

Sewing Educator's Alliance

2016 Yearbook

The Sewing Educator's Alliance, created in 2002, serves as a mentoring and support group for those who love to share and teach the art of sewing. Members of the Sewing Educator's Alliance (SEA) are professional sewing educators who travel throughout the world in order to spread the word on sewing. They have written books, spoken at seminars, and appeared on television series. They continue to instruct more classes, write more books and articles, and attend more shows so they can excite consumers and continue to grow the sewing industry through their seminars, workshops, and classes.

When guilds, independent sewing and quilting stores, and sewing circles invite an SEA member to visit their store and present a workshop or class, they are taking advantage of an excellent opportunity to generate publicity, goodwill, and best of all, product sales. When students can attend classes taught by professional sewing educators, they can conquer their fears of new or unfamiliar sewing skills and plan future projects with confidence. This creates a need for products and materials and results in expanding the sewing industry.

MARY MULARI

Mary's Productions
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Mary Mulari, the most frequent guest on PBS television's *Sewing With Nancy*, has written 28 books and designed embroideries, fabric collections, and her own line of apron and accessories patterns. She is available for hire to present her educational / inspirational seminars at sewing stores and sewing guild chapters. She has been described as a dynamic and enthusiastic speaker who

relates to today's sewing enthusiast and knows how to promote and sell. Her special topics include applique, accessories, sweatshirt makeovers, & zipper projects.

CHRISTINA L. POWER

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Chrystina Power learned sewing basics at the knee of her mother, advanced her fundamental skills through the years, and has matured to a variety of fabric and fiber arts. As a certified trained sewing instructor and American Sewing Guild Member, Chrystina loves sharing stitching skills with all. Chrystina's sales experience provides the expertise to offer workshops, event planning, and

comprehensive instruction to all ages & levels that brings fun into every stitch.

MARCI BAKER

Quilt With Marci Baker
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Recognized internationally for her expertise in quilting, Marci Baker enjoys sharing ideas that simplify the process of sewing and quilting. Her products and tools provide easy-to-follow solutions for common sewing and quilting problems. Enthusiasm and inspiration can be seen throughout her lectures, workshops, and books. Marci and her husband, Clint, currently live in Fort Collins, CO, where they enjoy the

outdoors and the beautiful mountains.

PAMELA LEGGETT

Pamela's Patterns
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Specializing in pattern fitting and garment skills, Pamela Leggett has developed a fun and informative teaching style that's available in her patterns and DVDs. Her desire to help women make flattering garments led her to create Pamela's Patterns, which have fitting solutions and adjustments built-in. Pamela is the instructor for Palmer/Pletsch Workshops in PA and CT. She is the author of two DVDs and a book, *Sewing Essentials - Serger*

Techniques with Taunton Press and an online Craftsy class. Pamela has guested on *Sewing With Nancy* and Canada's *The Shopping Channel*. She is a frequent speaker for ASG groups around the country.

CINDY CHOCK

Cindy Chock's Sewing Room
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As a theatrical costumer, draper and pattern-maker, Cindy Chock has worked in stage, film, and television for over 40 years. Her wide range of experience includes creating one-of-a-kind fashions for The Muppets, dance costumes for The Mark Morris Dance Company, The Joffrey Ballet, and countless Broadway productions. Her pattern-making designs have been

featured in the collections of the Simplicity, McCall, and Butterick Pattern Companies. A graduate of the Fashion Institute of Technology, she began her teaching career in 1987 at The Parson's School of Design. Since that time she has gone on to teach at every level from Pre-K to college master classes. Currently, Cindy teaches sewing classes for the Theatrical Wardrobe Union in NYC and operates a successful dressmaking business, creating one-of-a-kind garments for her clients. Cindy is willing to travel internationally.

BARBARA CRAWFORD

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Barbara Crawford has been designing and teaching for more than 20 years and has a popular line of patterns for appliqué. She is known for pushing the envelope in new techniques manipulating fabrics and fibers. Along with having her own line of patterns, she is now also a full time designer for McCall's Pattern Company. She is a national and internationally recognized instructor, teaching at shops, expos' and private

homes. She has been seen on *Creative Living* and *It's Sew Easy* TV on PBS. She is recognized for her sweatshirt transformation patterns and craft patterns, and launched her Sewing Made Simple fashion patterns, creating easy-to-follow fashion patterns utilizing Wool Felt fabrics. Barbara is an expert in this particular fabric, testing the limits of this fabric since 1991. Barbara is always designing and creating new and innovative designs and keeping up with — as well as setting — trends.

CONNIE CRAWFORD

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Connie Amaden-Crawford is a licensed designer for The McCall Pattern Company under the Butterick label, member of the Sewing Hall of Fame, and is President and CEO of Fashion Patterns by Coni. She is a nationally recognized lecturer, fashion specialist, educator, and author of several DVDs, sewing, and pattern textbooks. A former instructor at the Fashion Institute of Design and Merchandising

(FIDM) in Los Angeles, CA, her professional experience includes positions as a patternmaker, grader, and design consultant. A nationally and internationally recognized fashion lecturer and specialist, Connie is a guest speaker for various colleges and fashion groups. Connie is a member of the American Sewing Guild, Australian Sewing Guild, Association of Design and Apparel Professionals, and Sewing Dealers Trade Association. Connie is a graduate of LATTCC College and received her teaching credentials from UCLA.

PAM DAMOUR

The Decorating Diva
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Known as the "Decorating Diva," Pam Damour offers professional drapery workshop training to the trade. Co-author of *Pillow Talk*, Pam is generous in sharing the knowledge of her 27+ years as an interior designer and sewing professional. As a seasoned career speaker, she's a member of SEA, ASG, and AQS. Pam travels internationally teaching her specialty techniques that have brought

her years of continued business as the "Couture of Home Dec Sewing." Producer of 13 how-to DVDs and national spokesperson for The Warm Company and Rowenta, Pam enjoys the hands-on aspect of the window treatment industry. She has developed a 12-part template system to make custom window treatments that are taking the industry by storm! Pam's new projects include a fabric collection, a new book, and her own Web-TV show called *At Home with the Decorating Diva*. Pam lives on the shore of Lake Champlain in a log cabin nestled at the foot of the Adirondack Mountains where she teaches sewing retreats and her teacher certification programs. Pam will travel internationally.

MARCIE BRENNER

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With her more than 35 years of teaching experience, Marcie Brenner has conveyed her love of sewing and quilting, demonstrating her extensive knowledge with a sense of humor whether she's working with beginners or professionals. She has taught from junior high school to university level courses and at national and local level sewing and quilting shows. Since 1993 she has owned a sewing school and

quilt shop, teaching classes covering all phases of sewing, quilting, and home dec. In addition, she was employed for 18 years in the garment industry as a technical designer, a technical writer for a pattern company, and an assistant designer. She has an A.A.S. in applied apparel design and patternmaking, Fashion Institute of Technology, a B.A. in home economics and women's studies, Brooklyn College, with Graduate courses in education. Marcie was honored in 2013 as a Master Certified Sewing Educator with the Sewing Educators Alliance. She will travel internationally.

MARGARET MOOREHEAD

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Tired of ordinary events? Still hosting events the same way you did 5 or even 10 years ago? Let Margaret Moorehead take you and your customers to the next level with her EXTRAORDINARY "Virtual Sewing HangOut Series." Margaret is known for the way she guides her "sewing friends" through complex projects with fun and ease, her step-by-step details, and the way she allows the talents of the

students and store staff to glow. Don't limit yourself to in-store events; take advantage of technology and let Margaret show you how to make these events work for you! If you want to have a cutting edge event that will increase your customer base and your profits, Margaret Moorehead is the one to do this for you! Get in front of your competition and let your customers (and your business) excel.

DIANE FAULKNER

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Diane Faulkner has been sewing for herself and others most of her life. She has owned her own custom sewing and alterations business and has taught classes for 30+ years. Her passion is to teach others to love all aspects of sewing: garment construction, fitting, wearable art, embroidery, and craft sewing! Diane is a Palmer/Pletsch Certified Instructor, a member of the Sewing Educators Alliance, and the

Association of Sewing & Design Professionals. Her more popular classes include Serger Classes from the basics to advanced techniques (any brand); Beginning Sewing for adults & young people; Embroidery Classes; the Origami Jacket (adapted from Shirley Adams); Patterns from RTW; Pant Fitting; and Updated Sewing Techniques. Diane knows the impact classes can have in promoting merchandise and adding to the bottom line in an independent dealership. Her goal is to promote sewing to a new generation of potential customers.

JOAN HINDS

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As the author of many sewing books and patterns for the popular 18-inch doll, Joan specializes in classes and seminars for sewing for dolls that appeal to beginning and experienced sewists alike. She also teaches a variety of construction techniques for dolls and has an extensive trunk show to accompany her classes. Her book, *Doll Costume Dress Up*, has 20 fun costumes to

spark children's imagination for creative play. Her book titled *Heritage Doll Clothes*, published in December 2015, highlights historical garments for dolls. The book *30-Minute Doll Clothes* was also co-authored with Nancy Zieman in 2011. Joan has appeared on *Sewing with Nancy* several times to share her original designs and techniques.

As of December 31, 2016, Joan will be retiring after 27 years in business as Fancywork and Fashion. "Thank you for your support and patronage over the years. It was a pleasure to share my doll clothing designs with you. I hope you will continue to bring joy to yourself and others by sewing for dolls!"

SUE HAUSMANN

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Sue Hausmann has virtually unlimited enthusiasm to share the lifeskill of sewing and quilting, and for more than 40 years her profession focused on sewing education. Now "retired," Sue attributes much of her success to the encouragement and support of her husband Herb, and is thrilled he joins her in their mission to "share the joy of sewing and quilting" at events around the world. Sue has

produced and hosted more than 900 "how to" sewing and quilting TV shows and has written 33 sewing and quilting books. She received the 2002 American Sewing Guild Sewing Hall of Fame Award, the 2007 Master CSE award from the Sewing Educator's Alliance, and was inducted into the Sewing Machine Hall of Fame in 2012. Sue will travel internationally.

TEREVA KING-ADAMS

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Tereva K. Adams, owner of Adams Fashion Design Studio and founder and instructor of Woodlawn-Edmondson-Westview Recreation and Parks Council (EDRECO) Fashion Design/Sewing Center, enjoys teaching her students in a relaxed and fun atmosphere. Tereva teaches her students clothing construction, draping, and pattern making. Her students are now designing wearable art, which affords the

opportunity to be very creative. She also arranges trips for her students that are fashion- and sewing-related. Each year, Tereva has the opportunity to teach different age groups of students with different goals that all relate back to fashion and designing. Their "Sew and Tell" evening events allow Tereva's students to enjoy showing their outfits to family, friends, and co-workers. Tereva has also judged clothing in various competitions.

LUVETA NICKELS

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Luveta Nickels specializes in recycling old blue jeans, but teaches all areas of sewing. She's especially excited to be working with what she calls, "wild and wicked!" grommets. Available in every color of the rainbow - and then some - Luveta has taken the use of grommets to a whole new level. They aren't just for curtains and home décor! You get a bonus when Luveta visits your store because her products

can be worked on consignment. She is well-versed in multi-brand machines and is anxious to work with individual stores. She promotes sales and return business after leaving her audience in awe! Luveta has appeared many times on PBS TV with Kaye Wood, Nancy Zieman, and Sue Hausmann. Her students have lightheartedly given her the title of "Denim Diva." Luveta has added Ready-to-Wear Rehab and Rock Star Rivets to her already exciting seminars.

MARY ANN RACHEAU

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Mary Ann has earned the achievement of Master Certified Sewing Educator from the Sewing Educator's Alliance. She is certified to teach "Quilting the Kaye Wood Way" and as a Trained Sewing Instructor through the Sewing and Craft Alliance. Mary Ann's background includes over 30 years of costume and fashion design experience in the entertainment world in Las Vegas. She spent 14 years with

the Siegfried and Roy Show, 8 years with Cirque du Soleil's KA, and 6 years as the costumier for the ballet and opera. She currently teaches a number of sewing and quilting classes, both publicly in sewing stores and privately in Las Vegas. She is a member of the American Sewing Guild and has her own unique line of quilts and teddy bears.

LISA SHAW

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Londa Rohlfing's passion is teaching design and techniques to create well-designed and fitted wearable art jackets and knit tops that make women look their best. Londa's innovative Talking Patterns provide step-by-step instructions that can be read, seen, and even HEARD online. Londa's work has been published in *Threads*, *Sew News*, *Sew Beautiful*, *Sew Savvy*, and *Creative Needle* magazines. She is a guest

designer on PBS's *It's Sew Easy*. Londa travels the country teaching at guilds and shops and has been selected to the faculty of the Houston Quilt Festival for 5 years. C&T published her first nationally-published book *Sweatshirt Transformations* in 2012. Her programs offer a fresh and creative perspective.

JUDY KESSINGER

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Judy Kessinger started her career owning and operating a small retail fabric store in Louisville, KY. She traveled nationwide holding seminars for Hancock Fabrics for over 25 years, designed costumes for national and international figure skaters, and created a fast and easy way to conquer fitting problems for that field. Judy's next goal was to make stress-free sewing with simple solutions for fitting. Her personal style included many comfortable but well-fitted outfits. In her search for the "perfect" pattern, she decided to use her experience and create the system herself - thus the Master Tops and Master Pants patterns were born! You can build and create an entire wardrobe on those two patterns alone. She is known by many as the *Fit Doctor*, curing the ills of the sewing "blues." Her website - www.fitnicesystem.com - has enabled her to engage in more teaching tools with videos and online classes. Judy has been blessed to have touched the lives of countless women, teaching them the tricks of looking trim and feeling fantastic by simply fitting themselves properly.



LINDA MCGEHEE

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Linda McGehee designs classic and designer-inspired handbags and purse patterns for your DIY sewing. Her patterns and designs use hardware from the ready-to-wear industry. Ghee's is your source for unique designer-styled items, including handbag sewing patterns & kits, beautiful embroidery designs, fabulous fabrics, award-winning techniques and ideas on fabric manipulation, and webinars!

Linda has designed for the prestigious Fairfield Fashion Show, Statements, Capitol Imports, and various sewing and quilting magazines. Linda loves to share the products and techniques she uses to design her own unique handbags, vests, and garments and hopes you'll find as much enjoyment in creating your own projects as she does.

EMMA SEABROOKE

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Emma Seabrooke is a certified Palmer/Pletsch pant and fit instructor. She trained with a French couturier for years and took many fashion design courses in college while obtaining her degree. She has been fashion sewing since the age of six, first for her dolls then for herself and others. Emma loves sewing with knits and has designed patterns for them. She has perfected the best styles for all sizes,

especially the well-endowed ladies. She travels and teaches from coast to coast and on TV. Emma is an active member of the Miami Chapter Board of the American Sewing Guild and is a member of the Home Sewing Association. All her ladies can achieve clothing that looks and fits beautifully. She carries patterns, notions, and fabrics that apply to her classes.

COLLEEN WRIGHT

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Colleen has been sewing for herself and others for more than four decades as well as teaching many children and adults including international students. She offers a fun, relaxed, and knowledgeable format at her seminars and workshops. Colleen is a Master Certified Sewing Educator, a Sulky Certified Teacher, and a Simplicity Educator, which allows her to instruct in many subject areas. Some of her most

popular seminars include those on interfacing, threads, decorative stitches, tips and tricks, thread painting, and more. Colleen will travel anywhere there is a need for education about the art of sewing.