

Educators are an
INVESTMENT

Sign up today to be included
in the 2008-09 Educator Yearbook

Retailers can then **INVEST** in *you!*



2008-09 Yearbook will be a Supplement to *SQE Professional*.
The international trade magazine for independent sewing, quilting and embroidery retailers!

The World is Waiting for you to Share your Talents

At the 2008 National meeting of the Sewing Educators Alliance in Las Vegas, NV, guest speaker Rita Farro reinforced with industry retailers how Industry Educators are an asset and an INVESTMENT!

Retailers wanting to boost sales need to hire professionals like you and host in-store events. Profits will skyrocket with product sales during the event!

As retailers plan for their events, they need to know you are available so they can invest in your knowledge and services.

Now is the time to INVEST in yourself. Include your biography and photo in the 2008-09 Educator Yearbook. This exposure can open up seminar, workshop and lecture opportunities for you within the industry!

By signing up now, your fee also includes BONUS membership into SEA, the Sewing Educators Alliance! Cost is \$50. If you are an SEA member already, cost is only \$40.

The Yearbook will be included in the magazine and handed out at various trade and consumer shows in 2008-2009.

SAMPLING OF HOW EDUCATOR LISTINGS APPEAR...

Lyla J. Messinger

L.J. Designs
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Fashionable design and detail using sewing machine and serger techniques are Lyla Messinger's trademarks. She is known for her constant flow of innovative ideas and simple concepts that are applicable to a myriad of projects. Seminars are presented using samples and visuals, followed by how-to instructions for accomplishing the task. Workshops include seminar information, with the added feature of a hands-on approach. Techniques featured are simple and doable for the beginner to the advanced.



Martha Pullen

Martha Pullen Company
149 Old Big Cove Rd.
Brownsboro, AL 35741
Phone: 1-800-545-4176
E-mail: mcpullen@marthapullen.com
Web site: www.marthapullen.com

Martha Campbell Pullen fronts an heirloom sewing business, which grew out of a tiny shop in Huntsville, AL. In 1981, two months after opening that shop, she began importing laces and fabrics to sell.

Next, came Martha Pullen School of Art Fashion, which now attracts more than 600 women to Huntsville twice a year. The school's success prompted Martha to venture out of her local market, conducting full-scale Martha Pullen schools in Australia, England, Sweden, Canada and New Zealand. Two years ago, when Martha Pullen Company became a wholly-owned subsidiary of the Birmingham-based Hoffman Media, LLC, the merger freed Martha's time to focus on sharing her collection of heirloom garments. The Vintage Collection of Martha Pullen series of books debuted with its first two volumes both published in 2005. One of the projects of which she is most proud is *Sew Beautiful*, a magazine she founded and began publishing in 1987. An accomplished author, she also has more than 50 books to her credit.

Kaye Wood

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Quilts can be easy! Kaye Wood has eliminated the "slow downs" in making quilts. Over 75 percent of geometric quilts designs can be made using the Starmaker Master Templates, as shown in her books and on her PBS-TV program, *Kaye's Quilting Friends*. Kaye's seminars, taught internationally, take you through this Starmaker process. She specializes in tips and techniques to make cutting and sewing pieces fun and more accurate.

Special Offer!

Respond today to be included in the 2008-09 Educator Yearbook Bonus! Fee includes bonus membership into SEA

Attention: Sewing, Quilting & Embroidery Educators Professional Speakers Demonstrators

More and more, retailers are using classes to excite customers and to generate positive word of mouth advertising. Now is your opportunity to promote your teaching talents to a select, targeted audience. The 2008-09 Educator Yearbook will be a special section within the October 2008 issue of the *SQE Professional*.

Who qualifies?

- Those who offer sewing, quilting or embroidery related seminars at national and regional events.
- Those who present classes and seminars through local retailers, guilds or clubs.
- Those who demonstrate equipment and techniques associated with sewing, quilting or embroidery.

How to participate

Complete the order form at the bottom of the page to include the contact information you want published. Attach your educator biography in 75 words or less. Send these items with payment and your photo to address below.

SUBMIT BEFORE: August 1, 2008

✂ Cut Here

SQE Professional 2008-09 Educator Yearbook—\$50

- I have enclosed payment of \$50.
- Please include my photo and information in this special edition.
- I am an SEA (Sewing Educators Alliance) Member; therefore my cost to participate is \$40.

Color photos
requested.
Will accept
black & white.

We can reduce,
enlarge and crop as
needed to fit space.

Name: _____
Company Name: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Fax: _____
E-mail: _____
Web site: _____

Attach separate sheet with your biography of 75 words or less.

Places will travel: International National Region (specify) _____

Payment Information

- MasterCard Visa Check Money Order
(Checks payable to SEA)

Card #: _____ Exp. Date: _____

Customer #: _____

Card Holder's Name: _____

Card Holder's Address: _____

Card Holder's Signature: _____

Submit to: SQE Educator Yearbook, Attention Beth Vitirito • 2724 2nd Ave., Des Moines, IA 50313
Phone: 1-800-367-5651 • 1-515-282-9101 • Fax: 1-515-282-4483 • E-mail: beth@vdta.com

The Sewing Educators Alliance is a program designed
by educators for educators
to increase sewing awareness through education.

SEA

SEA was created as a mentoring and support group, encouraging the sharing and teaching of sewing.

Becoming a member of SEA has the following benefits:

- ✕ Networking opportunities with other Professional Educators in the industry.
- ✕ Being part of a mentoring process to encourage new individuals to make the home sewing industry a career, especially in sewing education.
- ✕ Internet listing on the Web site, including bio, photo and area of expertise, classes, workshops offered, location, link to your Web site and e-mail.
- ✕ When enough credits are gained, the opportunity to be named and hold status as a Certified Sewing Educator (CSE).
- ✕ Annual retreat or cruise teaching opportunities, national meeting, industry/educator roundtables, and committee opportunities.
- ✕ Being a recognized voice in the home sewing industry, with your fellow sewing educators to thousands of independent dealers as well as with their respective manufacturers.
- ✕ Opportunity to take and present classes and workshops at the annual SDTA conventions.
- ✕ Discounts of future listings in the annual Educator Yearbook and much more!

Invest in your future today!

Sewing Dealers Trade Association
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Des Moines IA 50313
www.sewingeducators.com
www.vdta.com
1-800-367-5651 or 1-800-4-SEWING