

<p>HANDS ON WORKSHOP No Big Hoop? No Problem! How to fill a 10x10 craft show booth with designs made entirely in a 5x7 hoop. –</p> <p>Ellia Jacksford Designs 9/22 09:00 AM - 11:30</p>	<p>*** THIS IS A HANDS-ON WORKSHOP - It is strongly suggested that you bring your embroidery machine with you to this class. You will be stitching following the lecture portion of the class*** Included with your registration, you will receive materials needed to stitch during the class - thread and bobbin not included</p> <p>Would you like to sell your products, but feel limited by a smaller hoop size? Let Jacki, from Ellia Jacksford Designs, show you how to fill an entire 10x10 sized craft booth with designs made entirely in a 5x7 hoop! In this super informative HANDS-ON class, you will learn everything you need to know about choosing successful shows, how to set up your space, pricing your goods, and all the different things that you can make in a 5x7 hoop that are proven sellers. Bring your machine and stitch along! Following the discussion, we will stitch out multiple projects discussed throughout the lecture. Class price includes a kit that will be composed of material and stabilizer for projects to be stitched in class and over 20 Ellia Jacksford Designs to get you started. It is recommended you bring a machine as there will be none to rent. You will also need to bring an assortment of thread colors and a few extra prewound bobbins.</p>
<p>HANDS ON WORKSHOP - Stitch Artist - Lisa Shaw 9/22 12:00 PM - 02:30 PM</p>	<p>*** THIS IS A HANDS-ON WORKSHOP - Please bring your personal computer with Stitchartist downloaded to class***- You will receive an email from Lisa Shaw prior to the class that outlines everything you need for the class</p> <p>We are going to work in Stitch Artist at the beginner level to learn a bit of digitizing and how the tools work in our software. From fills to outlines, planning your project - We will even go over in the hoop designs. We are going to have some fun learning what it is to create original designs without stress! Those that choose to take the class using the demo version will learn a lot about how the software works but will not be able to save.</p>

<p>HANDS ON WORKSHOP - Embrilliance Essentials - Lisa Shaw 03:00 PM - 05:30 PM</p>	<p>*** THIS IS A HANDS-ON WORKSHOP - Please bring your personal computer with Essentials downloaded to class***- You will receive an email from Lisa Shaw prior to the class that outlines everything you need for the class</p> <p>We will go through the basics of the programs from opening designs, resizing, adding lettering, and other customizing functions. From changing colors to adding new colors and working with the different parts of the designs - the learning won't stop there! We will get into the sewing similar learn how to check out designs before they stitch - yes you can resize, but how do you know when it's a good idea? Or, better yet, when you REALLY REALLY should do a test sew to verify it's a good idea. Bring your questions and come ready to learn. There is so much to this program, and we will cover lots of tips and trips to help you customize your designs quickly and easily.</p>
<p>Time is Money: Work Smarter not Harder by Cassidy Winn with Sewing Seeds 9/23/22 08:00 AM - 09:00 AM</p>	<p>In this class, I'm going to share all the tips and tricks that I've learned along the way. Don't be like me, for 7 years I wasn't making money. I was just flipping money. Time is money in this business, so I'm going to help you find ways to prep properly and get items on/off your machine quickly so you can make a profit in the applique/embroidery business. It's time you start working smarter, not harder.</p>
<p>Creating and Editing SVG Files - Julie Griffey 9/23/22 08:00 AM - 09:00 AM</p>	<p>SVG files are a versatile vector-based art format that are used by embroidery digitizers and graphic designers. In this workshop, you'll learn how to make your own original vector-based art (in SVG format) as well as edit existing files. We'll be locating and installing new fonts, covering common editing techniques, and experimenting with brushes, lines and shapes to produce different looks. Don't think you have the right software? Have no fear – we will be using freely available programs.</p>

<p>Making Embrilliance Work for YOU - Lisa Shaw 9/23/22 08:00 AM - 09:00 AM</p>	<p>Which program is right for you? The whole purpose of software is to help you with your machine embroidery projects. To quickly do what you need to do with your computer so you can get stitching now! This class will show you how the Embrilliance programs work together to help you get the most from your software.</p>
<p>Screen Printing with Just a Heat Press- Transfer Express 9/23/22 08:00 AM - 09:00 AM</p>	<p>With just a heat press and 4 seconds you can offer screen printed apparel. At this class we will introduce heat presses and talk about how to create art, order and press screen printed transfers. This is a great addition to your embroidery or vinyl business.</p>
<p>Creating With Siser Vinyl - Tips and Tricks - Introduction - Stephanie 08:00 AM - 09:00 AM 9/23/22</p>	<p>Are you curious what you can create with vinyl? In this class Stephanie will introduce Siser vinyl and teach you tips and tricks to feel confident when creating your designs. This is the introduction class, and she will also be teaching a more advanced class.</p>
<p>How To Build a website – Julie Griffey 9/23/22 09:45 AM - 10:45 AM</p>	<p>If you already have a business and are ready to take it to the next level or are planning to start a business and want to get off to a great start, this is the class for you. In this class we will discuss how to build a Shopify website from start to finish. The result will be a professional looking website that will be sure to catapult your business. Make sure to bring your notebook, you will want to take notes!</p>
<p>Digitizing 101 - Lisa Shaw 9/23/22 09:45 AM - 10:45 AM</p>	<p>Start from the basics - digitizing is drawing a shape and assigning a stitch type. This class will start with this concept and work through how to work with graphics / photos / drawings to create embroidery designs.</p>
<p>Crafty Construction - In the Hoop - Shelly Smola 9/23/22 09:45 AM - 10:45 AM</p>	<p>Let me show you how to become a carpenter and build a house in the hoop. Tips, tricks, and everything else you need to know to use your embroidery machine to build 3D castles, fairy cottages, and more!</p>
<p>Creating With Siser Vinyl - Advanced – Stephanie Young 9/23/22 9:45 am – 10:45 am</p>	<p>Are you curious what you can create with vinyl? In this class Stephanie will introduce Siser vinyl and teach you tips and tricks to feel confident when creating your designs. This is the advanced class. She will build on the techniques that were taught in here introduction class.</p>

<p>Magic In the Hoop - Evy- A Bit Of Stitch 9/23/22 11:30 AM - 12:30 PM</p>	<p>Machine Embroidery Enthusiasts, come learn what else your embroidery machine can do! Such as: make toys or become a florist. How about paper piecing (and quilting!!) without using your brain? What about putting embroidery on things you CAN NOT get in the hoop? YES, your embroidery machine can do all of this, and so much more.</p> <p>For instance, did you know your embroidery machine is also a dye cutting tool? Did you know you can “sew” in the hoop? Whip up wonders with your embroidery machine – Let Evy from a Bit of Stitch show you how!</p>
<p>Computer Basics for Embroiderers and Printers - Julie Griffey 9/23/22 11:30 AM - 12:30 PM</p>	<p>Don't let the tech side of embroidery scare you! In this workshop, I'll teach you how to locate, extract and transfer files on both a MAC and a PC. We'll also discuss common file formats and how they are used. Finally, I'll share tips and tricks for file organization, backup and making your workflow smoother.</p>
<p>Adding some WOW to your designs - easy digitizing with motifs -Lisa Shaw 9/23/22 11:30 AM - 12:30 PM</p>	<p>YES, we said EASY and Digitizing in the same sentence! Motifs are pretty and fun to work with. From elegant, embossed designs to textured fabrics to pumping up your satin applique finishing stitches, we will explore some fun ways to use motifs in our embroidery designs</p>

<p>Multi Needle Machines - Tips and Tricks - Sewingmachine.com 9/23/22 11:30 AM - 12:30 PM</p>	<p>Learn Maintenance tips including proper oiling and cleaning on your Multi needle machine. Go over settings and color change options. Discuss backing types and features along with the differences and uses of stabilizer and specialty backing. Test and try hooping aids including Mighty hoops, Hootech Clamping systems and Durkee frames. See the use of hooping aides and techniques along with new industry products including embroidery software choices</p>
<p>Epilog Laser Engraver – Casey 9/23/22 11:30 AM - 12:30 PM</p>	<p>Thinking about adding a laser cutter/engraver to your business or hobby? Casey with Hatley and Associates will show you the benefits of owning an Epilog laser. He will explain the wide range of applications and materials and show examples of projects completed.</p>
<p>Growing Your Business Using Social Media - Kelly Payne - Embroidery Nurse 9/23/22 01:15 PM - 02:15 PM</p>	<p>Promoting your handmade products on social media can be a very successful tool to growing your business. We will talk about the top social media platforms you should be using in your handmade business and tips for how to get started.</p>
<p>Scrap Busters - All Stitched Up By Angela 9/23/22 1:15 – 2:15 PM</p>	<p>Learn techniques to use all those fabric scraps either laying around or get thrown away. Create your own custom fabric combinations for one-of-a-kind appliqués or small sewing projects.</p>
<p>Neckline Embroidery - Lisa Shaw 9/23/22 01:15 PM - 02:15 PM</p>	<p>One of the hottest trends is neckline embroidery - for curved necklines and V-necks. From names to cute sayings to inspirational quotes- this embellishment has a vintage look but is easily created with your embroidery machine. Lisa will show you how to choose the right font, create the layout in software, hoop your garment correctly and stitch your design layout EXACTLY where you want it - no guessing.</p>
<p>Embellish It - Sublimation VS Digital Transfer - SewingMachine.com 9/23/22 01:15 PM - 02:15 PM</p>	<p>Learn the differences between Sublimation and Digital Transfer by seeing the latest in equipment and accessories. Discover pricing and other important features of each of these awesome processes.</p>

Sublimation The Artsprix Way - Libby Ashcraft
9/23/22
01:15 PM - 02:15 PM

Looking for a way to get started in Sublimation? Want a quick, easy, fun project for to do with your family this Summer? Join Libby as she goes over the basics of sublimation and shares tips and tricks for using Artesprix Sublimation Arts and Crafts Supplies to create beautiful, permanent, personalized items WITHOUT a sublimation printer! That's right, no sublimation printer required! Libby will discuss ways you could incorporate using your electronic cutter as well as what crafting tools you already have that will compliment your Iron-on-Ink Artesprix projects. Artesprix makes Sublimation fun, easy, and accessible for everyone! Class attendees will receive an extra special discount code as well as exclusive freebies from Artesprix.

Beginner Embroidery - Ellia Jacksford Designs
9/23/22
03:00 PM - 04:00 PM

Embroidery doesn't have to be difficult or scary! If you're new to embroidery and struggling to understand what stabilizer to use or projects to try, this is the class for you. Beginning Embroidery will cover everything from stabilizer, embroidery vocabulary, tools to help you, to detailed explanation of beginner designs that you need to try and so much more. You will leave this class with a whole new knowledge set and confidence going forward in your embroidery journey. Follow along with Jacki as she stitches a design from start to finish. Attendees will have the opportunity to ask questions.

Brother Scan N Cut - Brother International
9/23/22
03:00 PM - 04:00 PM

In this class we will discuss all the things that the Brother Scan N Cut has to offer. It is a very versatile machine. Scandalous – Scan Designs – Cut Vinyl, Fabric and More.... Precise Cutting – Even Fussy Cut - Great for Applique, Embroidery Combination

<p>Turning Your Hobby into a Business /Pricing For Profit - Kelly Payne Embroidery Nurse 9/23/22 03:00 PM - 04:00 PM</p>	<p>Owning a small business can change your life and provide financial freedom, but pricing is a key component to your success. While it is fun to create your beautiful product, do you really know how much you are making? If you are not sure, or just want some tips on putting money in the bank, come join me. We will be breaking the whole thing down from cost of materials, extra costs and fees, the effect on the community, and (most importantly) we will discuss the value of your time! I hope to see you there!</p>
<p>Silhouette Studio Basics - Lisa Potts 9/23/22 03:00 PM - 04:00 PM</p>	<p>Are you afraid to get to cutting with your Silhouette? In this class you will learn how to use Silhouette studio so you can create those fun projects you have always wanted to. You will learn some tricks that will be major time savers. It's time to get out of your own head and create something fun and beautiful using the silhouette!</p>
<p>Working with Fusible for Applique, Quilting and much more featuring Hotfix Adhesive 9/23/22 03:00 PM - 04:00 PM</p>	<p>Have you ever wanted to work with fusibles? In this class, you will learn the following: Creating layered applique with a silicone mat. Cutting pre-fused fabric on home cutters. How to print and/or draw patterns onto paper backing of Hotfix Adhesive.</p>
<p>Everything You Need To Start A Sublimation Business / Hobby - Kingdom Designs 9/23/22 05:30 PM - 06:30 PM</p>	<p>Join Chris with Kingdom Designs as he provides tips on starting a sublimation business or hobby. He will discuss products, equipment, and designs. After this class you will know the types of products you can produce and be able to hit the ground running with your sublimation business.</p>
<p>Stabilizer 101 - Kelly Payne Embroidery Nurse 9/23/22 05:30 PM - 06:30 PM</p>	<p>A fundamental part of machine embroidery is understanding how to stabilize your projects. In this class, we will go over key stabilizers to have on hand. We will talk about the wide assortment of projects and what the recommended stabilizer would be. We will also talk about different methods of hooping and frames.</p>

<p>It's Laser Beams! Exploring Glowforge as an Addition to your Vinyl and Embroidery Business - Lisa Potts 9/23/22 05:30 PM - 06:30 PM</p>	<p>Learn the benefits of adding a Glowforge desktop laser cutter to your vinyl and embroidery projects. In this session, Lisa Potts will explain the Glowforge laser, what it does, its benefits, its limitations and if it's time to add it to your business. Join us as we discover this machine and how it can set you apart in your business.</p>
<p>Fabric Frenzy - Libby Ashcraft 9/23/22 05:30 PM - 06:30 PM</p>	<p>This class will take you through the tips and tricks for successful fabric cutting with your electronic cutter! Learn how to stabilize fabric (both with and without a backing) for clean, crisp cuts. Create no-sew Fabric projects with your cutter. No more tedious trimming appliqué pieces in the hoop!! Libby shares the tips and tricks for cutting, importing embroidery designs into your software, and cutting your appliqué pieces.</p>
<p>Tapping Into the Emotional Marketplace – All Stitched Up with Angela 9/23/22 05:30 – 06:30 PM</p>	<p>We have the unique gift and ability to meet the emotional needs of our customers. When we offer products to meet these needs, it not only gives them something super special but helps limit your business to exposure to recession. A goody bag will be provided in the class with a coupon, free pattern, and notion.</p>
<p>VENDOR Panel- Donuts and Discussion – 9/24/22 Room opens at 8:00 AM 08:00 AM - 09:30 AM</p>	<p>Have you ever wanted to have the chance to join some of your favorite vendors in a formal panel discussion? Here is your chance. You will get to listen to questions being answered and will have a chance to ask your own. Bring your bestie and join us for a fun, informative time. This is an exclusive event that is only open to the first 100 people. We will have donuts and coffee during a pre – show meet and greet. Each attendee in this class will get a "virtual freebie - from the panelists" The classroom will open at 8:00 and the panel discussion will begin at 8:30 am. You do not want to miss this</p> <p>Panelists: Aaron - Our Success Group Lisa - Embrilliance Stephanie - Siser Richard - Sewingmachine.com</p>

<p>Everything You Need to Start a Sublimation Business / Hobby - Kingdom Designs 9/24/22 08:30 AM - 09:30 AM</p>	<p>Join Chris with Kingdom Designs as he provides tips on starting a sublimation business or hobby. He will discuss products, equipment and designs. After this class you will know the types of products you can produce and be able to hit the ground running with your sublimation business.</p>
<p>All About That Cork - All Stitched Up By Angela 9/24/22 08:30 AM - 09:30 AM</p>	<p>Think outside the box and learn to craft with cork and use cork to “jazz” up your projects!</p>
<p>Flat Lay Photography - Cassidy Winn - Sewing Seeds Designs 9/24/22 08:30 AM - 09:30 AM</p>	<p>Flat lay is a style of photography where you literally lay your project flat against a background. It’s easier to master than other types of photography because you don’t have to worry about movement in the background. In this class, I’ll share all my tips for taking amazing photographs of your handmade crafts using the flat lay photography method. Great photography sells your craft. If you need help stepping up your product photography skills, this is the class for you.</p>
<p>All About Applique - Libby Ashcraft 9/24/22 08:30 AM - 09:30 AM</p>	<p>Explore appliqué from “start to finish” in this class. We will explore everything from “traditional” applique to machine embroidered applique – including using fabric, heat transfer vinyl, or just outline stitches! Tips and tricks for using software and your electronic cutting machine will also be included in this class. This class has something for everyone, from beginners to seasoned applique sewers!!</p>
<p>Advanced Embroidery, How to Elevate your Embroidery to the Next Level - Jacki Ellia Jacksford Designs 9/24/22 10:15 AM - 11:15 AM</p>	<p>Looking to take your embroidery to the next level? Advanced Embroidery will walk you through what’s next. In class instruction will cover everything from must have tools of the trade, to elevating your current designs, selling and marketing, and will finish with a detailed how to on some advanced in the hoop projects. You will leave this class with a better understanding of how to raise the bar on your current stitching and the confidence to tackle what comes next on your embroidery journey. Follow along with Jacki as she stitches a design from start to finish. Attendees will have the opportunity to ask questions.</p>

<p>Pricing for Profit and Confidence - Aaron Montgomery 9/24/22 10:15 AM - 11:15 AM</p>	<p>Pricing is an art form, but you can be a pricing rockstar if you implement proven strategies and avoid some common failures. Aaron hears way too many people claim to struggle with pricing, but he knows from experience that anyone can have a formula that will work for their business. And not just pricing to give away more products, but pricing strategies that put profit in your pockets. You will leave looking at your pricing in a different mindset. Aaron will leave you with action steps to go out and set your pricing so you will be confident in answering the question from your customers - How Much?</p>
<p>Making Embrilliance Work for YOU - Lisa Shaw 9/24/22 10:15 AM - 11:15 AM</p>	<p>Which program is right for you? The whole purpose of software is to help you with your machine embroidery projects. To quickly do what you need to do with your computer so you can get stitching now! This class will show you how the Embrilliance programs work together to help you get the most from your software.</p>
<p>CRIO Digital Transfers 101 - Sewingmachines.com 9/24/22 10:15 AM - 11:15 AM</p>	<p>Are you interested in adding transfers to your business? Learn what sets the CRIO printer apart. In this class you will learn the basics on how to use this machine, as well as all the things you will need to hit the ground running with digital transfers.</p>
<p>10 are Better than 1 (Multi Needle vs Flatbed) - Brother International 9/24/22 10:15 AM - 11:15 AM</p>	<p>What machine is best for you? In this class we will discuss the pros of muti needle machines vs flatbed machines, and what will be best for your use.</p>
<p>Holiday Sublimation Showcase / Items That Sell - Kingdom Designs 9/24/22 12:00 PM - 01:00 PM</p>	<p>Join Chris with Kingdom Designs as he showcases some of this season's most popular sublimation blanks. Will include Fall, Halloween, Christmas, & business themed products. He will also share the average costs of making these products vs the suggested retail prices to help you maximize your holiday sales!</p>

<p>Keys to Starting a Successful Product Decorating Business - Aaron Montgomery 9/24/22 12:00 PM - 01:00 PM</p>	<p>Are you thinking about starting a business but just don't know where to start? This is the class for you as success business coach, Aaron Montgomery has been in this industry for over 22 years. He motivates product decorators to develop a foundation to start and grow quickly. This class will cover everything from the nuts and bolts of starting your business, partnering with the right vendors, and finding the right markets for sales instead of just throwing things against the wall to see what sticks. We will also cover the fundamentals that make a strong business foundation so you can have a great plan will help guide you through the rough patches</p>
<p>Digitizing 101 - Lisa Shaw 9/24/22 12:00 PM - 01:00 PM</p>	<p>Start from the basics - digitizing is drawing a shape and assigning a stitch type. This class will start with this concept and work through how to work with graphics / photos / drawings to create embroidery designs.</p>
<p>Oh I Love Vinyl but What Can I do With it? – Glitter Bug Fairy 9/24/22 12:00 PM - 01:00 PM</p>	<p>Join Shanna from Glitter Bug Fairy as she shows dozens of different vinyl made projects, all done In The Hoop with your embroidery machine! Key fobs, bookmarks, earrings, luggage tags, Princess crowns, magic wands, wallets, all kinds of zippered bags, and so much more! Not sure about the different types of vinyl? Don't worry, Shanna will explain all about the types of vinyl, and give you tips on what works best for different projects. All attendees will leave with a list of awesome digitizers where you can find the designs of stitched items shown in class, plus a free sheet of vinyl so you're ready to get stitching!</p>
<p>Next Level Crafting with The Silhouette and Glowforge - Lisa Potts 9/24/22 12:00 PM - 01:00 PM</p>	<p>Are you tired of doing the same thing over and over? Why not combine two very powerful machines, your silhouette and glowforge to create something unique, and fun? You and your customers will fall in love with the result. This will add a whole new dimension to your crafting abilities and to your shop.</p>

<p>Corel Draw - Great Vectors Make Great Stitching 9/24/22 01:30 PM - 02:30 PM</p>	<p>Learn how to get the best vector art for production. CorelDRAW's Power Trace is the very best the industry has to offer. In this class we will make sure EVERYONE understands and can get quality Line-Art from their client's logos, internet pics, JPEG's, PNG's etc.</p>
<p>Be Creative using Siser Heat Transer Vinyl – Stephanie 9/24/22 01:30 PM - 02:30 PM</p>	<p>Stephanie from Siser will introduce you to a whole new world of crafting where embroidery and HTV collide. Combine embroidery with heat transfer vinyl, as appliqué, or as mixed media giving dimension. You name it - the possibilities are endless with Siser.</p>
<p>Finding Your Customers to Standing Out in a Crowd - Aaron Montgomery 9/24/22 01:30 PM - 02:30 PM</p>	<p>Have you ever felt less than motivated, and overwhelmed when choosing the direction of your business? You are not alone, but it does not have to be this way. When we don't work with the right customers or have that excitement about the possibility of working with our ideal customer, we don't feel fulfilled. In this class, Aaron Montgomery will provide actionable steps to find your niche, then utilize that niche to stand out in a crowd with both your physical and online presence. Armed with the excitement of our niche market you will find fulfillment and motivation to grow a business that reflects your unique self. It's time to stop trying to be all things to everyone and have a plan to be the best for your ideal customers.</p>
<p>Growing Your Business Using social media - Kelly Payne - Embroidery Nurse 9/24/22 01:30 PM - 02:30 PM</p>	<p>Promoting your handmade products on social media can be a very successful tool to growing your business. We will talk about the top social media platforms you should be using in your handmade business and tips for how to get started.</p>
<p>Rhinestones Made Easy - Libby Ashcraft 9/24/22 01:30 PM - 02:30 PM</p>	<p>Discover how to incorporate rhinestones into your projects with ease. Join Libby from to explore “all about” rhinestones, including the tools and materials for successful rhinestone designs and the rhinestone panel in Silhouette Studio and Brother Canvas Workspace. Learn how to add sparkle to garments, embroidery, and everyday objects.</p>