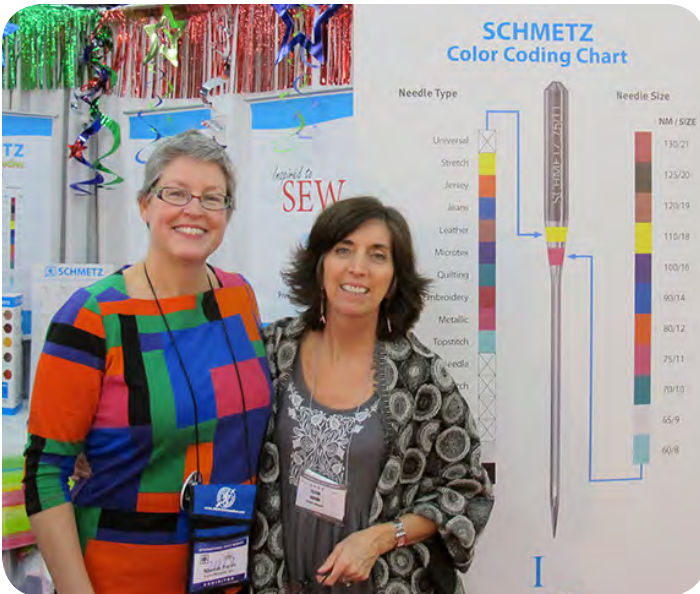




INSPIRED TO
Sew

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





Rhonda with Eileen Roche

The Sewing Sisterhood is alive and well. In my travels whether blood related or not, we sisters are sewing with zest and creativity. This natural joy is clearly visible in a variety of my show pics, and thanks to readers like you, your pics provided from a recent Facebook SCHMETZneedles request for photos. Thanks everyone for your thoughtful stories and pics for the photo collage. The Facebook call for photos was so successful, we'll do it again for another issue. Go "Like" our page so you don't miss out.

Eileen Roche is our sewing sister! Eileen, the machine embroidery maverick, inventor and cheerleader. Eileen, the master of machine embroidery and real life sister to Marie. I love Eileen's story of transitioning from a burgeoning career in professional sports promotion to turning a sewing hobby into a powerhouse machine embroidery career. What an impact Eileen has made in our sewing world. Yes, I am in awe! Fingers crossed this is my year to attend one of Eileen's famous Stitching Sisters Retreats. Hope to see you there! Sew SCHMETZ & Grabbit Too!

Rhonda

Rhonda Pierce
Marketing Director & Publisher
SCHMETZneedles.com

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- Cover:** **The Sewing Sisterhood Special Downloadable Design**
by Sue O'Very
<http://sealedwithastitch.com/free/enchanted-sewing-sisterhood-free.html>

- Interview by:** Rita Farro
www.Ritassewfun.blogspot.com

What Inspires YOU to Sew?



There's an App for That!



*Sewing
Star* 

dime
DESIGNS IN MACHINE EMBROIDERY

Eileen Roche

Issue 14



Eileen Roche

Founder & Editor of *Designs in Machine Embroidery Magazine*...



Eileen Roche with her sister Marie Zinno.

Eileen is a prolific author and one of the most popular speakers in the sewing industry. She was the first person to teach machine embroidery as a guest on *Sewing with Nancy*, and her list of accomplishments is impressive.

Besides being a frequent guest on *Sewing with Nancy* and *It's Sew Easy*, Eileen is a BERNINA ambassador, an expert on Baby Lock and Brother machines. She was the first teacher to present a class on machine embroidery on Craftsy and now has two classes — with over 12,000 students.

Considered a pioneer in developing techniques to combine quilting with machine embroidery — her first book — **Contemporary Machine Embroidered Quilts**, quickly became a bestseller. Because of her easy writing style, clear directions, and innovative techniques, she has gone on to write many more books about machine embroidery:

- **Machine-Embroidered Fashions**
- **Machine-Embroidered Accessories**
- **In the Hoop Tool Kit Book**
- **Designer Denim**
- **Machine Embroidered Monograms for the Home** (co-authored with her sister Marie)
- **Designer Handbags** (co-authored w/ Nancy Zieman)
- **Designer Handbags 2** (co-authored w/ Nancy Zieman)
- **Machine Embroidered Quilting and Appliqué**
- **The Stitching Sisters Guide to Embroidery Studio Organization** (also with Marie)
- **Machine Embroidery in 6 Easy Lessons**
- **Today's Crazy Quilting with Your Embroidery Machine**

Designs in Machine Embroidery has earned a reputation as the most beautiful magazine in the sewing world. The articles are



Eileen with Nancy Zieman on the set of "Sewing With Nancy."

Eileen's Needle Advice

"When in doubt, throw it out!" I rely on this method whenever I approach a certain type of project — one with a lot of pressure — like stitching for a magazine cover, embroidering on delicate fabrics or working under a very tight deadline with no room for error. If I can't remember how long the needle has been in the machine, I change it. That way, if something goes amiss during the stitching process, I'm 99% sure it's NOT the needle!"

widely varied and embrace embroiderers at all levels, from beginning to advanced, but it's the exquisite photography that takes DIME to the next level. Eileen has always believed that to be really appreciated — the finished embroidered projects must be photographed as they will be used. She uses models for the garments — and beds to show the quilts. Eileen also writes a blog that receives 58,000 viewers per month.

You might think all that would be enough to keep her busy — but you would be wrong. Eileen's real passion is inventing new embroidery products. She has designed software programs for lettering, quilting, digitizing and piecing in the hoop. When Eileen encounters a problem, she creates the solution. She says, *"during my first guest appearance on Sewing with Nancy, I got an idea for my first patent: the Angle Finder."*

Her list of inventions continues to grow:

- Snap Hoop
- Snap Hoop Monster
- Quick Snap for multi-needle machines
- Target Rulers
- Target Stickers
- Print & Stick Target Paper
- Stipple! Collections – a patented digitizing technique
- Perfect Alignment Laser (PAL)
- Bird's Nest Tool
- Stitcher's Hardware
- Hoop Guard
- shortE: the embroidery short arm with a long reach. (Basically, a quilting frame that your embroidery machine sits on while the frame holds the quilt – brand new, and a real game changer) <http://www.shop.dzgn.com/collections/shorte/products/shorte>



Eileen buried in books.



Recent Issues of Designs in Machine Embroidery.

So, how does somebody accidentally become the world's premier, foremost authority on machine embroidery?

Eileen Roche grew up on the Jersey Shore — in a small seasonal beach town, Wildwood Crest, New Jersey. She was the third of six sisters — no brothers. Her family had a popular Irish bar that was a hit with the summer crowd from Philadelphia and its neighboring suburbs. Everyone in their town had a small business — restaurants, motels, bars, amusement centers. So she grew up in an entrepreneurial atmosphere where everyone worked 18 hour days for five months straight. The other seven months, many of the islanders were idle or in Florida at their winter homes.

Eileen says, *"It taught me not to be afraid of hard work and if you had an idea the only thing standing between you and the idea was idleness. If you wanted to make something happen, you had to make it happen."*

Neither of my parents had a college degree but both of them wanted each of their daughters to get a degree. They pushed us to get off that island and see the world, to find a career that made us financially responsible. And we did — today, five of us have a bachelor's degree, three have master's and one has a doctorate — from Harvard!

My first sister went off to college and became a teacher, the second a nurse. I always had to be different — maybe being the middle child. So I took a different path. I received a degree in



Eileen's Zen advice about sewing gifts for other people:

"I pour my heart into it, I pick the project and the materials with that specific person in mind and then I throw myself into it. I think about them the entire time. And when it's complete, I am done. I mean, I could literally throw it away because I know I already got what I wanted to get. I wanted to honor them with my time, talent and thoughts. I wanted to completely focus on them, 'spend time' with them (although they're not there). For me, the creative process is the gift. I love thinking, imagining, fantasizing about how much they will love my gift. The fact that they didn't, well — that's their loss. It's not my loss."



Gary Gardner and Eileen making a splash.

Sports Administration and worked in college athletics — University of San Diego, DePaul University and Temple University. I learned a lot in those days — I learned how to write, how to manage large events, how to promote events (some with mass appeal like NCAA men's basketball and other's with little appeal such as women's fencing). I worked ridiculously long hours for ten months a year. I liked it, but . . . the pay was terrible and there were 20 young men lurking outside of my office at any time who would do my job for no pay. They were raving fans and I wasn't.

So I moved into the private sector and spent a year with an ad agency. Fast forward, I got married and had a house to decorate with a very small budget. So I took a sewing class — and fell absolutely in love with the whole process. There was very little education available at the time — 1988 — so I did all the research I possibly could and taught myself how to sew. I furthered my knowledge by watching *Sewing with Nancy!* A short time later, I

began to teach home dec in a local dealership. When the Janome 8000 came out, the dealer asked me to teach a class on machine embroidery, I said, 'I don't know anything about it.' He said, 'Don't worry, no one does.' I made more mistakes than I had successes and eventually started a newsletter on machine embroidery, *Creative News*, in 1994.

In 1998, I was teaching at a dealer training event and met Gary Gardner, who was the founding owner of *Great Notions*. We immediately shared a vision of a magazine on machine embroidery for the home user. It was a radical move — more radical than we knew at the time. Six months later we put out the first issue of ***Designs in Machine Embroidery*** in January 1999.

Initially, I worked from Philadelphia and traveled to Dallas once a quarter. The art team was in Dallas and as the business grew,



Marie and Eileen, The Stitching Sisters at the Alamo.

those trips became more frequent and longer in length. In 2001, Gary sat me down and said, "If we're really going to make this endeavor work, it needs your full attention and that needs to happen here in Dallas." My husband and I made the decision to move and off we went to Dallas in 2001.

*As my work load expanded, I encouraged my sister Marie to start teaching with me. She had already learned how to embroider and bought a multi-needle machine shortly after they were introduced by Baby Lock. By 2007, she was building her commercial embroidery business and had just authored **Machine Embroidery for Babies & Tots** (Krause). At our first Stitching Sisters events, she was nervous and acted as a true assistant. Eventually, she became very comfortable in front of an audience. We thrive on creating an atmosphere of learning and fun. It's quite obvious we are sisters and the audience loves that.*

On the personal side, we've toured the US together — we have spent many a Saturday night in a romantic location — with each other! We joke about that and wish our husbands were with us. It has brought us very close, we feel blessed to have had the opportunity to help dealers grow their business, meet thousands of embroiderers, tour the US and have fun in the process. Don't get me wrong, there's been plenty of stress, long hours and TONS of hard work (that seems to keep chasing me!) but all in all, it's been a blast.

Working with other talented people like my sister has taught me that you can do good things on your own, but if you want to do great things, team up with others. I learned this first through my partnership with Gary Gardner, with my cherished relationship with Nancy Zieman and my lifelong bond with my sister Marie.



Sam Solomon, Creative Director



Steve Woods, Photographer



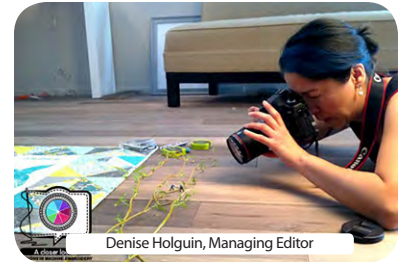
Stephanie Smith, Marketing Manager



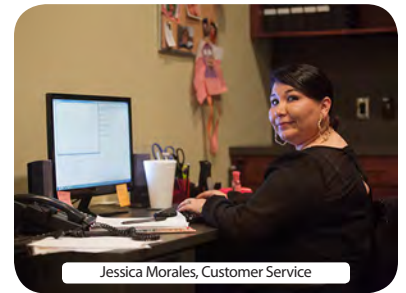
Stephanie Sanders, Accounting Manager



Sherry McCary, Product Development



Denise Holguin, Managing Editor



Jessica Morales, Customer Service

Staff at **Designs in Machine Embroidery**

It's no surprise to many that I've worked on so many different projects with Nancy and Marie, but it might be new to you to learn of the staff at DIME. I have been blessed with a fantastic, hard-working support team. Each is so talented in their own right and take full ownership of their duties — there's no babysitting at DIME! We have been together for years — some of us a full sixteen years. I wouldn't be where I am today without the help of many!"

Attending the Sewing & Stitchery Expo in Puyallup, WA?
Get your tickets now for a special evening.



<http://dzgns.com>
<http://dzgns.com/blog/stitching-sister-events/>



<https://www.sewexpo.com/friday-night-live.htm>

— written by Rita Farro



Sewing Sisters





*"Sometimes birth
made us sisters
— other times
the sewing
made it happen."*

Midwest Ya-Ya Sisters
(otherwise known as
Rita Farro and Mary Mulari)

Catch their Sisterhood of Sewing performance at
Nancy's Notions Sewing Weekend 2015

<http://www.nancysnotions.com/product/sos+sisterhood+of+sewing+friday+evening+event.do?sortby=ourPicks>



Needle Points with Rhonda



Wondering which needle to use for machine embroidery?

The first “go to” is the SCHMETZ Embroidery needle, but sometimes due to the fabric and thread combinations a Metallic, Topstitch or Microtex may be warranted.

Did you know that little needle gets plenty hot when working so hard? Then when combined with sticky adhesives, the needle tends to gum up. One solution is SCHMETZ Gold with the Titanium Nitride coating that helps keep the needle cool. A cooler needle will not gum up as quickly. If your first needle choice does not produce the results you want, don’t be afraid to try a different needle type. You are investing time and love into your project, so get the results you want.

SCHMETZ gives you needle options for machine embroidery.
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