

# *Incredible You!*

16<sup>th</sup> Annual Education Conference, October 14-20, 2009

I am excited to be extending an invitation to you all for the 16<sup>th</sup> Annual Educational Conference of the Association of Sewing and Design Professionals. We want to make the trip to the Chicago area worth your time and money so we are continuing to offer longer classes and more choices. The conference itself will cover three days with optional two-day long Master classes both before and after the Core.

We are especially pleased that Betty Kirke will be joining us as we focus on her outstanding influence on dressmaking through her research and writing of the book *Vionnet*.

This is your opportunity to celebrate yourself and your business. Conference is a time to move forward in your business knowledge, your creative skills, and your enthusiasm for your chosen profession. I hope you all can come and become more of what you were meant to be—incredible!

Joyce Hittesdorf, President

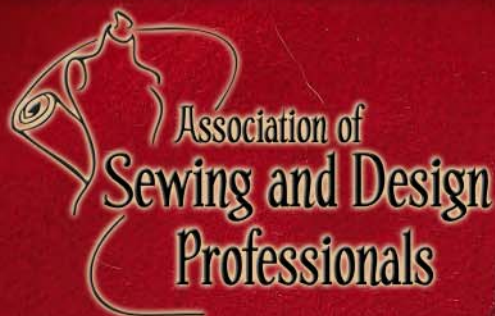


We are a non profit organization for professionals engaged in sewing and design related businesses. Our goals include providing:

*Networking and referral opportunities*  
*Leading edge technical education*  
*Business training for profitability*  
*Professional image development*

*The Association of Sewing and Design Professionals*  
*1901 N. Roselle Road, Suite 920*  
*Schaumburg, IL 60195*  
*877-755-0303*

[www.sewingprofessionals.org](http://www.sewingprofessionals.org)



**2009  
Lifetime Achievement  
Award Honoree**

*Betty Kirke*

We are pleased to announce Betty Kirke as the nominee of our 2009 Lifetime Achievement Award. Ms. Kirke has a long history in the apparel industry, beginning her studies as a Fashion Design major at the School of the Art Institute in Chicago.

She worked as a designer of wedding gowns in California for one year before moving to New York, where her design work evolved into career clothing for women. She retired for the first time in 1972. The following year, Ms. Kirke began working at the Metropolitan Museum of Art, New York City, in the Costume Institute, where she first was introduced to the innovative designs of Madeleine Vionnet. This led to extensive research on the works of Vionnet. A few years later, Ms. Kirke began a position of senior conservator of the costume and textile collection at The Museum of the Fashion Institute of Technology as well as teaching in its graduate program until she again retired in 1991.

Her incredible book, *Madeleine Vionnet*, first published in Japan in 1991, was published in the United States in 1998 and underwent a third edition printing in 2005.

Ms. Kirke continues to travel, write, and speak about Vionnet and costume conservation.

In 1999 she received the Milla Davenport Publication Award from The Costume Society of America in recognition of her excellence in scholarship in the study of costume.

We are honored and inspired to have her among us!



# Conference Schedule

## Tuesday, October 13

7:00 pm to 8:00 pm

**Conference Check-in---Hotel Lobby**

## Wednesday, October 14

7:00 am to 8:00 am

**Conference Check-in---Conference Center**

8:00 am to 5:00 pm

*Lunch on your own*

**Pre Conference Master Classes (Day 1)**

M1 – Fashion's New Direction *Sandra Ericson*

M2 – Alterations for Professionals *Linda Stewart*

## Thursday, October 15

8:00 am to 5:00 pm

**PreConference Master Classes continue. (Day 2)**

*Lunch on your own*

6:00 pm to 9:00 pm

**Conference Check-in---Conference Center**

**Threads Challenge Finalist Garment Check-in**

**Members' Showcase and Runway Show Check-in**

**Vionnet Identique Dress Form Check-in**

7:00 pm to 10:00 pm

**Members' Welcome Reception**



***Dress Red** and celebrate each others' success! The evening will be a toast to your success! There will be door prizes, refreshments, and the chance to learn more about "heart health" from the American Heart Association. So plan to walk the red carpet and join us for the kick-off festivities!*

## Friday, October 16

### **Core Conference**

7:00 am to 8:30 am

*Breakfast on your own*

**Conference Check-in ---Conference Center**

**Threads Challenge Finalist Garment Check-in**

**Members' Showcase and Runway Show Check-in**

**Vionnet Identique Dress Form Check-in**

8:30 am to 11:30 am

**Core Conference Master Classes A**

A1 – **On Hooks and Needles, Creating Custom Trim** – *Heather Winslow*

A2 -- **Getting Results: Using Marketing, Technology, and Customer Management to Improve Your Bottom Line** – *Linda Eaves*

A3 – **Sew Much Style! Create Flattering Wardrobe Choices** – *Nancy Nix Rice*

A4 – **Enlarging Scale Patterns** – *Janet Blood*

A5 – **Sequin Sampler: Learn How to Apply Sequins with The Tambour Hook!** - *Robert Haven*

11:45 pm to 1:00 pm

**Lunch and Keynote Presentation:**

**Dave Zemer of BNI "Business to Business Networking"**

1:00 pm to 10:00 pm

**Vendor Marketplace Open**

2:00 pm to 5:00 pm

**Core Conference Master Classes (A) continue**

5:00 pm to 7:00 pm

*Dinner on your own*

6:00 pm to 7:00 pm

**Conference Check-in---Conference Center**

**Threads Challenge Finalist Garment Check-in**

**Members' Showcase and Runway Show Check-in**

**Vionnet Identique Dress Form Check-in**

7:00 pm to 9:00 pm

**Drop in sessions:"50 Minute Miracles"**

*no registration necessary*

7:00 pm to 7:50 pm

**Color in Design - Betty Burian Kirk**

**Building Your Business - Laura Gorton**

8:10 pm to 9:00 pm

**Building Better Business Cards - Leslie Wiberg**

**Shimmering Silk - Heather Winslow**



## **Saturday, October 17**

7:00 am to 8:30 am

**Breakfast Buffet**

**Chapter Representative Meeting**

**Conference Check-in**

8:30 am to 11:30 am

**Core Conference Master Classes (B)**

B1 – **Beauties of the Boudoir** – *Debbie Bone Harris*

B2 – **Planning a Successful Trip!** – *Sandra Ericson*

B3 – **Secrets of Knit Patterns and Their Fit** – *Hazel Matthys*

B4 – **Take the Draping Challenge!** – *Catherine Stephenson*

B5 – **Amazing Felt!** – *Betty Burian Kirk*

11:30am to 12:00pm

**Member Check In for Annual Meeting**

12:00pm to 12:30 pm

**Annual Business Meeting - All Members**

12:30pm to 1:45 pm

**Lunch and Keynote: Mr. James Martin of the Color Marketing Group "What's Up With Color?"**

2:00 pm to 5:00 pm

**Core Conference Master Classes (B) continue**

5:00 pm to 7:00 pm

*Dinner on your own*

7:00 pm

**Members' Showcase and Runway Show with Threads Challenge**

*Followed immediately by a panel review of the garment evaluation process. This discussion will look at all aspects of evaluation as they relate to the Master Certification Program, Threads Design Challenge, and Chapter Evaluation.*

## **Sunday, October 18**

## **Core Conference continues**

*Breakfast on your own*

8:30 am to 11:30 am

### **Breakout Sessions (C)**

C1 – **Textiles: Their Structure and Performance** – *Catherine Stephenson*

C2 – **Everything you Ever Wanted to Know About The Sewing Business** – *Abby Riba*

C3 – **Build a Better Bust** – *Ruth Ciemnoczowski*

C4 – **Set Your Hourly Rate** – *Joyce Simons Murphy*

11:30 am to 1:30 pm

*Lunch on your own*

1:30 pm to 4:30 pm

### **Breakout Sessions (D)**

D1 – **Duplicating Your Favorite Garment!** – *Catherine Eisler*

D2 – **Basic Lighting and Product Photography** – *Todd Matus*

D3 – **Understructure: Support Your Bottom Line!** – *Janet Blood*

D4 – **Build Momentum, Build Your Business** - *Laura Gorton*

5:00 pm to 8:00 pm

**Vionnet Identique Exhibit Open**

7:00 pm to 8:00 pm

**Cocktail Hour – Cash Bar**

**Book Signing by Betty Kirke**

8:00 pm to 10:00 pm

**Annual Awards Banquet**

## **Monday, October 19**

## **Post-Conference Tour and Master Classes**

8:00 am to 5:00 pm

**Post –Conference Master Classes, (Day 1)**

*Lunch on your own*

M3 – **The World of Artful Garments** – *Rae Cumbie*

M4 – **Building Patterns Workshop** – *Suzy Furrer*

8:00 am to 5:00 pm

**T1 - Fabric Shopping Tour and Broadway Costumes**

*Box Lunch Included*

## **Tuesday, October 20**

## **Post-Conference Master Classes Continue**

8:00 am to 5:00 pm

*Lunch on your own*

M3 and M4 continue.



# Keynote Speakers

Friday...

## “Business to Business Networking”

**DAVE ZEMER** is the Executive director of the Eastern Wisconsin Chapter of Business Network International. BNI is the world's largest business networking organization. This presentation will explain how networking can increase your business and directly improve your profits.

Saturday...

## “What's Up with Color? Color Trends in our lives”



**JAMES MARTIN** is a leading authority on the use of color in Architecture and is on the forefront of the colorist movement. He founded The Color People, in 1979 (Denver, CO), designing color schemes for Victorian houses. Having noticed that attractive Victorians sold better than others, he has emphasized using color as a marketing tool ever since. James currently serves as the president of the Color Marketing Group, based in Alexandria, VA. Founded in 1962, CMG is a not-for-profit international organization whose members are located in more than 20 countries. They forecast “Color Directions” 19 months or more in advance for use in all manufactured products and services. CMG provides a

forum for the exchange of noncompetitive information on all phases of color marketing, color trends and combinations, design influences, merchandising and sales, and education and industry contacts. This presentation will explore the role that color can play in consumer choice.

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## Class Descriptions Master Classes

### M1 Fashion's Next Direction Sandra Ericson

Each century, a new cultural zeitgeist takes hold and then becomes mainstream in about 10 years, as is happening now in 2009. Designers like Raf Simons from Jil Sander, Matthew Ames, Timo Rissanen, Francisco Costa, Cathy Pill, Julian Roberts and Karolina Zmarlak are cutting new, exciting forms of clothing, unique to our new century. They are creating the silhouettes and using materials that will dominate the scene for a long time! This course teaches how to design the patterns for these new forms of clothing, including their surface design. We will experiment with zero-waste cutting, subtraction cutting, toroidal and topological forms, origami-based forms, engineered prints, one-piece patterns and more, creating many in paper to develop concepts and proportions before executing a half-scale garment. These new directions increase productivity and maximize the economic return since they are quick to cut and sew and achieve a high level of design. Visual presentations of designers' pieces accompany the lecture/demonstration portion.



**Minimum Enrollment: 10**

**Maximum Enrollment: 25**

**Skill Level: Beginner and above**

*Sandra Ericson* is a leading educator in the clothing and textile field, teaching fashion design, pattern making, draping, textile, and construction courses at City College in San Francisco for more than 30 years. She holds both a BA and an MA degree in clothing and textiles (San Jose State and San Francisco State University). In addition, she has developed two small businesses in the field **Body Blueprints** for custom pattern making, and **Antiquity Press**, a publishing business for out-of-print fashion books. Her personal research has led her to become an expert in design and pattern making, with a concentration in the work of Madeleine Vionnet. She has taught many courses for business and industry, guilds, clubs, and national apparel groups in addition to her collegiate teaching.

## **M2 Alterations for Professionals**

### **Linda Stewart**

This two day class is geared to the sewer who wants to become an alterations specialist or who already has an alterations business and desires to improve skills. Nearly every type of basic alteration is covered including hemming, letting out /taking in side seams, adjusting collars, cuffs, necklines and shoulders. Instruction will also include challenging problems such as clients with high hips, stooped shoulders, a large bust or protruding abdomen. This class teaches how to analyze and fit ready to wear garments to maximize comfort and make your clients look their best. This is a hands on class. Participants should bring a hand needle, small scissors, and thread.

**Minimum Enrollment: 10**

**Maximum Enrollment: 20**

**Skill Level: Intermediate to Expert Sewers**

*Linda Stewart* has more than 24 years of sewing experience, specializing in bridal, formalwear, and alterations. She was chosen as both a 2006 and 2007 Bernina Fashion Designer. In June of 2004 she won the Best Workmanship Award from *Threads* magazine for her entry in the *Threads/PACC Striped Challenge*. She also was co-winner of the Audience Choice Award at the PACC Educational Conference held at the Savannah College of Art and Design.



## **M3 The World of Artful Garments**

### **Rae Cumbie**

Spend two days designing and creating an artful garment for your own wardrobe or as a sample for your studio portfolio. You will have a sense of personal accomplishment and a renewed interest in your design business. Bring a stash of favorite fabrics, magazine clippings, patterns, and trims for inspiration and be prepared to cut and stitch your way to inspiring new levels.

Learn the ins and outs of combining fabrics to create a balanced and artful garment. This class will be a combination of lecture and demo with time to sew, including muslin fittings, interfacings, and underlinings as well as interesting lining options. If necessary, an evening trip to Vogue Fabrics will be arranged to complete your supply needs.

Participants should come with knowledge of basic jacket construction and flat pattern use. A supply list will be made available to registrants.

**Minimum Enrollment: 10**

**Maximum Enrollment: 15**

**Skill Level: Intermediate**

*Rae Cumbie* has been creating clothing for women and children in her home-based studio for more than 20 years. Her custom gowns for weddings and special occasions have earned her a place as one of Baltimore's most sought-after dressmakers and the title of Baltimore's Best Tailor by *Baltimore Magazine* in 2005. She also creates custom artful wearables and limited-edition jackets that have been shown at galleries and craft shows, including the 2005, 2006, 2007, and 2008 Strathmore Hall Juried Member Artists Exhibit, Baltimore's Artscape summer festival, Creative Craft Council's 2007 Biannual Exhibition, and Bazaar at the American Visionary Arts Museum. Her Little Black Dress entry was named Most Creative in the *Threads* magazine/PACC 2007 Little Black Dress Challenge.



## **M4 Building Patterns Workshop**

### **Suzy Furrer**

In this two day workshop, participants will get a hands-on overview from the author of "*Building Patterns: The Architecture of Women's Clothing*". Suzy Furrer will walk you through the steps of patternmaking and address all questions regarding fit and style. Each exercise will broaden your skills and provide a deeper understanding of the art of patternmaking from the French perspective. This class is designed for those sewers with limited patternmaking skills who are looking to grow. A supply list will be provided after registration. Susan's book is required to take this class and will be sold at a discount to class members. *Kit Fee \$45, unless you already have the text.*

**Minimum Enrollment: 10**

**Maximum Enrollment: 25**

**Skill Level: Those with limited patternmaking**

*Suzy Furrer* began her career in fashion in the early 1980s by designing, patterning, and knitting sweaters both by hand and machine and selling to San Francisco boutiques. She then studied for almost two years with San Francisco couturier Simmon Sethna, who learned industry patternmaking in Paris in the 1950s. Suzy then worked as a free lance patternmaker for Bay Area apparel companies dealing with both men's and women's contemporary clothing. She began Apparel Arts in 1996 to be able to continue the tradition of teaching the French-method of patternmaking. Enrollment in the school grew quickly. Soon classes in illustration and draping were added to provide a well rounded education for students. Suzy currently lives in Oakland, California with her husband and daughter and continues to own, operate and teach at Apparel Arts.

## **T1 Tour**

Explore some of Chicago's gems. This full day includes transportation and a boxed lunch. We will visit Broadway Costumes Inc. established in 1886 to provide quality rental costumes for the masquerade balls held by Chicago society as well as to provide for, and help develop, opera productions in the United States. You'll love to see the workroom with the custom-made industrial ruffler machine! There will be three additional stops that will have you shop happy, as we visit LZ Products / Chicago Discount Textiles (three floors of discount shopping!), Supreme Fabrics (home of great service and novelty fabrics and millinery supplies), and Vogue Fabrics, in Evanston. So bring your walking shoes and your wallet



# ***One Day Master Classes Core Conference***

## **A1 On Hooks and Needles: Creating Custom Trims Heather Winslow**

Adding knitted or crocheted trims to your garment can create that "one of a kind" distinction. It provides a unique finished edge as well as flexibility and comfort. This class is not designed to teach you how to knit or crochet, but rather how to add those techniques to your garment designs. You will be amazed at the wide range of options! . A supply list will be provided to participants in advance. *Kit fee \$5.*

**Minimum Enrollment: 10**

**Maximum Enrollment: 18**

**Skill Level: Beginning level knitting and /or crochet experience is necessary**

*Heather Winslow* is a fiber artist who specializes in nature inspired, classically styled, hand woven garments. She envisions her garment design as three dimensional sculpture using subtle details to adorn the body in a positive way that makes the wearer feel special just by putting it on. Heather also enjoys hand dyeing, knitting, and spinning, and teaches nationally and internationally. She is the author of *More on Moorman: Theo Moorman Inlay Adapted to Clothing* as well as many articles in fibre magazines.

## **A2 Getting Results: Using Marketing, Technology, and Customer Management to Improve your Bottom Line Linda Eaves**

This interactive workshop will focus on marketing as a path to growing your business and increasing profit. Participants will receive a brief example of a small sewn-products-business profile to set the stage for collaboration and discussion. With high-energy style, humor and creativity, Linda will guide the discussion to bring out a variety of techniques and approaches to your most important business problems: finding new sources of income and being profitable. She will demonstrate how breakthrough collaboration and thinking can change the game and keep your business growing. Attendees will leave with a set of ideas and solutions that they can really use.

**Minimum Enrollment: 10**  
**Maximum Enrollment: 25**  
**Skill Level: Open to all**

*Linda Eaves* brings business credentials that include 28 years in the technology industry, focusing on integrating business requirements with available technologies. She has experience in data mining and business analysis, and has also worked in sales, management, and held executive positions. Linda is a life-long sewer of garments and home dec, and is an award winning quilter as well as president of her local guild.

### **A3 Sew Much Style! Create Flattering Wardrobe Choices.** **Nancy Nix-Rice**

This class will focus on how to make wardrobe choices that flatter the individual and on how to combine those items into a fully coordinated wardrobe. Topics will include color selection and how to balance wardrobe colors to the individual's color. We will identify body types and choose flattering garment silhouettes for each and look at line and design concepts that will create visual balance within the overall silhouette. Tips on creating a taller and trimmer look as well as for necklines and facial shape will be presented.

**Minimum Enrollment: 10**  
**Maximum Enrollment: 25**  
**Skill Level: Open to all**

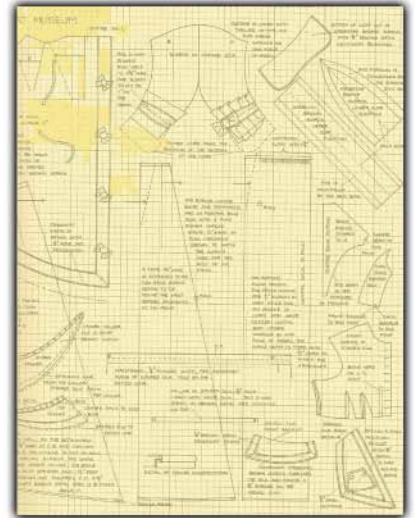
*Nancy Nix-Rice* grew up in the home-sewing industry eventually owning and managing fabric and sewing machine stores as well as operating a sewing school. She is one of the first certified Palmer/Pletsch sewing instructors and has written extensively for *McCall Pattern Magazine* and *Sew News*. For the past 20 years, Nancy has worked as a free-lance image and wardrobe consultant, during which time she authored the Palmer / Pletsch book *Looking Good* which is used as a textbook to train new image consultants at F.I.T. in New York City. Nancy presents extensively for the American Sewing Guild as well as other professional women's conferences.

### **A4 Enlarging Scale Patterns** **Janet Blood**

In this lecture and hands-on class format, students will be introduced to the various methods used to enlarge historic as well as half-scale patterns. No prior patternmaking experience is needed. This workshop is suitable for those enrolled in the Master Certification Program. A supply list will be provided after registration.

**Minimum Enrollment: 10**  
**Maximum Enrollment: 16**  
**Skill Level: Open to all**

*Janet Blood* has three degrees in the field of clothing and textiles. She is an Assistant Professor at Indiana University of Pennsylvania and was a *Threads* Challenge Finalist in 2008.



### **A5 Sequin Sampler: Learn How to Apply Sequins with The Tambour Hook!** **Robert Haven**

This session will give participants an opportunity to learn how to use the tambour hook to apply sequins in several methods in the style of Lesage Couture Embroidery. Sequins can be applied in straight or flowing lines, in random vermicelli patterns, and in a mélange that mixes two different colors. This session is appropriate for BOTH beginner and experienced beaders. Beaders from last year should bring their frame, "C" clamps" and beading needle. Beginners will be able to purchase a full kit. Bring thread snips and embroidery needles. *Kit fee for first timers: \$50. Kit fee for those who took last year's class: \$20.*

**Minimum Enrollment: 10**  
**Maximum Enrollment: 15**  
**Skill Level: Beginner and experienced beaders are welcome.**



This class will be taught by Robert Haven, who is currently an associate professor of costume technology, costume director, and director of undergraduate studies for the department of theater at the University of Kentucky, where he oversees the operation of the costume studio. Mastering several forms of historical needlework techniques, Professor Haven is one of the few people who actually teaches the art of tambour beading. He has tutored graduate and undergraduate students in both the United States and England in this relatively extinct art form. His needlework has been exhibited in the Salisbury Museum in England and has won several ribbons for tambour beadwork and Japanese embroidery at juried exhibitions at Woodlawn Estate in Virginia, and The Callaway Gardens Show in Georgia. Most recently he has had beadwork selected for the prestigious World of Wearable Art Awards Show, in Wellington, New Zealand, which was shown on CBS news, "The Morning Show". The piece "Flight of Fantasy" is currently being retained by World of Wearable Art Museum, in Nelson, New Zealand. This year, Professor Haven spent part of a sabbatical at the Royal School of Needlework at Hampton Court Palace in England, pursuing certification on four needlework techniques.

## **B1 Beauties of the Boudoir** **Debbie Bone-Harris**

In this class, you will explore the intimate and exquisite ribbon trimmings that adorned feminine gowns and robes in years gone by. This is a hands-on techniques class, in which you will create a range of samples using ruching as our featured technique. Learn how to create glorious creations with ruffles and ruching and how couture designers applied these skills both yesteryear and today. Using ribbon and fabric, needle and thread, you will make samples from simple designs to fancy edgings.



I love ribbons! They tickle my imagination and I need an eclectic mix as the textures and abundant colors play together. This is my palette! Join me to create fabulous textures for the deserving diva you are! *Kit fee: \$15.*

**Minimum Enrollment: 10**  
**Maximum Enrollment: 15**  
**Skill Level: Open to all**

*Debbie Bone-Harris* is a graduate of Washington State University with a master's in clothing and textile design. She was a designer for the 2006 and 2007 Bernina Fashion Show, and her garments placed in the top ten viewers' choice list for both years. She is a City and Guilds of London Machine Embroidery graduate and a Jenny Haskins certified instructor.

## **B2 Planning A Successful Trip!** **Sandra Ericson**

Building a business is like taking a trip ---you need to know your destination and how you're going to get there. Developing a business strategy tells you where you are going and a business plan provides the route to get there. This presentation looks at small, fashion-oriented businesses in a variety of contexts. It will help you define your business strategy and match it to your business plan in an approach that is sensitive to your location, your customers and your personal skills and interests. PowerPoint presentations will be interspersed with workshop exercises and case studies. *Kit fee: \$5.*

**Minimum Enrollment: 10**  
**Maximum Enrollment: 20**  
**Skill Level: Open to all**

*Sandra Ericson* is a leading educator in the clothing and textile field, teaching fashion design, pattern making, draping, textile, and construction courses at City College in San Francisco for more than 30 years. She holds both a BA and an MA degree in clothing and textiles (San Jose State and San Francisco State University). In addition, she has developed two small businesses in the field, **Body Blueprints** for custom pattern making, and **Antiquity Press**, a publishing business for out-of-print fashion books. Her personal research has led her to become an expert in design and pattern making with a concentration in the work of Madeleine Vionnet. She has taught many courses for business and industry, guilds, clubs, and national apparel groups in addition to her collegiate teaching.

### **B3 Secrets of Knit Patterns and Their Fit** **Hazel Matthys**

Do you have a love for knit garments but struggle with fitting them? In this class, you will learn how to identify great patterns for well fitting knit garments. Analyze and understand knit fabric stretch properties and where you need to make necessary pattern changes for your body type. During this class, techniques will be taught on a knit top. Upon completion, these pattern rules could be applied in all knit garments. This will be a lecture and hands-on workshop. *Kit fee: \$30.*

**Minimum Enrollment: 10**  
**Maximum Enrollment: 15**  
**Skill Level: Open to all**

*Hazel Matthys* was taught the art of sewing by her mother. She's now been in the industry eleven years, owning her own business and producing custom garments for the last six. Hazel has been featured in several publications, including the *Minneapolis Star Tribune*, *Eden Prairie* magazine, and an article in *Threads* magazine titled "Expert Techniques for Finishing Stretch Knits." She was a winner in the 2008 *Threads* Garment Challenge. Hazel's studio is located in Minnesota's twin cities area.

### **B4 Take the Draping Challenge!** **Catherine Stephenson**



Already know how to drape? Here is a unique opportunity to challenge your skills. Under the expert eyes of Catherine Stephenson, you will have this one day studio class to drape a re-creation of an Emanuelle Ungaro design. You are to bring a sketch of a design inspired from Ungaro's work, or a photograph of a design you would like to learn more about by copying the style lines. Test your skills and learn new techniques on handling tricky details. Each student will work on a dress form provided by Dress Rite Forms for the conference. A supply list will be provided after registration.

**Minimum Enrollment: 10**  
**Maximum Enrollment: 18**

**Skill Level: Intermediate and above draping skills necessary**

*Catherine Stephenson* is a founding member of the Association of Sewing and Design Professionals and served on the national board most recently as National Chairperson, from 1998-2000. She owns Catherine Stephenson Couture in Portland, Oregon, which has been in operation for the past 30 years. She also has been on the apparel design faculty of The Art Institute of Portland for 12 years teaching draping and couture sewing. She recently received her masters in education degree in educational leadership.

### **B5 Amazing Felt!** **Betty Burian Kirk**

Felted fabrics are making an appearance on runways and in fabric stores. By taking part in this class, you will gain a better understanding of this textile technique. In this workshop, the participants will design and felt their own cloche style hat. Popular in the Roaring Twenties, the cloche can be a playful, or sophisticated, bell shaped hat. The process used will work with a resist that aids in the felting process and seems to take half the work of more traditional felting methods. You will do some physical labor in this class so bring an old shirt to get messy in, and have comfortable shoes for standing. A full supply list will be provided to all registrants. *Kit fee: \$30.*



**Minimum Enrollment: 10**  
**Maximum Enrollment: 20**  
**Skill Level: Open to all**

*Betty B. Kirk* studied art and art education at Northern Illinois University. After receiving her bachelor's degree, she received an MA Education in art, with a strong emphasis in fiber. Betty taught art in an elementary school for 12 years and later taught 3 semesters of weaving at Joliet Junior College. She enjoys giving lectures and workshops in fibers and fiber related areas. She started out as a weaver, but her knowledge and skills encompass spinning, felting, kumi himo, tassel making, and marbling as well as the areas of color theory and design. Betty is an Illinois Artisan and exhibits her work at art shows throughout the Midwest.

# Breakout Classes

## **C1 Textiles: Their Structure and Performance**

### **Catherine Stephenson**

This class will be a lecture and power point presentation, with hands on components introducing the field of textiles as it relates to the custom clothier and designer. This comprehensive class is geared to participants who have never taken a formal textile class or those who may need a refresher. The class will identify the characteristics of natural and man-made fibers, yarn classifications, weaving and knit structures, and help the custom clothier to identify why particular fabrics perform the way they do in garments. Also covered will be new textiles coming on the market such as “smart” and “sustainable” fabrics.

**Minimum Enrollment: 10**

**Maximum Enrollment: 25**

**Skill Level: Open to all**

*Catherine Stephenson* is a founding member of the Association of Sewing and Design Professionals and served on the national board, most recently as National Chairperson from 1998-2000. She owns Catherine Stephenson Couture in Portland, Oregon, which has been in operation for the past 30 years. She also has been on the apparel design faculty of The Art Institute of Portland for 12 years where she teaches draping and couture sewing. She recently received her masters in education degree in educational leadership.

## **C2 Everything You Ever Wanted to Know About The Sewing Business**

### **Abby Riba**

This question-and-answer session with lecture will cover necessary topics for a business in any of the sewing fields. Subjects include accounting, buying wholesale, customer relations, insurance and legalities, marketing and advertising, and pricing to cover all your expenses. You will be contacted after registration by Abby to review your particular needs and concerns so the class will be tailored to the participants' desires.

**Minimum Enrollment: 10**

**Maximum Enrollment: 25**

**Skill Level: Open to all**

*Abby Riba* is a past president of the Association of Sewing and Design Professionals and owner of Abby Designs in Florida, where she specializes in one-of-a-kind bridal gowns. She also serves as a distributor for Kandi Corp., manufacturer of hot-set stones and appliqués.

## **C3 Build a Better Bust**

### **Ruth Ciemnoczolowski**

This class is a lecture and demonstration of the issues that concern the bust, how to choose and use the new styles of undergarments that are available, how to fit a bra properly, and how to alter bras so they fit the clients' needs. Add inner support to gowns for a perfect silhouette. Fitting a strapless gown perfectly will be discussed as well as techniques for prom, evening wear, and bridal gowns. Volunteers will be used to show how these techniques perfect the figure. Slides and samples will be shown and passed around to illustrate techniques, and an extensive handout will be given to participants. *Kit fee: \$7.*

**Minimum Enrollment: 10**

**Maximum Enrollment: 45**

**Skill Level: Open to All**

*Ruth Ciemnoczolowski* wears many hats, including working as a costumer and film stylist. She has written for *Threads* magazine and appeared on *Home and Garden Television*. Bridal alterations, custom gowns, and beadwork are other passions. She finds time for many interests, as she seldom does housework! She has worked for Playboy International, sewing Playboy Bunny costumes, earning her Ph.DD in the two years spent fitting and stitching “Bunny Suits.”

## **C4 Set Your Hourly Rate**

### **Joyce Simons-Murphy**

For dressmakers and tailors, an hourly rate includes a dollar figure for sewing services plus the costs of doing business in four categories: direct expenses, business time (aside from sewing), client time, and investments and profit. For this hands-on class, bring expenses, time, and investments lists that apply to your business. Add to your lists during the session as various expenses are discussed. You will enter your data into a calculator program in class to figure YOUR hourly rate. Bring a laptop computer if you have one. Take this course to ensure that the hourly rate you set for your business pays you back for the time, money, and energy you put into it. *Optional kit fee: \$20, this software fee will apply only to those who want to purchase the CD at the end of class.*

**Minimum Enrollment: 10**  
**Maximum Enrollment: 20**  
**Skill Level: Open to all**

*Joyce Simons-Murphy* has a degree in apparel design and 20 years of experience running a tailor's shop, altering clothes, constructing garments, and selling men's made-to-measure suits. As owner of JSM Tailors, Joyce saw a need for new tools to make tailoring easier. In response to this need, Joyce has developed two systems: a system for fitting pants, and one for pricing alterations. As owner of JSM Tailoring Tools (formerly JSM Patterns), Joyce writes for *Threads*, trains sewing enthusiasts everywhere, and continues to develop new tools.

## **D1 Duplicating Your Favorite Garment!**

### **Catherine Eisler**

Imagine your grandmother's 1920s era gown that you always wanted to copy but didn't want to damage- now you can! In this demonstration participants learn how to copy an extant garment without taking the garment apart! Learn to use several different methods to exactly re-create a pattern. Bring a simple garment (jacket, skirt, pant) you would like to copy to serve as an example.

**Minimum Enrollment: 10**  
**Maximum Enrollment: 25**  
**Skill Level: Open to all who wish to learn new skills**

*Catherine Eisler* holds a BFA in Fashion Design and has 30 years experience in apparel manufacturing and 10 years experience as a college instructor.

## **D2 Basic Lighting and Product Photography**

### **Todd Matus**

Through discussion and demonstration, this class will present basic lighting and camera technique for successful documentation of garments and the details that express your creativity. Several lighting strategies will be demonstrated, along with expose control, color balance, and cropping, to make your work look its best in prints, slides, or digital files. Ideal for students with beginning or intermediate experience photographing their work. Bring your camera and manual and something to photograph and examples of photo problems you would like to understand and correct.

**Minimum Enrollment: 10**  
**Maximum Enrollment: 20**  
**Skill Level: Beginning and intermediate photography knowledge**

*Todd Matus* holds an MFA in photography and has taught at Purdue University, Southern Illinois University, and the Herron School of Art, Indianapolis.

### D3 Understructure: Support your bottom line!

#### Janet Blood

This lecture / demo will have you on your feet to try on hoops, corsets, panniers and bumrolls. Get to look at and handle assorted types of support used throughout history to enhance the fashionable silhouette. The importance of shaping devices to create a finished look will be discussed and a handout of sources for materials will be available.

**Minimum Enrollment: 10**

**Maximum Enrollment: 25**

**Skill Level: Open to All**

*Janet Blood* has three degrees in the field of clothing and textiles. She is an assistant professor at Indiana University of Pennsylvania and was a *Threads* Challenge Finalist in 2008.



### D4 Build Momentum, Build Your Business

#### Laura Gorton

Build your business by increasing your focus on your goals and staying inspired!

As a small-business owner or “solopreneur”, do you sometimes find it difficult to sustain the momentum, energy, and focus needed to grow your business to its potential? A flourishing business takes more than just a determined attitude and a good work ethic. This workshop is for anyone who would like some extra tools and techniques to propel themselves forward toward their greater vision. As a participant, you will begin to

1. Understand the difference between motivation and inspiration and what really works.
2. Discover your top values that drive and motivate you.
3. Create a vivid vision for your business that will compel you forward.
4. Create the momentum needed to build and sustain your business.
5. Learn techniques for disempowering your “procrastination gremlin” and minimizing self-sabotage.

**Minimum Enrollment: 10**

**Maximum Enrollment: 20**

**Skill Level: Open to all**

*Laura Gorton*, MSW, CPCC, is a passionate coach and speaker who helps you recognize your unique brilliance and become more of who you are. As the founder of *The Real You Inc.* and a certified life coach, Laura draws upon her background in the mental health profession, her corporate sales and marketing experience, and her experience as a business owner to help you build an authentic personal brand and stay inspired toward your goals. Through all of Laura’s programs, her mission is to bring forth **the real you**.



# CONFERENCE EXTRAS

## Dress Red —Thursday Welcome Reception

Since **Incredible You!** is our conference theme, we are encouraging everyone to **Dress Red** for the Welcome Reception. Wear anything **Red**(an accessory, a purchased garment, or something you have made) to celebrate our successes and to acknowledge that we deserve to focus on ourselves, our businesses, and our health.

## FIFTY MINUTE MIRACLES

### Friday Evening

*These drop-in sessions are a bonus feature that we hope you will enjoy!*

**7:00 pm**

#### **Color in Design**

**Betty Burian Kirk**

Colors can be more than warm or cool. How to obtain the correct color is part practice and part theory. Color theory terminology will be explained and you will see how to use it in your art or how you already use it and now can explain why!



*Betty B. Kirk* studied art and art education at Northern Illinois University. After receiving her bachelor's degree, she received an MA Education in art with a strong emphasis in fiber. Betty taught art in an elementary school for 12 years and later taught 3 semesters of weaving at Joliet Junior College. She enjoys giving lectures and workshops in fibers and fiber related areas. She started out as a weaver, but her knowledge and skills encompass spinning, felting, kumi himo, tassel making, and marbling as well as the areas of color theory and design. Betty is an Illinois Artisan and exhibits her work at art shows throughout the Midwest.

**7:00 pm**

#### **Building Your Real Business!**

**Laura Gorton**

Is your business a reflection of who you are—your personal values, strengths, and passions? If not, it may be difficult to maintain the motivation needed to sustain a thriving business over the long term. Connecting your business to your values not only keeps you inspired for the long run, but, makes selling yourself and your business exciting, enjoyable,...even easy! Join us for lively discussion and exercises to help ensure that the direction of your business is aligned with *The Real You*.

*Laura Gorton*, MSW, CPCC, is a passionate coach and speaker who helps you recognize your unique brilliance and become more of who you are. As the founder of *The Real You Inc.* and a certified life coach, Laura draws upon her background in the mental health profession, her corporate sales and marketing experience, and her experience as a business owner to help you build an authentic personal brand and stay inspired toward your goals. Through all of Laura's programs, her mission is to bring forth **the real you**.

**8:10 pm**

#### **Building Better Business Cards**

**Leslie Wiberg**

What does your business card say about you? Learn some common sense, simple ideas that will help your card stand out and say "I am a professional!"

*Leslie Wiberg* has been sewing since the age of ten. The daughter of a custom clothier, her first prom dress was an Yves Saint Laurent pattern. As an adult, any spare moment has been used perfecting sewing skills and techniques, studying fit and design while sewing for friends and family. After 30 years in the corporate world, Leslie has finally been able to switch gears to pursue her small-business dream as a custom clothier and sewing/fitting instructor.

**8:10 pm**

## **Shimmering Silk**

### **Heather Winslow**

Ahh...the mystery, elegance, and shimmering beauty of silk! Learn the history of silk, how and where it is produced, the four kinds of silk, the reeling, dyeing, and weaving of silk.

*Heather Winslow* is a fiber artist who specializes in nature-inspired, classically styled hand-woven garments. She envisions her garment design as three dimensional sculpture using subtle details to adorn the body in a positive way that makes the wearer feel special just by putting it on. Heather also enjoys hand dying, knitting and spinning, and teaches nationally and internationally. She is the author of *More on Moorman: Theo Moorman Inlay Adapted to Clothing* as well as many articles in fibre magazines.

## **Sunday**

### **VIONNET IDENTIQUE**

Association of Sewing and Design members have volunteered to sew the ½ scale patterns published in Betty Kirke's book *Madeleine Vionnet*. Each design is made in fabric as close as possible to the original and displayed on ½ scale dress forms provided by Dress Rite Forms. In addition, the toiles used for testing will be available for close examination.

### **DRESS FOR THE OCCASION**

Dressing up for the Awards Banquet was so much fun last year that we have decided to continue the tradition. This year we are encouraging everyone attending the banquet on Sunday evening to wear a Vionnet inspired garment. Bias cut garments from Vogue Patterns, Carter Smith's "10 Minute Dress", garments inspired by the Vionnet patterns from Betty Kirke's book, something new that you think was inspired by a Vionnet technique or your own design inspired by the artistry of the past would all be a great way to honor the tradition of bias. The garment can be made by you or purchased. Just be ready to share, if asked, why you think it qualifies.

### **CONFERENCE LOCATION**

All 2009 Educational Conference events will take place at the Hilton Chicago/Indian Lakes Resort, 250 West Schick Road, Bloomingdale, Illinois 60108. For more information about Indian Lakes, go to [www.indianlakesresort.com](http://www.indianlakesresort.com).

### **ACCOMMODATIONS**

The Association has reserved a block of rooms at the Hilton Chicago/Indian Lakes Resort. For any nights from October 13 to October 21, the room rate will be \$149 single/double. There is an additional charge of \$10 per extra person after the double rate (maximum 4 people to a room). Roll away bed charge is \$15 per night. All room rates are quoted exclusive of applicable state and local taxes, currently 12%. You will be asked to provide a credit card or other form of payment at check-in, to cover any incidental room charges you incur during your stay. Check-in time is 4:00 p.m. and check-out time is 12:00 noon.

The number of rooms in our block is limited, so please make your reservations as soon as possible. To receive the Association rate, you may call the hotel directly at 630-529-0200.

The cut-off date for making reservations at the group rate is **September 14, 2009**. Reservations will be accepted at the group rate prior to cutoff date or until our block is filled. Reservation requests received after 5:00 p.m.CDT on September 14, 2009 will be accepted on a space, and rate, availability basis. The group rate will be honored three days pre- and post-event based on availability.

Rooms will be guaranteed for late arrival to an individual's credit card. If you wish to cancel, please do so by 6:00 p.m., hotel local time, on the day of arrival to avoid late cancellation and no-show penalties.



## TRAVEL INFORMATION

If you are flying into the Chicago area for the conference, the nearest airport is Chicago O'Hare (airport code ORD). Midway Airport (airport code MDW) is another option but is farther from the conference hotel.

Driving directions are available on the hotel's Website, [www.indianlakesresort.com](http://www.indianlakesresort.com).

## TRANSPORTATION

When you arrive at the airport, you can call for a limo or a cab. When you call the number, the dispatcher will tell you which exit to use to wait for your ride. Be aware that there will be taxis and limos waiting to pick up riders outside the airport. If you choose to use their services, without a reservation, you may pay 1 ½ times the rates quoted below. Also when making your reservation make sure the company knows your trip is one way. Some companies are charging you for their return to the airport if the cab is empty.

Here is a list of companies to call and make your reservations:

	<b>Taxi Service</b>	
Name	Phone	O'Hare
American Taxi	630-920-9480	\$31.00 \$50.00
All Star Taxi	847-531-5900	\$31.00 \$48.00
Addison Taxi	630-543-1555	\$40.00 / 1 person
	\$65.00 / 1 to 3	
	<b>Midway</b>	
USA Taxi	630-529-8294	\$35.00hr + \$2.00 airport fee

### A-1 Limo Service

Reservations and Info: 630-833-3788 [www.a1limousine.com](http://www.a1limousine.com)

Contact for current rates for transportation from O'Hare

### H & M Limousine Service

847-428-4785

\$48.00 1<sup>st</sup> person, \$10.00 each additional person up to 5 people from O'Hare

\$78.00 1<sup>st</sup> person, \$10.00 each additional person from Midway

### Chicago Express

800-527-2137 [www.chicagoexpresslimo.com](http://www.chicagoexpresslimo.com)

\$73.00 each way up for to 3 people from O'Hare

Note: Transportation pricing is subject to change.

## PARKING

Self-parking at the resort is free. Valet parking is \$5.

## AREA TRANSPORTATION

Indian Lakes provides a free shuttle service for all destinations within a 5 mile radius. To reserve a special time you should contact the concierge. Several shuttles will be reserved for us to use during our "meal on your own" times.

If you want to go into Chicago, the resort shuttle will also take you to the West Suburban Train line, which goes into the city (on the blue line). For detailed directions about in-city transportation, go to [www.transitchicago.com](http://www.transitchicago.com).

## FOOD SERVICE

All meals included in your conference fee will be held at Indian Lakes. For meals "on your own" there are two restaurants in the hotel: the Master's Clubhouse, with a casual mid-range menu, and Shiraz, a white-tablecloth style restaurant. Reservations are suggested during peak meal times. Breakfast will be provided on Saturday only. Breakfast service is available in the Master's Clubhouse.

There are also many restaurants located within minutes of Indian Lakes (not walking distance). The free shuttle service will be available for transportation to and from any restaurant within the 5 mile radius. A detailed list of local restaurants will be available at Conference Check In or from the hotel concierge.

## CHURCH INFORMATION

There are churches and synagogues close to the resort. A list of service times will be available at Conference Check-In or at the hotel desk. Many are within shuttle distance.

## WEATHER

Chicago weather in October is cool and breezy. Evenings will be chilly. The average daytime temperature is 63 and nighttime averages are in the 40s.

## DRESS CODE

Since we are active members of the fashion world, it is suggested that every member dress in such a way as to represent our profession in a positive manner. Career wear is appropriate for events taking place during the day. Evening events are an opportunity to dress up, especially at the Awards Banquet.

## OPENING RECEPTION

Our Thursday evening kick-off will celebrate our professional successes and “heart health”, so **Dress Red** and view the American Heart Association information as well as fabulous door prizes.

## ANNUAL BANQUET

This year it is suggested that every member wear a garment that is Vionnet inspired! Bias cut garments from Vogue Patterns, Carter Smith’s “10 Minute Dress”, full scale renditions of the Vionnet garments from Betty Kirke’s book, or your own design inspired by the artistry of the past would all be a great way to honor the tradition of bias.

## GARMENT AND SHOWCASE DISPLAY CHECK-IN

### Threads Challenge Finalist Garments

Thursday	October 15	6:00 pm to 9:00 pm
Friday	October 16	7:00 am to 8:30 am 6:00 pm to 7:00 pm

***Finalist garments not checked in by 7:00 pm on Friday, October 16, will not be considered in the final round of judging.***

### Members’ Showcase Runway Garments

Thursday	October 15	6:00 pm to 9:00 pm
Friday	October 16	7:00 am to 8:30 am 6:00 pm to 7:00 pm

### Vionnet Identique Toiles and Dress Rite Forms

Thursday	October 15	6:00 pm to 9:00 pm
Friday	October 16	7:00 am to 8:30 am 6:00 pm to 7:00 pm

