

### FOCUS ON ... INSPIRED NEEDLE, Lemont, IL

Inspired Needle Ltd owner, Cathy Roginela, never really aspired to own a needlework shop. As it turned out, it was an opportunity of chance and a hint of a challenge.

Having left the grueling IT field, Cathy found herself in a temp position until she landed that "dream job". By chance, the monthly EGA (Embroiderer's Guild of America) meeting of her local chapter had brought in two former needlework shop owners to talk about their experiences of owning a retail store.

Both talked for some time about the pros and cons of owning their own businesses, what they liked and what they disliked. Near the end of the presentation when asked, "Would you do it again?" both emphatically cried, "Yes!"

That was all it took to set the wheels in motion. Cathy, always up for a challenge, set out a way to combine her love of needlework with a full-time career.

Cathy is an avid stitcher and loves learning new needlework techniques, most of which were learned at local EGA chapter meetings, workshops and seminars.

Many times, materials required for an EGA correspondence course or workshop were not locally available. Cathy determined she would focus on assisting EGA stitchers by stocking fabric, threads and needlework tools they require. With that vision in her heart,

she opened Inspired Needle Ltd for business on November 8, 2008.

Cathy has nurtured and prodded her fledgling business during the past year and feels she has grown immensely through her experience. She never regrets her decision to open her shop and thrives on meeting new people, always seeking different and exciting ways to inspire her customers. Cathy's love of needlework is deep within and she wants to impart that love to fellow stitchers. Always looking to help out a customer with a new

technique, she offers advice, suggestions or just pleasant conversation, whether in person, on the phone or via the internet.

One of Cathy's favorite mottos is, "I love my job". She loves the business, the new friends she has met and being surrounded by a needlework environment. While she does not know what the future holds, she has no plans to slow down. And then again, she is always up for a challenge!

Happy 1st

Birthday, Inspired Needle!

Inspired Needle is located at Shoppe 12 in The Stitchers Village. **For a chance to win a gift certificate worth \$100 to spend at Inspired Needle, turn to page Page 8!**



*Cathy Roginela*



*Inside 'Inspired Needle'*

# What's New In The World of Needlework!

or ... A Little Retail Therapy is Always Good For The Soul!

## NEW! from ROSEWOOD MANOR

### 4 New Christmas/Winter Greeting Cards

the blank card includes color cover, chart on back cover, matching envelope with envelope seal.

### Vintage Lace

This 18 page booklet includes 12 mini charts, and two medium sized charts - one is a welcome design.

### Quaker Diamonds

A 10 page booklet which includes 6 mini designs and loads of "Be Creative!" ideas.

### Ring In Christmas

A fold-out chart, which includes two ornaments, although any of the many motifs in the stocking can be stitched as ornaments. It also includes an alphabet for personalizing if desired.



Greeting Cards



Vintage Lace



Quaker Diamonds



Ring In Christmas

*Rosewood Manor designs are available for purchase from the Village shoppes.*

## DON'T FORGET! BOOKMARK FINISHING CLASS STARTS NOVEMBER 16, 2009

Have you ever wanted to make some quick little bookmarks, but stuck trying to decide how to finish them?

There's more to embroidered bookmarks than pre-finished rectangular forms. Lots more! The trick is in the finishing, except it's really not so tricky. In fact, it's easy!

In **Bookmarks 101**, Jen Funk Weber of **Funk & Weber Designs** will teach four general ways to finish bookmarks from scratch, including no-sew methods and three techniques that employ simple backstitching, whip stitching, and fringed edges. She'll discuss variations of each of the finishing



methods, providing dozens of exciting options.

The course will investigate a variety of materials for adhering, backing, and embellishing, and explore basic beading and wirework techniques and tools.

Together, you'll craft one-of-a-kind bookmarks that are fully functional and fun to make and use.

This class does not address decorative patterns for bookmarks. The focus is on finishing, which can be decorative in its own right.

So, find all those little 'that would make a great bookmark' stitcheries in your stash, pop over to the 'Time Specific' section in the School House, and sign up for this great class today!



# A LITTLE BIT OF SPOOKY HISTORY ...

Halloween traditions of trick-or-treating and jack-o-lanterns were brought to America in the 1840s by Irish escaping the Great Potato Famine.

On Halloween, Irish peasants begged the rich for food and played practical jokes on those who refused. To avoid being tricked, the rich handed out cookies, candies, and fruit - a practice that turned into our present day trick-or-treating.

Jack-o-lanterns trace back to an old Irish tale about a man named Stingy Jack. Unable to enter Heaven because of his stingy ways and turned away by the Devil, Stingy Jack wandered the world, searching for a resting place.

To light his way, Stingy Jack used a burning coal in a hollowed out turnip—hence the name 'jack-o-lantern.' The first jack-o-lanterns, in fact, were carved out of turnips. Only when the Irish tradition reached America did turnip carving turn into pumpkin carving.

There are many variations on the history of Halloween, but it's generally believed that Halloween dates back to 700 BC to the Celts, a rural society in northern England, Ireland and Scotland. On November 1, the first day of their new year, the Celts celebrated a festival called 'Samhain' (or sow-in).

Chosen to signify the end of the harvest season and the onset of winter, Samhain was also thought to be a day of the dead. Because it was the end of one year and the start of another, the Celts believed that past and present were closely linked, allowing ancestral spirits to join them.

On the eve of Samhain, October 31, the Celts dressed in costume, lit bonfires, and offered food and drink to masked revelers. Many say the costumes and fires were used to drive away the spirits, and the food given to placate the dead.

October 31 came to be called Halloween when the Christians proclaimed November 1 as All Hallows Day. Unable to stop the pagan ritual of Samhain, the Christians made it a day to celebrate saints who had no day of their own. The night before, or All Hallows Eve, was later shortened to Halloween.

Some interesting Halloween facts:

Witch means wise one. It comes from the Saxon word wica. Witches were thought to be wise enough to tell the future.

Orange and black became Halloween colors because of orange is associated with harvests and black is associated with death.

Halloween is the eighth largest card-sending occasion. There are over 28 million Halloween cards sent each year!

Information found on [www.care2.com](http://www.care2.com)

## FREE! DESIGNS FROM DINKY-DYES THREADS TO CELEBRATE HALLOWEEN AT THE STITCHERS' VILLAGE



A Spooktacular Bookmark and a clever little Halloween biscornu ready for you to stitch! Go to the Graveyard and click on the central gravestone to download your free designs!



# HALLOWEEN SCAVENGER HUNT!

**WIN A TREATS BAG FILLED WITH \$25 GIFT  
CERTIFICATES FROM THE FOLLOWING STORES**

**\$500  
PRIZE**

3 Stitches • Always in Stitches  
BushMountain Stitchery • BushMountain Framing  
Cecilia's Samplers • Everything Cross Stitch  
Fobbles • Haberdashery Designs  
Hanging By A Thread • Inspired Needle  
Laurel's Stitchery • Lazy Daisy Stitchery  
Picture This Plus • Salty Yarns  
Stitchers Workshop • Stitches 'n Things  
Stitches From The Heart • The Cottage Lane  
Traditional Stitches • Youthful Hands Needle Crafts

Each of the participating stores have posed two questions.  
The answers can be found somewhere on their websites.  
Visit their websites via their shopfronts on the home page of  
The Stitchers Village at [www.stitchersvillage.com](http://www.stitchersvillage.com)

List the answers in the same order as the questions  
appear overleaf and email your entry to  
[janie@stitchersvillage.com](mailto:janie@stitchersvillage.com) by **October 30, 2009**.  
The first correct entry to be randomly drawn on  
October 31, 2009 will be the winner and will be  
contacted via email. **The winner will be announced  
in the November 1 edition of The Stitchers Voice.**

**TURN THE PAGE FOR  
THE QUESTIONS!**

# TSV HALLOWEEN SCAVENGER HUNT QUESTIONS

1. **3 STITCHES:** Who is Stoney?
2. **3 STITCHES:** What scissors were custom made for 3 Stitches?
3. **ALWAYS IN STITCHES:** What is the Spinning Monkey's motto?
4. **ALWAYS IN STITCHES:** How many 'exclusives' does Always in Stitches have?
5. **BUSHMOUNTAIN STITCHERY:** What new release has crows, pumpkins, acorns all in one under the sun?
6. **BUSHMOUNTAIN STITCHERY:** What design has a spider with an embroidery hoop?
7. **BUSHMOUNTAIN FRAMING:** How many pumpkins are on BushMountain Framing website?
8. **BUSHMOUNTAIN FRAMING:** What is flying around Halloweentown?
9. **CECILIA'S SAMPLERS:** What are the dates for our Fall 2010 Stitching Weekend?
10. **CECILIA'S SAMPLERS:** What is the name of one of the free charts offered on our website?
11. **EVERYTHING CROSS STITCH:** Name 1 of 3 Halloween charts that customers who purchased Baby Ghosts from Mystic Stitch also purchased.
12. **EVERYTHING CROSS STITCH:** How many jack-o-lantern's are on Janlynn's counted cross stitch kit "Happy Halloween Sampler"?
13. **FOBBLES:** What is happening a Fobbles on 31 October, 2009?
14. **FOBBLES:** Who designed Golden Dawn, the Fobbles Exclusive Hardanger kit?
15. **HABERDASHERY:** What is the third line of the 'Welcome Message'?
16. **HABERDASHERY:** What is the definition of 'Haberdasher/Haberdashery'?
17. **HANGING BY A THREAD:** How many Bee Pins are there on the What's New Page?
18. **HANGING BY A THREAD:** Who will be teaching in June 2010 & which projects will be taught?
19. **INSPIRED NEEDLE:** Creepy and crawly and things that go bump in the night...three items share this one-word name which, when uttered, will scare the daylights out of you and cause you to jump! What is the name of the item(s)? Provide the names of the companies that designed the charts/manufactured the items.
20. **INSPIRED NEEDLE:** Here's a type of Tri-Bond question: Ram's, bull, car. All three can be combined with this word. What is the word? Find the Dames of the Needle design that uses this word.
21. **LAUREL'S STITCHERY:** What's the spooky creature at the top of the main catalog page?
22. **LAUREL'S STITCHERY:** What are the words above the scary ghost on the website?
23. **LAZY DAISY STITCHERY:** What spooky pumpkin ornament are we making in class in October?
24. **LAZY DAISY STITCHERY:** What strikingly different Halloween themed design by the Courtney Collection is featured on our New Arrivals page?
25. **PICTURE THIS PLUS:** What 2 fabric color choices do we offer for the Boo Club?
26. **PICTURE THIS PLUS:** What 3 fabric colors do we suggest for the Boys are Back in Town?
27. **SALTY YARNS:** Who are the teachers for the last event for 2009?
28. **SALTY YARNS:** What is the name of the group that meets monthly at Salty Yarns?
29. **STITCHERS WORKSHOP:** What is so special about this October?
30. **STITCHERS WORKSHOP:** Where are Little Witches hanging around on our website?
31. **STITCHES 'N THINGS:** What event is happening in mid-October?
32. **STITCHES 'N THINGS:** What kind of animal is dressed up for Trick or Treating?
33. **STITCHES FROM THE HEART:** We have a State Tree chart for sale in our online store. What is the name of the chart and who designed it?
34. **STITCHES FROM THE HEART:** We have something witchy designed by Turquoise Graphic & Design. What is the name of the chart?
35. **THE COTTAGE LANE:** Name 2 titles of Halloween designs by Crabapple Studios.
36. **THE COTTAGE LANE:** What am I: In Red, Green, or Pink, I am so "Handy" I think!
37. **TRADITIONAL STITCHES:** One of our designers has a wicked sense of humor. One of her newest designs has a "garden" of storm clouds, spooky creatures and has a play on the old word "wrought". What is the name of this design?
38. **TRADITIONAL STITCHES:** "Sugar & Lace" is one of Thea Dueck's newest designs. Although it isn't pictured, the ornament that accompanies the bell pull is in the shape of a ---? (seasonal treat)
39. **YOUTHFUL HANDS NEEDLE CRAFTS:** Which fabric depicts a Fall sky?
40. **YOUTHFUL HANDS NEEDLE CRAFTS:** What is the girl holding on our logo?

# HALLOWEEN THEMED CLASSES!

The Cat's Whiskers  
Design Studio

AVAILABLE  
OCTOBER 09  
ONLY!



Olde Willow Stitchery  
Threads Inc.

SPECIALLY  
DESIGNED  
FOR  
HALLOWEEN '09  
IN THE  
STITCHERS  
VILLAGE!



The Cat's Whiskers  
Design Studio



Cindy Valentine  
Designs

These Classes Are Available  
NOW In Our School House

# WHAT'S HAPPENING AT THE SHOPPES IN THE VILLAGE

## **Shop 2 - HANGING BY A THREAD**

### **Patrick's Woods Classes**

**June 12 and 13, 2010**

Registrations now open for both of these classes. You can see the beautiful class pieces on display in our windows!

## **Shop 6 - 3 STITCHES**

**Saturday October 17**

We welcome the American Needlepoint Guild with gifts and extra help on duty to answer your every questions. We look forward to seeing each of you here.

**Saturday October 31**

We are having a Halloween Party with lots of Trick or Treats for you to take home. Popcorn, apple cider and of course plenty of candies will be available! See you there!

## **Shop 12 - INSPIRED NEEDLE**

Beginning on November 8 - Inspired Needle's 1st birthday - through to the end of the month, customers can earn 'Inspired Needle Cash'. With every purchase of \$50 they will receive \$10 of 'IN Cash'. The 'IN Cash' must be redeemed during the month of December. Of course, purchases that earn 'IN Cash' will not be subject to Inspired Needle Rewards Points.

Each purchase during November will enter that customer into a Weekly Drawing for various goodie bags (patterns, fibers, accessories-each goodie bag will be different).

Visit Inspired Needle's website via Shoppe 12 in The Stitchers Village for more details.



## **Shop 23 - STITCHES 'N' THINGS**

### **Moonlight Madness**

Our popular framing event will be held from **October 24-31**. Whether in-store or on-line, ALL FRAMES, whether in stock OR special ordered, all custom framing (mats, glass, spacers, mounting fee) and custom mats from Sekas or Jill Rensel are all discounted. Please visit our website via our shopfront on the home page of The Stitchers Village to find out more!

## **Shop 24 - YOUTHFUL HANDS NEEDLE CRAFTS**

**Be sure to check out the Youthful Hands Needle Crafts competition in Issue 11 of The Stitchers Voice, for your chance to win \$100 worth of sunny\*dyes fabrics!**

Teri now have over 50 fabrics that can be customized as to fabric type and size, and made to your specifications. Want to make your project pop with the perfect fabric? Email her and she'll design it for you!

## **Shop 29 - STITCHERS WORKSHOP**

Pat Dugan of the Stitchers Workshop is planning special events for the next twelve months to celebrate Stitchers Workshops 15th birthday. Be sure to check out her website each and every month to see what Pat has planned!

Stitcher's Workshop is hosting the Fern Ridge Collection Trunk Show including all their new designs. Stop in at their Shoppe to see what's new!

## **BRIGHT SPARK NEEDED!**

**Haberdashery Designs** needs the help of a website designer to recreate and maintain their store website. It would help if you lived locally (Spokane, WA) but it's not essential. If you can help please contact Brenda at [haberdasher@haberdasherydesigns.com](mailto:haberdasher@haberdasherydesigns.com)

**There's still time to enter the Youthful Hands Needle Crafts October Members' Competition!**  
**For a chance to win an assortment of sunny\*dyes fabrics worth over \$100**  
Answer the questions to be found **Issue 11 of The Stitchers' Voice** and email your answers to Janie on [editorTSV@stitchersvillage.com](mailto:editorTSV@stitchersvillage.com) by end of day Friday **October 30, 2009**.

Looking for some great Halloween recipes like the Batty Cupcakes below? The Taste of Home website [www.tasteofhome.com](http://www.tasteofhome.com) has a wonderful collection.



### INGREDIENTS

- 1 package (18-1/4 ounces) chocolate cake mix
- 1 can (16 ounces) chocolate frosting
- 24 fudge-striped cookies
- 24 milk chocolate kisses
- Red decorating icing

### DIRECTIONS

Prepare and bake cake batter according to package directions for cupcakes; cool completely.

Set aside 2 tablespoons chocolate frosting.

Frost cupcakes with remaining frosting.

For bat wings, cut cookies in half and add scalloped edges if desired. Insert two cookie halves into each cupcake. Gently press chocolate kisses into frosting for heads. Pipe ears with reserved frosting; add eyes with decorating icing. **Yield: 2 dozen.**

**Nutrition Facts:** 1 cupcake equals 284 calories, 14 g fat (5g saturated fat), 27 mg cholesterol, 249 mg sodium, 37 g carbohydrate, 1g fiber, 3g protein.

*Bat Cupcakes published in Simple & Delicious September/October 2008, p35*

## MID-OCTOBER 2009 COMPETITION

Inspired Needle from Lemont, IL is sponsoring the mid-month members' competition.

**For a chance to win a Gift Certificate worth \$100 to spend at Inspired Needle**

answer the following questions and email your answers to Janie on [editorTSV@stitchersvillage.com](mailto:editorTSV@stitchersvillage.com) by end of day on Friday **October 30, 2009.**

1. I combine my Navy Bean, Lentil and Maple Syrup in my Clay Pot. What am I talking about?
2. Where can you find Madeleine's sampler?
3. Who might have said, "Where's the nuts?"
4. Where can you find the "Be attitudes?"
5. Blueberries, Black Cherries, Cotton Candy with a Hint of Mint. What am I?
6. Bears are usually found in the woods. Find the bear at the beach.
7. You can find Inspired Needle at what number shopfront in the Village?
8. You won't find the last train to Clarksville but what other trains might you find?
9. What animal can be found masquerading as a bat, skeleton, moon, ghost, pumpkin and ladybug? Name at least two designs.
10. SANQ. What does the acronym stand for?
11. What sampler might be appropriate to stitch for Inspired Needle's First Birthday?
12. How many different brands of fabric does Inspired Needle stock?
13. What date did Inspired Needle open for business?
14. A monthly newsletter is published by Inspired Needle. What is the name of the publication?
15. What is your favorite product on the Inspired Needle website?

# THE STITCHERS' VILLAGE

## 2010 Bookmark Challenge Contest

**The Stitchers' Village has accepted the Needle and ThREAD: Stitching for Literacy 2010 Bookmark Challenge, and now we need your help.**

The **Needle and ThREAD: Stitching for Literacy** program seeks to encourage and reward kids for reading—and introduce them to embroidery at the same time. Bookmark Challenge participants (like us) collect hand-stitched bookmarks and donate them to libraries and schools during Children's Book Week, where they are awarded to kids for reading accomplishments.

Will you help us put hand-stitched bookmarks into kids' hands and books by stitching a bookmark?

Naturally, we at The Stitchers' Village want to turn this into a contest, complete with prizes ...

### **The contest rules are simple:**

1. Stitch a bookmark. Any pattern, technique, fabric, fiber, embellishments, etc. Every bookmark counts.
2. Send it to **The Stitchers' Village,**  
**12819 Bedford Falls Drive,**  
**Cypress, TX 77429**

between now and **May 6, 2010** for a chance to win a prize. Every bookmark receives one entry into the contest. If you stitch and send ten bookmarks, your name will be entered ten times into the drawing.

**On May 7, 2010,** winners will be randomly drawn from all entries. The Grand Prize winner will win a **Complete Set of Dinky Dyes Silk Embroidery Thread in a Stitching for Literacy Zippered Tote.** Five Runners Up will receive their choice of **twenty-five (25) skeins of Dinky Dyes 6-strand embroidery silk, and a Cat's Whiskers Design Studio chart or kit.**

**Please help us promote literacy and share the joy of needlework.**  
**As Jen Funk Weber, the Stitching for Literacy founder, says,**  
***“Reading and stitching make the world a better place.”***