



April 10, 2015

So it turns out that the \$25 gift card was limited to the first 10,000 test drivers in the months of February & March (it actually started January 28, and probably ended January 29, see rest of post). (& see last week's post about taking a new car out for a drive.) Whoever did the math on that one must have figured out that 10,000 potential new customers would come through the door in the first couple of days. After that, everyone else was just a sucker. Like me, who arrived for my test drive on March 30. As my brother pointed out, I should have read the fine print more carefully.

And I should have asked a better question of the sales rep. Instead of, "Is the program still on for the \$25 gift card," I should have asked, "Are there still \$25 gift cards available?" If the answer had been no, I still would have taken the test drive & would have appreciated his honesty. I am assuming that the corporation sent word to all the dealerships that the money had run out, but to continue to take the customer information and give them the false impression that they would still get the \$25. That's just not cricket. Or kosher. Take your pick.

And this is another ad scheme that falls under the category, What were they thinking? I can just hear the tactics around the board room, concerning this program:

"Let's give everyone a \$25 gift card to test drive our cars."

"Great idea, how many do you think will come?"

"Well, 1 percent of the population of a big city, is at least 50,000."

"Well, that's a pretty small city."

"I'm just being conservative here. Multiply that by 50 cities nationwide."

"That's 2.5 million people. We can't give out that many \$25 gift cards. That's like 62 million dollars. That's nuts."

"Okay, so we restrict the number of gift cards to 10,000. That's only \$250,000. We spend more on one Super Bowl ad than that."

"Okay, but how long do we run the program? Seems like we could get 10,000 people in just a few days. That doesn't help us much."

"You're right about that. Let's run the program for at least 2 months. We'll just say that the number of gift cards are limited-we probably have to say how many, but no one will read the fine print."

"Yeah, you're onto something there. Then when we run out of gift cards in the first few days, we'll just continue to tell people that the program is on going and collect their information. That should get us plenty of new potential buyers. And we've been honest about the program, after all."

Right.

I am a little surprised, though, that the test drive program was so limited. An average TV commercial costs \$750,000 (on national popular tv shows) and up to 2 million for things like the Super Bowl or the Seinfeld finale. So spending \$250,000 to entice drivers to try a new car is nothing in the scheme of things and in many ways better than an ad. I wouldn't have considered buying this brand, but the enticement of the gift card got me in the door, and I'll admit that I was impressed.

But not any longer. It was just a cheap stunt and I fell for it. I won't be doing business with the company any time soon. In my book, the \$250,000 backfired. The company should have pulled the form off the internet when it ran out of money. That would be the cricket thing to do.

But then, I'm just upset that I didn't get a dinner out of the deal.



Enjoy shopping quilt and sewing machine shops from Colorado and Wyoming in one location!

Springtime in the Rockies Quilt Shop
*The Ranch,
 Loveland, Colorado
 First National Bank Building*

*Friday, April 17th
 Saturday, April 18th
 9 a.m. - 5 p.m.*

In addition to vendors, a quilt display and ongoing demonstrations are provided.

Time	Store	Class and Description
Friday		
In Demo Area		
10:00 a.m.	The Presser Foot	Bloc Loc Ruler
11 a.m.	Around the Block	Silhouette Cutter
12 noon	Snowy River Quilts	Dresden Plate Tree Skirt
1 p.m.	Quilter's Stash	Leaf Series by Judy Niemeyer - taking the pain out of the vein
2:00 p.m.	The Sewing Circle	Tuffets - Little Miss Muffet
3:00 p.m.	Fig Leaf	Quick Curve Rulers
4:00 p.m.	Fig Leaf	Take Four Placements
Saturday		
In Demo Area		
10:00 a.m.	Harriet's Treadle Arts	The Basics of Precision Quiltmaking
11:00 a.m.	Quilter's Stash	Get Wild with Wool
12:00 noon	Quilter's Dream	Bloc Loc Ruler
1:00 p.m.	Around the Block	The Hex 'n More Ruler - hexagons, jewels, half hexagons and triangles
2:00 p.m.	Inspirations Quilt Shop	Fresh & Trendy Quilt with the Quick Curve Ruler
3:00 p.m.	Country Crafts	Yo-Yo Mama - Free Make and take - Fun little pin cushion made with a fabric yo-yo. Great to put on your sewing machine to catch your pins.
Ongoing	Jukebox Quilts (in booth)	Longarm Quilting: Just for you or for a business!

Special Children's Workshop for this year!
 Saturday 2-4, Workshop for children - 10 kids at a time can stuff a darling teddy bear, sew it shut and embellish it with ribbon for free!
 Child must be 6 or older, mom can shop while the child learns to sew this fun project sponsored by Sew Downtown.

Please visit www.RockiesShopHop.com for more information.

Enjoy shopping quilt and
sewing machine shops from
Colorado and Wyoming
in one location!
**Springtime
in the Rockies
Quilt Shophop**

FREE ADMITANCE

The Ranch,
Loveland, Colorado
First National Bank Building

Friday, April 17th
Saturday, April 18th 9 a.m. - 5 p.m.

In addition to vendors, a quilt display and ongoing
demonstrations are provided.

Time	Store	Class and Description
Friday	In Demo Area	
10:00 a.m.	The Presser Foot	Bloc Loc Ruler
11 a.m.	Around the Block	Silhouette Cutter
12 noon	Snowy River Quilts	Dresden Plate Tree Skirt
1 p.m.	Quilter's Stash	Leaf Series by Judy Niemeyer - taking the pain out of the vein
2:00 p.m.	The Sewing Circle	Tuffets - Little Miss Muffet
3:00 p.m.	Fig Leaf	Quick Curve Rulers
4:00 p.m.	Fig Leaf	Take Four Placements

Saturday		In Demo Area
10:00 a.m.	Harriet's Treadle Arts	The Basics of Precision Quiltmaking
11:00 a.m.	Quilter's Stash	Get Wild with Wool
12:00 noon	Quilter's Dream	Bloc Loc Ruler by Kristin from Bloc Loc
1:00 p.m.	Around the Block	The Hex 'n More Ruler - hexagons, jewels, half hexagons and triangles
2:00 p.m.	Inspirations Quilt Shop	Fresh & Trendy Quilt with the Quick Curve Ruler
3:00 p.m.	Country Crafts	Yo-Yo Mama - Free Make and take - Fun little pin cushion made with a fabric yo-yo. Great to put on your sewing machine to catch your pins.
Ongoing	Jukebox Quilts (in booth)	Longarm Quilting: Just for you or for a business!

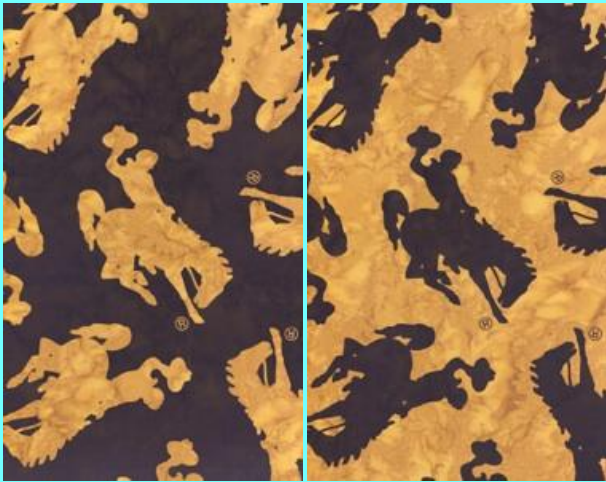
Bucking Horse and Rider fans!

I am taking prepaid orders for Bucking Horse & Rider fabric. I am bringing in Bison, Saddle, Denim, and the 2 new colors: Cappuccino and Dijon. I have 8 bolts of bison & saddle, 10 of denim, and 15 each of the new colors. 11 bolts are sold.

If you are interested in getting more BH&R fabric, don't wait too long. All orders must be prepaid. I have started calling everyone on the list, and I have sent out a separate email to everyone who bought last year.

This fabric will be available end of May 2015.

Colors: Cappuccino (new), Dijon (new), Saddle, Bison, Denim.



QUILT CHALLENGE!

The Buckeye Community Club is hosting a 6th annual quilt and fabric arts show September 19 & 20. The show is celebrating the 90th anniversary of the Buckeye School, which now serves as a community center.

The show will have 30 contemporary quilts and fabric arts pieces, each displayed with an antique or traditional quilt, matched for color, fabric, technique or other connection.

The theme for this year's show is Happy Birthday! and the Buckeye Community Club is looking for quilters and artists to make a small quilt (about 48" X 48", doesn't have to be square) to donate to the show. The show will sell the pieces as unique birthday cards or presents -- so use your imagination in creating your quilt. Proceeds from the sale will help to preserve and improve the historic Buckeye School and rural community.



As an incentive, monetary prizes will be awarded for the Grand Champion (\$100?) and People's Choice, Best Technique, Artistic Merit and Innovation (\$50? each). (Monetary amounts still being decided.)



Quilts do not need to be finished before September, but the Club needs your commitment by May 1, 2015. You can contact Ed Harris at 970-568-3401 or at eharris@frii.com to let him know that you plan to participate.



This challenge is to recognize and honor the sacrifices that are made by our country's military families.

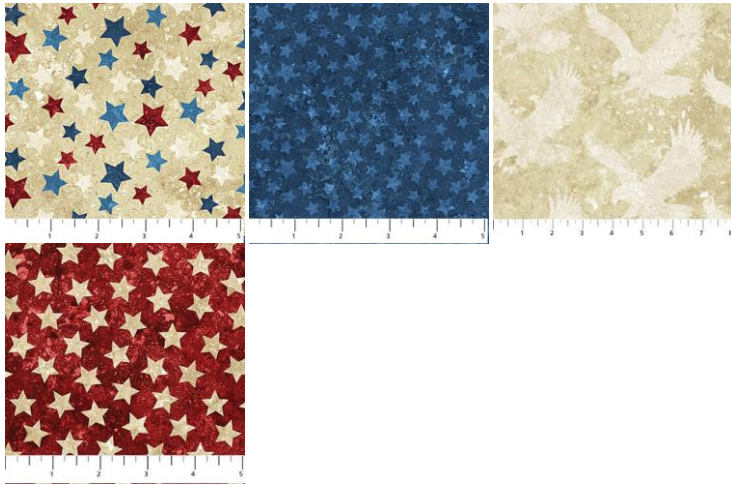
We have one quilt that was submitted for the challenge. It will hang in the store for the next couple of weeks. Be sure to stop by to see it. I will post a picture next week.

They face adversity and endure hardships; yet all too often their troubles go unnoticed. We also honor those Soldiers, Sailors, Airmen, and Marines

who must miss holidays, birthdays, and family moments in far-away distant lands. It is for the family members who keep the house running while their husband, wife, son or daughter is away. It is for the children who dearly miss their deployed parent, brother, sister, uncle, or aunt. We say thank you to the men and women who have volunteered to serve our country and preserve our freedom.

WHAT'S NEW!!

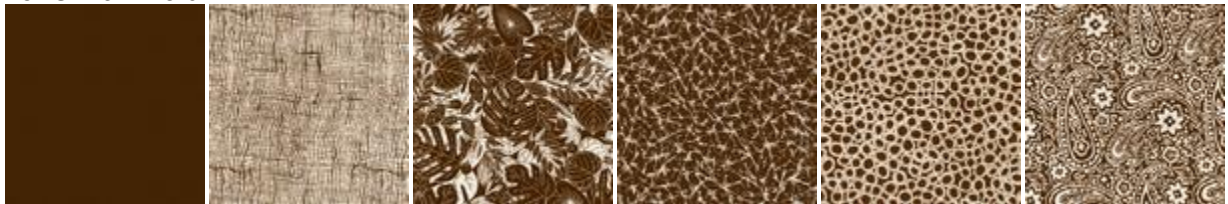
From Northcott:



From Henry Glass, French Laundry:



Bohemian Bold:



April Classes & Special Events

Hand Embroidery Club Sat. April 11, 10-11:30 FREE

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

This year we're doing birds-state birds. We will have between 40-50 birds (some states use the same bird) for you to stitch. Various setting for turning the birds into a quilt will be provided. Color suggestions for the birds will also be offered. As a bonus, you will get the state outlines, state flowers, and other patterns to compliment the birds. You can join anytime.

CANCELLED: To be reschedule Table Runner of the Month:

Triangle Frenzy Hexagon Table Topper Sat. April 11 1-6 \$20

or free if you buy the kit Barb Boyer

We will be making different table runners each month. This table runner uses the 12" 60 degree triangle and a large (10"-11") border stripe . Kit will include fabric and the ruler (if you already have a ruler, ruler price will be deducted from kit price).

Knitting: Back to Basics. Mon. April 13 6-8:30 \$20 Carol Moler

Each month we will offer a selection of projects for the beginner and more advanced knitter. In April we learn how to join in the round. Beginning project will either be a hat or a cowl. For more experienced knitters, the project will be a longer twisted cowl or a bag suitable for felting at a later date.

Shop Hop At the Ranch April 17 & 18

Bertie's Year last Friday of the month, 1-4

Bertie's Year is a small wall hanging, (or you can make each block into a mini quilt for display each month). Bertie is done in flannels and wool (kit only includes flannel). Bertie (the bird) and friends (squirrel, pumpkins) are appliqued with crazy quilt embroidery embellishments.

Friday Nighters Fri. April 24, 5:30-9 \$10 (one time fee for year)

This class will help you get organized for Christmas 2015 -- 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.

Woodland Fairies Quilt Sat. April 25 20:30-5 \$20 Barb Boyer

The perfect quilt for a little girl or anyone who likes purple. The quilt takes about 20 fat quarters plus borders. Michael Miller's fairies are popular, and these fairies glisten & sparkle. Kits will be available.

Pillow Case Party Sun. April 26 1-4 FREE

If you've never made a pillow case, or just want some time to sew a pillow case, this class is for you. This is a great mother/daughter styled class and pillow cases make great presents!

Mastering Curves & Free Motion Quilting

Thursday April 30 1:00-4 OR 6-9 \$50 Barb Boyer & Sue Frerich

This is a 4 part class, offered on consecutive Thursdays through May 21. We will work on a whole cloth project, each week adding new designs. Class #1: straight lines (with darning/hopping foot), grasses, zig zags, trees. Class #2: flowers & leaves. Class #3: stippling & fill stitches. Class #4: free hand shapes, from clouds to birds, to animals. In class students will practice the designs and then start adding the designs on the whole cloth quilt.

Hand Applique Club

Thursday April 30 1:30-4 free

The last Thursday of each month, 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.

April 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Beginning Machine Applique 1-4 or 6-9	2 Back Basting 1:00-3:00	3 Open Sew1-4	4 BOM 10:30-11:30 Binding demo noon-1 Monthly Minis 4-6 Full Moon
5 CLOSED	6 Monday Morning Quilts 10-2	7	8	9 Downton Abbey Sampler 1-4 Knit Pickers'	10	11 Embroidery Club 10-noon Hexagon Table Runner 1-5

				Club 6-8:30		
12	13 Knitting: Back to Basics: Knitting in the Round 6-8:30	14	15	16	17 Shop Hop	18 Shop Hop
19	20	21	22	23	24 Bertie's Year 1-4 Friday Nighters 5:30 -?	25 Fairies Quilt 10:30-5
26 Pillowcase Party 1-4	27	28	29 Mastering Curves & Free Motion Quilting 1-4	30 Hand Applique Club 1:30-4		
Color of the Month: Yellow						

HAND APPLIQUE CLUB

This is a get-together & stitch class. Many of us are trying hand applique these days-- patterns are calling for a lot more applique. The club is designed for quilters who already do some hand applique, but beginners are welcome as well. We will share techniques, suggest patterns, talk about threads and, in general, just stitch. A little quiet time away from the distractions of home is what we need to get our projects done.

HAND EMBROIDERY CLUB

If you want to learn to hand embroider or just brush up your technique, join us on the

second Saturday of the month from 10 to noon. We provide free vintage patterns, and this year we will have free patterns of girls with hats, that you can embroider, embellish and color. Each month Kathy Sconce shows us a new stitch to try, plus, she guides us through thread choices, how to knot, fabrics to use, and tracing techniques.

Knit Pickin' Club

This is another get-together class to sit & knit, work on our projects, share information and get some help. We will share techniques, suggest patterns, but mainly we'll sit & knit (or pick).

Toad Toters

On full moon days (as noted in the calendar) you will get 20% off all purchases (not otherwise discounted) that you can fit in your bag. You must bring your bag to participate. Full Moon Days: January 5 (observed), February 3, March 5, April 4.

Discount Policy

We will honor only one discount -- whichever is largest. You can't combine a 10% with a 25% discount to get a 35% discount. On this we can't be bribed.

Color of the Month

January purple, February red, March green, April yellow

Join the fun and come feel the difference of quality fabrics.

Happy quilting!

Sincerely,

Barbara Boyer
Around the Block
307-433-9555
www.aroundtheblockquilts.com