

# 2015

## BAYOU EMBROIDERY UNIVERSITY

PRESENTED BY ALLBRANDS.COM

*Where everyone's the Class Favorite!*



**FRIDAY & SATURDAY, NOV. 13 & 14**

9:00 AM - 5:00 PM (Doors open at 8:00 A.M.)

at The Baton Rouge River Center  
Located at 275 S. River Rd., Baton Rouge, LA 70902



**AllBrands.com** is excited to announce our 3rd Bayou Embroidery University., November 13th and 14th, 9AM to 5PM. Doors will be open at 8AM both days. Join us at the Baton Rouge River Center for two days of hands on embroidery in our Interactive Workshop.

***This is a brand new show developed for you by your feedback***

Come join us at the Baton Rouge River Center for two days of hands on embroidery in our Interactive Workshops. We have assembled the Best educators in the business to instruct you. Come meet Embroidery Expert Joanne Banko, Embroidery Mentor Deborah Jones and renowned educator to the Stars, Louis Carney. Join us 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. You will sew projects in 3 different classrooms and have your very own assigned machine. You will gain valuable knowledge, experience and leave inspired with new unique techniques, projects and memories. Most of all, you will 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 seen. Be part of the first event of it's kind in Louisiana.





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### Meet Your University Instructors



## JOANNE BANKO

FREELANCE SEWING EDUCATOR. FEATURED ON PBS IT'S SEW EASY

Joanne Banko is a freelance sewing educator and a self proclaimed sewing cheerleader. You can see Joanne's online teaching segments broadcast on the popular PBS TV show, It's Sew Easy. She is a frequent contributor to Designs in Machine Embroidery magazine and author of the book *Wrapped in Embroidery*. The book is available at AllBrands.com.



## DEBORAH 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.

## LOUIS CARNEY

RENOWNED EDUCATOR

Louis Carney began his sewing career at the early age of 12 in his hometown of Kansas City, Missouri, where he studied tailoring, design and visual merchandising in advanced curriculum in prep school. After college, he began his career in the sewing machine industry, which included working with stores in Chicago and New York City where he now resides.





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#### Barbara Mikolajczyk

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.



#### Paulette Bell

Paulette Bell is a freelance educator for Brother International, Home Appliance Division. She has been affiliated with the commercial embroidery industry for twenty five years as a shop owner, writer and most recently as an editor for Stitches Magazine.



#### Sharon Taylor

Sharon is a National Trainer and Sewing Educator for Brother International Corporation and has an extensive background in the business of sewing. She loves to teach and share her passion and enthusiasm in a classroom setting, inspiring students of all ages to discover and enjoy the fun of creativity. Sharon has taught classes all over the country in basic embroidery techniques, all about stabilizers, sewing projects, computer software basics, serger projects, heirloom sewing, and many more. Her expertise, along with the techniques she has developed over the years, enables her to provide fun and informative classes designed to bring excitement and enjoyment to the art of sewing.



#### Kim Montagnese

Kim began playing with fabric and sneaking the use of her mom's "forbidden" sewing machine in the early 70s. Long before great fabric or creative classes were available, Kim was forced to make it up as she went along. She came to love the look of hand appliqué, but lacked the patience. Fortunately, a series of mistakes led to the method she uses today. Students love the "no curved piecing", "inside out" and "quilts that keep on giving" concept of quilting. Kim loves the AHHA! moment students experience and has felt privileged to share the fun for the past 20 years. Kim's quilts have won many awards throughout Ohio, been displayed at the Denver International Airport as well as private collections across the country and also featured in Art Quilt Calendar. She is a member of Lorain County Piecemakers, Studio Art Quilters Association and Firelands Association for the Visual Arts, Quilt Alliance. Current new projects include becoming a certified Zentangle® Teacher





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### *Frequently Asked Questions*

**Q: How and where will I register at the event?**

A: We'll have registration tables set up for you just outside the event area inside the River Center. There you will check in and pick up your name badge.

**Q: Do I need to bring anything with me to the event?**

A: You will need to bring a pair of applique scissors. Some of the projects do require you to cut fabric. You may also want to bring a sweater or light jacket with you. The room can be a bit chilly at times.

**Q: When do I receive my free gifts?**

A: You'll receive all of your free gifts at the end of the first day.

**Q: What kind of machine will I be embroidering on?**

A: Top of the line embroidery machines will be supplied for you to use.

**Q: Will I get printed instructions for the projects?**

A: Yes, each project will be printed out for you. You will get the projects on a CD or USB stick to take home.

**Q: What kind of food will be served at the event?**

A: Buffet Style Lunch will be served. We always look to have a variety of food choices to accommodate different preferences. Each morning muffins will be available. Throughout the day we will provide coffee, soft drinks and water.

**Q: How many projects are planned?**

A: We have a total of 5 projects planned for the 2 days. Keep in mind, the Instructor may throw in an extra project if time permits.

**Q: How difficult will the projects be?**

A: Based on feedback from past events, we are working with the instructors to make the projects more challenging.



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## Downtown Baton Rouge Map & Directions

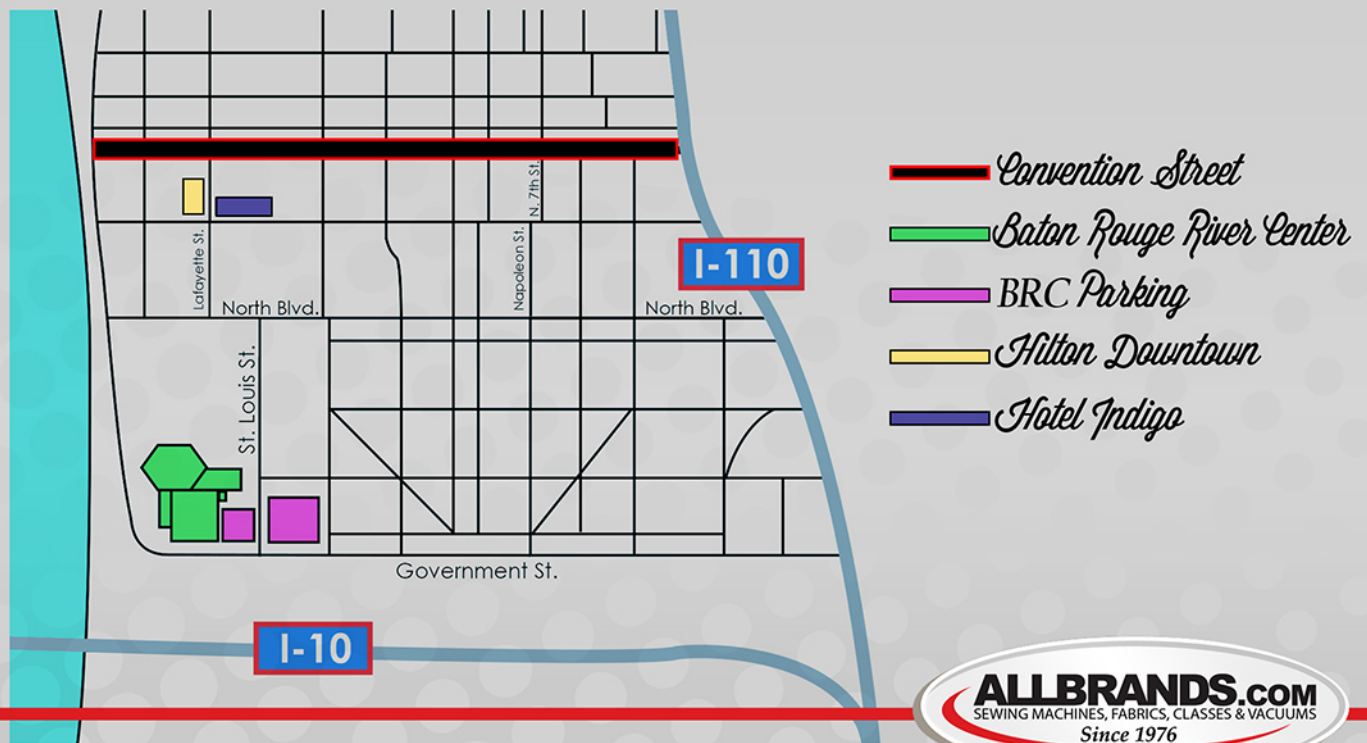
### Driving Directions – Baton Rouge River Center

*(From New Orleans/Hammond)*

Take Interstate 10 Westbound to just before the 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 the 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 three intersections forward onto N. 7th Street/Napoleon. Follow Napoleon to Government Street and turn right. Remain in the right lane up to the traffic light at St. Louis Street, turning right. Paid parking lots will be to your immediate right or left.



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Since 1976



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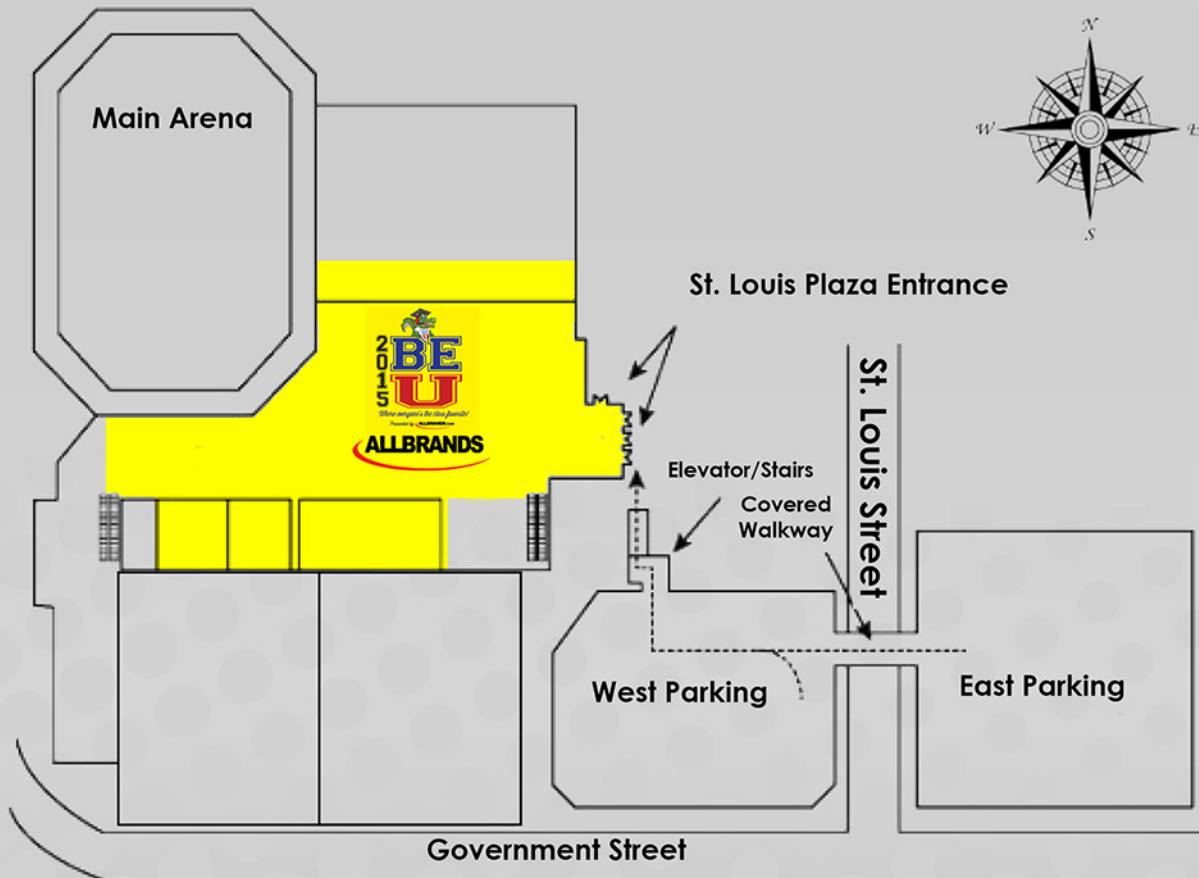
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## River Center Event Placement & Details



### Event Parking – \$5 per Day

Two multi-floor parking facilities with convenient elevator access are located adjacent to the Baton Rouge River Center. You will need to reach the plaza level (F3), then either take the covered walkway from the east to the west facility, or the covered walkway from the west to the event. Large directional signs will be placed within view. The main entrance will be to your immediate left. Once inside, you will see the registration table.



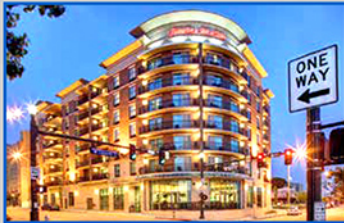


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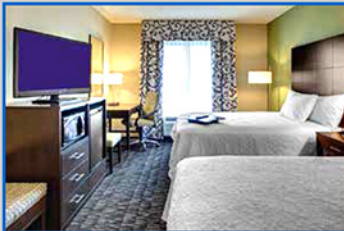
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### *Suggested Host Hotel Information*



**Hampton Inn & Suites Downtown**  
462 Lafayette Street  
Baton Rouge, LA 70801  
Direct 225.382.2100 or  
1.800.HAMPTON (426.7866)

[www.hamptonbatonrouge.com](http://www.hamptonbatonrouge.com)



#### Features and Amenities Include:

- Complimentary High-Speed Internet Access and Wi-Fi
- Extended Cable Including HBO, ESPN, CNN, and HD
- Fresh Fruit, Coffee, Hot Chocolate, Tea in the Lobby
- Electronic Safes Available at the Front Desk
- Baggage Storage (Charges May Apply)
- On-Site 24-Hour Convenience Store
- Free "On the House™" Hot Breakfast
- Free "On the Run Breakfast Bags™"
- Full Equipped Fitness Center
- 42" HDTV in all rooms
- Multi-Lingual Staff



### *Alternate Hotel Options*

#### **Hotel Indigo**

200 Convention Street  
225.343.1515 • 877.270.1392

See map on next page

#### **Hilton Baton Rouge Capitol**

201 Lafayette Street  
800.HILTONS (445.8667)

See map on next page

All alternate hotel options are located conveniently downtown, near the Hilton and the Baton Rouge River Center.







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### Event Agenda

#### FRIDAY, NOVEMBER 13TH

9:00AM Main Room Welcome & Introductions

9:15AM Main Room Choosing the right Stabilizer Deborah Jones

9:45AM Main Room Dream Fabric Frame Kim Montagnese

10:35AM Breakout Sessions

Persona Room **GROUP A** with Joanne Banko

PR1000 Room **GROUP C** with Deborah Jones

XV8500 Room **GROUP B** with Louis Carney

12:05PM Test Drive Area Lunch

1:00PM Breakout Sessions

Persona Room **GROUP C** with Joanne Banko

PR1000 Room **GROUP B** with Deborah Jones

XV8500 Room **GROUP A** with Louis Carney

2:30PM Break

3:00PM Breakout Sessions

Persona Room **GROUP B** with Joanne Banko

PR1000 Room **Group A** with Deborah Jones

XV8500 Room **Group C** with Louis Carney

4:30PM Main Room Prizes and Drawings

#### SATURDAY, NOVEMBER 14TH

9:00AM Main Room Welcome & Introductions

9:05AM Main Room What hoops to use & why Deborah Jones

9:35AM Main Room Wrapped in Embroidery Joanne Banko

10:00AM Breakout Sessions

Persona Room **GROUP A** with Joanne Banko

PR1000 Room **GROUP C** with Deborah Jones

XV8500 Room **GROUP B** with Louis Carney

12:00PM Test Drive Area Lunch

1:00PM Main Room Video & Prizes and Drawings

1:30PM Breakout Sessions

Persona Room **GROUP C** with Joanne Banko

PR1000 Room **GROUP B** with Deborah Jones

XV8500 Room **GROUP A** with Louis Carney

3:00PM Break

3:15PM Breakout Sessions

Persona Room **GROUP B** with Joanne Banko

PR1000 Room **Group A** with Deborah Jones

XV8500 Room **Group C** with Louis Carney

4:45PM Main Room Prizes and Drawings

\*Retail Shopping mall will stay open until 5:30PM both days.

