



# Heartland News

January 2012

Issue 16

**Shop Hours**  
**Mon- Fri 10-5**  
**Saturday 10-4**

We will be closed Saturday Dec 24<sup>th</sup> – Dec 31<sup>st</sup> for the holidays. We will reopen Monday Jan 2<sup>nd</sup> with our regular shop hours and our 2012 **BLOWOUT SALE!**

Spring Seminar Class signups have already started! See the line-up in here or online!

*Heartland Quilt Shop*  
6817 Ridge Rd  
Lockport NY 14094  
716-433-3188  
[www.heartlandquiltshop.com](http://www.heartlandquiltshop.com)

## Welcome to 2012!

This newsletter is welcoming our new year 2012 and I am really looking forward to my first full year in my new spot! I really love my new building and cannot tell you how much it feels like home! Last fall was a whirlwind for us and we are finally starting to come down to earth with all of you! Thank you for all of your support with my opening and I hope you will continue to come and see our new displays and samples!

**Our Spring Seminar line up is here!** Some of the samples are even hanging in the classroom! We are really excited about the choices this year! They range from a jelly roll quilt, to scraps to wool with a little of everything in-between! We also are starting a new Block of the Month and we also have an oldie but goodie returning! So sit down and get ready to pour through these pages of TONS of information to help make your winter more bearable! Happy Holidays!

PS: I always put in Craig's winter weather forecast in this newsletter and his prediction is .....

Keep Sewing! Tara

## Sales\*Sales\* Sales

**Here Are Our Major Sale Dates! Don't miss them!**

**January: Inventory Blowout Sale!** Jan 2<sup>nd</sup> - 14<sup>th</sup> Everything in the store is **20% off** with tons of classroom clearance items also! Help us make room for all the new fabric coming in!

**Super Bowl Sunday Sale! Sunday Feb 5<sup>th</sup> 11am-3pm 20% off** storewide and **30% off flannels!** Win a gift certificate in guessing the game winning score! **One of our best sales of the year!**

**May: Anniversary Sale! Five Years OH MY! ! May 2<sup>nd</sup> -5<sup>th</sup>. Pick your discount sale! Up to 50% off!** Prizes and lots of fun! This will be our first anniversary sale in our new home so it will be great!

Our Second Monday of the Month Sale continues also. Here are the dates for those!

**Feb- 13**

**March-12**

**April-9**

All sales exclude kits, Block of the Month, jelly rolls, charm squares & wool.



## March Madness Spring Seminar 2012

### Class Requirements:

Supplies for classes are not included unless otherwise noted. A non-refundable deposit of half the class fee is due upon registration. Phone calls are always welcome but require a credit card or mailed check within 3 days. Supply lists will be given for class upon registration. Minimum of 4 students required for class to run. Cancellations due to lack of enrollment will be made 3 days before class. If student cancelled class within 7 days of the day of the class you will receive store credit for your class fee. If student cancels after 7 days you will receive ½ of your class fee of in store credit. 72 hours or less notice you will lose your class fee. If the class is cancelled due to not enough students or bad weather etc, you will receive a full refund of in store credit. Sewing machines are available for use for classes. (Small rental fee applies) Please reserve one at time of registration. If bringing your machine to class please make sure it is in good working order!!

### Heartland Quilt Shop's 5<sup>th</sup> Annual Spring Seminar March 19- 24<sup>th</sup> 10-4 pm

**This is a wonderful week at Heartland Quilt Shop. There's a different class every day with catered lunch, shop specials, door prizes and lots and lots of laughs! We have some fantastic classes with lots of your favorite teachers and even some new ones.**

#### **Monday March 19<sup>th</sup> - B\*tch\*'s Scrap Factory!!**

Tara and Jamie are together again with our fifth quilt! We dig into our scrap basket once again and come up with two extremely different but equally beautiful quilts! We love our together classes! Book req. for class!

#### **Tuesday 20<sup>th</sup> Farmhouse Quilt w/ Alice Donaldson**

We continue with Edyta Sitar because her quilts are just so beautiful! This quilt also combines piecing and machine appliqué. Alice teaches her method beautifully! Book req for class.

#### **Wednesday March 21<sup>st</sup> Geometric Gems w/ Tara**

Bust out your jelly roll strips and come play with me! This quilt looks hard but is really easy! I have to say this is one of best quilts I have made! I love it and hope you will too! Book req for class!

#### **Thursday March 22 Buttonwood Farm w/ Jamie**

WE LOVE WOOL! Jamie is going to do a beautiful wool project with you from a brand new book! Come and enjoy a new addiction for Heartland Quilt Shop! Book req for class.

#### **Friday March 23<sup>rd</sup> Fireworks with Ann Shaw**

Please welcome Ann to our teacher lineup this year! She will be teaching an original pattern that she designed. She will walk you through her paper piecing techniques and you will end up with her stunning quilt!

#### **Saturday March 24<sup>th</sup> Basket of Spring w/ Bev Lawler**

Bev has chosen a smaller hand appliqué project this year to help you get it finished quickly! This wall hanging will look good on your wall all year long! She will walk you through the steps of hand appliqué with ease! Pattern req. for class!

**All classes are \$44.00 each and includes lunch. Any materials needed for class are extra. A non-refundable deposit is due upon sign up to hold your spot in class. Sign up for 3 classes or more and pay only \$40 each!**



## **Beginner Quilting Class**

Are you new to quilting or just getting back into this hobby? Come take a refresher course or start from the beginning with learning the basics while making a simple table runner. You will learn rotary cutting and machine basics to get you on track.

**Monday Feb 20<sup>th</sup>  
10am-3pm or  
6pm-9pm  
\$30.00**

Alice Donaldson will get you hooked on this great hobby!

Don't forget your frequent buyer card when you come to Heartland Quilt Shop. Anytime you make a regular priced purchase you will get a punch for that dollar amount. Fill the card and receive a \$20.00 gift certificate on your next regular priced purchase! **Card must be present at time of purchase to punch!** Ask for yours today!

## **Classes, Classes and More Classes!** **Here is our winter line-up of classes for your choosing!**

You will notice that there are two options for class times, a day and night.

### **Spool Quilt w/ Alice Donaldson**

**Saturday Jan 21<sup>st</sup> 10-3pm \$30.00**

This is a seminar re-run because so many people still want to dive into this beautiful quilt. From Laundry Basket quilts. Alice will show you how to machine appliqué and spool your way into a treasure! Book req for class.

### **Mini Twist with Jean Alfonso**

**Tues Jan 31 10-3pm or 6-9pm \$30.00**

Jean will make the twister pattern in the mini version this time and you will love this tiny version! She will also go big and cover 10" blocks! Pattern and ruler req. for class.

### **Braided Wool Rug with Jamie Wagner**

**Friday Feb 3rd 10-3pm \$30.00**

Jamie will teach you the ins and outs of braided wool rugs. Don't want a rug? Make a chair pad!

### **Paper Whites Appliqué with Bev Lawler**

**Saturday Feb 4<sup>th</sup> 10-3pm \$30.00**

Come and do some wonderful hand appliqué with Bev on this stunning quilt. Never tried hand appliqué? This quilt is a great one to learn on! Pattern req for class.

### **Purse of the month with Alice Donaldson**

**Tuesday Jan 24<sup>th</sup> 10-3pm or 6-9pm \$30.00**

Every month will be a different purse or tote! Take one class or all! There is a class discount for taking multiple classes! Stop into the shop to see our line up for the months! Pattern req for class. **Feb 21<sup>st</sup>, March 13<sup>th</sup>, April 17<sup>th</sup>**

### **Mini Table Treats of the Month with Alice Donaldson**

**Thurs Jan 19<sup>h</sup> 1-4pm or 6-9pm \$25.00**

These new patterns from Kansas Troubles are too cute! We will do one table treat a month and offer kits for all. The first one is a cute spool design. This class is perfect for a beginner or intermediate Pattern req. for class. **Following Table Treat Dates Feb 7<sup>th</sup>, March 15, April 10**

### **45-Degree Fun w/ Tara**

**Friday Feb 10 10-3pm or Wed Feb 8 6-9pm \$30.00**

Come and learn some pinwheels the easy way with the 45-degree ruler! I love this super easy quilt where you get two blocks at a time! Ruler req for class

### **Learn to Love Wool w/ Jamie Wagner**

**Friday Feb 24th 10-3pm or Tues Feb 28<sup>th</sup> 6-9pm \$30.00**

Come and learn the basics for wool appliqué doing one of these great projects from Penny Lane Primitives. Choose from lots of holidays and make a great gift! We will have kits available! Pattern req for class!

## Clubs and Programs....

**Super Bowl  
Sunday Sale!**

**Sunday  
Feb 5<sup>th</sup>  
11am-3pm**

**20% off  
storewide!**

**30% off  
Flannels!**

**Guess the  
game winning  
score and win  
a gift  
certificate!**

**Don't miss one  
of our best sale  
days of the  
year!**

**Get your  
supplies so you**

**We now have  
scissor  
sharpening!  
Drop off and  
pick up here  
and have your  
scissors back up  
to sharp in no  
time!**

### **Heartland's Newest Block of the Month!**

Our new Block of the Months for 2012 are here!

Starting January- Winter **Nesting**

From the book Winterberry Threads! Only a 7-month program and \$15.00 a month! Book is required and can be purchased in Jan with first block pick up!

Starting March- **Wool Garden**

**This block will debut at Spring Seminar!**

**Redwork Club-** Redwork and hand embroidery is so popular right now that we are going to continue with this great club. Alice Donaldson will be your guide to learning all about this. We will be hands on one Thursday or Saturday a month and will learn about all the popular new tools, tips and tricks of the trade. This club will be for both beginner and advanced.

**Club fee is \$10. a month and you only pay if you come! First club meeting will be Thurs Jan 19<sup>th</sup> or a Sat (date to be announced) at 10am. You will receive your schedule for the year that day. Please specify which day you would like for the year. Pre Pay for the year \$60.00 Good only thru Jan**

**Stashbusters is Back!** This oldie but goodie returns with lots more room to play! One Thursday evening a month we will come and sew (or chat) and eat! Bring your own UFO to work on and a dish to pass. We will have a drawing for best dish and they will win a \$20 gift cert to shop! 5:30-9pm Cost \$5.00. Please call shop and let us know if you are coming! **First Date is Jan 12<sup>th</sup> and next is Feb 2<sup>nd</sup>**



## Heartland Quilt Shop

*We always have gift certificates available! They make a great gift!*

---

*Look for our next newsletter in your mailbox in late April or early May. Help us out by picking yours up at the shop!*

---

As always if our classrooms are not in use you are free to use them! Anytime I am open you can come! Have a sew-in with a few of your friends or have your circle meeting here! We will put the coffee on! Please call ahead and make sure the room is not in use on your planned date and we will be looking forward to seeing you!

## Prairie Women Club

*The art of quilting is rich in history. There are women, in untold numbers, who blazed the trail before us, leaving us with quilts and remnants of both fabrics and stories of how they lived and what quilts meant to them. While the techniques of quilting for today's quilter can be very different from those of yesteryear, why we quilt and what quilting means to us is very much the same.*

*We make quilts for basic warmth on the bed in which we sleep, for family and friends, to mark special occasions, perhaps to raise money for a cause dear to our hearts, or for the pure joy of it. Like our quilting ancestors, we also come together, as women in kindred spirit, to sew and share, and tell of our lives giving support to one another.*

*You are invited to join a unique, monthly club that will take you on a journey back in time. Gather together as the Prairie Women did, and hear anecdotal stories about their quilt making, and what daily life was like for those who traveled by wagon train on the Oregon Trail, to the lives of quilter's during the Civil War, and the years of women's suffrage for equal rights. Not only will you learn how our quilting ancestors created quilts by "Making Do" with what they had, you will be invited to do so yourself!!*

*At each monthly gathering of the Prairie Women's Sewing Circle, you will receive a small reproduction quilt project pattern that will allow you the option to share in their unique "Make-Do" quilting experience with fellow club members. Monthly patterns and other surprises will be offered exclusively to PWSC members only!*

***Sign Up today to attend the next gathering of the Prairie Women's Sewing Circle and...journey the threads of time!***  
Meeting Dates will be one Saturday a Month from 10-2pm or one Friday Afternoon from 10-2pm First meeting Jan 28<sup>th</sup> for Sat or Jan 27<sup>th</sup> for Friday. An evening class can also be available if enough people are interested! Dates for the year will be received at the first meeting!

**Cost is \$30.00 for a six month Journey!**

## Heartland Quilt Shop Spring Retreat!

There are still some spaces available in our Spring Retreat held at Stella Niagara in Lewiston NY. March 30-Apr 1<sup>st</sup> are the dates and \$146.00 is the cost for your stay, dinner on Friday, Breakfast Lunch and Dinner on Sat and Breakfast on Sunday. This is a great weekend that will help you get caught up on all of your UFO's! See in store for more details and sign up soon! Deposit of \$46.00 due upon sign up.

**Loose your newsletter? You can always download a new one at [www.heartlandquiltshop.com](http://www.heartlandquiltshop.com) where all of our info is up to date all the time!**