



Amy's

needlework supplies & classes

APR/MAY 2017

WE'RE SO EGG-CITED! WE'RE HAVING AN EGG HUNT

what's inside this month

GUIDES COMING

page 12

NEW PRODUCTS

pages 4-6, 13

BOOK REVIEWS

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CUSTOMER GALLERY

pages 18-19

AND MORE!

Spring has sprung ... the birds are singing, flowers are blooming, the sun is shining and it's that time of year to start fresh and new. Looking for a new canvas, new threads or just want to sit outside and peruse the internet? Well our new website has something for everyone. It's been designed to provide the ultimate user-friendly experience with improved navigation and functionality throughout. Threads, canvases, accessories, classes and more. We're adding products daily, so please bear with us a little while longer while we finish getting everything up.

Do you know what an Easter Egg is? Not the colored or chocolate eggs, but the hidden little features of some form. Websites all over the world have hidden 'Easter Eggs' that are just waiting to be stumbled upon, and we thought it might be a fun way to introduce you to our new website. Ten thread-wrapped eggs are scattered throughout the website. The first 10 people to find all 10 eggs and complete the code will receive a prize with their next order. We'll give you hints to help you find them throughout this newsletter. Turn to page 2 to get started. Have fun!!

Amy's Golden Strand

3808 Summer Avenue

Memphis, TN 38122

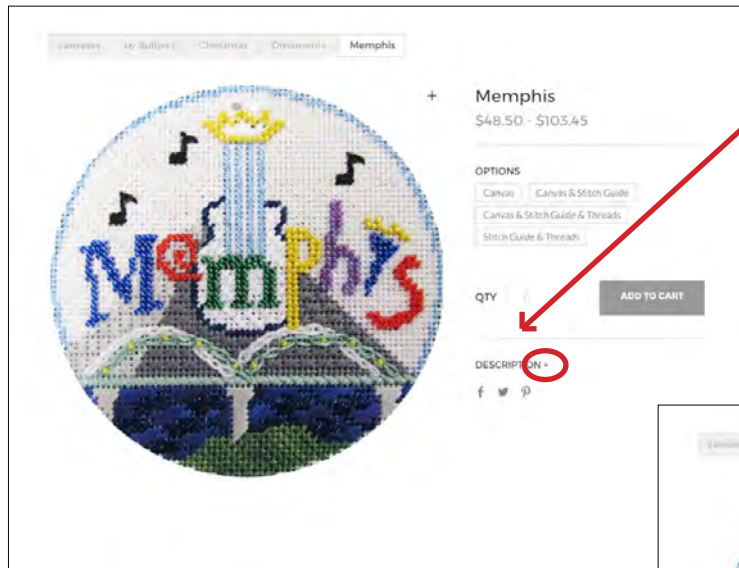
phone: 901.458.6109

fax: 901.323.4701



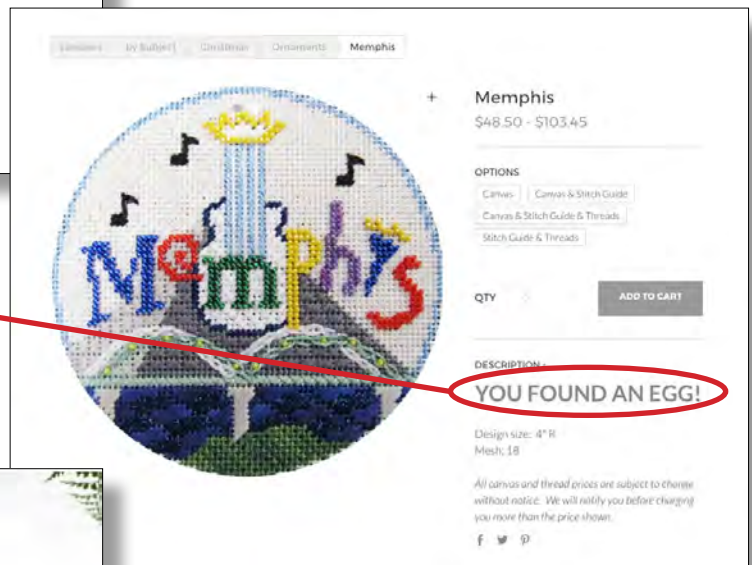
GO TRY IT!

Let's begin with a few Tips & Hints for finding the Easter Eggs and to learn how to navigate through the website. We'll use our (Kathy Schenkel) Memphis ornament as an example. To find this product you can use the search feature located on our home page, or at the top of any page (next to the cart button); or you can look under "designers: Kathy Schenkel" either on our canvases page or our stitch guides page.



Every product on the website has a **"Description +"** feature. If you click the + symbol you will see all the pertinent information about that particular item.

This is where you'll see the notification that **YOU FOUND AN EGG!** If you click on those words, you will find they are a link.



The link will open a new window where one character of the special code will appear. There are 10 eggs, and therefore 10 characters in the code.

The first 10 people to complete the code will be awarded a prize with their next order.

A TOUR OF OUR PAGE

IT IS A JOY TO BROWSE...



1

shopping our store

We have not one, but TWO buttons that will take you to our extensive line of needlepoint products. We have done our best to organize them by easy to search categories.

2

classes & home studies

We have numerous ways for you to learn more about needlepointing. It's now possible to sign up for classes and home study projects on the website, and we'll soon have Amy's calendar available to reserve a time for a Rent Amy class.

3

search

You can search for anything on our web page. A simple hint though: leave off the "s" and avoid plurals. If you are not on our home page, you will find a search "magnifying glass" at the top right of every page.

4

newsletters

We are no longer restricted by how many newsletters we can archive on our website, so enjoy reading all our articles and perusing past editions.

NEW CANVASES

DOG DAYS OF SPRING...AND WINTER



OUR STORE & NEW PRODUCTS

Once you hit "start shopping" (or Shop With Us) on our home page, you will be taken to the opening page of our store. The website is then broken down into various categories. This page will also feature a revolving selection of newly listed products that have just arrived in the shop.

please checkout the following sections, or browse our newest listed items below



NEW PRODUCTS

DINKY - DYES SCISSORS

There's no way you can't love scissors. We couldn't resist adding these to our growing "collection" in the shop. There truly are scissors for every occasion. We now have cats, dogs, shamrocks, and ladybugs.

COST: \$12⁰⁰



UNO LAMP W/CLAMP

Delivering the same maximum brightness, the Uno Lamp is equipped with a clamp, 4-step dimmer and flexible arm.

Clamp it to a table or stretcher bars, adjust the brightness and arm position and you're ready to go. The Uno/Duo lamps are all you need. Ultra modern, sleek finish with a flexible arm

COST: \$50⁰⁰



EYELASH CHENILLE

Nine-yards of this 100% cotton, hand-dyed thread comes packaged in an acid-free zippered bag. The center core of the thread is tightly twisted, trapping the shorter wisps of thread in the core twist. You can pull the shorter wisps of thread out of the core, so do not use this where it will get heavy wear and tear. This thread is not suitable for passing through the canvas, it must be Couched, or tacked, to the canvas with a single strand of matching floss. If you tack the thread through the wisps at the core, then they cannot be stripped out with rough handling.

Great to use for snow, fur, feathers, trim, or fringe.

COST: \$6²⁵



Z-BAR MINIS

Add a cheerful pop of color to your stitching station with these flexible and easy-to-use table top lamps. The LED head spins in its socket, sweeps side-to-side and rotates around the end of the arm to point in any direction.

Clamp sold separately

COST: LAMP \$280⁰⁰
CLAMP \$20⁰⁰



ARE YOU HUNTING?

If you are looking for eggs, a new product found on this page might be just the place to start. We'll try to give you hints throughout the newsletter, but it is safe to say...if we cover it here...you might want to look there!



BEAUTIFUL NEW THREADS!

In addition to the Eyelash Chenille on the previous page, we also want you to know we added two lines of over-dyed wool and a few new colors for thread lines we already carry.

THREADWORX

OVERDYED ITALIAN WOOL

COST: \$3⁷⁵



WEEKS DYE WORKS

OVERDYED COTTON FLOSS

COST: \$2⁷⁵



CREWEL WOOL

COST: \$6⁷⁵



DINKY DYES

COST: \$4²⁵



GENTLE ART

SIMPLY WOOL

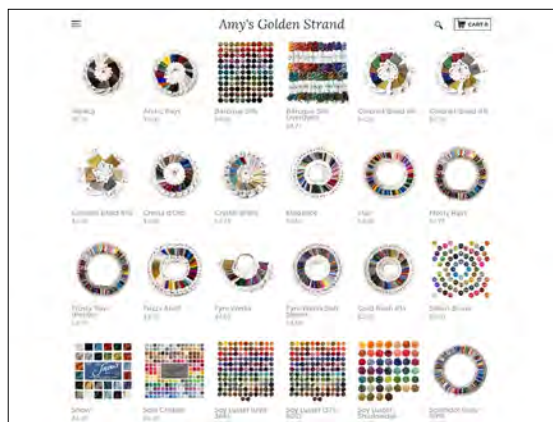
COST: \$3²⁵



OVERDYED
COTTON
FLOSS

COST: \$3⁷⁵

ABOUT OUR THREAD PAGES



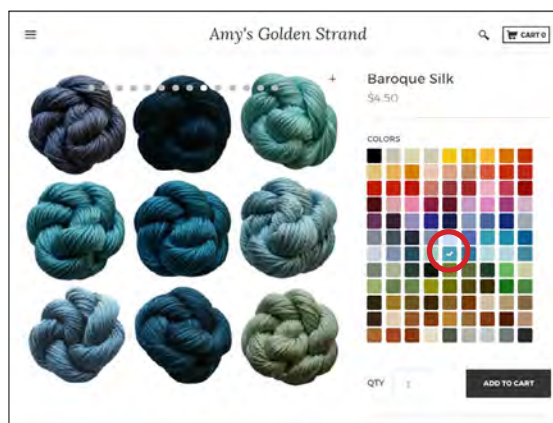
We carry around 80 brands of thread, even though they are not all listed yet. They can be found on the website either by Brand Name (Baroque, Splendor, Burmilana, etc) or by Company Name (Dreamhouse Ventures, Rainbow Bow Gallery, AKMIS, etc) or by Material (silk, cotton, etc).



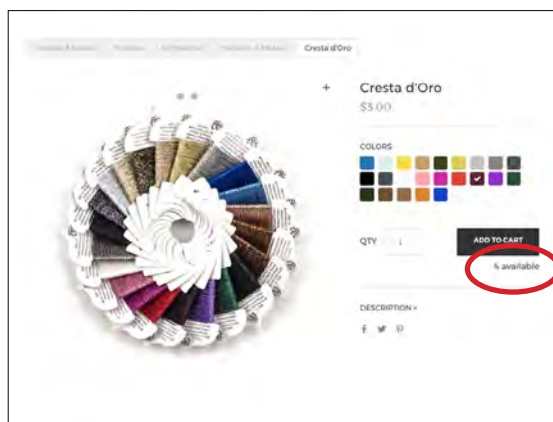
Our example, Baroque Silk (under Brand Name) is pictured in full. The dots at the top represent number of photos available for the product. The photos will scroll automatically through each group of 9 threads, or you can force it by clicking on them. NOTE: the + in the top right corner is to enlarge an image. Just click outside the image to reduce.



Hover your mouse over any color, and the number and color name will appear.



Click on a color and that color group will display.. thread colors are listed in rows left to right, top to bottom



Some thread lines are discontinued, either by the manufacturer or we have stopped carrying them, but we might still have some in stock. Click on any color to see quantity remaining. If you don't see a quantity, we have plenty!



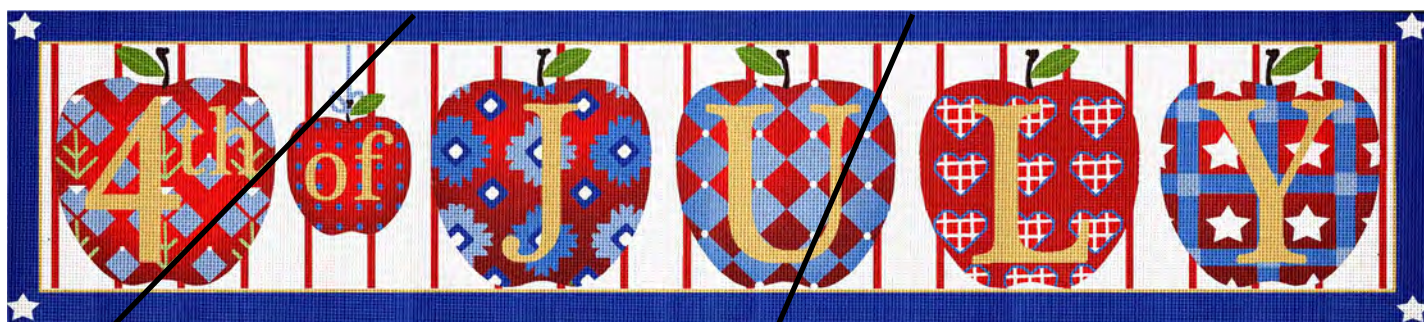
2017 HOME STUDY

4TH OF JULY BANNER

We are still a month away from sending Kit #3 to everyone working on Melissa Shirley's 4th of July Banner. I am not the only person completely entranced by this fun canvas, we have a few participants who I swear are even ahead of me on the stitching! I would love to hear from everyone about how they plan on finishing this canvas. I have even toyed with the idea of making it the outside top edge of a large tote bag, but I really want to hear what everyone is thinking.

The third apple in the line up, "J", I have called the Indian Blanket Stitch. I can just picture a woven blanket in this pattern and it lends itself perfectly to a quilt-type pattern for this apple. The fourth apple is "U" and the stitch pattern here is called Baseball Diamond Stitch. It has cross stitches on the seams and white "bases" around the diamonds. I think I have had the most fun designing the stitches and coming up with names for each apple. The stems are now completed with some raised embroidery, but I still need to discover the best thread and idea for the little blue ribbon on the small apple.

I can't wait to show you "L" with its curling hearts, but that will have to wait for the next newsletter...



THIS
ONE IS A
GIMME!

4th of July Banner
by Melissa Shirley
18m
22.5" x 5"

Kit #1
Border & Background
Early January
COST: \$331⁷⁵
canvas, guide, & threads

Kit #2
"4th of"
Early March
COST: \$64⁰⁰

Kit #3
"JU"
Early May
COST: \$65⁰⁰

Kit #4
"LY"
Early July
COST: TBA

PICK YOUR POISON

Our Spring Pick Your Poison Class is sold out, but there is still room in the Fall class. Amy is working on a custom guide for each of three new canvases found at the January market, and will pull all of the threads, beads, and found objects needed to finish each one. These classes are slightly larger at 12 to 14 students and you must choose at least one of the canvases being offered for the class. Lunches and beverages will be included each day of this 3-day class.

PICK YOUR POISON CLASS

October 12th thru 14th, 2017

Deadline for canvas selection

July 1st, 2017

Class Fee: \$450⁰⁰ per person
\$100⁰⁰ non-refundable deposit due at sign up

**YOU
CAN NOW SIGN
UP FOR CLASSES**

ONLINE!

**Perhaps you
should check
it out.**

CANVAS CHOICES:

Bergama Upholstery

by CanvasWorks, 18m, 14.5" x 14.5" \$330⁰⁰

Decisions, Decisions

by Sandra Gilmore, 18m, 15" x 15.5" \$286⁰⁰

Moon Gazer

by Brenda Stofft, 18m, 7" x 16.5" \$231⁰⁰

You are welcome to purchase the canvas from your local needlepoint shop but make sure that your canvas is painted

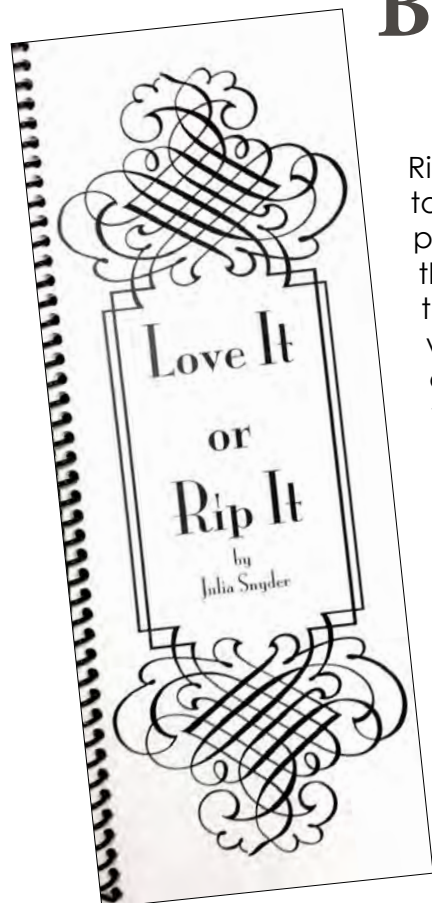
on #18 mesh as in some cases the canvas is available in different sizes. If it is not on #18 mesh, the stitch guide will not suit your canvas. Please let us know in advance if you intend to bring your canvas to class.

Stitch Guides: TBA
Thread Kits: TBA



BOOK REPORT

LOVE IT OR RIP IT



Rip it, are you kidding, I LOVE these stitches. Julia Snyder has the ability to see a stitch everywhere she looks. She creates fabulous Tent Stitch patterns and they are so incredibly useful to jazz up a canvas. I don't think I owned this book more than 24 hours before I recommended the Spike Border (with one minor variation) in a stitch guide. I am watching for the perfect canvas to use King's Deco Floral (pg. 28) or Curled Fleur (pg. 10) either as scattered motifs or in a repeating wallpaper-like look. Shouldn't be too hard to find that canvas as I have a stack of guides to write. There are some super corner designs (some with matching straight designs) to set off a sampler or bracket a small design area. Diamond Rug on page 15 is stunning as a background around a painted design. Really all you need is a monogram to go with it to stitch a fabulous pillow. If you find the patterns difficult to count, you may need to blow up the designs to a size you can use, set the density of the printing to about +2 to make the diagram darker...please NEVER copy any material other than for your own use.

Did you know that Julia's books are named alphabetically? Just a little trivia to tuck away until needed.

COST: \$40⁰⁰

AMY'S COOKBOOK CHAPTERS

We know the Cookbook for Stitchers is not new, but now that we have a new web page where they are easy to find, we thought this might be a good time to re-introduce them. You can make up your own guides or collections from these chapters. The format is loose leaf, designed to go into a small 3-ring binder, so pages can be removed and inserted into a small, convenient carry along notebook of your own choosing or our Stitches To Go option.

DID YOU KNOW?

You can find Amy's Cookbook Chapters under books AND under Classes & Home Studies (Book Studies). You should check it out!

Are you stitching a "spring-themed" canvas? Not quite sure how to stitch the perfect rose, or want to make soil look like soil. The Garden chapter might be just what you need for spring stitching. Complete with stitches for soil, grass, trees and even flowers ...all you need to create a "stitched garden."



NEW GUIDES BY AMY BUNGER

STITCH GUIDES!

Have a canvas and want to know if Amy has written a stitch guide for it... Our stitch guide catalog is now searchable by Designer and Subject. You can even order canvas, guide and threads directly from the website.



Broom Rides 25¢

by CanvasWorks

18m

8.75" x 6"

Canvas \$143⁰⁰

Stitch Guide \$ 61²⁵

Thread Kit \$ 71⁵⁰



Red Headed Woodpecker

by Labors of Love

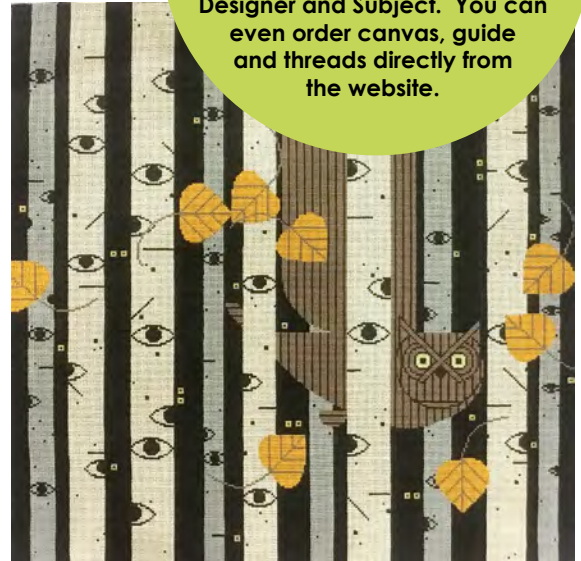
18m

6.25" x 3.25"

Canvas \$71⁵⁰

Stitch Guide \$15⁰⁰

Thread Kit \$49⁷⁵



Bark Eyes

by Charley Harper

18m

16" x 16"

Canvas \$220⁰⁰

Stitch Guide \$ 70⁰⁰

Thread Kit \$121⁶⁰



Hagetha Tree Top Witch (2-sided)

by Melissa Shirley

18m

10.5" x 14"

Canvas \$266⁵⁰

Stitch Guide \$175⁰⁰

Thread Kit \$304⁷⁵



Hydrangea Girl

by Love You More

18m

6.75" x 9"

Canvas \$ 90⁵⁰

Stitch Guide \$ 70⁰⁰

Thread Kit \$109⁰⁰



Morning Townhouse

by Diane Pederson

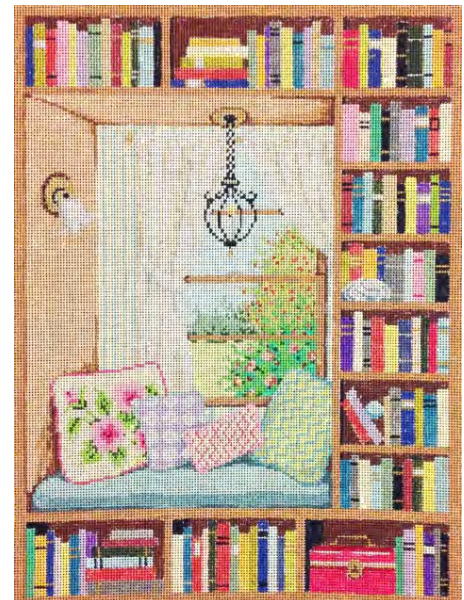
18m

14.25" x 9"

Canvas \$209⁰⁰

Stitch Guide \$140⁰⁰

Thread Kit \$192⁵⁰



Window Seat

by Once in a Blue Moon

18m

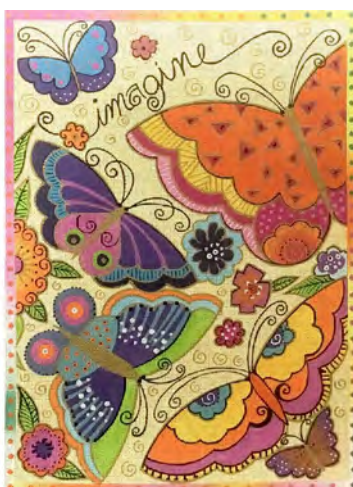
9" x 13"

Canvas \$187⁰⁰

Stitch Guide \$105⁰⁰

Thread Kit \$159⁷⁵

GUIDES COMING SOON



Waterlily by Lee, **Mr. and Mrs. Frankie** by Gayla Elliott, **Elephants in Blue** by Patti Mann, **Rainbow Butterflies** by Laurel Burch

from Danji, **Traditional Flowers in Urn** by Colors of Praise, **Moon Woman** by Laurel Burch from Danji, **Pheasant** by DJ Designs, **Cardinals in Wreath** by Melissa Prince, **Santa Fly Fishing** by Liz from Susan Roberts, **Christmas Mermaid** by Liz from Susan Roberts



MORE NEW PRODUCTS

ARTIST TOUCHED LAYING TOOLS



ARE YOU STILL HUNTING?

We have now shown you
eight egg locations.
Only two more to go!

Yes, a laying tool is a must to lay threads flat and side by side for a silky smooth appearance, but they are also fun to collect (ask Jill). We now have a limited supply of beautifully handmade and hand-painted laying tools. Our local artist Alicja Trout is not only a legendary rock star, but is talented with a paint brush as well.

COST: \$28⁰⁰



BROADWAY HITS

If you liked Rogue's TV show line, you might want to try some of their Broadway line. At 2.5" round, they are a fun way to remember a special event and super quick to stitch.

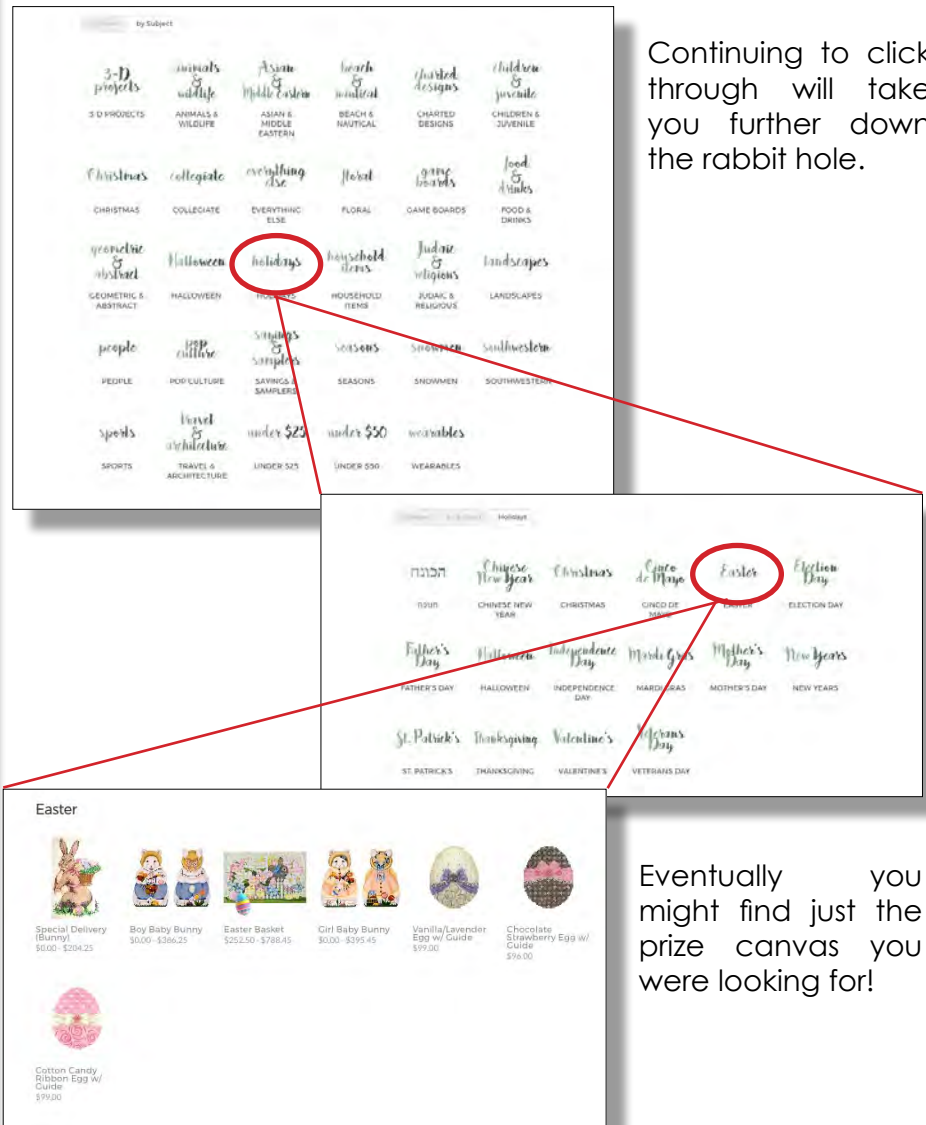


COST: \$32⁰⁰

LOOKING FOR A CANVAS

GETTING AROUND OUR WEB PAGE

If you want a new project, there are many ways to find one on our new site. In addition to searching for any key word in the search box, you can also search for a canvas by designer or subject. As you can see by the image to your left, we have an extensive selection of designers! The picture below shows the selection of subjects as well.



Continuing to click through will take you further down the rabbit hole.

Eventually you might find just the prize canvas you were looking for!

We currently carry over 135 needlepoint canvas designers!

A LIGHT HEARTED CLUB



HOW MANY STITCHERS DOES IT TAKE TO CHANGE A LIGHTBULB?

Shining some light on our new Light-Hearted Club: Set to begin May 1 with one canvas per month for 5 months. Plenty of time to stitch and have finished by Christmas. Contact us if you are interested in brightening your summer with this illuminating club. Associated Talent Canvas & Lori Carter stitch guide: \$65. Threads: prices will vary.

SINGLES CLUB

Christmas Singles Club (C) for 2017 starts shipping the end of April with Red Bell by Debbie Mumm. These fun kits come with a canvas, thread, buttons, charms, and guide. If you need it to work it, it is in there! To be totally "on-the-go" friendly, no laying tool is needed for these Singles Club companion projects. Every two months you will get another kit. HoHoHo by Fatell Designs will be shipped the end of June and the end of August you will receive this cute little guy, Santa Tree by Maggie. All of our previously finished club pieces (see them all on our Website) are available for individual sales.



Red Bell
Debbie Mumm
\$127⁰⁰



HoHoHo
Fatell Designs
\$83⁰⁰

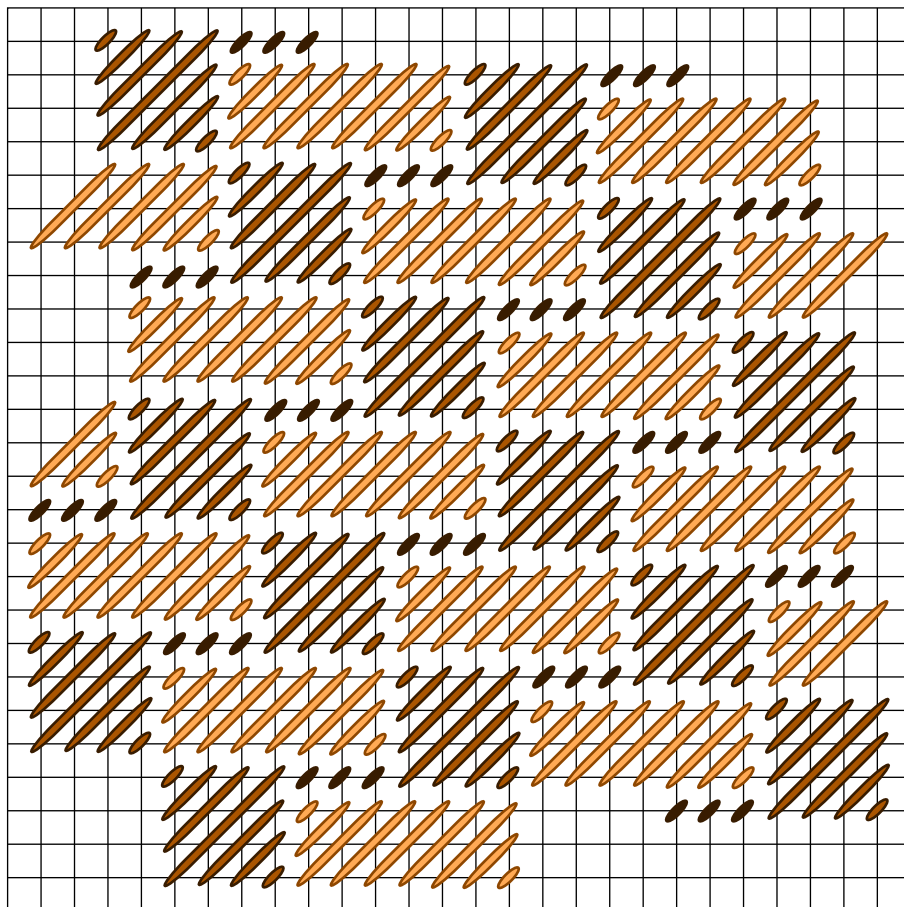


Santa with Tree
Maggie
\$122⁵⁰

STITCH OF THE MONTH

Spring brings many things and several of them just might arrive in a basket. I know I have many canvases that have baskets filled with Easter Eggs, flowers, beach paraphernalia, wine and pâté, and more. If you have a big or medium-sized basket to stitch try using Skewed Basket Stitch. Play with the colors to get just the right look for your basket. Using a dark color for the Tent Stitches gives that little space between the blocks the look of a shadow line. The Scotch Stitches in the pattern (medium brown in the diagram) represent the reeds weaving vertically and the Cashmere Stitches in the pattern (light tan in the diagram) represent the reeds weaving horizontally. If you use an over-dyed thread in either of those stitch components, make sure your stitching pathway follows the same direction as the "weaving" of the reeds.

SKewed BASKET STITCH

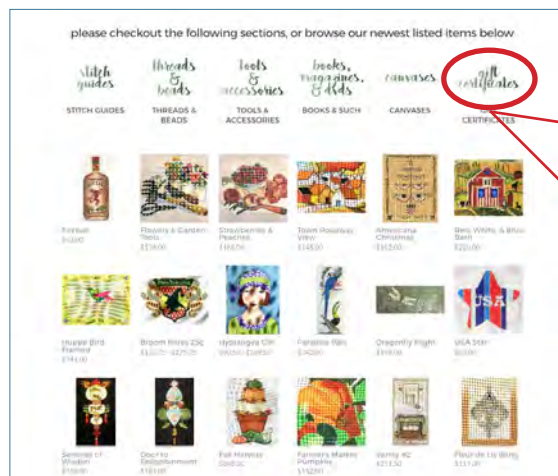


FUTURE HOME STUDY TEASER

IT'S COMING!!!

Many of you have asked what's next on the Home Study horizon. I don't know why you ask before we have even finished this one....BUT....we will offer this small teaser temptation of a coming attraction. Whether you have been naughty or nice, this destination-bound Home Study teams Amy up with a teacher/designer she has worked with in the past. Look for more teasing to arrive in the next newsletter and we love to post fun surprises on Amy's Golden Strand Facebook.

OUR NEW GIFT CERTIFICATES



The perfect gift for any stitcher for any occasion can now be purchased online. You'll find the Gift Certificates category on our main store page with the rest of the categories and new items.

Amy's Golden Strand

Gift Certificates: Gift Certificate

Gift Certificate \$100.00

AMOUNT: \$100.00

SENDER NAME: Jill Wilensky

RECIPIENT NAME: Courtney Butler

RECIPIENT EMAIL: CButler@fao.com

GIFT MESSAGE: With thanks for our many years of friendship!

* Indicates a required field

QTY: 1

ADD TO CART

DESCRIPTION: f t p

Complete all the required information and we will take care of the rest. The gift certificate will get mailed straight to your recipient's email! Amy's Golden Strand gift certificates never expire and now it is even easier to use them as partial usage is saved in our system. They can be used for classes, clubs, canvases, stitch guides, threads...anything at all.

Amy's Golden Strand

Shopping Cart

This store accepts:

ITEMS	PRICE	QTY	TOTAL
Gift Certificate Amount: \$100.00 Sender Name: Jill Wilensky Recipient Name: Courtney Butler Recipient Email: CButler@fao.com Gift Message: With thanks for our many years of friendship!	\$100.00	1	\$100.00

Subtotal: \$100.00

CHECKOUT

Helpful Information: Return Policy, Shipping Info

With the update on our website, charges are now processed at the time of check out. We still accept all credit cards, but now also offer a PayPal option.

Please note: If a price change on products is greater than 10% of posted price, we will contact you.

After you find all 10 eggs and have the 10 digit code, you will enter that code here at check out.

AND WE NOW TAKE PAYPAL!

CUSTOMER GALLERY



L-O-V-E

by Melissa Shirley
stitched by Jeanne Kunzman
stitch guide by Amy Bunger



Bougainvillea

by Once in a Blue Moon
stitched by Ginger Brennecke
stitch guide by Amy Bunger



DID YOU FIND ALL 10??

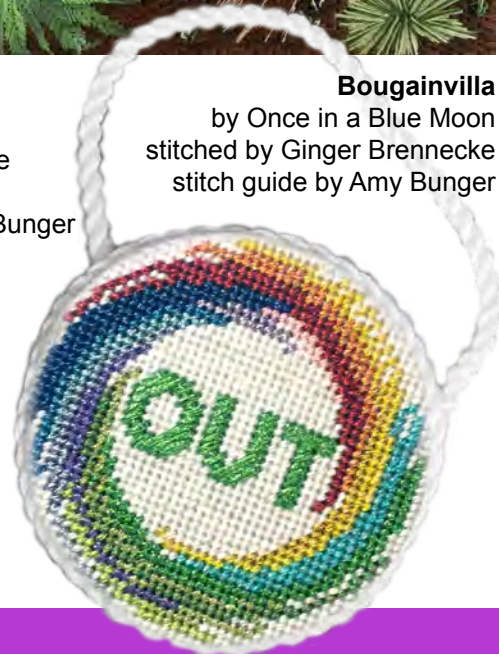
We do not have a customer gallery
on our web page, but they can all
be found in our past newsletters.
The eggs are elsewhere,
and every egg was
represented in this
newsletter.

Asian Elephant Rug

adapted from pattern by Maggie Lane
stitched by Kaye McKaskle
stitched with suggestions from Amy Bunger
during Rent Amy Day

OUT

custom by Rogue Designs
stitched by Cameron Rain
guidette by Jill Wilensky



CUSTOMER GALLERY



Americana

canvas by Blakely Wilson
distributed by Ewe & Eye
stitched by Stephanie Cheney



Lego and Lego Friends by Rogue Designs

stitched by Cameron Rain
guidette by Jill Wilensky
They glow-in-the-dark...what kid doesn't love that!



Jewel-Tone Diamond Frame

by Sydney Bates
distributed by Amy's Keeping Me in Stitches
stitched by Mary Elizabeth Mayes
stitch guide by Amy Bunger