

TRENDS



 be inspired

March 16, 17 & 18, 2012

Guest Speaker:

Carrie Hargrave

daughter of Harriet Hargrave and co-author
of the Quilter's Academy series of books

Friday: Untwisting the Truth about Thread

Saturday: Expand your Clientele

Make-n-Take Classes

Now on both Saturday and Sunday



Egyptian Treasures
& Buyer's Market

EE
SCHENCK
C O M P A N Y

Trends

 be inspired to attend



Shopping Fun



Quilts Galore



Great Prizes



Classes



Helpful Staff



Food



Wonderful Customers

Trends

Ideas to grow your business

Interactive classes and lectures

Personal attention from our helpful staff

*See and order new Quilt Market releases
AND be among the first to receive them*

See, touch, and try new products

*Learn new techniques to share
with your customers*

Industry known speakers

*Make 'N Take classes on
BOTH Saturday and Sunday*

Great prizes Saturday and Sunday

Sale items available only at Trends

Relaxed visits with vendors

New product demonstrations

*One of the few Trade shows that offers
warehouse shopping*

 be inspired with excitement
be inspired with creativity
be inspired with ideas

Please join us.



Egyptian Cotton

The Treasure of Egypt.

Along Egypt's Nile River Valley, there exists a unique combination of warm climate, rich soil and river irrigation waters ~ the perfect growing environment for extra-long staple cotton. This cotton's exquisite fibers are twice the length as those of other cottons, and so can be spun into very fine yarns that are soft and lustrous yet strong and durable. With a superior absorption ability, these fibers can be dyed in very vibrant hues that are long lasting and color-fast. It's easy to see why this special cotton remains one of Egypt's oldest and most precious of treasures.



As demand for heirloom quality thread in beautiful colors has increasingly grown, Egyptian cottons are now spun into threads of all types. You can find it everywhere in sewing and quilting, from machine threads to embroidery floss and perle cottons.



be inspired with thread

Untwisting the Truth about Thread



Are you mystified by all the threads that are available on the market today? What thread do you piece with and what thread(s) do you quilt with and why are they different? Carrie's masters study is on quilting thread... she has spent 4 years testing and studying 56 different threads to find out the answer to these questions for all the home sewing and machine quilters out there. You'll learn more about the threads you're familiar with and perhaps learn about some new threads as Carrie shares her informational study with you.

Guest Speaker

Carrie Hargrave



You could definitely say that Carrie Hargrave has sewing in her blood. As the daughter of renowned quilter and author, Harriet Hargrave, Carrie hails from a long line of stitchers. Her great-great-grandmother began a family sewing legacy, passing down a love of quilting that now spans five generations.

Carrie has been immersed in fabric & thread since birth. When she was little, she learned her colors from threads and ABCs by playing with the cams for an old Viking sewing machine. As she grew up among her mom's quilt shop business, Carrie developed her own love of sewing, quilting and the fabric arts. She studied textiles in college and

completed her Master's Thesis on The Physical Properties of Quilting Thread. Carrie has co-authored the C&T Publishing Quilter's Academy book series, a multi-volume course for beginning quilt makers.

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TWO chances to hear Carrie speak. Friday she will talk about the wide variety of threads available and their uses. Saturday she will give the inside scoop on bringing in new quilters and turning them into life-long customers.



be inspired to grow and expand your customer base

Expand your Clientele



Classes for beginners aren't just about the end-result project. They teach good technique, allow students to develop personal styles, and build a foundation of skills on which to build. Understanding the basics allows new quilters the freedom to go anywhere in their projects and builds the confidence to try more—and buy more. As a store owner/manager, Carrie knows how important beginners are to growing her shop's sales, as successful beginners become loyal customers. Enjoy Carrie's quilts and anecdotes while gaining great ideas for growing your customer base.

Make-n-Take Classes

Attend these mini classes lead by industry professionals. In each session you will finish and take home step-by-step samples and instructions for easily reproduced demonstrations that you can use for Saturday Sampler, Shop Hops, club meetings and classes.

Now on Saturday AND Sunday

Here's what you need to know:

- All supplies provided
- Each class has 3 sessions on Saturday and 3 sessions on Sunday
- Learn how to present new products and techniques at your store
- Get a Sunday prize drawing ticket for each class you take
- Show up about 10 minutes early to sign in and get your class ticket
- Limited to 1 person per store per session



be inspired to learn be inspired to teach

Fat Quarter Merchandising

with Stephanie Prescott



Get the skinny on marketing fat quarters and fat quarter patterns. Stephanie will help you work smarter by lowering risk, increasing selection and using the fabric already on your shelves. Learn how to motivate, inspire and educate your customers to increase your profits while you fold different styles of fat quarters. Take home some new fat quarter ideas for displays that make your kits irresistible.

Inspired Candle Holder

with Drew Serbin

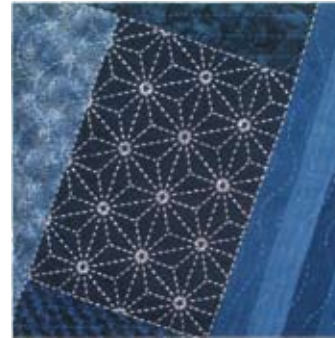
Revolutionary and truly inspirational, Inn-Spire redefines the creative possibilities of stabilizer. Inn-spire feels like a typical stiff, non-woven handbag stabilizer, but its revolutionary formula allows you to heat and mold it into virtually anything you want – and it will retain its shape! Create a cute flower-shaped votive candle holder, great for quickly demonstrating this amazing product to your customers. See and learn about the brand new patterns and projects that can be easily made when this innovative product line is combined with fabrics.



Reserve your spot early, class size is limited

Sashiko for Quilters

with Pepper Cory



Sashiko is a traditional Japanese embroidery technique employing decorative running stitches and a classic blue & white color scheme. In America, it is an ancestor of Big Stitch quilting and adds loads of appeal to pillows, handbags and patchwork. East meets West in Pepper's class, where she'll demonstrate this fast & easy technique, combining traditional Sashiko with modern patchwork. Learn more about Presencia Perle Cotton, sewing threads, and Sashiko needles from Colonial Needle Company while you stitch up some fun for your customers.

Secrets to Straps & Snaps

with Nancy Green

Nancy is a purse expert who writes some of the best instructions in the sewing business. With hundreds of bags under her belt, her wealth of knowledge will make you an expert on straps and snap closures—as well as a valuable resource for your customers. Be inspired by her vast array of styles and feature combinations for practical, stylish handbags. These quick, versatile demos will apply to your store's entire line-up of bag and purse patterns.



Twister Pinwheel Pizzazz

with Marsha Bergren



Pinwheel blocks have long been a favorite design, and they're finally made easy with the Twister tool. This handy template ruler was one of the best-selling notions across the U.S. last year. If you don't carry the Twister tools in your shop, you are losing out on a fabulous sales opportunity. Marsha will show you how to demonstrate the technique while you make a mug mat for your store. Take home a quick and easy demo plus loads of invaluable marketing and merchandising sales tips for your shop.

Schedule of Events

Not an EE Schenck event

**FabShopU...
On-The-Road Workshop**

Success Strategies for Increased Sales, Profits, and Cash Flow

Spend a fast-moving day with industry veteran Laurie Harsh as she turns her 40-years of experience into proven money-making strategies you can use in your shop right now.

Thursday, March 15, 9am to 4pm

For more information or to enroll:
Visit fabshopnet.com/workshops.asp

Friday

8:00am - 5:00pm
Warehouse open
Shopping. Show Specials. Demos.

11:30am - 1:30pm
Complimentary Sack Lunch
A light lunch of sandwiches, fruit & chips will be served in the warehouse lunch area.
Follow the signs.

4:15pm - 5:00pm
Untwisting the Truth about Thread
Guest Speaker Carrie Hargrave
In the Lunch area.
Attendees will receive a goodie bag. Be sure to pre-register.

 be inspired with activities


Saturday

9:00am - 10:00am
Expand your clientele
Guest Speaker Carrie Hargrave
In the lunch area.

9:30am - 5:00pm
Booths open
Shopping. Show Specials. Demos.

12:00am - 1:30pm
Complimentary Lunch
Be our guest, refresh and refuel at our sandwich buffet catered by one of Portland's oldest and finest restaurants. In the lunch area.

2:15pm - 4:15pm
Make-'n-Take Classes
Set up in the Vendor area. Arrive 10 minutes early to sign in.

 Fat Quarter Merchandising
Inspired Candle Holder
Sashiko for Quilters
Secrets to Straps & Snaps
Twister Pinwheel Pizzazz

Session 1: 2:15 - 2:45
Session 2: 3:00 - 3:30
Session 3: 4:45 - 4:15

4:30pm - 5:30pm
Evening Treasures Soiree
Join us for some wine, beer and a light nosh. Meet and mingle.

5:00pm
Egyptian Treasures drawing
\$500 credit towards purchases at EE Schenck Co and a gift basket of goodies for promotions.
Must be present to win.

Schedule of Events


Sunday

9:30am - 4:00pm
Booths open
Shopping. Show Specials. Demos.

10:00am - 4:00pm
Door Prize Drawings
Our vendors have generously donated some great prizes. Be sure all the tickets you have collected over the weekend are filled in and deposited in the center aisle hopper. You must be present to win.

12:00am - 1:30pm
Complimentary Lunch
Be our guest, refresh and refuel at our sandwich buffet catered by one of Portland's oldest and finest restaurants.

11:00pm - 11:30pm
2:00pm - 3:15pm
Make-'n-Take Classes
Set up in the Vendor area. Arrive 10 minutes early to sign in.

 Fat Quarter Merchandising
Inspired Candle Holder
Sashiko for Quilters
Secrets to Straps & Snaps
Twister Pinwheel Pizzazz

Session 1: 11:00 - 11:30
Session 2: 2:00 - 2:30
Session 2: 45 - 3:15

4:00pm
Grand Prize drawing
\$1000 credit towards purchases at EE Schenck Co.
Must be present to win.

 be inspired with fun and food



Shop from these suppliers....

Accuquilt Go!	Collins	Itty Bitty Witty	Olfa	Simplicity/Wrights
All Through the Night	Colonial Needle	J.T. Trading	Omnigridd	~ Spectrix
Art Bin	~ Cosmo Floss	~ Jilly Studio	~ Patterns By Annie	~ Springs Creative
~ Animas Quilts	~ CrabApple Hill	~ June Tailor	~ Pilot Pens	~ Storyquilts
~ Art to Heart	~ Country Schoolhouse Designs	~ Kandi Corp	~ Print Concepts	~ Studio E Fabrics
~ AQS	~ David Textiles	~ Kansas City Star	~ Patty Reed	~ Sunday Best
~ Atkinson Designs	~ Daylight Co.	~ Krause Publications	~ Insta-totes	~ Quiltworks
~ Aurifil	~ Diane Phalen	~ Kona Bay	~ Pellon	~ Superior Threads
~ Avlyn Creations	~ Dill Button	~ LakeHouse Dry Goods	~ Presencia	~ Sweet Treasures
~ Bear Threads	~ Dritz	~ Landauer	~ Punch Studio	~ Tacony
~ Blank Quilting	~ Elizabeth's Studio	~ Legacy	~ Quilts Illustrated	~ Textile Creations
~ Blue Feather	~ Fabric Freedom	~ Lecien Fabrics	~ Quilt in a Day	~ The Quilt Company
~ Blue Hill Fabrics	~ Fairfield	~ Leisure Arts	~ Quilt Moments	~ That Patchwork Place
~ Bosal Interfacing	~ Galaxy Fabrics	~ Lockwood Enterprises	~ Quilt Soup	~ Thimbleberries
~ Brookshier Design	~ Galaxy Notions	~ Mary Ellen Products	~ Quilting Creations	~ Triangles on a Roll
~ Buggy Barn	~ General Fabrics	~ Maywood Studio	~ Random Threadz	~ Vanilla House
~ Busy Bee Quilt	~ Grace Frame Co.	~ Mettler	~ Rebecca Barker	~ Warm Company
~ C & T Publishing	~ Grizzly Gulch	~ Michell Marketing	~ Red Rooster Fabrics	~ Whimsicals
~ Camelot Cottons	~ Gypsy Quilter	~ Mighty Bright	~ ReFashioned	~ Whistlepig Creek
~ Carol Wilson Fine Arts	~ Gutermann	~ Miracle Chalk	~ Reproduction Quilts	~ Windham Fabrics
~ Cara Collection	~ Hemingworth	~ Mountainpeek Creations	~ RJR Fabrics	~ YLI
~ Cedar Canyon Textiles	~ Henry Glass /Nathan Hobbs	~ Newcastle Fabrics	~ Robison-Anton	~ Yesterday's Charm
~ Clover	~ In the Beginning	~ Ohio Wholesale	~ Schmetz	~
			~ Signature/A&E	

New to EE Schenck...

Books & Patterns

Around the Bobbin

Contemporary. Stylish. Original.

Aunties Two Designs

Make something just a bit different.

BJ Designs & Patterns

Your place to go for original fabric art and patterns

Direction Press

Fabric Store Guide

Empty Bobbin

Stylish Sewing for the Home

Laundry Basket Quilts

Today's Quilts, Tomorrow's Memories.

Notions

Artograph - Lightpad

We Make it Easy

ASF Lightware - Beam 'N Read Light

For Personal Light Anywhere

Blue Fig - Notions Organizers

Easy hanging organization

DeNiece's Designs - Fabric Organizers

Just Tuck...Fold...and Store!

FA Edmonds - Quilting Hoops and Frames

Celebrating 58 Years of Quality & Tradition

Innovative Craft Products - Inn-Spire & Inn-Control

It's What's Inside that Counts

Magnificent Quilt Co. - Magnetic Quilt Hanger

A Revolution in Quilt and Textile Display!

Original Creations - Transfer Eze

Eliminate your lightbox

Fabric

Anna Griffin

Modern mix and match fabric designs inspired by old world style to add beauty and charm to contemporary sewing and quilting projects.

BLEND Fabrics

A truly dynamic fusion of world renowned design talent for modern upscale fabric choices.

 be inspired with great products - new and old

Prizes

Friday Thread Talk Goodie Bags

- ✓ Attend the Friday afternoon Talk with Carrie Hargrave
- ✓ Attendees receive an extra prize ticket and a special goodie bag.



Saturday Postcard Drawing

2 prizes to win

A \$500 credit towards purchases at EE Schenck Company

A basket full of goodies you can use as give-aways, prizes or displays

- ✓ Watch for your postcard in the mail soon
- ✓ Bring your Postcard to Trends on Saturday March 17
- ✓ Place orders at the vendor booths to get your postcard stamped
- ✓ One stamp per booth
- ✓ Collect 5 stamps from 5 different booths to be eligible for the drawing
- ✓ Place your completed card in the box in the lunch area on Saturday
- ✓ You must be present to win
- ✓ Limit one prize per shop

 be inspired with prizes

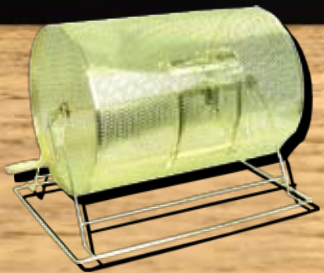
Sunday Door Prize Drawings

Receive tickets all weekend for:

- ✓ Pre-registering
- ✓ Attending Friday warehouse shopping
- ✓ Each Make-n-Take class attended
- ✓ Attending the Friday Thread Talk
- ✓ Attending the Saturday Guest Speaker
- ✓ Booth orders written Saturday & Sunday



Collect your tickets and deposit them into the hopper on Sunday for a chance to win one of the many fabulous door prizes donated by our vendors. Door Prize drawings will begin Sunday, March 18 at 10:00 am. You must be present to win.



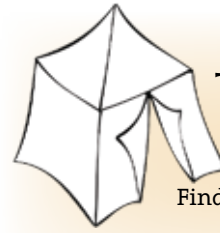
Sunday Grand Prize Drawing

\$1000 EE Schenck Co. credit towards purchases

Make sure all your tickets are in the hopper by 4:00 when we will draw for the big winner.

Must be present to win.

Specials



Tent Sale

One of a kind treasures at astoundingly low prices.

Limited quantities. Get them while they last.

Find the tent on your warehouse map in the Sale Brochure at Trends

New Items & Quilt Market Previews

Many vendors will be showing new Quilt Market releases. See them here first and take advantage of the one-time offers available only for Trends attendees.

A Warehouse full of 3-day Deals

Find treasures available only at Trends



Look for Beginner pre-packs from vendors

Galaxy Scissors Basic Sewing Pack 20% off



Maywood Mash-Ups 50% off several Maywood Studio groups

Indonesian Batiks from Galaxy Fabrics 25% off in stock



All Battings 3-day mark down Take it with you and save even more.



Select Patterns more than 50% off

Select Book vendors over 20% off



Ohio Wholesale Gifts 10% off

 be inspired by great prices



About our teachers



Stephanie Prescott

Stephanie's mom became an avid quilter after reluctantly taking a quilting class with a friend. She had never really enjoyed sewing, but after just one class, she was hooked and eventually opened her own quilt shop, A Quilter's Dream. Her passion was contagious and Stephanie became very interested in fabric selection, merchandising and packaging. Stephanie became involved in the business as it grew, and they branched out into shows emphasizing quilt kits using eclectic fabric selection. Stephanie now shares her fat quarter patterns and kits at quilt shows around the country.

Drew Serbin

After a long tenure as Director of Operations and Product Development for Bosal Foam & Fiber, Drew noticed a void in the over-the-counter craft market for unique, time-saving products. That's when he began Innovative Crafts, founded with the mission to put the crafter and quilter first. Drew is an expert on stabilizers and how to pick the right product for the project style and purpose.

Pepper Cory

Pepper hails from North Carolina where her journey into quilting was inspired by a rummage sale quilt she bought for \$1.00. A former quilt shop owner and the author of seven books, she currently writes columns for many publications including FabShop News, Quilter's Newsletter and American Patchwork and Quilting. Pepper also designs fabrics and stencils, and teaches at quilting events worldwide. Visit her blogs: Pepper at the Quilt Studio (peppercory.blogspot.com); Quilt Flap (quiltflapper.blogspot.com); and Needle Me Now (needlemenow.blogspot.com).

Nancy Green

With a background in engineering, Nancy's flair for the creative has taken different forms. But upon retiring from her consulting career, she decided to take that creativity to the next level. Through her project company, Pink Sand Beach Designs, Nancy presents a growing line of contemporary purse patterns that can be made to coordinate with any mood or outfit. All her patterns are created with the utmost attention to detail while remaining easy and fun to sew.

Marsha Bergren

After 37 years as an educator, Marsha began a second career as a quilt shop owner – a job she's enjoyed for nine years. She created The Twister tools for the customers of her Northern Wisconsin store and soon was selling them across the country! All of Marsha's products are created locally using supplies made in the USA. Her husband, friends and shop employees all pitch in, each helping to make the enterprise a success. Marsha has written two books, *Let's Twist* and *Let's Twist Again*, featuring these terrific tools.



Transportation & Lodging

Where to stay:

Oxford Suites
12223 N. Jantzen Dr.
Portland, OR 97217
800.548.7848 Reservations
Single or double rate \$85.00

Hotel offers FREE airport shuttle,
FREE parking, FREE hot breakfast
and FREE evening appetizers

Make reservations by March 1

E.E. Schenck Warehouse:
6000 N. Cutter Circle
Portland, OR 97217
503-284-4124

Directions:

From I-5 North or South:

Take exit #303

follow signs to Swan Island (~1/2 mi.)

Veer right on Basin Ave

(Mocks Landing)

Turn R. on Leverman

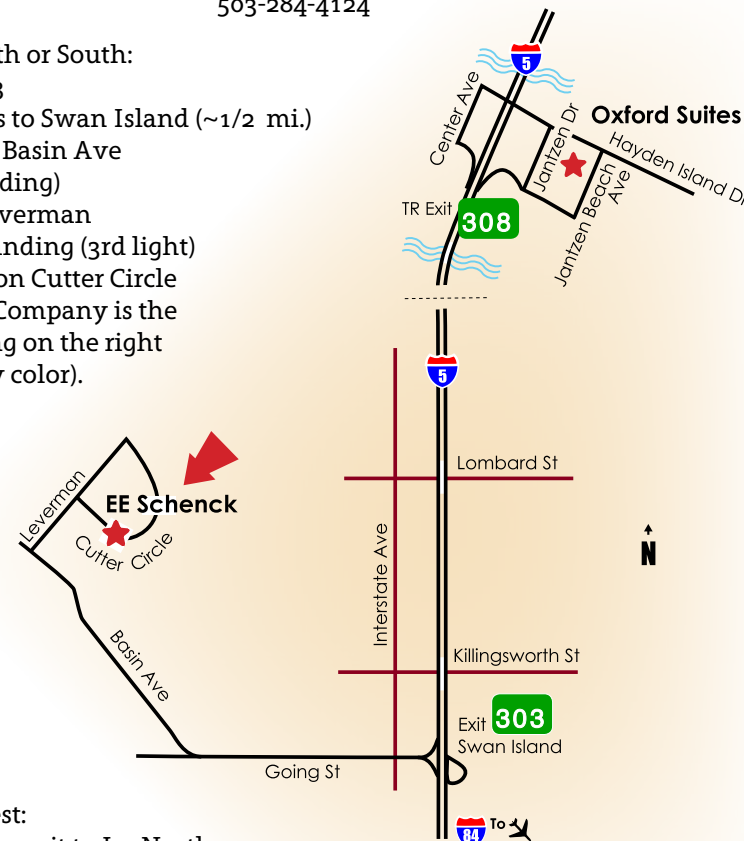
at Mocks Landing (3rd light)

Then turn R. on Cutter Circle

E.E. Schenck Company is the

2nd building on the right

(bluish gray color).



From I-84 West:

Take right lane exit to I-5 North

Take Swan Island exit #303

Proceed according to directions from I-5 above

Getting around while you are in Portland:

Free bus transportation will be provided between the Oxford Suites and the E.E. Schenck Warehouse all 3 days of the show.

Portland offers Max Light Rail and bus transportation throughout the Metro area, including service to the airport. Visit www.trimet.org to get more info.