

ASG SEWING HALL OF FAME

MEET: SUE HAUSMANN

2003 Sewing Hall of Fame Honoree

For the past several years, the Sewing Hall of Fame honoree has been announced at VSM Sewing's Sewing Stars dinner, which is held in conjunction with Sew Expo in Puyallup, Wash. As senior vice president at VSM Sewing, Sue Hausmann always introduced ASG and congratulated the winner. Since no one, including Sue, knows the honoree's identity before the announcement, this year a very surprised Sue Hausmann could only congratulate herself!

Sue's path to sewing fame began at her father's knee. He was the sewer in the household, accomplishing wonders on a motorized treadle machine. When Sue turned 13, he decided his daughter was serious about this hobby, so he bought a new machine. Says Sue, "I was married really young and we were really

poor. I made everything we needed, every gift we gave. My mother-in-law gave me fabric from the factory where she worked; my dad taught me how to make the drapes." When her kids were young (Sue and husband

Herb have four children and now eight grandchildren), she earned extra money and fine-tuned her sewing skills by working in alterations departments.

Ultimately, Sue began working in the sewing machine arena, first in a leased department, and eventually for a visionary fabric store owner who was a multi-brand dealer. In order to share her personal excitement about sewing, she began giving weekly, free "sew-in" sessions. In the first six months, this store became the #1

Viking dealer in Illinois. A job offer from Viking was reluctantly turned down because the timing wasn't right. A year-and-a-half later, with her children older, she reconsidered. This was in 1985. Although VSM is in Cleveland, "home" remained the Chicago area until husband Herb retired four years ago. ("Retired" is an oxymoron; he can often be found at Sue's side, steeped in the world of sewing.) Today, Sue has a home in the Cleveland area complete with a place to display her collection of sewing vignettes. (Other Viking educators call Sue's house "the museum.")

Nowadays, Sue travels the world, presenting a variety of motivational sewing seminars, demonstrating to retailers and consumers that sewing is fast and, above all, fun. She has 26 books and more than 300 television programs to her credit, including the

series "America Sews." Her newest venture is co-host of "America Quilts creatively," a PBS series that debuts this month (see Industry Insider p.43). And she still finds time to sew. Just finished is a christening dress for Amanda, her newest grand-

daughter, and a matching version for Amanda's doll.

Sue is quick to deflect praise for her accomplishments to others: "The only reason I can do what I do today is thanks to our very qualified and talented group of educators and managers. They are the ones who work together with me to 'Change the World of Sewing.'"



Sue on the set of "America Sews."