



AUGUST 2009

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Vote with Your Wallet

INSIDE THIS ISSUE:

Vote with Your Wallet, Kill Bolt, Fat Qtrs, Name the Statler 1

Quilting Service Promotion, Strip Club 2

Donations for IQSC, Little Women 3

Skill Series, Appliqué Group, Finishers, Book Club 4

Class Policies & Descriptions 5-6

Calendars 7-8

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Store Hours:

Mon-Sat 10am-5 pm

On the square in
historic downtown
Newnan

I heard a story in the shop recently that made me stop and think. A customer was describing a visit to a chain store that carries fabric (this particular store was in another town—not in Newnan). She said that on two recent visits she was appalled at the condition of the bathroom—cleanliness, no soap, etc. On the second visit, she took the time to talk to the manager about the situation and still wasn't convinced that her concerns were being heard. (It is interesting to note that this lady had just admitted to stopping by Heritage Quilts on her way to lunch to use our bathroom because it is always clean). I know that my perspective is a little bit different as a shop owner, but the question that was going through my mind was, "Why do you frequent that store and spend your hard earned money there if your are constantly disappointed with the environment/service/selection?"

Ladies and gentlemen, now is the time to vote with your wallet. Look at the stores with which you currently do business and decide which of these you want to still be in existence 3-5 years from now. Good, loyal customers are always important to small businesses, but never more so than in today's economic climate. So, give this some thought, and then vote with your wallet.

Double Dose of Kill the Bolt in August

Did you forgot in July that we have moved Kill the Bolt Sale back to the last Saturday of the month? If so, then you are in luck because we will host two Kill the Bolt Sales in August—one on the first Saturday (August 1st) and one on the last Saturday (August 29th). On those Saturdays, finish all remaining fabric on any bolt and receive 25% off of that bolt.

Final Days of \$2.50 Fat Quarters

Our July special on fat quarters will end on July 31st. Don't miss your last chance to get fat quarters for \$2.50. They will return to their normal price of \$2.75 in August.

Name the Statler Contest

Our new longarm quilting machine has been hard at work now for almost two months, and we have decided the she (or he?) has earned the right to have a good name. From now through August 22nd, we will be accepting nominations. Just put your suggestion along with your name into the jar. At the end of August, we will compile the choices and select the name. If your selection is chosen, you will receive a \$10 gift card for the shop (amount may vary with multiple submissions of the same name).

QUILTING SERVICE SPECIAL PROMOTION FOR AUGUST

It is only 149 days until Christmas—there are fewer than five months to get your Christmas quilts completed. In talking with other longarm quilters, we have been warned that fall and the lead up to the Christmas season will be the busiest time of the year. In fact we have even been warned that we should be careful not to overbook ourselves to the point that we personally have no fun at all during the holidays. We would like to get a jump start on the busy season so that we won't have to disappoint clients when time grows short. So, we are offering a great quilting promotion.

Effective immediately and through the month of August, you will be entitled to a **\$10 shop gift card for any quilting service under \$100 or a \$20 shop gift card for any quilting service over \$100**. "Quilting service" includes quilting, attaching binding, and stitching binding. It does not include the thread charge, batting, backing, etc. You can pick up your gift card when you pick up your quilted quilt, so you can either use it toward the quilting or you can save it for a future purchase. (Note that if you had a quilt quilted in July that we are making this retroactive and will have a gift card waiting for you here at the shop). Any quilt dropped off by August 31st will be eligible.

Please be sure when you bring us a quilt that your backing and batting extend at least 4" on all sides of the quilt, that the quilt is pressed, loose threads trimmed, and the backing is seamed and cut straight on all sides. Do not include the selvedge in the backing seam, but it is fine to leave the selvedge on the ends.

*Almost all of our edge-to-edge quilting patterns are \$.02 per square inch. (We have identified a few that are extra because they are particularly dense, complex, or slow to run). You determine the number of square inches in your quilt by multiplying length x width. For example, a 60" x 60" quilt would have 3,600 square inches. (Prices are subject to change).

In our example of a 60" x 60" quilt, the quilting service would be \$72. Add a \$3 thread charge (or \$5 for variegated) to get the total price for the quilting service. Minimum charge for any quilt is \$50.

We also offer batting on the roll as well as packaged batting, basting services, and binding services.

STRIP CLUB 4TH SATURDAY

We have had great response to our strip club quilts this past year. For those of you who haven't discovered this yet, strip club features quilts made using 2 1/2" strips. Because the strips are pre-cut, these quilts are usually fast and fun to make. This year, we will debut the quilt on the fourth Saturday of each month. If you come to the shop on the fourth Saturday, you can see the quilt and purchase the strip set for that quilt for \$35. After the fourth Saturday, any remaining strips from that quilt will be available for purchase for \$40, so you can save \$5 by visiting us on Strip Club day. You can choose to make just the quilts that you like—there is no ongoing obligation.

The August strip club will be presented on the fourth Saturday, August 22nd and will feature bright red, white, and royal blue.

The September strip club quilt will be designed by our own Sue Williams and will feature blue and white.

The October strip club will please fans of folk art, and country colors and will feature browns and blacks.

DONATIONS FOR INTERNATIONAL QUILT STUDAY CENTER

As a quilter, I am aware of a number of really great resources and museums that preserve and promote quilting. I am also aware that non-profit organizations are starved for funds in the current economic climate. It has never been more important for quilters to support organizations that protect our quilting legacy and that provide quilters with opportunities for education and recreation.

When quilters band together, we really can make a difference in the quilting world. Starting in August, we will select one outstanding quilting resource to receive our support and donations. There will be a jar on the counter labeled with the charity for that month, and all donations that go into that jar will be sent to the selected quilting organization. I know that money is tighter in my own little world than it used to be, but I am certain that I can manage a few dollars into that jar each month. As a testament to how important I think that this initiative is, Heritage Quilts & Fabrics will match \$.50 for each dollar contributed up to \$100 per month.

I hope to accomplish two things with the jar. First, I want all of us quilters to feel good about supporting quilting resources. Second, I hope that you will all have the opportunity to learn more about these museums, study groups, and online resources. Maybe you'll visit one of these places or learn something from their literature and online resources.

Our first recipient will be the International Quilt Study Center and Museum in Lincoln, Nebraska which is a world-class museum. The study center collection includes over 2300 quilts. The museum offers exhibits, education, and conservation labs, and is a critical resource for students in the Master of Textiles—Quilt History program at the University of Nebraska. (Learn more at www.quiltstudy.org).

Let's all see how our donations can add up to support this great museum. At the end of August, the shop will tally and match the donation and forward it to the museum. In the next month's newsletter, we will let you know the final total collected.

JO'S LITTLE WOMEN CLUB-NOT TOO LATE TO JOIN NEW SESSION

We have just started Series 8 which features one lap sized quilt that we will work on over 4 months and 2 doll sized quilts. It is not too late to join—especially since we are starting with the 4 month quilt. At the start of the club, you will purchase a punch-card for 24 fat quarters at 20% off. You can select your fat quarters from any of the Jo Morton fabric lines, and you can select all of them at the beginning or a few at a time. The fat quarters will be used to make all of the blocks in the series of quilts, so you will only need to purchase additional fabric for your borders, backing, and binding.

The cost of the club is \$81.50 (including sales tax) for which you get 24 fat quarters, six months of Jo Morton patterns, and six workshop sessions.

The club members will meet on the third Monday of each month from 10 am—1 pm. The meetings are a fun time to show off your finished work from the prior month and to begin work on the current month. The best part is seeing the different fabric and color choices. If you can't attend one of the meetings, you can pick up the pattern at the shop anytime during the month.

SKILL SERIES SAMPLER

Each month, we present a new skill and you can practice that skill on a sampler block. You can attend just the classes that you need or would enjoy. As your stack of sampler blocks grows, so will your skills and confidence.

*Class #12—Needleturn Appliqué will be Tuesday, August 4th from 6:30-9:30 pm or Wednesday, August 5th from 10:30 am—1:30 pm.

Class #18—Borders will be Monday, August 10th from 10:30 am—1:30 pm.

Class #13—English Paper Piecing will be Tuesday, September 1st from 6:30-9:30 pm or Wednesday, September 4th from 10:30 am—1:30 pm.

Class #19—Binding will be Monday, September 14th from 10:30 am—1:30 pm.

Class #14—Crazy Quilting will be Tuesday, October 6th from 6:30-9:30 pm or Wednesday, October 7th from 10:30 am—1:30 pm.

APPLIQUE GROUP

This group meets on the first Friday of each month from 10:30 am—1:30 pm. While this is not a beginning appliqué class, if you have taken an appliqué class or done a little bit of appliqué, it is a great venue to work on projects, to share tips and techniques, and to enjoy the company of other quilters. There is no charge for this group—just bring your projects and have fun.

QUILT FINISHERS

After hovering in the 90's for several weeks, the Quilt Finishers have surged ahead with 120 completed projects! The Quilt Finishers meet together for show-and-tell of our finished projects and to continue to work on getting those UFO's (unfinished fabric objects) done. The group meets from 10 am—2 pm on the third Friday of every month. Cost to join is \$10 for the entire year. You can join at any time. If you can't attend the meetings, you can just drop by and show us your completed projects.

*Any quilted object is eligible

*Finished is bound and labeled

*Projects started at any time are eligible, but they must be completed in 2009.

*If you quilt for others, no client quilts

You will put your name into a drawing for every project you finish. The club will run throughout 2009, and we will hold the drawing party in January of next year. We will provide a wide variety of prizes. Of course, the real prize is getting those projects done.

HERITAGE QUILTS & FABRICS BOOK CLUB

The book club meets on the third Thursday of each month from 10:30 am –12:30 pm, and we know that there is a “shadow book club” out there following along but unable to come to the meetings.

On Thursday, August 20th we will discuss The Persian Pickle Club by Sandra Dallas

For September, October, and November, we will return to the works of Jennifer Chiaverini reading in order The Runaway Quilt, The Quilter's Legacy, and The Master Quilter.

Finally, in on December 17th we will discuss The Quiltmakers Gift by Jeff Brumbeau & Gail De Markien.

Remember that the book club selection will be on sale for 20% off the month before and the month in which it is the selection.

We offer a frequent shopper card that is good for \$20 off after you reach \$200 in purchases. The only exclusions are sales tax, gift certificates, classes, quilting services, and discounted items. Be sure to turn in your printed cards to switch to our automated tracking system.

Discounts cannot be combined. When multiple discounts are involved (ex. Sale fabric & a birthday discount), then you would get the greater of the two.

We offer a birthday discount good for half of your age. For example, 52 years of age would get 26% off. The discount is good 1 week before to 1 week after your birthday, and you must announce your birthday before your sale is complete.

**FAT QUARTER
DAY 3RD
SATURDAY OF
EACH MONTH**

**KILL THE BOLT
SALE—on the last
Saturday of every month,
buy all remaining fabric
on any bolt and receive
25% off of that bolt.**

CLASS POLICIES

We greatly appreciate our class teachers who so generously share their time and talents. To be fair to our teachers, we have the following class policies:

- *Class fees are due when you register.
- *Your cancellation of a class with less than 1 week's notice will result in forfeiture of the class fee.
- *If you cannot attend a class for a documented emergency (doctor's note, funeral program, police report, etc.), then you will be issued a store credit for use in a future class.
- *Please, no guests or children in class.
- *Please turn off your cell phones during class.
- *If we have to cancel a class, you will be issued a full refund.

CLASS & CLUB SKILL KEY



= Beginner



= Advanced Beginner-comfortable with rotary cutter & 1/4 inch seam



= Intermediate-comfortable with all basics and ready to expand skills

JO'S LITTLE WOMEN CLUB

Civil War Doll Quilt Club New Series July—December

Make quilts using Jo Morton's Civil War fabrics. The club will meet on the 3rd Monday of each month. 10 am—1 pm.
Coordinator: Cynthia Zimmerman
Cost: \$81.50 (includes 24 fat quarters @ 20% off and six patterns)



PIGS ROAST

PIGS-Projects in Grocery Sacks

Spend a fun day away from the distractions of home on all those projects in grocery sacks. Lunch is provided, and you get a \$5 gift card if you bring your project in a grocery sack.
Saturday, August 22, 10 am—4 pm
Coordinator: Kris Townsend
Cost: \$20



APPLIQUE GROUP

Appliqué Group

Join other fans of appliqué to stitch on your appliqué projects.
First Friday of every month
Coordinator: Sue Williams
Free



CLASS SCHEDULE—August, September, October

SKILL SERIES SAMPLER

Note: All Skill Series Sampler Classes are \$20 and taught by Liz Hogan unless otherwise indicated.

Needleturn Appliqué—Class #12

Learn the technique of needle turn appliqué.
Tuesday, 8/4, 6:30-9:30 pm OR
Wednesday, 8/5, 10:30 am—1:30 pm



English Paper Piecing—Class #13

Learn the traditional method to make the Grandmother's Flower Garden Block.

Tuesday, 9/1, 6:30-9:30 pm or
Wednesday, 9/2, 10:30 am—1:30 pm
Instructor: Kris Townsend



Binding—Class #19

Review proper binding techniques. A great class for first time binders or for anyone needing a refresher.
Monday, 9/14, 10:30 am—1:30 pm



Borders—Class #18

Learn how to properly measure for and attach quilt borders to keep your quilt square. Class will also cover mitered borders.

Monday, 8/10, 10:30 am—1:30 pm



SKILL SERIES SAMPLER

Hand Piecing-Skill Series #15

Learn the traditional art of hand piecing.
Tuesday, 10/3, 6:30-9:30 pm or
Wednesday, 10/4, 10:30 am—1:30 pm



BEGINNER

Beginning Quilting

Learn the basics of machine piecing and quilting while making a Rail Fence quilt, we will cover rotary cutting, piecing, quilting, and binding. This class will provide a firm foundation from which you can continue your quilting journey.

A 4 session class with some homework.

Instructor: Corinne Echols

Thursdays, 7/23, 7/30, 8/6 & 8/13, 10 am—1 pm OR Mondays 9/14, 9/21, 9/28 & 10/12, 6-9 pm.

You must be familiar with your sewing machine—threading, bobbin, etc.



MACHINE QUILTING

Machine Quilting

Learn how to set up your machine and how to move your hands to be able to free motion machine quilt.

Tuesday, 9/22, 6-9 pm

Instructor: Darby Jochum

Cost: \$25



HAND QUILTING

Beginning Hand Quilting

Learn the traditional art of hand quilting.

Saturday, 10/3, 10 am—1 pm

Instructor: Sue Hardin

Cost: \$35



August 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
August 30	August 31			July 30 Tax Free Sale	July 31 Tax Free Sale	1 Bonus Kill the Bolt Sale; Tax Free Sale
2	3	4—6:30-9:30 Skill Series #12 Needleturn Appliqué	5—10:30-1:30 Skill Series # 12 Needleturn Appliqué	6 10-1 Beginner	7 10:30-1:30 Appliqué Group	8 10, 11, or 12 2nd Sat Sampler
9	10 10:30-1:30 Skill Series #18 Borders	11	12	13 10-1 Beginner	14	15 Fat 1/4 Sat
16	17 10-1 Little Women	18	19 10:30-1:30 Thimbleberries	20 10:30-12:30 Book Club	21 10-2 Quilt Finishers	22 PIGS Roast; Strip Club Quilt Debut
23	24	25	26	27	28	29 Kill the Bolt Sale

September 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1—6:30-9:30 Skill Series #13-English Paper Piecing	2—10:30-1:30 Skill Series #13 English Paper Piecing	3	4 10:30-1:30 Appliqué Group	5
6	7	8	9	10	11	12 10, 11, or 12 2nd Sat Sampler
13	14 10:30-1:30 Skill Series #19-Binding; 6-9 Beginner	15	16 10:30-1:30 Thimbleberries	17 10:30-12:30 Book Club	18 10-2 Quilt Finishers	19 Fat 1/4 Sat
20	21 10-1 Little Women; 6-9 Beginner	22 6-9 Machine Quilting	23	24	25	26 Strip Club Quilt Debut; Kill the Bolt Sale
27	28 6-9 Beginner	29	30			

October 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 10:30-1:30 Appliqué Group	3 10-1 Hand Quilting
4	5	6 6:30-9:30 Skill Series #14-Crazy Quilting	7 10:30-1:30 Skill Series #14-Crazy Quilting	8	9	10 10, 11, or 12 2nd Sat Sampler
11	12 6-9 Beginner	13	14	15 10:30-12:30 Book Club	16 10-2 Quilt Finishers	17 Fat 1/4 Sat
18	19 10-1 Little Women	20	21 10:30-1:30 Thimbleberries	22	23	24 Strip Club Quilt Debut; Kill the Bolt Sale
25	26	27	28	29	30	31

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