



# SWG NEWSLETTER

**April 20th, 2016**

## **NEWS FROM THE SWG CHAIR:**

Spring 2016 is packed with SWG Opportunities and there is much to share in our Product Segment Group. Please take a few moments to read the newsletter and find out what's happening and how you can benefit from participating!

### **We have lots of news:**

- **New leadership**
- **Bingo at TNNA Summer show in DC**
- **SWG Meeting in DC**
- **Spinzilla Year Four**
- **Volunteer Opportunities**
- **NAMP Update**

## **New Leadership**

Since the San Diego TNNA Winter Show, there have been some changes in the SWG leadership. Rita Petteys has stepped into the role of SWG Chairperson, taking over the role from Cheryl Nachtrieb who has resigned as SWG chair. Many thanks to Cheryl for her time as SWG chair. It is greatly appreciated.

Angela Smith of Purl and Loop is the new SWG Secretary/Treasurer, having joined the SWG board in January. She has a wealth of experience in professional boards as well as many great ideas for our Product Segment Group. Please welcome Angela to our PSG when you see her at the Washington show.

Constance Hall and Andrea Marquis are part of the SWG leadership team on an advisory basis, working on year 4 of Spinzilla, our premier event, as well as the TNNA trade show booth and activities.

We are all dedicated to ensuring that we represent you and the core principles of SWG: To ensure a vibrant marketplace by promoting the joys of handspinning and weaving. Please feel free to contact us with any questions.

# Get In On These Great Events!



## Volunteer for SWG!

**Work with a fun and dedicated team.**

**SWG needs more leadership team members and committee volunteers! If you would like to work with dedicated, friendly, smart people to help promote the Spinning and Weaving industry, please contact Rita Petteys at [ritapetteys@comcast.net](mailto:ritapetteys@comcast.net). We need a Vice President and a membership coordinator, and can find a way to fit your talents and skills into our team!**

## SWG BINGO

SWG Bingo launched at the San Diego show to much success! Companies exhibiting at the show signed up to be part of the BINGO card; participating show attendees visited their booths to get their BINGO card “punched,” while at the same time learning about that exhibitor’s products. This is another opportunity to get your company and its products in front of interested shops and companies who are at the show looking for items like yours. Take part in this great opportunity by contacting Andrea Marquis, BINGO coordinator at [andrea.marquis05@gmail.com](mailto:andrea.marquis05@gmail.com) to get signed up. The cost is \$60 for exhibiting members. Non-exhibiting SWG members can participate for \$80.00. It’s a great deal for another opportunity to bring shoppers directly to you!

## SPINZILLA 2016

Spinzilla 2016 preparation is well underway! The dedicated team works year-round to prepare and execute this great event that brings in more spinners every year. Spinzilla 2016 sponsorships are all sold but there are still many ways to participate – by hosting a team, providing gift certificates and prizes, getting your spinning community enthused through workshops and classes, and more! Come to the SWG booth, 346 and see how Spinzilla can benefit your business!



The Spinzilla Team Captain Meet-Up will be held on Sunday, June 12 at 4:00 p.m. in the SWG booth, #346.

## **WASHINGTON DC SHOW UPDATES:**

SWG will be hosting a booth at the Washington DC show, 346! Come and see us there to learn about Spinzilla, SWG Bingo, how to incorporate spinning and weaving into your shop's offerings, how you can participate with SWG, learn about the SWG Teachers Directory, and see the great prize basket for SWG Bingo winners. There will also be a SWG lounge in the TNNA Member lounge area where we will be displaying larger looms and spinning wheels. We could use a few volunteers at the Washington DC show to help staff the SWG booth

SWG will also be helping decorate the display windows in the lobby of the convention center. The theme for the windows is "Americana" and we are looking for weaving and spinning projects and easily-portable products to display in this booth. If you will be at the DC show and would like to participate in either decorating the booth or can offer either handspun, handwoven, or other fiber-arts related items, please contact Rita Petteys for more information on how to be a part of this!

## **SWG MEMBERSHIP MEETING**

The bi-annual SWG Membership meeting will be Sunday, June 12 from 5:45 – 7:00 p.m. in Room 238. Join us to hear about the results of the Hart Research State of the Needle Arts Market Survey. We'll also be giving a board report on the SWG work from the past six months, and more. We'll also have a mini-BINGO game running in the meeting with great prizes you won't want to miss!

## **NAMP UPDATE**

NAMP participation continues to grow, thanks in part to the great support from SWG and Spinzilla donations. Participating groups using the Spinning and Weaving products have steadily grown – groups who had used all the other needle arts are continuing to explore and serve children with spinning and weaving! Our work has helped increase the number of spinners and weavers! NAMP does need board members, though. If you are interested in helping steer this great program, please contact Jennifer Clegg at [jclegg@tnna.org](mailto:jclegg@tnna.org).