Class Names and Times Descriptions

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| Marine Vinyl Do’s and Don'ts -  Pegboard Crafts  Saturday 4/30 9:00 AM | Marine Vinyl is so fun to use! In this class you will learn when to use marine vinyl and when not to, as well as tips and tricks of application. You will leave this class fired up and ready to tackle all things Marine Vinyl |
| Applique Basics-  Pegboard Crafts  Friday 4/29 - 8:30 AM | Join Peggy and Beth as they share with you how to do a machine applique from  start to finish. We’ll discuss the difference in a traditional satin stitch finish design versus the bean  stitch, blanket stitch and zigzag stitch finish. You will also learn what you need to know about layering fabric to create those special designs. I’ll show you tips and techniques to get a clean and  professional look every time. |
| All About That Cork! -  All Stitched Up by Angela  Friday 4/29 - 8:30 AM | Think outside the box and learn to craft with cork and use cork to “jazz” up your projects! |
| Sewing and Craft Room Essentials -  All Stitched Up by Angela  Saturday 4/30 12:00 PM | It’s time to get organized and save time! Make sure you have all the sewing/craft room essentials. Stay up to date with the latest products, tricks, and tips with Angela! |
| What You Need to Know About Doing Craft Shows -  Bella Bleu Embroidery  Friday 4/29 11:30 AM | Have you ever considered taking your business or hobby to a craft show, and feel overwhelmed on where to start? In this class you will learn from Corena with Bella Bleu Embroidery. She is a seasoned craft show veteran and will share with you the tips she has learned along the way to not only have an eye-catching booth but also how to maximize your profits. |
| Keys to Successful Business Planning -  Aaron Montgomery  Saturday 4/30 12:00 PM | Discover 5 key ingredients and how to develop those keys into a comprehensive plan that will guide you to success. This is not the spiral bound glossy business plan you take to a bank to get a loan (though it can easily turn into that), this is the nitty-gritty details of what is going to make your business tick and how you are going to take over the world – or whatever your aspirations are for your business. We are going to start with Why, define the people involved, set some goals, craft a marketing plan, and have some budgets to work from. There will be small exercises throughout the class and lots of open discussions about how to make your company more successful with a working business plan that will become the document you and those involved in your business make decisions based on. |
| Next Level Crafting Using a Silhouette and a Glowforge -  Lisa Potts  Saturday 4/30 12:00 PM | Are you tired of doing the same thing over and over? Why not combine two very powerful machines, your silhouette and glowforge to create something unique, and fun? You and your customers will fall in love with the result. This will add a whole new dimension to your crafting abilities and to your shop. |
| Digitizing 101 -  Lisa Shaw  Friday 4/29 10:00 am  Saturday 4/30 12:00 pm | Are you interested in digitizing? Start from the basics – digitizing is drawing a shape and assigning a stitch type. This class will start with this concept and work through how to work with graphics/photos/drawings to create embroidery designs. This will be a great primer for those interested in learning more about the whole embroidery design creation process. |
| 3 Pricing Strategies to Avoid (and what to do instead) -  Aaron Montgomery  Friday 4/29 11:30 am | There are some common pricing strategies that on the surface seem sound. In fact, people repeat them so often many people think those strategies are gospel and are the way to a successful business. But while they might provide a small uptick to your sales numbers initially, your company’s profitability and long-term health can suffer. You will find yourself in the continuous loop of having to reduce prices to a point where you can’t sustain your company any longer. In this seminar, we will show you 3 common strategies to avoid and why they can get you in trouble quickly. After helping you look at your pricing strategy differently, we will leave you with a strategy that has been proven to work during my 22 years in the industry. You will leave looking at you’re pricing in a different mindset. This way you can not only generate more profit, give yourself more protection from the mistakes and downturns, but also create raving fans. With embroidery, sublimation, and vinyl, you have the opportunity to not only create things on demand but to create experiences your customers will love. Let’s utilize that to create a win-win pricing strategy. |
| All About That Bean Stitch -  Cassidy from Sewing Seeds  Friday 4/29 8:30 AM | Bean stitch appliques are on the trend right now and that is my specialty. They are so quick to stitch. However, bean stitch applique is a new learning curve for most. It’s so different from satin and requires different techniques to get the best look. This class will show you all the dos and don’ts for bean stitch applique. I’ll share all my secrets and tips with you. If you are on the fence about bean stitch applique, please join our class. There are so many reasons to love bean stitch appliques. However, I do warn you, once you conquer the techniques, you may not want to stitch anything but bean stitch. |
| What is Work Life Balance? Myth, Dream or Possibility? -  Kylene Montgomery  Friday 4/29 1:00 pm | As a small business owner, yoga instructor, success principles trainer, mother of an active sporty 10 year old boy, and wife of a work-a-holic passionate business coach, balance is a word I have a love/hate relationship with. Some days it can feel like a myth, other days my dreams do come true. I have found that by being intentional, having that balanced feeling is completely possible. I want to share my journey and resources I use daily to keep it all together. Literal balance in your work and life is just not feasible, so we have to let go of the myth. I know I can’t spend 4 hours being a great mother and wife, 4 hours working, 4 hours on self-care and 4 hours supporting my community, family, and friends, then get a refreshing 8 hours of sleep. Our lives and work go in cycles, so you must manage your time, commit to priorities and be able to say yes to the great stuff by saying no to the good. We will do some exercises; I will show you some practices and processes that work for me and give you the tools to adapt those to your needs. |
| All Things Etsy - Growing Your Business with Etsy -  Shaina Kilby with SK Creations  Friday 4/29 4:00 pm  Saturday 4/30 10:30 AM | Are you selling on Etsy, or thinking about joining Etsy? This class is for you. Shaina will be teaching all the tricks she has learned as she has grown her business. You will learn what makes a product sell, and how to get more views on Etsy. You will also learn common mistakes that keep your listing from selling. |
| Business Owners Mindset - Believe It’s Possible, Overcome Fear and Take Action! -  Aaron and Kylene Montgomery  Friday 4/29 2:30 pm | As business owners, and as coaches, trainers, and mentors of other business owners, we were shocked to realize that 90% of the challenges business owners face have nothing to do with the nuts and bolts of running a business. It’s not the accounting, the production or even the marketing, it is the MINDSET. As entrepreneurs we need to cultivate a different mindset than we were ever taught in traditional schools or even college. Being a business owner is about having a mindset and willingness to sacrifice for a few years that most people won’t so you can spend the rest of your life living like most people can’t. We want to share with you 3 mental states most business owners struggle mastering. These are ways of thinking business owners must cultivate to be successful. Goal setting that you believe is possible, facing fear and stepping out of your comfort zone and taking action even when you are not sure what action to take. |
| How to Build a Website Using Shopify -  Mallory Maxwell  Friday 4/29 10:00 AM | If you already have a business and are ready to take it to the next level or are planning to start a business and want to get off to a great start, this is the class for you. In this class we will discuss how to build a Shopify website from start to finish. The result will be a professional looking website that will be sure to catapult your business. Make sure to bring your notebook, you will want to take notes! |
| Creative Zipper Bags In The Hoop -  Chattanooga Sewing Center  Saturday 4/30 10:30 AM | Join Judy Fredenburoh – National Educator for RNK Distributing as she guides you on how to personalize a zipper bag using your embroidery machine. These bags are so quick and easy to create, and you can add your own creative touches to them with just a few changes! You will even learn how to use your embroidery machine to install zippers. |
| Finding Your Niche -  Sk Creations (Shaina Kilby)  Friday 4/29 1:00 PM | Knowing your niche market and target customer are key to your business’s success. Here you will learn how to identify and focus on that niche, and how to make that laser focus translate into more sales for your shop. You will learn how to make your niche work for you. |
| Scaling Your Business and Managing your Team -  Shaina Kilby  Saturday 4/30 9:00 AM | If you are a one-person show, or managing a team, this class is for you! Scaling and hiring that 1st, 2nd, or 3rd etc. employee is scary. In this class you will learn when the right time to hire is, how to manage those employees and how to continue to grow your business. |
| Setting Yourself Up for Success Through Photography -  Cassidy with Sewing Seeds Designs  Saturday 4/30 9:00 AM | Selling in today’s “virtual” world can be difficult. Here you will learn everything from lighting to staging in order to create a photo that will appeal to your target market. You will learn how to use those photos and translate them into more sales! |
| Quilting In The Hoop -  Chattanooga Sewing Machines  Friday 4/29 4:00 PM | Join Judy Fredenburgh, National Educator for RNK Distributing as she guides you on how to create your own quilting templates using RNK products. This technique will allow you to take your design over your entire quilt with ease. |
| Beginners Guide to Heat Transfer -  Rick Coartney  Friday 4/29 11:30 AM | Join Rick Coartney with Heat Transfer Solutions as he explains the basic kinds of Heat Transfer Vinyl available and their application on a variety of materials. Learn to get creative using special effect products like glitter, flock, foil, and other latest technology products including 4 color printable heat transfer vinyl for those that have a wide format printer that uses solvent, eco-solvent and latex inks. |
| Working with Fusible for Applique, Quilting and More -  Hot Fix Adhesive  Friday 4/29 10:00 AM | Have you ever wanted to work with fusibles? In this class, you will learn the following:  Creating layered applique with a silicone mat.  Cutting pre-fused fabric on home cutters.  How to print and/or draw patterns onto paper backing of Hotfix Adhesive. |
| Everything You Need to Start a Sublimation Business -  Bella Bleu Designs and The Sassy Subber  Friday 4/29 1:00 PM | Join Corena with Bella Bleu Designs as she teaches you tips on how to start a sublimation business. She will discuss everything from products, equipment and designs. After this class you will be able to hit the ground running with your sublimation business. |
| Digital Cutting with RNK -  Chattanooga Sewing Machines  Friday 4/29 2:30 | Join Judy Fredenburgh, national educator for RNK Distributing, as she guides you through the creation of a FUN Mother’s Day banner using Quilters Select Craft N Cutand Brother Scan N Cut! With the tools you see in this class, these banners are FUN and easy. The possibilities are endless and no two will be the same. |
| Being Customer Centric Is The Only Way to Real Profitability -  Aaron Montgomery  Saturday 4/30 10:30 AM | Have you heard decorators lament in Facebook Groups that you can either provide great customer service or you can make money? Unfortunately those decorators are actually unsure of what real customer service is all about. Most people think to be customer centric you must bend over backwards for ever customers whim and wish no matter what. But the reality is companies that provide great customer service not only don’t bend over backwards for every customer request, but they many times say NO gracefully. Customer service is about setting clear expectations, developing policies that support your ideal customers and always taking the high road because you lead with empathy. In this seminar we will show you how to manage and set customer expectations. Then what to do when there is an issue so you can not only save the day but create raving loyal fans. |
| Decorative Stitches -  Lisa Shaw  Friday 4/29 11:30 AM | Motifs are pretty and fun to work with. From elegant embossed designs on textured fabrics to pumping up your satin appliqué finishing stitches, we will explore some fun ways to use motifs in our embroidery designs. |
| Neckline Embroidery -  Lisa Shaw  Friday 4/29 1:00 PM | One of the hottest trends is neckline embroidery – for curved necklines and V-necks. From names to cute sayings to inspirational quotes – this embellishment has a vintage look but is easily created with your embroidery machine. Lisa will show how to choose the right font, create the layout in software, hoop your garment correctly and stitch your design layout EXACTLY where you want it – no guessing. |
| Making Embrilliance Work for You -  Lisa Shaw  Saturday 4/30 10:30 AM | Are you interested in learning how to make Embrilliance work for you? In this class, Lisa Shaw will “expose” all the hidden things that Embrilliance has to offer, highlighting all the things that will make running your business easier. Creating font selection , finding designs etc |
| Silhouette Studio Basics -  Lisa Potts  Friday 4/29 2:30PM | Are you afraid to get to cutting with your Silhouette? In this class you will learn how to use Silhouette studio so you can create those fun projects you have always wanted to. You will learn some tricks that will be major time savers. It's time to get out of your own head and create something fun and beautiful using the silhouette! |
| Screen Printing with Just a Heat Press -  Transfer Express  Friday 4/29 4:00 PM | With just a heat press and 4 seconds you can offer screen printed apparel. At this class we will introduce heat presses and talk about how to create art, order and press screen printed transfers. This is a great addition to your embroidery or vinyl business. |
| Magic In The Hoop -  Evy From a Bit of Stitch  Friday 4/29 10:00 AM | Machine Embroidery Enthusiasts, come learn what else your embroidery machine can do! Such as: make toys or become a florist. How about paper piecing without using your brain? What about putting embroidery on things you CAN NOT get in the hoop? YES, your embroidery machine can do all of this, and so much more.  For instance, did you know your embroidery machine is also a dye cutting tool? Did you know you can “sew” in the hoop? Whip up wonders with your embroidery machine – Let Evy from a Bit of Stitch show you how! |
| Crafty Construction in the Hoop -  Shelly Smola  Friday 4/29 2:30 PM | Let me show you how to become a carpenter and build a house in the hoop. Tips, tricks and everything else you need to know to use your embroidery machine to build 3D castles, fairy cottages, and more! |
| It’s Laser Beams! Exploring Glowforge as an Addition to your Vinyl and Embroidery Business  Friday 4/29 4:00 PM | Learn the benefits of adding a Glowforge desktop laser cutter to your vinyl and embroidery projects. In this session, Lisa Potts will explain the Glowforge laser, what it does, its benefits, its limitations and if it’s time to add it to your business. Join us as we discover this machine and how it can set you apart in your business. |
| Beginning Sublimation -  Paper Pluz & More  Friday 4/29 10:00 AM | Looking to learn more about sublimation? Have questions on how to get started as well as what is needed? Jay from Paper Pluz will show you the do’s and don’ts of sublimation and graphics from this craft and will share 25 years of knowledge in the t- shirt business. Don’t miss out on learning how to make money in this industry. There will be door prizes and giveaways! |
| Be Creative. Be Siser!  Friday 4/29 8:30 AM | Siser Vinyl Products are so versatile! Come join Stephanie with Siser as she engages you in using vinyl with embroidery, sublimation and outside the box applications. Lots of time for questions. |
| Turning Your Hobby into a Business/ Pricing for Profit  Friday 4/29 2:30 PM | Owning a small business can change your life and provide financial freedom, but pricing is a key component to your success. While it is fun to create your beautiful product, do you really know how much you are making? If you are not sure, or just wat some tips on putting money in the bank, come join me. We will be breaking the whole thing down from cost of materials, extra costs and fees, the effect on the community, and (most importantly) we will discuss the value of your time! I hope to see you there! |
| Grow Your Business Using social media -  Kelly Payne Embroidery Nurse  Friday 4/29 11:30 AM | Promoting your handmade products on social media can be a very successful tool to growing your business. We will talk about the top social media platforms you should be using in your handmade business and tips for how to get started. |
| Machine Embroidery SOS -  Evy from A Bit of Stitch  Friday 4/29 1:00 PM | Machine Embroidery is so much fun, but what about when “oops” happens? Can you fix that? YES, you can! Evy fixes the glitches in the stitches during her adventures with machine embroidery. Plus, learn Evy’s favorite tips and tricks for hooping, stabilizing and applique. Did you know that you can figure out the stabilizer your project requires with ONE easy question? Learn about toppers and undercover materials , and how to use them to make your embroidery designs perfect, no matter what you put them on. Got show- through? Discover how to fix that/ Get anxious over aligning designs? Drop your needle and deep six that anxiety. After almost thirty years of machine embroidery experience, Evy from a Bit of Stitch has a stockpile of “save the project” fixes to share with you. |
| PR Machines - Tips and Tricks -  Sewingmachine.com  Friday 4/29 8:30 AM | Learn Maintenance tips including proper oiling and cleaning on your PR series machine. Go over settings and color change options. Discuss backing types and features along with the differences and uses of stabilizer and specialty backing. Test and try hooping aids including Mighty hoops, Hooptech Clamping systems and Durkee frames. See the use of hooping aides and techniques along with new industry products including embroidery software choices |
| Embellish It: Sublimation vs. Digital Transfer -  Sewingmachine.com  Friday 4/29 11:30 AM | Learn the differences between Sublimation and Digital Transfer by seeing the latest in equipment and accessories. Discover pricing and other important features of each of these awesome processes. |
| OKI Printer - Everything You Need to Know about a White Toner Printer -  Sewingmachine.com  Friday 4/29 2:30 PM | Are you interested in adding transfers to your business? Learn what sets the OKI white toner printer apart. In this class you will learn the basics on how to use this machine, as well as all the things you will need to hit the ground running with digital transfers. |
| Embroidery Tips and Tricks of the Trade -  Designs by Little Bee  Friday 4/29 1:00 PM | Join Melissa with Designs by Little Bee as she discusses all things embroidery. In this class you will learn embroidery basics like stabilizer, and how to hoop. We will also discuss ways to overcome many common embroidery mishaps. For example, how to fix a misspelled name, the correction for missed stitches, stitching with the wrong thread color and SO much more! This is a must attend class! |
| Laser Tag - You’re It -  Wild About Me Blanks  Friday 4/29 10:00 AM | Laser engraved items have never been more popular. Let Barbara with Wild About Me Blanks show what it takes to get started and explore the versatility of Epilog Laser cutters. |
| Hands on Workshop #1:  Hands on Stitchartist Lisa Shaw  Thursday 4/28 12:00 PM | We are going to work in StitchArtist and create a customized key fob turned into a luggage tag and then transformed into a patch. Since this is an in the hoop design that we are creating, we will be spending some time planning our project and then putting that plan into action – i.e., creating our design in our software. Those that choose to take the class using the demo version will learn a lot about how the software works, but will not be able to save so everyone will get Lisa’s version of the finished files to play with when they get home |
| Hands on Class #2: Hands on Essentials -  Lisa Shaw  Thursday 4/28 3:00 PM | [We will go through the basics of the programs from opening designs, resizing, adding lettering, and other customizing functions. From changing colors to adding new colors and working with parts of designs – the learning won’t stop there! We will get into the sewing simulator and learn how to check out designs before they stitch – yes you can resize but how do you know when it’s a good idea – or better yet, when you REALLY REALLY should do a test sew to verify it’s a good idea. Bring your questions and come ready to learn. There is so much to the programs, and we will cover lots of tips & tricks to help you customize your designs quickly and easily.](https://everythingembroiderymarket.com/classes/_wp_link_placeholder) |
| Vendor Panel - Meet and Greet –  Saturday 4/30 class opens at 8:30 AM  *Panelists:*  Lisa Shaw – Embrilliance  Corena – Bella Bleu  Richard – SewingMachine.com  Nicky – Sassy Subber  Aaron – Our Success Group | Have you ever wanted to have the chance to join some of your favorite vendors in a formal panel discussion? Here is your chance. You will get to listen to questions being answered and will have a chance to ask your own. Bring your bestie and join us for a fun, informative time. This is an exclusive event that is only open to the first 100 people. We will have donuts and coffee during a pre – show meet and greet. The classroom will open at 8:30 and the panel discussion will begin at 9:00 am.You do not want to miss this! |