

# 2016

# BAYOU SEWING & EMBROIDERY EXTRAVAGANZA

PRESENTED BY **ALLBRANDS.com**

TAKING SEWING AND EMBROIDERY TO A NEW LEVEL!



## FRIDAY & SATURDAY, NOV. 11 & 12

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



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**AllBrands.com** is excited to announce that we're launching a whole new event for Baton Rouge. Our new Bayou Sewing & Embroidery Extravaganza, will be held November 11th and 12th, 9AM to 5PM with doors opening at 8AM both days.

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

AllBrands.com is excited to announce that we're launching a whole new event for Baton Rouge. Our new Bayou Sewing & Embroidery Extravaganza, will be held November 11th and 12th, 9AM to 5PM with doors opening at 8AM both days. 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 Experts Joanne Banko, Deborah Jones, Cindy Hogan, Coleen Swettman, Barb Mikolajczyk, Denise Wild and Host of the hit TV series "It's Sew Easy" Angela Wolf and also from the hit TV series "Scrap Book Soup" Julie Fei-Fan Balzer. 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 Sewing and Embroidery fun. You will create projects in 5 different classrooms and one classroom will be a lecture demo to give you insight on the latest software and embroidery supplies. Everyone will have your very own assigned machine. This means NO MORE TEAM SEWING! 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 sewing & embroidery to transform everyday items into money making projects with your hobby. You will be inspired with sewing & embroidery techniques and projects that are easy, exciting, fabulous, and fun. This truly is a one of a kind event!



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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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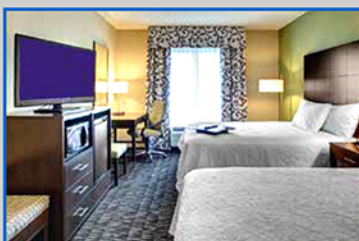
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## *Suggested Host Hotel Information*



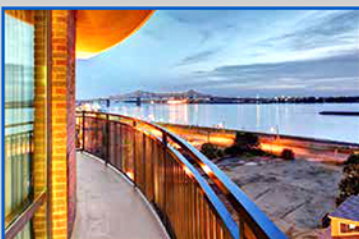
**Hampton Inn & Suites Downtown**  
462 Lafayette Street  
Baton Rouge, LA 70801  
Direct 225.382.2100 or  
1.800.HAMPTON (426.7866)

[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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## *Downtown Baton Rouge Map & Directions*

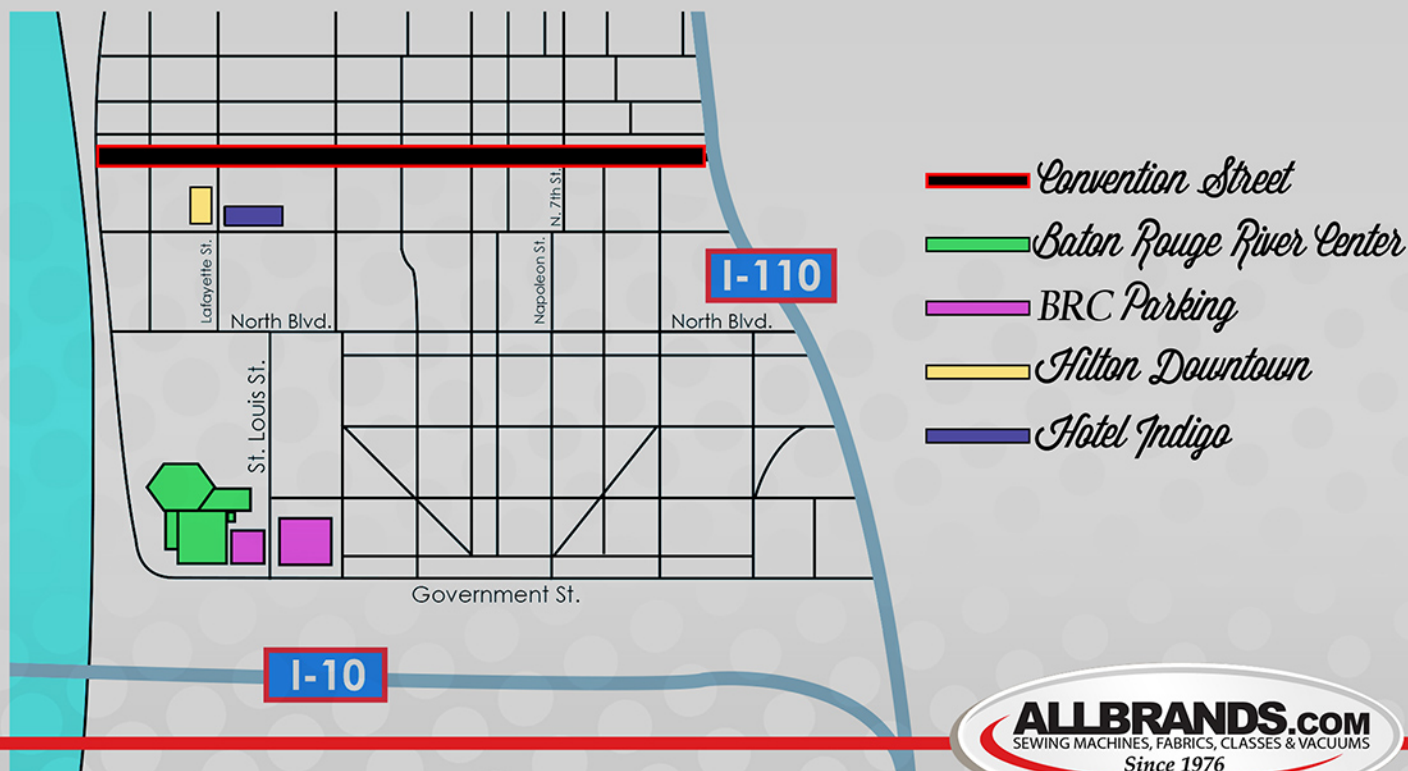
### Driving Directions – Baton Rouge River Center

*(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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### *Meet Your Instructors*



#### Angela Wolf

Angela Wolf is the anchor of the PBS series *It's Sew Easy*, host of Craftsby's YouTube sewing channel and spokesperson for Brother. She teaches online classes on Craftsby.com and Patternreview.com, with over 80,000 students from all over the world. Author of *How to Start a Home-based Fashion Design Business*, has contributed to both *Threads* and *SewStylish* magazines, and blogger for Brother's Blog *Stitching Social*. Angela started sewing at a young age and continued to design women's apparel throughout college. With an entrepreneurial spirit and passion for fashion and sewing, she launched and ran a successful custom apparel and alteration business for over 18 years. She has since launched a pattern collection *Angela Wolf Pattern Collection™* for the home sewer. Angela is a blogger, vlogger, spokesperson, brand ambassador, and consultant. She is the winner of 2008 *Passion for Fashion*, 2012 *American Sewing Expo's* teacher of year, and spends her time speaking and teaching all over the country. When she is not sewing, you will find her fishing on Lake Michigan or in the Florida Keys with her husband Winn, on the *Win-n-Angel*!



#### Joanne Banko

Joanne credits her Mother for sparking her passion for sewing. At the beginning of ninth grade, her Mother offered her a choice between ready-made back to school clothes, or a new sewing machine and fabric! Joanne chose the machine and has been sewing ever since! A graduate of Progressive Fashion School in Cleveland Ohio, she is happy to say that her entire career has been sewing related. As an author, Joanne has written articles for national sewing publications and is a frequent contributor to the popular *Designs In Machine Embroidery* magazine. Her book titled *Wrapped in Embroidery* will be published in late fall 2013. Joanne has also been featured in the hit TV show *It's Sew Easy*. As a freelance educator for Brother International Sewing Machine Company, she enjoys teaching, writing, and designing projects to share with fellow sewing enthusiasts.



#### Deborah Jones

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.



#### Cindy Hogan

Cindy Hogan resides in Tennessee with her husband. She has a BS and MS from the University of TN in Special Education and was a full time Special Education teacher until 2003 when she decided to change career paths and use her knowledge of PE-DESIGN® and Education to be a freelance National Product Training Specialist for the PE-DESIGN® software & the BES® Embroidery Lettering software. Cindy is an internationally recognized PE-DESIGN® software expert. She began working with the PE-DESIGN® software when it was first introduced and began teaching the software on a freelance basis after 6 months of self instruction. She has had the pleasure to introduce the last four versions of the Software for Brother International in the United States at their Back to Business Events and has been an invited educator for the past 8 years. When not teaching, you will find her writing her "Easy" instructions for the software programs.



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#### Barb Mikolajczyk

**BARB 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.



#### Coleen Sweetman

**COLEEN SWETTMAN** 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.



#### Cathy Gandy

**CATHY GANDY** has been working as a sewing machine consultant since 2000. As a consultant she has traveled the country conducting sewing classes and seminars. After attending UNM she started her sewing career. From a home business to managing a sewing machine dealership she has gained extensive knowledge of the sewing industry. She has taught serger, embroidery, quilting, and sewing classes at expos and retailers across the country. Cathy is an Eleanor Burns Quilt in a Day certified teacher, a Sulky Certified Instructor and a Tuffet Affiliate. Cathy resides in Atlanta, Georgia.



#### Denise Wild

**DENISE WILD** is the host of Holiday Makeover, Makeful's first original TV series, and the producer and host of the LoveSewing learn-to-sew DVD series. Denise appears regularly as a sewing and craft expert on shows including Cityline, The Shopping Channel, the TODAY show, The Morning Show, Inside the Box with Ty Pennington, Breakfast Television, Daytime, The Marilyn Denis Show, Steven and Chris, Sew It All, Fairchild TV, NBC Mobile News, and Morning Live. Denise works as a spokesperson and brand representative for a number of high-profile companies including Walmart, Avery, Brother, HomeSense, DeSerres, and Harlequin.

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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.

