



BAYOU EMBROIDERY UNIVERSITY

PRESENTED BY **ALLBRANDS.com**

Where everyone's the Class Favorite!



FRIDAY & SATURDAY, NOV. 14TH - 15TH

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 70802



2014

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AllBrands.com is excited to announce our second Bayou Embroidery University., November 14th and 15th, 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.

We have assembled two of the Best educators in the business to instruct you.

Come meet Embroidery Expert, Angela Wolf, host of the television show "It's Sew Easy", and also Embroidery Expert, Joanne Banko. We will also have in attendance National Educators Jude Szczepanski, Michelle Gillmartin, Jewell Hulitt and Toni Weresch. 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. 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 stitch 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. See you there!





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Gift Ideas with Angela and Joanne



Gift Bag



Couched Scarf



Teddy Bear



Sewing Tote



Jewelry Bag



Pillow Case

Take home instructions will also be provided.



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Lynch Menu Selections

FRIDAY, NOVEMBER 14, 2014

COFFEE STATION 8AM-9AM

Regular & Decaf Coffee, Kentwood Water

BOXED LUNCHEON 12:30PM-1:30PM

Turkey Bacon Club *

(Turkey Bacon Club, Sharp Cheddar Basil, Mayonnaise, Lettuce, Tomato, Purple Onion, on Multi Grain Bread, Served w/Kosher Pickle Spear Red Skinned Potato Salad, Bagged Chips and Jumbo Cookie)

Grilled Chicken Club*

(Marinated Grilled Chicken, Roasted Red Peppers, Crispy Bacon, Cheddar and Parmesan Cheeses, Ranch Dressing, Diced Tomatoes, and Lettuce, on Multi Grain Bread, Served w/Kosher Pickle Spear, Red Skinned Potato Salad, Bagged Chips and Jumbo Cookie)

Vegetarian Wrap*

(Grilled Portobello and Button Mushrooms with Cucumber Shredded Carrots, Baby Spinach, Alfalfa Sprouts, Red Red Peppers, Purple Onion with Balsamic Vinaigrette in a Garlic and Herb Wrap Served with Kosher Pickle Spear, Red Skinned Potato Salad, Bagged Chips and Jumbo Cookie)

*Ice Tea & Lemonade Provided

PM BREAK

Ice Tea & Lemonade Provided

SATURDAY, NOVEMBER 15, 2014

COFFEE STATION 8AM-9AM

Regular & Decaf Coffee, Kentwood Water

BOXED LUNCHEON 11:50AM-12:50PM

Ham and Swiss Sandwich*

(Honey Glazed Ham, Big Eye Swiss Cheese, Lettuce, Tomato, Honey Mustard Dressings, Red Onion on Sliced Multi Grain Bread, Served with Kosher Pickle, Pasta Salad, Bagged Chips, and Jumbo Cookie)

Chicken Salad Sandwich*

(Oven Roasted Chunky Chicken Salad with Toasted Walnuts and Boursin Cheese, Lettuce, Tomato and Curried Mayonnaise on Multi Grain Bread Served with Kosher Pickle Spear, Pasta Salad, Bagged Chips and Jumbo Cookie)

Portobello Nicoise Salad*

(Grilled Portobello, Baby Red Potato, Cornichons, Hard Boiled Eggs, Capers and Tender Baby Green Beans with Lettuce Served with Lite Italian Dressing with Garlic Breadstick)

*Ice Tea & Lemonade Provided

PM BREAK

Ice Tea & Lemonade Provided



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Meet Your University Instructors



ANGELA WOLF

OWNER OF ABO APPAREL. FEATURED ON PBS IT'S SEW EASY

Angela Wolf is the owner of ABO Apparel, a custom apparel business. She is the couture sewing expert on the PBS series It's Sew Easy, and is a contributor to AllBrands.com Blog, Threads and SewStylish magazines as well as PatternReview.com. Recently, she launched her own ready-to-wear collection, wrote the book How to Start a Home-Based Fashion Business and was voted 2012 Teacher of the Year by the American Sewing Expo.



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.



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Jude Szczepanski

Jude has spent the majority of her life in the advertising and marketing field. She has owned her own graphics/service bureau working as lead designer and Creative Director at corporate headquarters of Keybank, N.A. in Cleveland, Ohio.

In 2003, Jude discovered the wonderful world of machine embroidery, and hasn't looked back. Her favorite projects are "in the hoop" but she is always just a stitch away from the next new thing.



Michelle Gillmartin

Michelle Gillmartin has owned her own businesses since the age of 19. Before working fulltime for Brother and while she owned a small business in an unrelated field, she started a successful sewing education and consulting business. As a result, Michelle has expertise in all areas of starting up, promoting and running small businesses. She currently works full time for Brother as a PR-650/PR-1000 specialist. Certified by both Palmer and Pletsch and the Home Sewing Association, and a member of the Northern Nevada Chapter of American Sewing Guild, she has been sewing since the age of 8.

She is a two-time ASG National Creativity Contest winner, as well as a Viking Creative Challenge winner. Unique garment details and embroidery are her specialties and she is particularly interested in exploring new possibilities enabled by Brother PE-Design Next embroidery software with Brother Clients. She pursues her sewing/embroidery obsession in Reno, NV.



Jewell Hulitt

Jewell Hulitt, freelance Consultant Educator for Brother International, Inc. has been sharing her love for sewing, and quilting for over 30 years. When the first home embroidery machine was introduced, she was one of the very first industry educators to teach the basics of home embroidery. Jewell's years of experience and wealth of sewing knowledge has been shared from coast to coast, both for consumers and sewing business owners. Her tips and solutions to everyday challenges in home embroidery has increased the enjoyment of this hobby for thousands.

She 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 a relaxed personality makes her class fun, informative, to the point and creates a workshop type atmosphere.



Toni Weresch

Toni's love for embroidery started when the PE100 was introduced. She started with embroidery just for fun and it has expanded into a passion. She has worked at multiline dealerships for over ten years. She sold Brother Machines and really enjoyed helping the consumer to use their machine to the fullest. Working for Brother has given her the opportunity to meet other people with the same passion across the country.





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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 your 3 member team. Each person will get the projects on CD or USB stick to take home.

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

A: Box lunches 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 6 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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Host Hotel Information & Details



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

www.hamptonbatonrouge.com

See map on next page



\$129.00
per Night
(Minimum of
Two Nights)
\$8/Night Self-Serve Parking Required

Use Group
Discount Code:
PAB



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

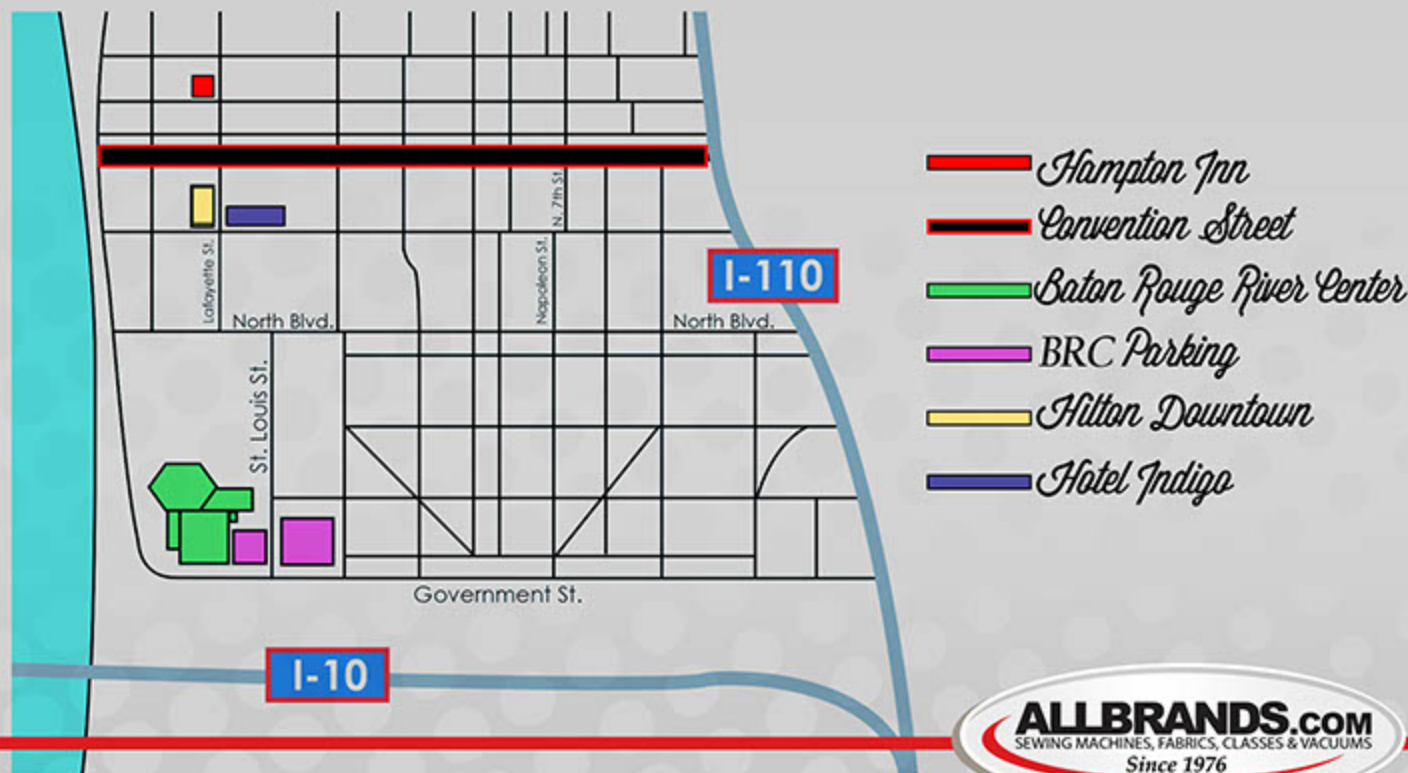
Driving Directions – Baton Rouge River Center

(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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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, followed by an escalator ride on your left down to the registration area.

