

INSPIRED TO Sew

*A glimpse into the creative heart of today's
most talented sewing & quilting artists.*





Rhonda and Blue Basket, Paragon Needlecraft Kit #01101, Circa 1950
International Quilt Study Center & Museum, Lincoln NE

Prepare to be WOWed! The HoopSisters mix machine embroidery with quilting in ways achievable even by low confidence embroiderers. Just look at the stitching on this magazine cover! Lynda Remmers and Annie Moody create amazing quilts in Embroidery Block-Of-the-Month programs found in YOUR local shops. In fact, I'm gearing up for their 2015 Sewn Seeds EBOM on page 9. Yes, I can do this and so can you!

Then turn the page to see my favorite quilt from 2014 Fall International Quilt Market, the show stopping Frame of Mind, three faces in one quilt by Flora Joy... and to think Flora was inspired by a digital billboard.

Wow! I love the special work of these ladies and hope they inspire YOU too.

Sew SCHMETZ & Grabbit Too!

Rhonda

Rhonda Pierce
Marketing Director & Publisher
SCHMETZneedles.com

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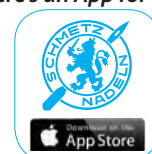
Cover: **HoopSisters**
Sewn Seeds
www.HoopSisters.com

Interviews by: **Rita Farro**
www.Ritasewfun.blogspot.com

What Inspires
YOU to Sew?



There's an App for That!





Lynda Remmers
& Annie Moody

HoopSisters —

Masters of “In-the-Hoop” Technique



Lynda Remmers & Annie Moody

In 2005, two sisters, Lynda Remmers and Annie Moody made their annual trek to a quilt show in Paducah, Kentucky with a group of friends. They rented a house; brought their sewing machines, fabric, patterns and projects. For five days, they sewed, quilted and embroidered day and night. Lynda was digitizing a wall hanging for her family room and Annie was working on a crazy quilt (they only made it to the quilt show for one day). They worked late into the night, figuring out how both projects could be created by quilting “in the hoop.” They were excited about the possibilities of accomplishing this new technique.

Lynda began teaching the “in-the-hoop” technique to her

customers at her store — Sewing Concepts in Woodstock, Illinois. As an Educator with Janome America, Annie also began teaching “in-the-hoop” classes across the United States. Their students were thrilled with this new twist for using the embroidery machine and the projects came out perfect every time! Their students were clamoring for new designs. The sisters took a leap of faith and started a new business based on the “in-the-hoop” concept. They decided to name their new business the **HoopSisters**.

Did they always know they would end up in the sewing industry?



Sewn Seeds, HoopSisters

Lynda says, "My Grandmother taught me to sew and I loved it. She had a cool sewing machine in the neatest cabinet. The center of the cabinet had a handle that you could pull, and out came a sewing chair. The chair had all kinds of hidden storage places. I was fascinated with that cabinet. I bought my first used sewing machine when I was 12, and when I entered a sewing contest at a local department store — I won!"

Unfortunately, Annie did not have the same early success with sewing. "In Junior High I tried to make a simple skirt in Home Ec class. The only thing I learned was how to use the seam ripper. The sad thing was I came from a family of sewers. My grandmother sewed, my mother sewed and my sister Lynda was

winning sewing awards! When I was in my 30's I tried once again, determined to succeed. Eventually, I became a sewing educator and I cannot imagine what my life would be without sewing."

The **HoopSisters** first products were embroidery designs created to make an entire quilt IN THE HOOP. Annie says, "When creating a new product/design we first look for inspiration. That might be a favorite traditional quilt design with our own unique twist."

According to Annie, "Sometimes, a new product evolves out of a need, like our **Battilizer** (batting and stabilizer combination).



Double Wedding Ring, HoopSisters

*In the beginning, we would hoop a thin batting, along with a stabilizer. Although it did help to stabilize the stitches, it produced a somewhat crispy quilt. At Quilt Market, we approached Quilters Dream and they were able to produce just the right product for us. Late that night, we were in our room when we landed on the **Battilizer** name. I felt sorry for the people in the adjoining rooms because we were pretty loud"*

Another successful **HoopSisters** product, their trimmer, was developed because necessity is the mother of all invention. Lynda explains, "Martha, one of their best sample-stitchers, was working on our Double Wedding Ring blocks. Our written instructions said to pull back the top layer of the block, exposing

the **Battilizer** and backing. Then, place a ruler along the fold and trim off the **Battilizer** and the backing. Martha had trouble (we did too) not cutting the fold of the block front, resulting in a hole!

Her husband George, saw her frustration and went to his workshop. He took a piece of aluminum siding material, crimped an edge, and gave it to Martha. It worked like a charm. They brought it to me at the store, I was so excited I could hardly contain myself. I called Annie and tried to explain it over the phone, not an easy task. When she saw it, she loved it!

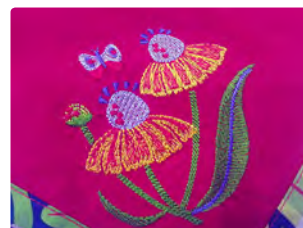
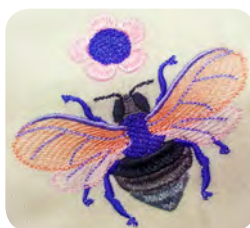
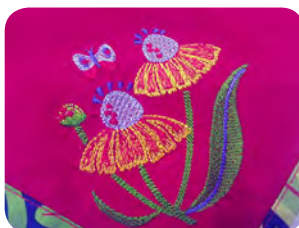
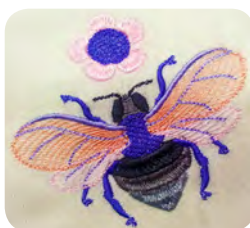
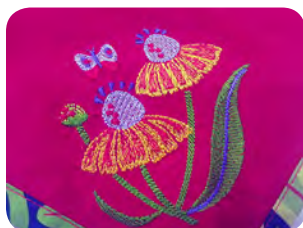
Named the **Trimmer by George**, Martha and George were



Aubrey Winkler, Annie Moody (C), Janet Brown



Lynda Remmers (L), Marie Wroga, Karen Beatty



Look for a new HoopSisters Designer Embroidery Series with Jane Sassaman.

*in the manufacturing business for a few years. Eventually, we found a USA manufacturer and updated the Trimmer by adding an acrylic ruler. **Trimmer by George 2.0** sells like crazy."*

Their biggest success has been their **EmbroidaBlock of the Month** (EBOM) program. Because of their unique backgrounds -- Lynda being a sewing machine dealer and Annie a sewing educator -- they decided to develop their **EmbroidaBlock** series as a program dealers could use to hold classes in their stores. They just released **Sewn Seeds**, their 8th EBOM program for 2015.

Annie and Lynda both enjoy coming up with new designs,

and they share the duties when it comes to designing the quilts, the embroidery, doing the digitizing, the test sewing, the tweaking, then more test sewing by sample stitchers. After they get it right, it's on to the instructions, step by step photographs, videos, etc.

HoopSisters is unique because the two sisters live in different states. The office in Ohio handles the sales and marketing. Annie has two employees who help with the marketing, website, sales, and customer service.

In Illinois -- Lynda handles the operations side of the business. Once she and Annie have designed and tested a block, Lynda



Feathered Star, HoopSisters

passes it off to their sample stitchers. She prepares the fabric kits, instructions, etc. She also takes care of the product inventory and shipping from a location near her store.

At this point, the HoopSisters have created over 50 individual quilt in the hoop embroidery designs and they are doing their eighth Mystery Quilt this June. 800 dealers are handling the HoopSisters' **Embroidablock Of The Month** program.

When asked what advice they would give to somebody who had a unique idea for a business -- they said, "*stand firm, have faith and don't take no for an answer.*"

***Feathered Star*, the 2014 Embroidablock of the Month (EBOM)**, was selected to be in the just released book, **500 Traditional Quilts**:

http://www.amazon.com/500-Traditional-Quilts-Series/dp/1600596886/ref=sr_1_1?ie=UTF8&qid=1413234108&sr=8-1&keywords=500+traditional+quilts

The quilt gets to travel on display for a year to national shows. The HoopSisters are very excited!

The ***Feathered Star*** design will be released as an individual title in January:

<http://www.hoopsisters.com/feathered-star-videos/>



Sewn Seeds, HoopSisters 8th EBOM

Curious about the HoopSisters technique?
View these videos:
<http://www.hoopsisters.com/feathered-star-videos/>

Sewing Concepts: www.sewingconcepts.com
HoopSisters: www.HoopSisters.com

— written by Rita Farro





Frame of Mind

by Flora Joy

AWARDS

VIEWERS' CHOICE

2014 International Quilt Show in Houston

SECOND PLACE

(in same IQA Houston Show: Digital Image Category)

BEST OF SHOW

2014 Blue Ridge Quilt Show

BEST OF SHOW

2014 Mountain Messages Quilt Show

QUILT DESCRIPTION

If you are facing this quilt directly, you will see Oprah.
Step to the RIGHT to see Mother Teresa.
Step to the LEFT to see Jackie Kennedy.

Flora's Statement

There are only TWO FABRIC PIECES in this quilt top, and they are joined together with only ONE SEAM.

Back story: One day while I was waiting in my car for a traffic light to change, I gazed at a large revolving billboard that changed about every ten seconds from ONE image, to ANOTHER image, to a THIRD image, then back to the beginning. That process intrigued me, and as I tried to sleep that night, a "quilt" that changed images began formulating in my mind. It took several years to work through HOW this concept could be transformed into a quilt — and then I had to try to master free-motion quilting, thread painting, and trapunto. [What FUN!] After several attempts with numerous samples, this quilt finally emerged.

Quilt size: 32" x 35"

Photos: Jim Sledge, ETSU PHOTOLAB



Grabbit® Magnetic Needle Threaders

These little threaders are not very photogenic, but they sure save time when trying to thread your needle. One pack contains a pair of threaders: A standard threader with a cutter and an ultra-fine threader. Each threader has a bonus - a powerful hidden magnet to anchor the threader to a metal surface or to everyone's favorite Grabbit® Magnetic Pincushion. These little threaders sure are helpful, so we can get right back to our sewing.

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