President's Message

LOVE IS SOMETHING IF YOU GIVE IT AWAY, YOU END UP HAVING MORE.

With the approach of our Annual Educational Conference, my term as President is drawing to a close. As many of you now know, when I started my term, I wasn’t sure if ASDP was a viable organization. Almost immediately, I saw members helping other members in extraordinary ways! I was reminded of that magic penny song my children sang in grade school.

"Love is something if you give it away, You end up having more.

Heartland Chapter learning experiences - pg. 7
How does Juliette do it? Sewing Space Spotlight - pg. 9
Make sure you're ready for our 1st international conference - pg. 3
It’s just like a magic penny, Hold it tight and you won’t have any. Lend it, spend it, and you’ll have so many They’ll roll all over the floor.”

It is likely that members have always supported and encouraged each other. I just didn’t see it! Perhaps I was overly focused on myself and anything that I judged negatively. I think even the best and kindest people can fall into the “what’s in it for me?” trap. We all know or have been told “you get out of something what you put into it” but that doesn’t mean we live that truth 100% of the time. Seeing and experiencing the generosity of our members and dedication of the board convinced me fairly quickly that the organization was worth my commitment of time and energy.

And it is worth your commitment of time and energy. If you are ever asked to serve on a committee or as an officer, I hope you will seize the opportunity. At times you will feel overwhelmed, frustrated and maybe even like a failure. But in the end, you will have played your part in growing a recognized global trade association for all sewing and design disciplines. Let this be a part of your legacy to future generations!

Debra Utberg
President

My tribe,

Another seam, another quarter, and another week closer to conference! Welcome to the third quarter installment of Perspectives. We have another installment of conference preparation, a great, personal look at the importance of our charitable foundation, and another fun look into the studio space of one of our members.

Have you considered signing up for either the MAS or MSDP certification? Take a look at the winning scholarship essay submitted by one of the newest MSDP candidates. You can also read about one recent MAS graduate’s experiences to give you the push you may have been waiting on to enroll.

Be sure to take a look at the excellent articles that the board and other volunteers that give you a more in-depth understanding of our organization and how it works. Submission deadline for the final 2016 installment of Perspectives is October 31st. In an effort to help cut down editing and proofing time for our fantastic volunteer newsletter staff, please make sure that all articles are formatted to Arial size 11 font and all pictures include captions, photographer credit, and the names of anyone in the picture. Please email all submissions to newsletter@sewingprofessionals.org

As always, thanks for reading! Are we missing something? Is there anything you’d like to see more or less of? Your feedback is invaluable to producing the best newsletter that we can! Email any ideas or comments to me at newsletter@sewingprofessionals.org

Cisa Kubley, Perspectives Editor

The Business of ASDP - Preparing for the Annual Meeting

BY DEBRA UTBERG, PRESIDENT

By the time you read this newsletter, the invitations for the Annual Membership Meeting and the ballots will have been emailed to the membership by our secretary, Terri Tipps. We expect our officers to be prepared with reports and able to answer questions. The membership needs to prepare themselves as well. This means knowing your bylaws and being familiar with Robert’s Rules of Order. Unlike some organizations, we do not bind ourselves to Robert’s Rules for conducting a meeting. However, since it is the rules of order most commonly used, our annual meeting will be conducted using Robert’s Rules Of Order Newly Revised.

Election of Officers: According to our bylaws (Article VII Section B) a nominating committee is to be appointed by the Governance Board. This year, that committee consisted of Karen Ahrens, Barbie McCormick, Denise Severson and Teresa Nieswaag. The committee’s charge is to nominate one candidate for each open officer position.

CONTINUED ON 4
Are you Ready for Conference?

BY KAREN GAY, VP OF CONFERENCE PLANNING

Our first truly international conference is fast approaching - October 18th through the 25th is just around the corner! It promises to be a once-in-a-lifetime experience – our 25th anniversary as an organization – and you won’t want to miss a minute! Here are some reminders to make sure your trip goes smoothly:

• Be sure you have your passport and driver’s license or photo ID. Make 2 copies; leave one at home with a trusted friend or relative, put the extra in your luggage.

• If you’re a vendor or instructor at the conference, make sure you have your Event Recognition Letter.

• Be sure to bring a small amount of cash in Canadian dollars. Your bank can get it for you, but give them 10 days to 2 week. Also, let your bank and credit card company know you’re leaving the country so it doesn’t trigger a fraud alert and freeze your card. Make sure you have a chipped credit card – a few places will no longer accept magnetic swipe cards.

• Download a metric and currency converter app to your phone – it will make conversions from Canadian to US dollars as simple as tapping a few keys on your phone.

• Contact your cell phone carrier to arrange an international plan to save money. Shut off roaming and automatic updates before you leave.

• Check with your health insurance provider about coverage outside the US. Be sure you have adequate prescription meds in properly documented containers.

• Contact your auto insurance company to arrange for coverage outside the states if you’ll be driving.

• If you’re a Threads Challenge Finalist, make sure you’ve packed your finished garment! (And congratulations and best of luck!)

• If you’re showing a garment in the fashion show, make sure you have it, and any undergarments and accessories you need.

• Don’t forget supplies listed for any of the classes you’re taking at conference.

• Because the hotel requires an advance head count for any events involving food service, be sure to purchase tickets for meals and events by September 15th! There will be a very limited number of tickets available on site for meals, and they will be first come, first served.

PREPARE EARLY
+ RELAX LATER

PACKING TIPS FOR ASDP’S FIRST INTERNATIONAL CONFERENCE

• Remember to bring your neck wallet name badge holder from last year’s conference, to receive a free gift for being “green” in one of the greenest cities in the world, Vancouver, B.C.! If you weren’t with us last year (or you forget your holder) we’ll have another for you, but you’ll miss out on the free gift.

If you have any questions about classes, registration, the hotel, or anything else related to conference, please email me at conference@sewingprofessionals.org!

Safe travels, and see you soon in Vancouver!
The committee’s work concluded with the following nominations:

VP of Membership: Linda McCoy
VP of Web Management: Denise Liss
VP of Education: Tricia Crockett

According to the bylaws, “Other nominations for Officers to be elected at the annual membership meeting may be made by any Voting Member and from the floor and must be seconded by at least two (2) other Voting Members in attendance at that meeting.” While not a part of our bylaws, it should be understood that any member thus nominated needs to consent and be willing to serve in that office.

Board Reports: As in the past, each officer shall give a report of their goals and activities for the past year.

Bylaws revisions: As with last year, there are no bylaws revisions. There are two ways organizations can fall off the fence regarding their bylaws. Some never look at or revise their bylaws and, in time, the bylaws are obsolete and truly useless to new members and incoming officers. Others change bylaws far too readily and, sometimes, hastily. Once again, the bylaws become useless as they can be too easily misunderstood and misinterpreted.

“The composition for bylaws is somewhat different from ordinary expository writing, in that it places greater demand on a “tight” clarity and precision in word choice, sentence structure, and punctuation. In bylaws, as in legal documents of any kind, every punctuation mark may have significance as what is included. Indisputability of meaning and application is a more important consideration than “readability,” and the latter must be sacrificed when both cannot be achieved. Each sentence should be written so as to be impossible to quote out of context; that is, either its complete meaning should be clear without reference to sentences preceding or following, or it should be worded so as to compel the reader to refer to adjoining sentences…” –Robert’s Rules of Order Newly Revised (10th ed.), p. 551, l. 25-35, p. 552, l. 1-3

With the above as a standard, bylaw changes could consume a board’s entire activity. For this reason, I have recommended to President-Elect, Linda Stewart, that a bylaws committee be appointed when the time comes. In the meantime, officers and members alike need to itemize and track those articles that need changing.

I hope to see you at the Annual Membership Meeting!

Debra Utberg

---

**Winning MSDP Scholarship Essay**

**BY WHITNEY LUCKENBILL**

When I headed off to college in 1998, I certainly had no idea that my career path would one day involve a sewing machine. I graduated with a BS in finance and a BA in accounting from William Jewell College, a liberal arts college in Missouri in 2002. When I became pregnant with my twins in 2005 and left my job as a financial analyst for the Federal Reserve Bank, I knew accounting was no longer a field I wanted to pursue. It wasn’t until I couldn’t find gender neutral bedding that I discovered sewing. Armed with a sewing machine from Costco and my mother’s limited sewing knowledge, we managed to create two bedskirts, two quilts, two bumpers and a valance. It was then that my passion for sewing was ignited.

From that point on I read and absorbed all the sewing information I could gather. It was at this time that I began accepting home décor sewing jobs from friends and family. When my husband was relocated to the Indianapolis area in 2011, I was yearning to explore garment construction, primarily because I am a very difficult-to-fit body type. It was then that I signed up for a class at my local fabric shop and met fellow ASDP member Joyce Hittesdorf who took me under her wing after our first class. From there, I apprenticed with Joyce until the sale of her business in the fall of 2013. I continued to work with the new proprietor, Sarah Knochel, and upped my ASDP membership from friend to Intern. It was at this time that I felt confident enough to begin offering alterations and custom construction to clients on my own. In 2014, I set up TomKat Stitchery, changed my ASDP membership to formal, and began working from my basement. In 2015, with help from my family, we turned our basement into a professional studio where I continue to work.

I continue to take classes both in person and online to further my education and my skill level. I am very hopeful that the MSDP program will serve as a compass to help me achieve my goal of excellence in this field about which I am so passionate. I can assure you that sewing is not a passing fad or interest for me, but a skill commitment I hope to pursue for the rest of my life. I thank you again for your time and consideration of my application for this scholarship.

---

**CONTINUED FROM 2**
Master Alteration Specialist
Our Newest Graduate

BY LAVONDA MILES

LaVonda Miles, the latest graduate of the ASDP/MAS Certification Program, wanted to share the journey with others who may be contemplating going through either of the two certification programs. Congratulations, LaVonda.

I actually wrote this goal down in 2009, as I wrote my initial business plan.

“A goal to become Master Tailor is also a priority to the owner, as she will take the necessary steps to become a certified Master Tailor in the early part of 2014.”

Although the date/year and the exact title didn’t align, I can still say the original goal was met. I enrolled into the MAS program in 2013 shortly after I joined the ASDP. After receiving the enrollment packet, I rationalized over which module to tackle first, with the Business Professional Module pulling out first, only because I had already done it. So from there, I revised and updated it to the current year and submitted it. Even though I had done it before, it still wasn’t easy to conform to what the organization required. This was definitely an arduous module requiring you to be precise and organized with your business to be able to submit a concrete business plan. The evaluator gave me a great rating and rewarding feedback. So in summary for this module, do the absolute best to submit a professional business plan as it will make so many of your plans and practices come together for a good solid business.

CONTINUED ON 9
Sewing Space Spotlight.
JULIETTE KIMES, AUSTIN, TEXAS

Where is your business located?
In Austin, Texas.

Do you work out of a home studio or do you have a brick and mortar location?
I have a home-based studio.

What kind of work do you specialize in?
Bridal alterations and custom linens.

Do you work alone or do you share the space with others?
I work alone.

What's the first thing that clients notice about your space?
The comment I most often hear is, “Wow, you’re serious about this.” They notice all the tools, the machines, the large work table and the sewing related décor such as antique notions, irons and garments.

Tell me a little about your favorite part of your sewing space.
The large work table I created from 2 IKEA storage units—I have a place to store things I use regularly and a large work surface. I've been doing more hand-sewing on recent projects and this table, with an adjustable height work stool is perfect.

How did you develop your layout?
Trial and error over the years. As I've changed the way I sew, the work area has changed. I spend far more time at the work table than the machines now, so the work table is larger. A long time ago I started sewing at a standing position. I’ve kept my machines at that height, making it easy to sew a quick seam. The adjustable stool I use allows me to sit for longer sewing sessions. The ironing station is easily accessible from both the work and sewing tables. I basically have the equivalent of a kitchen work triangle with the sewing table, work table and ironing station.

What makes your sewing space unique?
Lots of interesting notions from my grandmother and my travels. I also have a fairly large collection of sewing, art and costume books. I think clients see this as an indication of my dedication. This is clearly where I spend my time, energy and money, so it must be important to me.

I've not actively pursued clients for quite a while, but have kept busy with personal referrals. Since I also have a full-time job, I have the luxury of only taking projects I'm interested in. Most of the work I've done in the past year has been through co-workers, which has been really convenient.
News from our ASDP Chapters

HEARTLAND CHAPTER UPDATE – ELLEN BLACKETER

July was a very busy month for the Heartland Chapter. On July 8th we hosted an evening meal at Joyce Hittesdorf’s for many of the ASDP officers and members who were in Indianapolis for the America Sewing Guild Conference. We all enjoyed a wonderful evening together making some new friends and renewing old acquaintances. Joyce amazingly managed to seat all of us at one gigantic table which allowed that beautiful non-stop sewing chatter the entire evening.

On July 15th – 16th Julianne Bramson, co-author of “Bias Cut Blueprints” taught her hands-on two day class to 14 very eager students. We were able to use the machines and wonderful facilities at the Art Institute of Indianapolis for the class. Julianne shared the “magic” of the bias cut garments. This is a geometric method for clothing design and construction. She patiently showed us step-by-step how these basic bias tubes could be used in many different ways to construct very different garments. Amazingly, they are sewn on the straight of grain, hang on the perfect bias and actually fit thanks to a simple chart! It gave us all a whole new way to think, plan and create new designs without patterns. Many more ideas were presented in her extensive collection of sample garments that we were able to examine and try on. We had a fun two days working together and learning about the bias cut with Julianne. Those attending were Tina Colombo, Sarah Knochel, Donna Christian, Joyce Hittesdorf, Cathy Runion, Whitney Luckinbill, Cisa Kubley and Ellen Blacketer from our chapter. Our guest students were Karen Ahrens and Pat Acklie-Ortiz from Nebraska, Amanda Madden from New York, Wendy Cettina and Gail McLaughlin from New Jersey and Robin Kunzer from Illinois. Each day we enjoyed eating lunch out together and Whitney invited everyone to her home on Friday evening for a meal and more fellowship. Thank you to Julianne for challenging us and teaching us new techniques! For more information about the book, classes and photos go to: www.fashioninharmony.com

We have the rest of our year’s meetings planned including a day trip in December to South Bend, IN to see the Downton Abby Exhibit, a tour of the South Bend Chocolate Factory (we will figure a way to tie this into sewing some way) and fabric shop in Shipshewana.

Our sewing retreat last year was a great success and we have planned another weekend retreat for late January 2017.
There is still time to enter garments into fashion show for this year’s conference!

2016 FASHION SHOW GUIDELINES
To show an outfit on the runway at the ASDP Fashion Show, here is what you need to know:

The show is open to any member of ASDP regardless of category (formal, student, intern, etc.)

The sign up form is on the ASDP web site.

Entries must be submitted online no later than September 15, 2016.

You don’t have to enter the Threads Challenge to show a garment at the Member Showcase.

Garments must have been created within the recent past so as to reflect current styles. They can have been created for a client, family member, competition or show, yourself or anyone else, or just for fun! Please don’t show the same items from past years.

Re-Styled garments are an acceptable entry. Be sure to have a “before” photo for the runway screen. Please format your photos to a size from 300 Kb to 1Mb.

You will need to have a runway commentary describing your entry in 120 to 150 words.

You will need to have a title for your creation in 3 to 5 words.

You may provide a model for the garment or we can provide one for you. The entry form will ask you to provide information on the measurements of the garment, or your model’s name and info if you have a specific model for your entry.

Have 2 digital photos ready to enter. One of the front and one of the back. Photos must be between 300Kb and 1Mb.

Be sure to “sign” the online release form, it is part of the entry form.

There is a fee of $5 per outfit, payable online with your entry, with a limit of three general entries per member.

You don’t have to attend conference to show a garment, but you will need to arrange transport of your garment to and from the show, either by shipping it, or with a person going to conference.

After you submit your entry you will receive a letter of confirmation. If you don’t receive this letter of confirmation you must contact Christine at this email: fashionshow@sewingprofessionals.org

If you have any questions, or are interested in volunteering for the show, contact Chris Kazmerzak, Fashion Show Coordinator at fashionshow@sewingprofessionals.org
As I recall, the second module chosen was the online Fabric Module. This was a little frightening because, I thought to myself, “How do you test online about fabrics?” My thoughts were there are so many fabric types, blends, properties, etc., how on earth do I prepare for this? Well the test has been very well developed as it is adapted to reading and note taking from the various resource books offered in the registration packet. I could not afford all of the books, so I resorted to the local libraries and even found a great resource book at the Goodwill store.

My third module was Alteration Fit, which I wanted to get in and pass at the 2015 Convention. For this one I contacted the Director of Operations and she orchestrated all the logistics for me to have a model with the proper garments to be evaluated. The preparation for this was to again rely on the suggested books and material on proper garment fit, and techniques. I can honestly say that my nerves initially took over the first 5 minutes of this evaluation. As I entered that room and had myself all worked up over nervousness, I realized the 3 evaluators in the room were not there to make me nervous at all. They were the total opposite. Once I made eye contact and took deep breaths and methodically remembered the fit mantras, (“evaluate from the shoulders moving downward,” is what I programmed myself to say), I felt more confidence come across my lips through the remainder of the evaluation. Not only did the evaluators pass me, they too had a great impact and input about how I perform some of my alterations today in order to achieve a great fit.

CONTINUED FROM 7
The 4th module for me, was the Alteration Technique. I spent about 3-4 months gathering all the needed items to alter. Economically, I remember spending about $25 - $30 on the compiled list of items purchased from the thrift store when the monthly ½ price per item event occurred. This particular module was the most in-depth, time consuming, hard as heck, but most rewarding for me. The reason I thought it was so hard was the fact that about 50% of the techniques were none that I had ever done before, or even knew how to do, or even want to do again. But on a serious note about the different techniques; they all sharpened my skills and gave me that edge I needed to learn how to professionally perform a ready-to-wear alteration. So in preparation for this one, I watched videos, purchased on-line classes, and books for the techniques I wasn't familiar with. I mailed the entire bundle of items and received superb feedback from the evaluator.

Lastly, I had the Alteration Overview module which was initially planned as an online testing that went not in my favor quickly. I attempted to pass this twice. Realization was that it wasn’t me actually failing the knowledge of the overview, there was something technically wrong with the testing mode and grading (whew!)…. I kept asking myself, did I come this far to fail? Then the Director of Operations called me to say that the test would be administered via phone conference with evaluators asking me the same test questions that were online. This, I must say, was a more positive outcome as it gave me interaction with the evaluators just the same as the Alteration Fit experience but without the nervousness.

In summary, to anyone that may be contemplating achieving this certification, I can say to you that the accomplishment is so rewarding on a personal level and will boost your confidence on a business level. This certification will validate your skills like nothing else you can imagine. “Awesome Sauce” on a sewing platform, is what I call it!

We need your help! The board and the conference committee have decided it is time to create a library of teachers and their class proposals. This library would contain those talented people we have had the privilege of learning from through the years. They do not have to be members of ASDP or famous in our trade industry. This could be someone that may have inspired you or made you think of a different approach to what you have done in the past in any of the principals you use in your business.

Information we need from you:

1. THE CONTACT INFORMATION OF THE TEACHER YOU FEEL WOULD BENEFIT OUR MEMBERS. IF YOU COULD, PLEASE ALSO SEND A LETTER OF INTRODUCTION TO THEM SO THEY WILL KNOW THAT WE WILL BE FOLLOWING UP WITH A LETTER.
2. IF YOU KNOW OF A MEMBER WHO HAS NOT TAUGHT AT OUR CONFERENCE BUT YOU FEEL HAS A LOT OF KNOWLEDGE TO SHARE WITH OUR MEMBERSHIP PLEASE SEND HIS/HER NAME TO US AND WHAT YOU FEEL WOULD BE A TALENT HE/SHE COULD SHARE.
3. IF YOU COME UP WITH AN IDEA FOR A CLASS, PLEASE FILL IN A PROPOSAL FORM AT ANY TIME SO WE WILL HAVE THEM ON FILE AS WE WILL BE MAKING DECISIONS EARLIER THAN WE HAVE IN THE PAST.
4. THINK BEYOND OUR BORDERS AS WE WORK TOWARDS BECOMING A GLOBAL TRADE ASSOCIATION.

Please send us the contact information of that teacher so that we can send them a proposal form for them to fill out.

This library would allow us to know about many teachers and tap into areas of our trade we may not hear from very often. The library would also be a great resource for our chapters to draw from for events.

Our next conference is in Orlando, Florida. Do you know of teachers, designers, or guest speakers that you would like to see added to our upcoming conference? We are also planning for 2018 and we are already working towards extraordinary happenings there. So please send in your ideas.
I am sure many of us are just looking to get some sleep after the hectic prom season but I know we can't relax yet as we are also into the bridal season. I look at this as the perfect time to step back and find a way to re-energize myself. I look for a fun sewing project to get my creative juices going. I'm using the recent discussion about hand sewing with different threads while on a long car trip to embellish

Thank You ASDP! See You next issue!