

EXHIBIT HALL

Exhibit Hall Preview Night

Friday, August 2: 7:00 pm-9:30 pm

Saturday, August 3: 1:00 pm-7:00 pm

Sunday, August 4: 11:00 am -5:00 pm

KEYNOTE LUNCHEON

Deborah Kreiling: "Where do we go from here?"

Friday, August 2

12:00 pm-1:45 pm

Deborah's presentation will focus on three topics of particular interest to ASG sewists...

The origins of the paper pattern industry, including historical information about Simplicity Pattern Company, McCall's, Butterick and Vogue Pattern brands.

An overview of Deborah's tenure at Simplicity Pattern Company and the development of the relationship between Simplicity and the ASG, showcasing how a design becomes the printed product and the steps involved in its development. Over the past 16 years, ASG members have eagerly awaited each new collection of ASG Simplicity patterns.

The most important and challenging question is how does ASG include the broad and diverse community of sewists in today's market. How do we as an organization connect and embrace this growing new community of garment sewists, while continuing the legacy of ASG, and becoming a larger collective of skills, talent and knowledge. What can we do to promote inclusivity as part of the community and the future of ASG, while leveraging the new norm of social media?



WEAR YOUR ASG PATTERN GARMENT DAY!

Friday, August 2

This is the day to wear any garment you've made from any Simplicity ASG pattern. Special ribbons will be added to your badge so fellow attendees will know you are celebrating the day, and you might even win a special door prize.

NOTE: At the close of Friday's lunch session, we will gather for a group photo of all of us who are wearing garments made from a Simplicity ASG pattern.

ASG FASHION SHOW LUNCHEON ONE IF BY LAND, TWO IF BY SEA

Saturday, August 3

12:00 pm-1:45 pm

Our theme comes with its own challenges—create something that can be worn two different ways. A reversible jacket? Or an additional piece that creates an ensemble? By participating in the challenge, you will be eligible for a special Viewer's Choice Award. All ASG conference attendees, educators and exhibitors are invited to participate. Sign up early to show your creation(s). Entry form is available at www.asg.org.

ASG AWARDS AND RECOGNITION LUNCHEON

Sunday, August 4

12:00 pm-1:45 pm

Join us as we recognize the ASG Spirit Award and the Sewing Hall of Fame recipients as well as announce the awards given at the Corporate Annual Meeting. We'll also get an exciting peek at what is to come for ASG Conference 2020.

NOTE: In addition to the events highlighted above, ASG Conference 2019 includes an all-day pre-conference Annual Corporate Meeting for chapter presidents on August 1 which includes the afternoon Leadership Track sessions.

Trained Sewing Instructor

The three-day TSI workshop will be offered July 31-August 2. This workshop provides business training specific to the sewing industry. For more information visit www.trainedsewinginstructor.com

For complete details on all conference events, visit www.asg.org

GUEST REGISTRATION

We want to welcome all guests. Please sign them up at no charge in order for them to have a name badge. Guests may attend the exhibit hall preview night and are entitled to unlimited exhibit hall admission. On Saturday, August 3 or Monday, August 5, guests may choose any of the four tour options described below. (Please note that there is an additional charge for all of these events.)

TOUR ONE

Boston Harbor Twilight Cruise

Saturday August 3

5:30 pm to 9:30 pm

Enjoy a 90-minute cruise while viewing the waters of the Charles River. Watch the sun set over Cambridge. Enjoy some light-fare and a full-service cash bar while taking in the coastline.



Cost: \$75.00 (includes transportation from/to Danvers, light fare and gratuities)

TOUR TWO

Salem City Tour and House of Seven Gables

Monday August 5

9:30 am to 4:00 pm

Salem, Massachusetts is a fascinating destination. Most noted for the Salem Witch Trials of 1692, Salem's history stretches from the 17th century to the 21st century. Learn the stories of the men and women who made a remarkable contribution to Salem. Our noted guide, Jim McAllister, will document Salem's interesting history and architecture as he leads you through the streets of Salem.

After our city bus tour, we will proceed to the imposing House of Seven Gables, which has loomed over the Salem Harbor since 1668. It is the oldest surviving timber-framed mansion in North America. Enjoy a 35-40-minute docent-led tour of the mansion, visit Nathaniel Hawthorne's birthplace and stroll through the Colonial Revival seaside gardens.

After this tour, we will proceed to Pickering Wharf. This harbor side shopping village is filled with history and landmarks. You will have time to explore the local shops and have lunch on



your own.

Cost \$45.00 (includes tour admissions, transportation from/to Danvers and gratuities)

TOUR THREE

Gender Bending Fashion and Fabric Shopping

Monday August 5

9:00 am to 5:30 pm

We are off for a day of shopping. Start the day with a tour of the Gender Bending Fashion exhibit at the Museum of Fine Arts Boston. This exhibit features 60 boundary-pushing designs of contemporary designers. The exhibition looks across a century of haute couture and ready-to-wear fashion that has challenged rigid, binary definitions of dress. Lunch is on your own at the museum.

Next, we are off to Sewfisticated Fabrics in business over 25 years and owned by a husband and wife where every bolt of fabric is hand-picked. We will then travel to Fabric Place Basement with



a huge assortment of top quality and designer fabrics, trims and more.

Cost: \$50.00 (includes transportation from/to Danvers. museum admission and gratuities)

TOUR FOUR

Boston Duck Tour

Monday, August 5

9:00 am to 4:00 pm

The fun begins when you board your "Duck," a WWII style amphibious landing vehicle. Your "ConDUCKtor" will narrate your sightseeing tour of Boston. You will see the places that make Boston the birthplace of freedom and a city of firsts. While seeing the sights you will learn lots of little-known facts and delightful insights about the city. Then it is time for a "splashdown" as your Duck splashes right into the Charles River for a great view of the Boston and Cambridge skylines.



After the tour, we will visit Faneuil Hall Marketplace, America's first open marketplace. It features Quincy Market Food Colonnade, one of the largest food halls in New England. Enjoy unique, local and nationally recognized retailers as well as pubs and kiosks, which offer cuisine from around the world. A \$9.00 voucher, which is good at 24 Quincy Market vendors and includes a non-alcoholic beverage, is available for purchase.

Cost \$55.00 (includes transportation from/to Danvers,



Quincy Market food voucher)