



Seattle Attendee Information Packet

November 7, 2019 – November 10, 2019

Welcome Letter

Dear Sewtopia Seattle attendee,

It is with great pleasure that we welcome you to the Residence Inn by Marriott Seattle Downtown / Convention Center.

We have several fun activities planned for the weekend of Sewtopia Seattle. Please take a few minutes to read through the information in this packet. It includes our itinerary and other important details for the weekend.

This weekend is about you leaving all the stresses of daily life behind to indulge yourself, focus on sewing projects, and get together with friends; old and new. We look forward to spending the time with you in the Emerald City!

If we can do anything to make the event more pleasant, please let us know.

Thank you for joining Sewtopia!

Sincerely,

Amy & Staff



Amy Newbold



Megan White Callahan



Sylvia Bunker



JaNean Frandsen

Thursday, November 7, 2019

8:00AM - 9:00AM		Early Morning Check In Enterprise Foyer 2 nd Floor
9:45AM - 5:00PM		Shop Hop 10AM Tour Meet in the Main Lobby 1 st Floor
4:00PM - 5:00PM		Afternoon Check In Enterprise Foyer 2 nd Floor
7:00PM - 8:00PM		Welcome Reception Creator Space (<i>near Enterprise Ballroom</i>) 2 nd Floor Cash Bar Assorted Hors d'oeuvres
5:30PM - 12:00AM		Sewing Lounge Open Pajama Party! <i>*Sew in PJs*</i> Enterprise Ballroom 2 nd Floor

Friday, November 8, 2019

6:00AM – 10:00AM		Residence Inn Breakfast local restaurant area 1 st Floor
10:00AM - 8:00PM		Continues Beverage Service – Coffee Service Freshly Brewed Coffee, Decaf, and Hot Teas (10AM-11AM) Assorted Pepsi Soft Drink (2PM-8PM)
11:00AM – 12:00PM		Make n' Take with Megan Callahan Creator Space (<i>near Enterprise Ballroom</i>) 2 nd Floor
8:00AM – 11:59AM		Sewing Lounge Open Enterprise Ballroom 2 nd Floor
12:00PM – 1:00PM		Lunch – Mediterranean Bar Buffet Enterprise Terrace 2 nd Floor Beef and Lamb Gyro patty OR chicken Souvlaki Toppings include: Tzaziki, Tahini, Hummus, Israeli Salad, Served with Pita Pockets, Tabouleh Salad, Baklava and gluten free tahini sesame bars Vegetarian option available: Falafel
8:00PM - 9:00PM		Fat Quarters Left-Right-Center Game Night Terrance Area (<i>near Enterprise Ballroom</i>) 2 nd Floor

Saturday, November 9, 2019

7:00AM – 10:30AM		Residence Inn Breakfast local restaurant area 1st Floor
8:00AM – 11:59AM		Sewing Lounge Open Enterprise Ballroom 2 nd Floor
10:00AM - 8:00PM		Continues Beverage Service – Coffee Service Freshly Brewed Coffee, Decaf, and Hot Teas (10AM-11AM) Assorted Pepsi Soft Drink (2PM-8PM)
12:00PM – 1:00PM		Lunch – Salmon/Chicken Salmoriglio Northwest Buffett Enterprise Terrance 2 nd Floor Alaskan sockeye salmon or chicken with a delicate southern Italian sauce made simply with fresh lemon, olive oil, and fresh herbs. Served with Spinach and Roasted Beet Salad with oranges, feta and citrus vinaigrette, Kale and Quinoa Salad with toasted pecans and lemon Dijon vinaigrette, Roasted Tomato Tart, Baguette and Butter, and a platter of cookies
4:00PM – 5:30PM		Make n' Take with Jenny Rodriguez Creator Space (near Enterprise Ballroom) 2 nd Floor
8:00PM-9:00PM		Michael Miller Fabric Show & Tell & Awards Terrance Area (near Enterprise Ballroom) 2 nd Floor

Sunday, November 10, 2019

7:00AM – 10:30AM		Residence Inn Breakfast local restaurant area 1st Floor
8:00AM – Noon		Sewing Lounge Open Enterprise Ballroom 2 nd Floor



Sewing Lounge Information & Supply List:

Sewtopia recommends you bring a very basic sewing kit for your projects. Below are the items that we suggest attendees bring:



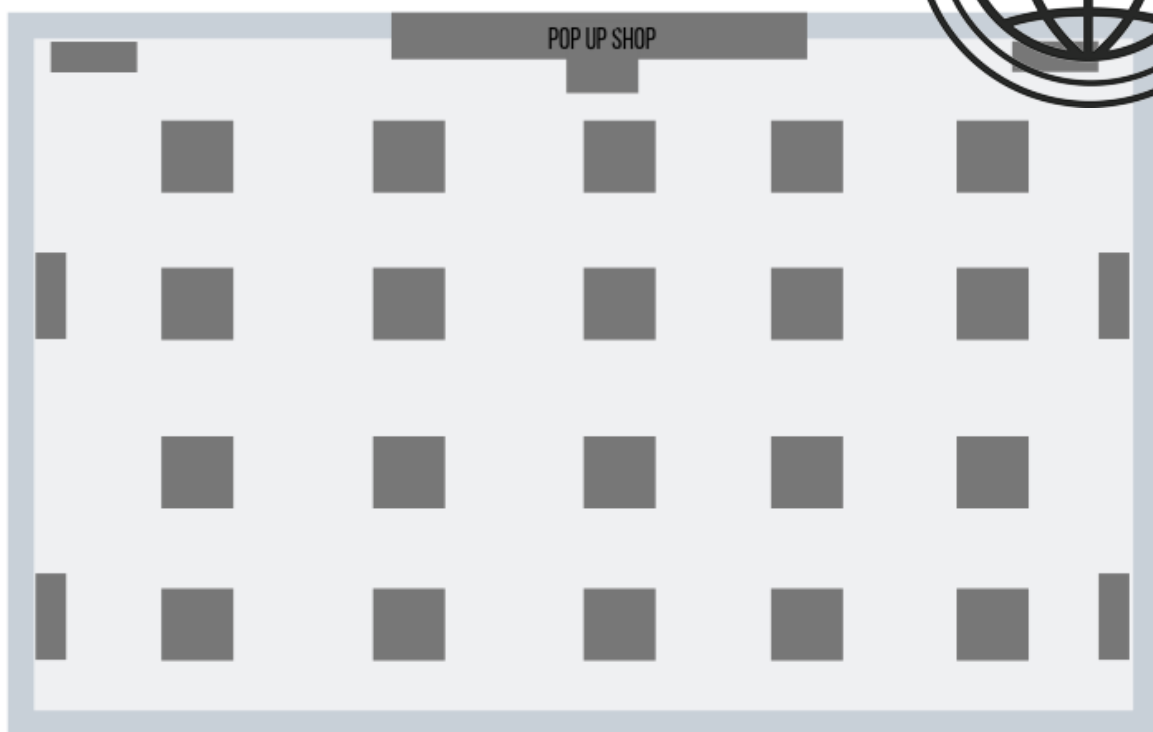
- Thread ([Aurifil](#) will be providing one spool of thread to each attendee, this is just in case you need more)
- Pins
- Seam Ripper
- Marking pens/pencil
- Fabric Scissors
- Travel Size Ruler
- Rotary Cutter
- Small Cutting Mat, suggested size 12 x 18



The Sewtopia Sewing Lounge will have 6 to 8 ironing & cutting stations. Each station will have a large mat with a standard ruler and rotary cutter. Each ironing station will have an [Oliso Pro TG1600 Smart Iron](#) and [Soak](#) Flatter Smoothing Spray.

Attendees can choose their permanent seats after the lounge opens at 5:30pm on Thursday. The Sewing Lounge will be made up of 20 tables that seat up to 4. During check-in you can drop off your sewing gear and we will make sure it gets into the ballroom. When the Sewing Lounge is open, Sewtopia staff will be on hand to help setup your area. If you've registered for Juki HZL-220 sewing machine we will help you with setup. If you brought your own machine and there's a Juki machine at your spot, our staff will move it for you. Don't worry about packing your items up every night, Sewtopia staff will make sure the room is locked every night and reopen in the morning at 8am.

ENTERPRISE BALLROOM



Pop Up Shop

Earlier last year, Sewtopia re-opened our online shop. We continue to update it with new Sewtopia merchandise, notions, and fabrics. We're bring the show on the road and will be in the Sewing Lounge with new fabrics from Ruby Star Society, Figo Fabrics, Cloud 9, Cotton & Steel, Alexander Henry, Windham, and Robert Kaufman. Make sure when you're packing for Sewtopia, make sure to leave some room to bring a lot of goodies home!



Left-Right-Center Game

LCR or Left-Right-Center is a dice game for three or more players, each table will hold up to 8 players. The start of the game everyone "bet" a fat quarter. Each player gets three poker chips. Grab the dice and roll.

- L = chip goes to the player on the left
- (Dot) = chip to the center
- R = chip goes to the player on the right
- (Star) = keep your chips

The last person with a chip wins the pot! Each round will be themed so if you're sitting down to a table make sure you have the following bets:

- Solid
- Tula Pink
- C+S
- Low Volume
- Out of Print Fabric
- Free for all



#SewtopiaSwap

We have one official swap that attendees can participate in, #sewtopiaswap. This is a blind swap, meaning we are NOT assigning partners. If you choose to participate, we ask that you bring your swap item wrapped at Check-In. If you bring an item to swap, you get one back. We will distribute swap items at the end of Friday night for you to open Saturday morning.

General guidelines as follows:

- If you're on Instagram please use the #sewtopiaswap hashtag so others can cheer you on and your creative process
- The recommended spending limit is \$15 dollars, don't break the bank!
- Bring your swap item wrapped to Sewtopia
- Make sure there's something saying who it's from like a label or a slip of paper
- Smalls category would be anything smaller than a 24 x 24 pillow or mini, mug rug, pin cushion, something for a sewing area, or a pouch
- Make something that you love, out of fabrics you adore.
- Sewtopia staff will do the secret swap Friday night after the sewing lounge closes. The swap items will be at your sewing station for Saturday morning for you to open.
- Don't worry if you don't do the swap. . . we will only hand out swap gifts to those that participated.
- Questions – please post in the Facebook group or email info@gosewtopia.com



Shop Hop Schedule

On Thursday, November 7, 2019 at 9:45AM we ask the attendees to meet in the Main Lobby of the Residence Inn Seattle. We'll have a bus that will take you to some of the great fabric stores in the Seattle area. If you can't attend during this time, don't worry each shop will extend their discount if you show your attendee badge. The shops are very close to the downtown Boston area. Each shop has a special discount for the attendees, which will be announced during the shop hop.

Shop Hop Schedule		
10:30AM - 11:30AM*	Quilting Mayhem	1011 2 nd Street Snohomish, WA 98290 (425) 533-2566
1:00PM - 2:30PM	Island Quilter	17233 Vasho Hwy SW Vashon, WA 9807
3:30PM - 5:00PM	Drygoods Design	301/303 Occidental Avenue S Seattle, WA 98104

Lunch will **not be provided but we will be staying longer in the city of Snohomish, so folks can grab a bite to eat before traveling to the next shop on the hop.



[Quilting Mayhem](#)—our name says it all! We are a 17,000-square-foot brick-and-mortar quilt shop offering an eclectic array of more than 8,000 bolts of modern, traditional, reproduction, and garment fabric that is also available on our website. Located a short drive from Seattle, we serve the greater Puget Sound area with Bernina and Handi Quilter sewing machines and a service department. We offer day retreats, specialty classes, clubs, and “Sewlebrity” workshops. We invite you to “Embrace the Mayhem” with us!

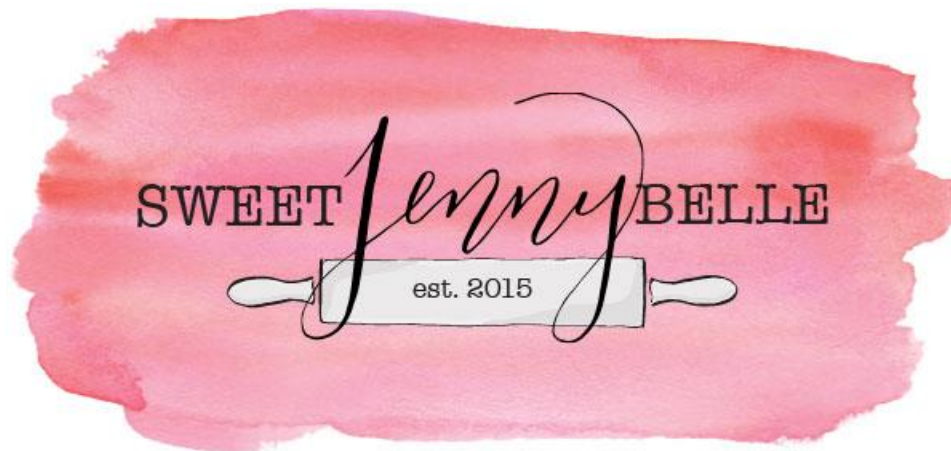
[Island Quilter](#) is located on Vashon Island which is the midpoint between Seattle and Tacoma Washington. They offer a wide range of fabrics from Kaffe Fassett to Tula Pink. They carry over 5000 bolts of fabric. Island Quilter has been in business for over thirteen year. They're all about color and friendly service!



At [Drygoods Design](#) it's simple. They're about you, the customer, and finding delightful fabrics and goods. They don't carry every fabric or gift made, but if it is on their shelves, it means they love it and hope you will too! They're located in Seattle, WA and serve their fun group of customers at our new storefront in Seattle's Pioneer Square neighborhood and all across the globe from www.drygoodsdesignonline.com. They pride themselves on fast, affordable shipping and prompt service. Drygoods Design is your destination for the goods, the ideas and the place to create a life well made. We sell a

lovingly curated selection of fabrics, cards, gifts, notions and more. We also offer a fantastic range of sewing and craft classes.

Make & Take Sessions



Jenny will be showcasing her cookie decorating techniques with our attendees. Transforming plain sugar cookies into mini works of art! KIT FEE \$5.00 FOR 5 PACK



Jenny Rodriguez is a nationally known cookie artist & teacher. She's the sole owner of Sweet Jenny Belle in Vancouver, Washington. For almost 10 years she has hand decorated cookies for clients such as Starbucks and Crush.

When she was a little girl, she told her mother that when she grew up, she wanted to sell peaches by the roadside. As a teen Jenny took cake decorating classes with her Mum. When she graduated high school, she worked in a European bakery and for a caterer. She leased an apartment across the street from Le Cordon Bleu in Scottsdale, Arizona. And then life happened, her dream to be a pastry chef was abandoned and I had other adventures.

Now she's 30-something and happily married to the love of her life and mother to our 3 beautiful children. Jenny has dabbled in every art medium there is, but always comes running

back to sugar while gripping her whisk and roller. She truly loves creating decorated cookies and other sweets.

In House Make & Take Sessions



Come make leather or cork earrings with Megan Callahan! As quilters and sewists we like to hold on to every scrap. Learn how to make your own earrings with different precut shapes or design your own!

KIT FEE \$5.00/SET OR 3 FOR \$10.00



You may recognize Megan White Callahan that girl who carries heavy stuff or fills irons at Sewtopia. She began sewing with a very ill-fitting pair of shorts in her 7th grade home economics class. Over the years she has gradually self-taught her way to sewing a straight line and occasionally finishing a quilt or two. In a past life she utilized her undergraduate degree by perhaps serving you coffee at a Starbucks in the Greater Seattle or Portland area. Now she spends most of her days chasing her twin girls (aka the Twin Frenzy) and working as a freelance technical editor and graphic designer. The PNW native is currently burning to death in Bakersfield, California, with her husband, kids, a wiener dog, and two precocious kitties.

Michael Miller Fabric Challenge


Sewtopia and [Michael Miller Fabrics](#) sent a great bundle of fat quarters to each of the attendees. For Sewtopia Seattle we are featuring prints from, [Little Sewists by Little Lizard King](#), [Travel Daze](#), [Gardendot](#), and [Cotton Couture](#). Attendees can use any amount of the fabric prints, just make sure to only use Michael Miller Fabrics with your creation. At the time of check-in, we'll ask for the project and your entry form. We'll display everyone's project during the weekend. On Saturday night, there will be a show n' tell of everyone's project at 8PM and the lucky winners will be announced.

Michael Miller was born in the spring of 1999. The brainchild of Michael Steiner and Kathy Miller. Two parents brought together not by love and marriage but solely by professional respect for each other's abilities. By leveraging their lives for an SBA loan, borrowing money from family and living on credit cards, Michael and Kathy were able to give birth to a start-up fabric company called "Michael Miller Fabrics".

michael miller FABRICS

As time went on the company grew to a team of around 20 people and moved to a "home" of its own at 118 West 22nd street in New York City.

This dedicated and enthusiastic group are committed to expanding with a product that stands out in the industry, while at the same time closely tending to the needs of the customers we hope to inspire.

michael miller FABRICS		
Entry Form		
Name (First, Last)		
Mailing Address		
City, State, Zip		
Phone Number		
Description of Entry		
Was a pattern used for this project? If so, please credit.		



Since 1980, [The Warm Company](#) has been dedicated to manufacturing exciting and innovative products that make sewing, quilting and crafting throughout the world, easier and more enjoyable. You can always count on the Warm Company to offer products that inspire creativity in your quilting, crafting, sewing and home decorating projects. All brand name products are manufactured with only the best materials available to ensure your finished projects meet your high standards.

The Warm Company first began marketing an energy efficient insulated window treatment, Warm Window. When the owners, Jim and Evelyn Chumbley, observed the needle punch manufacturing process, Evelyn pointed out that if you could needle punch natural cotton fiber it would be just like the cotton quilt batting her Grandma used to quilt. Warm & Natural was born! Over the past 30 years, The Warm Company has been dedicated to the manufacture of innovative and inspiring products for quilters, crafters and home sewing enthusiasts world-wide!

Batting Station Information:

The Batting Station is back! For Sewtopia New Orleans we will have a roll of batting available for our attendees to help you complete your projects and at no additional cost to you! Bring your projects and cut what you need to finish them beautifully! Our batting station will feature The Warm Company's Warm 100 batting.

[Warm 100](#) is the only batting in the world manufactured with 100% Natural Cotton needled into a 100% All Cotton Scrim! State of the art mechanical cleaning removes all seeds and plant remnants for super clean natural cotton needle-punched into an all new cotton scrim! The cotton scrim holds the fiber together for the softest, easiest to work with cotton batting you've ever experienced! The master of cotton quilt batting has done it again. Another first for quilters from The Warm Company! Were the Earliest Quilters Scientists? The unexplainable comforting power of cotton quilts has been observed for centuries. Love sewn in every stitch is often credited for this phenomenon. While love is undoubtedly a factor, recent discoveries found natural cotton fiber releases low levels of H₂O₂ (Hydrogen Peroxide), well known as an antiseptic and disinfectant for viruses and bacteria. Is it coincidence that cotton fabric, thread and batting have been preferred and insisted on by quilters all this time? Or is it just another example of quilter's ingenuity and resourcefulness?

alison glass

Since our first Sewtopia, every attendee receives a handmade lanyard at check in, each featuring fabric from some of our amazing sponsors. For Sewtopia Seattle the lovely [Alison Glass](#) of [Andover Fabrics](#) has sent us an awesome curated bundle of her new line called [Holiday](#).



"When I first started designing fabric, my inspiration for the art focused on reinterpreting tiny details from the world into repeat designs and bold color. The themes were sort of happened upon. Woven through the fabric, the designs have become increasingly personal – a combination of imagination, memories, and themes. The print and color names allude to these stories, but the deeper meaning is often hidden and too personal to share. Of all the fabric lines that I've created, Road Trip has the most hidden and personal meaning."

"I like the concept of life as a journey. It's the impact of decisions and thoughts. Every day we choose things. The things we may or may not choose are riddled with potential outcomes, but only one set of things becomes reality. Some decisions are important, and many are not, but knowing the difference between the two, and making the important ones well, can have significant positive effects going forward. Road Trip is about intentionality and relationships. People are more important than things. We have an opportunity to be positive forces in the lives of others and to let others be good forces for us"

[Alison Glass](#) is a surface designer living in Virginia with her husband, daughter, and son. Aspiring to create a career for herself, Alison started a design business in 2007 focusing on space remodels and custom home decor pieces. Her love of color and shape and the combination of the two eventually lead to making the decision to step back from the local design business and work toward her goal of creating artwork for surfaces. She is thrilled for the opportunity to design fabric for Andover and work with other companies in the sewing industry. In addition to designing fabric, Alison produces a line of sewing patterns as well as a growing range of other products.



Alison is inspired by the multitude of details in the world, both natural and those made by artisans, particularly in urban architecture. She is passionate about the ideas of making choices that are consistent with who a person is, being increasingly comfortable with ambiguity, and continuing to move forward and live in the new.



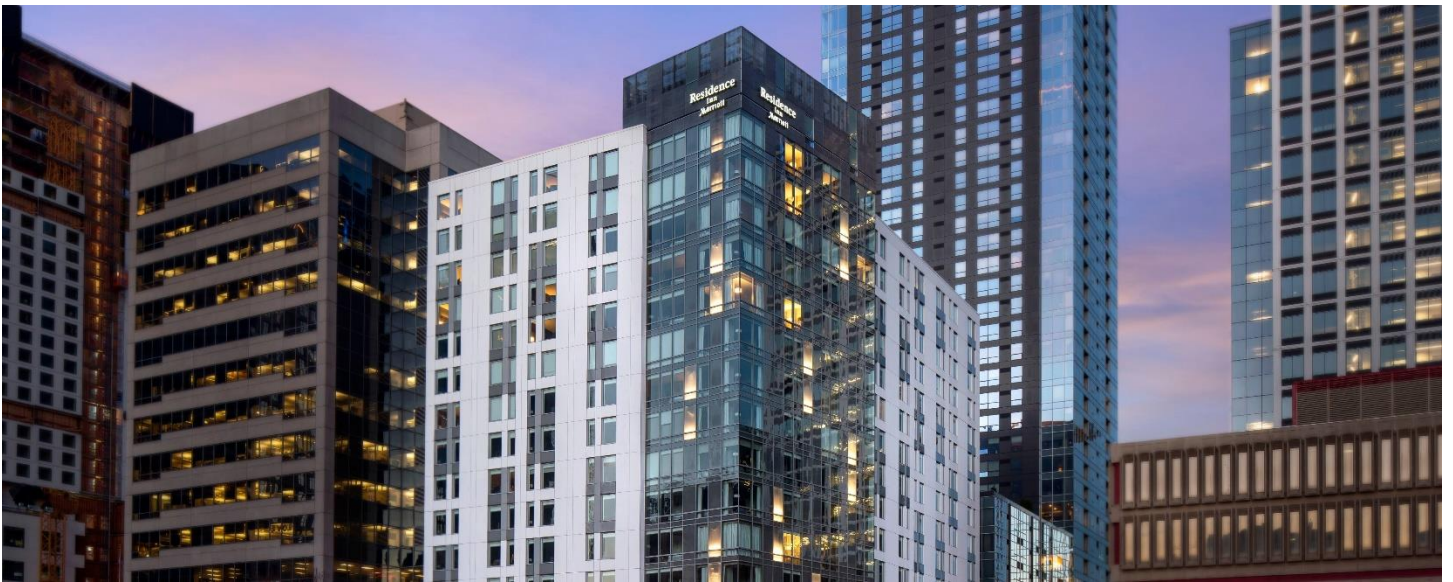
If you're attending Sewtopia Seattle – Sewtopia can provide over 75% of our attendees with Juki HZL-G220 machine. If you have reserved a sewing machine, please take a couple minute to read over the helpful guide. Our staff will be on hand to help you with your machine at the event.



[Juki HZL-G220](#) Sewing Machine is a full-sized computer-controlled sewing machine with bright LCD Display. It has an industrial-style box feed & adjustable pressure foot pressure allowing you to sew through thicker fabrics with ease. And we've heard past attendee's feedback, you now have a one touch tie-off stitch and one touch thread cut features for all your projects that you bring to Sewtopia!

Residence INN

BY MARRIOTT





**Sewtopia Seattle was
brought to you in part
by:**

JUKI

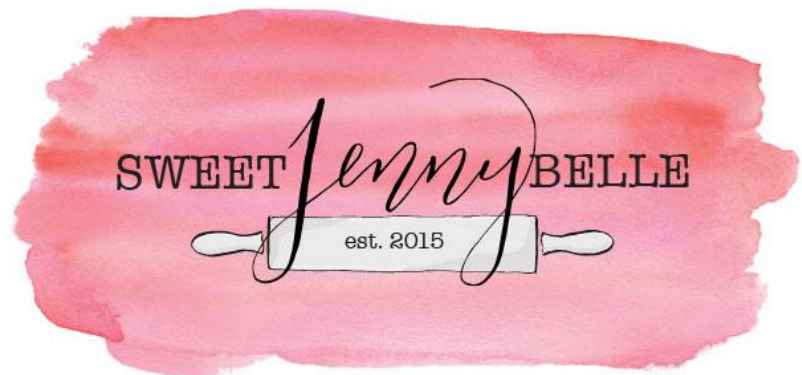
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