



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

NZP

• • •

**Nancy Zieman Productions**



Rhonda with Nancy Zieman and Deanna Springer,  
International Quilt Market

Nancy Zieman left a legacy in our sewing world mixed with kindness and inspiration. Nancy passed nearly two years ago, yet her impact thrives in sewing rooms around the world. For decades, Nancy created a tight-knit pool of talent that made the Nancy Zieman brand an icon.

Nancy is gone, yet Nancy Zieman products continue to be introduced and sold in stores and the popular Nancy Zieman Blog remains a "must" read. Who's behind Nancy Zieman Productions? From Nancy's experienced and highly capable talent pool, meet Deanna Springer. For decades, friend, confidante and powerhouse to Nancy Zieman, Deanna at last stands brightly in the spotlight steering Nancy Zieman Productions forward. Enjoy this special profile of Deanna Springer. Sew SCHMETZ & Grabbit Too!

*Rhonda*

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**Cover:** **Nancy Zieman Productions**

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## What Inspires YOU to Sew?



[www.SCHMETZneedles.com](http://www.SCHMETZneedles.com)



*There's an App for That!*



*Sewing  
Star* 

*Nancy Zieman  
Productions LLC*

Issue #69





Celebrating Nancy Zieman Exhibit,  
Winneconne WI through September 30, 2019.

<http://www.nancyzieman.com/blog/nancy-zieman/celebrating-nancy-zieman-exhibit-on-display-this-summer-in-wisconsin/>

## Nancy Zieman NOW

Millions all around the world think of Nancy Zieman every time they sit down at their sewing machine. We welcomed her into our homes, and she became our trusted friend who patiently taught us everything we wanted to know.

It is impossible to measure the scope or depth of Nancy Zieman's influence in the sewing world. Nancy died from cancer in November, 2017, but her impact didn't stop then.

<https://www.nytimes.com/2017/11/22/obituaries/nancy-zieman-host-of-long-running-sewing-show-dies-at-64.html>

Because of the popularity of Sewing With Nancy, every newcomer in the sewing industry came knocking on her door. Nancy had a special gift for recognizing talent, and for 30 years, she laid out the welcome mat and opened her door for scores of sewing speakers, pattern designers, quilt teachers

and fashion sewists hoping to make their mark. If there was a "Who's Who" in the Sewing Industry, 90% of the "Sewing Stars" listed would credit Nancy Zieman with giving them their first big break.

For example, Eileen Roche, Editor of *Designs in Machine Embroidery Magazine*, has become one of the world's foremost, well respected authorities on sewing machine embroidery.

*Nancy catapulted my career and business into existence. Appearing on Sewing With Nancy put Designs in Machine Embroidery on the map. Our almost 20-year relationship*





Mary Mulari and Nancy Zieman on set.



Eileen Roche and Nancy Zieman on set.

*evolved from strictly business to a cherished friendship. I learned how to focus on the customer, identify consumer needs and find the 'hole' in the marketplace. Personally, she taught me how to develop strong business relationships that truly benefited both parties, how to juggle home life with business responsibilities, how to take pride in work, how to overcome shortcomings and how to trust in the Lord. Nancy was a born leader but at her core, she was a kind, Christian woman, and I was honored to know her.*

As Nancy's most frequent guest on Sewing With Nancy, Mary Mulari became one of the most popular speakers in the sewing industry. She presents seminars to sold-out audiences

at sewing guilds, shops, and the largest consumer sewing shows all over the country. She's written dozens of bestselling books on various sewing topics, machine appliqué, designer sweatshirts, recycling, quick gifts, and, most recently, her clever reversible apron patterns.

*I met Nancy when she taught evening sewing classes through Community Education in northern Minnesota. She lived in my neck of the woods for about three years. After she moved back to Wisconsin, I sent my first collection of Designer Sweatshirts and she showed them on her cable television program. And from there, the rest is history, and I was launched into the sewing biz.*



Nancy Zieman with the production crew of *Sewing with Nancy*.

Nancy invited me to be her guest on ***Sewing With Nancy*** and encouraged me to develop new topics and projects for television and for my own publications. She invited me to teach at Nancy's Notions Sewing Weekend and suggested that I apply to teach at the Sewing and Stitchery Expo in Puyallup WA. She's responsible for anything good in my sewing reputation. That I can also call her my friend is more than a bonus.

We'll never know the full measure of Nancy's inspiration within the sewing industry, but one thing is clear: The Nancy Zieman brand has gone on. Nancy always said,

*The proverb 'it takes a village' applies to life in general. My village is a tight-knit group of talented people who have worked with me over many decades.*

*My TV program should be called, *Sewing With Nancy*, Donna, Pat, Laure, Kate, Diane, Deanna, Lois, Sharen, Gail, and Erica. They comprised the dedicated village that shares a love of sewing and quilting. To them I extend my appreciation and give a heartfelt thank you for being loyal members of my team and great friends.*

The good news is that Nancy's village has been splendidly carrying on with her brand.

One of Nancy's unique skills was picking the right people for the job at hand. And the person now driving the Nancy Zieman brand is Deanna Springer.

So, who is Deanna Springer?





Deanna Springer moves Nancy Zieman Productions forward.

**Eileen Roche:**

*Deanna Springer is the most loyal, joyful, brilliant and hardest-working-without-complaining individual I have ever had the opportunity to work with. If I could clone one person, it would be Deanna. Everyone needs a Deanna, but only Nancy had her.*

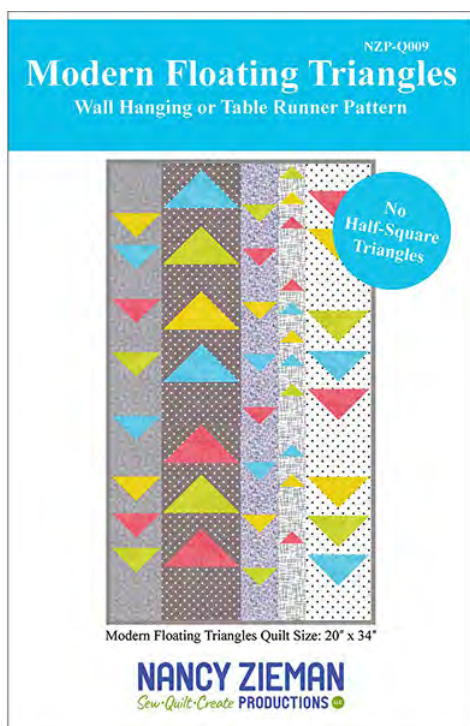
**Mary Mulari:**

*I first met Deanna when she was an office assistant to Nancy. It became clear very quickly that Deanna is one sharp cookie, and it was no surprise when Nancy hired her to continue on with Nancy Zieman Productions after Nancy's Notions was sold to Tacony.*

*After Nancy passed, she continued to work at the NZP office with Nancy's husband Richard to keep the brand alive. She is making Nancy proud!*

Deanna started working for Nancy in 1989. At that time, Deanna was a full-time Mom and did custom sewing and alterations. When her daughter Teri headed off to pre-school, Deanna started working part time at the Nancy's Notions Retail Store in Beaver Dam, Wisconsin.

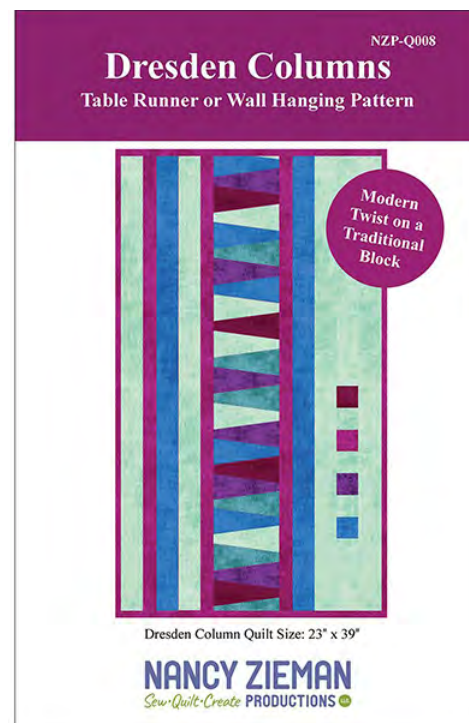
Deanna moved into customer service, then administration, eventually working closely with Nancy doing merchandising and events.



### NEW!

Modern Floating Triangles Wall Hanging and Table Runner  
by Deanna Springer, Team Nancy Zieman

<http://www.nancyzieman.com/blog/quilting-2/straight-line-machine-quilting-and-new-modern-floating-triangles-wall-hanging-pattern/>



### NEW!

Dresden Columns Table Runner Pattern and Wall Hanging Pattern  
by Deanna Springer, Team Nancy Zieman premiered on the  
Nancy Zieman Productions Blog in August!

<http://www.nancyzieman.com/blog/>

When Teri began high school, Deanna added freelance writing to her resume, penning featured pieces over several years for *Sew News Magazine*.

In 2002, Nancy's Notions was sold to Tacony. Nancy stayed on as President for five years, with Deanna as her right-hand. A major part of Deanna's job was building and coordinating the Quilt Expo (a co-production with Wisconsin Public Television) held annually each September in Madison, WI. Quilt Expo premiered in 2005. <https://quiltexpo.com/>

In 2007, when Nancy Zieman left Nancy's Notions, she took Deanna with her and they started Nancy Zieman

Productions, LLC. (NZP). Deanna worked alongside Nancy as marketing coordinator, business manager, co-director of video production, as well as product development and project design. For the next 12 exciting years, NZP launched a new BLOG, social media channels, 40+ sewing and quilting products including tools, patterns and books. The NZP team continued to produce 10 more seasons of *Sewing With Nancy*, until Nancy's passing.

On any given day, you'll find Deanna developing sewing notions for Clover Needlecraft, Inc., fashion garments for The McCall Pattern Company, fabric collections for Riley Blake Designs, creating quilt patterns for QuiltWoman, overseeing





Clover Ultimate Quilt n' Stitch Presser Foot

"Deanna is a total professional, and it's hard to imagine a more optimistic, cheerful person. Her depth of knowledge is amazing. I've seen Deanna's positive, can-do attitude completely change the energy in a room. She is the most well-prepared person I've ever worked with. Whether we're sitting in product development meetings, or working a booth at a trade show, Deanna is always a treat to work with. Although we all miss Nancy, every single day -- I am sure she would be very proud of how Deanna is leading the NZP Team."

— Jon Larson, Sr. Vice President of Sales and Marketing for Clover-USA, worked with Nancy Zieman and Deanna Springer for almost 30 years.

the Quilt Expo quilt contests, challenges, and exhibits, educational lectures, workshops and stage presentations, and sewing projects for the BLOG on Baby Lock sewing machines.

Deanna says,

*The NZP Team continues to honor Nancy's legacy by sharing her love of sewing and through developing innovative products and sewing inspiration in Nancy's timesaving style. Stay tuned for exiting new projects this fall! Connect with Nancy and friends on social platforms, and at the Nancy Zieman Productions Blog.*

<http://www.nancyzieman.com/blog/>

Because new products take two or three years of development before they hit the stores, there were many things already in the chute when Nancy passed. For example, one of the new notions she was excited about was the Ultimate Quilt & Stitch Presser foot. Team Nancy had been working on that concept for over three years, and although she approved the final prototype, she never saw the finished product.

<http://www.nancyzieman.com/blog/sewing-2/ultimate-quilt-n-stitch-presser-foot/>



## QUILT EXPO 2019

SEPTEMBER 5-7, 2019

9am-6pm Thurs-Fri | 9am-5pm Sat

Alliant Energy Center Exhibition Hall | Madison, WI

Nancy Zieman Productions and Wisconsin Public Television co-produce *Sewing With Nancy*, *The Best of Sewing With Nancy*, and Quilt Expo. <https://wpt.org/>

Nancy Zieman certainly had many things to be proud of in her professional life. Ironically, she was the most humble person you could ever meet. Maybe that's why it is heartening to know that her name, her inspiration, and her brand will go on. But there is one more aspect to Nancy's creative life that will continue to inspire and influence the quilt world for many years to come.

The Wisconsin Quilt Expo is, without a doubt, one of Nancy's biggest achievements. Wisconsin Public Television co-produced *Sewing with Nancy* for over 30 years. As a unique fund-raiser idea, Nancy worked with WPT to create a quilt show that would be a fundraiser for WPT. Nothing like this had ever been done before. Wisconsin Quilt Expo has become one of the largest consumer shows in the country. It's success is proof of Nancy's intuition, her original thinking, and the devotion of her fans. WPT and Nancy won two national PBS Development Inspiration Awards: for unique fund-raising efforts and in recognition for co-producing Quilt Expo with Wisconsin Public Television.



## Five Ways to Watch



**NANCY**  
ZIEMAN



Do you know there are five ways to watch Sewing With Nancy?

The Sewing With Nancy TV show continues to inspire sewists and airs nationwide on Public Television, on Create TV, on YouTube, and 24/7 at NancyZieman.com:

<http://www.nancyzieman.com/blog/sewing-with-nancy/five-ways-to-watch-sewing-with-nancy/>

From the beginning, Deanna has been the Show Manager for the Wisconsin Quilt Expo. The NZP team coordinates all Quilt Expo education, quilt contest and challenges . . . anything to do with quilts and education. They provide the content, and they book the teachers, schedule the contests, create the challenges, and hang the show.

When the quilt jury meets in Beaver Dam, they jury hundreds of quilts. This year, they juryed down to about 300 competition quilts. — Quilt Expo — <https://quiltexpo.com/>

When asked about Nancy Zieman Productions going on without Nancy, Deanna said,

*Nancy recognized each of our strengths. She nurtured us, she positioned us within the company and provided the tools for each team member to flourish and succeed. It's my 30<sup>th</sup> year working for Nancy Zieman companies, and I have formed lifelong friendships while working with so many amazing people over the years. Nancy taught me how to do business with kindness, to not sweat the small stuff, and that you can eat an elephant one bite at a time. She led by example. She was one of a kind.*

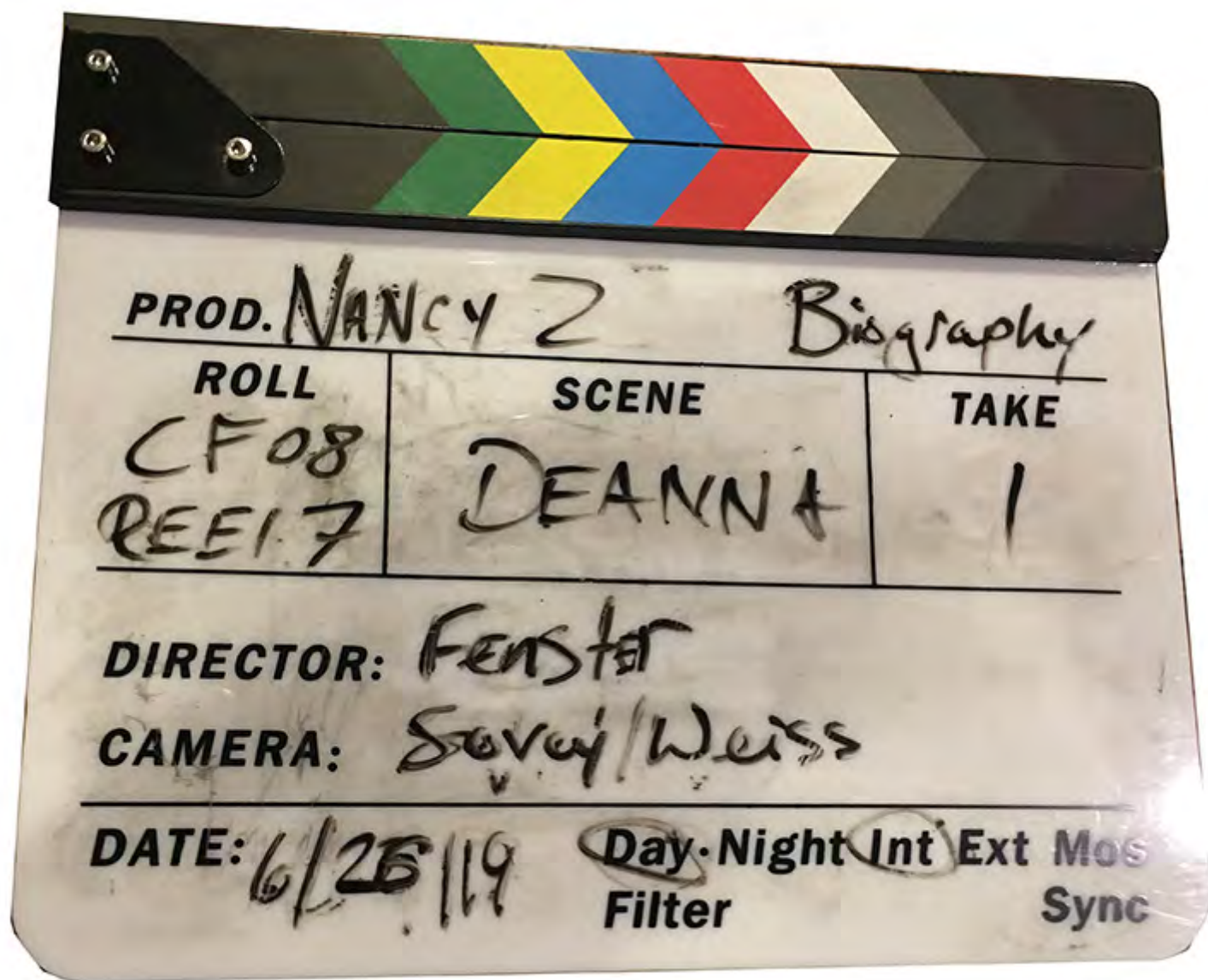
*Team NZP is honored to continue Nancy's legacy, celebrate her many contributions to the sewing world, and honor her elegant style and gracious living. Nancy taught us all that you can never go wrong with common sense and kindness.*



— written by Rita Farro







## NEW!

Celebrating Nancy Zieman Biography Television Special  
is currently in production, and will air on Public Television in the fall of year 2020.



NANCY ZIEMAN  
June 21, 1953 - November 14, 2017

*"The best kind of sleep beneath Heaven  
above is under a quilt handmade with  
love"*

From the desk of Jon Larson, Clover-USA.



# Needle Points with Rhonda

**BERNINA**<sup>+</sup>  
Nothing Sews Like A Bernina. Nothing.

**JANOME**

At your side.  
**brother**<sup>®</sup>



**elna**

**SINGER**<sup>★</sup>

 **Husqvarna**  
**VIKING**

**JUKI**<sup>®</sup>

**PFAFF**

and more!

## Do SCHMETZ Needles Work With My Machine?

SCHMETZ works with all these sewing machine brands! SCHMETZ engineers work with sewing machine manufacturers around the world to ensure that the SCHMETZ needle performs properly in your home sewing, embroidery and quilting machines. Most home machines use needle system 130/705 H, so check your machine's owner's manual or ask your machine dealer.

Sew SCHMETZ!





*Needles don't last forever.*

*Change the needle!*

*Stitch quality improves &  
the sewing machine performs  
better with a new needle!*

