



**ASG CONFERENCE 2017  
JULY 27-31**

**Come for the magic! And the sunshine! And, of course, the sewing! ASG Conference 2017 is in Orlando, Fla. Our headquarters is the Hilton Orlando Lake Buena Vista, just a 10-minute walk from downtown Disney, home of the Magic Kingdom and a host of family-friendly attractions. But with all the stellar sewing events we have lined up, you may not want to venture "off campus" until conference activities are over.**

Classes and workshops are the heart of any ASG conference but there's always lots more to do. Check out some of the highlights on these pages and peruse the Conference Calendar on pages 46-47. Then visit [www.asg.org](http://www.asg.org) for a complete description of classes and workshops, the bios of our conference instructors, and to register online. ASG Conference Highlights, Conference Calendar, Instructors, Classes and Workshops, and the registration form can all be downloaded in PDF format from [www.asg.org](http://www.asg.org).



### In the Exhibit Hall

#### EXHIBIT HOURS

Thursday, July 27: 7:00 pm-9:30 pm  
 Friday, July 28: 1:00 pm-7:00 pm  
 Saturday, July 29: 9:00 am-6:00 pm  
 Sunday, July 30: 9:00 am-5:00 pm

#### EXHIBIT HALL PREVIEW NIGHT

Thursday, July 27  
 7:00 pm-9:30 pm

Join the fun! This is an extended opportunity to shop with our exhibitors on Thursday evening. The majority of our door prize drawings will be held during this evening. Winners must be present to win.

### Keynote Luncheon

Friday, July 28  
 12:00 pm-2:00 pm

KEYNOTE SPEAKER: Sarah McFarland: "We've Got Issues: Behind the Scenes at *Threads*"

*Threads* magazine turns 32 in September. It has been recognized internationally for decades as the premier publication for fashion sewing enthusiasts. Get a look behind the scenes as a small, enthusiastic team develops the magazine's 192nd issue for August/September 2017. Meet the passionate staff that creates *Threads* and strives for engaging content on every page. From garment planning to model shoots to final page proofs, you'll learn about the team's journey from ideas to issue.

You'll also find out how you can be a part of the magazine. *Threads* is reader-written and encourages sewing enthusiasts and experts to share techniques with their peers. You'll see how you could be a *Threads*

author and how you can get your questions, tips, and garments into the magazine or on the website.

Sarah McFarland is the editor of *Threads* magazine, published by The Taunton Press in Newtown, Connecticut. Prior to joining the staff in 2010, Sarah was a journalist in upstate New York, most recently the publications editor at the *Star-Gazette* in Elmira. Sarah has a bachelor's degree in history and a master's degree in organizational management. She's an avid knitter as well as a sewer, she collects autographed photos of action movie stars, and she was offered a place in the electrician's union at the same time she got the call to work at *Threads*. She's been quite happy with her choice to go with *Threads*—it's been a good fit.



### Wear Your ASG Patterns Day!

Friday, July 28

This is the day to wear a garment you've made from any Simplicity ASG pattern. A special ribbon will be added to your badge so fellow attendees will know you are celebrating the day. And you might even win a 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 Simplicity ASG patterns.

### Attendees Meet and Greet

Friday, July 28  
 7:00 pm-9:00 pm

After leaving the exhibit hall, stop by the ballroom to meet attendees from all over the country. We'll have a fun icebreaker and door prizes.



### ASG Fashion Show Luncheon "Making Magic with Fabric and Thread"

Saturday, July 29  
 12:00 pm-2:00 pm

Orlando is the home of Disney World and the Magic Kingdom. This is your chance to make something "magical." Louise Cutting will be guest commentator. 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](http://www.asg.org). Deadline for entries is June 16, 2017.



### Youth Classes

Saturday, July 29

Orlando is a great place to bring the family, but the young sewers and wanna-be sewers in your family may welcome some down time from Disney. And what could be a better respite than sewing?

On Saturday, July 29, we are offering classes targeted to young sewers. Look for the Magic Wand on the Conference Calendar and online for these classes.

Although Youth Classes are specifically designed for young sewers, they are welcome to register for any other Conference classes that match their sewing skills and interests.

### ASG Awards and Recognition Luncheon

Sunday, July 30  
 12:00 pm-2:00 pm

Join us as we recognize the recipients of the ASG Spirit Award, the Sewing Hall of Fame, and announce the awards given at the Annual Meeting. We'll also get an exciting advance peek at ASG Conference 2018.

## SPOUSES' PROGRAM

We want to welcome spouses to Orlando! The Spouse Registration fee will entitle the registrant to breakfast on Friday, Saturday, and Sunday; unlimited Exhibit Hall admission; and Exhibit Hall Preview Night.

Spouses may also choose any of the three Tour options described below on Monday, July 31. (Please note that there is an additional charge for these tours).

## TOURS

### TOUR ONE

#### Winter Gardens Shopping & Fun

Monday, July 31 (Almost a Full Day)



Located in the Historic District of Downtown Winter Garden, Nancy's Quilt Shop boasts a full range of fabrics, patterns, notions, kits, charm packs, fat quarters, sewing machines, and all the tools you need to start and complete your quilting projects. Guests will receive a 20% discount on store inventory as well as other promotions.

Enjoy leisure time in Downtown Winter Garden, which includes Plant Street Market (est. 2015). Plant Street Market is anchored by Crooked Can Brewing Company and is like an indoor farmer's market consisting of more than 20 vendors that focus on local artisan products including retail and food and beverage. Plant Street Market offers a unique experience focused on quality, craft, and fun! [www.quiltingbynancy.com](http://www.quiltingbynancy.com)  
[www.plantstmarket.com](http://www.plantstmarket.com)

#### EVENT SUMMARY

9:30 am–10:00 am: Depart Hilton to Winter Garden Historic District

10:00 am–11:30 am: Shopping at Nancy's Quilt Shop

11:30 am–2:00 pm: Leisure time at Historic District of Downtown Winter Garden

2:00 pm–2:30 pm: Return to the Hilton

**COST: \$65.00 (includes tour admissions, transportation, and tips; lunch is on your own)**

### TOUR TWO

#### Winter Park Boat Tour

Monday, July 31 (Almost a Full Day)

Downtown Winter Park's charm is magnified in its details: hidden gardens and side



streets that are home to unique stores, a farmer's market that attracts both locals and visitors alike each Saturday morning, and festive parades that mark the seasons. The Scenic Boat Tour cruises through three of the city's lakes that border the area's most prestigious homes. The relaxing, narrated, one-hour, 12-mile cruise through the lakes and canals is really the only way to see the true beauty of Winter Park.

Running through the heart of Winter Park is Park Avenue, bordered by a shady park that plays host to concerts and art festivals. Park Avenue is home to one-of-a-kind boutiques, well-known shops, and sidewalk cafés, as well as world-renowned art collections in the area's museums.

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

#### EVENT SUMMARY

9:45 am–10:45 am: Depart Hilton to Winter Park and Check-In

11:00 am–12:00 pm: Non-exclusive Scenic Boat Tour

12:15 pm–1:30 pm: Non-exclusive lunch at Pannullo's Italian Restaurant

1:30 pm–2:45 pm: Shopping along Park Avenue

2:45 pm–3:45 pm: Return to the Hilton

**COST: \$85 (includes tour admissions, transportation, and tips; lunch)**

### TOUR THREE

#### Kennedy Space Center

Monday, July 31 (Full Day)

Worlds apart from the Orlando theme parks, but just a short drive away, Kennedy Space Center is NASA's launch headquarters. Each year, millions of visitors make the trek to this hub of technology and discovery where many of mankind's greatest accomplishments take place. Tour NASA's launch and landing facilities, experience live shows and jaw-dropping encounters with massive rockets, as well as have the opportunity to meet a member of NASA's Astronaut Corps. It's all



what you can expect during an inspiring day at Kennedy Space Center.



There is much to see and do at the Visitor Complex, from live-action theatrical shows to an educational Astronaut Encounter briefing. View 10-story high rockets from all eras of space exploration in the Rocket Garden, walk through a full-size Space Shuttle mock-up, enjoy IMAX Theater space films on gigantic five-story screens, and see an actual Gemini program capsule on display. Shopping and food concessions are also available here for your enjoyment. [www.kennedyspacecenter.com](http://www.kennedyspacecenter.com)

#### EVENT SUMMARY

8:30 am–9:30 am: Depart Hilton to Kennedy Space Center

9:30 am–10:00 am: Check-in at group gate

10:00 am–4:30 pm: Free time to explore the Visitor Complex

4:30 pm–5:30 pm: Return to the Hilton

**COST: \$150.00 (includes admission to Kennedy Space Center, self-guided bus tour, all films at IMAX Theater, Visitor Complex exhibits and shows, all transportation)**

**NOTE:** In addition to the events highlighted above, ASG Conference 2017 includes an all-day pre-conference Annual Corporate Meeting for chapter presidents on July 27, including Leadership Track sessions in the afternoon. The three-day Trained Sewing Instructor program is offered July 26–28. Several all-day and half-day pre-conference workshops are offered on July 27. For complete details on all conference events, visit [www.asg.org](http://www.asg.org).