

Common Threads



Quilt Shop

and Design
Studio



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Winter 2011

Letter from the Editor:

What a year! As we celebrate the holidays with friends and family we take a moment to look back at the ups and downs of 2011. The year was full of celebrations and mourning, but we here at Common Threads believe that every milestone in life brings little more knowledge, makes you feel a little more humble, and gives hope for the future.

We are excited for our future and can't wait to start designing our own fabric and patterns. As most of you already know, with this adventure we needed to make some changes at Common Threads. One of the biggest changes is our open hours. We want you all to remember that we are not closing! We are simply following a trend within in the specialty business of having exclusive open hours. These hours also open up a chance for your guilds, retreat groups, or groups of friends to call ahead and schedule a private shopping event in which we will host your group, provide refreshments and a demonstration. The changes we are making allows us to create more events, clubs, and classes for you! This newsletter is filled with them!

We are so thankful every day that we get to come to work and be creative. We especially want to thank you, our customers, for making Common Threads a destination quilt store. Without you we wouldn't have the amazing opportunities we've been given. Thank you for an awesome 2011, we can't wait to show you what we have in store for 2012!

Merry Christmas
Happy Holidays
Happy New Year
From our Common Threads
family to yours!

New Hours

EVERY Wednesday
9am – 7pm

2nd and 4th Thursday
9am – 7pm

2nd and 4th Friday
9am – 5pm

2nd and 4th Saturday
9am – 5pm

IMPORTANT DATES

Jan. 2nd – New hours start

Jan. 12th - 14th – Inventory Reduction Sale

Jan. 16th – First “Cattail in the Meadow” class

Feb. 5th – “Super Sew for Super Bowl” party

Feb. 20th – Second “Cattail in the Meadow” class

Feb 26th – Polar Bear Plunge

Feb. 29th – Leap Year Sales Event

March 24th – Relay for Life Auction

April 27th - 29th – Stash Bash 2012

BLOG TELLS ALL

We're always looking for the best ways to share what's going on at the quilt shop. Four times a year through our newsletter wasn't good enough, so we decided to start a blog.

The blog features things that we are working on every week, products we're using, charities we're involved in, and anything else going on with our Common Threads family. The monthly E-Chatter will also be posted on the blog.

Don't worry, our "What's New" attendees are still going to be the first to see all of our new fabrics, books/patterns, notions, etc.

To check out the blog go to commonthreadsmn.blogspot.com You can also subscribe to our blog while you're there!



SMALL BUSINESSES COMPETE WITH BLACK FRIDAY

On Saturday, Nov. 26th Common Threads and hundreds of other small businesses participated in Small Business Saturday. The awareness project was started last year by American Express. It was promoted heavily through social media including Facebook and Twitter. You may have even seen commercials on network television.

Small Business Saturday was a huge success with more than 103 million Americans shopping in small businesses. Public

awareness of Small Business Saturday rose from 37% last year to 65% this year. Not only was it a huge success for small businesses everywhere, but here at Common Threads as well. Almost every customer that stopped in on Saturday was aware of Small Business Saturday and the specials we were running that day.

Did you miss it? Don't worry, we will be participating again next year!

New Business for Machine Quilter

Leslie Hoelscher was the very first machine quilter that Common Threads Quilt Shop ever had when it was established by Ruth Gess in Alexandria. She has continued to be a priceless presence ever since. As of February she will be starting her very own machine

quilting business.

With a long arm quilting machine at home, Les will be working from there. Quilts can still be dropped off and picked up at Common Threads. And don't worry, you will still see Les around the quilt shop helping with Our new Row by Row Club

and working weekends.

Holly will continue to quilt on our Statler quilting Machine at the quilt shop, with hundreds of designs to choose from.

We're Taking the Plunge



Common Threads is supporting the Ice Angels in this year's Polar Plunge to support The Special Olympics. They will be jumping into a frozen lake on February 26th.

The team consists of Katie, Holly, and a friend, Erika Berglund. They are looking for team members and/or donations. If you would like to join or donate, go to : <http://www.plungemn.org/team/iceangels>

Stash Bash 2012
April 27th – 29th
Arrowwood Resort

We are hoping to make this the largest gathering of quilters in the state of Minnesota. We are still ironing out the details, check the website for more information.

IT COMES ONCE EVERY FOUR YEARS

Leap Year that is! This year we invite you to come to a special day of open sewing and a day full of Leap Year sales.

You can choose to get 29% off any cut of fabric or double punches on your card. Play Leap Frog and get a bonus discount. No, we won't ask you to jump over someone's back....jump a frog into a cup for a special coupon worth an additional \$1-\$5 off your purchase or a coupon for 29% off fabric AND double punches!

We're so excited that we have an extra Wednesday of fun and can't wait to see you all at our "every four year" sale. ☺

Relay for Life Auction

For every dollar you spend from January 18th to March 23th you will get two Quilt Bucks. You can use these Quilt Bucks along with money to bid on different items on the auction. The auction will have quilting items as well as other items. Everyone is invited to this event and the proceeds will go to our Relay for Life team. Check the website for more info.

Inventory Reduction Sale

Thurs. Jan. 12th – 40% OFF!
 Fri. Jan. 13th – 50% OFF!!
 Sat. Jan. 14th – 75% OFF!!!

Super Sew for Super Bowl

We love watching the Super Bowl every year....for the Half Time Show and the commercials. Are you the same way??? Join us on Sunday, February 5th for a special sewing day...Super Sew for Super Bowl.

We invite you to bring any projects you want to work on, a beverage of your choice, and an appetizer to share. We will be serving Chili with all the fixin's.

Don't worry, we will be showing the Super Bowl...of course we HAVE to see the commercials! We will be playing games throughout the day for prizes, including a \$50 Common Threads gift certificate!!!

New Clubs

What's New

(replacing Thrifty)

Be the first to see our new fabrics, books/patterns, and notions. We encourage you to bring show and tell of your own.

We will also be demonstrating new products and techniques at every class.

By attending What's New you are entered in a monthly drawing for one of the new products we show. If you bring show and tell you will receive a coupon for \$5 off a \$25 purchase that is good for the rest of the month.

Card Club

(Wednesdays)

Want to paper piece? This is the club for you! Create perfectly pieced 3" quilt blocks in a variety of themes. Secure them inside specially designed frame cards for gift giving and artistic display.



You may also use these blocks in other ways such as table linens, wall quilts, and other small projects. Club meets the 3rd Wednesday of each month at 10am.

You will receive a 20% discount on any supplies you purchase to create the projects including additional frame cards.

CLUB FEE: \$25 for the year and includes book "50 Little Paper-Pieced Blocks" and 1 pack of (4) specialty designed frame cards with envelopes.

Quilt Circle

Our NEW Quilt Circle is a combination of class, demo, guild, and breakfast! Quilt Circle is held twice a month starting in Feb. (please check the calendar for details).

We will serve a light brunch while we talk more in-depth about a certain technique, book, or designer.

There is no fee for attending, however we will have special projects and make-n-takes that you can purchase the day of the class.

If there is anything you'd be interested in exploring further please contact Julie at common@gctel.net.

Row by Row

These fantastic patterns were designed by Ruth Gess, local designer. We will gather every 4th Thurs. or Fri. of the month (see calendar for details).

This club will replace Clothesline Club, however we won't be using only 30s fabric, work with Civil War or any choice of fabrics.

Cost: \$60.00 for the year which includes binder for patterns and club handouts, additional projects patterns, demos, and refreshments.

New Block of the Month

Row by Row

This block of the month will follow the Row by Row Club and will start in February. You will be able to pick up your patterns the fourth Friday of every month.

We will also have the option to purchase a fat quarter bundle in your choice of 30s or batiks for \$82.50.

Cost: \$25.00 for the year which includes binder for patterns and monthly patterns.

You are not automatically signed up for Row by Row Club if you choose to participate in the Block of the Month.

New Classes

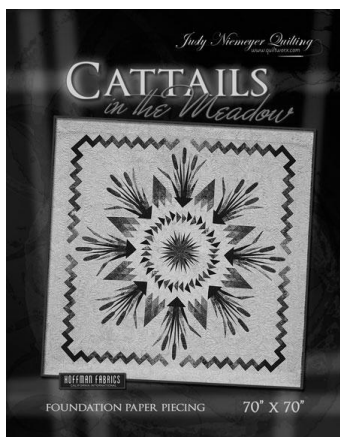
Cattails in the Meadow

Judy and Brad Niemeyer designed the Cattails in the Meadow for foundation paper piecing. A collection of fabrics designed by Hoffman Fabrics were used to make the quilt and we have the exact fabrics for this class.

The class will be taught by a certified Judy Niemeyer teacher, Catherine Erickson.

We will meet on Jan. 19th and Feb. 20th from 9am - 5pm to learn how to cut, organize, and sew this beautiful creation together. We will also be meeting in March/April for steps to finish this project (date TBD).

Cost is \$275 to take the class, this includes the kit and pattern. (Min. 8 people needed.)



Continued Clubs

(Check calendar for specific dates)

Sit-n-Sew

(Fridays)

Work on your own projects with other fellow quilters.

No fee but we do ask that you sign up to ensure that there is enough space for everyone. Bring a potluck item to share for lunch.

Stitchery Club

(Wednesdays)

If you love the art of stitchery, whatever type it is - appliqué, embroidery, etc. please come and spend the day with fellow stitchers working on the craft you all enjoy.

No fee or sign up, we will order in pizza for dinner.

Buggy Barn

(Wednesdays)

Join this group of "crazy" buggy barn groupies who love to share the art of buggy barn techniques in creating some very fun and unique projects. Come for the whole day or part of the day to work on your Buggy Barn projects!

No fee or sign up, but please bring a potluck item to share for lunch or snack.

Civil War

(Wednesdays)

We will be revisiting the historical information of the twelve battles of the Civil War and create quilted projects based on them.

Club fee: \$30.00 per trimester

Grandma's Flower Garden

Anyone working on a Grandmother's Flower Garden project is invited to join us at 11:30am to work with others.

If you wish to stay for lunch please bring a potluck dish to share. No fee.

Continued Block of the Month

Minglewood

Block of the Month

The 9 month BOM started Oct. 17th 2011 continues through July 16th 2012.

You may join the group for a sew day every 4th Friday of every month.

Cost is \$25 per month or you may pay in full and receive a 20% discount.