

ASG SEWING HALL OF FAME

MEET: SANDRA BETZINA 2002 Sewing Hall of Fame Honoree

Sandra Betzina has accomplished so much in her years of teaching and writing about sewing that no one was surprised that she was named the 2002 Sewing Hall of Fame honoree. No one, that is, except Sandra. Several people (including Sandra's husband) had conspired to make sure she attended the Viking Sewing Stars dinner after a full day at the Sewing & Stitchery Expo in Puyallup, Wash. on February 28. And when the winner was announced, the first thing Sandra had to do was scramble back into her shoes!

Sandra's love of sewing began in high school where she was fortunate enough to be able to take one hour of sewing every day. Later on, she served a two-year apprenticeship with a neighbor who had worked in a Paris couture house for 10 years.

In 1973, she opened the California School of Fashion Dressmaking in San Francisco. She started her now-syndicated newspaper column, "Power Sewing," because she couldn't afford to advertise. Similarly, in 1976, she began doing weekly segments on "People Are Talking," on KPIX. Although the TV segments lasted seven years, Sandra closed the sewing school in 1979. She had a ten-year-old daughter, was pregnant with twins, and it was her son's first birthday. A teacher canceled and Sandra had to forego the birthday to teach the class.

When Marcy Tilton started The Sewing Workshop in 1981, Sandra began teaching again there. A few years later, she was asked to be the spokesperson for the Home Sewing Association...and she started

to write books and articles for major sewing publications. Her first book, "Power Sewing," was self-published in 1980. Four more self-published books and 12 instructional videos followed. In 1997, she wrote "No Time to Sew" (Rodale Press). Her last four books, "Fabric Savvy," "Power Sewing Step by Step," and "Fast Fit," as well as "Sandra Betzina Sews for the Home," which debuts this August, are all published by Taunton Press. Through it all, she has traveled across the country, teaching and sharing her enthusiasm for sewing.

In 1995, she returned to television as the host of HGTV's "Sew Perfect." The show aired twice daily for six years. One of her newest ventures is a line of "Today's Fit by Sandra Betzina" patterns for Vogue. The first one debuted in 1998. Today, there are over 40 patterns in the collection.

"The Sewing Hall of Fame is the greatest honor—and the biggest surprise—I've every received," declares Sandra. "As an adult, you just don't get surprises like that!"



ASG Chair Louise Beaman (left) presented Sandra Betzina with the 2002 Sewing Hall of Fame award and a \$14,200 donation to Sew for the Cure® in her honor.