

## EXHIBIT HALL

**Thursday, October 21: 7:00 pm-9:00 pm**

**Friday, October 22: 1:00 pm-7:00 pm**

**Saturday, October 23: 1:00 pm-6:00 pm**

**Sunday, October 24: 11:00 am -5:00 pm**

### Exhibit Hall Preview Night

**Thursday, October 21**

**7:00 pm-9:00 pm**

## KEYNOTE LUNCHEON

**Linda MacPhee "Confessions of a Sewaholic...The Best and The Bloopers"**

**Friday, October 22**

**12:00 pm-1:45 pm**

We have all done bloopers but do we ever admit it?? Let Linda entertain you with some of her best!! She's been in the business of sewing for over 40 years so she can write the book! (who knows you could be in it?) She also has many good stories that will warm your heart! Remember the time that ???? Be prepared to laugh a lot! It will be a HILARIOUS way to begin the conference!! BONUS...She will also give out door prizes!!



## WEAR YOUR ASG PATTERN GARMENT DAY!

**Friday, October 22**

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.

## ASG FASHION SHOW LUNCHEON SUN, SAND AND SURF

**Saturday, October 23**

**12:00 pm-1:45 pm**

Celebrating Southern California's sunny days and ocean breezes. This fashion show will be presented in the Terrace. We'll enjoy an al fresco lunch while viewing the show. This is your opportunity to make memories! All ASG conference attendees, educators and exhibitors are invited to participate. Sign up by September 15th to show your creation(s). Entry form is available at [www.asg.org](http://www.asg.org).

## ASG AWARDS AND RECOGNITION LUNCHEON

**Sunday, October 24**

**12:00 pm-1:45 pm**

Join us as we recognize the recipient of the Sewing Hall of Fame. We'll also get an exciting peak at what's to come for ASG Conference 2022.

NOTE: In addition to the events highlighted above, ASG Conference 2021 includes an all-day pre-conference Annual Corporate Meeting for chapter presidents on October 21, including Leadership Track sessions in the afternoon.

## TRAINED SEWING INSTRUCTOR WORKSHOP

The three-day Trained Sewing Instructor program will be offered October 20-22. This workshop provides business training specific to the sewing industry. For more information visit [www.trainedsewinginstructor.com](http://www.trainedsewinginstructor.com).

## GUEST REGISTRATION

We want to welcome all guests. Sign up your guests at no charge in order for them to have a name badge. Guests have unlimited exhibit hall admission and exhibit hall preview night. Guests may choose any of the three tour options described below on Saturday, October 23 or Monday, October 25. (Please note that there is an additional charge for all of these events).

### TOUR ONE

#### LA Fashion Fabric District and FIDM

**Wednesday October 20 (Full day)**

**8:30 am to 6:00 pm**

Join Joe Vecchiarelli as he describes the LA Fashion Fabric District history and gives shopping tips. We'll spend time shopping in the fabric district, then we'll go to the Fashion Institute of Design and Merchandising for a special tour with one of the chairs of the Fashion Design Program at FIDM. We'll have time to shop at the Scholarship store where you will find merchandise donated to the foundation from over 400 retailers and wholesalers. The proceeds from the sales generate scholarships for the current students. Next, we'll continue to Mood Fabrics and International Silks & Woolens.



Cost: \$65.00 (includes lunch and gratuities)

### TOUR TWO

#### Newport Beach Sunset Cruise

**Saturday, October 23 (evening)**

**6:30 m to 9:00 pm (approximate)**

Take in an amazing sunset while cruising through Newport Bay and along the Newport Beach Gold Coast. Newport bay is the largest recreational bay on the West Coast as well as the largest natural bay. During each cruise hundreds of yachts, sailing ships and cruise ships navigate the harbor and create a festive boating experience.



Cost \$65.00 (includes cruise ticket, transportation, and gratuities)

### **TOUR THREE**

#### **LA Fashion Fabric District and Fabric Shopping**

**Monday October 25 (Full Day)**

8:30 am to 6:00 pm (approximate)

Get ready to shop! You'll arrive at the fabric district with a map and shopping suggestions. We'll spend the afternoon at Mood Fabrics with the last stop ISW Fabrics.

**Cost: \$65.00** (includes lunch and gratuities)



### **TOUR FOUR**

#### **Sherman Library & Gardens and Balboa Island**

**Monday October 25 (Full Day)**

10:00 am to 4:00 pm (approximate)

Start the morning with a docent tour of the Sherman Library Gardens and The library that houses the history of the Pacific Southwest. You will have time to explore on your own. Next, we'll travel to Balboa Island. A one-of-a-kind, man-made treasure, Balboa Island is a gem. There are plenty of things to do on Balboa Island. Marine Avenue is home to chic shops featuring unique nautical designs, stylish beach fashions, art and jewelry. It's also home to quaint Balboa Island restaurants and bistros serving up a variety of dishes bursting with flavor.

**Cost \$50.00** (includes garden admission and gratuities)

