

BUYER REGISTRATION

cross-stitch



knitting



embroidery



crochet



needlepoint



embellishments



# TNNA Fall NEEDLECRAFT Market

CASH & CARRY AND ORDER-TAKING  
Embassy Suites • St. Charles/St. Louis, MO  
September 25 – 26, 2010  
Education – September 24

Sponsored by The National NeedleArts Association (TNNA) [www.TNNA.org](http://www.TNNA.org)



DETAILS INSIDE! 

## FT101 - An Afternoon With Your Favorite Designers

**Presented by:** Sharon Crescent, Linda Stolz, Linda Ebright, Patti Connor, Judy Whitman

**Sponsors:** Crescent Colours, Erica Michaels, JBW Designs, Lizzie Kate and SamSarah Designs

**Time:** 12:00 pm - 3:00 pm

**Room:** Augusta

**Admission:** \$50 Member/\$70 Non-Member

**Skill Level:** For All Skill Levels      **Technique:** Cross-stitch

**Kit Fee:** \$50 (\$10 to be paid to EACH teacher)

Correct change appreciated.

Please pay instructor onsite.

Imagine having the opportunity to hear from 5 of your favorite designers in one class! You have this chance at the St Charles Market. During this 3 hour class you will spend time with Crescent Colours, Erica Michaels, JBW Designs, Lizzie Kate and SamSarah Designs. Each designer will have a kit to delight students. All kits will be \$10, total of \$50 for the five different kits. Class Max: 45

**Patti Connor:** Yes, my friend, there really is a Sam and a Sarah, who are the inspiration for their designer mom, as well as the namesakes of the company. Whether you know Patti Connor from SamSarah Design Studio or Just Another Button Company, you'll probably recognize her happy, creative style that blends an art and graphic design background with a love of all things fiber. Patti rarely stitches in straight lines, always lets her mind wander, will be a wildflower 'til the day she wilts, and never, ever misses a chance to dance. Want to have some fun?

**Sharon Crescent:** Sharon is the owner of Crescent Colours, creating fine hand-dyed cotton and silk embroidery threads. She learned to cross-stitch in her 20s and has always loved expanding her needlework horizons. Wanting hand-dyed threads to stitch but finding none in her town, she took up dyeing in her kitchen sink and grew the business from there. Still dyeing threads in her original stainless steel bowl, the cotton floss line has grown to 182 colors, also offering perle cottons, spun silk floss and silk ribbon. For Sharon it's all about color. Sharon lives in Tucson, AZ with her daughter and two big puppy dogs.

**Linda Ebright:** Lizzie\*Kate has been designing fun, quick-to-stitch needlework for 15 years - can you believe it? Linda has combined her background in illustration and her love for needlework into the perfect job! Linda manages the creative part of the business, while husband Alan keeps the shipping and accounting parts running smoothly. We love the needlework biz!

**Judy Whitman:** The company, JBW Designs, was established back in 1977 and has evolved over the years from needlepoint, teaching samplers to cross-stitch. Judy's first cross-stitch leaflets were published in 1984 and she's always combined the designing with teaching, as her background is education and art. The primary designs are a line of small books called Sweet Nothings. There are over 235 titles in the line, and stitchers find they can complete a project in just a few nights. The designs are simple, but elegant.

**Linda Stolz:** Linda has been a stitcher and seamstress for 30+ years and is marking ten years as owner/designer of Erica Michaels Designs. Linda has taught needlework finishing and other techniques around the country at retail shops, EGA chapters, industry trade shows and needlework retreat weekends. She's her own needlework finisher and runs her one-woman home-based business as "chief" needle artist, model stitcher, publisher, etc.

## FT102 - A Guide to Stitch Guides

**Presented by:** Sharon Garmize

**Sponsor:** TNNA

**Time:** 12:00 pm - 3:00 pm

**Room:** Calhoun

**Admission:** \$50 Member/\$70 Non-Member

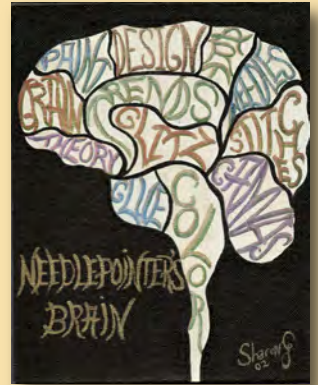
**Skill Level:** For All Skill Levels      **Technique:** Needlepoint

**Materials Fee:** \$10 Correct change appreciated.

Please pay instructor onsite.

Have you ever had to think fast on your feet and come up with a stitch plan for a customer and were at a total loss? Here is your chance to get inside of Sharon G's brain and to learn the easiest and most artistic means to help your customer needlepoint the prize winning canvas. Sharon G will guide you through some simple steps in analyzing the handpainted canvas and selecting threads and stitches to embellish it gracefully. Some of the biggest errors in needlepointing a canvas come from not planning ahead and thinking through the project. We will discuss perspective, motion, scale, texture and how much glitz should be added to make the canvas not go over the top in glitz factor. Also, how to select threads to deliver the texture and the elegance your customer is expecting. Sharon G will provide you with handouts that you can use in training your staff and customer to think for themselves and how to make your life easier on those days when the mental block hits you. You may bring a canvas to discuss. Canvases discussed in the class will be chosen at random from those presented. Students should bring pen and paper. Class Max: 25

**Sharon Garmize :** Sharon has been teaching needlework since the 70s. Art was not her college major, but it was and is her lifetime love. Sharon is self-taught in the modern techniques in needlepoint and has been known to provide detailed stitch guides making it easy for her students to learn advanced techniques. At the age of three, her grandmother placed a piece of linen and a needle in her hands. The fascination of the needlearts has always been a part of her life. Education is never ending and as Sharon says, "Imagine all those beautiful embroideries trapped inside those wonderful threads."



## FB201 - Today's Technology/ Social Networking Panel

**Sponsor:** TNNA

**Time:** 3:00 pm - 5:00 pm

**Room:** Windsor I

**Admission:** \$10 Member/\$20 Non-Member

**Skill Level:** For All Skill Levels      **Technique:** Business

Do you often wonder how to best use the technology available today – Web, Facebook, Twitter and all forms of social networking, to make a difference in your business? Are you using it? If so, is it working? If not, do you wonder where to begin? Hear from Norden Crafts and other Wholesale and Retail Members how technology is making a difference in their businesses. This session will be an open forum led by a panel with the goal to share ideas, successes, challenges and give you the opportunity to ask questions relevant to your business. Students should bring pen and paper. Class Max: 50

# TNNA Fall NEEDLECRAFT Market



Cash & Carry AND Order-Taking Opportunity!

**SEE** new exciting designs and their designers

**LEARN** new ideas and techniques in class

**MEET** the industry's best artists, manufacturers and distributors

**PLACE ORDERS** for future delivery or take products home to stock your store

**VISIT** TNNA exhibitors one-on-one in a relaxed atmosphere

**NETWORK** and share ideas with other shop owners like yourself

**ENJOY** a complimentary cooked-to-order breakfast

**RELAX** each evening at the Manager's Reception

## THE MARKET FOR YOU!

### Admission is Free to current TNNA members

If you are a current 2010 TNNA member, no Trade ID is required. If you are not a current TNNA member, and choose to not join TNNA, you will be required to provide Trade ID (see the Business Identification Requirements on registration form) and pay a \$60 per person fee. If a first-time TNNA member and joining to attend this market only, your membership will be extended through September 30, 2011.

### Registering

You may pre-register, or register on site. The choice is yours. However, if you choose to register on site, don't forget to bring your Trade IDs with you or, if you are a TNNA member, bring your membership card. If you pre-register, just bring your confirmation with you and pick up your badge on site.

### We Make It Easy and Convenient

The Embassy Suites Hotel is conveniently located along I-70 just seven minutes from St. Louis's Lambert International Airport. The hotel is near the Earth City business area, Historic Main Street St. Charles where you can stroll along the brick paved lamp-lit streets enjoying the many shops and restaurants amid the 19th century architecture, and is a short distance from Downtown St. Louis.

For detailed information regarding the hotel and directions please visit [http://embassysuites1.hilton.com/en\\_US/es/hotel/ST\\_LEMES/-Embassy-Suites-St-Louis-St-Charles-Hotel-Spa-Missouri/index.do](http://embassysuites1.hilton.com/en_US/es/hotel/ST_LEMES/-Embassy-Suites-St-Louis-St-Charles-Hotel-Spa-Missouri/index.do)



The St. Charles Embassy Suites Hotel

Make the decision to attend this hotel suite market!

**Show Hotels**

**Embassy Suites Hotel & Spa**

Two Convention Center Plaza • St. Charles, MO 63303  
 Phone: 636-946-5544 • Rates: \$134 Single/Double  
 Complimentary parking for hotel guests.  
 (mention you are with The TNNA Fall Needlecraft Market)  
[http://embassysuites1.hilton.com/en\\_US/es/hotel/STLEMES/index.do;jsessionid=GGBIQKREDGKT2CSGBJBNM](http://embassysuites1.hilton.com/en_US/es/hotel/STLEMES/index.do;jsessionid=GGBIQKREDGKT2CSGBJBNM)  
**Deadline for reservations is September 2, 2010.**

**Fairfield Inn by Marriott - St. Charles**

801 Veterans Memorial Parkway • St. Charles, MO 63303  
 Phone: 636-946-1900 • Fax: 636-947-9672  
 Rate: \$89 Standard  
 (mention you are with The TNNA Fall Needlecraft Market)  
 Less than a quarter mile walk from the Embassy Suites.  
 SINGLE KING BED:  
<http://www.marriott.com/hotels/travel/STLSC?groupCode=fnmfnmc&app=resvlink&fromDate=9/24/10&toDate=9/28/10>  
 TWO QUEEN BEDS:  
<http://www.marriott.com/hotels/travel/STLSC?groupCode=fnmfnra&app=resvlink&fromDate=9/24/10&toDate=9/28/10>  
**Deadline for reservations is September 3, 2010.**

**Airport Transportation**

The Embassy Suites has a corporate rate for their guests with the St. Louis County Cab/St. Louis Yellow Cab Co.  
**From the hotel to the airport**, the fee is \$20 flat (no per person charge).  
**IMPORTANT: Use code 9150.**  
**From the airport to the hotel**, the fee is \$23 flat (includes a \$3 airport fee).  
**IMPORTANT: Use code 9151.**  
 Reach the cab company by dialing "24" from the airport courtesy boards located in baggage claim. Please mention account #9151 to receive the discounted rate. Cabs are usually in the area, so the maximum wait is 10 minutes. Cab dispatch phone number is 314-991-5300.



Learn and Have FUN!



**SCHEDULE OF EVENTS**

**FRIDAY – September 24**

- Registration ..... 10:00 am - 6:00 pm
- Educational Classes ..... noon - 3:00 pm
- Today's Technology/  
Social Networking Panel ... 3:00 pm - 5:00 pm
- Exhibitor Set-up..... upon arrival
- Early Bird Sales  
(exhibitor participation optional) ..... 6:00 pm - 9:00 pm

**SATURDAY – September 25**

- Registration ..... 8:00 am - 5:00 pm
- Showrooms Open ..... 9:00 am - 5:00 pm

**SUNDAY – September 26**

- Registration ..... 8:00 am - 5:00 pm
- Showrooms Open ..... 9:00 am - 4:00 pm

Schedule subject to change.  
 Visit [www.TNNA.org](http://www.TNNA.org) for updates.

# TNNA 2010 Fall Needlecraft Market Registration Form

September 25-26, 2010 • Education September 24 • Embassy Suites Hotel • St. Charles/St. Louis MO  
**ONLINE REGISTRATION IS AVAILABLE AT TNNA.ORG**

**Deadline for Pre-Registration: SEPTEMBER 8, 2010**

## 1 PLEASE PRINT LEGIBLY

Primary Name \_\_\_\_\_  First time at a TNNA market

Company Name (may be abbreviated) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP+4 \_\_\_\_\_ Province/Nation \_\_\_\_\_

Phone \_\_\_\_\_ Toll-Free # \_\_\_\_\_ @ \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Additional Badge Name \_\_\_\_\_  First time at a TNNA market

Additional Badge Name \_\_\_\_\_  First time at a TNNA market

Additional Badge Name \_\_\_\_\_  First time at a TNNA market



Please check here if you or someone you have registered above requires any special assistance to fully participate, AND attach a written description of your needs.

## 2 TNNA RETAIL MEMBER APPLICATION

(You do not have to be a member to attend the Fall Market but new or non-members must provide required business identification listed in Section 4. You are welcome to join to eliminate entry fee and receive other benefits of membership. First-time memberships activated for this event will expire 9/30/11)

I am a current 2010 TNNA member. (Skip to Section 3)

**YES**, I would like to join (**enclose \$60 dues**) as a:

- New Member of TNNA     Renewing Member of TNNA    \$ 60  
 (NEW members – include required business identification – see Section 4)
- My company would like to be a member of The Yarn Group of TNNA of TNNA (**enclose the additional \$50 dues**).    \$ \_\_\_\_\_
- My company would like to be a member of The Needlepoint Group of TNNA (**enclose the additional \$40 dues**).    \$ \_\_\_\_\_
- My company would like to be a member of The Counted Thread & Embroidery Group of TNNA (**enclose the additional \$30 dues**).    \$ \_\_\_\_\_
- Membership Total**    \$ \_\_\_\_\_

## 3 PRIMARY AND SECONDARY PRODUCTS

### PRIMARY PRODUCT: IMPORTANT - SELECT ONLY **ONE**

- |   |  |
|---|--|
| <input type="checkbox"/> Knitting & Crochet (yarns, etc.) (Y)     | <input type="checkbox"/> Felting (E)           |
| <input type="checkbox"/> Needlepoint (threads, canvas, etc.) (N)  | <input type="checkbox"/> Gifts or Crafts (C)   |
| <input type="checkbox"/> Counted Thread (floss, kits, etc.) (X)   | <input type="checkbox"/> Finishing/Framing (F) |
| <input type="checkbox"/> Stitchery (quilting, smocking, etc.) (S) | <input type="checkbox"/> Weaving (W)           |
| <input type="checkbox"/> Accessories (beads, buttons, etc.) (A)   | <input type="checkbox"/> Classes Offered (L)   |
| <input type="checkbox"/> Crewel Work (B)                          | <input type="checkbox"/> Spinning (P)          |
|   | <input type="checkbox"/> Punchneedle (D)       |

### SECONDARY PRODUCTS: Select ALL THAT APPLY

- |   |  |
|---|--|
| <input type="checkbox"/> Knitting & Crochet (yarns, etc.) (Y)     | <input type="checkbox"/> Felting (E)           |
| <input type="checkbox"/> Needlepoint (threads, canvas, etc.) (N)  | <input type="checkbox"/> Gifts or Crafts (C)   |
| <input type="checkbox"/> Counted Thread (floss, kits, etc.) (X)   | <input type="checkbox"/> Finishing/Framing (F) |
| <input type="checkbox"/> Stitchery (quilting, smocking, etc.) (S) | <input type="checkbox"/> Weaving (W)           |
| <input type="checkbox"/> Accessories (beads, buttons, etc.) (A)   | <input type="checkbox"/> Classes Offered (L)   |
| <input type="checkbox"/> Crewel Work (B)                          | <input type="checkbox"/> Spinning (P)          |
|   | <input type="checkbox"/> Punchneedle (D)       |

This buyer registration kit is produced as a service to our buyers and exhibitors and every effort is made to insure accuracy. However, management cannot be held responsible for errors or omissions. I confirm that all information and credentials provided herein are true and accurate and I agree to all Show policies and regulations. In making application, I give my consent to the event's producers to contact me via any of the means I have provided above. I hereby release Offinger Management Co., and TNNA, its officers, agents and employees from any and all liability, claims, lawsuits, damages, losses, costs, and expenses of any kind which arise out of or result from my attendance at the The Needlecraft Market, whether or not foreseeable, including without limitation, personal injuries to me or my invitees. With my attendance at this

## 4 RETAIL BUSINESS IDENTIFICATION REQUIREMENTS

### Retailer:

- (company with a traditional store front)  
 Retailers must present a copy of **most recent sales tax return\*** and two of the following:
- Copy of three current dated invoices from three TNNA/industry suppliers for \$200 or more
  - Copy of *Yellow Pages* or *White Pages* listing with current date
  - Copy of ad
  - Copy of cancelled check from a TNNA supplier
  - Copy of store lease
  - Copy of company business check
  - Copy of payroll check stub
  - Copy of utility invoice in company name with current date

**For traditional retail stores not yet open – two letters of introduction from TNNA Wholesale Members are also required.**

A home based retail business must have a fully established display area and customer access. In addition to the retail member criteria, the home based business must provide:

- Photograph of store interior/exterior with signage
- Copy of most recent sales tax return\*

### Mail Order:

- A copy of a current catalog
- In addition, three of the retailer requirements must be submitted – **one must be most recent sales tax return.\***

### Internet Store:

- Printout of Web site home page
- Provide internet address with proof of ownership of domain name
- In addition, three of the retailer requirements must be submitted – **one must be a recent sales tax return\*** and must include three invoices from three TNNA/industry suppliers for \$200 or more

### Finished Product Manufacturers:

Companies that are boutique manufacturers selling finished product to retail stores or through direct markets must provide three of the retail requirements plus:

- A catalog/brochure of their finished product

**\*For a new business, if no sales tax return has been filed yet, a copy of the sales tax certificate or seller's permit is required.**

## 5 EDUCATION REGISTRATION

### CLASS REGISTRATION

		Member \$50	Non-Member \$70	AMOUNT
FT101	An Afternoon...	<input type="checkbox"/>	<input type="checkbox"/>	_____
FT102	Guide to...	<input type="checkbox"/>	<input type="checkbox"/>	_____

		Member \$10	Non-Member \$20	AMOUNT
FB201	Today's Technology...	<input type="checkbox"/>	<input type="checkbox"/>	_____

**Class Fees Total** \$ \_\_\_\_\_

### NO CLASS REFUNDS after Sept. 8, 2010

FOR OFFICE USE ONLY - EVENT CODE A07510

Recd \_\_\_\_\_ Amt \_\_\_\_\_ Ck # \_\_\_\_\_ Ackd \_\_\_\_\_

## 6 METHOD OF PAYMENT (Payment due at time of order)

All payments in U.S. funds drawn on U.S. banks. \$25 fee charged for returned checks.

Checks payable to: **The National NeedleArts Association (TNNA)**

Check/Money Order     Debit Card

Credit Card:  Visa     MasterCard     American Express     Discover

Credit Card Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3 or 4 Digit Sec. Code \_\_\_\_\_ Amt. to be charged \_\_\_\_\_

Cardholder's Name (print) \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip+4 \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### SEND FORM TO

The National NeedleArts Association  
 1100-H Brandywine Blvd • Zanesville OH USA 43701-7303  
 1-800-889-8662 FAX: 740-452-2552

event, I realize that I and/or my employees may be included in publicity photos in future promotional materials. I hereby give my consent to the event's producers to use any such photos and/or comments. Completing this form serves management notice that you agree to be contacted by mail, telephone, facsimile or e-mail by TNNA and/or its members. Further, completing this form serves as your consent for your information to be provided to exhibitors at TNNA events and included in TNNA's membership directory.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Pre-registration is open!

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