



Around the Block  
QUILT SHOP

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September 6, 2013

How many stamps do you think it takes to pay for an ad on CBS during the US Open tennis tournament, on a Sunday?

And why does the cash strapped postal service need to advertise? Maybe that's not the right question. I read that when gas goes up by a penny, it costs the USPO 8 million dollars. That's how big the fleet is. So I guess advertising makes some sense-- especially with competition from email, Twitter, and the other delivery services. But during the US Open tennis tournament? The other major advertisers are for luxury items like Infinity cars, Rolex watches, private jets, Mercedes-Benz. Mercedes puts its iconic logo on the tennis nets, for pete's sake. The postal service just isn't in the same class. Or zip code.

So I think there is just something wrong with a quasi governmental agency advertising during the biggest tennis tournament in the US. It's the Super Bowl of tennis. And the USPS buys ads - plural, not just one.

The USPS is actually an independent establishment of the executive branch of the United States government. Whatever that means. I'm a lawyer and I don't understand it. And it is not a government owned corporation, like Amtrak. And it also has a constitutional monopoly on delivery of first class and third class mail. You know, your mail box. Only mail delivered via USPS can be placed in those mail boxes. But you probably know all of this. (I had to look it up.)

But I bet you didn't know my grandmother worked for the post office, back when women didn't work much outside the home. And she may have even run the place. You know, Post Master General. But I wasn't around then or even thought of, for that matter. So that just might be a family story. She died in 1956, and my only memory of her is of a stern looking woman. I know we lived with her in her house and that I was born before she died. So I'm sure I ran into her on occasion. But my memory of her may only be from her stern looking portrait/photo. A little scary. And I know she wouldn't approve the USPS advertising on a televised sports event. (Notice how I got back to the subject?)

To me, it would be like Spirit Airlines advertising on a major sports venue. This airline prides itself in doing things on the cheap. Fares are cheap -- kind of. You pay extra for everything, so in the end it could cost you the same. But their ads are often developed overnight, with cheap graphics and catchy, often offensive, slogans. This generates free advertising for them because news networks report on the raunchiness of the Spirit ads. For example, the most recent ad offers M.I.L.F. flights (many islands low fares) but it's a take off on a crass line from American Pie. If you haven't seen the movie, I don't recommend it. Not at our age. I'm assuming you are all my age. I also don't recommend looking up the acronym -- trust me, Google will offer sites that you don't want to open if you care at all for

your computer. And I'm not going to explain it, either. Ask someone younger.

So what does all of this have to do with the postal service? I knew you were wondering. An advertising consultant pointed out that if Spirit Airlines actually paid big bucks to advertise, it would ruin its cheap image: "If you're selling, 'We're inexpensive,' then anything you do in your branding that makes you look like you're spending a lot of money, the consumer ultimately translates that into, 'Hey, I'm paying for that.' "

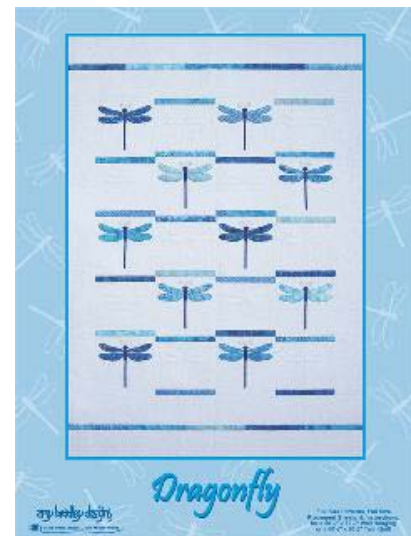
Same with the postal service, I think. Stamps go up, Saturday service is discontinued, post offices are shut down, workers laid off -- and the USPS advertises on the US Open Tennis match -- on CBS. Hey, I'm paying for that.

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Be sure to check out news about quilts shows and retreats and a Find the Elf on the Shelf contest further down in the newsletter.

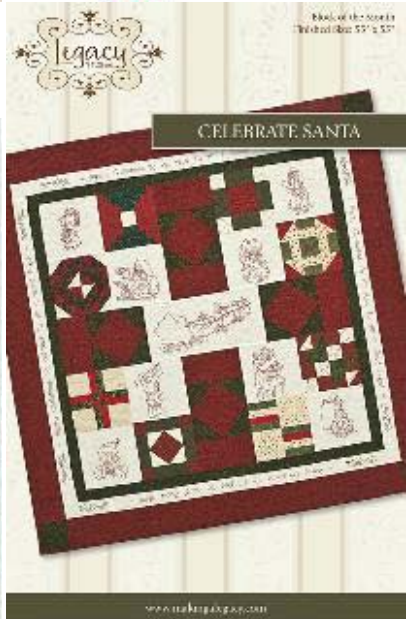
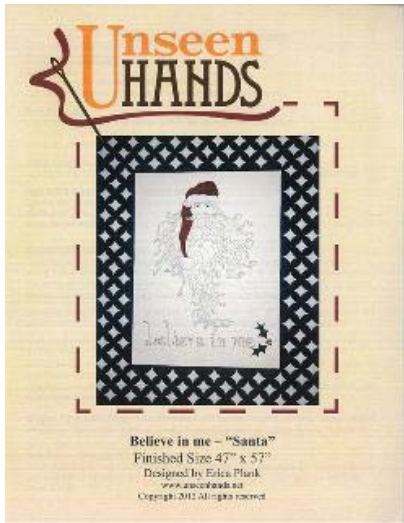
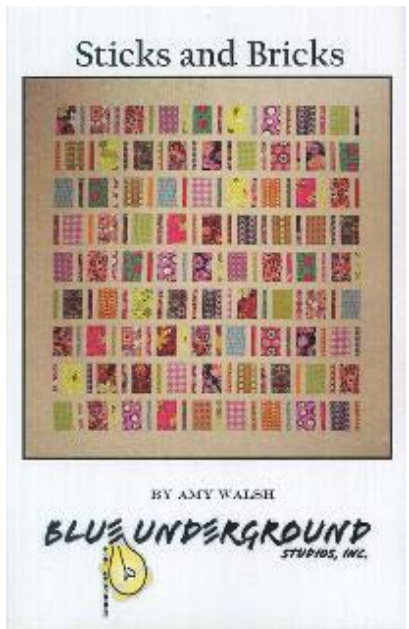
And I apologize for the formatting in the newsletter. Constant Contact, my emailer program, is undergoing changes and things are just not as compatible as they once were. So I can't organize my images in the same way as before. We're working on it.

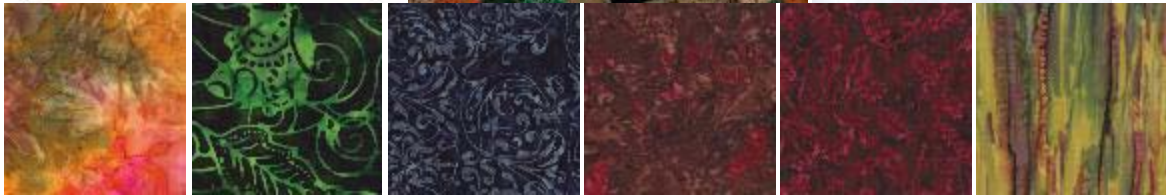
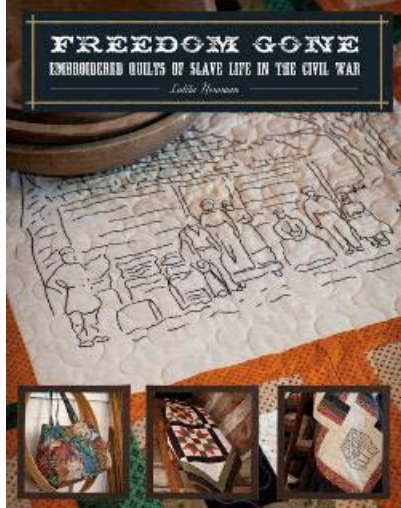
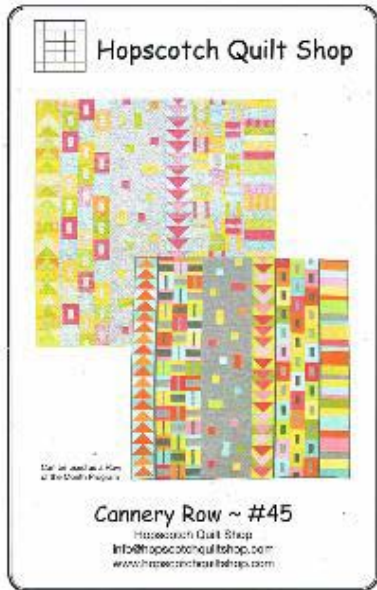
As an example, we got some precuts in from Moda in the Paintbox line, compatible with the batiks on the bolt shown below. But I can't put this info next to those bolts -- the program won't let me. Like I said, we're working on it.

## WHAT'S NEW!!

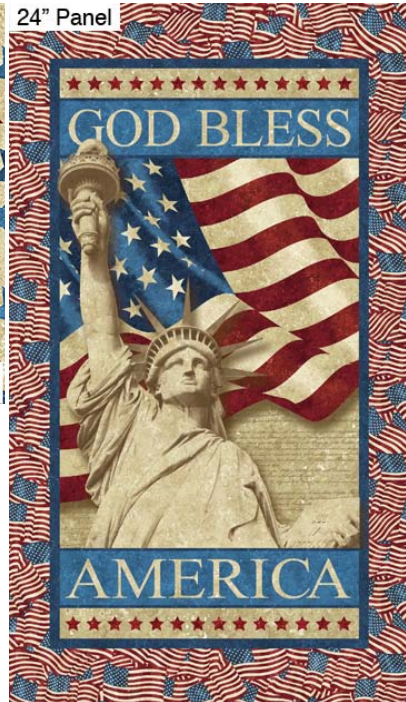
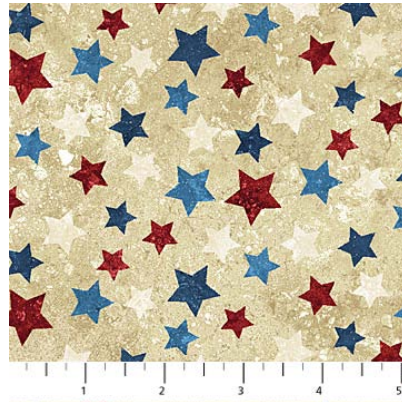


From Moda:





From Northcott:



**DON'T FORGET!**

**Finish Your Quilt Sale Sept. 7 ALL DAY**

Bring your finished quilt top to the store, and we'll help you find the perfect back and binding. Plus, we'll give you 20% off your backing,

binding and/or batting. It's time to finish your quilts!

**DON'T FORGET TO BRING YOUR QUILT TOP! IF YOU FORGET, YOU'LL HAVE TO GO HOME AND GET IT!**

## September Classes and Events

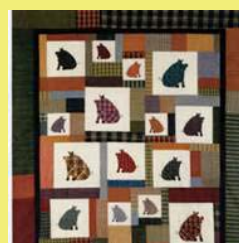
**Block of the Month Sat. Sept. 7, 10:30-11:15 FREE**

**Barb Boyer**

Join at any time. You get a free fat quarter if you come to class with the previous month's completed block. This year we're making a western-themed quilt. Each month will feature a different block with a western theme -- rail fence, cactus, wagon wheel, etc.

**Plaid Pigs wall hanging, Sat. Sept. 7 & Oct 5, 1-3, Dec. 21, 10-4 OR Mon. Oct. 7, 21, Nov. 4, 1-3**  
**\$25 Barb Boyer**

Everyone needs some plaid pigs in their life. This fun class uses all methods of applique, from needle turn (if you choose), to turn inside out applique, to fusible, with either hand or machine applique. All you need are scraps of plaids for the pigs -- or choose any fabrics.



**Monthly Minis Sat. Sept. 7, Oct. 5, Nov. 2, Dec. 7**

**4-6 Barb Boyer \$20**

Each month we will feature a mini-wall hanging appropriate to the month. These are quick fusible quilts that can be used individually, or you can collect all 12 and make them into a quilt. Your choice. Kits are available.



**Finish Your Quilt Sale Sept. 7, Oct. 5, Nov. 2, Dec. 7**

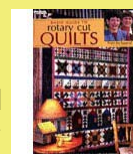
Bring your finished quilt top to the store, and we'll help you find the perfect back and binding. Plus, we'll give you 20% off your backing, binding and/or batting. It's time to finish your quilts!

**Beginning Quilting Sun. Sept. 8, 15, 22, 29; Oct. 13, 20, 27; and Nov. 10**

**OR**

**Wednesdays: Sept. 11, 18, 25; Oct. 2, 9, 16, 23, 30**  
**\$65 Barb Boyer**

This 8-week course will introduce to you almost everything you need to know about piecing a quilt top. Along the way you will learn about



color, batting, thread, machines and various techniques to give you the skills to make almost any quilt.

**Drop Stitch Knitted Scarf Mon. Sept. 9, 1-3 OR 6:30-8:30 \$20**

**Carol Moler**

Drop stitching entails looping on then dropping off. You can't get lost and when made from variegated yarn it makes a delicate, fancy scarf.

**Knit Pickin' Club Thurs. Sept. 12, 6:30-8:30**

**Carol Moler**

Every second Thursday, we're getting together to practice our knitting. The Club is open to all skill levels. We want to share what we've learned, find new patterns, and simply just sit and knit. You can start simply by making a dishcloth. Carol will teach you the essentials to get you started. For those of you who already know how to knit, you can still join the club--it's time for you to simply sit & knit & share ideas.

**Hand Embroidery Club Sat. Sept. 14, 10-11:30 FREE**

**Kathy Sconce**

(Club normally meets the 2nd Sat. of each month from 10-11:30)

Each month we give out gingerbread house patterns and learn new embroidery stitches. This year we also will be working with published patterns -- each month highlighting a different project: ornaments, small wall hangings, aprons, and special Christmas projects. We always have show & tell -- plus time to just sit & stitch. You can join anytime.

**Christmas Row Quilt Sat. Sept. 14, Oct. 12, 1-4 and Nov. 30 10:30-4  
\$20**

**Barb Boyer**

We'll make this cute and easy (fusible, mostly) wall hanging row by row, month by month, completing the quilt in time for Christmas. September will make stockings; October ornaments, November lights and presents and the final border (all day class).



**Back Basting Applique Wed. Sept. 18, 1-2:30 or Oct. 3, 6-8:30 or Nov. 6, 6-8:30  
Sandra Freeburg \$25**

Back basting is a template free method of needle turn applique. No slippery freezer paper or chalked lines on top that never seem to get turned under quite right. This method is especially great for traveling, because your pieces will be basted onto your background -- no need for pins to get in the way. This class is great for beginners and all levels of appliquers. Don't let hand applique frustrate you. It's really easy and relaxing!

**Hand Applique Club  
Thursday Sept. 17 6:30-8:30 free**

Every 3rd Thursday, we're getting together to practice our hand applique skills. The Club is open to all skill levels. We want to share what we've learned, find new patterns, and simply just sit and sew. More and more patterns are showing applique work, and while sometimes you can just fuse it down, learning how to hand applique is a wonderful skill that can be carried anywhere you go.

**Oh the Places You'll Go! Sat. Sept. 21 10:30-5 \$25**

**Barb Boyer**

The block we will be learning is called Wagon Wheel. The block is made from scraps, then sewn to a piece of interfacing, turned and appliqued down by machine. This is a great quilt for a kid going to college--you can put all sorts of scraps into the quilt to remind him or her of home.

**Hand Quilting Mon. Sept. 23 6-8:30 \$25**

**Sandra Freeburg**

Hand quilting is an art that should not be lost. By the end of Sandra's class you will be hand quilting with confidence. Everyone has at least one special quilt that calls out for hand quilting. And there is nothing better than the feel of a hand quilted quilt. Do yourself a favor and learn this art that connects us to our past -- our mothers, grandmothers and great grandmothers.

**Support Group for Crabapple Hill quilters, Thurs. Sept. 26, Oct. 31 (& other nights to be chosen) 6-8:30**

Anyone who is working on a Crabapple Hill pattern is welcome to come & stitch for the evening. We can share ideas, learn new stitches, discuss coloring options, and basically provide support for each other while we complete these big quilts.

**Friday Nighters Fri. Sept. 25, 5:30-? \$10**

**Barb Boyer**

This class will help you get organized for Christmas 2013 -- or just help you get things done. You give me a list of your "to dos" or unfinished projects you want to finish and then each month I check off what you've completed. Trust me. If you need incentive to stay on track, this is it. You can bring your sewing machine or do hand work.

**Stripped in Bali Sat. Sept 28, 10:30-5 \$25**

**Sue Frerich**

This cool quilt is made with 2 1/2" strips -- perfectly suited for Bali Pops or any other coordinated set of strips. The color illusions created by the light and dark fabrics create a wonderful geometric pattern.

## **QUILT SHOWS IN THE AREA!**

### **4TH ANNUAL QUILT & FABRIC ARTS SHOW Sept. 21-22, 10-4**

This show is at the Historic Buckeye School in Wellington. Actually, 935 West Cty Rd 80, north of Wellington. Admission is free. Featured quilters and quilts are art quilts by Do Palma and Kelly Gallagher Abbott, and fabric art pieces (they aren't quilts, but they're close) by Georgia Rowswell. The art quilts will be paired with antique quilts, showcasing colors and shapes from the past and the present. 970-568-3401

### **19TH ANNUAL QUILTS ALONG THE PLATTE**

## Sept. 21-23, 10-6 (Fri-Sat) 11-3 (Sun)

This show is at the Rendezvous Center at the Goshen County Fairgrounds, West Highway 26. Admission is free. The show will feature 100-plus quilts, a boutique, vendors, raffle quilt and quilts for sale.



### CONTEST!

I'm guessing you all know about the Elf on the Shelf.

The way it works is like this: Santa's elves get adopted by parents, who take the elf home to the kids. The elf watches what goes on - naughty or nice time - and reports back to Santa when the family is asleep. The elf returns before morning, to renew his vigilance.

And because he has to watch everything that goes on in the house, he doesn't stay in one place. He pops up everywhere-becoming his own Easter Egg hunt, to mix holiday metaphors. Sometimes it's a CHALLENGE to find where he went.

Was that subtle enough? The Elf on our Shelf are panels on a bolt of fabric. Our bolt will move around the store, sometimes spending time with the yellows, sometimes Christmas, sometimes Western. It's up to you to find him.

If you do, your name will go into a bowl for a drawing for a \$25 gift certificate. We will run the promotion until either 1) the panels are all sold from the bolt or )2 December 1, whichever is sooner.

We won't remind you about this contest. It is up to you to find the Elf on the Shelf. When you spot him, let us know. And BTW, already cut panels of the Elf don't count for this contest. You have to find the bolt on the shelf! Entries are limited to one a day, so each time you're in the store, look for the elf and get a chance to win.

### QUILT RETREAT

Wyoming State Quilt Guild SE Region, UFO Retreat!



SEPT. 27-29

Laramie County Community College, CCI Conference Room

So, how many UFOs can you get done? One on Friday from 3-8; then one (or 2?) on Saturday, from 8-8; and finally 1 on Sunday from 9-3.

Of course you can. That's 3, maybe 4, Christmas presents in just one weekend! What could be better than that?

Dinners are pot luck. Coordinate with Tracy Wilson on what to bring and when.

Space is limited, but the price? FREE!!!!

CALL 307-630-6823, or [twilson@dishmail.net](mailto:twilson@dishmail.net)

◀ Aug 2013 ~ September 2013 ~ Oct 2013 ▶						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>1</b> Closed	<b>2</b> Take 5 10:30-4	<b>3</b>	<b>4</b> Open Sew 6-8:30	<b>5</b>	<b>6</b> Open sew 1-4	<b>7</b> BOM 10:30-11:15  Plaid Pigs 1-3  Monthly Mini's 4-6 Finish Your Quilt Sale
<b>8</b> Beginning Quilting 1-4	<b>9</b> Drop Knit Scarf 1-3 OR 6:30- 8:30	<b>10</b>	<b>11</b> Beginning Quilting 6:30-9	<b>12</b> Knit Pickers Club 6:30- 8:30	<b>13</b>	<b>14</b> Embroidery 10-noon Christmas Row Quilt 1-4
<b>15</b> Beginning Quilting 1-4	<b>16</b>	<b>17</b>	<b>18</b> Back Basting Applique 1- 2:30  Beginning Quilting 6:30-9	<b>19</b> Hand Appliqué Club 6:30- 8:30  Full Moon	<b>20</b> Open sew 1-4	<b>21</b> Oh the places you'll go! 10:30- 5
<b>22</b> Beginning Quilting 1-4	<b>23</b> Hand Quilting 6- 8:30	<b>24</b>	<b>25</b> Beginning Quilting 6:30-9	<b>26</b> Support Group Gardner's Alphabet Calendula 6:30-8:30	<b>27</b> Friday Nighters 5:30-? Quilt-A- Fair	<b>28</b> Stripped in Bali, 10:30- 5  Quilt-A- Fair
<b>29</b> Beginning Quilting 1-4	<b>30</b>	<b>Notes: Color of the Month: Browns &amp; Taupes</b>				