party! Learned a few new things. Can hardly wait till May in Puyallup.

**Linda G.**

Portland, OR

I had an amazing time at our Embroidery Party in Plant City, Florida. I got to meet some great ladies and thought that it was well worth the money. Thanks for a well-organized, fun time. Everything was fabulous.

**Aileen P.**

Plant City, FL

Had an amazing time at the Anita Goodesign Event hosted by Mulqueen's! Totally enjoyable 2 days of inspiration. Anita Goodesign designs are so outstanding! Thank you Mulqueen Sewing & Fabric Centers crew for such a wonderful job of hosting.

**Barbara B.**

Mesa, AZ

I really had another wonderful two days at the Mulqueen's Anita Goodesign party. I am on another sewing high after attending the party! Thank you for providing such a wonderful program. Keep coming to Phoenix.

**Patricia H.**

Mesa, AZ



# CONTESTS & PRIZES

Everybody loves prizes. That's why we give away tons of them at every single Embroidery Party!

One of our all time favorite things is to see our customers get creative by taking our designs and making them truly their own. The name badge contest gives us the chance to see your creativity stand out. Simply create your own name badge using one of the three embroidery files, available in every machine format. You can get as creative as you want as long as you use one of the included templates. Then, simply wear the name badge to the Embroidery Party. The Anita Goodesign educator and the event staff will pick 5 winners based on originality and creativity. Those 5 winners will be

announced at lunchtime and will all win prizes. Sounds simple doesn't it?

Visit [anitagoodesignonline.com/events/name-badge-contest/](http://anitagoodesignonline.com/events/name-badge-contest/) and get started today! We look forward to seeing what you've created!

In addition to the name badge contest, we also give away other prizes throughout the Embroidery Party like design samplers, the 50 States Box Set, Premium collections, and Special Editions, and more. Not an hour goes by without a prize being given away! Everybody loves prizes, and we absolutely love giving them away!

